

Live Note App

The Philadelphia Orchestra in partnership with Drexel University, and funded by the John S. and James L. Knight Foundation with additional support from the National Endowment for the Arts, is thrilled to introduce a newly developed interactive concert guide for mobile devices—LiveNote.

We are excited to invite you, our valued and loyal subscribers, to join us as we launch this new technology. For the 2014-15 season, we will employ this concert enhancement initially on one subscription concert weekend and other special event concerts. These will be opportunities to engage concertgoers and learn more about the collective appetite for the use of new technology in the concert hall across many different types of Orchestra concerts.

LiveNote debuts on subscription concerts in October for the following weekend of performances:

The Stunning Slavic Mass October 16-18

With LiveNote you can follow along during the performance with real-time annotated program notes, and/or text and translations for vocal works. You can also access additional supplementary content at any time including a digital version of the program notes, a musical glossary, and information about The Philadelphia Orchestra.

This app provides novice and experienced listeners alike the opportunity to learn more about the music while listening to a live performance. Slides automatically advance with the music, pointing out key highlights, engaging details, and images relating to the composition. LiveNote is designed with a black background to minimize glare on mobile devices, and font size and brightness can be easily adjusted for optimal viewing during a performance in Verizon Hall. Plus, you can save a copy of the LiveNote content to view at home after the performance. The app has been carefully designed with all music-lovers in mind—those that choose to use the app and those that do not. The technology is intended as an intimate experience for individual users with minimal impact on others seated nearby.

Participation and use of the LiveNote app is optional, however the technology will be available throughout the hall. The audience will be surveyed following each performance for in-depth analysis of the use, efficacy, and reception of the LiveNote technology. *Playbill* will continue to be distributed at these performances.

As a valued and loyal subscriber we welcome and encourage your feedback at any time. We are committed to providing you the best possible concert experience. We are excited to bring this new concert enhancement to Verizon Hall and plan with you the next steps for this technology. Please share your thoughts with us at www.philorch.org/livenote.

As always, fee-free exchanges are available for all subscribers via My Account or by calling the Subscriber Services team at 215.893.1955, Monday through Friday between 9 AM and 5 PM.

