

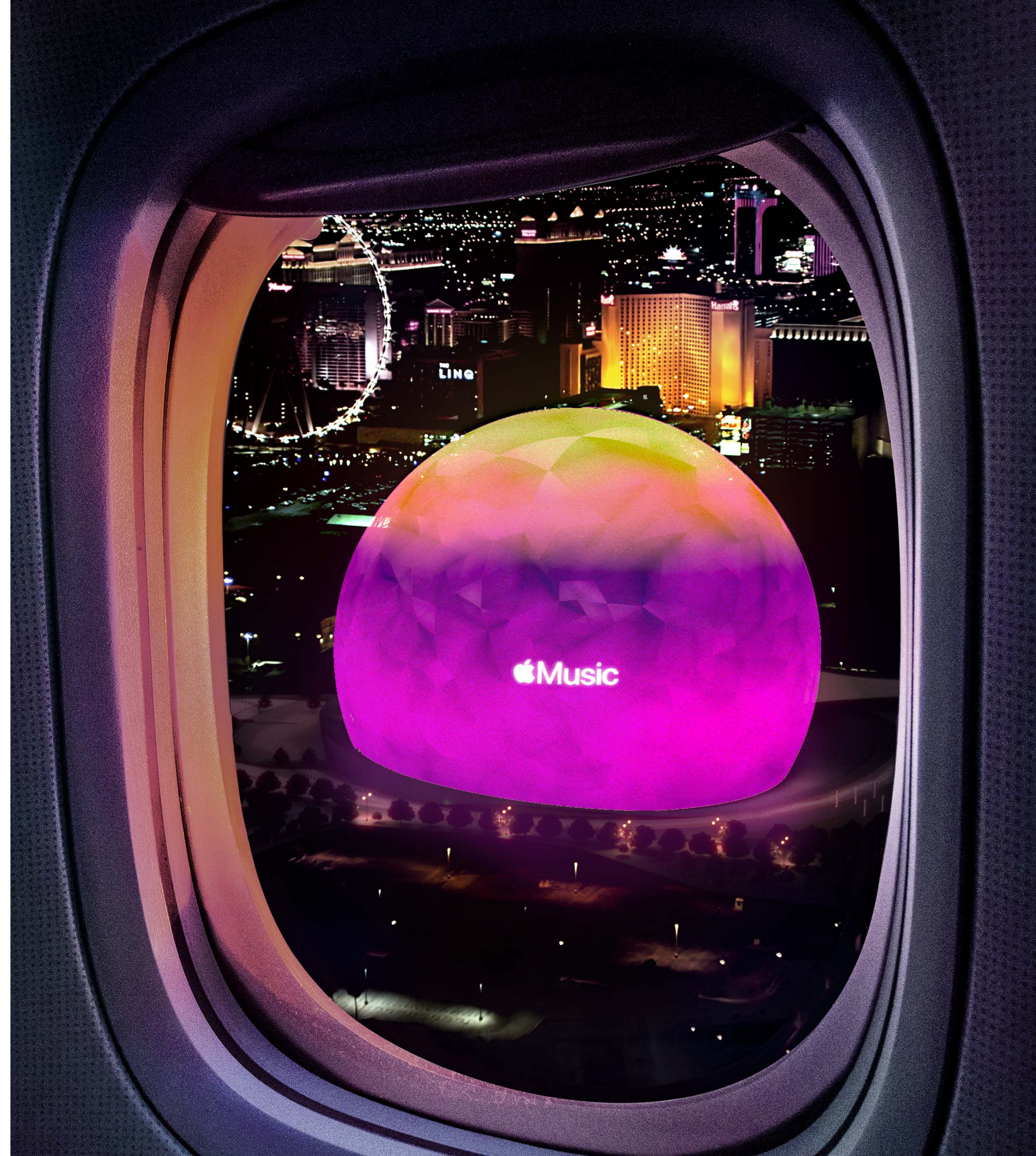


Apple Music

VISION

APPLE MUSIC FESTIVAL 2021

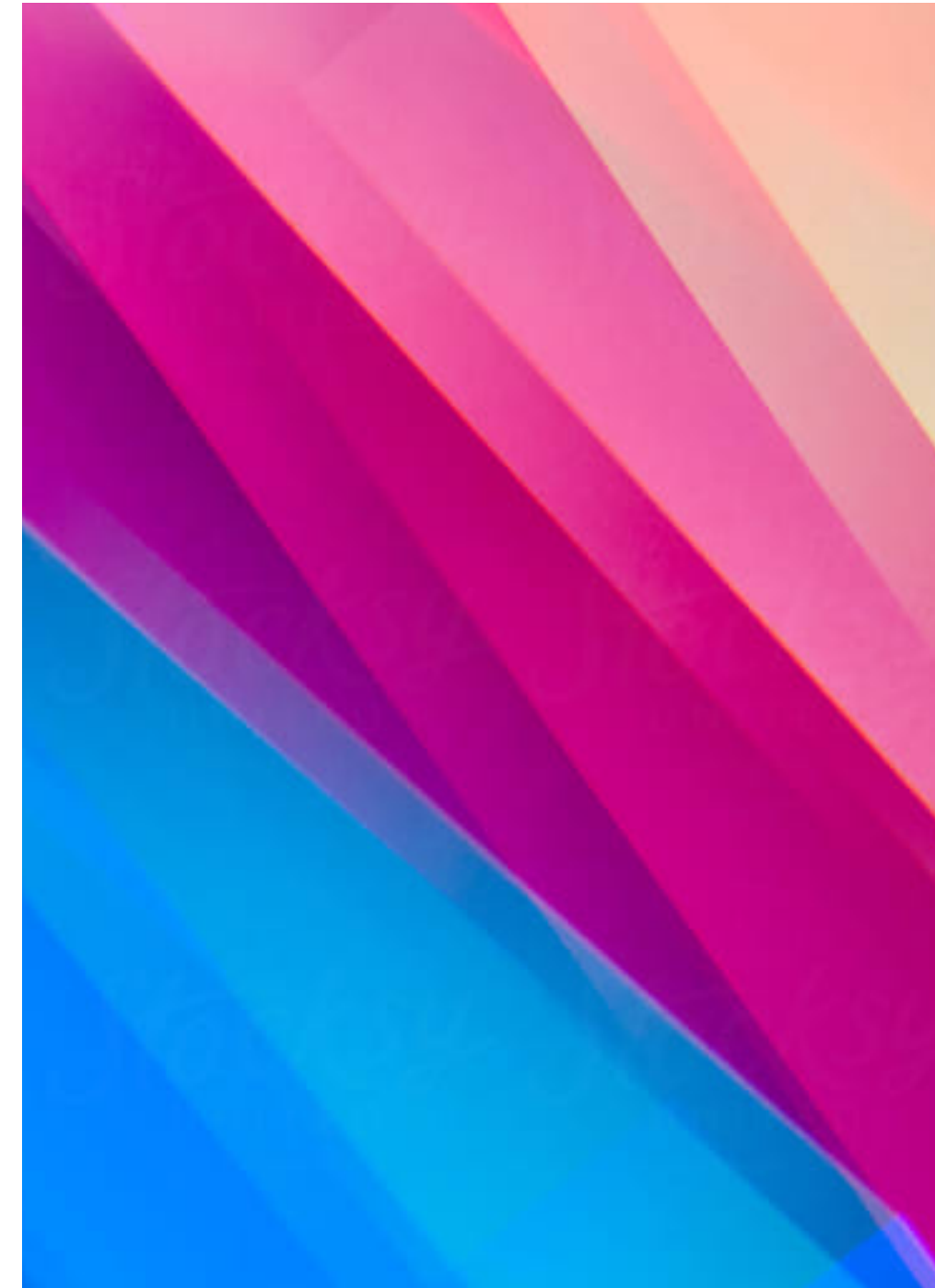
Apple has been synonymous with creativity since its inception. Its technology has placed powerful tools in the hands of artists and fans alike, catapulting the state of 21st century culture. Apple Music Festival at Sphere will usher in a new era of inspiration and possibility, leveraging the impact of massive scale entertainment to immerse fans into their favorite artist's worlds. A series of interactive activations will highlight a synthesis of Apple & Sphere technology to deliver an unparalleled festival experience.



“YOU GO INTO ANY RECORDING STUDIO IN THE WORLD, AND YOU SEE CANDLES, LIGHTS, AND THAT APPLE LIGHT FROM A MAC.”

Jimmy Iovine

APPLE MUSIC AESTHETIC



ATRIUM ACTIVATIONS



ONE INFINITE STAGE

The One Infinite Stage will give fans the opportunity to intimately engage with the Apple Music ethos, technology, and artists and their curated Beats 1 radio programs. The Dynamic Content Suite will create bespoke content throughout the atrium, enveloping the audience in a mesmerizing audio-visual environment. The large-scale scrim projection also provides a platform to stream live performances from the bowl, with the Dynamic Content Suite generating complimentary visuals across the atrium.



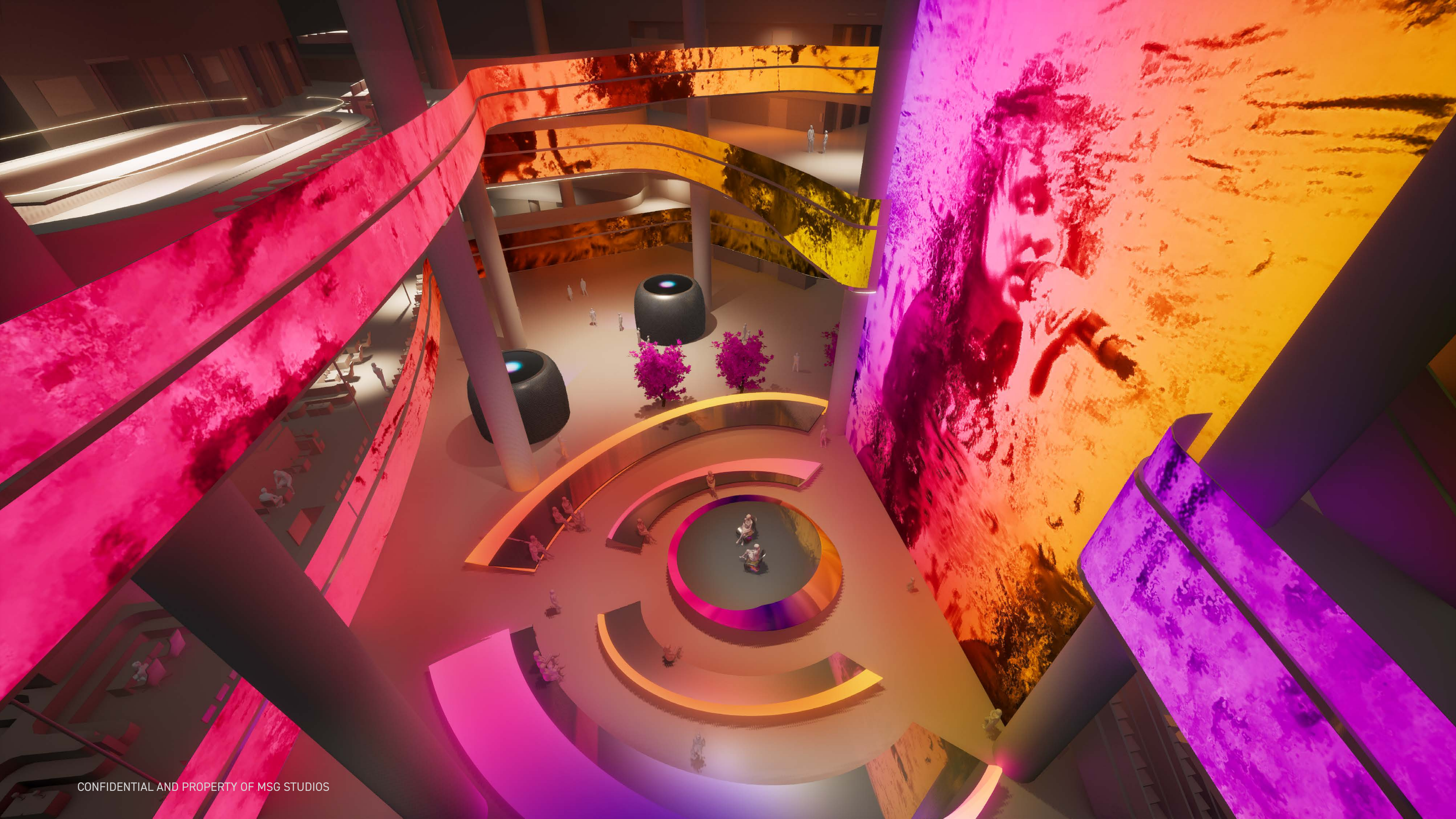
IMMERSIVE HOMEPODS

Visitors enter a new dimension of artist connection as they step into the Immersive HomePods. When programming is live on the One Infinite Stage, the Immersive HomePods content offers a deeper connection to the artist in the spotlight. Example content includes exclusive videos, spatialized directional audio, real-time music generated visuals, interactive Apple creative software demos, and unique interactive features created with Apple's ARToolkit.











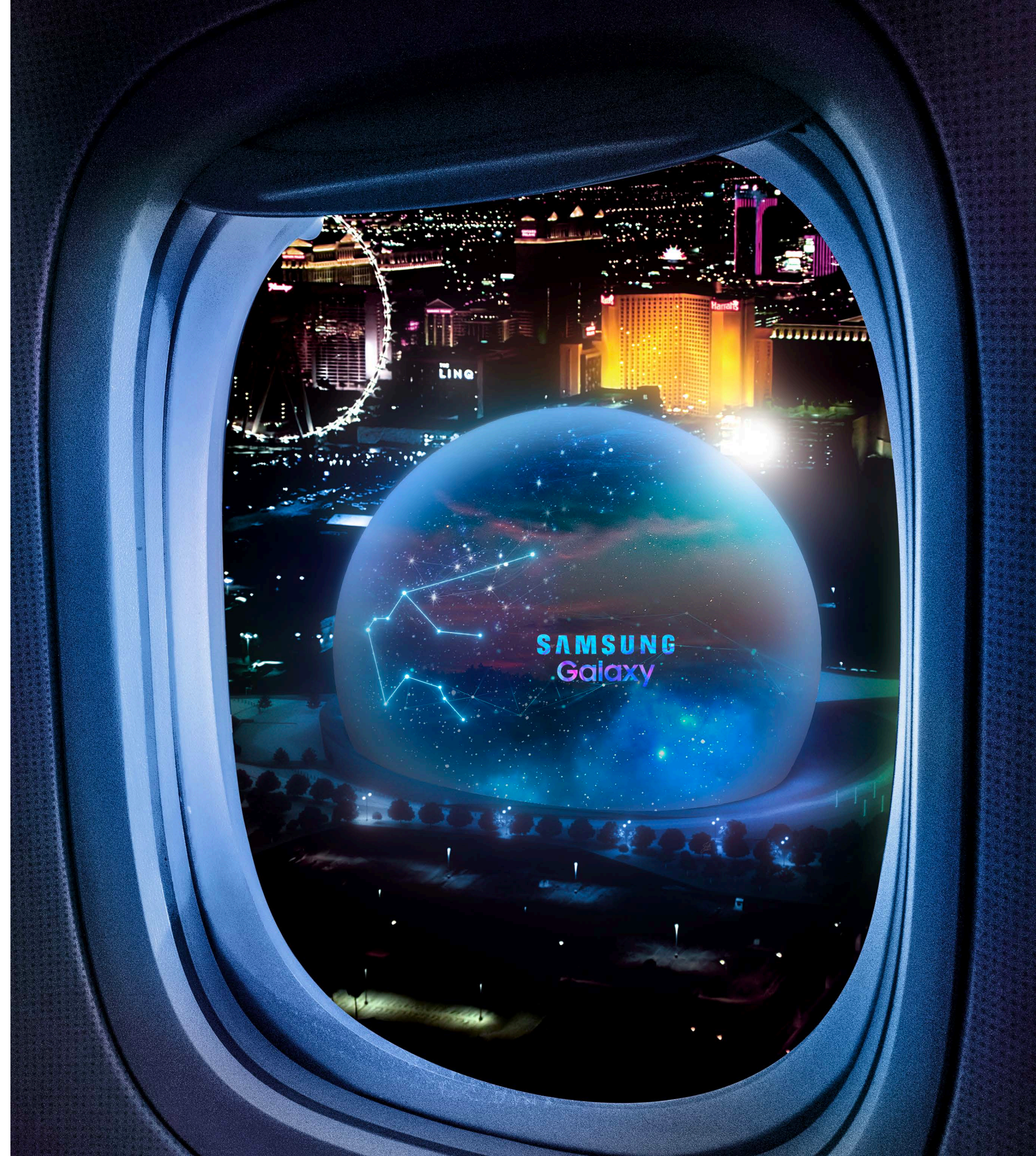


SAMSUNG
Galaxy

VISION

INFINITY & MORE

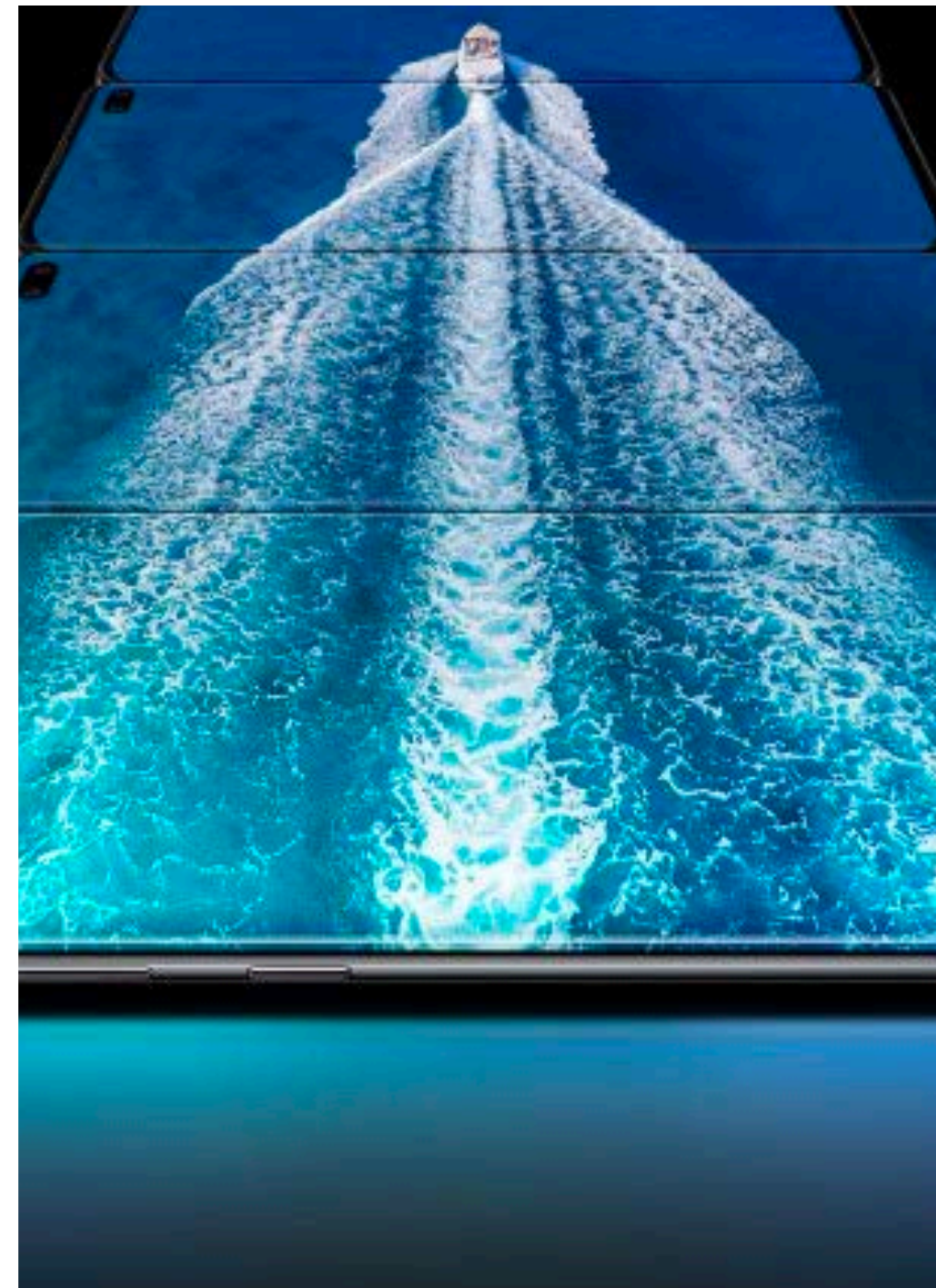
Samsung aims to “Inspire the World, Create the Future”, and there is no better place to bring that vision to life than MSG Sphere. Together we will amplify the power of creativity and imagination, celebrating the human spirit and its ability to shape the future. There is an uncanny alignment between the Sphere’s debut immersive attraction and Samsung’s Galaxy campaigns, providing an otherworldly integrated marketing opportunity. The atrium will be turned into a boundless canvas for visitors to explore connective threads, and the reaches of human creativity.



“THE COSMOS IS WITHIN US. WE ARE MADE OF STAR-STUFF.
WE ARE A WAY FOR THE UNIVERSE TO KNOW ITSELF.”

Carl Sagan

SAMSUNG GALAXY AESTHETIC



ATRIUM ACTIVATIONS

CONSTELLATIONS



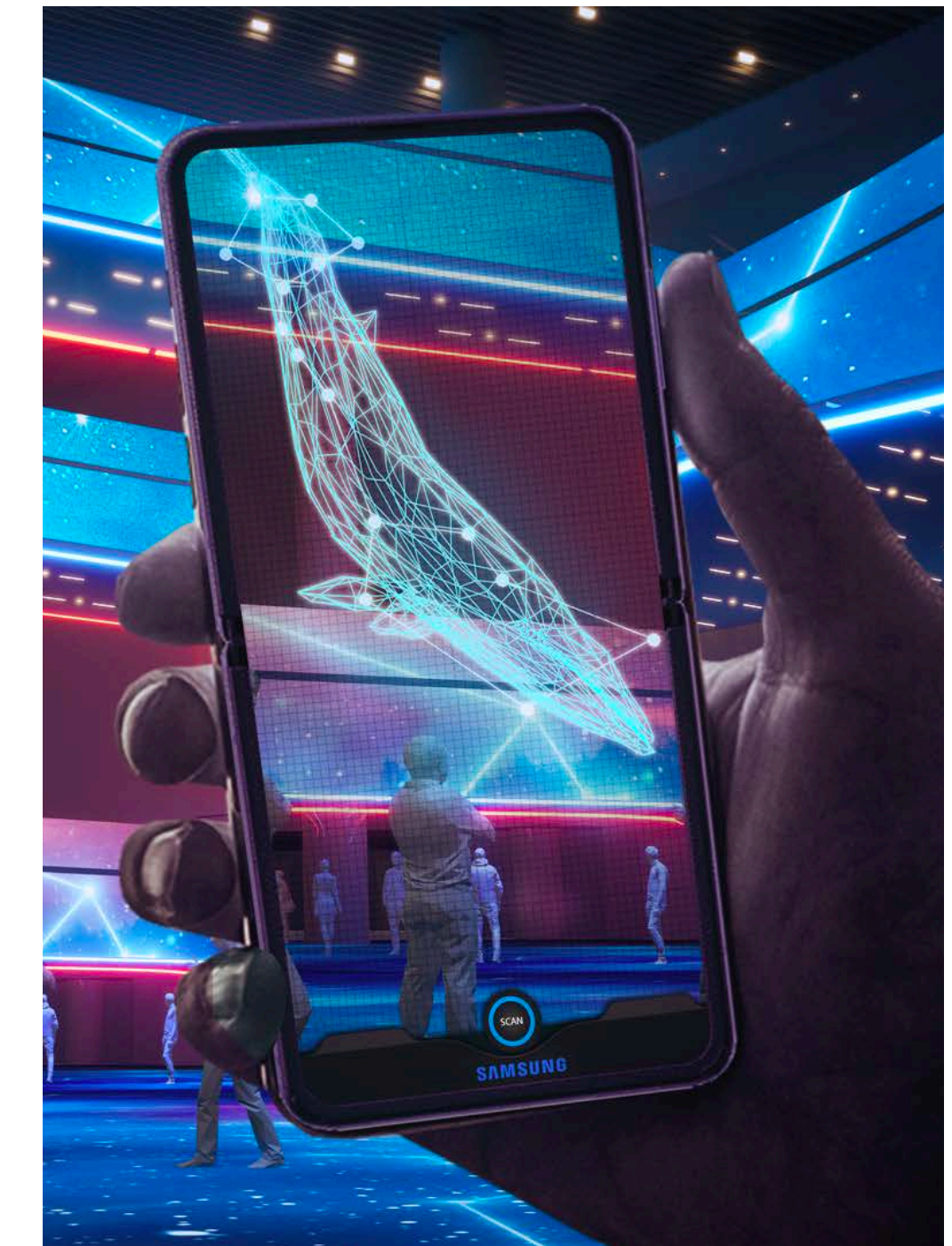
Motion tracking activated constellations appear as visitors cluster in proximity. Animation behaviors will be programmed to intelligently respond to visitor density.

STARDUST



Podiums featuring the latest Samsung Galaxy smartphones are placed in key locations in the atrium, allowing visitors to interact with the immersive projections. They can capture selfies to see themselves in the constellations, or watch stars appear and disperse through the space with a swipe across the Galaxy's Infinity screen.

AR FIELD



Samsung Galaxy exclusive AR activations reveal feature attraction themed treasures, piquing curiosity for pre-show visitors and recalling iconic characters for post-show visitors.

