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Unique snow park covered in colored lighting enhances skiing experience in Åre

Philips TV launches [a snow park in Åre](#) in northern Sweden lit up by LED lamps in changing colors. The park will be open at night and offers this year's skiers a brand new and unique experience.

Last year, Philips TV released its popular film [Afterglow](#), which showed skiers

on the slopes at night surrounded by fantastic colored lighting. The film garnered millions of views and received several awards. This year, Philips TV wants to recreate the experience for Åre's skiers by adding colored lighting to new snow park Ambilight Garden.

The lighting is inspired by Philips TV's unique Ambilight technology, which projects lights and colors on the wall behind the TV set to match the colors on the screen. Ambilight enhances the experience for the TV viewer. Now, SkiStar and Philips TV wants to enhance the experience for this year's skiers.

-We wanted to bring the fantastic experience you get with Ambilight to the skiers in Åre. We think it will be a truly magical experience and unlike anything they've ever done before, says **Per-Åke Broman**, Nordic Marketing Director at Philips TV.

The same Philips LED lamps that currently light up the Empire State Building will be placed around the park. The park will be lit up in changing colors and will include lit up boxes and rails.

-The unique lighting makes it possible for us to keep the park open at night, so the skiers in Åre can experience skiing at night while also being surrounded by incredible lighting, says **Björn Broström**, Marketing Manager at SkiStar Åre.

[Ambilight Garden](#), part of Ambilight Åre Snow Park, is open Monday nights and Friday nights. An opening ceremony is set for December 11th at 18:00 where visitors can win prizes, including an Ambilight TV and Åre season SkiPass.

Like last year, Philips TV will be present in [Åre Ambilight Snow Park](#) both day and night to offer tired skiers a place to rest and free WiFi in its Ambilight Hangout. There, skiers will also be able to check out the latest Philips Ambilight TV's.



[Watch video on YouTube here](#)

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[The SkiStar AB](#) (publ) B shares are listed on the Nasdaq OMX Mid Cap Stockholm; the group owns and operates the ski resorts at the alpine skiing destinations [Sälen](#), [Åre](#) and [Vemdalen](#) in Sweden together with [Hemsedal](#) and [Trysil](#) in Norway as well as [Hammarbybacken](#) in Stockholm. The market share in Sweden amounts to 51%, in Norway 30% and overall in Scandinavia 42%. The group's core business is alpine skiing with the guests' experience in focus. The list of other activities includes accommodation agency, ski schools and ski rentals.

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