# Sphere Entertainment Completes Acquisition of Audio Technology Company HOLOPLOT



Sphere Entertainment has completed its acquisition of the Berlin-based audio technology company HOLOPLOT. Previously, Sphere Entertainment had invested in HOLOPLOT in 2018 and collaborated with them to develop the Sphere Immersive Sound system. This system was first launched in 2022 at New York's Beacon Theatre and later implemented at Sphere Las Vegas with U2's "UV Achtung Baby Live" show in September 2023.

The acquisition by Sphere Entertainment, which operates under Madison Square Garden Entertainment Corp., includes all remaining shares of HOLOPLOT, making it a wholly-owned subsidiary. According to Sphere executives David Dibble and Paul Westbury, this move aims to expand the reach and capabilities of both Sphere and HOLOPLOT in immersive audio experiences.

HOLOPLOT's CEO, Roman Sick, noted that the partnership with Sphere has significantly advanced live sound experiences and expects this acquisition to further enhance their technology's application across different markets.

HOLOPLOT, known for its advanced sound control and localization technology, will maintain its headquarters in Berlin as it continues to grow and serve its global clients. This acquisition marks a significant step in Sphere Entertainment's efforts to lead in concert-grade audio and immersive experiences.