

## Grammy, Emmy Award Winners Join Rock Prodigy Advisory Board

LOS ANGELES (Feb. 22, 2011) – The Way of H, Inc., creators of interactive music education application [Rock Prodigy](#), today publically announced the names of the advisory team that has helped guide the creation and launch of Rock Prodigy. Since the January 2011 release for Apple's ® [iPhone](#) ®, [iPad](#) ® and [iPod](#) ® Touch, Rock Prodigy is a 2011 finalist for an Appy Award in education, a 2011 Top Five Finalist for About.com's Readers Choice Award for best free iPhone/iPad app, and was featured as "What's Hot" in Apple's App Store.

"The initial release of Rock Prodigy would not have been possible without the support and guidance of the enormously talented members of our Advisory Board," said Harold Lee, co-founder of Rock Prodigy and CEO of The Way of H, Inc. "They continue to play an important and active role in shaping our company's future plans."

Advisory Board Members include (full biographies follow):

**Rob Cavallo:** Currently chairman of Warner Bros. Records and one of the top-selling producers in the world, Cavallo produced or had creative involvement in albums that have sold more than 125 million units. In 1998, Cavallo was awarded the "Producer of the Year" Grammy and was nominated for the same award in 1999, 2004 and 2010. Cavallo has also won Grammys for his producing work with Green Day, including "Best Rock Album" for American Idiot in 2004 and, in 2005, "Record of the Year" for Boulevard of Broken Dreams. Cavallo's work has amassed six Grammy awards, an Oscar, a Golden Globe and numerous nominations.

**Roger Danneberg, PhD:** An associate research professor at Carnegie Mellon University's School of Computer Science, Dannenberg leads the University's world-renowned Computer Music Project, is an accomplished researcher published in numerous books, articles, technical journals and holds several patents in the field of music technology. Dannenberg is co-inventor of Rock Prodigy's revolutionary patent-pending polyphonic pitch recognition software, an innovative music technology which can tell musicians when a correct note or chord is played.

**Steve Moir:** An entertainment executive with more than 30 years experience and the founder of Moir Entertainment and co-founder of Moir Borman Entertainment, Moir has co-managed top artists including The Rolling Stones, Garbage and Kenny Loggins, as well as Grammy-winning record producers and mixing engineers like Brendan O'Brien.

**Robert M. Breech:** A seven-time Emmy award winning producer and vice president of development, David E. Kelley Productions, in one hour dramatic television, documentaries and as a consultant in motion pictures, Breech's credits also include executive producer, *The Practice*; consulting producer, *Boston Legal*; co-producer, *Ally McBeal*; and producer, *L.A. Law*.

**Gary Borman:** Borman is a manager and marketer of musical artist's careers and the founder of Borman Entertainment and co-founder of Moir Borman Entertainment. Borman, over the course of 34 years, has guided the careers of a wide variety of artists including James Taylor, The Violent Femmes, Alison Krauss and The Bee

Gees. Borman has also developed many artists from the ground up such as Faith Hill, Keith Urban and Lady Antebellum. Currently under Gary's company's direction are My Morning Jacket, Michael Franti and Spearhead, Keith Urban, Alison Krauss and Lady Antebellum.

**Patrick Bennett:** Bennett is an award-winning filmmaker and IT executive recognized by *IT Today* as one of "IT World's Top 100 People." Bennett was previously an executive in Deloitte Consulting's Media Practice and an executive director with E! Entertainment. While at E!, Bennett launched a new massively multimedia website. Bennett holds a B.A. in Literature from Cornell University and an M.B.A. from UCLA Anderson.

**Charles B. Ortner:** Ortner is a music, media and entertainment lawyer, who has represented many of the world's most famous recording artists, including Madonna, U2, Lady Gaga, Michael Jackson, Sting, The Police, Ke\$ha, The Eagles, Bon Jovi, Sean "Diddy" Combs, John Legend, Maroon 5 and My Chemical Romance, as well as many of the world's leading entertainment companies, including Sony Music, BMG, Warner Music, and EMI. Ortner is also National Legal Counsel to The Recording Academy (the Grammy Award organization) and serves as a member of the Board of Trustees of the John F. Kennedy Center for the Performing Arts and the Grammy Museum.

**Mike Vizvary :** Vizvary is a media executive with more than 20 years of experience and the founder of Revolution Media, a boutique agency specializing in marketing, strategy, media buying and advertising analytics. Vizvary was previously the vice president for marketing communications for Guitar Center, one of the world's largest music instrument retailers.

**Rock Prodigy is not a game but a disruptive learning technology.** Rock Prodigy allows guitar players, whether beginners or accomplished musicians, to interactively play along to the master recordings from some of the world's most recognized artists including Metallica, Lynyrd Skynyrd, Smashing Pumpkins, Paramore, Keith Urban, The Pretenders, the Grateful Dead, Johnny Cash and more. Guitarists learn and improve through instantaneous feedback. For beginners, it's a fun, easy way to start. For accomplished players, it's a great way to learn new songs and riffs quickly. Rock Prodigy works with any guitar, whether electric or acoustic, and without the need to purchase other equipment or game controllers.

### **About the Way of H, Inc.**

The Way of H, Inc. is a music technology company based in Los Angeles focused on changing the way people learn, play and interact with music. Rock Prodigy, the company's first product, is a revolutionary interactive music app powered by patent-pending polyphonic pitch-recognition technology that allows musicians of all skill levels to use any instrument and provide instant performance feedback to accelerate learning.

For more information, visit [www.RockProdigy.com](http://www.RockProdigy.com)