

# SPHERE ENTERTAINMENT AND HITACHI VANTARA REVEAL NEW DETAILS ON POWERING HIGH-RESOLUTION VIDEO CONTENT AT SPHERE

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Hitachi Vantara helps stream immersive content on Sphere's 160,000 square-foot interior LED display and 580,000 square-foot Exosphere

Hitachi Vantara's software technology processes Sphere's original content with speed and reliability

LAS VEGAS and SANTA CLARA, Calif., March 7, 2024 /PRNewswire/ -- Sphere Entertainment Co. (NYSE: SPHR) and Hitachi Vantara, the data storage, infrastructure and hybrid cloud management subsidiary of Hitachi, Ltd., revealed new details today on how the two companies leverage Hitachi Vantara's data processing software to help power the LED screens at Sphere, a next-generation entertainment medium in Las Vegas. Both Sphere's 160,000 square-foot interior LED display plane and 580,000 square-foot fully programmable LED exterior – the Exosphere – utilize Hitachi Vantara's software as a key tool to stream high-resolution immersive content.

"Sphere is home to many firsts, one of which is streaming immersive, high-resolution video content on a scale that has never been done before," said Alex Luthwaite, SVP, Show Systems Technology, Sphere Entertainment. "Hitachi Vantara worked with our team to develop a solution that's fast, reliable, and efficient. Through their expertise and technology, Sphere's displays deliver content that is captivating audiences not only in the venue in Las Vegas, but also around the world on social media."

With the world's highest resolution LED screen inside the venue and the largest LED screen on the exterior, Sphere leaned on Hitachi Vantara to deliver solutions to stream video content on an unprecedented scope. For its original immersive film, Darren Aronofsky's *Postcard from Earth*, the system handles over 400 gigabytes a second of throughput at sub 5 milliseconds of latency and a 12-bit color display at a 444 subsampling. Hitachi Vantara utilized

its storage platform **Hitachi Content Software for File**, a high-performance, software-defined, distributed parallel filesystem storage solution.

"Sphere represents a new, completely immersive and visually powerful entertainment experience," said Octavian Tanase, Chief Product Officer, Hitachi Vantara. "To make sure that the technology behind it was ready to meet the challenge, Hitachi Vantara worked closely with the Sphere team to test, measure, and enhance how the data is processed, streamed, and projected. Quality-wise, the resolution and color are second to none, and this project has exceeded our already high expectations."

The Hitachi Content Software for File system consists of 27 nodes, with 4PB of flash storage for playback within Sphere and streamed in real-time to 7thSense media servers, each streaming 4K video at 60 frames per second – a world-first in terms of technology capability at this scale. Hitachi Vantara's technology enables Sphere to deliver extremely low latency and high throughput, creating an unforgettable experience for audiences during Postcard from Earth.

Hitachi Vantara also partnered with Sphere to produce the same reliable capabilities at Sphere Studios' Big Dome, a 28,000 square-foot, 100-foot-high custom geodesic dome in Burbank, CA with a quarter-sized version of the screen at Sphere in Las Vegas. Big Dome serves as a specialized screening, production facility, and lab for the Sphere Studios team to develop original content exclusively for Sphere.

For press assets, please **[click here](#)**.

## About Sphere

Sphere is a next-generation entertainment medium that is redefining the future of live entertainment. A venue where the foremost artists, creators, and technologists create extraordinary experiences that take storytelling to a new level and transport audiences to places both real and imagined. The venue hosts original Sphere Experiences from leading Hollywood directors; concerts and residencies from the world's biggest artists; and premier marquee events. The first Sphere venue opened in Las Vegas in September 2023, and is a new Las Vegas landmark, powered by cutting-edge technologies that ignite the senses and enable audiences to share experiences at a never-before-seen scale. More information is available at **[thesphere.com](https://thesphere.com)**.

## About Sphere Entertainment Co.

Sphere Entertainment Co. is a premier live entertainment and media company. The Company includes Sphere, a next-generation entertainment medium powered by cutting-edge technologies to redefine the future of entertainment. The first Sphere venue opened in Las Vegas in September 2023. In addition, the Company includes MSG Networks, which operates two regional sports and entertainment networks, MSG Network and MSG Sportsnet, as well as a direct-to-consumer and authenticated streaming product, MSG+, delivering a wide range of live sports

content and other programming. More information is available at [sphereentertainmentco.com](http://sphereentertainmentco.com).

## About Hitachi Vantara

Hitachi Vantara is transforming the way data fuels innovation. A wholly owned subsidiary of Hitachi Ltd., Hitachi Vantara provides the data foundation the world's leading innovators rely on. Through data storage, infrastructure systems, cloud management and digital expertise, the company helps customers build the foundation for sustainable business growth. To learn more, visit [www.hitachivantara.com](http://www.hitachivantara.com).

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