



PRESS RELEASE

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PNY and Red Barn Support Innovative Program for At-Risk Youth

PNY donates workstation-class NVIDIA® Quadro® graphics cards for new digital art technology classroom for The Animation Project

PARSIPPANY, N.J. — (August 7th, 2014) — The Animation Project (TAP) in New York has pioneered a novel and effective method for helping at-risk youth: Use digital art technology as a therapeutic medium and workforce development tool. To support this effort, PNY, Intel and Red Barn Technology Group contributed to the creation of a new classroom of graphics workstations to assist TAP in its endeavors.

TAP is using the new graphics workstations in its 3D Computer Animation Therapy groups, which are hands-on, direct service groups in which youths work together as a team to produce an original computer-animated video. The new systems replace TAP's previous outdated computers with super-fast, 3D-ready workstations.

“Better, faster machines translate directly into more engaged youth, and thanks to the gift of these high-end workstations to TAP, the talented youth we serve will now have computing power equal to their aspirations,” said Brian D. Austin, founder and executive director of TAP.

The technology companies provided a total of 12 workstations to TAP. PNY donated the high-end [NVIDIA Quadro graphics cards](#), Intel Corp. donated i7 motherboards and Red

Barn Technology Group spearheaded the project and donated integration and warranty services.

“TAP is doing important work that relies on graphics technology for its core mission, and we are delighted to be in a position to help support this worthwhile effort,” said Jeff Medeiros, director of marketing for PNY. “NVIDIA Quadro cards’ superior image quality makes them the graphics boards of choice for professional designers. Now the TAP program, which serves as an excellent training ground for the next generation of computer graphics practitioners, can provide its students with the same power as the professionals use.”

TAP’s 3D Computer Animation Therapy Group sessions provide an environment where youth can practice self-governance and learn social skills through making creative decisions as a group. At the same time, TAP participants gain professional-level animation skills and use them as an expressive means of revealing and managing their aspirations and frustrations.

“Red Barn was delighted to have the opportunity to assist in creating a new classroom of graphics workstation to assist the TAP program and we are thankful for the support from PNY and Intel,” said Jon Layish, president of Red Barn. “We think program serves a great purpose to keep "at risk" youth moving in the right direction.”

PNY Also Donates NVIDIA Graphics Boards to SIGGRAPH Student Volunteer Program

Now in its 41st year, the **SIGGRAPH** conference is the premier international event on computer graphics and interactive techniques. For many years PNY has been a proud donor of NVIDIA graphics boards to the SIGGRAPH Student Volunteer program which enables students to help support the SIGGRAPH conference and have the opportunity to meet and learn from professionals, creators, educators, visionaries and each other.

PNY will be exhibiting in booth #908 at SIGGRAPH 2014, being held August 10-14 in Vancouver, B.C., Canada. Visitors can see first-hand how NVIDIA Quadro graphics can be used to accelerate professional 3D applications. [Learn more.](#)

About The Animation Project

Capitalizing on youth's natural interest in new media, [The Animation Project \(TAP\)](#) engages at-risk kids in digital art-fueled group therapy sessions that cultivate self-expression, improve self-esteem, enhance social and emotional coping skills—while simultaneously fostering the development of practical computer competencies that transfer to a variety of career and education paths.

About PNY Technologies, Inc.

Established in 1985, PNY Technologies, Inc., is an authorized NVIDIA Quadro Partner. Offering pre- and post-sales assistance, three-year standard warranty, toll-free professional technical support and an unwavering commitment to customers satisfaction, PNY lets its partners and customers experience first-hand why PNY is considered a market leader in the professional graphics industry. The company also offers a full line of high-end memory upgrade modules, flash media, USB flash drives, portable hard drives and flash peripherals. With headquarters in Parsippany, N.J., PNY maintains facilities in North America, Europe and Asia. For more information, please visit www.pny.com.

About Red Barn Technology Group

Founded in 1996, [Red Barn Technology Group \(RBTG\)](#) has become a diverse company equipped to serve a wide range of clients with its technical support and solutions. RBTG has an unending commitment to quality, with regard to both service and products—combining large-volume capacity with the personal touch to ensure delivery of an end product that is right for each customer.

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