

[English Translation]

Music Training App - Must Have for Exams

[Hong Kong Economic Times - Hong Kong, 31 Jan 2013] Many middle class parents arrange piano lessons for their children in order to receive a professional exam diploma. Former executive director of a listed company developed a musical app called "AURALBOOK." It includes clapping and singing exercises, which allow the user to learn any time, anywhere. The software can also record and recognize mistakes. Users can correct the mistakes step-by-step. This can help users to receive their diploma of international music exams successfully.

Technology company, Playnote, was founded by musician and technology experts in 2010. They specialize in R&D of musical education products. Playnote's CEO, Mr. Eric Yung, has an engineering background. He was the director of Perception Digital (HKEX: 01822). He also loves music. Besides opera performance, he has conducted orchestras.

Eric, who has piano teaching experience, said he developed the idea 20 years ago as a secondary school student. When the iPad was launched, he found that the iPad was fast and portable, perfect for musical training. As a result, he started to write code and in 2010, he started Playnote with his partner and developed the "AURALBOOK" app.

Currently, about 100,000 music students attend the ABRSM exams every year. Eric has found that many music teachers don't know how to teach aural skills well. So, AURALBOOK provides clapping and singing exercises. Users can choose different difficulty levels for practice.

Find out the problem in beat and pitch instantly

AURALBOOK is available in an Android and iOS version. It can be downloaded for free. In the free version, 12 questions are provided. If more questions are needed, users must pay an extra fee. For the ABRSM Grade 1 version, every extra 60 questions costs HKD\$98. For the ABRSM Grade 8 version, every extra 60 questions costs HKD\$158.

Currently the app is available in Cantonese and English versions. Eric provided a live demonstration yesterday. When he finished the exercise, the app pointed out the mistakes, e.g. whether the beats and pitches were correct and then provided suggestions for improvement. Users can also listen to their own performances instantly.

Playnote is planning to provide a Mandarin version for the Chinese market. Eric said they provided the iPad version first because the quality of the microphone in Apple's product was better and the voice recording was more accurate. Though there are many Android based products, the quality of the microphone of Android products is not standardized and so the R&D team needs more time to adjust the app.

Playnote, through the production of AURALBOOK, has won the grand award of Best Startup Company and merit award of Best e-Learning Award in Asia-Pacific Information and Communication Technology Alliance Award (APICTA) last year.