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Shoora for Theatres

Every line, on the phone already in their pocket

Every patron follows every word, in their own language. The audience talks back to the stage, and the interval sells more.



The actors speak and every line appears on her phone. She sends the cast flowers and a thumbs-up, and tells how Shoora lets her live the play. (with sound) Watch the film: shoora.me/video/theater

Every	0	0	1
seat and every night, captioned and translated	special performances to wait for	headsets, screens or receivers to buy	phone on the amplifier line-out is all the hardware

01 In brief

Someone in your audience is following only half the play, and many more stay home because they know they would.

Shoora puts every line on the patron's own phone, live, in their language. No headsets, no special night. And the same phone lets the audience cheer the cast and buy from the show.

02 Who Shoora helps

Patrons who wait for the captioned night. Visitors from abroad, people at the back of a big house, Deaf and hard-of-hearing patrons: today many wait for the one captioned performance, or don't come. With Shoora every night is captioned, in any seat.

Every seat, every night. Captioned and translated on the phone that bought the ticket. No headsets to hand out, no special performance to wait for.

Everyone the house headsets fail. Headsets squeal, confuse, cost a deposit, and many won't wear one someone else just wore. Shoora needs none.

Visitors in another language. Shoora also translates, so each patron reads in their own language.

03 Closer to the audience

- **Applause from every seat.** Patrons send the cast flowers and a thumbs-up from their phones, and the theatre can count them.
- **A word from the stage.** Welcome the house, announce the end of the interval, or thank them after the bow, on every phone at once.
- **Director's insight** (optional). See where the house laughed, and where it got lost.
- **Feedback while it's fresh.** A short poll or comment at the curtain call, if enabled.

04 Sell more, every night

- **Merchandise at the right moment.** At the interval or the curtain call, send every phone a photo of the programme, the cast album or the T-shirt, with a link to buy.
- **The next show.** Patrons who loved tonight get the next production, with a booking link, while they're still in their seats.
- **New ticket buyers.** People who cannot follow a play today start booking, and every night becomes one you can advertise to everyone: visitors from abroad, families, Deaf and hard-of-hearing patrons.

05 How it works

Before	Patrons scan the QR code on the ticket, the programme or the seat. Any night, any seat, nothing to install.
During	Each line appears as it is spoken. Shoora knows the script and follows the actors through it, catching up if a line is skipped. Screens stay dark; only the current line is lit.
Interval and bow	Messages, offers and applause, as the theatre chooses.
After	Patrons keep the text, if you allow it.

06 What it asks of you

Once. Connect a phone to the amplifier line-out, set up the production, and print the QR code.

Never. Install screens or receivers, rent out headsets, book a captioner, or reserve special seats.

07 When audiences can follow, they come

In 1983 the Canadian Opera Company put translations above the stage[1]. Opera houses around the world soon followed, and audiences who had stayed away came back. Surtitles gave the room one language. Shoora gives each person their own.

Team. Founders with decades of experience in speech AI, translation and building companies, working with Deaf community advisors, theatre professionals and educators.

REFERENCES

1. Canadian Opera Company, surtitles introduced for *Elektra*, January 1983.

Online, with the film: shoora.me/case-studies/shoora-for-theatres · PDF: shoora.me/docs/theatres