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For Immediate Release

Marand Builders Sponsors Live Image Magnification and Audience Polling at Charlotte Symphony Classics Concerts

February 20, 2012- Marand Builders will sponsor the newest Charlotte Symphony initiative with the placement of live image magnification (I-Mag) at the March 30 & 31 concerts.

The I-Mag will display up-close and personal views of the musicians, conductor and soloist in action through the performances. Audience members can experience, up close, the compelling force of Christopher Warren-Green's gaze and the nimble fingers of the soloist as they ascend the cello. Images will be projected on a large screen above the orchestra.

The concert will also feature a text polling component, where audience members can vote for the encore piece via text message. Potential encore pieces will be displayed on the projection screens, with voting open to audience members pre-concert and during intermission.

The Charlotte Symphony's goal for this pilot initiative is to further engage its audiences by expanding and deepening the overall concert experience.

The performances, which take place at 8 p.m. at the Belk Theater, will be led by Music Director Christopher Warren-Green. Part of the Ulysses: Spring Festival of the Arts, the program features works by Tchaikovsky and cello soloist Joshua Roman.

"Classical Music has been enjoyed by generations with little change to its format and presentation. In our rapidly changing high-tech environment, innovation, creativity and an entrepreneurial spirit are essential ingredients for success. Like in the world of construction, the business of classical music has to adapt to exceed customer expectations," said Marand Builders President and CEO Francisco Alvarado.

"It is for this reason that Marand Builders is honored to support the Charlotte Symphony with this new initiative that explores using high-tech to deliver classical music to present and future generations in the Charlotte community."

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