

Press Release



Marina Bay Sands unveils future-ready tech-enhanced meetings

Mixed Reality (MR) capabilities set to revolutionise and enhance hybrid event experiences



Marina Bay Sands is set to enhance its meeting capabilities with state-of-the-art Mixed Reality (MR) technology at the Hybrid Broadcast Studio

Singapore (26 November 2020) – Marina Bay Sands has rolled out Mixed Reality (MR) capabilities at its state-of-the-art Hybrid Broadcast Studio at Sands Expo and Convention Centre. Launched today at Singapore's first hybrid trade show, *TravelRevive*, the MR technology is set to enlarge the studio's hybrid tech toolbox, empowering event planners to transform their events through show-stunning presentations.

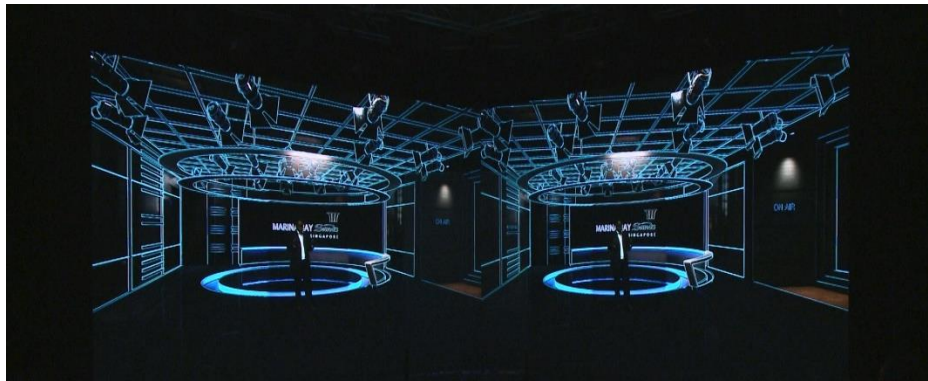
MR technology integrates the virtual and physical worlds to create an immersive and interactive presentation. Coupled with the studio's cutting-edge three-dimensional stage and immersive backdrop, MR technology allows presenters to have a more meaningful interaction with digital data and the environment, bringing presentations to life through hyper-realistic visuals.

The MR capability is the latest technology to enhance the cutting-edge Hybrid Broadcast Studio, which has taken the industry by storm ever since it was launched in August this year. Created in just seven days, the original version of the Hybrid Broadcast Studio offers broadcast-quality live-streaming capabilities, hologram functionalities and a three-dimensional stage fitted with an

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immersive LED wall backdrop and floor that can display stunning visuals that enhance every event.



Mixed Reality technology will revolutionise hybrid events of the future at Marina Bay Sands' Hybrid Broadcast Studio

“Marina Bay Sands has accelerated our adoption of technology to adapt to the new environment. We are providing a comprehensive platform for our clients to transit into the hybrid sphere successfully – using digital modes, hologram functionalities and now Mixed Reality (MR). By enhancing our studio with MR technology, event planners will now have an industry-ready solution to capture the attention and imagination of their virtual and in-person audiences. This will further increase delegate engagement and drive greater content and idea generation among key communities. It has also given us the opportunity to work with technology partners to add value for our clients and their events. This is the future of storytelling and we hope to continue inspiring the industry, driving digital transformation and elevating hybrid event experiences,” said Paul Town, Senior Vice President, Resort Operations, Marina Bay Sands.

Since early October, the integrated resort has been the proud host of several key Singapore hybrid pilot MICE events including WiT Experience Week 2020 (1 Oct) and the Singapore International Energy Week (SIEW) (26-28 Oct). The multi-functional studio has also been used to inspire other communities including the music industry. In early October, Marina Bay Sands hosted its first hybrid entertainment event to launch Singapore hip-hop artist YUNG RAJA's latest single and music video – *The Dance Song*.

Come January 2021, Marina Bay Sands will be the Global Broadcast Centre for the most anticipated industry event in the calendar, 2021 PCMA Convening Leaders. The event will utilise best-in-class technology, including MR, to transform presentation formats and broadcast keynote speeches in real-time to multiple locations globally.

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To equip its MICE workforce with the relevant skills, Marina Bay Sands is the first venue in the world to have a pool of certified Digital Event Strategists to steer conversations and assist clients in navigating the world of hybrid events.

“While we continue investing in our infrastructure, facilities and technology, it is our team of dedicated staff who are the driving force behind the creation of successful events at Marina Bay Sands. Prioritising their personal development and providing them with the necessary resources to upskill is important in the sustainable growth of an industry-relevant MICE workforce,” said Ong Wee Min, Vice President of Conventions and Exhibitions, Marina Bay Sands.

In the future, event planners can look forward to upcoming enhancements made to the Hybrid Broadcast Studio such as a fully-fledged Extended Reality (XR) hybrid events solution that aims to truly redefine meeting experiences.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, and the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

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