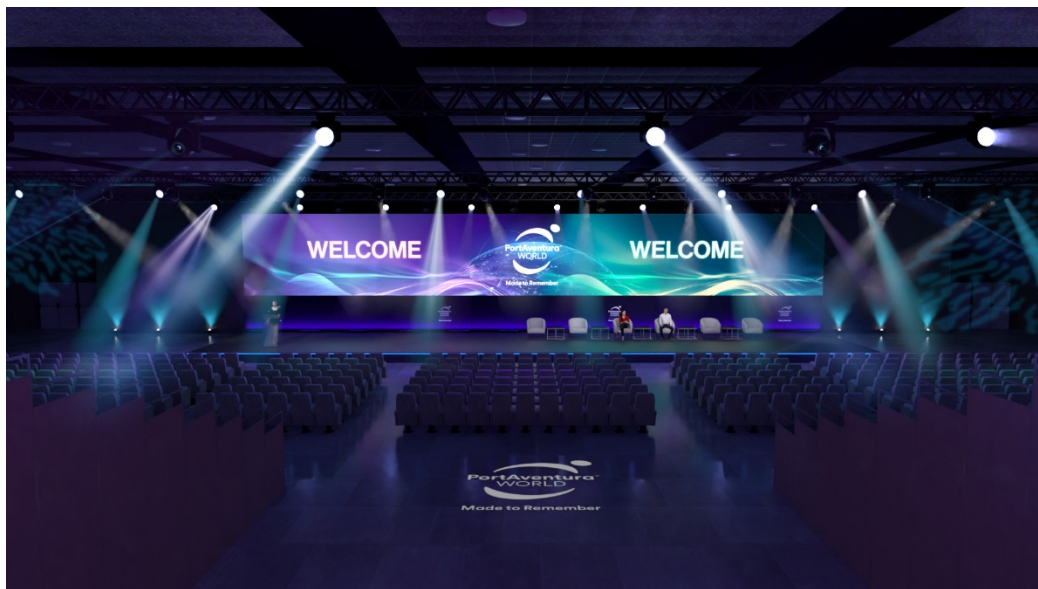


The new name of the audiovisual revolution in corporate events is: **Booster Audiovisual Solutions**

*PortAventura World and Bmotion Audiovisual have joined forces to create **Booster Audiovisual Solutions**, a joint venture that combines technical production expertise, a remarkable capacity for audiovisual innovation and a deep knowledge of the space, headed by an exceptional team of professionals*



PortAventura Convention Centre

PortAventura World, 13 June 2024 - PortAventura World and Bmotion Audiovisual present **Booster Audiovisual Solutions, an **alliance** whose key objective is to take the **audiovisual experience** at **events** organised by **PortAventura Business & Events** to the **next level**. The joint venture represents a shared commitment to drive forward **innovation, efficiency and growth** in a constantly evolving events market.**

Booster Audiovisual Solutions has secured an **initial investment** of more than **2 million euros** in the **most advanced technology** in audiovisual equipment and a **large multidisciplinary team** of experts in technology, content design, audiovisual R&D and application development, interactivity and event production. This combination of resources allows the new brand to **offer unique experiences** during events organised at the PortAventura Convention Centre, meeting the **highest standards of quality and safety**.

Malin Nilsson, director of PortAventura Business & Events, highlighted *"**Booster Audiovisual Solutions** relies on its own team of experts in digital solutions who reinforce our value proposition. With Bmotion Audiovisual's technological experience and PortAventura Business & Events' knowledge of the events sector, we're able to provide adapted and personalised service to each of our clients, obtaining the maximum performance out of the many possibilities our venue offers"*. For her part, **Alicia Collantes, CEO of Bmotion**



Audiovisual, said that *"this new brand is capable of delivering a lot of value, with its very complete offer, facilitating technically impeccable and emotionally captivating experiences, for any event and budget. This commitment to excellence and detail is what sets **Booster Audiovisual Solutions** apart."*

Booster Audiovisual Solutions provides advanced **all-in-one digital technological solutions** for the production of events that **simplify and improve management**. The semi-permanent installation of the more advanced audiovisual equipment in the venues reduces event set-up times, customising services according to different needs and allowing the venues to be transformed in record time.

Booster Audiovisual Solutions works using a **careful audiovisual design methodology**, structuring each project with planimetries and renderings, taking charge of the **technical production** of all events held at PortAventura Convention Centre. The company offers a comprehensive set of 360° services, including the management of audiovisual equipment, the design of multimedia content and the provision of digital services, as well as ephemeral architecture and stage design services.

Its complete range of available multimedia content includes 3D design, video production, animated graphics and other visual effects, as well as **video mapping**, holography, **augmented reality**, **virtual reality** and gamification. As for scenography, stand or hospitality design, it is worth mentioning that they are executed using **sustainable materials**.

Booster Audiovisual Solutions is an initiative aimed at becoming a technological and innovative partner for all events held at PortAventura Convention Centre. Among the actions planned to achieve this goal, the centre will **soon** have a large immersive room that will offer unique audiovisual experiences to **PortAventura Business & Events** clients.

About PortAventura Business & Events

PortAventura Business & Events is the events division of PortAventura World. Its convention centre (PortAventura Convention Centre), with the capacity to simultaneously host more than 6,000 people, has 24 multifunctional rooms throughout its more than 20,000 m², its own audiovisual solutions thanks to the joint venture with Bmotion Audiovisual, natural light, and views of a privileged Mediterranean setting. In addition, its hotel facilities include five 4-star hotels and one 5-star hotel within the resort, as well as three hotels under management offsite, totalling more than 3,000 rooms. PortAventura Park, Ferrari Land and PortAventura Caribe Aquatic Park are the company's three leisure parks that can be enjoyed and offer large spaces for special events. All this, using a sustainable and environmentally friendly approach aligned with the company's global strategy in terms of SDGs. PortAventura Business & Events hosts more than 280 events per year. Since the inauguration of its convention centre in 2009, it has hosted nearly 2,700 events. In April 2023 it received B Corp certification, which recognises the work of the convention centre in terms of sustainability, social responsibility and good governance.

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About Bmotion Audiovisual

Bmotion Audiovisual is a leading event technology company based in Madrid and Barcelona, with more than three decades of experience offering cutting-edge audiovisual solutions for the MICE sector. Constantly evolving and focused on customer service, Bmotion stands out for having the most advanced technology in audiovisual equipment and a large multidisciplinary team of experts in technology, content design and audiovisual R&D, as well as for the development of applications, interactivity and event production.

This combination of resources and experience allows Bmotion to create unforgettable experiences at in-person, virtual and hybrid events, with the highest standards of quality, health and safety.

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