



## Green Martin

As a worldwide supplier of dynamic lighting, controllers, visual solutions and smoke machines, we recognize that our day-to-day operations inevitably impact on the environment.



We are therefore strongly committed to minimizing these potentially harmful effects and regard environmental regulations, laws and codes of practice as the minimum standards of environmental performance.

Martin is fully compliant with ROHS, WEEE and REACH standards and maintains a recycling program for electronic spare parts.

### Leaders in LED

Martin Professional is leading a new revolution in LED research. We are setting new standards in LED performance, developing highly efficient LED light sources that are the most powerful and energy-efficient on the market.

## Total supplier

Martin provides a single source for all project needs: lighting, video, fog, and control. This 'one-stop shop' approach is unique to Martin and gives the convenient and cost effective benefits of partnering with a single supplier.

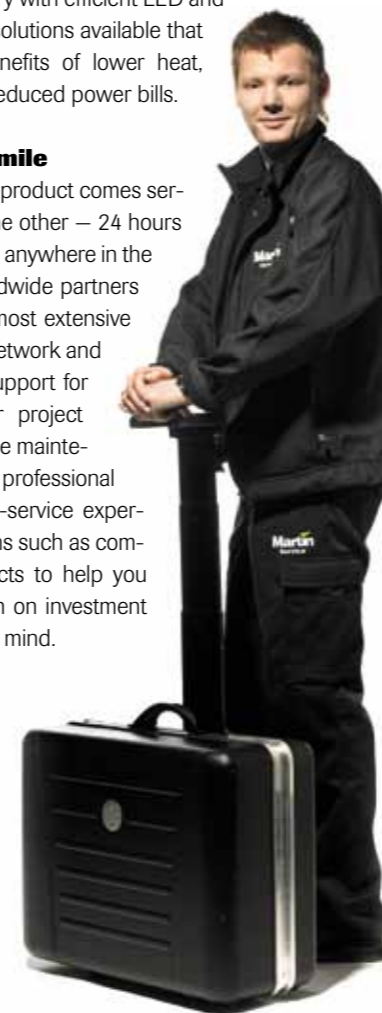
### The brighter choice

At Martin, we believe you should get your money's worth. That's why with every Martin investment we aim to reduce your operating costs by providing the most efficient and durable equipment in the world.

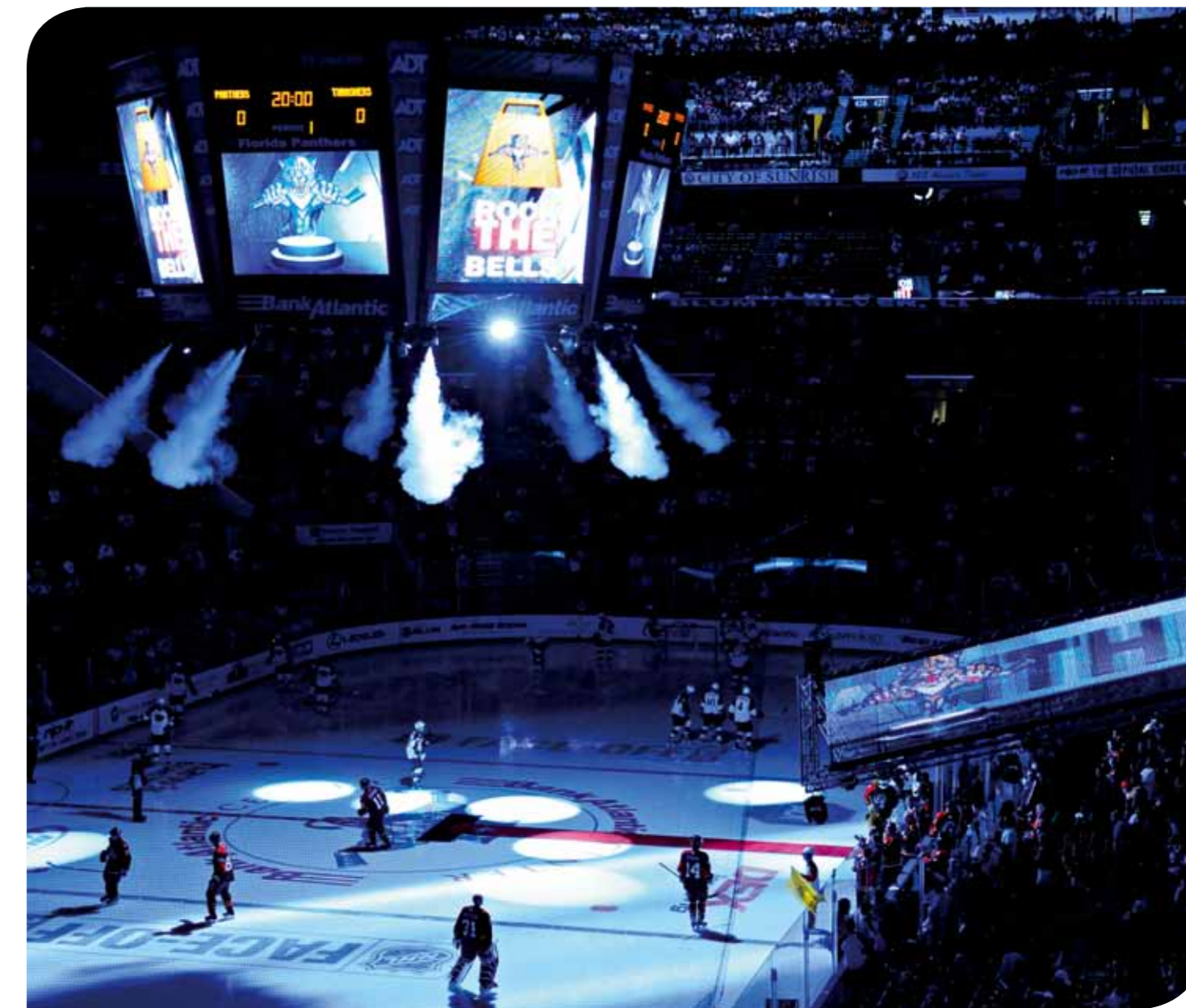
Our products have the highest discharge efficacy in the industry with efficient LED and fluorescent lighting solutions available that offer the added benefits of lower heat, cheaper bulbs and reduced power bills.

### Service with a smile

Behind every Martin product comes service support like none other – 24 hours a day, 7 days a week, anywhere in the world. Martin's worldwide partners form the industry's most extensive and skilled service network and can offer valuable support for any aspect of your project from design to routine maintenance. With our professional consultancy and full-service expertise, we offer solutions such as complete service contracts to help you maximize your return on investment and ensure peace of mind.



## Stadiums & Arenas



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**Martin**

Founded in 1987 and headquartered in Aarhus, Denmark, Martin lighting solutions are industry standard on tours and events, theatres, nightclubs, and major television studios around the world, as well as indoor and outdoor architecture and commercial applications. We maintain a presence in the USA, UK, Germany, Denmark, France, Italy and Singapore with associated companies in Japan, the Middle East, Hong Kong and Argentina. Martin operates the industry's most complete and capable distributor network with local partners in nearly 100 countries. Martin's parent company, Schouw & Co, is an industrial conglomerate with 2010 revenue of approximately 1.8 billion USD. For more information please visit [www.martin.com](http://www.martin.com)

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**Martin**

## Better business - value through visual expression



The exterior appearance and visual expression of a venue are key components of a great experience and brand value.

**Dynamic visuals are increasingly being incorporated into today's modern stadiums and arenas. The versatility of dynamic visual systems is great and their impact can be huge.**

In order to create more enjoyable, engaging and memorable entertainment experiences, stadiums and arenas around the world are using dynamic visuals to establish appealing, visually iconic buildings. But that's not all. Dynamic visuals are an effective component of a comprehensive marketing platform, used to increase corporate brand recognition and highlight sponsors. A well thought out, dynamic visual scheme can have a serious bottom line impact through higher visitor numbers and increased revenue.

### Add value, increase revenue

Your venue is the physical expression of your organization and its public face is vitally important. Not only do well designed dynamic visuals add value by enhancing the visitor experience and improving aesthetics, they also have the potential to attract new customers and improve earnings. In short, dynamic visuals are a powerful tool in promoting your business that can improve your public image and profitability.

### A Martin solution will:

- Create an iconic landmark
- Enhance emotional connectivity and the fan experience
- Expand a marketing platform to increase brand recognition

### We can also:

- Energize pre-game and in-game activities
- Highlight a special event
- Communicate with the fans
- Boost the marketability of your facility
- Increase the visibility of your venue on camera
- Reach your audience already from the parking lot
- Drive traffic

## Bright idea - branded and sponsored environments



By using various color schemes throughout a stadium or arena, it is possible to create dedicated environments with a unique atmosphere.

**Using a dynamic lighting and video solution from Martin is a powerful and emotionally connective psychological tool that has meaning beyond pure advertising. Besides the obvious characteristics of attraction, it can increase the effectiveness of an advertising message, enhance memory and increase brand recognition by up to 80%. It's a great way to integrate and reinforce corporate, sponsor, vendor, arena, and team branding messages. This holistic branding approach enables teams, artists, and events to use the venue – indoors or out – as a canvas and marketing launch point.**

Branding means more than just logo projection however - it can be embedded into every aspect of a venue to build loyalty, which translates into increased revenue.

Sponsors want interactive, eye-catching media to get their message and brand noticed. Use dynamic visuals to sculpt spaces to create tasteful, sponsored areas that earn money - an increasingly important aspect of sports marketing.

### A dynamic visual scheme can be incorporated virtually anywhere:

- Court/pitch/field/course/track/rink
- Seating areas
- Building façade, entrance and other outdoor areas
- Concourse
- Club level
- Lounge, bar
- Concessions
- Themed areas
- Playground
- Banquet facility
- Food court
- Retail locations

## Across the globe, indoors and out



Exciting events offer far more than just a traditional sports experience. Combining lighting, smoke and video solutions to create a unique experience takes fans to the next level.

**Martin Professional is the most experienced and knowledgeable dynamic visuals company in the industry. Our visual solutions span the globe, covering a wide range of applications and projects. In fact, Martin is the only lighting company to command equal respect in both the indoor and outdoor dynamic lighting markets, providing creative solutions for all areas of your venue - indoors and out.**

### Experienced

Martin's years of experience in creating effective dynamic visual solutions for stadiums and arenas means we are capable of managing even the largest projects.

We've lit special event celebrations in stadiums and arenas the world over, including the Olympic Games, Super Bowl, NBA Finals, NHL, MLB, Confederation Cup, Commonwealth Games, UEFA Finals, Pan American Games, Asian Games and many more.

### Selected projects with Martin solutions:

- Bank Atlantic Center, Florida, USA
- Citizens Bank Park, Pennsylvania, USA
- Great American Ball Park, Ohio, USA
- O2 Arena, London, England
- Philadelphia Park Racetrack, Pennsylvania, USA
- The Zénith, Strasbourg, France
- Tokyo City Keiba Racetrack, Tokyo, Japan
- Toyota Stadium, Aichi, Japan
- Wembley Arena, London, England
- Malmö Arena, Malmö, Sweden
- United Center, Chicago, USA

