PROJECT DESCRIPTION

This project deals with the user experience connected to operas, symphonies and concerts. It utilizes scannable tags on posters and other advertisements to import information and perks directly onto a smart mobile device such as an iPhone. The goal is to make this type of retail experience more personalized.
WHAT DOES THIS PROJECT STRIVE TO IMPROVE/CREATE?

1. personalized, direct to consumer service.

2. a straightforward, manageable, and customizable way to buy tickets.

3. a database accessible through AR tags and by the user.

4. streamline the process from purchasing a ticket to presenting it at the venue.
Take photo of an opera advertisement with a smart phone.

**OPERA INFORMATION**
- Double press **Buy Tickets** Tab

**CHOOSE SECTION**
- Zoom in,
- Rotate 3D Section Chart,
- Double press on Section

**CHOOSE SEATING**
- Zoom in,
- Press & drag to select seat(s),
- Double press on **Photo Preview**

**PHOTO PREVIEW**
- Press & drag to move around view of the stage from selected seat(s)
- Double press **Return** tab

**CHOOSE SEATING**
- Double press **Checkout** tab

**CONFIRM PURCHASE**
- Uncheck seats you do not want
- Double press **Checkout** tab
- Press if you want to use preferred method of payment or not

**VIEW TICKETS**
- Press on ticket set you want to view.

**VIEW TICKETS 2**
- Pan through tickets,
- Touch once to possibly send to a friend.
- Double press **Return** tab

**LIBRETTO MAIN SCREEN**
- End
Project Board
Caelin Cacciatore

PROJECT DESCRIPTION
This project deals with the user experience connected to concert hall based events, such as operas, symphonies and concerts. It will utilize scannable tags on posters and ads to impart information and perks directly onto a mobile device such as an iPhone. The user will be able to:

- view trailers
- read a summary
- listen to clips of music
- get ringtones, wallpapers
- discounts on tickets
- buy tickets

Users will be able to see a simulated view of the stage from the seat they have chosen, as well as listen to a clip of music simulating how it would be heard from that seat.

STYLE DESCRIPTION
The style of the iPhone application will be clean and inspired by cubism, modern architecture and art. There will be a focus on the mixing of geometric forms with organic curves. Color-wise it will depend largely on white, with primary colors acting as accents. The goal is to give it a clean, modern look, while retaining the warmth and drama of vintage opera posters and the delicacy of fine art.
PROCESS COMPS

This is a description of the opera. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque id sapien sem, ut ultrices mi. Vivamus molestie convallis felis pretium tempus. Nulla viverra nisi et elit sodales. Nam purus odio, pretium a lacus et, commodo et lectus. Pion nisi magna, auctor eget gravida vitae, congue at leo. Sed nunc consectetur nisi, vitae posuere ante fermentum non.
PROCESS COMPS
**La Bohème**

*Music by Giacomo Puccini*

*Performed by STL Theatre*

*Currently showing at Opera Theater of STL*

The Ashton family's violent feud with the Ravenswoods engulfs Scotland's Lammermoor Castle, the bloodshed finally leaving young Edgardo the only Ravenswood still alive. Sweet Lucia Ashton cares nothing for feuds, and secretly exchanges vows with Edgardo before he leaves on a diplomatic mission to France.
wealthyardo. Zurgaio darts in just after she signs the marriage contract operatic tour-de-force. Soprano Manon Strauss Evrad returns to play Lucia.

**Conductor:** Edmond Danse

**Stage Director:** Franz D’Epinay

**Set Designer:** Albert Moroerf

**Wig & Makeup Design:** Mercedes

**Choregrapher:** Bertuccio

**Chorus Master:** Luigi Vampa

**Figaro:** Fernand Mondego

**Susanna:** Valentine Villefort

**Countess:** Haydee

**Count:** Andrea Cavalcanti

**Bartolo:** Maximilian Morrel

**Marcellina:** Eugenie Danglars

**Cherubino:** Gerard de Villefort

**Basilio:** Lucien Debray
Opera Theater of STL
SECTION L
SEAT A106
PRICE $117

Would you like to use your preferred method of payment?

No thanks  Yes, please!

480
Thank you for using Libretto!

OPERA THEATER OF ST. LOUIS

La Bohème
8 PM
SAT 05/22/10
CODE
LB 03417821

SECTION L SEAT A106

Return Finish
Designed & Animated by Caelin Cacciatore
Stage image of Powell Symphony Hall from SLSO.org
Featuring Grand Valse Brillante by Chopin,
performed by Stanislav Bunin
February through May 2010