



PRESS RELEASE

LOS ANGELES-BASED STUDIO DIGITAL DOMAIN TO CREATE IMMERSIVE CONTENT, DISTRIBUTE THE 2017 NOBEL PEACE PRIZE CONCERT

The award-winning studio to bring Hollywood-quality content to fuel premium experiences for the Nobel Peace Prize Organization.

OSLO/LOS ANGELES, December 10, 2017—The 2017 Nobel Peace Prize Concert today announced joining forces with one of the largest and most innovative providers of visual effects and immersive experiences, Digital Domain. The multi-year partnership between Digital Domain and Nobel Peace Prize Concert producers Gyro AS and Warner Bros., will bring innovation and creative technology to share the Nobel Peace Prize Concert content from Oslo with the world.

The Nobel Peace Prize Concert in Oslo, Norway on December 11th at Telenor Arena, honoring the Nobel Peace Prize laureate, ICAN, the International Campaign to Abolish Nuclear Weapons.

The concert event takes place in Oslo on 11 December 2017, and in virtual reality headsets and immersive platforms everywhere.

Digital Domain is the only global studio with a legacy of award-winning visual effects expertise that leads innovations in virtual, mixed, augmented realities and technology bringing premium content experiences to the consumer.

“We’re very happy that the test we did last year with Digital Domain can lead to a new successful partnership at this year’s Nobel Peace Prize concert”, said the concert’s producers Odd Arvid Strømstad and Kristian Kirkvaag.

“The collaborative efforts of two established entities like the Nobel Peace Prize Concert and Digital Domain will bring quality content to an audience who expects nothing less,” said Alireza Saifi, VP, Global Business Development, Digital Domain. “To use our innovative technology and creativity to help share a united message of peace and celebrate the laureates is an honor.”

For more details about the 2017 Nobel Peace Prize Concert and a recap of past events, please visit the official Nobel Peace Prize website: NobelPeacePrizeConcert.com

To view the livestreamed concert, or look at past and present content from the Nobel Peace Prize Concert, download the PeacelsLoud App or the Digital Domain App via the iTunes App Store and on Google Play.

All the content will be livestreamed on the Nobel Peace Prize Concert VR app, NobelPeacePrizeConcert.com and VR.DigitalDomain.com.

The internationally renowned actor David Oyelowo will host this year's Nobel Peace Prize Concert. Headliner John Legend, Danish band Lukas Graham, Swedish singer/songwriter Zara Larsson, Norwegian DJ/producer Matoma, Norwegian singer/songwriter Sigrid, and youth performance company Le PeTiT CiRqUe will perform at the show.

Further information:

Nobel Peace Prize Concert

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ABOUT DIGITAL DOMAIN

Digital Domain creates transportive experiences that entertain, inform and inspire. The company is a pioneer in many fields, including visual effects, livestreaming landmark events in 360° virtual reality, building situational awareness applications, creating "virtual humans" for use in films and live events, and developing interactive content. A creative force in visual effects and media applications, Digital Domain and its predecessor entities have brought artistry and technology to hundreds of motion pictures, commercials, video games, music videos and virtual reality experiences. Its ground-breaking visual effects appear in films such as "Titanic," "The Curious Case of Benjamin Button" and recent blockbusters "Spider-Man: Homecoming" and "Beauty and the Beast." Staff artists have won more than 100 major awards, including Academy Awards®, Clios, BAFTA awards and Cannes Lions. Digital Domain has locations in Los Angeles, New York, Portland, Vancouver, London, Shanghai, Beijing, Hong Kong, Taipei and Hyderabad. Digital Domain Holdings Limited (www.ddhl.com) is listed on the Hong Kong Stock Exchange (stock code 547). For more information, visit www.digitaldomain.com.

Nobel Peace Prize Concert

The Nobel Peace Prize is the most prestigious honor in the world, and has been awarded to iconic individuals such as Mother Teresa, Nelson Mandela and Archbishop Desmond Tutu. The Nobel Peace Prize Concert is an annual musical tribute to the laureate who is awarded the Nobel Peace Prize each year on December 10th in Oslo, Norway. 2017 marks the 24th Anniversary of the concert which reaches hundreds of millions of households via global television distribution and digitally via YouTube. The leading global interactive content studio, Digital Domain is the official virtual reality partner of the Nobel Peace Prize Concert, live streaming the concert and showing highlights in 360 VR. Renowned artists from all over the world have taken the Nobel Peace Prize Concert stage over the years to amplify the message of Peace - including stars like Paul McCartney, Alicia Keys, Rihanna, Sting, Andrea Bocelli, Tina Turner, Ellie Goulding, Kygo, Oprah Winfrey, Will Smith and

Meryl Streep, among many others. The Nobel Peace Prize Concert debuted in 1994 and has grown into one of the world's preeminent events. Tickets are available and can be purchased via <http://www.ticketmaster.no/artist/nobel-peace-prize-concertbilletter/933231>

For more information about the Nobel Peace Prize Concert: <http://nobelpeaceprizeconcert.com/>

About the Nobel Peace Prize: <https://www.nobelpeaceprize.org/no/>

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