

## PRESS RELEASE

### The Orchestre de la Suisse Romande revolutionizes the symphony concert experience with virtual reality

GENEVA, December 10, 2024 – The [Orchestre de la Suisse Romande](#) (OSR) proudly unveils the **world's first public mobile application** for virtual reality, offering an **immersive** journey into the heart of a symphony orchestra. This groundbreaking innovation, developed by Swiss company [Cybel'Art](#), will premiere at Art Genève 2025, setting a new benchmark for experiencing and sharing music.

Named *Virtual Hall*®, the application removes traditional barriers to classical music. It transcends physical and geographical limitations, introducing a novel form of **cultural engagement** by providing the public with an immersive and interactive orchestral experience.

“This technology represents far more than an innovation,” emphasizes Steve Roger, OSR’s Director. “It embodies our commitment to democratizing classical music and forging **new connections** between the orchestra and the audience.” A pioneer in its field, the OSR made history in 1954 with the first-ever stereophonic symphony recording under its principal conductor and founder, Ernest Ansermet. Today, the OSR is excited to **break new ground** in making music more accessible and relevant to a wider and more diverse audience.

Visitors to [Art Genève](#) will have an exclusive opportunity to test the application from January 30, 2025, at the OSR stand.

➤ [See video clip](#)

- A concert **for everyone**, anywhere: virtual access to a symphonic performance;
- **Unique 360° high-definition viewing**: experience the orchestra from every angle;
- **Multiple vantage points**: explore perspectives from different sections within the orchestra;
- Two **major works** of the repertoire: Beethoven’s Symphony No. 3 “Eroica” and Rossini’s William Tell Overture.

*The application will launch in February 2025 on Meta Quest, with upcoming compatibility for Apple Vision Pro and Pico headsets.*

## INFORMATION & CONTACTS

**Media kits :** High-definition visuals are available for download in the press area at:  
<https://www.osr.ch/fr/espace-presse>

Further information about [Cybel'Art](#) | [Art Genève](#)

For further information and artist **interviews**, please contact:

Alain Spieser | Director of Marketing and Communication  
communication@osr.ch | +41 76 573 75 24 | +41 22 807 00 23

Marine Pochon | Press Officer  
presse@osr.ch | +41 76 368 42 23 | +41 22 807 00 14