



## **The Portuguese Football League, Samsung, NOS and SPORT TV promote the first broadcasting of virtual reality football**

*Using the surround technology of virtual reality Gear VR headsets, customers can now watch the NOS League game FC Porto - SL Benfica at the FC Porto Dragon Stadium*

**Lisbon, 17 September 2015** – The [Portuguese Football League](#), [Samsung](#), [NOS](#) and Sport TV announce that the game between Porto FC and Benfica Sport Lisbon on the 20th of September, on the 5th day of the NOS Football League, will be the first football game in the world to be broadcast live with multiple cameras using the [Gear VR](#) virtual reality headset. By strategically locating 5 cameras in the Porto FC Dragon Stadium (Estádio de Dragão), the user can choose from a range of angles of view of the game, and have a 360° immersive surround experience.

Portugal and the Football League thus become a part of the world history of the sport, creating a new way of watching live contents.

“The Portuguese Professional Football League is very proud to be associated with these partners and this initiative which is revolutionary in terms of watching a football game. The game between FC Porto and SL Benfica will as a result have a bigger number of spectators, adding to the thousands of fans who will be at the Estádio do Dragão and the millions of people who will watch the game with excitement on TV. Portuguese football and its attraction for spectators will be taken to a new level never seen before. Because of the pioneering nature of this event and the added value that the launch of Samsung Gear VR represents, the Portuguese Football League is delighted to welcome this project” says Pedro Proença, President of the Portuguese Professional Football League.

Thanks to surround technology with 360° all round visibility and the quality of the cinema viewing, it will be possible to watch the game unfold on the pitch. The broadcasting, using multiple cameras, enables viewers to see the action from the game at first hand on the pitch the moment that it happens.

“This is without question an historic moment for Portugal and also for Samsung. The Portuguese user now has the opportunity to enjoy a truly immersive, surround experience with the Samsung Gear VR headset, but for the first time with multiple cameras, so that he/she can feel all the excitement of a football game in the most exciting way ever”, points out Frederico Paiva, Business Manager at Samsung Portugal. “We know that football is a passion point for the Portuguese people, so that this initiative, the first of its kind worldwide, has all the ingredients for users to have access to an experience that will change the way we look at the broadcasting of live contents”.

Those who cannot be in the Estádio do Dragão will be able to watch the game broadcast normally at the Samsung brand store in the Almada Forum and in the NOS Colombo cinemas, while also having access to exclusive broadcasting using Gear VR.

“NOS, as Sponsor of the NOS League and technological partner of this initiative, congratulates itself for again making history in the broadcast of sports contents in Portugal. After having been the first operator to broadcast live and in 3D a football game of the Portuguese national team and the final of the Augusta Masters in 2010, and more recently surfing contents in ultra high definition (4k), NOS now takes another step forward in the quality of the experience it offers the Portuguese people”, says Hugo Figueiredo, Brand and Communications Manager at NOS.

To be noted is the fact that NOS handles virtual reality broadcasting directly from the stadium for the Samsung Gear VR devices by using a resilient 1 Gbps fibre optic cable and a 4G network with 300 Mbps, installed temporarily and exclusively for this purpose.

“SPORT TV is pleased to be associated with direct broadcasting of a sporting event, watched using virtual reality headsets, offering a 360° experience to the user. Since the launch of the first premium sports channel in Portugal, followed by the first broadcast live in Portugal of a sporting event in high definition (HD), the 16:9 format for its channels and the multi-screen app for tablets, smartphones and personal computers, SPORT TV has been at the cutting edge of technological innovation in relation to the broadcasting of live sporting events”, points out Rolando Oliveira, Board Director of SPORT TV.

#### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd inspires the world and shapes the future by developing technologies and innovative ideas that redefine the world of TVs, smartphones, wearables, tablets, cameras, white goods, printers, medical equipment, network systems and semi-conductors. We are also at the forefront of the Internet of Things through, among others, initiatives in the areas of Digital Health and Smart Home. Samsung employs 310,000 people in 84 countries. To find out more information, please go to [www.samsung.com](http://www.samsung.com) and follow our official blog on [global.samsungtomorrow.com](http://global.samsungtomorrow.com)

#### **About NOS**

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments.

It is leader in Pay TV, new generation broad band services and in cinema exhibition and distribution in Portugal.

In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for every sector and businesses of different sizes, complementing its offer with ICT and Cloud services.

NOS is part of the main Portuguese stock exchange index (PSI-20), with a capitalisation in excess of 2.5 thousand million Euros, and has more than 3.7 million mobile phone, 1.5 million television, 1.5 million fixed telephone and 1,067 thousand fixed broad band Internet customers.

#### **About SPORT TV**

Since 1998, the launch year of the first sports premium channel in Portugal, SPORT TV has offered wide coverage of the world of sport, broadcasting the most important Portuguese and international competitions, enabling it to position itself as a stage for sporting events par excellence.

Currently, SPORT TV offers 5 Portuguese channels (SPORT.TV1, SPORT.TV2, SPORT.TV3, SPORT.TV4 and SPORT.TV5), all of which are available in HD and using the Multi-screen app for tablets, smartphones and personal computers, and also the international channels SPORT.TV AFRICA1, SPORT.TV AFRICA2 and SPORT.TV AMERICAS. For more information, please go to [www.sporttv.pt](http://www.sporttv.pt).