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For immediate release

London A Cappella Festival 2013
24 – 26 January 2013, Kings Place

London A Cappella Festival 2013 launches with innovative companion app for web and mobile

In conjunction with the London A Cappella Festival this coming weekend, music education company Easy Ear Training has launched an innovative free app that offers much more than just listings of the world-class headline acts which the festival is showcasing.



The 'London A Cappella' app is designed both for those attending the festival and the broader audience of a cappella fans worldwide. Using audio and video from all the festival performers the app provides a novel blend of entertainment and music education, helping users understand and appreciate the music they hear.

Along with multimedia tutorials, the app also features an interactive game featuring the hit Swingle Singers track "*Libertango*". The game enhances your perception of the music you hear, with the user playing the role of studio engineer trying to keep the singers in balance throughout the song.



'London A Cappella' can be downloaded for free for iOS (iPhone, iPad) from the iTunes App Store, or for Android devices from the Google Play store by searching for 'London A Cappella'. It can also be accessed on the web at:

<http://eartra.in/LACF2013>

Director of Easy Ear Training, Christopher Sutton commented "*A cappella music is an ideal choice for honing your musical appreciation and developing your natural musicianship. We are delighted to launch this app in conjunction with the world's leading a cappella festival and help share the power of a cappella with a new wider audience.*"

The 'London A Cappella' app supplements the rich programme for this year's festival, which includes workshops, foyer performances, interactive events and a panel discussion, and sets out to capture the imagination of all ages and all musical tastes.

Jessica Hill of festival organisers Ikon Arts Management who curate the festival with the Swingle Singers says "*we've been thrilled to collaborate with Easy Ear Training to bring a cutting edge technology flavour to this year's festival and help take the London A Cappella festival experience worldwide.*"

The London A Cappella Festival has enjoyed unprecedented success and expansion since the inaugural festival in 2009, running annually with sell-out performances and workshops. The festival runs from 24th-26th January 2013 at Kings Place, 90 York Way, London, N1 9AG.

About Ikon Arts Management

Ikon Arts Management is a forward-thinking music management agency representing some of the finest artists in the world. With over 15 years' experience in music management, Ikon Arts Management develops world-wide concerts and tours, special projects and events for some of the worlds leading a cappella vocal groups and diverse contemporary ensembles.

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About Easy Ear Training

Easy Ear Training is a music education technology company, developing new ways to improve your ear for music. Their range of iOS apps and website at EasyEarTraining.com make it easy and fun to become a better musician.

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