

Press Release



Music from the Heart

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Music from the Heart

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For Immediate Release:

Cleveland, Ohio: *Music From The Heart* announces the release of the world's first accessible music animation

"Assistive Technology Boogie" is a multi-media product that celebrates assistive technology through music and animation with open captioning and audio description. The product is the result of collaboration between songwriter and disability troubadour, Jeff Moyer; animator Haik Hoisington; and Jim Tobias, president of Inclusive Technologies, a New Jersey-based assistive technology consulting firm to companies, agencies and consumer organizations.

"AT Boogie" contains song files that can be played on any CD player and versions of the musical animation (a CD-ROM Flash Animation) that can be enjoyed on any computer with a video media player application. The song sings the praises of assistive technology in its many forms. Joel Snyder, president of Audio Description Associates, wrote, "I have reviewed Jeff Moyer's (and friends') 'AT Boogie' CD-ROM and what a delight it is! It's a veritable celebration of access that needs to be experienced by AT users, developers, and everyone else!"

"AT Boogie" was premiered in June at the 2003 RESNA Conference in Atlanta, Georgia. Copies are available through www.jeffmoyer.com or by telephoning 440-442-2779, *Music From the Heart*.

About the collaborators:

Jeff Moyer is an internationally-known songwriter, author and disability advocate. The late Justin Dart wrote, "Magnificent! Our movement needs Jeff Moyer's music". Moyer has published original music for all ages and ranging from children's songs to powerful collections addressing advocacy and the Disability Rights Movement. Moyer, an NPR commentator, has also appeared on the CBS Evening News, 20/20, in National Geographic and on a BBC documentary on the U. S. Disability Rights Movement. moyer@jeffmoyer.com and www.jeffmoyer.com.

Jim Tobias, is the founder of Inclusive Technologies, the only firm of its kind offering both technical and non-technical services to companies, agencies and consumer organizations. Tobias has over a quarter century's experience working on accessible and usable technology. His roles have included technician, rehabilitation engineer, consultant to a wide range of public and private agencies, and in-house expert on disability issues at Bell Labs. Tobias' leadership conceptualized and developed this musical animation of "AT Boogie". www.inclusive.com.

Haik Hoisington is a Brooklyn-based illustrator, animator and designer. Hoisington developed the art, animation and production of "AT Boogie". He has developed educational interactive multimedia projects for over three years. Hoisington uses animation and illustration to spark creative thinking and to open minds. Hoisington is president of blackmustache.com. "AT Boogie" can be reviewed at www.blackmustache.com.