How to use Lightr Concert

Goal: To create a striking light show that stands out and brings the audience closer to the concert experience.

An audience-driven light show offers a new layer of interaction and immersion at concerts. It transforms the crowd from passive observers into a synchronized part of the stage design – essentially extending the visual identity of the artist into the entire venue. This kind of participation adds an emotional and memorable dimension to live music, where every phone becomes a pixel in a massive light canvas.

Beyond the performance itself, interactive features can be used to deepen the connection with fans. In addition to the light show, Lightr can be used to guide audiences to follow the artist on social media, promote new releases or merchandise, or allow fans to participate in giveaways – all through their phones, in the moment. This turns a single song into a full sensory and branded experience that leaves a lasting impression.

We leave it up to you to explore new ways to engage with your crowd and make a show no one has seen before!

Tips for designing your show

- Use grouping, sections and strobe effects with offset enabled to create interesting light effects that travel across the crowd.
- If you want to control the Lightr show using a lighting console, make sure to update the ids of the cues to match the cues in your Lightr show. For more questions about the Lightr Interface, write to us at contact@lightr.dk.

- For best performance, ensure a cabled internet connection to the device controlling your Lightr show.

How to make people join the show

Why is an effective introduction important?

Lightr can not be used like traditional lighting bracelets, where the light show can start without the audience knowing. With Lightr, the audience plays an active role by connecting and holding up their phones - turning passive viewing into active engagement.

Because of this, Lightr is designed to be an interactive part of the experience, not something that works passively or without audience involvement. If you want the light show to be effective, it's important to incorporate it into the event in a way that encourages audience participation.

Recommended communication

There are many ways to communicate to your audience about the show. While you are not required to use them all, everything helps. However, it should be noted that **it is essential to actively inform your audience from the stage**, when they should join your show. Make sure that the show QR code + link is visible when doing so.

Before the concert
- Announce the light show on social media and in event apps. Remember to include a link to the how.
- Place posters at strategic spots at the venue that display your link and QR code.
- Display the QR code on screens on the sides of the stage.
- Display a Welcome Overlay on the Lightr show. The Welcome Overlay can include a countdown to build up hype until the show starts, and has a button for audience members to show the QR code on their screens, which allows for an easy way to share the link to others.

Before the song starts

- The artist or a helper says: *"In a moment, we're going to create something magical together! Go to [show link] and join my light show!"*

Example use case

During a live concert, the artist builds anticipation for a fan-favorite ballad. Before the song starts, the artist invites the audience to join the light show. As the first note hits, phones across the venue light up in soft waves of color, pulsing in sync with the beat. During the chorus, the lights intensify, making the audience an extension of the stage.

In this example, Lightr is used much in the same way as flashlights. But with Lightr, the show can be synchronized to the music, like an extension of the stage lighting in order to create a truly remarkable experience.

By following these guidelines, you have just unlocked a new tool to make concerts no one has ever seen before! We're excited to see how you make the Lightr show your own.

If you have any further questions, feel free to contact us at contact@lightr.dk