

GOOD VIBES



Feel the music

Share the rhythm

Panama City

electronic
beats 



PROBLEM

Everybody enjoys parties, but not on the same level. **People with hearing loss** are kinda excluded from these events, because they **cannot experience music like their friends.**

These youngsters are missing one of the main parts of early socialization which can lead to psychiatric and emotional disorders, like depression **(deaf people are twice as likely to suffer from depression and anxiety).**

BACKGROUND

Even deaf persons can listen to music, but they focus on different aspects:

"Myself, I simply put earphones in and crank up the volume. Like really crank it up"

- Rykki Pointer, a 27-year-old deaf YouTuber, content creator.



What or how a deaf person can “hear”:

- can feel **strong bass and vibration**
- **can hear high volume**
- **can react to visual stimuli (like sign language)**

SOLUTION

We create a deaf friendly **ELECTORIC BEATS FESTIVAL**, where people with hearing loss can enjoy the party as they friends with the help of **Telekom**.



MESSAGE:

Share your vibes with people who feel the rhythm harder.

FOLLOW THE VIBE!

A mobile app which monitors the physical activity and moving intensity of the user and transforms it into vibrations and send them to the deaf people's phones.

1. People on the dancefloor **start the app, and share their vibe.**
2. Deaf festival visitors can **CONNECT AND FOLLOW THE VIBE.** The vibration of the phone **help them to feel the rhythm,** and with a connected earphone **they can hear the music louder and with stronger bass.**
3. **Users can send** premade, "good vibe" text **messages and emojis to each other.**



TELEKOM EB WARM UP SILENT PARTY

It's an **inverse** silent party

where visitors get a special headphone, which is basically a sound blocker.

They **also get Telekom EB-branded balloons.**

The music will be as loud as usual, but the guests won't be able to hear it with their headphones on, but **they can feel it through the balloons.** This will demonstrate how deaf people can "hear" music.

→ **FEEL THE VIBE!** appears behind the DJ.



MAIN EVENT: EB FESTIVAL

How does it work?

- At the start of every set, **the DJ will say hi in sign language too.**
- He/she **asks the audience at the start** to turn on their **'Follow the vibe' app.**
- **The VJ syncs the visual the rhythm of the music** to enhance the experience for deaf people.
- **The app translates the vibe of the crowd to real vibration** and helps people with hearing loss to have an amazing night!





SPOTIFY

Deaf ad

We air a special ad wherein some well known electronic track will be deafent to a barely unrecognisable level. And after the first few seconds the narrator says:

This is how deaf people hear music. But you can help them to feel the vibe. Come to the Electronic Beats Festival!



OUTDOOR

Silent loudspeaker

We install **a huge loudspeaker** on a busy square of Budapest. The device will broadcast music day and night - but **without a sound. If people touch the surface of the speaker they can feel the music.**