

SONIC NOTIFY **SONIC LIVE** SONIC CAST SONIC GOODS

CASE STUDY: THE SMARTLOUNGE AT CMJ 2011 | OCT 19-20, 2011 AT THE THOMPSON LES HOTEL | BRIDGING THE GAP BETWEEN TECH & MUSIC



AMBITION

When CantoraLabs was tapped by the CMJ 2011 Music Marathon to create a 2-day, totally immersive physical and digital live music experience, they gathered all the biggest and best in music technology to participate, including Spotify, turntable.fm, SoundCloud, Sol Republic and Plus Music. The event would contain no product demos, instead the technologies would be experienced first hand through the medium of live music. Only they were missing an important component - how do you unify these amazing technologies under one cohesive message?

Sonic Live* enabled Cantora to unify all the unique interactive experiences for the smartlounge attendees through the audio system already at the venue. Sonic developed and powered the smartlounge mobile application for the iPhone and Android that was used as guest's required entry pass into the event. Encouraged to keep it open throughout the event, the application read the Sonic code that was being transmitted over the venue speaker system. As guest's smart phones heard the code, it presented contextually relevant content delivered in real-time based on the guest physical location within the venue.

Activations were unique, to highlight each technology partner to the greatest extent. Throughout the event, the code delivered a variation of exclusive content relevant to the current band performing, live interactive experiences, prize giveaways, and takeaway content that was presented to the user after they had left the lounge, extending the life of the application.

BRIDGING THE GAP BETWEEN TECHNOLOGY AND MUSIC

RESULTS

The first of its kind application and its integrations were a huge success, shaping how guests experienced the smartlounge. Over the 700 in attendance, 667 (over 95%) engaged with the application, receiving at least 17 unique pieces of content each. Over the two days, the application delivered 11,867 pieces of content with 1,077 unique interactions. Comparing this to the classic "Internet Click-thru Experience" draws a stark comparison; 10% of all activations that a guest received they choose to engage with, making the smartlounge a blockbuster release for Sonic Notify and Sonic Live.

* The Sonic Notify technology, which Sonic Live is built on, is a first of its kind audio encoding format that allows for the transmission of significant information through any audio system, whether a purpose built emitter, a classic AM/FM radio, a television receiving a cable or satellite signal and of course a computer streaming video over the internet.



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ENHANCED CONTENT

SPOTIFY

SOUNDCLOUD

During each of the artist's performances at the lounge, users received exclusive artist-curated playlists, provided by Spotify. CMJ is about discovering new music, so providing attendees with hand-picked playlists by the artist, as well as their bios and discographies enriches the experience for users providing them relevant content without any extra effort. Without having to search for the artists information, or remember their name after the show, they were automatically provided with valuable information they wanted to have simply by being within earshot of the Sonic data.

SPOTIFY ACTIVATIONS: 2900 ENGAGEMENTS: 375

Gobbler recorded all the showcase performances live and posted them on SoundCloud the next day. The smartlounge app knew if a user attended the show because it heard the Sonic audio in the event space and delivered a "set list" of recorded tracks from the night the next morning.

This is a never before possible activation with passive attendees of a concert/party. It not only extended the life of the application by bringing people into it when they're not at the event, but provided content to the user that they never had to search for or seek out. Because they were at the event, you know this is valuable content to them and the penetration rate will be very high.

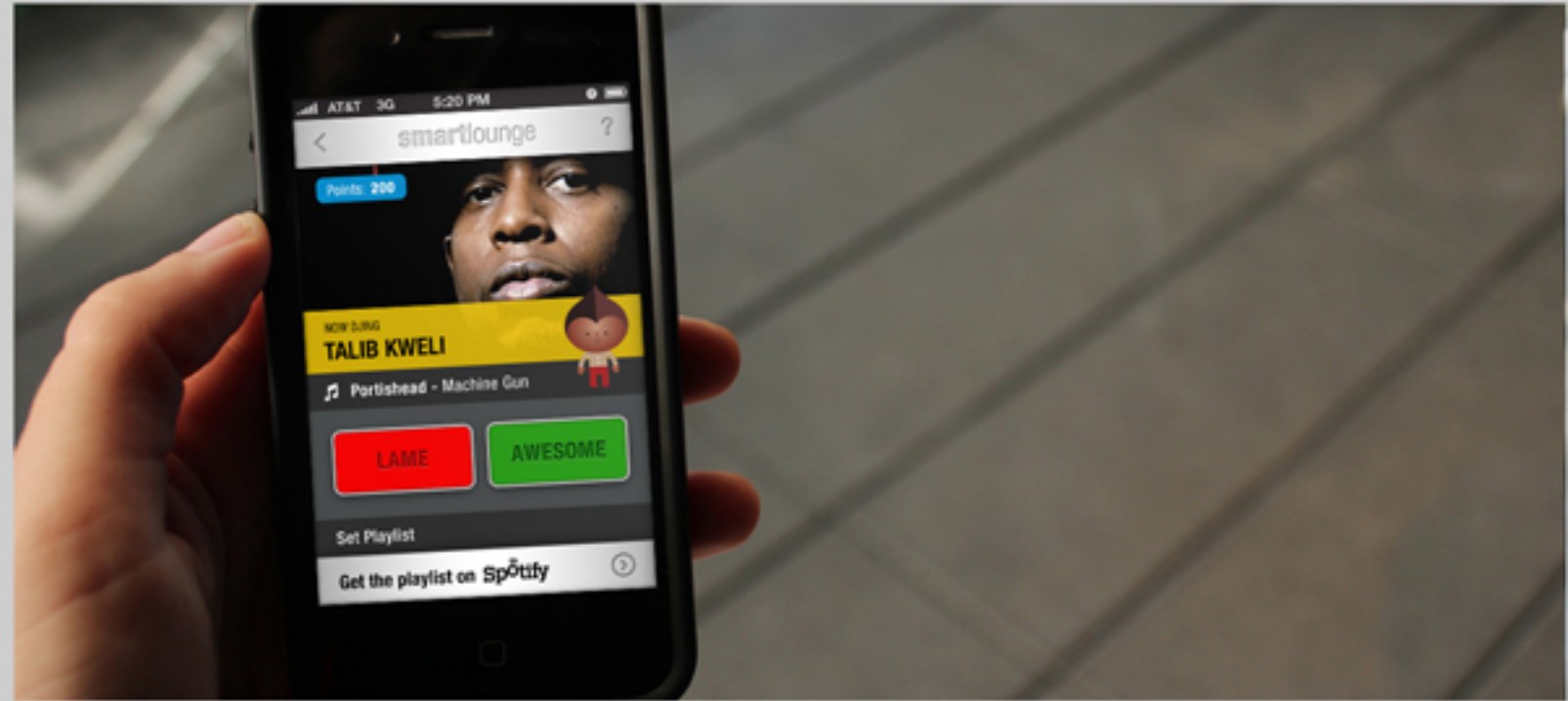
SOUNDCLOUD ACTIVATIONS: 1221 ENGAGEMENTS: 87

THIS CONTENT WAS DELIVERED THE MORNING AFTER THE EVENT AS A PASSIVE ACTIVATION.



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INTERACTIVE ENGAGEMENTS

TURNTABLE.FM

Turntable.FM partnered with the smartlounge to deliver a never before seen event; both nights of the lounge had a one-hour completely interactive Turntable experience powered by Sonic Live. Turntable.FM provides a socialized virtual DJ booth, similar to an AOL chat room, where users takes turns DJing songs of their choice. Each night of the lounge, five live DJ's as well as the entire audience participated in the event with Sonic Live notifications allowing for real time engagement with participants.

Each time a new song was played, the current track listing was updated on the application. Users took the entire set list away with them via a Spotify playlist that was generated dynamically during the event, adding value by extending the life of the Turntable set, and giving participants a custom playlist that they would have been unable to seek out later.

So guests could participate in the Turntable room, one of the techonologies unique features, Sonic integrated the awesome/lame meter into the notification. This feature, where guests could vote if the song currently being played is good or bad, transformed the set from a completely virtual experience to both a localized and in-person experience, capturing the general opinion of the entire crowd.

TURNTABLE ACTIVATIONS: 1345 ENGAGEMENTS: 209

MORE THAN **15%** OF ACTIVATIONS LEAD TO GUESTS VOTING ON THE AWESOME/LAME METER.



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ADDED VALUE

SOL REPUBLIC GIVEAWAYS

Sol Republic, the makers of the best set of headphones under \$100 on the market, donated 100 sets of their amazing product to give away during the two day event. But how would they be distributed? Sonic Live notifications with a controlled number of activations were sent out periodically throughout the event in between sets. Those lucky few looking at the smartlounge app during that time not a notification letting them know they had won the free headphones.

This added value activation was greeted with surprise, enthusiasm, excitement winning a prize they didn't know existed.

SOL REPUBLIC ENGAGEMENTS: **100**

ACTIVATIONS WERE CONTROLLED AND LIMITED TO ONLY THE FIRST 100 USERS THAT RECEIVED THE PRIZE.

