



Truist Park – Home of the Atlanta Braves

Case Study

Advanced Sports Lighting Supporting a First-Class Fan Experience

PSG Energy Services supported an advanced sports lighting upgrade at Truist Park, home of the Atlanta Braves, to create a **more dynamic game day experience**.

The project expanded the venue beyond standard field illumination with customizable color scenes, projected visuals, audio-responsive effects, and **immersive stadium lighting for key game moments**.



Audio-responsive lighting effects



GOBO projection capabilities



RGBW lighting integration



Cloud-compatible controls



Immersive stadium effects



Fan experience programming

RGBW Lighting

Custom color scenes for entrances, wins, holidays, rivalry games, and branded moments.

GOBO Projections

Logos, icons, patterns, and sponsor visuals projected onto the field or stadium surface.

Audio-Responsive Effects

Lighting follows music tracks or responds live to volume, bass, and crowd energy.

Immersive Effects

Moving beams, layered lighting, and optional lasers create a dynamic in-venue experience.

Why PSG

PSG brought the sports lighting expertise, controls knowledge, and venue-focused execution needed to help transform Truist Park's lighting system into a first-class fan experience platform.

- Experience delivering advanced lighting solutions for high-profile sports venues
- Ability to integrate RGBW lighting, GOBO projections, and audio-responsive effects
- Controls expertise supporting simple, streamlined system operation
- Fan experience approach designed around entrances, wins, promotions, and marquee game moments
- Lighting capabilities that support brand activation, sponsorship opportunities, and memorable in-venue experiences