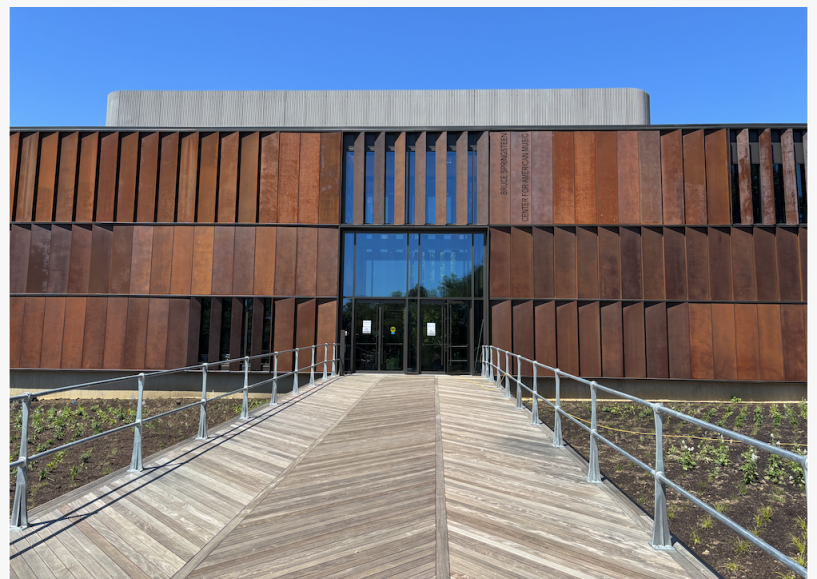


Mind Over Data Powers Interactive Experiences at New Bruce Springsteen Center for American Music

Custom software brings visitors closer to the stories, places and musical influences that shaped one of America's most iconic artists

MEMPHIS, TN, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- When the [Bruce Springsteen Center for American Music](#) opened its doors this summer on the campus of Monmouth University in West Long Branch, New Jersey, visitors were welcomed into an immersive journey through the history of American music and the enduring legacy of Bruce Springsteen. Behind many of the center's interactive exhibits is the work of Tennessee-based custom software developer [Mind Over Data](#), whose technology helps transform stories into engaging digital experiences.



Behind many of the interactive exhibits at the Bruce Springsteen Center for American Music is the work of Tennessee-based custom software developer Mind Over Data, whose technology helps transform stories into engaging digital experiences.

Beginning in 2023, Mind Over Data partnered with Michael Buday MPS, LLC and an accomplished team of museum designers, audiovisual specialists and exhibit fabricators to develop five custom interactive displays that invite visitors to explore the people, places and music that influenced Springsteen while celebrating the broader story of American music.

The exhibits developed by Mind Over Data include several interactive programs such as the American Music Map which allows visitors to explore the breadth of our musical heritage by sampling songs and music genres from coast to coast. Another program features a dynamic map of New Jersey to highlight landmarks central to Springsteen's life and lyrics. In the Songwriting Gallery, three interactive programs are featured. A digital notebook program, Words to Music, lets guests thumb through Springsteen's handwritten lyric pages. In the Circle of Influence

program, Bruce explains how he's just one link in the chain of songwriters, and visitors can explore those artists who inspired Springsteen and those who were influenced by him. Lastly, the Anatomy of a Song program enables visitors to get the backstory on the musical origins and meaning behind his popular song, Born in the U.S.A.

"Our team loves projects where technology becomes part of the storytelling," said Tom Kirstein, managing partner of Mind Over Data. "This wasn't about building software for software's sake. It was about creating experiences that help visitors make personal connections with the music, the history and the people behind it. To contribute to a project celebrating not only Bruce Springsteen's legacy but also the rich tapestry of American music was incredibly rewarding for our entire team."

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interaction was carefully designed to feel natural. We spent countless hours testing every detail because when someone steps up to one of these kiosks, the technology should disappear and the story should take center stage."

The project represents the latest collaboration between Mind Over Data and Michael Buday, who specializes in media production for museums and visitor centers. Their partnership spans more



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Mind Over Data project manager Paul Shafer and a team of software developers spent months collaborating with the broader project team to ensure every interaction felt intuitive while faithfully supporting the exhibit's educational mission.

"One of the most rewarding parts of this project was watching each exhibit evolve from an early concept into something visitors can experience firsthand," said Shafer. "Whether someone is exploring musical genres across America, discovering places that shaped Bruce's life or flipping through digitized handwritten lyrics, every

than 15 years and includes acclaimed projects such as the Ray Charles Memorial Library, the GRAMMY® Museum and the Woody Guthrie Center, to name a few.

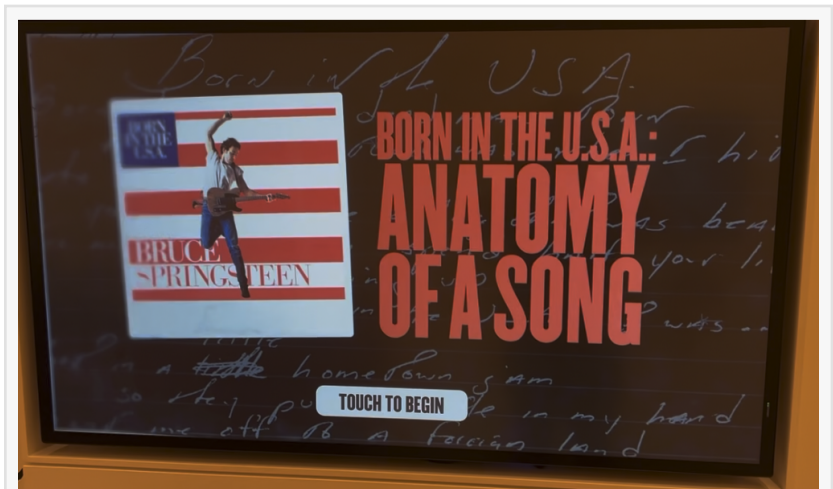
For Michael Buday, the Bruce Springsteen Center for American Music was an opportunity to reunite a trusted team that understands how technology can deepen the visitor experience.

"These projects succeed because they're built on collaboration," said Buday. "When the opportunity came to work on the Bruce Springsteen Center for American Music, I knew I wanted to bring together partners who understand not only how to build exceptional technology, but why it matters. Mind Over Data has always approached these projects with the visitor in mind. They don't simply write code. They understand the story we're trying to tell and create software that allows people to engage with it at their own pace. That's what makes them such valuable collaborators."

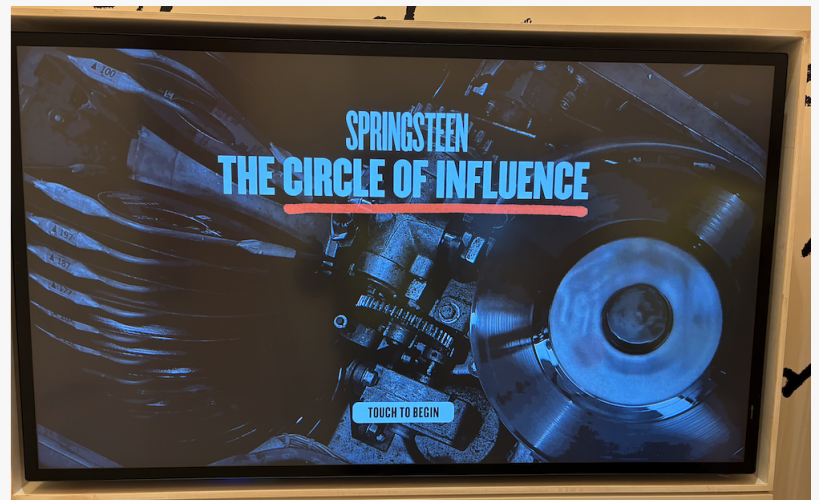
The Circle of Influence program exemplifies that philosophy. Designed to resemble a classic jukebox, the interactive experience illustrates the artists who inspired Springsteen alongside musicians whose work was shaped by his influence. The installation reinforces one of the center's central themes: that Springsteen's story is inseparable from the larger story of American music.

"Bruce was very intentional that this center not simply be about him," Buday said. "He wanted it to celebrate America's musical heritage and show how artists influence one another across generations. The technology allows visitors to make those connections themselves, creating a richer and more personal experience."

For Mind Over Data, projects like the Bruce Springsteen Center for American Music demonstrate how custom software can extend well beyond traditional business applications. While the



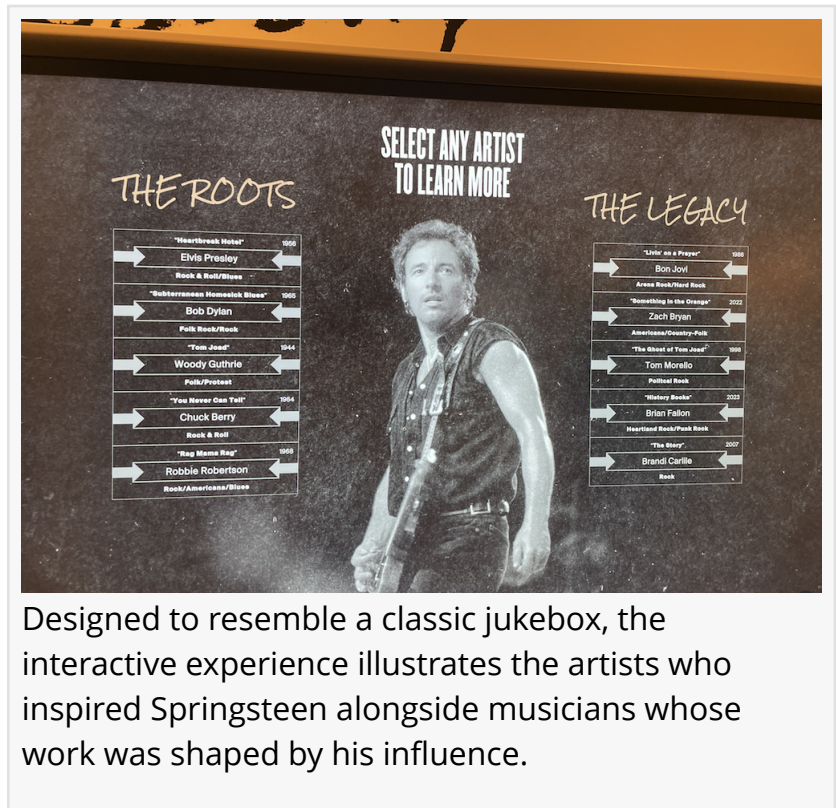
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company is widely known for developing software solutions for healthcare, logistics, manufacturing and other industries, museum installations require a unique combination of technical precision, creativity, and user-centered design.

"Whether we're developing a healthcare platform that improves patient outcomes or creating interactive exhibits for a museum, the goal is the same," Kirstein said. "We're solving problems with technology in ways that make information more accessible, engaging and meaningful. It's especially gratifying when that work helps preserve and share stories that will inspire generations to come."



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As thousands of visitors begin exploring the Bruce Springsteen Center for American Music, the interactive experiences created by Mind Over Data will help each person discover American music in their own way: one touch, one story and one song at a time.

About Mind Over Data

Mind Over Data is a Tennessee-based custom software development and technology consulting firm specializing in designing and developing [innovative software](#) solutions for organizations across healthcare, manufacturing, logistics, finance, education, nonprofits and cultural institutions. The company partners with clients nationwide to solve complex challenges through intuitive, reliable technology that enhances operations and creates exceptional user experiences. Mind Over Data has built technical solutions for clients large and small, including the GRAMMY® Museum, The Clinton Museum, The Woody Guthrie Center, FedEx, International Paper, Hilton and ServiceMaster. For more information, call 901-751-8866 or visit www.mind-over-data.com.

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