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FOR IMMEDIATE RELEASE

DeafDC.com Announces Total Coverage of Captioned Films in the Greater Washington, D.C. Metro Area

Washington, DC – Tuesday, November 1, 2005 – Up until today, moviegoers who were deaf or hard of hearing had to sift through multiple websites searching for local films that are captioned and, therefore, accessible. Thanks to the efforts of DeafDC.com, all captioned film information can now be found at one centralized location: DeafDC.com (<http://www.deafdc.com>).

Since January 2005, DeafDC.com has offered a partial listing of captioned films in the greater D.C. area. By collaborating with local theaters, DeafDC.com is now proud to announce total coverage of all local theaters inside and near the Beltway, offering the nation's most comprehensive listing of captioned films in any major metropolitan city.

Currently, DeafDC.com lists captioned films playing at numerous theaters in the area stretching as far as Springfield, Virginia, to Frederick, Maryland. This past Halloween weekend boasted more than a dozen different captioned films area-wide.

“Our theater listings represent an unprecedented diversity of films and locations not previously experienced before by any deaf or hard of hearing population,” said Robert Rice, president of BayFirst Solutions, LLC, a deaf-owned management and technology consulting firm that operates DeafDC.com. “We are thankful for the numerous corporate sponsors that have contributed to the success of this valuable community resource.”

DeafDC.com lists four primary captioning techniques in its listings: open captioned for the deaf and hard-of-hearing, rear window captioning, DTS's Cinema Subtitling System, and subtitles. At the end of every business week, the listings are updated via sophisticated data-gathering methods so deaf and hard-of-hearing moviegoers can easily plan their entertainment opportunities for the upcoming weekend.

This project was made possible by the cooperation of theaters including Lowes Cineplex Theatres, Regal Entertainment Group, Landmark Theaters, Consolidated Theatres, AMC Entertainment, Muvico Theaters, and Crown Theatres; as well as the collaboration of InSight Cinema and the National Center for Accessible Media.

DeafDC.com is the premier website for the Washington, D.C. professional deaf and hard-of-hearing population. Serving the largest deaf and hard-of-hearing population in the United States, the website, launched January 2005, offers captioned film listings, deaf staff bloggers, Deaf Professional Happy HourSM, local organization listings, a job board, continuing education and professional development program information, and more. DeafDC.com is owned and operated by BayFirst Solutions, LLC. For more information about DeafDC.com or to inquire about advertising opportunities, please contact Adam Stone, DeafDC.com Manager, at adam.stone@bayfirst.com.

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