

# Case Study

## LA Philharmonic 100<sup>th</sup> Anniversary

**Type of Event: Live Music / Concert**

### **Project scope**

In September 2018, the world-renowned Los Angeles Philharmonic celebrated their 100th season with a free, star-studded concert at the Hollywood Bowl. The LA Phil has always been a leader at integrating technology into their performances and this special occasion was a great way to exercise this leadership. When the LA Phil approached APPIX for this signature event, their primary goal was to create an engaging experience to enhance the audience experience. Having used LED wristband technologies in the past, The LA Phil was seeking a solution with fewer barriers to execute -- including cost, waste and labour to deploy to an audience of 18,000.

### **Our approach**

Working closely with the LA Phil and other key players, including a team projection mapping the bowl, APPIX deployed an end-to-end solution, coordinated with projections, lighting and timed to the music with our APPIX Live suite. Brilliant and emotive colours from phones displays and flashes from the audience's smartphones lit up the bowl.

In addition to the luminaire features of APPIX Live, APPIX provided full creative and marketing support to drive optimal engagement, working closely with the large LA Phil marketing team on messaging for social media, email campaigns and in-venue call to action.

To ensure the entire audience was able to participate in the moment, APPIX provided an on-the-ground ambassador team, located at each entrance and throughout the bowl, encouraging attendees to download the app and answer any questions they may have.

