

LNE VIRTUAL SIGNATURE

CHALLENGE RL

Live Nation Entertainment – one of the live-show promoters in the U.S., but he has to constantly compete with other promoters such as AEG and Clear Channel. Live Nation Entertainment have to look for new ways to attract new audience and artists who they arrange tours for.

IDEA

It is very important for fans to get the autograph of their favourite musician on his live show. But it is often difficult or impossible to do. LNE will simplify this task, allowing the musicians to send the virtual signatures to their fans.

HOW IT WORKS

LNE puts iPad with Virtual Signature application in artist's dressing room. Fans can connect to artist iPad using Wi-Fi on their smartphones and send a request for Virtual Signature on album cover or musician photo. After the concert artist digitally signs the requested images and fans collect signed pictures on their smartphones.

