

Cinema and Innovation: Xiaomi is Supporter of the 78th Venice International Film Festival – La Biennale di Venezia

[Xiaomi](#), global technology leader, becomes "Supporter of the 78th Venice International Film Festival" and is committed to promoting art and culture, enhancing cinema in all its forms.

The decision to support the Biennale Cinema 2021 also reflects the desire to encourage the awareness and promote international cinema starting from one of the places where culture comes to life. Xiaomi's presence in the Venetian lagoon is not only an opportunity to consolidate its strong ties with the Italian territory, but above all a way of emphasizing how technological innovation can enable the spread and sharing of artistic and cultural heritage.

*"Being Supporters of the 78th Venice International Film Festival is a great source of pride for Xiaomi and assumes an important strategic value for the brand in Italy" - said **Leonardo Liu, General Manager of Xiaomi Italy**. "Venice, which has always been considered the most important centre of art and culture in Italy and the world, is for us the ideal showcase, where cinema and technology come together in a perfect blend, allowing us to spread culture and innovation and to position ourselves as a premium brand of reference."*

During the event Xiaomi, which has always placed the promotion of creativity at the heart of its mission and contributes to the spread of innovation for all through its smart life products, will create unique video contents to narrate the most significant moments and the #cinemagic of the Biennale Cinema 2021. All of this, through the camera equipment of its new smartphones, which, thanks to their excellent quality, will appeal all cinema fans all over the world.

About Xiaomi Corporation

Xiaomi Corporation was founded in April 2010 and listed on the Main Board of the Hong Kong Stock Exchange on July 9, 2018 (1810.HK). Xiaomi is an internet company with smartphones and smart hardware connected by an Internet of Things (IoT) platform at its core.

With an equal emphasis on innovation and quality, Xiaomi continuously pursues high-quality user experience and operational efficiency. The company relentlessly builds amazing products with honest prices to let everyone in the world enjoy a better life through innovative technology.

As of the first quarter of 2021, Xiaomi remains among the top 3 in the global smartphone market. The company has also established the world's leading consumer AIoT (AI+IoT) platform, with 351.1 million smart devices connected to its platform, excluding smartphones and laptops. Xiaomi products are present in more than 100 countries and regions around the world. In August 2020, the company made the Fortune Global 500 list for the second time, ranking 422nd, up 46 places compared to 2019. It also ranked 7th among internet companies.

Xiaomi is a constituent of the Hang Seng Index, Hang Seng China Enterprises Index, Hang Seng TECH Index and Hang Seng China 50 Index.

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