

Abaltat Helps the Music Come Together on the John Lennon Educational Bus

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Now in its 12th year, the Lennon Bus is a mobile state-of-the-art recording and HD video production studio committed to providing access to music, audio, video, and broadcast technologies, as well as photography. The program works together with partners like Abaltat to offer middle, high school, and college age students the chance to participate in the creation and production of music, video and digital photography projects regardless of their levels of expertise.

Galway, Ireland - Abaltat (TM), developer of innovative music generation tools, is on board as a sponsor of the John Lennon Educational Tour Bus; a non-profit venture dedicated to bringing audio and video production to students across America and Canada. Now in its 12th year, the Lennon Bus is a mobile state-of-the-art recording and HD video production studio committed to providing access to music, audio, video, and broadcast technologies, as well as photography. The program works together with partners like Abaltat to offer middle, high school, and college age students the chance to participate in the creation and production of music, video and digital photography projects regardless of their levels of expertise.

The Lennon Bus staff invited Abaltat to put their innovative music composition software - Muse 2.0 - in the tour bus' state-of-the-art production suite powered by Apple products. A recent winner of the DV Award of Excellence (January 2009) and an ideal fit for the Apple creative workflow, Muse is very popular among Apple Final Cut Pro and iMovie editors who need a simple-to-use tool for creating royalty free soundtracks. "I have worked with the team of the John Lennon Educational Tour Bus for many years and recognize just how important this organization is to the creative community," comments Mark Altekruise. "We all must take time to give back and support artistic growth through remarkable organizations such as the Lennon Bus. My heartfelt thanks to the staff for the amazing opportunity and their commitment to enhancing our world through creative education."

A key technology enabler for user generated content - whether it is a one-man production posted on youtube.com or a commercial for professional broadcast - Muse 2.0 gives video enthusiasts and professionals alike the ability to compose original music without the steep knowledge requirements for composing soundtracks. The process is simple. Users export their video projects to QuickTime, in just a few clicks, the Muse engine automatically analyzes the video's color scales and instantly creates a royalty free five-part soundtrack. Users can easily pick music styles to change the sound of their composition. They can also export the Muse generated soundtrack into sound editing applications like Apple's GarageBand and Digidesign's ProTools for more in depth fine tuning. The Muse workflow is simple and fast. "Our workflow is super fast - frequently creating entire projects with students in just one day. Muse provides a great way to dive right in and meet our deadlines." says Lennon Bus Executive Director, Brian Rothschild.

About the John Lennon Educational Tour Bus

The John Lennon Educational Tour Bus is a non-profit state-of-the-art mobile Pro Audio and HD video recording facility that provides hands-on experiences for students of all ages. In its 11th year of touring, the venture is proud of its brand new bus and its studios, which boast the latest audio and video technology, gear and products. The concept began as an offshoot of the John Lennon Songwriting Contest, which is dedicated to providing opportunities for both professional and amateur songwriters around the world. The Bus travels across the U.S. and Canada year-round, providing free tours and workshops at schools, retailers, festivals, on tours with headlining artists, and at major industry conferences. The Bus, a 501(c)(3) venture, is made possible through the generosity of sponsors including Apple, Maxell Corporation, NAMM, RockBand 2, Roland, Sibelius,

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Sonicbids, Godin Guitars, Disc Makers, Edirol by Roland, Mackie, Crate, Ampeg, Boss, Digital Media Academy, The Betsy Hotel, Aphex Systems, Audio-Technica, Glyph Technologies, Neutrik, Music Player Network, Propellerheads, Musician's Friend, Ableton, Digidesign, Apogee, Sony, Abaltat, Litepanels, McDSP, IK Multimedia, Native Instruments, Gretsch Drums, Bogen Imaging, Noise Industries, The Plutzik Goldwasser Family Foundation and broadjam.com. The John Lennon Educational Tour Bus is made possible by an agreement with Yoko Ono Lennon.

Muse 2.0 Pricing and Availability:

Muse 2.0 is available to purchase today via the Abaltat web site. A 7-day trial version of Muse 2.0 is available on the Abaltat web site.

Abaltat:

<http://www.abaltat.com>

Abaltat Muse 2.0:

<http://www.abaltat.com/home.php?cat=255>

Download Abaltat:

<http://www.abaltat.com/pages.php?pageid=20>

Purchase Abaltat:

<http://www.abaltat.com/cart.php>

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<http://www.abaltat.com/image.php?type=P&id=16133>

Abaltat was founded to create radical 21st century computer applications for the audiovisual industry. Using a combination of highly experienced television editors, first rate musicianship and the most imaginative programmers in Ireland, Abaltat has created a unique software product for video and film editors: the world's first video-driven soundtrack composer.

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