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Nightlife Technology Takes the Stage at World Expo Osaka

Get ready for an unforgettable entertainment experience at World Expo 2025 in Osaka. Nightlife is set to redefine how the world enjoys on-demand music and visual content in public spaces. Following its successful partnership at Expo 2020 in Dubai, Nightlife returns as the official entertainment provider at the Australia Pavilion, showcasing its cutting-edge technology that transforms public performance. Its interactive technology brings global audiences closer to brands like never before.

An Immersive Showcase of Australian Culture and Innovation

Coordinated by the Department of Foreign Affairs and Trade (DFAT), the Australia Pavilion will showcase the beauty of Australia's diverse landscapes and cultural heritage. Nightlife's curators have carefully selected a vibrant mix of music and video, ranging from traditional tunes to contemporary Australian hits, accompanied by stunning visuals of our cities, surf, and natural wonders. Visitors will experience the depth of Australian culture, with a special focus on local music and artistic expression that highlights the creativity and diversity of homegrown talent.

"Expo 2025 is an ideal platform to demonstrate how Nightlife's technology is transforming the way people experience licensed music and video in public settings, making these experiences more personal and engaging than ever before."

MATTHEW LYMBURY

HEAD OF MUSIC AND CONTENT

Interactive, Personalised Experiences at Your Fingertips

Visitors to the Australia Pavilion will enjoy the opportunity to engage with the music via Nightlife's **crowdDJ® Scan to Play** technology, which allows them to select songs from the curated list of Australian music, tailored to the time of day and the Pavilion's event schedule. Attendees can scan a QR code displayed on screens around the Pavilion, browse available tracks, and make requests directly from their phones. **crowdDJ®** will be central to the Pavilion experience, offering an engaging, lively atmosphere for Expo attendees.

Visitors will notice our **Australian Played** logo displayed alongside Australian artists' songs on crowdDJ®. Designed to allow consumers to easily identify Australian artists, it not only makes it easier for fans to discover and enjoy their favourite Aussie music but also helps support our incredible homegrown talent. Importantly, every time a song plays through Nightlife, the artist is compensated, ensuring they're paid for their work.

A Global Leader in Entertainment Technology

From London and Los Angeles to Laos, Nightlife operates seamlessly across international markets, and Expo 2025 will be the perfect stage to showcase its capabilities. As a leader in

interactive entertainment, Nightlife is reshaping how businesses connect with audiences, from music and karaoke to live streaming and games like trivia and bingo.

Nightlife's all-in-one platform is revolutionising the global entertainment landscape, offering businesses innovative ways to engage customers while delivering unforgettable experiences. As Expo 2025 opens its doors, Nightlife is excited to demonstrate how its technology is shaping the future of interactive entertainment.

Join Us at Expo 2025!

If you're planning to visit Japan this summer, don't miss the chance to experience Nightlife's groundbreaking entertainment solutions at World Expo 2025. Immerse yourself in the music, the culture, and the future of entertainment at the Australia Pavilion – where the world of entertainment meets innovation.

About Nightlife Music: Nightlife Music is a commercial music and visual entertainment service - providing businesses and brands with tools to access and play the latest licensed content in their venues. Whether dining, shopping, working out, checking into a hotel or even holidaying onboard a cruise ship, chances are the soundtrack consumers hear and visuals they see have been expertly curated and put there by Nightlife. Currently, Nightlife services 7,550+ clients across all industries - from hospitality, dining, accommodation and cruising to fitness, education, leisure, retail and much more.

About the Australia Pavilion: Coordinated by the Department of Foreign Affairs and Trade (DFAT), The Australia Pavilion, themed "Chasing the Sun," celebrates Australia's unique energy, diverse people, creativity, and stunning natural environment. To chase the sun is to dream big and maximise our potential for an inclusive future society. Designed by Australian architecture firm Buchan, the pavilion is inspired by the flowering eucalyptus tree, symbolising the diversity and vibrancy of Australian society. Inside, visitors will embark on an immersive journey across Australia, experiencing its fauna, night skies, and ocean, while learning about First Nations' connection to Country and the importance of protecting natural heritage. The pavilion will also feature cultural events and a business program to showcase Australia's dynamic culture and vision for the future.

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[Images are available here.](#)

[Read more about Nightlife's partnership with Expo Australia here.](#)

www.nightlife.com.au