

May 21, 2005

Boomerang hooking concertgoers

Anyone who's been to a pop-music concert lately has noticed that fans hold their mobile phones up in the air like a previous generation did with cigarette lighters. Beginning with the summer Clay Aiken tour, audiences can do a lot more with their phone than just wave it. Boomerang Mobile Media founder and CEO Glenn Field said that large screens in each venue on the tour will offer audiences a way to display text messages for all to see. There also will be a call-in number for purchasing a variety of official merchandise. "You see something you like, and we deliver it to your home," Field said. "These are exclusive items purchased through the security of your phone, and the day it should have arrived you'll get a follow-up phone call to confirm you received it." This is the first U.S. project from Boomerang and Simon Renshaw's Strategic Artists Management, which recently announced their strategic partnership. Other Renshaw clients include Dixie Chicks, Anastacia and Miranda Lambert. *(Chris Marlowe)*