EARCATCH

# Pre-recorded AD for live-events

EARCATCH

# Since 2015

In cinema

At home

EARCATCH

# Demand for AD in theatre

Along with friends and family

Permanently available

No special treatment or tickets

Bring your own device

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# Technology

**Audio fingerprinting**
**only works for linear timeline**

**Create an adaptive timeline based on already existing MSC + Sound**

**Automatically communicate over hidden WiFi**

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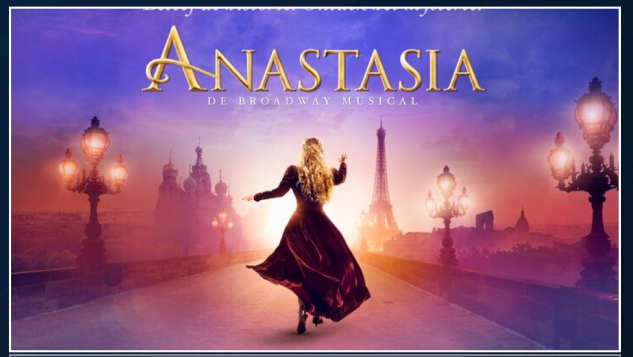
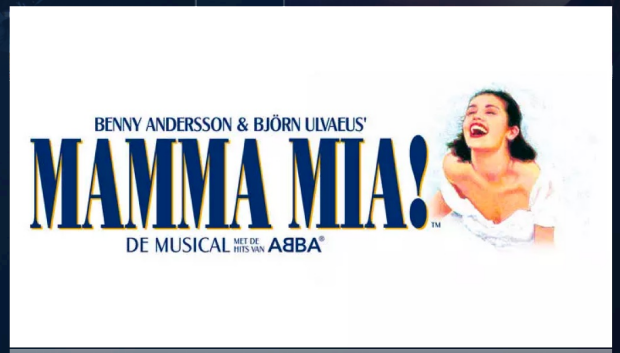
# Theatre project 2018 - 2020





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# Nothing about us without us

App development

AD production

EUROVISION
SONG CONTEST
ROTTERDAM 2021

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# Hybrid solution

**Audience Ahoy**

Pre-recorded AD

Live AD

Extra live AD

**Broadcast NL + BE**

Pre-recorded AD

Live AD

**EBU ESC youtube**

Recorded AD

**more than 650,000 viewers**

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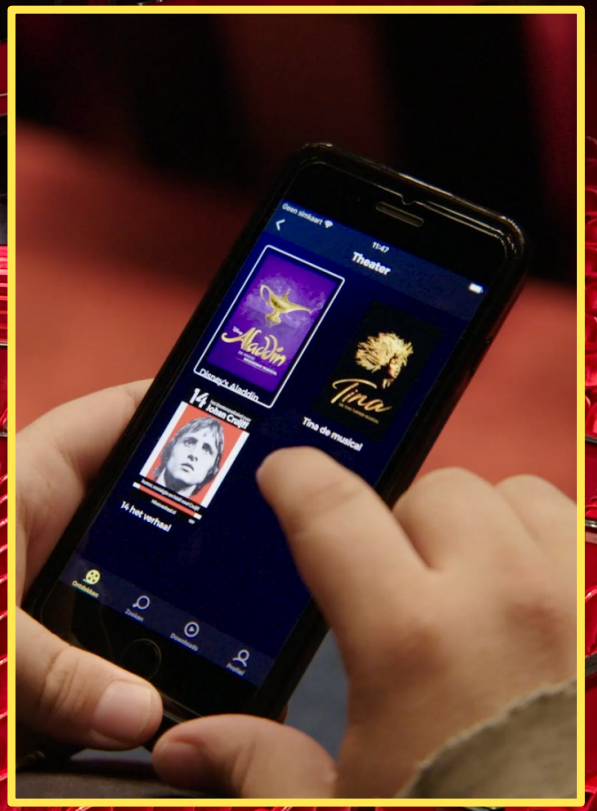
# Pre-recorded AD for musicals



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# Working towards the launch

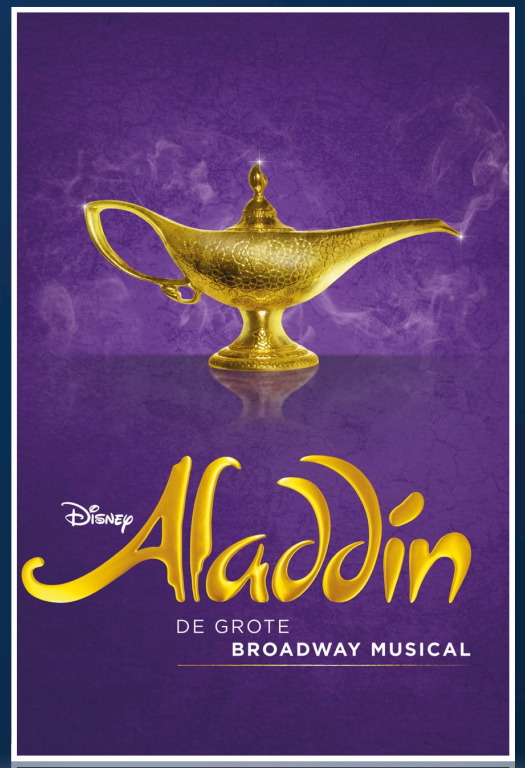
Bartiméus

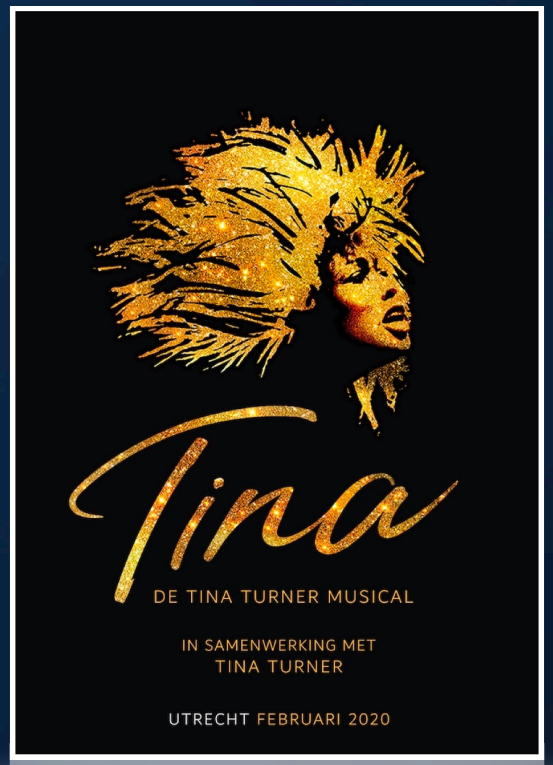
Stage ENTERTAINMENT

AFAS FOUNDATION
inspireert beter doen

EARCATCH

# Working towards the launch



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# Audio introductions and more...

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# Support theatre & end-user

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## Tells you what you can't see

The Earcatch app provides pre-recorded audio description via smartphone or tablet. Audio description is a technique in which a voice describes what is happening on stage. This offers people who are blind or partially sighted an optimal theatre experience.

### Welcoming people who are blind or visually impaired

- Ask them if and how you can help.
- Respond verbally. A nod, smile or gesture will not be seen.
- You may not be able to tell whether someone is visually impaired.
- Guide dogs are welcome - Do not pat them.
- In case of emergency, give instructions verbally + inform health and safety officer.

## How does it work?

**Step 1**

Users have installed the (free) Earcatch app on their phone or tablet and come to the theatre with a fully charged device and headphones.

**Step 2**

The audio description is downloaded in the app before the show starts. The user has already been able to prepare at home with introductory videos and accessible teasers.

**Step 3**

Once the user is seated, they simply press 'play'. The app automatically connects to the Earcatch network that is present in the theatre.

**Step 4**

As soon as the show starts, the audio description automatically starts playing and remains in sync.

It is recommended to have a few power banks available to lend out to users. If their device is not fully charged, this way they can still enjoy the complete performance with audio description.

The FAQ can be consulted through the Profile tab, for more information on how to use Earcatch in the theatre. Earcatch can be used with the screen on black, so people around the user are not disturbed. Earcatch also works while the device is in flight mode (as long as Wi-Fi is active).

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# User experience

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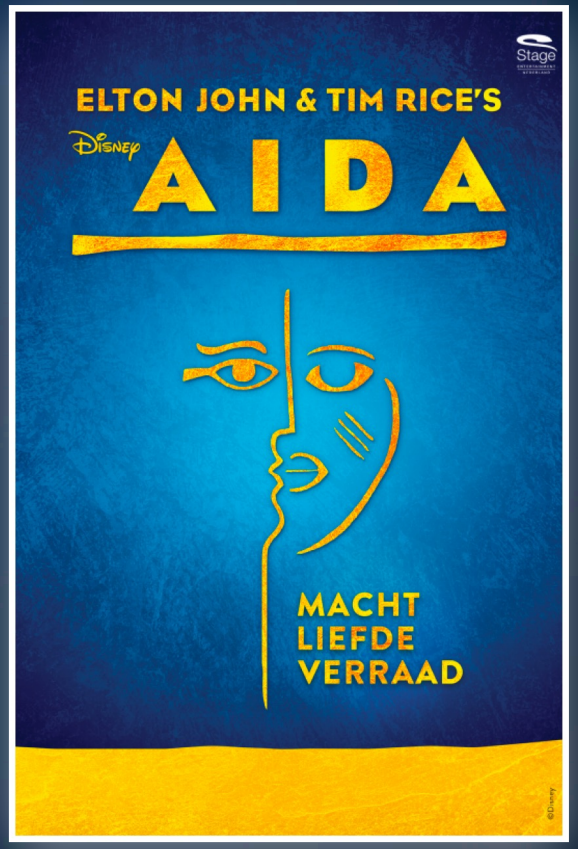
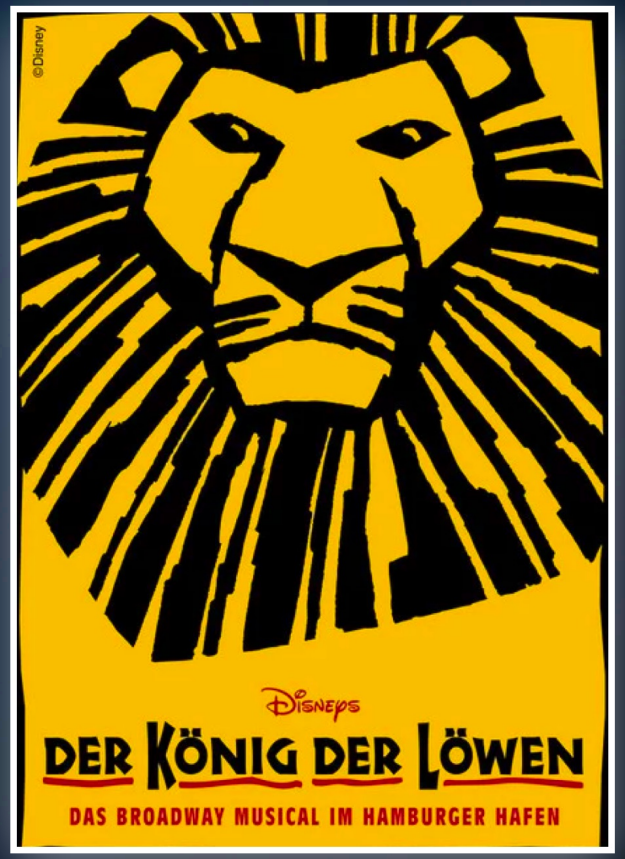
# May 2023



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# THANK YOU!

info@earcatch.eu