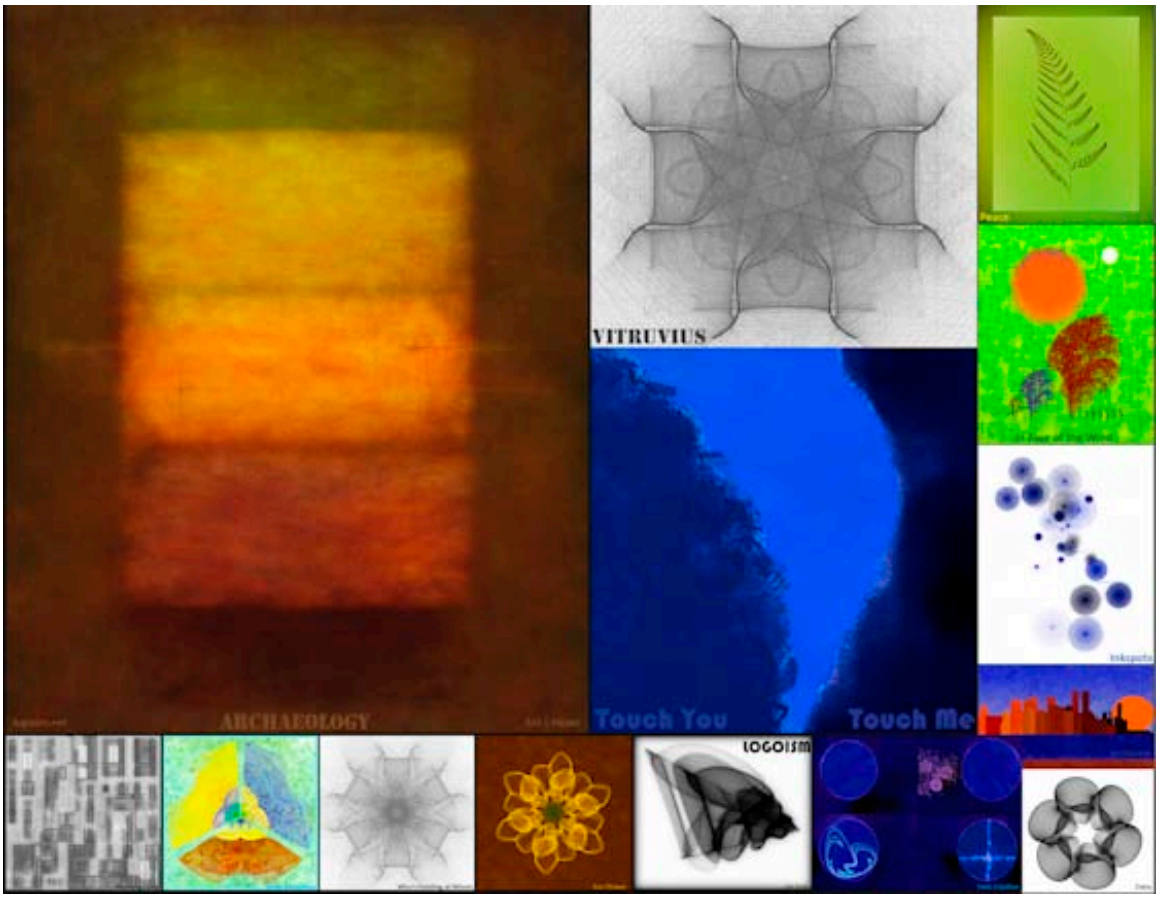
MEDIA CONTACT:
Eric L. Hayes, 202-705-1819
Email: art@commandercrayon.com

PHOTO CAPTION RELEASE

MIT Engineer Will Release Commander Crayon – Software That Allows Artists and Non-Artists to Create Colorful Art From Written Text



These images were derived from the non-commercial version of Commander Crayon. The images are derived from a written program. The programs use math concepts such as algebra and geometry.

[Washington, DC – August 1, 2012] Eric L. Hayes, an engineer with a degree from the Massachusetts Institute of Technology, has released a version of Commander Crayon – an educational programming language that allows users to create images from written text (program). Using this software, users can translate a series of equations and logical steps into a picture. Nothing has to be drawn or painted. "To use an analogy of music, the user is a composer (programmer) who writes the musical score (the program) that the band plays (Commander Crayon) to produce the music (picture) the audience hears (sees). With this commercial version of my software, I want to give other people the experience of creating beautiful art using math," says Hayes. Commander Crayon allows users to create wall art of any size and resolution.

Download high-resolution images from http://www.commandercrayon.com/media

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African-American MIT Engineer Will Release Commander Crayon – Software That Allows Artists and Non-Artists to Create Colorful Art From Written Text

Most evenings, Eric Hayes sits at home in front of his computer creating art. Instead of drawing or painting a picture in the traditional way, he writes the text of a computer program that will be translated into a picture.

"Some people think that that is the hardest way to create a picture. But for a person like me who does not draw well, this is much easier," said Hayes. "And for a person who likes math, this process is actually a lot more fun."

Eric L. Hayes has a Bachelor's degree in Electrical Engineering from the Massachusetts Institute of Technology (MIT). While attending graduate school at Stanford University, he discovered *Logo*, an educational, graphical programming language for kids. *Logo's* goal is to teach kids how to program by allowing them to write programs that draw pictures. Inspired by the idea of being able to teach kids something he enjoyed, Eric created a similar application called *Commander Crayon*. Like many budding entrepreneurs during the Internet boom, he left Stanford University to start his own company to market his software. Unfortunately, the company ran out of funds and had to close down. Referring to the closing, Hayes said, "Don't regret it at all. It was actually one of the happiest times of my life. I actually created and sold something that would help people. That's cool."

For the next decade, Eric put *Commander Crayon* in storage and worked for a number of different companies. He also started collecting art. At one startup, LiteracyPro Systems, he showed a co-worker *Commander Crayon*. At the time, Eric often complained about art's high prices. After seeing *Commander Crayon*, the coworker suggested that he use it to create his own art. Eric took the idea as a challenge and an artist was born.

But being an artist is tough. "There was this huge learning curve. I knew almost nothing about color theory and composition. So I had to read all of these art books to get a feel for what works. I had to rewrite *Commander Crayon* several times to make it more like an artist tool. Then, I had to connect the art theory to mathematical equations and concepts. It took years before I came up with images that people would want to put on their walls," said Hayes.

Now, Eric feels that the time is right to reintroduce Commander Crayon to the world. He has created a non-commercial version that has a smaller command set than the original software to make it easier for people to use. But it still allows users to create images that can be hung on a wall as art.

"I want other people to experience the wonder of translating the elegance of mathematics to the beauty of art. It's a different and interesting way of creating visual art. To use an analogy of music, you are the composer (programmer) who writes the musical score (the program) that the orchestra plays (*Commander Crayon*) to produce the music (picture) the audience hears (sees)," says Hayes.

Both Windows and Macintosh versions of the software will be released in the summer of 2013. For more information, visit www.commandercrayon.com.

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