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Screenshots and video:

<http://blog.hellodesign.com/2009/09/24/la-phil-bravo-gustavo-launches>

Conduct Yourself: Official LA Phil iPhone App Puts an Orchestra in Your Pocket

Hello Design and Sound Trends release the free “Bravo Gustavo” iPhone App — wave your phone and move the music.

Seattle, September 29, 2009: Hello Design and Sound Trends announce **Bravo Gustavo**, the first official iPhone app featuring the LA Philharmonic and its charismatic new conductor, Gustavo Dudamel. Much like Maestro Dudamel, the 28-year-old Venezuelan prodigy, the app aims to connect classical tradition with modern audiences.

Bravo Gustavo comes with two selections from Berlioz’s *Symphonie Fantastique*, “March to the Scaffold” and “Dream of a Witches’ Sabbath,” recorded by the LA Phil and Gustavo Dudamel. When you wave the device like a conductor’s baton or tap its screen, the sound plays in rhythm. Simultaneously, colorful performance photos of the orchestra appear on screen, perfectly synced with your conducting. Thanks to Sound Trends’ Granular Antigravity Engine technology, each beat can sustain as long as needed to create an expressive performance.

Hello Design’s Account Director Scott Arenstein explains, “We wanted to create physical interaction and a way for users to identify to what a conductor actually does, as a lot of people probably don’t understand the role of the conductor.”

Sound Trends President Aaron Higgins adds, “Bravo Gustavo represents a meeting of two worlds. The chance to combine our time-stretching technology with the LA Phil’s timeless music was truly exciting.”

Bravo Gustavo is available from the iTunes Store for free: <http://itunes.com/apps/BravoGustavo>

About the Developers

Hello Design, LLC (www.hellodesign.com), is an interactive design agency that creates intelligent, living systems for people to experience. It believes in building systems that are useful, usable, and desirable.

Sound Trends, LLC (www.soundtrends.com), is a new music software company from the founders of MixMeister Technology. It is dedicated to producing audio applications that are easy to use yet offer unexpectedly expressive control and sound quality.

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