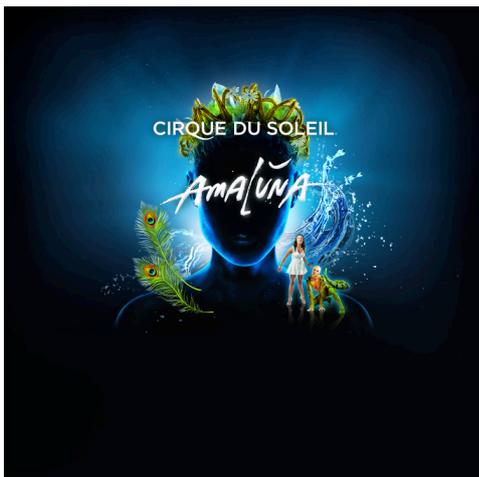


PRESS RELEASE

Feel the Moment: ACTIVEON becomes official camera partner of *Cirque du Soleil*[®]

The action camera supplier ACTIVEON and the Canadian entertainment company announce their cooperation arrangement for the next four years

Barcelona, 3 December 2015. With the aim of working together over the long term to create breathtaking content, ACTIVEON and *Cirque du Soleil* are now launching their partnership in Europe. To mark the *Amaluna*[™] show making a guest appearance in Europe, the partners also bring to Europe their joint campaign entitled "Feel the Moment" and for this purpose are launching the first impressive shots of the artistes as well as exclusive glimpses behind the scenes. The official start of the global collaboration was the launch event in Chicago, USA, as part of the show *KURIOS*[™] - *Cabinet of Curiosities*.



The partnership between ACTIVEON and *Cirque du Soleil* is based on the jointly developed campaign "Feel the Moment". This is inspired by the artistic performance of the *Cirque du Soleil* artistes and the active lifestyle of the action camera users. For the artistes of *Cirque du Soleil*, such a special moment may be a daredevil stunt or an exclusive look behind the scenes. For the customers of ACTIVEON, any moment may become a highlight – and the cameras, which are as compact as they are robust, ensure that these special everyday moments can be rec-

ACTIVEON becomes official camera partner of *Cirque du Soleil*[®]

At a glance...



Category:
Company

Topic:
Feel the Moment: ACTIVEON becomes official camera partner of *Cirque du Soleil*[®]

Internet:
www.activeon.com/de
www.cirquedusoleil.com/activeon

Press contact:
behle & partner KG
Florian Richter
Jean Marc Behle
Fichtenstraße 29
D-82256 Fürstfeldbruck

Tel. +49 8141 527 50 -42/ -41
Fax. +49 8141 527 50 50
f.richter@behle-partner.de
jm.behle@behle-partner.de

ACTIVEON EU B.V.
Mia Ju Stange
Hullenbergweg 278
1101 BV Amsterdam
Netherlands
mia@activeon.com



orded. Experience both and now share these moments with ACTIVEON action cameras. The latest videos from the “Feel the Moment” campaign are regularly available to download from the website www.cirquedusoleil.com/ACTIVEON.

“The link between ACTIVEON and *Cirque du Soleil* is simply perfect,” explains Frank Donato, Executive Vice President of ACTIVEON. “It inspires us to create incredible experiences and bring these unique moments to life.”

ACTIVEON develops and sells action cameras which can be used to record everyday adventures as well as sporting challenges in high resolution and fine details. The company consistently relies on its own independent developments and supreme quality. For instance, even the entry-level models from ACTIVEON take shots in full HD resolution and boast first-class optics with real-glass lenses and powerful image sensors. All of the company’s cameras have a stable WiFi interface with two antennae integrated in the housing. In combination with the smartphone and tablet app (free for iOS™ and Android™), pictures and videos can be shared or uploaded to social networks directly from the place where they are taken. In addition, the displays on the mobile devices also serve as a large-scale viewfinder if you wish and enable users to control the shot in real time. ACTIVEON also provides each camera with a waterproof housing, extensive fixing accessories and a powerful, rechargeable battery as well as slow-motion and timelapse pictures and other recording modes directly in the camera. This means that important moments or adventures can easily be recorded and shared in next to no time.

About *Cirque du Soleil*

The company, which celebrated its 30th anniversary in 2014, has brought wonder and delight to close to 150 million spectators in more than 300 cities on six continents. *Cirque du Soleil* has close to 4,000 employees, including 1,300 performing artists from close to 50 different countries.

Amaluna™ [NOTE: This is taken from the press pages of CDS, pls. check if okay to use]

Amaluna invites the audience to a mysterious island governed by Goddesses and guided by the cycles of the moon. Their queen, Prospera, directs her daughter’s coming-of-age ceremony in a rite that honours femininity, renewal, rebirth and balance which marks the passing of these insights and values from one generation to the next. Amaluna is a fusion of the words ama, which refers to “mother” in many languages, and luna, which means “moon,” a symbol of femininity that evokes both the mother-daughter relationship and the idea of goddess and protector of the planet. Amaluna is also the name of the mysterious island where the story unfolds.

For more information about *Cirque du Soleil*, visit: www.cirquedusoleil.com

ACTIVEON becomes official camera partner of *Cirque du Soleil*®



About ACTIVEON

ACTIVEON is an excellent match for your everyday life to extreme sports. It captures, relives and shares unforgettable moments. ACTIVEON cameras are easy to use and have professional features to capture your daily adventures in super fine clarity. Life. Camera. Action!

For more information, visit: www.activeon.com/de

Facebook: <https://facebook.com/ActiveonDACH>
Instagram: <https://instagram.com/activeonaction/>

Press Contact

behle & partner
Florian Richter/ Jean Marc Behle
Fichtenstraße 29
D-82256 Fürstenfeldbruck
Tel +49 8141 527 50 -42/ -41
Fax +49 8141 527 50 50
f.richter@behle-partner.de
jm.behle@behle-partner.de

ACTIVEON EU B.V.
Mia Ju Stange
Hullenbergweg 278
1101 BV Amsterdam
Niederlande
mia@activeon.com