

Long Glance Media

Digital Ambient Art & Music DVD Releases



FOR IMMEDIATE RELEASE:

TransLumen Technologies and Salvatori Productions present Long Glance Media - Innovative Digital Art & Music designed for Public Display/Commercial Use TVs

Chicago IL, USA – June 16, 2010 - Over the past few years, flat screen TVs have become the focal point in the public spaces and commercial lobbies of professional offices all across America...in what seems to be a classic case of technology leapfrogging over the development of appropriate content. Thus far, on these flat screens we've seen the groaners... i.e. the fireplace logs...the fish aquarium ...and – worst of all – daytime TV...with its wild talk show topics, innuendo humor, soap opera adultery, and arguments on Court TV shows.

To coin a phrase - '**the great national flat screen TV dilemma**' - would perhaps best fit the bill.

Well, leave it to the ingenuity of Chicago-based TransLumen Technologies, LLC to come up with the 'killer app' of a solution to this dilemma...by creating a new high water mark with their patented (and impressive) process called Fluid Stills®...which now powers the professional productions of an upstart art, music and technology collaborative effort called Long Glance Media.

Long Glance Media develops digital content unlike anything we've come across before; an ambient blend of great art, music and technology that creates a significant elevation in content capable of adding a "wow" factor to any public space flat screen TV.

And no, these are **not** produced slide shows or video scenery. Instead, TransLumen's patented Fluid Stills® technology delivers the look and feel of 'still art' while constant change occurs at the pixel level (unnoticed by the naked eye). And, the blend of art with timeless and attractive instrumental music adds yet another complementary element to push the high water mark even higher.

Doug Siefken, Chief Technology Officer and inventor of Fluid Stills® technology at TransLumen, said "applying our technology to the Long Glance Media productions imbues each digital frame with the integrity of an independent artistic still, creating a serene, temporally streaming composition. This temporal art form is (r)Evolutionary time-based art. When Art, Music and Technology come together in these productions, there's no question you have an end result that is much greater than the sum of its parts."

Tom Salvatori, the Chicago composer responsible for scoring original music for several of the initial DVD projects at Long Glance Media, adds "there was never a second guess when scoring these productions. Natural beauty was manifest throughout the effort, and the art and music just kept melting together art panel after art panel. It's hard to imagine the music **without** the art now..."

Long Glance Media features low res demos of their DVD releases on their website <http://www.longglancemedia.com>, but according to Siefken, "nothing compares to the breathtaking experience of seeing our Fluid Stills® come to life on a flat screen TV. Well, maybe one thing would be better...seeing it come to life on **your** flat screen when I walk into your lobby!"

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