

Press release
May 11, 2020

BMW Welt offers studios for professional streaming and creates completely new infrastructure and all-round care-free service for digital event formats.

- **Three fully equipped streaming and TV studios.**
- **Digital know-how and tailor-made concepts as part of the comprehensive event service.**
- **Tailored streaming packages from social media to individual landing pages.**
- **Digital experience as an effective and safe alternative to face-to-face events – at both national and international level.**

Munich. BMW Welt is a premium event location famous for always having the right customer offerings at the right time. And now it is expanding its event portfolio. BMW Welt is opening a new chapter in modern event formats by adding a digital option. As well as three studios – in the Auditorium, Double Cone and Business Center – there is a choice of different streaming packages that can be customized to suit the purpose and requirements of the event. BMW Welt has therefore created a new and innovative offering in the form of a complete digital event platform. Experienced event experts are on hand to help customers with everything from planning and implementation to final transmission and distribution. Specialists in video, sound, lighting, direction and streaming are also available to guarantee smooth operation and the right emotional content.

Exceptional studios for any format.

The three studios at BMW Welt differ in size, setting and number of possible speakers. The heart of the BMW Welt, namely the Auditorium, is not only a perfect location for events but also a fully equipped TV studio with widescreen projection and an optional green box for maximum flexibility. Measuring 945 square meters, it offers sufficient space for multiple parallel setups and a wide range of options for emotive product staging. The Auditorium features a retractable floor and flexible room topography with raised podiums. Thanks to state-of-the-art event technology and perfectly coordinated camera control, panel discussions or congresses can be held with four or more people on stage or up to 25 speakers in the room – while maintaining current safe distancing. Entire concerts can be transmitted thanks to optimum acoustics and effective show lighting, and impressive product and vehicle presentations can be staged.

The Double Cone with its unique architecture and atmospheric lighting is the impressive symbol of BMW Welt. A 4K curved LED media wall and the spindle

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provide the basis for highly emotional presentations. The very special atmosphere makes this the ideal setting for digital panel discussions, conferences with up to four speakers, and concerts. The third fully equipped studio in the Business Center is suitable for digital information events, training courses or product presentations with one or two speakers.

A new dimension in interactive events.

No matter which of the three locations you choose, all the digital offerings include social media integration via Facebook, LinkedIn and YouTube. Distribution via Instagram is also available at an additional cost. Other professional streaming options can be added to the booking, such as integrating a stream on an existing website, creating a new landing page with streaming, or transferring confidential content in a protected virtual room with restricted access. Also available is a customized app solution that includes tools for interacting with virtual participants. After all, there is one thing that digital events at BMW Welt will not be, and that is transmission pure and simple without any interaction. Participants are actively involved in the event and can use the polling and chat functions to ask questions and take part in discussions. Presentations and videos can also be integrated into the stream, and video conferences can be used to connect people from different locations around the world. This opens up completely new dimensions for events because there is virtually no limit on the number of participants, in contrast to regular face-to-face events which are tied to a fixed location.

For more information and to contact BMW Welt event consultants directly click [here](#).

If you have any questions please contact:

BMW Group

Christophe Koenig
Spokesperson for BMW brand and marketing,
BMW Welt, eSports, Powertrain Business Units
Phone: +49-89-382-56097
Email: Christophe.koenig@bmw.de

LoeschHundLiepold Kommunikation GmbH

On behalf of BMW Welt
Marcel Bahrenburg
Phone: +49-89-720187-291
mailto: bmw-welt@hlk.de

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BMW Welt. The heart of all the BMW Group brands.

BMW Welt welcomes over 3 million visitors each year. With its iconic architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round program of varied events covering culture, art and entertainment as well as popular event locations for over 400 external events per year. The various restaurants at BMW Welt offer a variety of culinary delights right up to Michelin star cuisine. In the Junior Campus, children and even the whole family can explore the city of the future and mobility of the future either independently or in exciting workshops.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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