How to use Lightr Sport

Goal: Uniting fans through synchronized light effects that create an electric atmosphere and give the team a grand welcome.

Imagine a packed stadium right before the home team enters the field. As the team runs out, the lights dim, and the entire crowd lights up in the team's colors. The audience-driven light show transforms the crowd into a living, choreographed display – much like a digital tifo. But unlike traditional tifos, this format is interactive.

Participants are engaged in real time, opening up new and exciting opportunities for crowd choreography. Organizers can guide fans to social media channels, promote merchandise, or invite them to enter competitions sponsored by the club or event partners – all through their mobile devices.

We leave it up to you to engage your crowd in new ways and make the show your own!

Pointers when designing your show

- When designing your show, make use of your team's (and/or sponsor) colors and motifs.
- High intensity light shows works well in a sport setting.
- Use grouping, sections and strobe effects with offset enabled to create interesting light effects that travel across the arena/stadium.
- We recommend to either design your show to follow your team's run-in song, or to simply alternate between two lighting cues - one cue showing your team's colors, and one cue with a fast strobe effect that you play when a player is introduced by the speaker. While the second approach seems simple, it is very

effective at creating a high-energy atmosphere that feels natural to the setting, as the crowd is used to clapping when a player is introduced.

Welcome overlay
- Use the Welcome overlay before the show in order to display an introduction for participants
- Make use of your logo and colors
- Include a countdown to create anticipation for the show
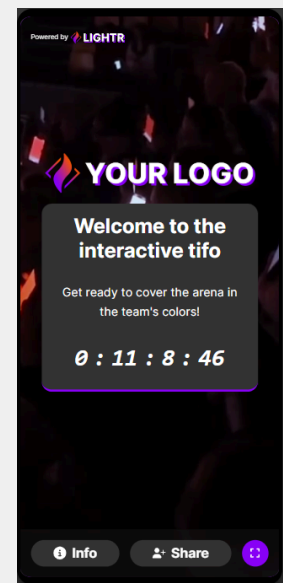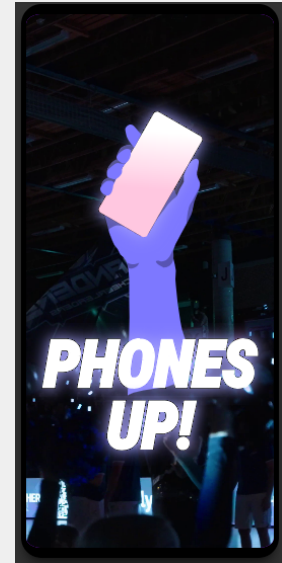

Welcome overlay example

Goodbye overlay
- Use the Goodbye overlay when the show is over in order to thank participants for being part of the show
- Include a link to a website of your own choosing to guide participants to valuable content. For example:
  - Your SoMe channel/merchandise
  - Venue manager app
  - Sponsored competitions
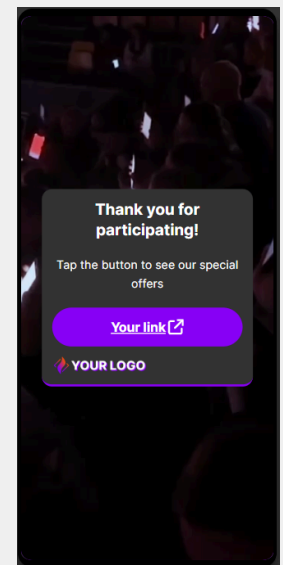
Goodbye overlay example

Countdown overlay
- Use the Countdown overlay when starting your show.
- The countdown overlay counts down from three, and then displays "PHONES UP!"
- It can be a good idea to have the speaker count down when displaying this.

Countdown overlay
example

How to make people join the show

Why is an effective introduction important?

An audience-driven light show only works if enough people participate. Luckily, getting people involved is straightforward – it just requires thoughtful planning and clear communication. When done right, the result is a cohesive show that energizes participants and brings them closer to the event.

Expect an adoption rate of ~50% for your first show using Lightr - which is more than enough to achieve the desired effect and a spectacular experience. Expect this number to improve for your following shows, as you tweak your approach, and your audience gets more comfortable using the website.

Main pointers for effective communication:

- **Clear communication**: Make it clear what is about to happen and why it is important to participate.
- **Easy access**: Ensure the audience can quickly find the website via a short URL, QR code, or event app.
- **Repetition**: Repeat the message multiple times to reach as many participants as possible.
- **Involvement of event hosts**: Let a speaker, DJ, or host introduce the light show in an engaging way.
- **Visual demonstration**: Use screens, LED banners, or instructional videos to explain the process.

Recommended communication

There are many ways to communicate to your audience about the show. While you are not required to use them all, everything helps. However, it should be noted that it is **absolutely essential** to have effective communication during stadium warmup. Make sure your speaker is properly briefed, and that the QR code + link is displayed and visible when your speaker is talking about the show!

Example of effective introduction during sports match:

Before the match
- Announce the light show on social media and in event apps. Remember to include a link to the website.
- Place posters at strategic spots at the stadium/arena that display your link and QR code. Remember: posters can be reused for following shows.
- Include the link in gameday mails, match programme and tickets.

Example of match programme graphic

During stadium warm-up
- Have your speaker explain to the audience what's about to happen, and mention the link. Repeat this 3-5 times leading up to the show start, e.g., 30, 20, 10, and 5 minutes before.
- Display the QR code and link on large displays/jumbotrons and/or LED banners. It is essential to display the QR code when the speaker is talking about the show!
- ~ two minutes before the show is about to start, drive home the point with a final speak, where people are told to scan the QR code and be ready. For greatest effect, have the speaker walk into the middle of the stadium and shine spotlights onto them. It should not be possible for people to miss this speak.
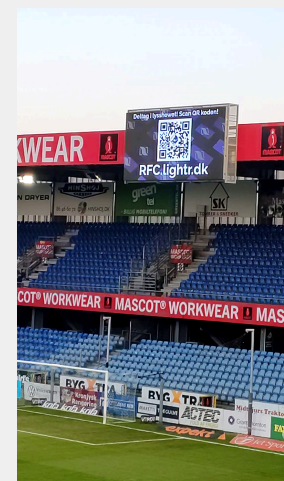
Example of display showing QR code + link

Make sure to include these tasks in your rundown, so that everyone involved knows what to do, and when.

By following these guidelines, you have just unlocked a new powerful show-element that engages with your audience in new ways! We're excited to see how you make the Lightr show your own.

If you have any further questions, feel free to contact us at contact@lightr.dk