



interact Sports

Enhancing the fan experience

With a seating capacity of 22,500 for concerts and 16,500 for tennis and basketball, the Sinan Erdem Arena is the largest multi-purpose indoor arena with dynamic lighting in Turkey.

“Our dynamic sports lighting elevates the Sinan Erdem Arena to one of Europe’s top sporting venues.”

Saner Kırık, Sales Director of Philips Lighting Project Channel for Turkey

Customer challenge

Known for hosting highly prestigious basketball matches, Sinan Erdem was ready to take the next steps to establish itself as an arena with an international presence. Stadium management wanted to enhance the fan experience while also increasing operational efficiency and opening up new revenue potential.

Solution

Energy-efficient pitch and stand lighting was installed at the sports arena ahead of the EuroLeague Final Four in May of 2017. The pitch lighting meets the latest International Basketball Federation (FIBA) standards for TV broadcasting and can be used to enhance the fan experience through dazzling light and music shows.

Interact – Making it happen

Dazzling light and music shows give fans a unique experience while in the stadium, and LED pitch lighting ensures adherence to strict broadcasting requirements and flicker-free viewing at home. The new Interact Sports asset management software allows remote programming of lighting configurations to give

total flexibility of the stadium lighting, expanding the ability to host many different types of event. Interact Sports asset management software also provides the venue management with real-time data on energy consumption and lighting performance.



Scene management

Interact Sports scene management software allows you to program and synchronize lighting inside the stadium and the architectural lighting around

it from the same dashboard or app. This easy-to-use software lets you extend the match day experience and attract a wide variety of events to diversify revenue streams.



Dynamic experience

Sinan Erdem Arena will host international sports competitions and other types of events. Interact Sports helps to transform the arena with

cutting-edge technology to create an amazing fan experience that meets the latest broadcast and sports federation standards.



Lighting asset management

Offers a future-proof platform for integrating your stadium's lighting infrastructure into one dashboard. Know exactly what's

happening where and take action through a real-time, data-enabled understanding of your entire system. With cameras, you can visually verify light show performance via a cloud-based software dashboard.



Energy savings

The basketball court is lit with 92 connected LED floodlights, with a further 96 floodlights illuminating the stands.

Compared to conventional lighting, the new lighting system reduces energy consumption for lighting by 40%.

Project details

- 188 connected LED floodlights illuminate the court and stands, reducing energy consumption by 40% over convention lighting
- Pitch lighting meets the latest International Basketball Federation (FIBA) standards for TV broadcasting
- Meets stringent standards for UHDTV and flicker-free super slow motion replays

 Find out how Interact can transform your business

www.interact-lighting.com/sports

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