



Opera House & Intel create digital-innovation playground

– First naming-rights sponsorship announced by Sydney Opera House –
– Intel powers new digital-content series, activations and tech projects in two-year partnership –



Sydney – Tuesday, 1 September, 2015. Sydney Opera House and Intel today announced a major partnership in which the Opera House’s Grammy Award-winning studio will be renamed the Intel Broadcast Studios.

The two-year partnership between the Opera House and the world leader in computing innovation will include a digital-content series, live on-site activations and a range of projects trialling the latest Intel technologies to create new experiences and crack the world’s busiest performing arts centre open so the world can see inside. It is the Opera House’s first naming-rights sponsorship.

NSW Deputy Premier and Minister for the Arts Troy Grant congratulated the Sydney Opera House and Intel, saying the partnership united two truly iconic brands: “With a shared history of transformation, this partnership makes sense at every level. As a symbol of modern Australia, the Opera House has transformed culture through the arts – just as Intel’s first microprocessor transformed global technology through innovation.”

Sydney Opera House CEO Louise Herron AM said: “Innovation is part of the Opera House’s mandate as an institution. Digital content has to be at the heart of everything we do, helping us to reach and inspire new audiences. As the engine room of the Opera House’s digital stage, our state-of-the-art broadcast studios, which are already powered by Intel microprocessor technology, enable us to create and share incredible artistic experiences.

“Our partnership with Intel is one of the many ways in which we are renewing the Opera House for new generations of artists, audiences and visitors. Together we want to push the boundaries of creativity, enhancing the experience of the 8.2 million people who visit the precinct each year as well as growing online audiences.”

The two celebrated international brands will work together to launch:

- **Intel Broadcast Studios** – The studios will feature the latest available Intel technology, as part of an equipment upgrade that has already commenced. The enhanced performance of the recording and broadcasting facilities will provide power and efficiency benefits for the production and sharing of digital content while also supporting the sustainability strategy of the Opera House.
- **Live activations and year-round digital content** – As befits a collaboration located at the intersection of creativity and technology, the Intel partnership will deliver unique content and live experiences to bring the



diversity of the Opera House to life beyond the precinct, from contemporary music and talks and ideas to the building itself.

- **Future projects** – As the symbol of modern Australia and the nation’s number one tourist destination and busiest performing arts centre, the Opera House will provide Intel with an unparalleled playground for innovation to trial new technologies.

The Intel Broadcast Studios provide artists, film-makers and producers with the opportunity to not only capture incredible performances and content, but to reach the largest possible audience via live streaming technology. The Grammy Award-winning studio records and broadcasts ground-breaking content and performances, ranging from Sydney Opera House digital-learning programs, broadcast to schools around Australia and the region, to US band The National’s sold out Forecourt concerts and the Sydney Symphony’s ‘Visions of Vienna,’ which projected part of an orchestral concert onto the Opera House sails.

Intel ANZ Managing Director Kate Burleigh said: “Both the Opera House and Intel have innovation in their DNA. That is what makes this partnership so powerful and we look forward to helping to create the future together. As one of the world’s most recognisable buildings, the Opera House offers exciting opportunities to collaborate. We want to test and implement new technologies and create richer experiences that will enable both visitors and digital audiences to crack open the Opera House and look inside its iconic sails.”

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Sydney Opera House

The Opera House is a masterpiece that belongs to all Australians. It is the country’s number one tourist destination and its busiest performing arts centre, welcoming more than 8.2 million visitors a year on site and hosting 1,900 performances attended by 1.4 million people. Deloitte has estimated the total social asset value of the Sydney Opera House to Australia at \$4.6 billion. On its 40th Anniversary in 2013, the Opera House embarked upon a Decade of Renewal to prepare it for future generations of artists, audiences and visitors.

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. As a leader in corporate responsibility and sustainability, Intel also manufactures the world's first commercially available "conflict-free" microprocessors. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com and about Intel's conflict-free efforts at conflictfree.intel.com.

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