

HiQ opens new doors to the Opera

HiQ specialises in simplifying people's lives through technology and design. Now we have developed an app to help the Royal Swedish Opera reach new audiences.

"Live performances will now be accessible to more people," says David Dinka, Experience Strategy Director at HiQ.

HiQ and the Royal Swedish Opera have developed an app that enables the audience to listen to a translated text of the performance through their telephone earphones. Listeners can also choose a commentary providing an audio description of the performance. The service will be launched on Friday 29th of September during the performance of Leoš Janáček's emotional opera, Jenůfa.

"While we were working on the digital strategy for the Royal Swedish Opera, we realised that digitalisation could also widen the existing audience – with an app that gives everyone who chooses to go to a performance an even richer experience," says David Dinka.

The digital solution is discreet and simple for everyone to use – not just those with visual impairment or dyslexia, for example. The solution will quite simply make opera more accessible to everyone.

Louise Stehn, Sales Manager of the Royal Swedish Opera, says:

"Opera is for everyone – it is part of our cultural heritage. Our mission is to open our doors and we need to open them even wider. Digitalisation gives us more ways of welcoming people in than ever before. The app is a very good tool to help make the Opera more accessible to everyone."

The initiative is an innovation project funded by the Swedish Post and Telecom Authority, PTS. The app has also been nominated for the Swedish Design Award, Svenska Designpriset.

For more information, please contact:

Erik Ridman, Head of Communications, HiQ, tel: +46 70 750 80 60, email: erik.ridman@hiq.se

Magnus Gudéhn, Managing Director, HiQ Stockholm, tel: +46 70 420 00 82, email: magnus.gudehn@hiq.se