



Press Release

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The Palais des Festivals et des Congrès de Cannes reveals its digital studio: the Hi5 studio

The Palais des Festivals et des Congrès de Cannes places innovation and technology at the heart of its new facilities. Today, it unveils its permanent digital studio, the Hi5 studio. A real television studio, with its own set, it's equipped with state-of-the-art technologies to adapt to each client. As the event sector continues to recover, it forms an essential tool for organizers to ensure the success of their hybrid or 100% digital events.

"2020 and 2021 were marked by the global health crisis, which profoundly and durably transformed the events sector. Cannes, a business destination of excellence, has recognized expertise in hosting professional events and is working hard to launch new initiatives. Hybrid events have become a component of the return of in-person trade fairs and conferences. Today, with the Hi5 studio, the Palais des Festivals et des Congrès has acquired a very powerful tool to support its clients in renewing the formats of their international events."

David Lisnard, Mayor of Cannes

The Hi5 studio for a wider audience and new clients

After consultation with all its partners and clients, the Palais des Festivals et des Congrès opted for a permanent, modular solution in the heart of its venue and transformed the Esterel Room into a real television studio. With a 120 m² set and 350-person audience capacity, the Hi5 studio offers event organizers the opportunity to expand their audience by professionalizing their online broadcasting. This digital studio perfectly responds to new hybrid event formats and will allow clients to increase their audiences and open their events to other people.

A turnkey studio

To be at the cutting edge of technology, the Palais des Festivals has brought together the best skills. The sound and light technicians of the Palais des Festivals, recognized for their know-how, can thus offer new ideas to their clients.

Visual production is entrusted to Novelty, an expert in the audiovisual professions.

Broadcasting is managed by Via Pass, which specializes in the provision of event website services such as live broadcasts.

The client can either use their own streaming platform or use the OXP platform offered by PublicisLive and Orange. A solution that makes it possible to construct a true online programme, in addition to the broadcast of content from the studio.

The Hi5 Studio mainly consists of:

- 1 set measuring 120 m²
- 4 cameras
- 1 curved LED screen measuring 10 x 3 m of 2.5 pixels / mm – 4K definition
- 1 auditorium with 350 seats

Innovation supported by strong actions for the MICE* sector

This studio is the realization of the digital strategy led by the Palais des Festivals and deployed during 2021, which also includes the following new features:

- **Hybrid City Alliance:** a network of cities around the world allowing the organization of hybrid events in multiple hubs,
- **Cannes Virtual Events:** a 3D solution, in collaboration with Laval Virtual, which allows the organization of a 100% digital event.

These steps have also been accompanied by a strict health policy allowing the resumption of activity under the best possible conditions, in particular via GBAC Star Facility accreditation, which is internationally recognized.

The Palais des Festivals et des Congrès is involved in incubating new events to come in 2022, particularly in promising sectors such as Artificial Intelligence and risk management.

"We're proud of this latest achievement, a space with the most advanced technologies that will support our clients towards the success of their events and increase their audience."

Jean-Michel Arnaud, President of the Palais des Festivals et des Congrès de Cannes

About the Palais des Festivals et des Congrès

The leading congress centre in France after Paris, the Palais des Festivals hosts flagship events in France and abroad, such as the Cannes Film Festival, Cannes Lions Festival of Creativity, CanneSéries, MIPIM, MIPCOM, MIPTV, MIDEM, MAPIC, Tax Free World Exhibition...

Based on a proactive policy of quality and sustainable development at the heart of its operations, the Palais des Festivals et des Congrès - the first European centre to be quadruple-certified: ISO 9001, ISO 14001, OHS 18001, ISO 26000 - continues its responsible commitment by adapting all its spaces in accordance with health security rules.

In 2019, it continued its eco-responsible dynamic by committing to the "Responsible International Destinations" programme, aiming for ISO 20121 certification.

In February 2021, it further strengthened its skills in health security by obtaining international GBAC Star Facility.

www.palaisdesfestivals.com

** Meetings, Incentives, Conventions and Exhibitions*

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