

### **The Morphic Group Founders To Author Adobe AIR Book**

Brookline, MA – October, 1, 2007. Today three leaders in the technology field and creative services industry announced the formation of The Morphic Group, a Boston-based company specializing in "high-end Flex, ActionScript, and Flash development with an engineering focus." Joey Lott, Sam Roach, and Sam Ahn bring together decades of expertise and experience to fill what they see as a significant need for countless companies struggling to get up to speed in the Web 2.0 marketplace. The three are recognized throughout the industry for their leadership (authors of best-selling technology books and leading speakers at industry conferences) and award-winning work, and they feel that they offer to clients what no other agencies are offering: high-quality work with an engineering focus.

#### **Quotes**

"Writing books like this one isn't purely a commercial venture. It's about contributing to the developer community. But it's also selfishly motivated in that we think that education leads to better developers, and that might help us to hire more top-notch developers to meet the high demand we receive at The Morphic Group," says Joey Lott.



#### **About The Morphic Group**

The Morphic Group specializes in high-end Flex, ActionScript, and Flexwork with an engineering focus.

#### **Contact The Morphic Group**

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