

For immediate release: October 3, 2016

CANADIAN OPERA COMPANY GIVES FOUR SEASONS CENTRE A DIGITAL INTERACTIVE ADDITION

COC Partners with BT/A Advertising and Cineplex Digital Media in the Digital Evolution of Patron and Audience Engagement

Toronto – This fall the Canadian Opera Company unveils the addition of a digital interactive multi-media wall to the Four Seasons Centre for the Performing Arts. Located within the glass-enclosed Isadore and Rosalie Sharp City Room of the opera house, the introduction of the multi-media wall is an exciting initiative to enliven the lobby area during performances and create an opportunity to engage with its audience in a more meaningful way. The interactive wall goes live at the Four Seasons Centre on October 6, 2016, when the COC opens its 2016/2017 season with Bellini’s *Norma*.

The COC’s interactive media wall is a 98” multi-touch interactive freestanding wall installed alongside the southwest corner of the Four Seasons Centre, facing inward for viewing and use by patrons. The wall infrastructure also includes two webcams for photo-capture applications. Using the latest touch sensors, the interactive screen provides a fast and intuitive interface for users to interact with the COC in various ways, including:

- Learning about season programming through interactive applications ranging from video trailers, social media feeds and trivia—applications that are custom and are built to suit the COC’s overall engagement objectives.
- Becoming a social media interactive display with content generated by patrons through comments posted about their COC experience on Facebook, Twitter and Instagram.

“The COC is always looking for new ways to engage with its patrons, and in an increasingly digital world this interactive wall allows us to do that via a dynamic and entertaining format,” says COC General Director Alexander Neef. “More and more of our patrons of all ages are engaging with us through a variety of digital platforms. This interactive wall is the natural next step in our digital evolution at the COC.”

The creation of the COC’s digital wall has been through collaboration with BT/A Advertising, the COC’s advertising agency of record, and Cineplex Digital Media, a fully-integrated digital signage and digital merchandising provider. BT/A Advertising has driven the creative process and developed a customized design for content presentation. Cineplex Digital Media conceived of the wall’s strategically designed installation and built out its varied interactive applications as needed for content supplied by the COC.

“Just like the art form itself, this new medium will allow audiences to be immersed in the experience and express themselves in real time. It’s an exciting way to connect and be connected,” says **Barry Avrich, Partner, BT/A Advertising**.

“We are thrilled to be working with the Canadian Opera Company on this exciting project,” says **Nick Prigioniero, President, Cineplex Digital Media**. “We have years of experience in creating world-class digital experiences for our customers that bring together art, science and technology. We are confident that the COC’s audiences will be impressed, engaged and inspired by its new interactive wall.”

The COC's interactive wall was installed at the Four Seasons Centre on September 12, 2016 and select patrons were given a sneak peek at the company's annual season opening party for its President's Council donor members on September 13, 2016. The interactive wall is now a permanent fixture at the Four Seasons Centre and all COC patrons will have their first opportunity to engage with this new digital platform when the 2016/2017 mainstage season officially opens with a new production of Bellini's *Norma*, running October 6 to November 5, performed in repertory with the COC premiere of Handel's *Ariodante*, running October 16 to November 4.

The COC's interactive wall is made possible in part through support from the Department of Canadian Heritage's Canada Cultural Spaces Fund, extended to assist the company's efforts in upgrading existing, under-utilized spaces at the Four Seasons Centre.

About the Canadian Opera Company

Based in Toronto, the Canadian Opera Company is the largest producer of opera in Canada and one of the largest in North America. The COC enjoys a loyal audience support-base and one of the highest attendance and subscription rates in North America. Under its leadership team of General Director Alexander Neef and Music Director Johannes Debus, the COC is increasingly capturing the opera world's attention. The COC maintains its international reputation for artistic excellence and creative innovation by creating new productions within its diverse repertoire, collaborating with leading opera companies and festivals, and attracting the world's foremost Canadian and international artists. The COC performs in its own opera house, the Four Seasons Centre for the Performing Arts, hailed internationally as one of the finest in the world. Designed by Diamond Schmitt Architects, the Four Seasons Centre opened in 2006. For more information on the COC, visit its award-winning website, coc.ca.

About BT/A

BT/A Advertising is a wholly Canadian owned advertising and social engagement agency specializing in experiential, event production and out of the box strategic advertising campaigns with clients in the arts, financial and retail sectors. The agency was founded in 2014 by partners Barry Avrich and Tori Laurence.

About Cineplex Digital Media

Cineplex Digital Media ("CDM"), a division of Cineplex Entertainment, is an award-winning, fully integrated, digital signage and digital merchandising provider. CDM deploys some of the largest and most complex digital merchandising networks in Canada and the United States. Offering clients a full range of services, CDM designs, installs, maintains, manages, consults and operates networks for the Retail, Financial, Entertainment and Restaurant industries. Its clients include major brands such as Wal-Mart Canada Corp., McDonalds Canada, Tim Hortons Inc., A&W Food Services of Canada Inc., American Dairy Queen Corporation, Scotiabank, RBC Royal Bank, Rogers Communications, Oxford Properties Group, Morguard and Ivanhoe Cambridge. More information is available [here](#).

- 30 -

For more information, please contact:

Jennifer Pugsley, Canadian Opera Company, Media Relations Manager, tel: 416-306-2303, e-mail: jenniferp@coc.ca

Sarah Van Lange, Cineplex Entertainment, Director of Communications, tel: 647-287-9582, e-mail: Sarah.VanLange@Cineplex.com