

Sphere and Disguise Announce Multi-Year Technology Partnership to Advance the Future of Immersive Live Entertainment

2026-09-23

NEW YORK--(BUSINESS WIRE)-- Sphere Entertainment Co. (NYSE: **SPHR**) and Disguise, a global leader in visual technology for live events, location-based entertainment and virtual production, today announced a new multi-year partnership to develop advanced technologies custom-made for Sphere's immersive entertainment venue.

Since Sphere opened in 2023, Disguise has served as a key technology partner supporting the delivery of Sphere's groundbreaking live residency productions and corporate events. For these events, Sphere uses Disguise media servers and software to process, synchronise and play back content in real-time, at a scale unparalleled in live entertainment. Building on that successful collaboration, the companies are expanding their relationship to advance technologies and workflows to accelerate video playback capabilities and help prepare Sphere for the next phase of global growth.

'Sphere was built to redefine live entertainment, and continuing to push the boundaries of immersive experiences requires technology partners that share our ambition', said Ryan Dolan, Executive Vice President, Head of Event & Interactive Technology, Sphere. 'Every artist who has performed at Sphere has benefited from Disguise's technology, and we're looking forward to developing future iterations of immersive productions to support our long-term vision of offering these experiences to audiences in new Sphere venues around the world'.

'We're honoured to have Sphere's vote of confidence in our technology and are incredibly grateful for the relationship and all the development of the last three years', says Fernando Küfer, CEO of Disguise. 'We are excited to now focus on the expansion of Sphere's video offerings around Disguise's technology. What motivates us at Disguise is supporting the most incredible entertainment experiences in the world. When an artist imagines something the world has never seen, they should be able to reach for it and know the system can deliver. There's no better partner than Sphere to build that future with and it's a personal joy to work with a team and company like

them’.

As part of the collaboration, Sphere will be the first partner to bring Disguise’s next-generation technology to market. The new technology developed through this partnership will enable Sphere to maintain its leadership position in live entertainment while supporting its expansion.

For creative assets, please click **here**.

About Sphere Entertainment Co.

Sphere Entertainment Co. is a leader in immersive experiences, technology and media. The Company includes Sphere, an experiential medium powered by advanced technologies. The first Sphere opened in Las Vegas, with plans also announced for Sphere venues in Abu Dhabi and National Harbor. 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 **www.sphereentertainmentco.com**.

About Disguise

Disguise is a global technology company driving the next dimension of entertainment. The company’s ecosystem of software, hardware and services powers end-to-end visual experiences across live events, immersive attractions, theme parks, stadiums, virtual production and broadcast. With the technical depth to run the largest and most complex productions in the world, Disguise gives teams the confidence to realise their most ambitious visions.

From Disney to Snapchat, Netflix to ESPN, Bad Bunny to Beyoncé, the Burj Khalifa to the Sydney Opera House, Disguise powers experiences for the biggest entertainment companies, brands, studios and venues in the world, revolutionising every sector of the industry. Find more information at: **www.disguise.one**.

PR Contacts

Sphere PR – **spherepr@thesphere.com**

Disguise – **Marketing@disguise.one**

Source: Sphere Entertainment Co.