

PRESS RELEASE

FOR IMMEDIATE RELEASE:
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NEW DESIGNERS' BIO-ORCHESTRATION CREATION GETS HEARTS RACING

Andrew Jacobs of Web Design and Multimedia Company Stilton Studios will be displaying his innovative interactive 'Bio-orchestration' technology at the New Designers Exhibition at the Business Design Centre, in London from 12th -15th July 2007.

Bio-orchestration represents a move from direct musical interface control techniques to a more emotive system. Using biometric technology to capture the mood of the user, Andrews Interactive design makes your heart beat into a metronome to drive the speed of the music. To see the technology working where the heart beat changes the tempo visit: <http://uk.youtube.com/watch?v=nYAcJelgph4> and also <http://uk.youtube.com/watch?v=KO1uisSe-iE> where the heart beat builds an arrangement.

The Exhibition is open to the public: Thursday 12th – Saturday 14th (11am – 6pm) and Sunday 15th July (11am – 4pm) at the Business Design Centre, 52 Upper Street, London N1. For more information and to book your ticket please visit the New Designers Website at: www.newdesigners.com

The New Designers exhibition showcases the work, energy and talent of around 4000 new up and coming Designers every year. Come along and view the next generation of inspirational new designers.

Andrew has also recently exhibited his work at the 'imerge' interactive media show at the Arts Institute at Bournemouth. For more information visit: www.imerge.org.uk

For more information on the work of Stilton Studios please contact Sam Jacobs on T:01273 277665 email: sam@stiltonstudios.com Also visit www.stiltonstudios.com

*****ENDS*****

Notes to Editor:

Stilton Studios is a Multimedia and Animation company based in Poole and Brighton, established in 2000 by Sam & Andrew Jacobs, who work predominantly for the Education Sector. Andrews career has encompassed teaching Web Design and Multimedia and is currently Multimedia Designer of Stilton Studios. Contact Sam Jacobs at the Brighton Office Tel: 01273 277665 email: sam@stiltonstudios.com Web: www.stiltonstudios.com

New Designers is the foremost event in showcasing the work, energy and talent of some 4000 designers every July at the Business Design Centre, London N1

More information on the project: The project arose from a recognition of the deficiencies between computer and human musical interaction. A computer will output a rigidly defined tempo, unlike human musical interaction where musicians pull and push the tempo subtly to produce a more emotive performance. Research into physiological responses to music of varying tempos indicates that a change in heart rate can mirror the tempo of the music, with fast music creating an increased pulse rate and slow music inducing a more relaxed state. The piece uses the reverse of this principle to drive the tempo and measures galvanic skin response to vary amplitude.