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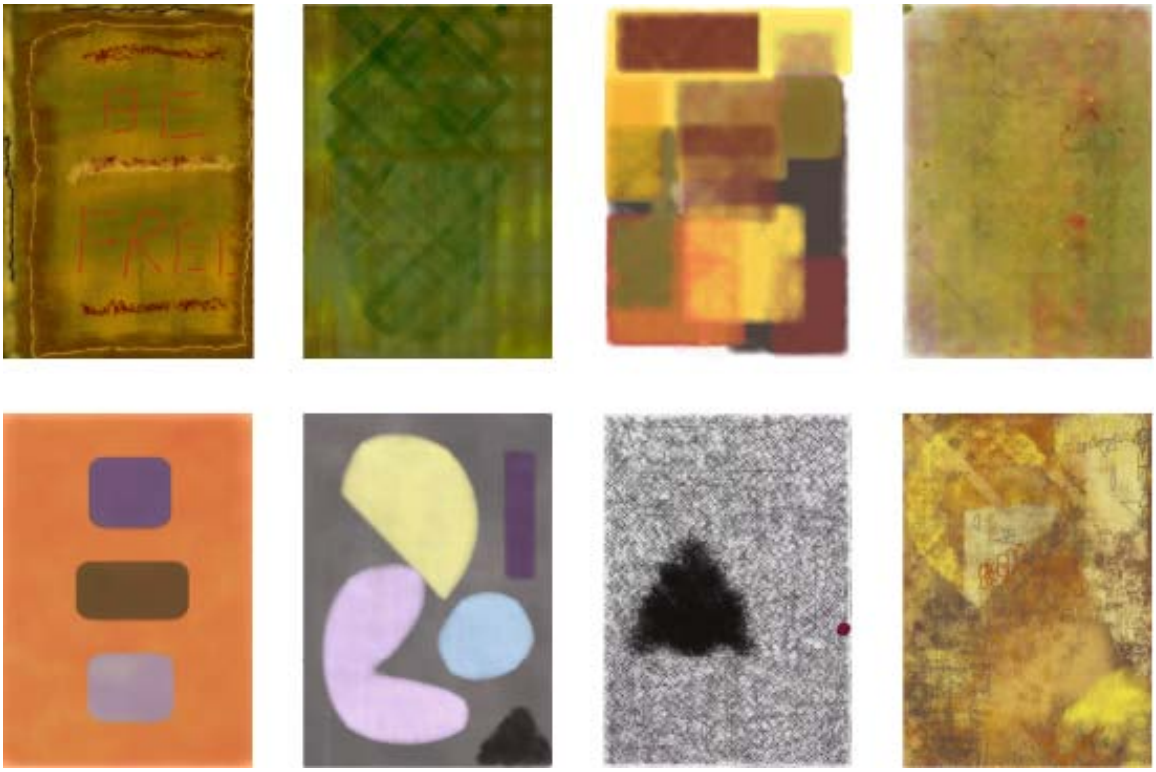
PHOTO CAPTION RELEASE

MIT Engineer Combines Both Art and Math in "Set Paint Go"



Images created with "Set Paint Go."

[Washington, DC – August 1, 2012] Eric L. Hayes, an engineer with a degree from the Massachusetts Institute of Technology, has released "*Set Paint Go*" – a painting application for the iPad. In "*Set Paint Go*", paintbrushes constantly move around the screen canvas. Users select controls to set brush traits such as color, size, pattern, path and boundary. Once these brush traits have been set, the user can sit back and watch as the brushes create an abstract picture. "*Set Paint Go*" is a radically different way of drawing and painting. To use an analogy of music, the user is the composer who writes the musical score (brush settings) that the band plays ("*Set Paint Go*") to produce the music (picture) the audience hears (sees). There is a "Surprise Me" mode in which "*Set Paint Go*" randomly selects brush traits to generate complex images. Users also have the option of drawing directly on the canvas using their finger as with traditional drawing programs. "*Set Paint Go*" allows users to create beautiful abstract images and share them with friends. For more information and to see additional artwork, visit www.logoism.net/tools/setpaintgo.

See images created with "*Set Paint Go*" at http://www.logoism.net/tools/setpaintgo

See next page for full press release.

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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."

During this time period, Eric created another software application called *Chameleon*. In *Chameleon*, squares floated on the screen leaving behind changing patterns. The squares bounced off each other like billiard balls. "It was very fascinating to watch, but I didn't know what to do with it because I couldn't figure out how the user should win points. At that time, it did not occur to me to make it a drawing application."

After thinking about it, Eric realized that he could create a really interesting artist tool by integrating the interface of *Chameleon*, the game he wrote earlier, with the mathematical algorithms underlying *Commander Crayon*. The iPad application, "*Set Paint Go*", was born. In "*Set Paint Go*", paintbrushes constantly move around the screen canvas. Users use controls to set brush traits such as color, size, pattern, path and boundary. Once these brush traits have been set, the user can sit back and watch as the brushes create an abstract picture.

"I feel that "*Set Paint Go*" allows users to see the elegance of mathematics as the beauty of art. To use an analogy of music, the user is the composer who writes the musical score (the settings) that the orchestra plays ("*Set Paint Go*") to produce the music (picture) the user hears (sees)," says Hayes.

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