For Immediate Release

Berkeley Rep Receives Funding from AT&T to Assist in Launch of GalaPro Captioning System

December 5, 2018 – Berkeley Repertory Theatre announced today that it will be utilizing the Gala Prompter (GalaPro) system and app to provide closed captioning for all performances of its upcoming subscription season shows starting with the world premiere of Paradise Square: A New Musical.

The GalaPro system is made available with support from AT&T. “We are so grateful to AT&T for this generous contribution to help launch the fantastic system, GalaPro,” says Berkeley Rep’s Managing Director Susan Medak. “This system makes theatre more accessible by providing patrons with tools and assistance to enjoy our shows.”

The GalaPro app (for both Android and iOS) delivers individual closed captioning to the user’s own mobile device. All content is preloaded into the service and served to the patron in real time, using voice recognition technology to sync the content with the action on stage. This means patrons can utilize the service to enjoy the show from every seat, at every performance. Patrons download the GalaPro app to their own device and choose Berkeley Rep and the show they are seeing. For patrons without their own devices, Berkeley Rep will have limited units available to be checked out for use during the performance.

“We are extremely proud to be working together with Berkeley Rep in making theatre accessible and inclusive to all,” says Yonat Burlin, CEO, GalaPro. “Berkeley Rep is the first theatre on the West Coast to be providing GalaPro technology on a regular basis and we are honored to be able to facilitate such innovative productions with our cutting-edge technology.”

Paradise Square: A New Musical will also be the first world premiere musical on the West Coast to use this system with performances starting Thursday, December 27, 2018.

Previously this season, the Theatre tested the GalaPro system during the run of A Doll’s House, Part 2 and received praise from patrons who used the app. “I want to thank you so much for furnishing captions on my cell phone! I have not been able to enjoy a play in some time because of the inability to hear,” shared one patron. “Yesterday was a wonderful experience — through a combination of reading and listening I could understand every word and enjoy a very good play.”

About Berkeley Rep

Berkeley Repertory Theatre has grown from a storefront stage to an international leader in innovative theatre. Known for its ambition, relevance, and excellence, as well as its adventurous audience, the nonprofit has provided a welcoming home for emerging and established artists since 1968. Over 5.5 million people have enjoyed nearly 500 shows at Berkeley Rep, which have gone on to win five Tony Awards, seven Obie Awards, nine Drama Desk Awards, one Grammy Award, and many other honors. Berkeley Rep received the Tony Award for Outstanding Regional Theatre in 1997. Its School of Theatre
engages and educates some 20,000 people a year and helps build the audiences of tomorrow with its nationally recognized teen programs. Berkeley Rep's bustling facilities – which also include the 400-seat Peet’s Theatre, the 600-seat Roda Theatre, and a spacious campus in West Berkeley – are helping revitalize a renowned city. Be a Rep. Learn more at berkeleyrep.org.

About Philanthropy & Social Innovation at AT&T
AT&T Inc. is committed to advancing education, strengthening communities and improving lives. Through its community initiatives, AT&T has a long history of investing in projects that create learning opportunities; promote academic and economic achievement; or address community needs. The company’s signature philanthropic initiative, AT&T Aspire, drives innovation in education to promote student success in school and beyond. With a financial commitment of $450 million since 2008, AT&T is leveraging technology, relationships and social innovation to help all students make their biggest dreams a reality.

About Gala Prompter (GalaPro)
Gala Prompter is an Israel-based startup founded in June, 2015 by Dr. Elena Litsyn and Hagai Pipko. Gala Prompter’s mission is to guarantee that live performances are an inclusive experience that everyone can enjoy. Since its inception, Gala Prompter has been working to make shows accessible to everyone based on the company’s core value that culture and entertainment are foundational elements of our communities. Gala Prompter has formed an exceptional team and designed a system to support all live show closed captioning, multilingual subtitling, dubbing and audio description all while maintaining accessibility and minimizing costs. More information is available at galapro.com.

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