



SEATTLE OPERA
SPEIGHT JENKINS GENERAL DIRECTOR

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**BUY OPERA TICKETS FROM YOUR IPHONE –
SEATTLE OPERA ANNOUNCES NEW
EXPRESSTIX MOBILE SERVICE**

Seattle—Seattle Opera announced today that its patrons will now be able to purchase Seattle Opera tickets directly from their iPhones. Ticket-buyers using an iPhone will be able to go to <http://mobile.seattleopera.org> and view a specially-designed user interface that will allow them to search by production or by what’s currently on stage, or just call the box office directly. The new ExpressTix Mobile service will allow ticket-buyers to purchase the best available seat or select a seat in a particular section of the theater. Although the service is currently available exclusively for iPhone users, in the future it will also be possible to purchase tickets from other types of “smartphones.”

“Because of the breakthrough technology available through the new iPhone, we can offer ticket-buyers a compelling, easy, and efficient way to purchase tickets through

ExpressTix Mobile,” said Alvin Alexander Henry, Seattle Opera’s Director of Marketing & Communications. “Once again, Seattle Opera is proud to be on the cutting edge of the newest technology available to enhance our patrons’ ticket-buying experience.”

The application was designed by Seattle-based POP (<http://www.pop.us>), a digital marketing agency that works with corporate clients and other performing arts organizations. POP focused on creating a convenient, simple, and efficient way for patrons to purchase tickets when they are away from their computers. ExpressTix Mobile utilizes a browser-based Web 2.0 application designed specifically for iPhone, and is fully-integrated with Tessitura (enterprise CRM/Ticketing software) to deliver real-time availability and seat assignments.

"Over the last five years POP and Seattle Opera have built a partnership that supports the Opera's strategic vision of using the Web to deliver the highest levels of service to their patrons," said Bill Predmore, Founder and President of POP. "The launch of their mobile ticketing interface for the iPhone demonstrates their ongoing commitment to meeting patron needs and their willingness to be a pioneer in the use of design and technology to support the continued growth of Seattle Opera."

According to a recent survey done by Juniper Research in January 2006, there are currently more than 237 million wireless subscribers in the U.S. In the North American market, it is expected that about 9 million people will buy goods using their mobile phones by 2008, and 16 million people by 2010. North American revenues are expected to reach \$505 million in 2008, and increase to \$1.9 billion by 2010. In the worldwide market, about 18 million people will buy goods via their mobile phones, increasing to 132 million people by 2010. Worldwide revenues are estimated to reach \$7 billion by 2008 and \$20 billion by 2010.

The new ExpressTix Mobile service will allow Seattle Opera to connect with an emerging population that prefers to use their mobile phone as their primary source of communication.

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About Seattle Opera

Founded in 1963, Seattle Opera is one of the leading opera companies in the United States. The company is recognized internationally for its theatrically compelling and musically accomplished performances, especially the Opera's interpretations of the works of Richard Wagner. Seattle Opera's Wagner tradition began under the leadership of the company's founding general director, Glynn Ross, and has continued since 1983 under General Director Speight Jenkins. Since 1975, Seattle Opera has presented 35 cycles of the *Ring* (three different productions), in addition to acclaimed productions of all the other major operas in the Wagner canon. Seattle Opera has achieved the highest per capita attendance of any major opera company in the United States, and draws opera-goers from four continents, nineteen countries, and fifty states.