



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **The Philadelphia Orchestra and InstantEncore Partner to bring the LiveNote® 2.0 Platform to Arts Organizations Around the World**

*Partnership enables entire arts industry to utilize the platform  
to create, license, and distribute original content to their audiences*

(Philadelphia, December 4, 2017)—The Philadelphia Orchestra and InstantEncore, the leading provider of mobile solutions for performing arts organizations, have combined forces to develop the next generation of LiveNote® technology, an interactive concert guide for mobile devices. With LiveNote® 2.0, the technology will be accessible from standard cellular connections rather than a closed WiFi connection in the Orchestra's home in Verizon Hall. The Philadelphia Orchestra's wide selection of LiveNote® content will be available when the new version launches in early 2018. In addition, the product will become commercially available to arts organizations around the world, enabling them to create and distribute original content or license content from third-party creators.

"Throughout its history, The Philadelphia Orchestra has been at the forefront of technological innovation and the curation of new ideas," said Philadelphia Orchestra President and CEO Allison Vulgamore. "We were inspired to partner with distinguished industry leader InstantEncore to continue this synergy legacy of music and technology for new audiences. Now, LiveNote® can travel wherever The Philadelphia Orchestra performs, bringing engaging content to audiences at neighborhood concerts, schools, hospitals, global venues, and more. We also look forward to the development of an exciting marketplace with revenue opportunities for the Orchestra and other organizations who create original content for licensing."

The new platform will allow LiveNote® 2.0 to integrate within InstantEncore's mobile solutions platform.

“We are proud to continue our work with The Philadelphia Orchestra and to bring the LiveNote®2.0 experience to millions of arts patrons,” said InstantEncore CEO Chris Montgomery. “Using LiveNote brings audiences closer to the art they are experiencing on stage—be it a symphony orchestra, opera, or play.”

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 musical, emotional, and historical highlights, as well as program notes, a music glossary, and images related to the composition. LiveNote® also offers 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® is available for use during specially selected concerts over the course of each Philadelphia Orchestra season.

“We want to provide all of our audiences, from newcomers to seasoned concertgoers, with experiences that best serve their preferences,” added Vulgamore. “As part of our ongoing commitment to audience development, LiveNote® 2.0 enables us to continue expanding access to our ensemble and music in new and creative ways.”

LiveNote® 2.0 is funded by the William Penn Foundation.

“The evolution of LiveNote® is part of a larger effort to bring the Orchestra’s music to more people in more places,” said Judilee Reed, Program Director for Creative Communities at the William Penn Foundation. “Providing contextual information about the music and its performance enhances the experience of concert-goers throughout the city, in and out of the concert hall.”

**About [The Philadelphia Orchestra](#)**

**About [InstantEncore](#)**

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