



Real Madrid, the first football club in the world to launch a 360° and Virtual Reality channel

- *The club is partnering with The Dream VR, inventor of a revolutionary platform to reproduce 360° videos on TV, whereby the users will be able to live an immersive experience with the team through TV and mobile devices*

Madrid – February 26, 2018 – Real Madrid is the first sport club in the world to have its own 360° and Virtual Reality channel thanks to the partnership with The Dream VR; the biggest virtual reality and 360° distribution network worldwide, whose coverage reaches up to 180 countries.



Real Madrid's partnership with The Dream VR will allow its more than 560 million fans and followers worldwide to enjoy exclusive 360° content. The agreement includes the creation of its own channel inside the namesake APP, which is available for any mobile device, VR platform, Samsung Smart TV and soon for LG and Sony TVs as well. This way, everyone can enjoy a first person and exclusive experience of the club's most intimate moments, which so far have been experienced by very few.

The Dream VR is the only company in the world that offers its users the possibility to watch 360° and Virtual Reality content on more than 300 million Samsung Smart TVs all over the world. Thanks to its own platform and worldwide patented native player, The Dream VR offers Real Madrid the widest possible reach to implement its new immersive content strategy, its goal being, to get closer to its followers and fans on a global scale.

Real Madrid will begin launching content on The Dream VR platform on February 26th and scheduling new content every month. The APP download is free for any mobile device (iOS and Android), for Samsung Smart TVs as well as for all VR platforms.

The Dream VR team is based in Madrid, Barcelona and Miami. Its APP has over 2 million downloads and is available on every major Virtual Reality and 360° platform, such as Samsung Smart TV, Apple TV, iOS, Android, Google Daydream, Oculus Rift, Samsung Gear, HTC Vive, Topying and Pico.

Albert Palay, CEO THE DREAM VR

"We are proud to have on board not just the best football team in the world, but also the most famous sports brand as to date; we are honored to be leader and pioneer in launching the first official 360º/VR channel of the team, whereby its fans will be able to find tailored exclusive contents and live incredible immersive experiences".

For more information:

AxiCom para The Dream VR

Javier Fraile | Alejandro Urrestarazu

javier.fraile@axicom.com | alejandro.urrestarazu@axicom.com

t +34 91 661 17 37

Real Madrid C.F.

Fernanda Montoro

fmontoro@realmadrid.es

The Dream VR Marketing Manager

Mónica Granado

monica@thedreamvr.com

t +34 600 30 50 76

About THE DREAM VR:

The Dream VR is a digital start-up with registered office in Miami and subsidiary in Barcelona; with its pioneering technology platform and its proprietary Samsung Smart TV player, is currently the only technology provider in the world that can reproduce 360º content on 300 million Smart TVs and 50 million Apple TVs worldwide in 180 countries. The Dream VR app has 2 million downloads and is available on every major 360º and VR platform including Google Daydream, Apple TV, iOS, Android, HTC, Vive, Samsung Gear, Oculus, Topying, Pico etc.

For more information visit the webpage www.thedreamvr.com and download the APP using the following links:

Mobiles:

AppleStore: <http://apple.co/2i94Blr>

Google Play: <http://bit.ly/2j8OaCp>

VR Platforms:

Oculus: <http://ocul.us/2nXK1US>

Daydream: <https://goo.gl/wmmdVN>

SMART TVs:

Samsung Smart TV: <https://goo.gl/IMt9kF>