

SENSORY TECHNOLOGY & EXPERIENTIAL PRODUCTION

# Don Estes

*Founder, InnerSense, Inc. · Creator, The Portacle*

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To whoever is reading this,

I've known Jeffery Ferguson – "Phoenix" – since he first came through The Portacle, my sensory-resonance installation, at Lightning in a Bottle. What began as a visitor's introduction to work I've spent decades developing – Sensory Resonance, the framework I published as *Harmonic Law: The Science of Vibration*, and the VibraSound® technology built on it – turned into a working relationship that ran for several years.

Jeffery brought people to Los Angeles specifically to experience and understand what InnerSense offers, and he collaborated directly with my production team – myself and Randy Stack – on Burning Man visual-art work, including a cymagraph video project set to music that we produced together with the Skytones team. He also worked through the technical side of installing components of the Portacle system, and was thorough enough about confidentiality that we ended up negotiating a mutual NDA before sharing certain material both directions – not something I'd say about most people who come through this work.

What stood out to me is that Jeffery treats experiential and sensory technology as something to actually build and produce with, not just talk about. He's comfortable moving between the technical, the artistic, and the logistics of getting a live installation in front of an audience – a rarer combination than people expect.



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Don Estes · Founder, InnerSense, Inc.

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A DRAFT FOR DON TO MAKE HIS OWN BEFORE IT'S SIGNED – HIS WORDS IN, MINE OUT,  
WHEREVER THEY DON'T MATCH.