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SGT. PEPPER'S LONELY HEARTS CLUB BAND – THE IMMERSIVE EXPERIENCE LAUNCHES IN LIVERPOOL

THE BEATLES CONTINUE TO ENHANCE THE FAN LISTENING EXPERIENCE, MORE THAN 50 YEARS AFTER ICONIC ALBUMS WERE FIRST RECORDED. FANS AROUND THE WORLD CAN NOW EXPERIENCE SGT. PEPPER'S LONELY HEARTS CLUB BAND - IN DOLBY ATMOS FOR THE FIRST TIME.

Liverpool UK, December 19, 2019 - Tate Liverpool and National Museums Liverpool, with a little help from The Beatles and Dolby Laboratories, today launched a unique experiential presentation of *Sgt. Pepper's Lonely Hearts Club Band* in Dolby Atmos®, as a Christmas gift to the city. This worldwide first, immersive experience will be presented daily at the Dr Martin Luther King Jr Building at the Royal Albert Dock Liverpool from today until Thursday 9 January.

Tate Liverpool and National Museums Liverpool have collaborated with Apple Corps Ltd. to present the remixed version of The Beatles's pioneering *Sgt. Pepper's Lonely Hearts Club Band* played in Dolby Atmos, an immersive sound environment that feels as if the band is performing live in the space. This free event, situated at the heart of Liverpool's iconic Royal Albert Dock Liverpool will transport listeners to Abbey Road this Christmas.

Helen Legg, director, Tate Liverpool, said: "We're excited to be working with National Museums Liverpool to bring this unique listening experience to the city. At the time they made *Sgt. Pepper's Lonely Hearts Club Band*, The Beatles were at the epicentre of pop and performance art of 60s London which strongly influenced this tremendous record. Listening to this special mix is like hearing something familiar for the first time. It sounds so fresh, you can hear every element which just underscores how wildly inventive it was."

Giles Martin, son of the legendary Beatles producer George Martin and a Grammy Award winning producer in his own right, created this mix of *Sgt. Pepper's Lonely Hearts Club Band* from the original tapes.

Giles Martin said: “*Sgt. Pepper's Lonely Hearts Club Band* is one of the most important and ground-breaking albums of all time. In many ways it changed how records could be made. The Beatles stopped just simply making music and started painting pictures with sounds that hadn't been heard before. Experiencing this Dolby Atmos mix allows us to fall into the record and to totally immerse ourselves in the fantastical world that was so beautifully created at Abbey Road Studios over 50 years ago.”

Paul Gallagher, Deputy Director - Museum of Liverpool, said: “The Beatles are part of Liverpool's DNA but it's rare that you're able to work with the music industry experts who hold their legacy so close. It's fabulous that technology has caught up to allow us to hear, for the first time in such clear detail, the innovation and incredible imagination of the group. The cutting-edge sound and the immersive experience will blow visitors away.”

All tickets for the free event are now fully sold out. However, fans around the world can immerse themselves within these recordings, which are available to stream in Dolby Atmos via Amazon Echo Studio and Amazon Music HD for the first time, with further services to follow in 2020.

Much of the subtlety in The Beatles's music was lost in the original mixes due to the technological limitations of the time. Stereo and 5.1 mixes improved the sound over the years but now the astonishing clarity of the special mix, played in Dolby Atmos, promises to bring to life all the nuance and innovation that the band brought to the album in 1967, placing the audience inside the recordings like never before.

Christine Thomas, Senior Director Music Partnerships, Dolby added: “Dolby Atmos gives music more space and freedom, unleashing every detail as it was meant to be heard with unparalleled sound quality. Beatles fans who are lucky enough to have tickets for this unique experience will feel like they are inside the music, moving them in new ways. Dolby is thrilled to be a part of the team that is bringing this experience to the people of Liverpool.”

2019 saw The Beatles' iconic *Abbey Road* album return to the top of the U.K. album charts after a record-breaking 49 years and 252 days, as fans around the world celebrate one of the most recognizable and cherished albums of all-time, fifty years after its release. *Abbey Road's* anniversary was marked with a suite of beautifully presented and critically acclaimed Anniversary Edition packages released on September 27 by Apple Corps Ltd./Capitol/UMe – including a newly mastered Dolby Atmos mix from Giles Martin.

The chart-topping feat, which was officially recognized as a Guinness World Record, saw *Abbey Road* return to the top of the official U.K. album charts for the first time since its initial 17-week run ended on January 31, 1970. This new milestone for *Abbey Road* extends The Beatles' own record, previously held by *Sgt Pepper's Lonely Hearts Club Band*, which topped the charts in June 2017, after a gap of 49 years, 125 days.

Abbey Road's anniversary observed globally with events, bespoke pop-up shops and fan-activity in countries including; Argentina, Australia, Brazil, Canada, Ireland, Italy, Japan, Korea, Netherlands, U.K., and the U.S., which included the renaming of Los Angeles' Vine Street crossing outside the Capitol Studios building in Hollywood, in a special ceremony hosted by Sir Patrick Stewart.

The Beatles continue to inspire, reach and influence new audiences around the world, and now through advances in streaming and audio technology, they have continued to redefine the listening experience for millions of fans around the world, more than half a century after these iconic works were first recorded.

***Sgt Pepper's Lonely Hearts Club Band* is available now to stream in Dolby Atmos via Apple Corps Ltd./Capitol/UMe.**

For press information contact:

For UMG Global communications: James.Murtagh-Hopkins@umusic.com +44 203 9326822

For Dolby: Perveen Akhtar Perveen.Akhtar@dolby.com Tel: +44 7741 726414

For Tate: dominic.beaumont@tate.org.uk +44(0)151 702 7444

High res images available from:

https://www.dropbox.com/sh/4lm7m7zm4j45mf6/AAAx_iUitwecw5DIbVKpQlD8a?dl=0

Notes to editors:

Tate Liverpool and National Museums Liverpool present, with thanks to Royal Albert Dock Liverpool, Apple Corps Ltd, Dolby Laboratories and Universal Music Group.

Sgt. Pepper's Lonely Hearts Club Band - The Immersive Experience

Dates: Thursday 19 December 2019 to Thursday 9 January 2020

Venue: Dr Martin Luther King Jr Building, Royal Albert Dock, Liverpool, L3 4AF

Times: Daily at 10:00, 11:30, 13:00, 14:30, 16:00

Christmas and New Year closures: 24, 25, 26 and 31 December and 1 January

Tickets: Sold out

More information: <https://www.liverpoolmuseums.org.uk/pepper>

About Apple Corps Ltd

Apple Corps Ltd. was founded by The Beatles in 1968 to oversee the band's own creative and business interests. As part of its management of The Beatles's entire intellectual property canon, the London-based company has administered the legendary band's recorded catalogue, with more than 800 million physical and digital albums sold to date.

Apple Corps has also piloted innovative Beatles projects which have become benchmarks for pioneering accomplishment, including the record-breaking universally acclaimed Beatles Anthology TV series and triple album release, the 30 million-selling album *The Beatles 1*, the *Eight Days A Week* film directed by Ron Howard and *The Beatles LOVE* by Cirque Du Soleil in Las Vegas which has sold almost ten million tickets.

Apple continues to preserve the archives and legacy of The Beatles's catalogue, undertaking the painstaking digital restoration of the Beatles's music videos and feature films (*Help!*, *Yellow Submarine*, and *Magical Mystery Tour*) for DVD, Blu-ray™, and digital distribution.

All the Beatles recordings are now available on the streaming services and re-packaged as were re-mixed 50th anniversary versions of *Sgt. Pepper's Lonely Hearts Club Band*, *The White Album* and *Abbey Road*.

www.thebeatles.com

About Dolby Laboratories [Dolby Laboratories](#) (NYSE: DLB) is based in San Francisco with offices in over 20 countries around the globe. Dolby transforms the science of sight and sound into spectacular experiences. Through innovative research and engineering, we create breakthrough experiences for billions of people worldwide through a collaborative ecosystem spanning artists, businesses, and consumers. The experiences people have – with Dolby [Cinema](#), Dolby [Vision](#), Dolby [Atmos](#), Dolby [Audio](#), Dolby [Dimension](#), and Dolby [Voice](#) – revolutionize entertainment and communications at the cinema, on the go, in the home, and at work.

About Universal Music Group

Universal Music Group (UMG) is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audio-visual content in more than 60 countries. Featuring the most comprehensive catalogue of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans. Universal Music Group is a Vivendi company. Find out more at: <http://www.universalmusic.com>.

