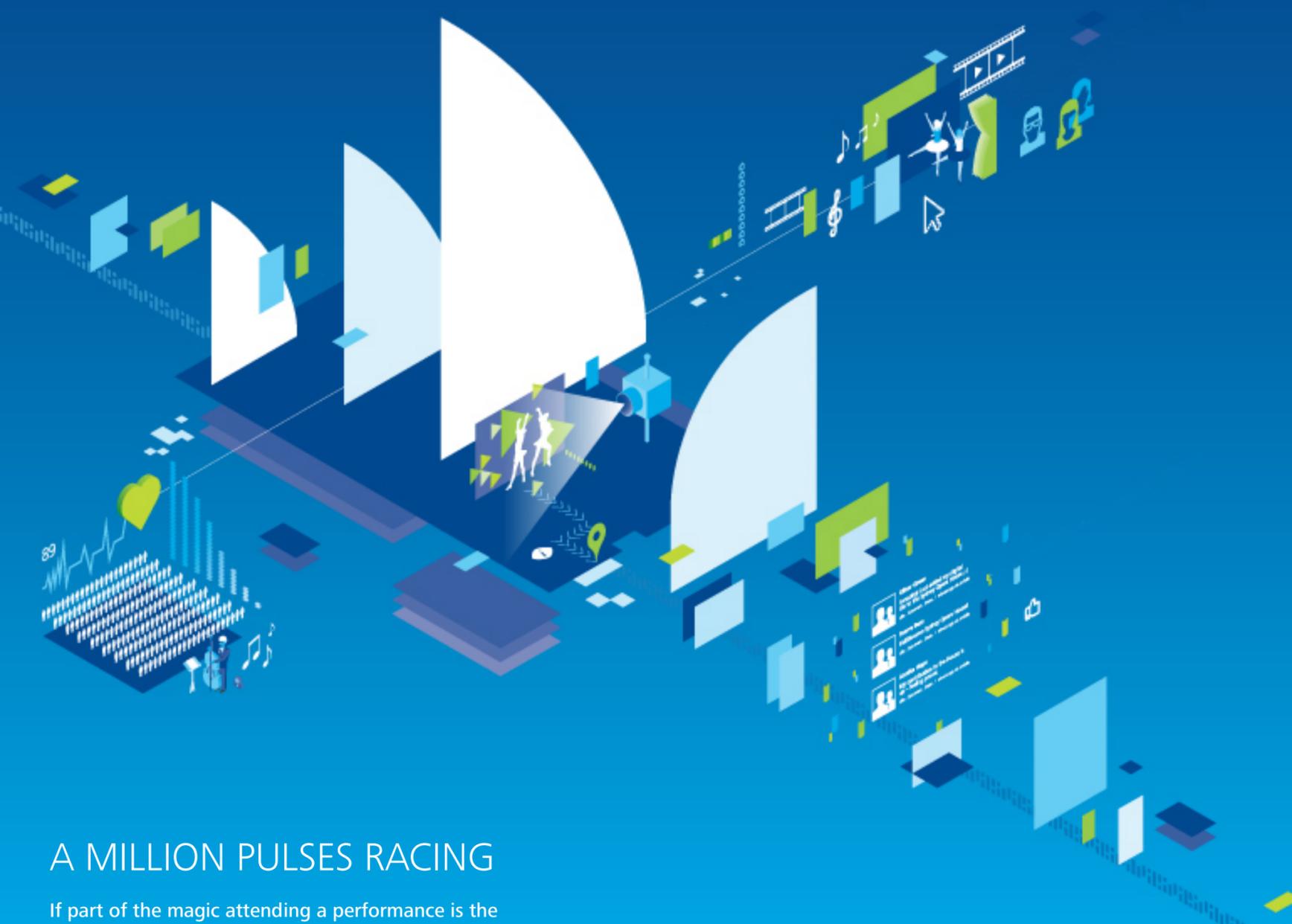


Digital footprint and future potential



A MILLION PULSES RACING

If part of the magic attending a performance is the sense of shared emotional experience, what could it mean to make that emotional experience more transparent? One possibility: a backdrop to the orchestra of the collective brain of the audience showing synapses firing as the symphony progresses.

ARTISTIC STATUS

An incredible number of people interact with the Opera House as an architectural icon every day, and seek to capture and personalise the landmark (typically through a status update), in visual form. One suggestion involves visitors building a virtual Opera House with each tile being a digital image of their experience. The possibility for the public to take greater (digital) ownership of the building, and to extend the ubiquitous update into a more creative connection with Opera House is one to explore further.

THE IMMERSIVE VISIT

What if the Opera House acted as augmented reality tour guide to Sydney? Could visitors assume the role of prima ballerina or orchestra conductor in a virtual experience? Could visitors be given archive content and digital tools to create their fantasy performances?

EDGELESS EXPERIENCES

The performance no longer needs to start when the audience are seated and the lights go down, nor does it have to end when the last encore is played.

This publication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively the "Deloitte Network") is, by means of this publication, rendering professional advice or services.

Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/au/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte has in the region of 200,000 professionals, all committed to becoming the standard of excellence.

About Deloitte Australia

In Australia, the member firm is the Australian partnership of Deloitte Touche Tohmatsu. As one of Australia's leading professional services firms, Deloitte Touche Tohmatsu and its affiliates provide audit, tax, consulting, and financial advisory services through approximately 6,000 people across the country. Focused on the creation of value and growth, and known as an employer of choice for innovative human resources programs, we are dedicated to helping our clients and our people excel. For more information, please visit Deloitte's web site at www.deloitte.com.au.

Liability limited by a scheme approved under Professional Standards Legislation.

Member of Deloitte Touche Tohmatsu Limited

© 2013 Deloitte Touche Tohmatsu.