

The Street Orchestra is the world's first synced iPhone music application

- HiQ has developed a groundbreaking app for the Gothenburg Symphony Orchestra

The Street Orchestra is the world's first music application to search out, synchronise and link up iPhones to create a shared interactive musical experience. Up to 200,000 players can form an orchestra and play music together – regardless of where they are. The Gothenburg Symphony Orchestra, which started the project in 2009, wants to reach out to a younger audience and so turned to the new technology for help. At present the game includes music from Carmen, but the repertoire will be expanded.

“The really unique thing about The Street Orchestra is its multiplayer function, which allows people to create an orchestra and play together. This type of project is particularly stimulating because it makes great demands of both creativity and problem-solving in close sync with the underlying technology,” says Patrik Sahlsten, Account Manager at HiQ. “Turning a symphony orchestra into a mobile game takes some doing, but it has worked excellently and we are very proud of the result,” continues Patrik Sahlsten.

Before its actual launch The Street Orchestra was downloaded 4,000 times – a new record in the music genre. The app, which can be downloaded from iTunes, was developed by HiQ and Gothenburg-based advertising agency SCP.

“HiQ were the only ones able to resolve the challenge of a synced iPhone app – so choosing who to work with was an easy decision! In addition, HiQ has many years' experience of mobile development. The project has gone very well and the results are exceeding expectations in terms of delivery of the solution and its reception on the market,” says Russell Clark of SCP.

Read more: www.theorchestraapp.com

Download: itunes.apple.com/se/app/the-street-orchestra/id373070141?mt=8

Watch video: www.youtube.com/watch?v=kcW3FyFInvQ

About Gustavo Dudamel: www.gso.se/?pageid=8743

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HiQ is an IT and management consultancy company focusing on high-tech solutions in the fields of communications and software development. The company is a leading player in these fields and the Nordic region is its domestic market. HiQ employs more than 1,000 people at offices in the Nordic region and in Eastern Europe. HiQ is listed on Nasdaq OMX Nordic Exchange Stockholm MidCap. For more information, please visit www.hiq.se