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BOHEMIAN NIGHTS OFFERS SMARTPHONE APPS FOR FUN AND FUNCTION

Latest Technology Enhances Festivalgoers Experience

Fort Collins, CO, July 30, 2011– **Bohemian Nights** at NewWestFest is offering festivalgoers new ways to use smartphone technology to enhance their festival experience. “Each year, **Bohemian Nights** at NewWestFest looks for new and exciting additions to the festival and 2011 is no exception,” said Merry Hummell, Director of Music Events at [Bohemian Nights](#). “This year we want attendees to more easily navigate the festival by using some of the latest technologies available.”

The technology additions to **Bohemian Nights** this year include the ability to download and stream free music by using QR (for quick response) codes found on festival posters. The barcode technology is one of the fastest growing smartphone applications, and provides a fun and unique way to experience the festival. Each **Bohemian Nights** poster located throughout Fort Collins displays a QR code in the lower right-hand corner. Once the QR code is scanned with a smartphone or camera-equipped tablet, you will be taken to a special [Web page](#) where you can stream and download songs from Colorado bands. Scanning the QR code requires a mobile reader which can be downloaded free from your smartphone provider.

In addition to QR codes, attendees can access a scheduling application called [SCHED*](#) on the **Bohemian Nights** website. “Festivalgoers this year will be able to use SCHED* to create their own personalized schedule of performances and to make sure they don’t miss new bands they want to discover or their old favorites,” Hummell said. Attendees can sort performances by stage or music genre, and [SCHED*](#) also allows social network integration so festivalgoers can

invite their friends to join them. Once a customized schedule is created, it can be printed from home or viewed on a smartphone by going to the **Bohemian Nights** [mobile Web page](#). [SCHED*](#) is compatible with a variety of smartphones and easily synchs with Google Calendar, Outlook, Apple iCal and iPad.

On top of the smartphone applications available this year, three large LED screens will be set up on Mountain Avenue as a new way to showcase all the main stage action. The big screens will allow music lovers to feel like they are in the front row from any vista along Mountain. The screens also will notify attendees of important festival announcements between sets.

Photo with Caption:



A QR code-reading app is available free at the Apple App Store, the Android Market, BlackBerry App World and other app stores online.

Established in 2005, **Bohemian Nights** produces a high-quality, weekend-long, free community music festival that promotes Colorado artists and shares their talent. **Bohemian Nights** is solely produced by **Bohemian Nights** LLC. [NewWestFest](#) is produced by the [Fort Collins Downtown Business Association](#).



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For more music information, visit [BohemianNights.org](#) or call 970-407-7867. For full festival details, visit [DowntownFortCollins.com](#) or contact Peggy Lyle at the Downtown Business Association at 970-484-6500.