



Philips LightVibes

Immersive Cinema Lighting

PHILIPS



Philips LightVibes® is a revolutionary immersive cinema lighting solution for 'Event Cinema', feature film, interactive 3rd screen advertising and other content. LightVibes® transforms a standard dark theatre into a venue with the ambiance to experience in-hall live performances. Content controlled event light scripts drive dynamic LED lighting fixtures installed on the walls and on the ceiling. In operation, the system synchronizes automatically with the existing cinema theatre installation. LightVibes® creates light shows that complement and enhance the cinema screen content.



Pre-show 'live-like' ambiance for Event Cinema screenings.

With Philips LightVibes®, the content on the screen is extended beyond the screen and into the theater. For event cinema content, this gives cinema visitors the feeling like being part of a live concert. For advertising, it creates a more entertaining, immersive atmosphere. For future feature film applications LightVibes® can add drama to certain scenes, set the scenes' atmosphere and create larger moments of impact.

How does it work?

LightVibes® translates content to additional, but subtle lighting effects in the cinema room. Effects are focused around the screen and designed to enhance – but never interfere with – the on-screen image. Lighting fixtures will be installed and connected to an easy to use control system. The software, which runs on a dedicated Philips playout system, is designed either to analyze the content on a real-time basis or to use predefined scripts. The system is based on LED lamps which enable a variety of colorful effects ranging from a soft glow in the cinema that complements a movie to concert-style lighting effects that replicate a live music performance.

Where is it used?

LightVibes® could be used in all theaters with available content. For alternative content LightVibes® can be added to all venues and will especially create a high impact on live music performances. For movie content LightVibes® will synchronize with the existing digital cinema play-out server.

Why Philips?

As Philips, we have a long history in video, audio and lighting. We can offer all lighting fixtures and have the required lighting knowledge in house. We have a lot of experience and tools available on video and audio content analysis. Also we have an existing cinema business and relevant sales/service channels.

For more information please contact:
lightvibes@philips.com



©2014 Koninklijke Philips N.V.
All rights reserved.