

[English Translation]

Music Platform Used by 60,000 Students and Teachers

[Ta Kung Pao - Hong Kong, 10 May 2013] Mobile app AURALBOOK is a music-learning platform. It is an innovate method for students to learn music. It can help students learn how to sight sing and helps students prepare for professional music examinations, including the Associated Board of Royal Music Schools (ABRSM) in the UK, the Australian Music Examination Board (AMEB) and the Royal Conservatory of Music (RCM) in Canada. AURALBOOK consists of patented technology by Playnote, which allows students to learn music at anytime, anywhere, even without a music teacher. These skills include rhythm clapping, singing and music character recognition, etc. AURALBOOK will also record students' performances and analyze them in order to point out their weaknesses and provide recommendations.

Idea since stage of secondary school

Eric Yung, CEO of Playnote, said, "Music can change the world and enrich our lives. It is also a universal language. In order to let allow everyone the chance to learn and appreciate music, the process of music learning must be simplified. In 1993, when I was still a secondary school student, I already had this idea. And now, more than 60,000 students and teachers are using this technology. I hope when the Android version is launched, more people can use this as a platform to learn music."

Playnote was founded by a group of musicians and technology experts in 2010. It focuses on products and services for music education and appreciation. Playnote provides revolutionary solutions for people to enjoy music through its digital signal processing, artificial intelligence and cloud computing technology. The company also works with music school, institutes and private music teachers around the world to promote music learning in different markets.

Playnote is a company in the incubation program of Hong Kong Science and Technology Park (HKSTP). Its product, AURALBOOK, received the Gold Award in the 2012 Hong Kong ICT Awards. As a representative of Hong Kong, the company also received the Best Startup Company Grand Award and e-Learning Merit Award in the 2012 Asia Pacific ICT Awards (APICTA). APICTA was founded in 2001. It is an award that is only awarded to IT companies and product with the highest standards. The award covers 16 countries/regions in Asia Pacific.

Mr. Allen Yueng, Vice President of HKSTP, said, "Congratulation to the achievements of Playnote. HKSTP helps creative and enthusiastic people research new products and commercialize the research. Playnote is a very good example and proves the value of the incubation program." Since 1992, companies in the incubation program have attracted investments of HKD\$780 million from venture capitals and angel investors. The on-going rate of companies is more than 75% and companies have received more than 200 prizes.

6萬師生採用的音樂平台

流動應用程式AURALBOOK是一個音樂學習平台，它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。

中學生萌發的創意

PLAYNOTE行政總裁容志偉表示：「音樂能夠改變世界，豐富生命，更是世界共通的語言。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。我們期望隨着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、人工智慧及雲端技術，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 Limited (PLAYNOTE) 為香港科技園公司 (科技園公司) 「科技創業培育計劃」成員之一，其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2012年度「亞太資訊及通訊科技獎」(APICTA)中勇奪「最佳創業公司」大獎及「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。

香港科技園公司企業拓展及科技支援副總裁楊德斌表示：「祝賀PLAYNOTE取得如此驕人成就。科技園公司致力協助有熱誠、具創意



▲ PLAYNOTE 及其開發的 AURALBOOK 音樂學習流動應用程式屢獲殊榮

的人士研發創新產品，並將科研成果商品化，讓他們在商界可一展拳腳；而PLAYNOTE便是一個絕佳例子，肯定了「科技創業培育計劃」的價值。這個計劃自1992年推出至今，參與的企業獲得創業資金及天使基金投資超過7.8億港元，企業的存活率達75%，並贏得逾200個獎項。這些公司取得如此卓越佳績，再次印證科技園公司在培育新進企業方面實在不遺餘力。」