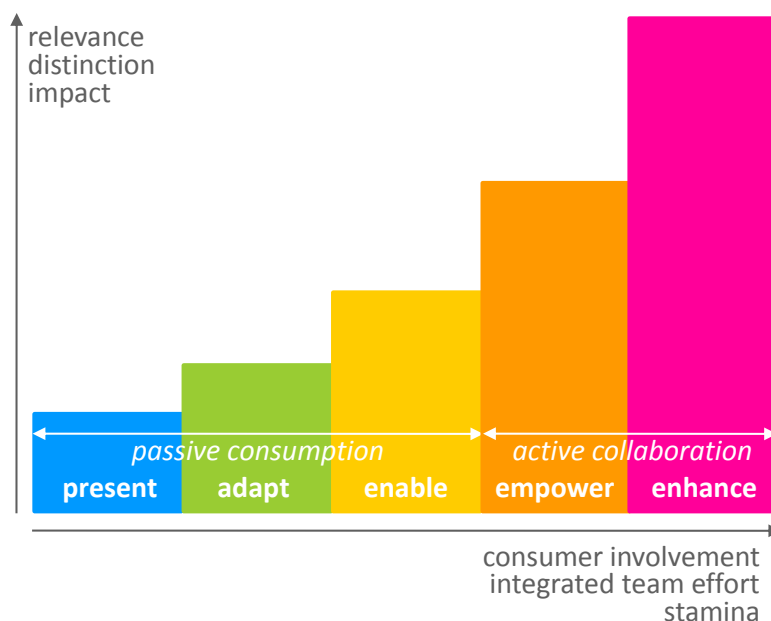




## The concert becomes a conversation

Aarya enriches cutting-edge themed concerts by **augmented simulcasts**, a supporting programme which is available at the ticket purchase as well as to keep as a record of the event for ever – but with oh-so-much more in it than in any printed programme – rehearsal clips, live reviews, star interviews, background material and information on similar music and recordings; high-quality sound and moving images.

In December 2013, Aarya demonstrated the concept, co-producing the first concert ever to be delivered live and simultaneously to five platforms – in a hall, a cinema, on radio and on TV, with a synchronised **eProgramme** on tablets and smartphones in four languages. Our technology removes the barrier of languages.



## The five levels of broadcast

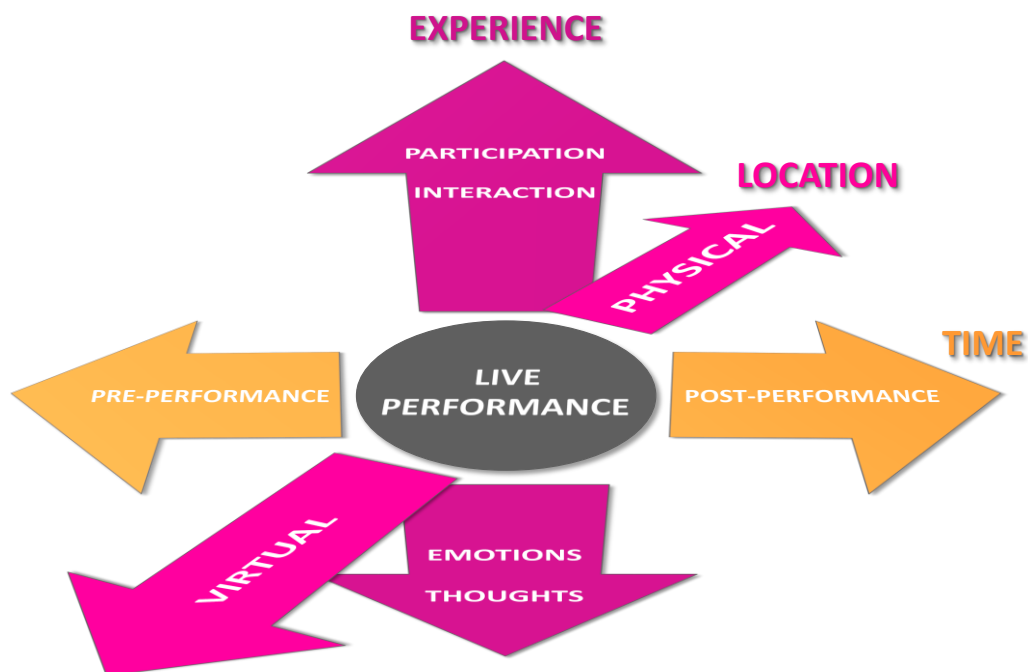
The five steps on the path from passive consumption to active collaboration are –

1. **present** high-quality music content on various screens
2. **adapt** same idea or content to various screens
3. **enable** consumers to follow content from one screen to the next
4. **empower** consumers to discover content and get active with different screens
5. trigger a musical collaboration and **enhance** people's lives

## The three dimensions of live music

The live performance can be enriched along three axes –

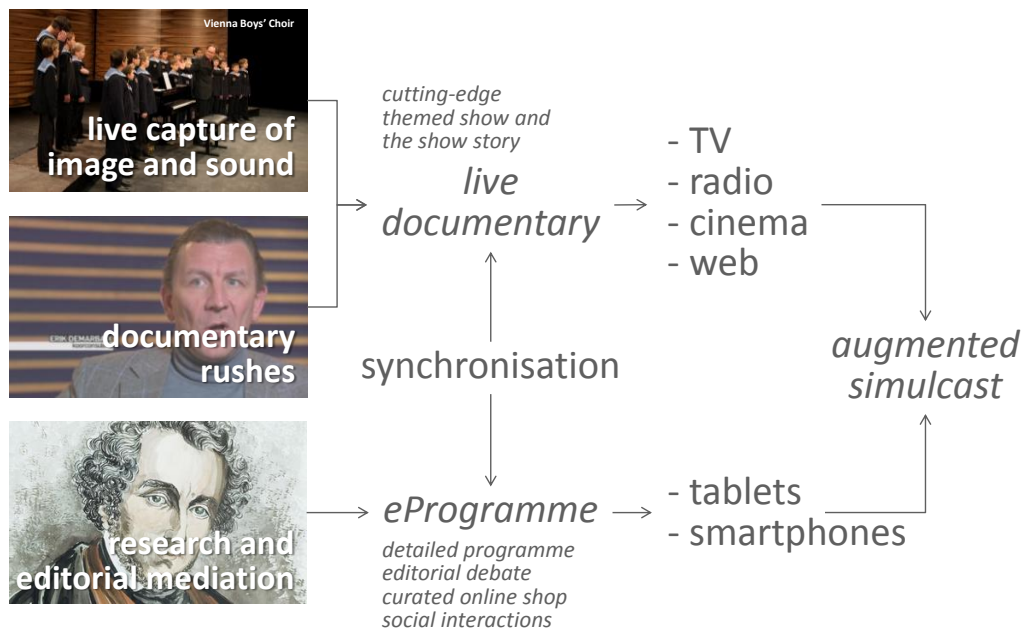
- **location**, where live relays and recordings deliver music in space
- **time**, when audiences prepare themselves for the performance and continue to enjoy it, learn and play after the show, and
- **experience**, in which the public not only discovers content and is active with different screens but is drawn in a musical collaboration and, perhaps, an enhanced lifestyle



## Augmented simulcast – a demonstrated concept

Aarya offers a paradigm shift in the broadcast of live music, which features a lasting exchange of music styles, contents and desires, including becoming a musician. All these through appropriate channels based on a clear idea: live music is a communal experience. We call these formats: **augmented simulcasts**.

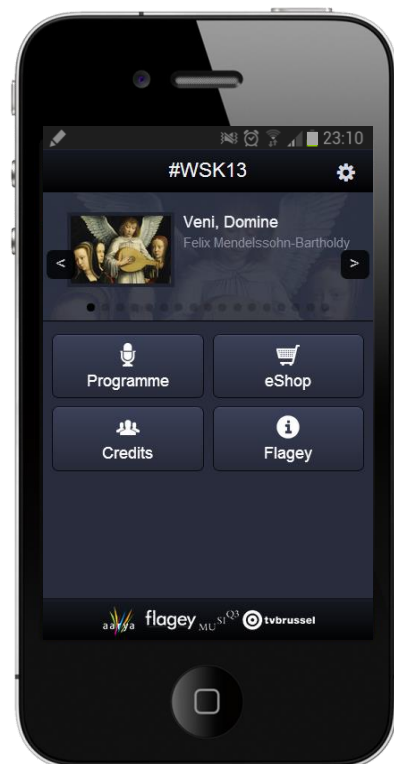
**Augmented simulcasts** synchronise a **live documentary** on a first screen with the **eProgramme** on a second screen. You see and hear what they get in the actual auditorium, right down to the applause or coughing of the audience. To compensate for physical distance the alternative platforms offer a host of advantages.



**Live documentary** is an editorial device used to enrich live broadcasts, adding commentary and documentary – interviews, archive footage, still or moving images – without intruding upon the music. It streams rich content in real time. It tells a story. The shared experience in clubs, cinemas or elsewhere can be further enhanced by organised activities like sing-alongs.

The **eProgramme** tells about songs, composers and performers. It shows lyrics, scores and full-colour artwork associated with the music – far more content than what can be printed. It can also open portals, satisfying the need for more info or curated purchases. You can interact on your preferred social network too.

**During the concert, live documentary** and **eProgramme** can be synchronised. The lyrics of the songs performed on the TV or cinema screen scroll on your smartphone. An applause function reflects your enthusiasm and displays the aggregated clapping of hands. Synchronisation transposes the remote spectators to the front row of the concert hall, and the immersive broadcast provide audiences with a sense of involvement and an edgy but irresistible challenge to participate.



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