



Press Release

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Experience Dreamscape Geneva with Sunrise Moments

- Sunrise and Dreamscape Geneva are entering into a new partnership.
- Dreamscape Geneva is the first European location of Dreamscape, a global leader in virtual reality entertainment through immersive storytelling.
- Thanks to Sunrise Moments, Sunrise customers will receive exclusive access to unique Dreamscape Geneva experiences.

«We are very proud of the partnership with Dreamscape Geneva. Together, we are making it possible for our customers to enjoy unique moments» says Severina Pascu, Deputy CEO and COO of Sunrise. «Dreamscape arouses emotions through gripping storytelling and presents a wide array of virtual reality possibilities. It is entertainment of the highest order for all ages and an experience that cannot currently be replicated at home.»

«Dreamscape Geneva offers visitors a virtual reality experience like no other, combining the emotional power of Hollywood storytelling, the exhilaration of large-scale theme parks, as well as motion capture and virtual reality (VR) technologies. We are very pleased to present these adventures, some of them exclusively, to Sunrise customers», says Ronald Menzel Co-Founder & Chief Strategy Officer Dreamscape Immersive.

[Dreamscape](#) is set to open its first European immersive virtual reality center in Geneva in early July in two stages. As of July 1, 2022, the public will be able to discover the virtual reality experience **Geneva 1850**, created by the [Artanim Foundation](#). Starting on September 1, 2022, the center will offer two additional adventures designed by Dreamscape Immersive: **Alien Zoo**, conceived by Steven Spielberg and Walter Parks, and **DreamWorks Dragons Flight Academy**, developed in collaboration with DreamWorks Studios.

Dreamscape Geneva as part of Sunrise Moments

In April 2022, Sunrise launched [Sunrise Moments](#) – the first comprehensive loyalty program on the Swiss telecom market. With MySports and starzone, as well as its partnerships with Swiss-Ski, Athletes Network, CH Media, Ticketcorner and now [Dreamscape Geneva](#), Sunrise has created an ecosystem through which the company can offer Sunrise customers exclusive experiences in the areas of music, sports and entertainment.

Sunrise customers now have access to exclusive [virtual reality content and unforgettable «money-can't-buy» experiences](#) with Dreamscape Geneva in the form of Priority Tickets. In addition, exclusive Sunrise Nights are set to take place in Geneva, where Sunrise customers will experience the Swiss premiere of various virtual reality adventures.

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