



NEWS RELEASE

FOR IMMEDIATE RELEASE

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The Philadelphia Orchestra to Debut LiveNote® 2.0 at Saratoga Performing Arts Center

*New version of interactive concert guide for mobile devices
brings content to arts organizations around the world*

(Philadelphia, August 2, 2018)—The Philadelphia Orchestra will unveil the next generation of LiveNote®, an interactive concert guide for mobile devices, during its summer residency at the Saratoga Performing Arts Center (SPAC). Beginning tomorrow, August 3, and continuing each Friday of the Orchestra's residency (August 10 and August 17), audiences at the prestigious upstate New York festival will have access to LiveNote 2.0 content through standard cellular connections and WiFi, marking the first time the technology will be available outside of Verizon Hall in Philadelphia. The new version of the platform will also feature an improved interface with social media integration. Users can access LiveNote through The Philadelphia Orchestra's mobile app, which can be downloaded for free from iTunes and Google Play stores.

SPAC audiences will have the opportunity to explore musical, emotional, and historical highlights of Holst's *The Planets* (August 3), Bernstein's *Serenade* (after Plato's *Symposium*) for Solo Violin, Strings, Harp, and Percussion (August 10), Bernstein's *Symphonic Dances from West Side Story* (August 10), and Tchaikovsky's *Symphony No. 6* ("Pathétique") (August 17). The content is carefully curated by The Philadelphia Orchestra to serve as a helpful companion for concertgoers, from musical novices to experts.

"Everyone has the opportunity to learn something new while using LiveNote. With LiveNote 2.0, we have freed the technology from a closed WiFi connection in the Orchestra's home in Verizon Hall so that audiences across the country and around the world can access compelling content during concerts," said Ezra Wiesner, managing director of information technology for the Orchestra. "This is another example of how The Philadelphia Orchestra has utilized technological innovation to reach new audiences. We look forward to partnering with the Saratoga Performing Arts Center to debut the next generation of LiveNote. This will be the first of many venues where we hope to offer LiveNote content going forward."

“Bringing The Philadelphia Orchestra’s new LiveNote 2.0 app to SPAC—as the first venue to experience it—is an exciting opportunity for our audiences to learn more about the music in an engaging way. A companion for interested attendees, the app allows guests, from newcomers to experts, to follow along with the orchestra live, in real-time,” said Elizabeth Sobol, SPAC’s president & CEO. “We recommend that anyone interested in experimenting with this new app download it before arrival or visit the LiveNote booth on our grounds to learn more.”

The Philadelphia Orchestra launched LiveNote in 2014 after extensive development and testing. The platform allows audiences to access information about the works they are hearing and follow along with real-time highlights. Concertgoers can select from different tracks to learn more about the historical context or musical background of each piece. The platform also provides program notes, a music glossary, images related to the composition, and text and translations for vocal works. Screens automatically advance with the music on a mobile device during concerts. The system was created to minimally impact other concertgoers while delivering valuable complementary content to each listener.

LiveNote 2.0 was made possible through a partnership with InstantEncore, the leading provider of mobile solutions for performing arts organizations. Through LiveNote 2.0, The Philadelphia Orchestra’s wide selection of LiveNote content is available to performing arts organizations around the world. In addition, the product is commercially available to arts organizations, enabling them to create and distribute original content or license content from third-party creators. LiveNote 2.0 is funded by the William Penn Foundation.

About [The Philadelphia Orchestra](#)

About [InstantEncore](#)

About [Saratoga Performing Arts Center](#)

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