

## Presse Press

Munich, February 22, 2018

### Lights on! Once again, Osram will be on board at the Eurovision Song Contest

For the fourth time in a row the Munich-based high-tech specialist will be helping all the artists at the Eurovision Song Contest put on the best possible show with some spectacular lighting effects

**Osram is the official lighting partner for the 2018 Eurovision Song Contest (ESC) in Lisbon. For the fourth year in succession Osram will be supporting this mega event as an innovative supplier of modern digital lighting technology. “The Eurovision Song Contest is one of the largest TV events in the world with a long and exciting history. We are immensely proud to be on board for the fourth time and to be represented by a large proportion of the lighting systems in the Altice Arena in Lisbon. Individually tailored lighting solutions from our subsidiaries Claypaky and ADB will create a unique atmosphere, stir the emotions and provide the perfect setting for the singers”, said Hans Joachim Schwabe, CEO of the Specialty Lighting business unit at Osram.**

There promises to be an incredible mix of spectacular lighting, stunning performances and high emotion in Lisbon from May 8 to 12. Portugal, the hosts of the 63rd Eurovision Song Contest, will be presenting this TV extravaganza with a nautical theme. Their chosen slogan is “All Aboard!” and the stage will have a maritime atmosphere. The 43 acts from the various countries will be accompanied by a breath-taking light show. Technically perfect, packed with emotion and bursting with effects, color, shapes and dimensions. A magnificent composition of light and sound to create a unique experience in the Altice Arena. The man responsible, as last year, is the German lighting designer Jerry Appelt.

The OSRAM logo is displayed in a bold, orange, sans-serif font.

### **Wonderful light shows throughout Lisbon**

The ESC stage and all of Lisbon will be a festival of color and impressive lighting effects. In addition to the Eurovision Song Contest show itself, Osram is illuminating various landmarks of the Portuguese capital. Buildings at the Praça do Comércio, the city hall and the Castelo de Sao Jorge will be lit in various colors, and the actual color will depend on votes by viewers at home. This is how it works: To take part you need to download and install the official Eurovision Song Contest app and go to the Osram Light Voting section. As the singers are performing their songs in the semi-finals and final, you can vote for your favorites via the interactive app. Each number of points from 1 to 12 stands for a particular color. Depending on the points gained by a song in the Osram vote, the landmarks in Lisbon will be lit in the corresponding color. Blue means that a song has left viewers cold, while red at the other end of the scale means that the performance was hot. The results will be immediately visible in the city and via webcams throughout the world.

Singers from 43 countries will appear in the Eurovision Song Contest from May 8 through 12 in the Altice Arena in Lisbon. The first semi-final will take place on May 8, the second on May 10. The finalists will take the stage on May 12.

For more information go to [www.osram.com/esc](http://www.osram.com/esc)



Like last year in Kiev, the Eurovision Song Contest stage will be bathed in brilliant light thanks to a large number of Claypaky spotlights.

Picture: Osram © Ralph Larmann

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### ABOUT OSRAM

OSRAM, based in Munich, is a leading global high-tech company with a history dating back more than 110 years. Primarily focused on semiconductor-based technologies, our products are used in highly diverse applications ranging from virtual reality to autonomous driving and from smartphones to smart and connected lighting solutions in buildings and cities. OSRAM uses the endless possibilities of light to improve the quality of life for individuals and communities. OSRAM's innovations enable people all over the world not only to see better, but also to communicate, travel, work and live better. OSRAM has approximately 26,400 employees

**OSRAM**

worldwide as of end of fiscal 2017 (September 30) and generated revenue of more than €4.1 billion. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED 400; trading symbol: OSR). Additional information can be found at [www.osram.com](http://www.osram.com).