

PHILIPS

Professional Display Solutions

Case study Public venues



Paris La Défense Arena gives guests a performance worth seeing with Philips Professional Display Solutions

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“We chose Philips because every detail had to be truly spectacular.”

Jean-Marc Poissenot, Director of Audio-Visual, Paris La Défense Arena



Background

Exhilarating in every aspect, Paris La Défense Arena is the largest concert hall in Europe and is also home of French rugby union club, Racing 92. Built in 2017, this multi-use megastructure is capable of holding up to 40,000 people and features three separate configurations for rugby, concerts and other various events. The venue also includes 33,000 square metres of office space, 300 student rooms, multiple stores including a club shop, a brewery and a gourmet restaurant. Going straight for the hall of fame, the stadium's first ever concert was performed by The Rolling Stones, and is already set to become a must-see destination for decades to come.

Challenge

Coming in strong as Europe's new largest concert hall, Paris La Défense Arena needed to set an unprecedented benchmark for absolute exhilaration. In true French fashion, every detail had to be perfected in form, function and style. Its unique construction where no space is symmetrical posed a new challenge for engineers – one that required them to create an advanced set-up, which worked in complete harmony. Screens needed to be positioned in perfect alignment and calibration to ensure a clean, consistent look throughout the venue.



Fast facts

Client
Paris La Défense Arena

Location
Hauts-de-Seine

Project
Complete display installation of arena

Products
Philips D-Line 55", 49" AND 43" displays (298 units); Philips 75" U-Line displays (20 units)

Partners
BforPro

Solution

Always up for the challenge, Philips Professional Display Solutions teamed up with design solutions experts, BforPro to create a remarkable entertainment experience at Paris La Défense Arena. This powerhouse combination fitted out 318 Philips displays across the arena to inform, entertain and inspire guests during every event. From concept to completion, the entire solution was installed within a tight timeframe and resulted in a flawless setup. Thanks to the intricate display solution, guests can efficiently find all the information they need including directions, seating, timetables, promotions and accessibility. The displays are also used in the training camps for Racing 92's players to show match analysis information and press conference coverage.



Benefits

Easy content updates: Content can be easily updated by the stadium staff. Promotions and sponsored content can be added at any time, allowing for upselling and cross selling opportunities internally or in collaboration with event organisers.

Remote upgrades: BforPro can push new software updates remotely to ensure all screens are running smoothly with the latest features and stability requirements.

Future-proof: New features and demands can be easily configured and deployed by BforPro when necessary.

Ultra-quick and easy deployment: The new set up was devised and installed within a very short timeframe.

A personal touch: Content can be customised using the CMND & Create tool. The content-management module of CMND allows for easy creation and distribution of branded content such as seating arrangements, timetables and event information.

Wayfinding-routing: Guests are guided to the right direction and seating via clear digital signage, which can be adapted to cater for multiple languages.

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