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NOVEMBER 05, 2006

BLUE MAN GROUP SHOW HAS A TEXT MESSAGE FOR YOU



In [Blue Man Groups](#) second touring rock 'n' roll show, [How to be a megastar](#), fans are not only permitted to use their cell phones to snap pictures of the performance, they're actually encouraged to

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so. [News.com](#) reports.

"And the troupe is taking interactivity to a new level. Blue Ma Group is hoping its fans can take part and feel more directly involved in the tour performances.

The idea is to **give audience members a way to use the text messaging features of their mobile phones to interact with the show's overarching storyline.**

... Essentially, **audience members are invited to proactively send text messages to the Mobkastr servers**, which then feed back a series of messages throughout the performance. In a sense, the idea is that the entirety of the messages that flow back and forth comprise a game of sorts that give viewers additional meaning about the show."

emily | 11:40 PM | [News, Buzz](#) | [trackback \(0\)](#) | The Permanent Link to this page is: <http://www.textually.org/textually/archives/2006/11/014008.htm>

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