



NEWS RELEASE

For Immediate Release

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BBC Proms to Explore LiveNote® with Chen, Mozart and Rachmaninov

Prom 57 to deliver interactive program notes for patrons.

(San Diego, August 28, 2019) - The BBC Proms will deliver synchronized program notes to patrons' mobile devices this weekend. The Prom 57 concert marks the debut of a new web-based service from LiveNote.

LiveNote is an interactive guide for cultural events. Audiences use their mobile devices to access content designed to enhance their experience. Organizers can choose to synchronize their content for delivery during key moments of the event.

"We are delighted to be trialling LiveNote's digital program notes in Prom 57 featuring the Shanghai Symphony Orchestra," said Christine Webb, Publications Editor of BBC Proms. "We are keen to explore new ways to enhance the live event experience for all our audiences alongside our informative printed programs. We hope that this new way of delivering bite-sized program notes to smartphones, synchronised to the music, will help a wider audience to get the most out of their Proms experience."

In 2014, The Philadelphia Orchestra launched LiveNote as a standalone mobile app. In 2018, they partnered with InstantEncore to make LiveNote available as part of the company's mobile app service for cultural organizations. Earlier this summer, InstantEncore released a web-based version of LiveNote that audiences can access from a link.

"We are thrilled to partner with the BBC Proms," said Evan Schumacher, CEO of InstantEncore. "LiveNote removes barriers between the art and the audience. By delivering insightful content during relevant moments of the performance, the Proms will guide audiences toward an even deeper connection with the music."

For Prom 57, the Shanghai Symphony Orchestra and Music Director Long Yu will be joined by award-winning pianist Eric Lu for Mozart's Piano Concerto No. 23. The program will also include Qigang Chen's tone-poem *The Five Elements* and Rachmaninov's *Symphonic Dances*. The performance will take place on Sunday, September 1 at 11am at London's Royal Albert Hall.

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