



is CREATIVE

SHOWS • PRODUCTION • LIVE SPECIAL EFFECTS

[www.TLCisCreative.com](http://www.TLCisCreative.com)

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## iba - interactive & branding apps



Now you can turn your audience's smart phones into hand-held lighting effects – perfect for engaging your guests at any concert or event. Our apps sync every iPhone, iPad, and Android device in your venue, flashing and changing color to the music.

Light shows can be created for any song – live or pre-recorded – using the color palette of your choice.





## OUR APP – OR YOURS

We offer three options for giving your audience an amazing interactive experience.

- Your existing app. Increase your app's appeal by adding a light show element. Embedding IBA is simple – your developers just drag & drop our SDK into your app's codebase. When your users arrive at the event, they simply open your app to be a part of the light show.
- Custom branded app. We can develop a custom light show app for your brand. Aside from a light show, your app can also contain basic information, including tour dates and news feeds.
- Our app. For one-time events, many clients use our general-purpose IBA app, available for iOS and Android.



## HOW IT WORKS

- Send us your song and color palette

Let us help. We can make a light show for nearly any type of performance. Just send us your song and/or click track, and a brief outline of what your light show should look like.

Or do it yourself. We provide access to a powerful light show editor – like iMovie for app

- Promote the light show app to your audience

Encourage your guests to download the app before the event, especially if you are expecting poor cell reception at the show.

Social media. Use our free promotional imagery to explain the concept to your fans.

Message ticketholders. E-mail ticketholders, message Facebook invitees, etc.

Projections and flyers. We provide HD videos to be projected at your event, as well as hi-res graphics for flyers.

- Play the ultrasonic IBA audio signal

An inaudible signal. The light show is activated by a special audio signal, inaudible to the human ear. It can be played out of any sound system.

Drag & drop. We provide you a WAV file with our special audio signal embedded in your song, click track, or as a track of its own. Simply play this file at your event to activate the app light

- Have an amazing interactive show!

## NEW SMARTPHONE APP TURNS ANY AUDIENCE INTO A MULTI-COLOR LIGHT SHOW

As smartphones become more and more ubiquitous, sucking their hosts into self-centered worlds of text, Twitter feeds, and self-portraits, one app seeks to create a shared experience.

iba is available for both Android and iPhone, allows users to design their very own light show – relying entirely on their audience to provide the illumination. Iba is conceived to be a live Technicolor light show synced to music.

The concept is simple, yet revolutionary: Make an app that uses a phone's hardware to flash colors across its screen, bathing spectators in a vibrant and ever-changing glow.

Synchronize the flashes to music, get the audience to hold their phones aloft, and you have a dazzling spectacle that puts the power in the viewer's hands.

Since its creation, iba (interactive & branding apps) has been used at events ranging from DIY spaces to corporate conferences to arena shows.

Despite its large-scale appeal, it's the app's effortless accessibility that makes it so attractive.

Independent artists can program their own light show via a clean, easy to navigate website, or the iba team can help create the experience for clients. Plus, fees are based on the size of the crowd, meaning even those with the smallest fan base – and the smallest budget – can take advantage of the technology.

