

## Australia's first all-LED multipurpose stadium

**As a new purpose-built sports venue, Optus Stadium wanted to ensure it installed the very latest lighting technology to create the best possible fan experience.**

**“The community have been absolutely blown away by what a fantastic facility has actually been created here in Perth. And the ability to light up the stadium with your team colors on a game day is magnificent.”**

Ronnie Hurst, Project Director, Department of Sport and Recreation,  
Government of Western Australia

### Customer challenge

In 2012, the Government of Western Australia set a goal to create a multipurpose facility that delivered a unique experience for fans and the wider Perth community. In addition to year-round use, they wanted a venue that was IoT-enabled with cutting-edge technologies in order to attract domestic and international events.

### Solution

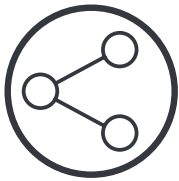
The stadium chose to install IoT-ready connected LED lighting to support its mission to become the premier, multi-purpose venue in the southern hemisphere. The installation represents the largest LED stadium lighting system of its type in Australia.

The holistic LED stadium lighting system includes more than 22,000 controllable LED light fittings which are managed through Interact Sports Lighting management software. Interact Sports has the flexibility to create a completely immersive lighting experience for fans at the 60,000 capacity venue, making it ideal for a wide variety of events.

## Interact Sports – Making it happen

Interact Sports enables remote reconfiguration and monitoring of the LED connected lighting to create a multipurpose arena for fans to watch anything from their home football and cricket teams to world-famous rock bands. Music and lighting can be merged together

in advance by the lighting operator using Interact Sports scene management, making it easy to create visually stunning pre-match and halftime light shows. The LED floodlights meet all the requirements for HDTV broadcasting standards for sports lighting.



### End-to-end fan experience

Because the stadium is lit with 100% LED lighting from entry to exit, the venue showcases a true end-to-end approach, and

allows synchronization of lighting effects across parking, pitch, and hospitality areas.



### Making a scene

The façade and roof canopy are lit by connected Color Kinetics architectural LED lighting and controlled by Interact Sports Scene management software.

The roof canopy acts as a giant canvas upon which spectacular light shows can be created with patterns and imagery.



### Scene management

Interact Sports Scene management software allows you to program and synchronize pitch lighting inside the stadium and the architectural lighting

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



### Designed for use 365 days a year

The stadium was originally designed to be multipurpose and ready to be used throughout the year. Thanks

to Interact Sports Scene management software, lighting scenes and colors can be tweaked freely to fully suit all events taking place on the pitch, from sports matches to concerts and beyond.

## Project details

- Multipurpose stadium with a capacity of over 60,000
- 22,000 LED connected, centrally managed light points: the largest LED sports lighting system in the world
- Music and lighting can be merged together by the lighting operator for seamless implementation

 Find out how Interact can transform your business

[www.interact-lighting.com/sports](http://www.interact-lighting.com/sports)

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