



## Media Release

20 June, 2006

## Media made for Mini Eyes

Sydney mother and founder of Minimedia Productions, Francesca Beattie, is set to release the first title in a new educational DVD series specifically designed for infants.

The title not only goes towards filling a gap in the market in terms of 'Australian' programs for the age bracket, but is groundbreaking for its new media delivery and learning system.

The new system developed by Minimedia Productions addresses paediatric concerns about rapid visual/video imaging (or "RVI") and multiple stimuli occurrences found in conventional television and video.

"These concerns relate to the adverse effects that sensory overloading can have on the neurological development of an infant's brain," said Ms Beattie.

According to experts the 'mesmerising effect' created by this type of media delivery can not only negate the potential educational benefit of children's TV/video programs, but can also affect the infant brain's developing attention system such that it can start to become habituated to constant stimulus-seeking.

"Research is showing this to be an extremely serious consideration in terms of the increasing incidence of attention deficit problems diagnosed in children later on in school," said Ms Beattie.

What Francesca learned through trial and research about the significance of 'delivery' rates led her to the creation of a program that not only addresses professional concerns regarding TV and sensory overloading but provides true educational value for the very young. "For infants, 'age-appropriate content' and 'repetition' are simply not enough," she said.

In the new DVD, words, sounds and actions are timed, structured and sequenced to avoid 'sensory overloading' and at the same time provide infants with an opportunity to properly process and digest what they are seeing and hearing, and respond accordingly. "To achieve this meant viewing media through new eyes," said Ms Beattie. "Infants' eyes".

A colourful book theme has been adopted for the series and infants are able to follow what is essentially, to an infant, a 'magically moving' baby book.

"The ideal age range is age two and under. There are also interactive components to the program, aimed at providing older infants/toddlers with a sense of control and involvement within their learning environment," Ms Beattie said.

Minimedia Productions has been congratulated on its initiative by leading international researchers: Professor Daniel R Anderson and Dr Dimitri Christakis; together with Australia's Dr John Irvine and Dr Michael McDowell (leading author of the Royal Australasian College of Physician's policy report on Children and the Media: Advocating for the Future).

The debut title 'My Little Everyday ABC' (Bab-e-books™ series) will be released next month into baby stores, educational toy stores and book stores. It can also be purchased through online educational retail and further details can be obtained by visiting [www.minimedia.com.au](http://www.minimedia.com.au) (officially launched yesterday).

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