



6522 Waldorf Place
Cincinnati, OH 45230
t: 513.225.8765
f: 206.666.4856

SOMATIC DIGITAL ANNOUNCES THE UNVEILING OF ITS ADVISORY BOARD

World-Renowned Leaders Advise on Hybrid Book and Supplement Products to Provide Publishers with Interactive Paper-based Products that Enable Their Readers to Connect to Digital Content with the Touch of a Finger.

CINCINNATI, OH. (PRWEB) – November 27, 2005 – Somatic Digital, a developer of innovative technology-based products for publishers announces the formation of the Company’s Technical Advisory Board (TAB). The unveiling of the TAB demonstrates the Company’s continued momentum toward being the leading provider of hardware and software tools that enable publishing companies to create hybrid, interactive, multimedia-based, special-needs-inclusive products.

The Somatic Digital TAB is comprised of leading experts in various but interrelated fields. The TAB provides the blending of human-computer interface (HCI), human-factors engineering, and education content experts to advise on strategic solutions for bridging the digital divide. This interdisciplinary team seeks to reduce the compartmentalization and guesswork that frequently is involved in product design, development, and deployment.

The initial focus of the TAB is the Company’s Touch User Interface (TUI) Technology for educational publishers. The TUI technology for publishers enables a student to simply press a picture or word on the printed page and connect directly to associated digital content.

The presentation of content to all students is driven by legislative requirements such as Section 504, Individuals with Disabilities in Education Act (IDEA), No Child Left Behind (NCLB), and the National Instructional Materials Accessibility Standard (NIMAS).

According to Jason E. Barkeloo, Somatic Digital’s Founder and President, “Our TAB is a powerful mix of minds. This visionary team understands that bridging the digital divide starts with empowering the content providers and publishers with solutions that can reach all students. Our TUI technology shows strong promise to meet the legislative mandates that educational publishers must deal with to provide publishing products to schools. We are providing publishers with an ability to solve a significant problem in education – inclusion.”

Barkeloo continued, “Each member of our TAB brings an array of skills to our firm. We purposely decided that our TAB should represent the many different and occasionally competing disciplines. At the same time the TAB needed visionary leaders who grasped the potential of the TUI technology. After a comprehensive search I am proud to unveil this board that can do so much to help students around the world.”

The TAB provides an array of expertise to the Company to help it provide multi-cultural, multi-modal, technology-based solutions that help publishers produce products that meet the needs of

their diverse reader population.

Publishers who are members of Somatic Digital's Partner Program (<http://SomaticDigital.com/products/partnerprogram>) may have an opportunity to interact with the TAB through the Support area (<http://SomaticDigital.com/support>) to assist them with product development and research-related endeavors in the future.

TAB Members are Visionary, Multi-disciplinary Leaders

Dr. Kerry Joels is an author and seasoned technologist who integrated educational content with technology for over 30 years. *Dr. R. Everett Langford* is an author with two earned doctorates (chemistry and health physics) with over 30 years of experience blending technology with education content. *Dr. Douglas McCoy* serves as an associate dean and has over 20 years of experience in education and technology research. *Dr. Scott McLeod*, lawyer, education professor, and former teacher has over a decade of developing educational programs that enrich student learning. *Mr. Jeffrey D. Myers, M.S.*, has over 20 years of electrical and mechanical engineering development and manufacturing experience. *Dr. Lisa Neal* is a well-known e-learning consultant and Editor-in-Chief of a prestigious journal. *Ms. Elise Anne Rufino, M.S.*, has over 23 years of experience as a classroom teacher with certifications in math, science, and a master's degree in special education. *Dr. Raymond Scalettar*, with over 30 years as an Arthritis and Rheumatic Diseases and Internal Medicine physician, has spearheaded many educational endeavors.

Barkeloo concluded, "Our TAB is unique. They share the vision that connecting all students begins with connecting those with visual, hearing, motor, and socioeconomic impairments. By focusing their various strengths collectively, we have a powerful stream of consciousness that guides our strategy of bridging the digital divide by connecting all students through concentrating on the 'least common denominator' student first."

The Somatic Digital Technical Advisory Board:

Kerry Joels, Ph.D.

Dr. Joels is the President of the Teaching and Learning Research Institute (<http://tlri.org>). Dr. Joels has a Doctorate in Aerospace and Education. His professional experience includes creative and leadership positions with NASA, the National Air and Space Museum, the White House, Challenger Center for Space Science Education, the Young Astronaut Program, and the U.S. Department of Health and Human Services. He has also worked extensively with multi-cultural educational programs and programs for disadvantaged youth for the Dignity of Man foundation. Among Dr. Joels' publishing credits are numerous books and dozens of articles. Dr. Joels has held numerous appointments including the Synthesis Group – the White House National Space Council commission studying the strategies for the next 30 years of space exploration.

R. Everett Langford, Ph.D.

Dr. Langford has over 30 years experience in toxicology, safety, industrial hygiene, and environmental protection, and holds two earned Ph.D. degrees (in Physical Chemistry from the University of Georgia in 1974 and in Health Physics from the University of North Carolina – Chapel Hill in 1996). He is a retired U.S. Army Lieutenant Colonel and completed his career as the Commander and Director of the Walter Reed Army Institute of Research (WRAIR) Toxicology Unit. Dr. Langford is the author or coauthor of three books, over thirty scientific

papers, and numerous technical reports and standing operating procedures. Dr. Langford began his career as a college chemistry professor, and maintains an adjunct faculty position in Industrial Hygiene at Purdue University. He is currently the Manager of Security, Safety, Health, and Environment for the Shanghai Lianheng Isocyanate Company, a Joint Venture of BASF, Huntsman, Sinopec, Shanghai Chloro-Alkali, and Huayi.

Douglas McCoy, Ph.D.

Dr. McCoy is the Dean of Enrollment Management at Waubonsee Community College in Illinois. His doctoral research was in the field of distance-learning and instructional technologies. Dr. McCoy has been a consultant for numerous distance-learning institutions including DeVry University, American Intercontinental University, St. Petersburg College, and Capella University. As a consultant and adjunct faculty member he has played an active role in the processes of online program and online course development for each of these institutions. As an adjunct faculty member with Capella University he teaches courses in instructional technology to graduate and doctoral students in the school of education. For the past five years he has been the chairman of the board of directors for the Two Rivers Head Start Community Action Agency in Illinois. Two Rivers is the second largest head start agency in the state of Illinois operating 15 educational centers in Northern Illinois. Recently Dr. McCoy assumed the role of vice-chair of the board of directors for the Presbyterian Camps in Saugatuck Michigan.

Scott McLeod, J.D., Ph.D.

Dr. McLeod is an Assistant Professor in the Department of Educational Policy and Administration at the University of Minnesota and is Project Director of the University Council for Educational Administration Center for the Advanced Study of Technology Leadership in Education (CASTLE). He also served as the coordinator of the Greater Minnesota Data Institutes. Dr. McLeod is the nation's leading expert on the technology needs of K-12 school administrators and has worked with numerous school districts, corporations, and state departments of education on data-driven decision-making issues.

Jeffrey D. Myers, M.S.

Mr. Myers' is a Principal Research Scientist for Battelle Memorial Institute. His professional career has focused on all aspects of control and measurement system development. He has experience in sensor design, electro-mechanical systems, opto-mechanical system, computer programming, and data collection and analysis. In total, Mr. Myers has over 15 years professional experience developing sensors and managing technology deployment. Recently, Mr. Myers has received recognition for development of fuel cell systems by President G.W. Bush and Senator John Glenn. In the past, Mr. Myers played a key role in the development and evaluation of technology for the USEPA, USDOD, USDOE, and several foreign G-8 countries. Mr. Myers graduated from The Ohio State University with Honors and Distinction, obtaining B.S. and M.S. degrees in Mechanical Engineering.

Lisa Neal, Ph.D.

Dr. Neal is Editor-in-Chief of eLearn Magazine <http://www.eLearnMag.org> and an e-learning consultant <http://www.lisaneal.com> Dr. Neal was the project leader for Plimoth Plantation's "You Are the Historian: Investigating the First Thanksgiving," <http://www.plimoth.org/olc> winner of the Massachusetts Interactive Media Council (MIMC) award in Education. Dr. Neal is Adjunct Assistant Clinical Professor at Tufts Medical School. She is a frequent keynote and tutorial presenter at conferences internationally. She received the 2003 United States Distance Learning

(USDLA) award for the most outstanding achievement by an individual in corporate e-learning. Dr. Neal holds an earned doctorate in Computer Science from Harvard University, an Sc.M. in Computer Science from Brown University, and a B.A. in Mathematics from the University of Massachusetts at Boston.

Elise Anne Rufino, M.S.

Ms. Rufino is a 23-year veteran teacher. Currently, she is a 7th grade Life Science teacher in the Pleasantville, New York School District. For the last five years she led a team of 7th grade teachers as well as served as the coordinator of the 7th grade Environmental Studies Trip, an interdisciplinary outdoor education program in which the entire 7th grade (staff and students) take a four-day/three-night field trip into an outdoor setting. This innovative immersion experience is complete with wildlife specialists and their subjects (such as birds of prey and wolves) in their respective fields. Prior to her 7th grade assignment, she spent twelve years as a 6th grade classroom teacher. Her focus areas were Language Arts, Reading, Social Studies, Science, Math, and Computer skills development. She has a BA degree in Biology from the University of Colorado and an MS in Special Education from the College of New Rochelle. She holds permanent New York State Teacher Certification in N, K-6, and 7-12 in General Science, Biology, and Math.

Raymond Scalettar, M.D.

Dr. Scalettar is a practicing physician, health policy consultant, clinical professor of medicine and entrepreneur. He was Chair of the American Medical Association's Board of Trustees, and a Commissioner and senior consultant to the Joint Commission on Accreditation of Healthcare Organization. He co-founded and served as a Director of National Capital Reciprocal Insurance, a physician professional liability company. Dr. Scalettar is a member of the advisory council of the US Dept. of Health and Human Services' National Institutes of Arthritis Musculoskeletal and Skin Diseases.

About Somatic Digital

Somatic Digital, LLC is a developer of the Touch User Interface (TUI) technology. The TUI technology connects paper directly to digital content that can reside on optical media, the Internet, or hard-drives. It enables a bridge over the digital divide because it eliminates barriers that previously prevented people from connecting to digital content. With the press of a finger or stylus or pointer, a physically, visually, or hearing impaired student can gain access to digital content.

Somatic Digital first creates and distributes the tools that enable authors and publishers to develop printed materials connecting readers to digital content at the touch of pages in a book. The Company's publisher development kit (PDK) allows for easy and rapid development of TUI-based materials that can be used by all individuals regardless of learning style, special needs or socioeconomic status. Once the publisher has designed TUI-based products, Somatic Digital manufactures and helps the publisher integrate the TUI hardware into the production process.

For more information, please visit the Somatic Digital's web site at <http://SomaticDigital.com>.

Contact:

Somatic Digital, LLC
513.225.8765

Email: info@somaticdigital.com

Source: Somatic Digital, LLC

###