

SHOWTRANS, I-CAPTION AND D-SCRIPTIVE SERVICES AT THE IMPERIAL THEATRE

The Broadway production of the international hit musical Billy Elliot now offers ShowTrans, I-Caption for the deaf and D-Scriptive for the blind at the Imperial Theatre. ShowTrans is a revolutionary service that provides automated multilingual descriptive commentary of a theatrical production for the non-English speaking audience at every single performance. Better than a word-for-word translation, the system gives the patrons continual plot and dialogue information that enables them to follow the action, intention, humor, and emotion of the show. Commentary for Billy Elliot is now available in Japanese, Portuguese, Spanish and French as well as captioning for the deaf and audio description for the blind.

ShowTrans receivers are available at the theatre just prior to the performance. The cost is \$10.00 (US). ShowTrans accepts most major credit cards and traveler's checks. Patrons must present proper identification (drivers license, passport, etc.) as deposit in order to pick up the receiver, which must be returned at the end of the performance.

ShowTrans is a program created and serviced by Sound Associates, and sponsored in part by Global Patron Accessibility to Special Services, or G-PASS, an organization dedicated to using technology to make theatre accessible for those who may otherwise not be able to enjoy it. The proceeds from ShowTrans help to fund programs for the blind, the deaf, and the hearing impaired. For more information on ShowTrans or any of the programs, call toll-free: 1 (888) 876-0801.