



KANSAS CITY  
SYMPHONY

## **Engage Mobile, Google Glass Technology Provide Groundbreaking Glimpse Inside Kansas City Symphony**

**KANSAS CITY, Mo.** | March 13, 2014 — Engage Mobile Solutions, the award-winning mobile strategy, development and marketing firm, today released two unprecedented videos of the Kansas City Symphony rehearsing Beethoven's epic Fifth Symphony with four pairs of Google Glass. The videos provide viewers with a first-person perspective from three Symphony musicians inside the orchestra as well as Music Director Michael Stern's view from the podium.

### **[Watch Video 1:](#)**

Kansas City Symphony and Engage Mobile Present Beethoven's Fifth with Google Glass

### **[Watch Video 2:](#)**

Kansas City Symphony and Engage Mobile Present Behind-the-Scenes with Google Glass and Beethoven's Fifth

Four pairs of Google Glass marked the most used at once for a coordinated activity in the nation outside of Google headquarters, and it was the first time Google Glass was used to record the views of four members at the same time in a professional orchestra.

The Symphony worked with Engage Mobile Solutions to offer others a chance to see what it's like to be a professional musician in one of the country's top orchestras. The first video provides the unique vantage points from instrumentalists Elizabeth Schellhase Gray, horn, Evan Halloin, bass, Heidi Han, violin, and Stern's podium view as he conducts. The second video features behind-the-scenes interviews with the musicians and Stern about the experience.

"It was fascinating to have been given this unique opportunity to test drive the Google Glass technology," Stern said. "But as amazing as the hardware is, it was not the major takeaway for me. Of course, it's way cool. But when we consider what the future impact of this cutting edge mobile tool for educational and creative possibilities might be, that is really inspiring."

Matthew Barksdale, president of Engage Mobile Solutions, said he was thrilled to work with the Kansas City Symphony and Google Glass.

"For the first time ever, we are now able to see and hear what it is like to be inside of a world-class symphony," Barksdale said. "Mobile technology provides the tools to achieve what we could only dream of just a few years ago."

Google Glass is a wearable computer with an optical head-mounted display that has been developed by Google in the Project Glass research and development phases. Glass displays information in a smartphone-like, hands-free format. This innovative new technology allows users to interact with the Internet via natural language voice commands to perform tasks like navigation, accessing the Internet, texting, taking pictures and shooting videos.

Google Glass is an experimental product and will not be made available to the general public until later in 2014. Engage Mobile is working with Google to develop software and explore unique applications of Glass, such as this Kansas City Symphony project, which highlights Glass' unique ability to record and share high-definition video.

### **About the Kansas City Symphony**

Founded in 1982, the Kansas City Symphony has established itself as a major force in the cultural life of the community. Praised for performances of uncompromising standard, the orchestra is the largest in the region and enjoys a national reputation under the artistic leadership of Music Director Michael Stern. The Kansas City Symphony performs nearly 100 concerts each year, while also serving as the orchestra for the Kansas City Ballet and Lyric Opera of Kansas City, and often welcomes guests of international acclaim as part of its Classical and Pops subscription series. Complementing its full schedule of concerts, the Symphony strives to enrich the lives of Kansas City residents by providing music education opportunities for children and adults, including "KinderKonzerts," "Young People's Concerts" and an Instrument Petting Zoo. Highlights each season include a range of free masterclasses, events and concerts reaching more than 100,000 community members, including the annual "Bank of America Celebration at the Station" concert each Memorial Day weekend and "Symphony in the Flint Hills" every summer. The Symphony has released four recordings on the Reference Recording label — Shakespeare's *Tempest*, the Grammy®-winning Britten's *Orchestra*, an Elgar/Vaughan Williams project and most recently a 20th century project highlighting composers Hindemith, Prokofiev and Bartók. An additional Saint-Saëns album is slated for later release. The Symphony and Michael Stern also have recorded for the Naxos label. KCS performances can be heard locally each week on KCUR 89.3 FM, Kansas City's NPR affiliate. More information on the Kansas City Symphony is available at [www.kcsymphony.org](http://www.kcsymphony.org).

### **About Engage Mobile Solutions**

Engage Mobile Solutions is an award-winning mobile app and mobile software development company with a focus on mobile strategy and mobile marketing. Based in Kansas City, Mo., the company helps companies leverage mobile technology and marketing to drive profitability through increasing revenue, decreasing costs and managing risk. For more information about Engage Mobile Solutions, visit [www.engagemobile.com](http://www.engagemobile.com) or contact Matthew Barksdale at [mbarksdale@engagemobile.com](mailto:mbarksdale@engagemobile.com).

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