



The story of how it started

It is fascinating how quickly business plans can change. The iC4K started out as a technology platform designed and manufactured in the Boston area by Almont Studios and Media:LAB. It is used by museums and businesses across the country to interactively present media. The client base for the technology is diverse including VH1/MTV, Peabody Essex Museum, Genetics Institute, Raytheon, The Franklin Museum, Siemens/Corning, MIT, The FDIC, Yankee Candle, The National Park Service, The Massachusetts Turnpike Authority and many more.

Then there was the phone call that changed everything.

The mother of the company owner had sudden onset multi faceted cognitive impairment with severe anxiety issues. The owner, Almont Green, flew to Kansas and a team was assembled. The team included care givers, medical doctors, a psychotherapist and a most amazing doctor of education specializing in brain and cognitive issues based out of Hutchinson, Kansas. Being a big fan of the works of Oliver Sacks, Almont dubbed him as the Oliver Sacks of Hutchinson. If you don't know who Oliver Sacks is, take a quick peek on Wikipedia. He was an extraordinary man who believed that the brain is the "most incredible thing in the universe". That Hutchinson Doctor, along with the rest of the team, had a big impact on Almont.

What happened next is quite extraordinary. Inspired by the work of the team and his mother's improvement, Almont moved equipment from Boston to a 10,000 sq. ft. space at the mall in Hutchinson, Kansas. Moving the equipment there would make it possible to convert the iC4K into a technology platform for use by his mom to reduce anxiety and improve cognitive function. Being in Hutchinson made it easier to implement many ideas and methods for his mother into the iC4K-QoL. The team could advise and comment on its efficacy using direct observation. The same technology that was being used to deliver interactive museum experiences and informational content turned out to be extraordinarily well suited to deliver an improved quality of life for his mother. Today, her quality of life continues to be positively impacted by the iC4K-QoL.

Early on, the question; "Could the benefits realized by his mother be transferable to others?". That fostered many more discussions between Almont and the team. The thinking quickly focused onto the need for complete customization and a thoughtful implementation that takes into account the individual needs of each iC4K-QoL system user.

That infrastructure is now in place in Hutchinson for doing a pilot program with a few carefully selected forward thinking facilities. Given the on-going nature of iC4K system development, the technology will be available only on a subscription basis. Initially, even though units are customized, costs will be nominal for those selected to participate in the Wichita/Hutchinson area. For more information, contact Almont Studios/Media:LAB on the web at <http://iC4K.com> • email: ag@iC4K.com or