

[English Translation]

“2012 APICTA Grand and Merit Award” Winner, Playnote, Expands Music e-Learning App to Android Platform

[TechRitual.com - Hong Kong, 03 Feb 2013] After winning a gold award at the “2012 HK Information and Communication Technology Awards,” Playnote recently went on to win a grand and merit award at the “2012 Asia-Pacific Alliance (APICTA) Awards,” cementing its success as an incubate of the Hong Kong Science and Technology Parks Corporation (HKSTPC). APICTA Awards is a much sought after international awards programme that spans 16 markets in Asia-Pacific since 2001. Its objective is to promote the best ICT products developed in the region. Today, Playnote also announced that its flagship product, AURALBOOK, will be launching on the Android platform.

“We congratulate Playnote for their outstanding achievements. Playnote is the perfect example of how HKSTPC can help someone who has a passion and an idea to develop something innovative and shape it into a successful business. Since the launch of the incubation programmes, our incubatees have received capital and angel funds totalling more than HK\$780 million and has won over 200 awards. The survival rate since inception in 1992 is 75 percent. The payback for our hard work is the success of our incubatees,” Mr. Allen Yeung, vice president of Business Development and Technology Support of HKSTPC.

HKSTPC’s incubation programmes provide comprehensive services such as technical marketing and promotion support, business matching, business plan consulting, mentorship, networking opportunities, financial aids and rental substitutes to stimulate and propel innovation and technological advancement in Hong Kong. With the support of HKSTPC, Playnote was able to reinforce Hong Kong’s credentials as a hub for technology and innovation.

AURALBOOK revolutionizes the way music students learn the aural skills required for examinations. Regardless of the instrument or the examination authority (ABRRSM in the UK, AMEB in Australia, RCM in Canada or others), music students around the world taking musical practice exams previously required a music teacher to teach and practice their aural skills. With Playnote’s patented algorithms, AURALBOOKS records and gives instant feedback on how to improve and analyze the way questions are answered in listening skills training.

“Music has the power to change the world, enrich our lives and is a universal language. To give everyone the opportunity to learn and appreciate music, we should make it as easy as possible. The idea initially came to me in 1993, when I was a student myself. Our state-of-the-art technology is already used by over 60,000 students and teachers and with it becoming available on the Android platform, we expect our customer acquisition rate to increase,” said Eric Yung, CEO of Playnote.

Playnote was founded by a team of professional musicians and technology experts in 2010, specializing in products and service for music education and appreciation based on its core competency in digital signal processing, artificial intelligence and cloud computing. It works closely with music schools, institutes and individual music teachers around the world.

2012 was a fruitful year for HKSTPC's Incubation Programme. Graduated incubatees have received a number of international awards, which not only recognized these exceptional companies in technology and innovation, but also showed that HKSTPC's Incubation Programmes and its contribution to supporting start-ups are being acknowledged internationally. In April 2012, Rehab-Robotics Company Limited was awarded "Grand Prix Du Salon International Des Invention De Geneve" at the 40th International Exhibition of Inventions of Geneva, for the "Robotic Hand of Hope," which was jointly developed with Hong Kong Polytechnic University; iMusicTech Limited was named "Outstanding Incubator Client" in the Technology Category of the 2012 National Business Incubation Association (NBIA) Incubation Awards in June; in September, nwStor won the "2012 Hong Kong Awards for Industries: Technological Achievement Award"; and Playnote has closed the remarkable year with the "Best Startup" Grand Award from the 2012 APICTA.

本地科技公司PLAYNOTE勇奪 2012年度「亞太資訊及通訊科技獎」大獎

(香港，2013年1月30日) 香港科技園公司 (科技園公司)「科技創業培育計劃」成員之一的PLAYNOTE Limited (PLAYNOTE)，旗下研發的音樂應用程式AURALBOOK®早前榮獲「2012香港資訊及通訊科技獎」的「最佳生活時尚(學習·生活) 金獎」，最近更代表香港揚威海外，在汶萊舉辦的2012年度「亞太資訊及通訊科技獎」(APICTA)中脫穎而出，勇奪「最佳創業公司」大獎以及「最佳電子學習(eLearning)」優異獎。2001年創辦的「亞太資訊及通訊科技獎」是一項評審嚴格、競爭激烈的國際性大賽，現已遍及亞太區16個城市，表揚區內研發的優秀資訊科技產品。這些獎項除了肯定PLAYNOTE在資訊科技界的成就，亦印證了「科技創業培育計劃」的成功。PLAYNOTE今天更宣佈推出AURALBOOK® Android版本，讓更多學生能享用這個備受肯定的學習平台。



香港科技園公司企業拓展及科技支援副總裁楊德斌先生(左)及PLAYNOTE Limited創辦人及行政總裁容志偉先生(右)在香港科技園公司成「獎」系列傳媒活動上分享成功創業心得，並討論香港創新科技的未來發展。

香港科技园公司企业拓展及科技支援副总裁杨德斌表示：「我们衷心祝贺 PLAYNOTE取得如此骄人成就。科技园公司致力协助有热诚、具创意的人士研发创新产品，并将科研成果商品化，让他们在商界可一展拳脚；而PLAYNOTE 便是一个绝佳例子，肯定了『科技创业培育计划』的价值。这个计划自1992年推出至今，参与的企業获得创业资金及天使基金投资超过7.8亿港元，企业的存活率达75%，并赢得逾200个奖项。这些公司取得如此卓越佳绩，再次印证科技园公司在培育新进企业方面实在不遗余力。」

科技园公司的「科技创业培育计划」为创业人士提供全面的支援服务，当中包括专业技术、推广及宣传、商业配对、业务计划顾问、营商导师、交流机会、研发资助及租金优惠等，鼓励并推动本地的创新技术发展。在科技园公司支持下，PLAYNOTE更扬威「亚太资讯及通讯科技奖」，进一步突显香港作为区内创新科技枢纽的地位。



PLAYNOTE及其開發的AURALBOOK®音樂學習流動應用程式屢獲殊榮，分別勇奪「2012香港資訊及通訊科技獎」—「最佳生活時尚金獎」、「2012亞太資訊及通訊科技獎」—「最佳創業公司」大獎及「最佳電子學習 (eLearning)」優異獎，進一步肯定了PLAYNOTE的科研成果。

流動應用程式AURALBOOK® 是一個音樂學習平台，革新了學生的音樂學習方式，協助他們掌握視唱技巧，讓世界各地的音樂學生輕鬆應付各項專業考試，包括英國皇家音樂學院、澳洲音樂考試委員會及加拿大皇家音樂學院等音樂考試。採用PLAYNOTE專利技術的AURALBOOK®，讓學生隨時隨地自學並改進視唱技巧，例如練習拍打節奏、歌唱技巧及辨認音樂特性等，即使沒有音樂老師從旁指導，學生亦能輕易練習及掌握各項技巧。AURALBOOK®更會記錄學生表現並即時進行分析，指出學生的錯處及提出改善建議。

PLAYNOTE行政總裁容志偉表示：「音樂能夠改變世界，豐富生命，更是世界共通語言。要令每個人都有機會學習及欣賞音樂，當中的過程必須盡量簡化。早於1993年，當我仍是學生時，便初步構思出這個意念。時至今日，已有超過6萬名師生採用這項先進技術。我們期望隨著Android版本面世，有更多人可以利用這個音樂學習平台。」

PLAYNOTE 由一群音樂家及科技專才於2010年創辦，專注研發有關音樂教育及賞析的產品與服務。PLAYNOTE透過其數位信號處理、人工智能及雲端技術，為用家提供創新方案，使他們以革命性的方式享受音樂。該公司更與世界各地的音樂學校、機構及私人音樂教師緊密合作，把音樂學習擴展至更多市場。



PLAYNOTE針對音樂教育研發的AURALBOOK®流動應用程式支援iOS，並於今日正式登陸Android平台，幫助更多音樂學生練習各項專業音樂考試題目。