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MEDIAPRO and Visyon join forces to lead the production of immersive audiovisual content

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MEDIAPRO keeps pushing further in its commitment to the investment in new technologies with the incorporation of Visyon, a company specialized in innovation services. This alliance reinforces its leadership in the production of immersive audiovisual content. Thus, MEDIAPRO consolidates as one of the most important audiovisual service providers in the world, as demonstrated by the outstanding advances in Virtual Reality (VR) that the Group's Innovation Department has made in 2018.

Visyon was founded in 2012 and has been pioneering immersive technology solutions such as Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR). The company currently employs 70 full-time staff, mostly at the main Barcelona headquarters, and has offices in Madrid, London, Dubai, as well as presence in Milan, Eindhoven, San Francisco and New York.

Having developed over 400 projects since its creation, Visyon is already the market leader in Spain and one of the most experienced Extended Reality (XR) companies in the world, working across multiple industry sectors, such as Sports, Entertainment, Business Solutions, Retail, Education and Healthcare.

MEDIAPRO and Visyon have been working together since 2014, developing innovative content solutions for major sports and entertainment clients, such as the production of the world's first live VR telecast of a football competition, for the Arabian Gulf League, which has won the Sports Initiative of the Year award at the ASBU BroadcastPro Awards 2018. Visyon has also been awarded the Gold Award for Best Use of Technology at the Global Media Awards, the Social Impact of the Year at the VR Awards and the DRUM MOMA Award, amongst others.

As an innovation partner of “The Wall Street Journal”, Visyon has developed many different projects over the years, including AR apps, VR websites as well as a market data visualization tool for Magic Leap, among others.

For RTVE, the Barcelona company took care of the 360 and VR live broadcasting of the 2019 Goya Awards ceremony, and has filmed and post-produced several classical theater plays for RTVE’s VR app, such as “The Misanthrope” by Molière, “The Kitchen” by Arnold Wesker and “Cyrano de Bergerac” by Rostand, within the framework of the International Classical Theater Festival of Almagro.

Visyon has collaborated with Nike in the creation and activation of an interactive experience where a treadmill is transformed into an arcade game where a virtual version of the user in pixel art is the main character. This campaign was executed simultaneously in Russia, Italy, France, Spain, Portugal and Greece. Visyon also partners up with the World Bank Group to seize the potential of emerging technologies to raise awareness and create training programs in matters related to social issues, such as those affecting developing countries, as well as climate change, diversity and integration, among others.

Other Visyon’s clients include Samsung, SEAT, Iberdrola, Google, Red Bull and Damm.

The two companies are already working together on the development of new business models for broadcasting of immersive sports and entertainment, leading the evolution of the eSports industry and exploring multiple formats and use cases through the potential of 5G connectivity.

About MEDIAPRO

MEDIAPRO -currently celebrating its 25th anniversary- is one of Europe’s leading audiovisual companies providing a unique range of sector services including content production and distribution operating all around the world with 58 offices across four continents. One of the Group’s growing business lines is the planning of smart cities, in addition to the design and set-up of interactive museum experiences via cutting-edge technology as well as the planning for the distribution of multi-platform marketing and advertising projects. MEDIAPRO provides “one-stop shopping” capability from the creation and the implementation of the necessary technical solutions to the design, production and distribution of any audiovisual or multi-channel project anywhere around the world.

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