

The John Lennon Educational Tour Bus Presented by Canon U.S.A. Inc. Takes LiveU Solo for a Ride

LiveU Solo captures non-profit, mobile recording and production facility's NYC residency for Facebook audience

The John Lennon Educational Tour Bus presented by Canon U.S.A. Inc. (Lennon Bus), is a premier non-profit 501 (c)(3) state-of-the-art mobile Pro Audio and HD video recording facility that travels around the country year-round to provide hands-on experiences for students of all ages.

This year's tour culminated with a one-month residency in NYC, entitled Come Together: NYC. The organization utilized LiveU Solo to capture the return of Latin superstar, singer-songwriter, Prince Royce to his high school, Bronx Academy of Letters. As a guest mentor, Prince Royce joined forces with The Lennon Bus to create an original song and music video related to the "Come Together" theme.

LiveU Solo was there to live stream the first meeting between Prince Royce and the Bronx Academy students he worked with on the song. Royce reflected on his own days at the high school and even jumped into an impromptu jam session. The live stream of this was viewed by 1,500 viewers in real-time on The Lennon Bus Facebook page via Facebook Live, and was later viewed by many of the organization's 69,000 Facebook followers.

"We were looking to embrace LiveU Solo's instant connectivity to Facebook Live for impromptu broadcasts when something spontaneous occurred," noted Jeff Sobel, Creative Technology Director, The John Lennon Educational Tour Bus. "When recording artist Prince Royce came onboard the Bus while it was parked at City Hall in NYC, we were able to quickly connect our Canon camera to LiveU Solo and go live on Facebook with just the push of a button."

The Lennon Bus is looking for opportunities to go live in many of its future events. Sobel said, "live streaming to our growing audience on Facebook is now so easy and reliable, even in locations without internet access. We wouldn't be able to take advantage of these opportunities without the LiveU Solo."



ABOUT THE JOHN LENNON EDUCATIONAL TOUR BUS

The John Lennon Educational Tour Bus is a non-profit state-of-the-art mobile Pro Audio and HD video recording facility that provides hands-on experiences for students of all ages. In its 20th year of touring, the Lennon Bus features the latest audio and video technology, gear and products. The concept began as an offshoot of the John Lennon Songwriting Contest, dedicated to providing opportunities for both professional and amateur songwriters around the world; proceeds from which help support the Lennon Bus. The Lennon Bus travels across the U.S. and Canada year-round, providing free tours and workshops at schools, retailers, festivals, on tours with headlining artists, and at major industry conferences. Lennon Bus Europe began providing these same opportunities to the young people of Europe when it launched in Liverpool, UK in May 2013.



The John Lennon Educational Tour Bus is made possible by Yoko Ono Lennon and the following sponsors and contributors: Canon U.S.A., Inc., Apple, Juniper Networks, Securematics, Other World Computing, Neutrik, The NAMM Foundation, Digital Media Academy, Audio-Technica, Genelec, Yamaha, Gibson Guitars, Epiphone, Focusrite, Sonnet Technologies, Avid, SSL, New-Tek, TodoCast, IP Access, ZVEX Effects, Reflecmedia, Baker & McKenzie, Litepanels, Clear-Com, Anton/Bauer, AJA, Copperpeace, Applied Acoustics Systems, Mobile Roadie, McDSP, Native Instruments, IK Multimedia, Noise Industries, JDI, iZotope, Mad Mimi, Ableton, Ampeg, Mackie, Guitar Player, Bass Player, Electronic Musician, Keyboard Magazine, SKB and LiveU.

About LiveU Solo

LiveU Solo is the most affordable, high-quality 'plug and play' live streaming solution on the market, offering the best live online viewing experience. Thanks to LiveU's reliable transport protocol (LRT™), Solo delivers consistent and high-quality live video streams over the Internet. That means no buffering, no stuttering, and no failed transmissions. Anyone can get Solo easily through shop.liveu.tv and start streaming high quality content directly to Facebook Live within minutes. LiveU is also an official Facebook Media Solutions Live Video Partner.

