

EMBARGOED FOR OCTOBER 23, 2018

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Introducing MITA **Music Software for Every Listener**

About MITA

Los Angeles, CA — ArtsInteractive announces today the launch of Music In the Air ([MITA](#)), the first music exploration platform of its kind.

MITA [me-tuh] is an all-in-one resource with thousands of instantly accessible sounds that emphasize *hearing* music as the key to engagement and understanding. A deep but compact and easily navigable computer application geared toward both seasoned connoisseurs and curious newbies (as well as music educators, students, and professionals), MITA dissolves longstanding barriers between the traditionally segregated areas of music history, theory, and performance by dynamically linking four main sections:

- 1) *An Eventful Story*: Over 800 highly readable, illustrated pages traverse the story of Western and global music traditions, liberally interspersed with audio excerpts and instant links to the other sections
- 2) *Listening Guides*: Detailed, interactive prose accounts of more than 160 pieces. World-class recordings linked to dual-layered descriptions offer beginners and experts alike lasting hooks into what they are hearing
- 3) *Interactive Scores*: More than 120 sounding, richly annotated scores using MITA's unique "bouncing blocks" that enable users at all levels to either follow along or dive into a work as deeply as they wish
- 4) *Deep Glossary*: Hundreds of clear definitions supported by custom sound excerpts explained with real-time text pop-ups. Optional extended essays

MITA is the brainchild of UCLA Distinguished Professor of Music Robert Winter and designer-programmer Peter Bogdanoff. "We shared this vision twenty-five years ago," said Winter. "We are thrilled that advances in technology and the internet have finally caught up with our dream."

Their vision has always been to empower users—whether teachers, students, music professionals, or self-learners—to chart their own pathways to understanding. Whether a mass setting by Josquin, a fugue by Bach, a waltz by Johann Strauss, Jr., the minimalist odyssey of Steve Reich, the media explosion that fueled the rise of popular music, or the inner secrets of the Chinese guzheng, MITA's groundbreaking tools enable users across all levels to grasp formerly inaccessible technical terms and to even follow 4,000 pages of Interactive Scores.

Speaking of the guzheng, a full Chinese translation of MITA is already underway with one of China's premier music publishing houses.

MITA encourages the kind of sustained attention that has become increasingly rare amidst the endless distractions of our modern world. Its underlying philosophy and expert execution is

what attracted the interest of Robert Freeman, retired longtime dean of the Eastman School of Music, the New England Conservatory, and the College of Fine Arts at the University of Texas at Austin. Freeman—the author of the highly acclaimed *The Crisis of Classical Music in America*—now serves as senior educational liaison for MITA’s team. “MITA has the promise of transforming the way we approach music studies,” Freeman remarked. “It draws users naturally into focused reading, listening, and viewing. Its benefits to cognitive thinking extend well beyond the field of music studies.”

The History of ArtsInteractive Tracks the History of Digital

Winter and Bogdanoff have pioneered interactive, sound-drenched musical software since the dawn of the CD-ROM in the early 1990s. Upon seeing Winter’s presentation of *Multimedia Beethoven: The Ninth Symphony* in 1990, [Bill Gates remarked](#), “We’ve finally seen what CD-ROM was made for.” Winter and Bogdanoff’s multimedia work has been praised in publications including *The New York Times*, *Wired Magazine*, *Newsweek*, *the Wall Street Journal*, and *People Magazine*. Writing about the Beethoven program, [The New York Times called Winter](#) a “master teacher,” describing the software as an “ideal musical companion.”

Winter and Bogdanoff have from the outset designed MITA—the product of more than 30,000 hours of design, programming, and content creation—to foster more intuitive and user-generated learning. Winter has taught more than 20,000 students during his tenure at UCLA (with America’s most diverse student body). He has been teaching with MITA for eight years across an array of general education, undergraduate major, and graduate courses, including rigorous courses on the performing arts that regularly filled 545-seat Schoenberg Auditorium. Along with being the recipient of a Guggenheim Fellowship and the Otto Kinkeldy Award from the American Musicological Society (for his contributions to the *The Beethoven Sketchbooks*), he is the recipient of two of UCLA’s most cherished faculty awards: the [Distinguished Teaching Award](#) in 2006 and the Faculty Research Lecture in 2010. His pre-MITA activities include three nationally broadcast radio series over American Public Radio and hundreds of pre-concert lectures with the Los Angeles Philharmonic and a host of other institutions.

Bogdanoff’s background and highly unusual skill set as a combination designer, programmer, and composer make him uniquely qualified to chart MITA’s path. He holds a Master’s degree in composition from Indiana University, and his past collaborations have included work with Joseph Horowitz on projects for the Pacific Symphony and the New York Philharmonic.

How to Test Drive MITA

Try the Expanded MITA Sampler free for 30 days. It then reverts to the MITA Sampler—a permanently free, full-featured, restricted-content (10%) version of the program—which offers a complete experience of MITA’s powerful, intuitive tools. Users can upgrade at any time to the full subscription version using one of three available plans:

- Monthly – \$12.95 per month
- Semi-Annual – \$64.95 for 6 months
- Annual – \$124.95 for one year (special launch price of \$99.95 until November 30)

Download Link: artsinteractiveinc.com/expanded-mita-sampler

ArtsInteractive undertakes regular rollouts of new features and additional content, always providing the latest version of MITA at no extra charge to subscribers.