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FOR IMMEDIATE RELEASE

Nature Maestro® iPad App Empowers Kids to Compose Rainforest Soundscapes

Sebastopol, California, USA – November 26, 2014 - Earth in Concert announces the launch of the first in its series of Nature Maestro® educational apps created to teach children about Earth's biomes and animals through an immersive audio and visual exploration. The platform empowers children and adults to compose audio-rich scenes with authentic animal vocalizations recorded on location by Dennis Hysom and original illustrations by Christine Walker of animals and biomes. The first app release for iPad is Nature Maestro® Rainforest Day featuring sounds Hysom recorded in Costa Rica.

Users can also record their own voice, tell stories about the animals, imitate the sounds, and share their soundscape audio and visuals with family and friends.

A sound recordist and composer with many music and nature albums and a major motion picture background ambience to his credit, Hysom had the idea for an app as a way to share his experiences of recording in nature. "Standing quietly in a rainforest and listening intently, away from any human-made noise, is transformative. There's a sense of connection to the natural world that is difficult to find in everyday life. It comes from being still and listening. It's like a meditation. Even a loud sound, like a howler monkey or scarlet macaw, can be joyful, thrilling."

Partners in Earth in Concert, Hysom and Walker are also the creative team behind award-winning *Wooleycat* children's media and the *Last Great Places* music and nature albums. They teamed with developer Krishna Narayan of Island Innovation LLC to create the Nature Maestro® platform.

App features:

- Compose rainforest audio soundscapes up to two minutes
- Record external voices to tell stories and imitate the animals
- Flip, rotate, and scale animals and nature elements to create scenes
- Add nature ambience, rhythms and melodies

- Preview and share soundscapes
- Play audio-visual matching games
- Listen and read-along verbatim to nature fun facts and glossary
- Experience stereo and panning effects when wearing earphones
- Map geo location and distance to the biome
- For children 6 to 11, parents and educators
- No in-app purchases or third-party advertising

Minimum Requirements:

- iPad IOS 7.1 or higher
- 87.9 MB

The first three apps to be released feature sounds Hysom collected in Costa Rica and in Alaska: Nature Maestro® Rainforest Day, Rainforest Night, and Glacier Bay. These biomes are included in the fourth app, Nature Maestro® Expedition, along with an Earth in Concert section for composing soundscapes across the biomes. Nature Maestro® Expedition is enriched for educators and contains standards-aligned, project-based learning activities for classrooms and home schooling.

Hysom said, “I’d been fortunate to compose a music and nature album series that took me to great places in North and Central America—from the Costa Rican rainforests to the Dakota’s tall grass prairies, Alaska’s Glacier Bay to the Louisiana Bayou. I’m grateful for the experiences.

“In the long run, when it comes to protecting our Earth’s great places, people with an affinity for nature will be more likely to make wise choices for our planet’s health and for living in harmony with the natural world. In the short run, listening to nature develops patience, perseverance, and compassion. When recording in the rainforest, you have to sit for a long time, waiting unobtrusively. A bird passes close by and you hear its wings flap and see its coloration. The feeling of being engulfed in a habitat, surrounded by wildlife, is profound. The idea behind Nature Maestro® is to give people a sense of that immersion. Not everyone is able to travel to the rainforest or sit alone in a rainforest for hours at a stretch day and night. Encapsulating the experience in a mobile app gives people a sense of it.”

Hysom said that the team began creating the app in early 2012. “Christine and I have created music and books, and we were involved with turning two of our Wooleykat children’s songs into apps through PicPocket Books, but we’d never developed a new app entirely from concept through launch until now. In producing Nature Maestro®, we are fortunate to be working with Krishna Narayan. He led our application design, development, and testing. It’s built with Apple’s SDK Xcode and uses Open AL’s amazing audio engineering to full advantage. Every step of the way, Christine, Krishna, and I kept raising the bar for the quality of the sound, art, content, design, and interface. We wanted Nature Maestro® to be distinguished not only by quality and beauty, but also by

its ability to deliver fun and engaging learning experiences. Nature Maestro® is a versatile platform upon we're building a series of apps for iPad and other devices."

About the Nature Maestro® Apps

For updates on the Nature Maestro® apps, visit www.naturemaestro.com. The apps are designed for learning and open-ended play and contain no in-app purchases or third-party advertising.

Visit the privacy page at <http://www.naturemaestro.com/privacy.html>.

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About Earth in Concert

Earth in Concert, located in Sebastopol, California, is a general partnership between Dennis Hysom and Christine Walker. Through music, art, books, apps and other products and services, Earth in Concert encourages creativity, an awareness of nature, and caring for our planet and one another. For more information, visit www.earthinconcert.com.

Dennis Hysom is a musician, composer, songwriter, sound designer, and audio and web producer. He has a BS in Sociology from the University of Missouri, Kansas City. He has composed eight instrumental albums combining music with nature sounds. The major motion picture "Apocalypto" featured 90-minutes of nature ambiances that he recorded on location. He also designs and produces audio for interactive media, broadcast, video, education, sound libraries, and audio tours for major museum exhibitions around the world. He is the co-creator and musical performer of eight award-winning children's song albums, the "Wonderful World of the Wooleycat" video, two children's book apps, and "Wooleycat's Musical Theater" book with CD.

Christine Walker is a visual artist, author, lyricist, graphic designer, visual strategist, and educator. Her paintings are exhibited in galleries and private and public collections. She holds an MFA in Writing and Literature from Bennington College, an MA in Creative Arts Interdisciplinary from San Francisco State, and a BFA in Commercial Art from the University of Kansas. She is the co-author and illustrator of "Wooleycat's Musical Theater," scenic and costume designer of "Wonderful World of the Wooleycat," two children's book apps, and author and artist of "A Painter's Garden: Cultivating the Creative Life."

About Island Innovation

Krishna Narayan heads Island Innovation LLC, located in Hawaii. Narayan is a business leader and successful entrepreneur with a 30-year track record of achieving executive alignment, rapid program execution, and team cohesion. Narayan holds an MBA in Strategy and Entrepreneurship from Carnegie Mellon, an ALM in Government from Harvard, and a BS in Electrical Engineering from Worcester Polytechnic Institute. Through his companies NSC Partners and Island Innovation, he has facilitated client

innovation in healthcare, education, defense, and sports through the development of both strategy and software. For more information, visit www.islandinnovation.net.

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