



London Jazz Festival

LONDON JAZZ FESTIVAL



- Find out what's on near you
- Browse upcoming performances
- View artist profiles and concerts
- Visit iTunes to sample and buy music from artists
- View venue details and maps
- Build a 'Favourites' list so you never miss a beat

"We were delighted with the take-up and positive response to the app, which was user-friendly, informative and fun to use. Xomo made the whole process extremely straight-forward, and were a complete pleasure to work with."

Lucinda Hilbery, Associate Director of Communications, Serious (Organizers of the LJF)



The prestigious London Jazz Festival (LJF) is the largest city-wide music festival in the UK and one of the major international jazz events.

This multi-faceted 10-day event features an impressive line-up of world-class artists at more than 50 of London's concert halls and clubs. From huge sold-out shows to intimate free gigs, the festival includes performances from over 700 artists at more than 250 gigs. It is a vital part of the UK's cultural calendar and attracts fans from around the globe.

Xomo delivered the very first iPhone app for the LJF using its Event Guide and Live Experience products.

Enhancing the Festival Experience

Downloadable for free, the official iPhone app for the LJF contains a complete listing of artists and events. Fans were able to plan each day of the festival and use the Favourites feature to build their very own personalized schedule.

What's On Near Me?

The app uses the GPS inside the iPhone to tell attendees what events were happening nearby. Having a location-aware schedule is helpful, especially when venues are spread out over such a large city.

How Do I Get There?

With integrated Google maps, the LJF app shows the location of every venue and pinpoints your current location to make navigating the city a breeze.

Stay Up To Date

Printed schedules are often outdated before a festival begins. Xomo's Event Guide product allows festivals to update their schedule at any time so fans can stay in the loop.



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'What's On' screen helps users find events happening near them

No Internet? No Problem

The LJF iPhone app is designed to work offline. Once you have the app on your phone, you can turn your roaming off and still see the complete schedule. This also makes it perfect for iPod Touch users.

Listen Up With iTunes

Fans can use the app to sample music from artists at the LJF. In addition to a photo and bio, artist profiles within the app feature a link through to iTunes where users can listen to song clips and purchase music.

Share the Excitement of the LJF in Real Time

Xomo's Live Experience product includes social features that lets fans post stories and photos taken on their iPhones instantly. Photos are overlaid on the top of maps to help fans visualize the festival as it happens.

With web-based moderation tools, festivals are able to maintain control and remove inappropriate posts if and when they appear.

With Thanks to LJF Partners

The LJF took the opportunity to thank each of its many sponsors in the Info screen.

In the Media

Free Guide to the London Jazz Festival iPhone App

Published in JazzWise Magazine, November 17, 2009.

This free tool allows iPhone users to find out up to the minute information about the London Jazz Festival including event listings and venue maps. There is also an interactive feature that allows users to upload their thoughts and feedback on the Festival.



For more information, call +1 604 568 2988 (North America) or +49 800 800 20 90 (Europe), email sales@xomodigital.com or visit us online at www.xomodigital.com