

The News Room

Press Release

For immediate release

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Infants and Toddlers Can Increase Reasoning and Intelligence Through Mozart's Music

Follow-up to Baby Einstein is based on research from The University of California at Irvine

Baby Mozart soundtrack also available on Compact Disk and audio cassette

ATLANTA, Ga., February 1, 1998 -- The Baby Einstein Company today unveiled *Baby Mozart*, the second in a series of educational videos aimed at facilitating the brain development of infants and toddlers.

The video, for ages 1 to 36 months, features visually stimulating scenes set to a wide variety of Mozart pieces. This developmental video series was created by Julie Clark, a former teacher and current stay-at-home mom and entrepreneur.

"Scientific data has confirmed that the first three years of a child's life are the most critical for both intellectual and physical development," said Clark. "My *Baby Mozart* video addresses both areas of development."

An increase in intelligence

The *Baby Mozart* video is based on studies performed by University of California researchers Gordon

Shaw, a neuroscientist, and Francis Raucher, a psychologist.

In two separate studies, one focused on preschoolers and the other on college students, the data demonstrated an unmistakable link between music and increased spatial intelligence. Spatial intelligence and reasoning are crucial for higher brain functions such as complex mathematics and science, as well as the ability to play chess and solve puzzles.

The finding showed that music lessons, or even simply listening to music -- particularly music composed by Mozart -- increased the students' spatial reasoning performance on intelligence tests.

Physical benefits

In addition to an increase in spatial intelligence, other research indicates that exposure to Mozart's music -- and classical music in general -- can have a positive effect on physical health. It increases endorphin levels, boosts immune function, regulates stress-related hormones and improves coordination. In a hospital study, premature babies exposed to classical music thrived and were released home earlier than those who heard no music.

"Parents should think of *Baby Mozart* as a gentle introduction for children to the music of Mozart. I think of the tape as a 'video board book' that will stimulate a baby's brain with musical and visual experiences," said Clark. "And based on the research data about an increase in spatial intelligence and physical well-being, parents who purchase the video for their babies can feel confident that their children are receiving a good head start."

Baby Mozart and other products from The Baby Einstein Company are available through an toll-free mail order service (800-793-1454) or The Right Start catalog (800-548-8531), and baby specialty stores nationwide.

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Music featured on Baby Mozart

The soundtrack of Baby Mozart features carefully selected works of Wolfgang Mozart, arranged and orchestrated for young listeners by musician, sound designer and dad William Weisbach. Featured works include:

Piano Sonata in C, K330, first movement

Piano Sonata in C, K545, first and second movements

Variations on "Ah vous dirai-je, maman", K265/300e, variations 1, 7 and 11

Concerto for Flute and Harp in C, K299, first movement

Piano Sonata in A, K331, third movement (Rondo Alla Turca)

Sonata in D for Two Pianos, K448, first movement

Divertimento No. 17 in D

Piano Sonata in Bb, K570, third movement

Piano Sonata in F, K533, third movement

The Magic Flute, K620, Papageno Arias No. 2 and 20
Symphony No. 41 in C, K551, fourth movement

These and additional pieces by Mozart are available on CD and audio cassette.

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About The Baby Einstein Company

The Baby Einstein Company is dedicated to the development of products that contribute to the intellectual growth of infants. The company was founded by Julie Aigner-Clark, 32, a former teacher of English and psychology. In addition to developing and marketing her developmental videos, she is a stay-home mom that enjoys the parenting challenges of raising daughters Aspen, 4, and Sierra, 1.

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Review copies of Baby Mozart and other products produced by The Baby Einstein Company are available to the press upon request. Please call 303-706-9858.

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