

Press

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National Theater in Munich takes on a new glow

And there was light: The National Theater located at Max-Joseph-Platz is now clad in a new cloak of LED light. Following an intensive planning phase of the lighting concept and the installation of the lighting system during the theater's summer break, the Bavarian State Opera (Bayerische Staatsoper), the Friends of the National Theater (Freunde des Nationaltheaters e.V.) association and Osram are now showing off the brilliant results. The new LED façade illumination accentuates the qualities of the neoclassical building and turns the National Theater into another nighttime highlight of Munich.

The theater's new illumination has been completely integrated into the building's façade and enables it to glow from within. It is all made possible by the use of 10-millimeter-wide LED light strips that have been added to the narrow cornices. A number of architectural elements, including the artistically designed tympanum, were virtually hidden from view at night in the past. The new illumination now bathes the entire facade in exactly the right light. "Good lighting is just like makeup used in films and plays: It is a quick-change artist and awakens emotions," said Olaf Berlien, CEO of Osram. "We are really happy about this opportunity to demonstrate our expert skills." The LED lighting system does more than simply showcase the building's façade. It also uses much less energy than the old system and will be maintenance free with its 50,000 hours of service life for many years to come.

"I am really glad that we could help beautify the Max-Joseph-Platz square with the new lighting system," said Nikolaus Bachler, the theater's director who has worked for years in the initiative "Ein Platz für alle" (a square for all) to redesign the area. "I would also like to thank Osram and the friends of the National Theater for their tremendous support. I hope that the City of Munich will see this innovation as a reason to implement the planned improvements as soon as possible." Monsignore Dr. Siegfried Kneißl, Chairman of the Board of Directors for Freunde des Nationaltheaters e.V. München, added: "The inner brilliance of

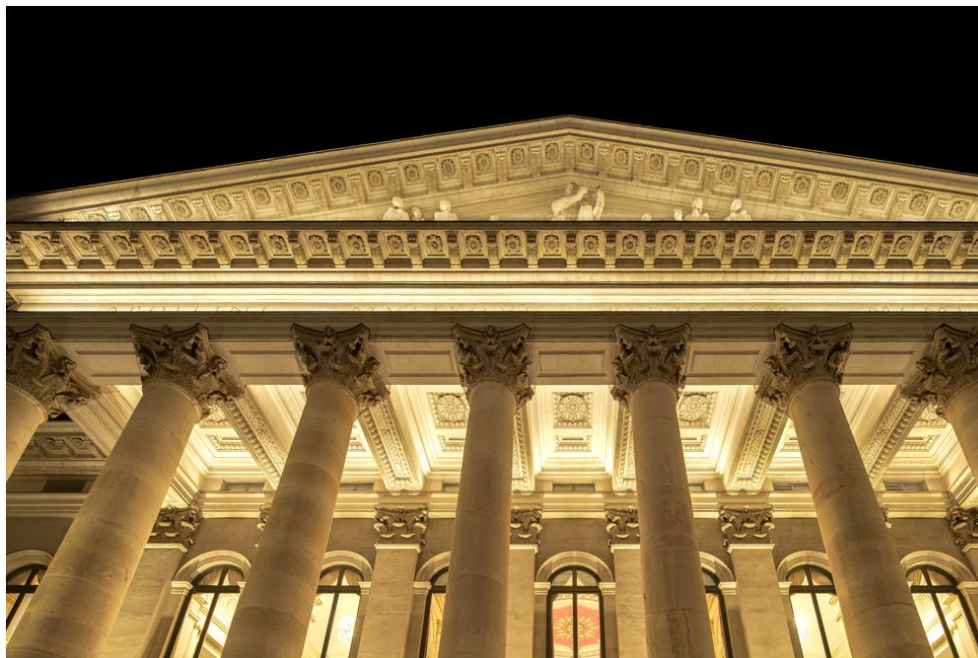
the Bavarian National Theater is now reflected in the outer glow produced by the new façade illumination. It creates a new symbiosis between the stage and façade. Members of the Friends of the National Theater association were happy to help add this new accent to Munich's cityscape and are really excited about the building's new radiance.”



The National Theater in Munich takes on a new glow.
Picture: Osram



Nighttime Munich has just gained a new highlight.
Picture: Osram



The details of the architecture are now clearly accentuated.
Picture: Osram

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ABOUT OSRAM

OSRAM, based in Munich, is a globally leading lighting manufacturer with a history dating back about 100 years. The product portfolio includes high-tech applications based on semiconductor technology such as infrared or laser lighting. The products are used in highly diverse applications ranging from virtual reality, autonomous driving or mobile phones to smart and connected lighting solutions in buildings and cities. In automotive lighting, the company is the global market and technology leader. Based on continuing operations (excluding Ledvance), OSRAM had around 24,600 employees worldwide at the end of fiscal 2016 (September 30) and generated revenue of almost €3.8 billion in that fiscal year. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: LED 400 (WKN) and OSR (trading symbol)). Additional information can be found at www.osram.com.