

När kunde man läsa om att ett hög teknologiskt företag som SONY var stolt över att vara med i en satsning inom turistnäringen? Inom bussbranschen? Vad säger detta dig?

NEWS!

Sony to be the official technology partner for ABBA the Museum

(svensk version av nyhetsbrevet på www.abbamuseum.com)

On June 4, 2009, Stockholm's new major attraction opens – ABBA the Museum. An interactive event house of 6,500 square metres, with sounds and images as the corner stones in the ABBA story. Now we are happy to announce that Sony will be the official technology partner and will deliver our technology solutions.



"We are very proud to be a part of this prestigious project," says Adam Fry, Director of Sony PSE Nordic. "With our knowledge and experience in the music and entertainment industry combined with our technology innovations, we are looking forward to working with ABBA the Museum to create a truly unique entertainment experience. This is swo of the world's strongest brands in entertainment industry in collaboration."

The attraction will be built as a sequence of scenes, where the guests themselves may participate with all their senses: sing, dance, record and perhaps feel like they're one of the four members. Naturally, all original ABBA items will be there, from the late '60s, when Björn, Benny, Agnetha and Anni-Frid first met, up until 1982, when the group took a temporary break.

"ABBA the Museum will be a technology-intensive attraction, centred on the visitors' experience. This makes a collaboration with Sony the ultimate solution for the project," says Ulf Westman, founder of ABBA the Museum. "The corporation's products are of the highest quality and are innovative, and their range of products has the width that we demand. Furthermore, they are highly experienced in delivering complex technology solutions."