



Stratford Shakespeare Festival Selects Metranome To Develop First Festival Mobile App For 2010 Season

Available now on BlackBerry and other smartphones, the free Stratford Shakespeare Festival app offers fans playbill information, ticket availability, behind-the-scenes videos and more

WATERLOO, Ontario - August 4th, 2010 - Metranome Inc., a leading mobile media solutions company, and the [Stratford Shakespeare Festival](#), North America's leading classical theatre, have announced the availability of the Festival's first mobile application. Available as a free download for smartphone users, the Stratford Shakespeare Festival app provides theatre fans with behind-the-scenes videos, cast member photos, visitor information, and ticket availability for upcoming productions for the entire 2010 season.

"Stratford's new mobile video app is a valuable way for us to give information about our productions, area attractions, local dining and accommodation options, and insight into all that Stratford and the Festival offer," said Lisa Middleton, Director of Marketing & Audience Development. "With this application our audience members can quickly explore local activities, check ticket availability for other performances, and review driving and parking advice to make their trip to the Festival more engaging and enjoyable."

"Tourist destinations and festivals, such as the Stratford Shakespeare Festival, are recognizing the added value and convenience that mobile apps offer visitors as a marketing tool as well as for travel planning purposes," said David Krus, president & CEO, Metranome. "As smartphone use continues to grow worldwide, mobile apps are quickly becoming a core part of every organization's marketing program."

About Metranome Inc.

Metranome's award-winning application publishing platform allows companies to develop creative and engaging mobile experiences across all mobile platforms, including Android, BlackBerry, iPhone, and iPad. The company offers clients a variety of mobile application features, including video-on-demand, live streaming, subscriptions, and advertising supported services. Hollywood studios, global brands, nonprofits, political organizations and religious organizations have selected Metranome to create innovative applications. Metranome's mobile app solutions include an easy-to-use Web-based Content Management system for ongoing content updates, built-in performance analytics, and efficient data delivery technology that reduces data download costs. Clients include: The New Yorker, Dilbert, Gong, Peace Point Entertainment, Tricon Films, Streamy Awards, CIGI, and Tubefilter. For more information, visit www.metranome.net and follow us on [Twitter](#).

About Stratford Shakespeare Festival

The Stratford Shakespeare Festival is the leading classical theatre in North America. Founded in 1952, the Festival presents a seven-month season of 12 to 16 plays in four theatres, featuring the works of Shakespeare and other great classical writers, as well as the best in musical theatre and contemporary drama. It welcomes more than 500,000 visitors each year between the months of April and November. For more information, visit www.stratfordshakespearefestival.com.

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2010 Season | As You Like It | Kiss Me, Kate | The Tempest | Dangerous Liaisons | Evita | Peter Pan | The Winter's Tale | Jacques Brel Is Alive and Well and Living in Paris | For the Pleasure of Seeing Her Again | Do Not Go Gentle | The Two Gentlemen of Verona | King of Thieves