



上海迪士尼度假区官方合作伙伴
Official Participant of Shanghai Disney Resort



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Shanghai Disney Resort and vivo Announce Resort Alliance

*vivo to support guests in preserving magical moments of happiness
at Shanghai Disney Resort*

Shanghai, October 13, 2025 – Shanghai Disney Resort and vivo, a global smart devices and intelligent services provider, jointly announced that the two parties have entered into an alliance that will make vivo an Official Participant of Shanghai Disney Resort. The new alliance will connect guests and fans who share their stories and memories through the capture of captivating photos on digital devices.



vivo X300系列

蔡司联合研发 ZEISS

奇妙时刻 巨出片

蔡司2亿超清影像 | 蔡司APO超级长焦 | 5年持久流畅OriginOS6

“At Shanghai Disney Resort, everything we do is about bringing joy and wonder to our guests, allowing them to create unforgettable moments with family and friends here,” said Andrew Bolstein, President and General Manager of Shanghai Disney Resort. “vivo’s digital technology provides an excellent platform for our guests to capture and cherish the happiness they discover together.”

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As part of the alliance, vivo will have branded photo spots across Shanghai Disneyland, creating multiple touchpoints for seamless and engaging brand presence. Placed in five different locations across different themed lands, these photo spots offer guests recommended angles that frame different views of the Enchanted Storybook Castle. These photo spots also highlight popular park scenes, capturing a wide-angle view of *Fantasia Carousel*, *Rex's Racer*, and *Alice in Wonderland Maze*. Additionally, guests with a vivo smartphone will gain access to limited-time joint digital experiences including themed digital photo frames, AR photo filters, and curated Disney friends and park themed digital wallpaper.

"Shanghai Disney Resort is a world-class family vacation destination with innovative experiences and compelling storytelling," said Cheng Gang, Senior Vice President of vivo and President of vivo China. "vivo has always had a deep understanding of users' needs and has always provided systematic imaging solutions based on user scenarios, connecting images with public emotions. We hope our collaboration with the resort will empower guests with our advanced technologies to capture more magical moments and record unforgettable memories throughout their visit."

Starting from Mid-October, 2025, a time-limited exclusive vivo smartphone interactive space will be set up at Disneytown, the resort's shopping, dining and entertainment area adjacent to Shanghai Disneyland. In the interactive space, guests can experience the cutting-edge imaging technology of the all-new vivo X300 series, along with some fun interactive photo experiences. During their visit, the vivo X300 series will support guests excel at capturing each special moment, whether it be the time spent with family and friends at Shanghai Disney Resort or the park's iconic nighttime show "ILLUMINATE! A Nighttime Celebration."

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