

For Immediate Release

August 10, 2016

Contact:

Chris Cox, Director of Marketing and Communications
Office: 412.281.0912 ext. 217
Mobile: 412.427.7088 or
Email: ccox@pittsburghopera.org

Pittsburgh Opera releases mobile app for iOS and Android devices

Pittsburgh, PA...

Pittsburgh Opera has released its first-ever mobile app. The app, which is available for free download in the App Store for iOS devices (iPhones, iPads and iPod Touch) and Google Play for Android devices (including phones and tablets), has a wealth of features. With the Pittsburgh Opera mobile app, users can:

- Learn about upcoming Pittsburgh Opera performances and other events
- Learn about the singers and musicians who will be performing
- View video excerpts of select performances
- Connect to all of Pittsburgh Opera's social media accounts
- Enhance their experience at the venue, by being able to download the Program Book, check in to the event via social media, see a real-time feed of social media posts about the performance, and more

In addition, the Pittsburgh Opera mobile app offers push notifications which users can choose to opt into, so that they can be alerted to relevant news and offers according to their interests. The app has Geofence capabilities, so that users can receive a 'welcome message' when they arrive at the venue for a performance.

"Whether you are attending your first Pittsburgh Opera performance or your hundredth, the free Pittsburgh Opera mobile app is a must-download for anyone coming to see us," said General Director Christopher Hahn.

The app is powered by [InstantEncore](#), the leading provider of mobile solutions to performing arts organizations around the globe. "We are extremely pleased to partner with the Pittsburgh Opera in launching their mobile app," said Chris Montgomery, CEO of InstantEncore. "They really understand how mobile can help enhance their audience's experience as well as create a direct communication channel between the Opera and audience members."

"We resisted having an app for its own sake", Pittsburgh Opera Director of Marketing and Communications Chris Cox added. "But this app offers such a wealth of useful tools and features, it was obvious that it will enhance our audience's relationship with Pittsburgh Opera. Before long, we'll wonder how we ever got along without it."

The Pittsburgh Opera mobile app is now available for free download in the [App Store](#) for iOS devices and [Google Play](#) for Android devices.

- [Download from Google Play](#)
- [Download in the Apple App Store](#)

Pittsburgh Opera celebrates its 78th season in 2016-17. Established by five intrepid women in 1939, Pittsburgh Opera is viewed as one of the most vibrant opera organizations in the U.S., with a rich artistic tradition, outstanding educational programs, an acclaimed artist training program, and a progressive outlook toward the future. Its green initiative culminated in LEED® Silver certification for its Strip District headquarters, and its capacity as a true community partner has increased significantly under General Director Christopher Hahn's leadership.

###