



## FOR IMMEDIATE RELEASE

**Long Glance Media announces the April 12th release of an all-Chicago celebrated production: Nasty Jazz - a technologically innovative, genre-defining Single Panel Fluid Stills® Digital Art and Music DVD designed for flat screen TVs**

**Chicago IL, USA - April, 2011** - Over the past several years, flat screen TVs have become the focal point in homes and commercial lobbies all across America...in what seems to be a classic case of technology leapfrogging over the development of appropriate content for such a defining resource.

Leave it to the ingenuity of Chicago-based TransLumen Technologies, LLC to come up with the 'killer app' for developing content designed specifically for flat screen TVs with their patented (and impressive) process called Fluid Stills®, which now powers the professional productions of the all-Chicago art, music and technology collaborative alliance 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 an elevation in digital content capable of adding a "wow" factor to any flat screen TV. And no, these are not produced slide shows or video scenes. 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 truly deepens the impact of the overall production.

The principal collaborators on Nasty Jazz met at the Chicago New Media Summit (now renamed The Chicago Convergence) meeting held at the Museum of Contemporary Art in September, 2008. That meeting was the catalyst for bringing together charter members Doug Siefken (TransLumen), record label owner and publisher Tom Salvatori (Salvatori Productions) and jazz composer and pianist Greg Spero (GMG Trio).

"The goal of the Chicago Convergence is to spark creative interaction between its members, and boy did sparks fly in this case! In fact, this new DVD release combines the resources of three all-Chicago based entrepreneurs resulting in a genre-defining product development; one that pays due reverence to our mutual love of Chicago with the Single Panel art, jazz music and technology all converging to become something much greater than the sum of the parts" noted Tom Salvatori, Long Glance Media CMO.

Doug Siefken, CTO and inventor of Fluid Stills® technology at TransLumen, adds that "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. And in this case, the art, music and technology align with something we all have in common - our love for hometown Chicago."

Greg Spero, the Chicago jazz composer responsible for scoring his original music for the project, adds "there was never a second guess when scoring this production. Jazz is in the heartbeat of Chicago, and Doug's Skyscape art and my music just kept flowing together like magic. It's hard to imagine the music without the art now."

A 90-second sample clip of the Nasty Jazz Single Panel Art and Music DVD is posted on several free video-serving websites:

Vimeo - <http://vimeo.com/20905121>

YouTube - <http://www.youtube.com/user/DougSiefken#p/f/9/EjqzcxP79zE>

Flickr - <http://www.flickr.com/photos/siefken/5516262461/>

...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 home or lobby!"

Long Glance Media is leveraging the power of [Amazon.com](http://Amazon.com) (product code B004QOAK7O) for its retail distribution of Nasty Jazz, which becomes available April 12, 2011. Special Note: A portion of the proceeds will benefit H.O.Y.C.E Youth Center in Chicago's Englewood Community <http://thehoyce.community.officelive.com/>. In addition, a contribution will be made to the National Veterans Art Museum in Chicago, IL <http://www.nvvam.org>.

### **About Long Glance Media:**

Long Glance Media is a digital ambient content developer that collaboratively blends great art, music and technology into DVD and Blu-Ray releases. Our goal is to create a professional elevation in the content and a great first impression for your publicly displayed flat screen TV.

And, right off the bat; we'd like to let you know a couple of things that we don't do. We do not produce slide shows or nature video scenery. Instead, our patented Fluid Stills®\* technology delivers the look and feel of "still art" while constant change at the pixel level (unnoticed by the naked eye) mitigates screen burn-in; even when our DVDs are played on continuous loop. And, our timeless and attractive instrumental music scores are produced by real musicians, always on real instruments, and professionally synced to each wonderful art panel transition.

If we achieve our goal, you'll truly enjoy the confidence and peace of mind that our productions provide as they turn your flat screen TV into an instant art gallery...showcasing great art and great music in a technologically advanced, digital ambient presentation. Our Fluid Stills® are created to certainly impress, yet not overwhelm, the attention of your viewing audience.

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Link to PDF version of Nasty Jazz DVD Press Release:

[http://longglancemedia.com/uploads/Nasty\\_Jazz\\_DVD\\_press\\_release.pdf](http://longglancemedia.com/uploads/Nasty_Jazz_DVD_press_release.pdf)