

## **ELVIS, ALOHA FROM HAWAII** **Deluxe Edition DVD**

Elvis Presley made television and entertainment history with his *Elvis, Aloha from Hawaii* concert television special. The performance took place at the Honolulu International Center Arena in Honolulu, Hawaii on January 14, 1973. At 12:30 a.m. Hawaiian time, the concert was beamed live via Globecam Satellite to Australia, South Korea, Japan, Thailand, The Philippines, South Vietnam and other countries. It attracted 37.8% of the viewers in Japan, 91.8% in the Philippines, 70% in Hong Kong, and 70-80% of the viewers in Korea. It was seen on a delayed basis in approximately thirty European countries shortly after. It did not air in America until April 4th, when an edited version of the concert, expanded with songs videotaped just after the live event, was presented on NBC. That broadcast attracted 51% of the television viewing audience. In all, it was seen in about forty countries by 1-to-1.5 billion people. A global smash. Entertainment events presented live via satellite are common today, but in 1973, this was a first. Never before had one performer held the world's attention in such a way. *Aloha from Hawaii* presents Elvis Presley at the pinnacle of his superstardom, giving one of the most outstanding concert performances of his career.

Elvis Presley Enterprises, Inc., through its distribution partner BMG, is proud to present *Elvis, Aloha from Hawaii – Deluxe Edition DVD*. Here we bring you a comprehensive presentation of the footage of this historic event. This set is comprised of:

- The absolutely complete January 12<sup>th</sup> and January 14<sup>th</sup> concerts – never before available in complete form. They are re-edited from scratch and feature meticulously re-mastered sound and picture.
- The complete footage of the post-concert session Elvis did to expand program content for the American broadcast – never before available in complete, raw form.
- The complete footage shot for the “Elvis arrives” sequence for the opening of the television special – never before available in complete, raw form.
- The original American broadcast version of the *Elvis, Aloha from Hawaii* television special.

As the song says, THIS is the moment of sweet Aloha – in exquisite, comprehensive form.