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**PRESS RELEASE**

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## Houston Grand Opera's Box Office is Now Mobile!

Houston, TX. – December 6, 2011: Houston Grand Opera today launched a new version of its InstantEncore Mobile Suite, which allows users to purchase tickets using their mobile devices. This new integration offers a fast, easy-to-use interface to browse event listings, choose seats, and purchase tickets instantly from smartphones supporting mobile Internet, including Android, Blackberry, iPhone, and Palm Pre.

HGO is the first opera company to offer InstantEncore's Premium App with Tessitura Integration.

Previously, users were required to become a FAN of HGO on InstantEncore and log in upon accessing the app for the first time. These steps are no longer required. Instead, during the purchase process, first-time purchasers will create a username and password using the mobile app for first-time purchasers; those who have purchased online from HGO before can use their existing account information to purchase on the mobile platform. To purchase, users will:

1. Click on the events tab
2. Select an event
3. Pick a seating section
4. Choose number of tickets
5. Log in, check out and receive an immediate email confirmation

Two ticket delivery options are available:

1. Print at home – tickets will be emailed to the email address used to log in.
2. Hold at Box Office – tickets will be held at the HGO Box Office for pick up at least 30 minutes prior to the start of the performance.

In order to utilize HGO's FREE iPhone and Android Apps, a user downloads the iPhone app from iTunes or the Android app from the Android Market. To access HGO's mobile website, simply visit [www.hgo.org](http://www.hgo.org) from any Internet-capable smartphone.



### **IPHONE APP**

There are two ways to get HGO's iPhone App

1. View the app on the iTunes website at <http://itunes.apple.com/app/houston-grand-opera/id394759435?mt=8>
2. Go the App Store on your iPhone, iPod Touch or iPad and search for "Houston Grand Opera".
3. If you already have the HGO app downloaded, simply visit the updates section of the App Store on your iPhone, iPad, iPod Touch or iTunes to download the newest version.



## ANDROID APP

There are two ways to get HGO's Android App

1. From your Android phone visit:

[http://market.android.com/details?id=com.instantencore.hgopera\\_5109402](http://market.android.com/details?id=com.instantencore.hgopera_5109402)

2. Go to the Android Market on your Android phone and search for "Houston Grand Opera".

3. If you already have the HGO app downloaded, simply visit the My Apps section of the Android Market to download the newest version.



## MOBILE WEBSITE

From your smartphone, simply visit [HGO.org](http://HGO.org)

Check out HGO's mobile site anytime from any browser here:

<http://houstongrandopera.instantencore.com/m>

## HERE'S WHAT YOU CAN DO WITH HGO'S FREE FAN APP...

### FIND OUT WHAT'S NEW

Home page shows upcoming events and the most recent music, podcasts, news and blogs.

### EVENTS (click Events)

Browse upcoming Houston Grand Opera events. Get complete performance information including venue, dates, repertoire, and artists. Access and review the program notes before the event. Want to attend? Click the "Get Tickets" button and purchase single tickets instantly from your smartphone.

### Videos (click Videos)

Watch your favorite and new Houston Grand Opera videos.

### Buzz (click Buzz)

Keep up with the latest Podcasts, News and Blogs from and about Houston Grand Opera.

### Interesting Facts:

HGO is the first opera company to have InstantEncore's Premium App with Tessitura Integration.

The new version of HGO's app allows for the purchase of single tickets. Plans are in the works for future versions of the app that will allow the purchase of subscriptions and making donations.

Since its inception in 1955, Houston Grand Opera has swiftly grown from a small regional organization into an internationally renowned opera company. The company has a reputation for commissioning and producing new works, including 43 world premieres and six American premieres since 1973. In addition to producing and performing world-class opera, HGO contributes to the cultural enrichment of Houston and the nation through a diverse, innovative and balanced program of performances, events, community and education projects that reaches the widest possible public. HGO has toured extensively, including trips to Europe and Asia, and it is the only opera company to have won a Tony, two Grammy awards, and two Emmy awards. HGO's performances are broadcast nationally on the WFMT Radio Network.