

Collaborating with Madrid's Teatro Real

Huawei and the historic Teatro Real in Madrid have struck a sponsorship deal to make its events more widely available to the public.

The Teatro Real, whose origins go back to the mid-18th Century, is one of the most important opera houses in the world. The theatre regularly re-broadcasts performances worldwide, generating large amounts of 4K video content.

Under the agreement, the opera house will incorporate new premieres into its own channel within the Huawei Video content platform, offering direct access to thousands of users of the platform in Spain and potentially other countries around the world.

"This is another step by the Teatro Real in its commitment to new technologies to disseminate opera," said Ignacio Garcia-Belenguer, Director General of the theatre. "The Teatro Real has been a pioneer among cultural institutions in this respect with, for example, the first re-broadcast of an opera on Facebook. We will continue to expand our reach to the public as well as with other initiatives that will be announced soon."

The partners are exploring 5G, virtual reality and augmented reality technologies, as well as the development of a Smart Theater concept allowing users to interact digitally with Teatro Real content.

Huawei also has a technology partnership with the Paris Opera, for which it is developing a Digital Academy, a content-sharing platform marrying technology, art and education.