

[English Translation]

Hong Kong Company Playnote Got entrepreneur award at Shanghai

[Ta Kung Pao – Hong Kong, 28 Oct 2013] On 27th, Asian Association of Business Incubation (AABI) annual award presentation ceremony was held in the Pujiang Innovation forum. Hong Kong Company Playnote Limited was the winner of “2013 AABI Torch Award for Internationalization”. Mr. Eric Yung, founder and CEO of playnote was interviewed by us and said, “This award encourages us. We focus in music area. As a result, all musicians say our product is very good. However, people who do not know music do not know what we are doing. So this award is an important recognition for us.”

Eric said that Playnote is founded on 2010. They focus in development software for music education. Currently, they have launched the training software for music vocal examination at Europe and America and the software are well recognized. Eric continued, “The reason for us to develop this software is in the music education area, we recognize simple training in music does not need music teacher and can be done by software. There is no such kind of software in this area and that’s why we develop by ourselves. It lets student learn music without teacher.”

Software of Playnote is not similar to those iPhone apps launched before, which can teach piano or guitar. Playnote emphasizes in the interaction. “User can select examination type and sing, the software will teach you, based on examination requirement and provide suggestion about your singing.”

Eric also told that they do not recognize this award before. “Hong Kong Science and Technology Park recommends us to participate”. They were happy about this recognition, as it was not in the plan. Since Playnote was founded, they focused in Europe and America market, so their international business was eye-catching. All vocal training software’s targets are those top ranked music school around the world. For the question about when they will return to local market, Eric said “We still need to time to consider.”

The objective of AABI Torch Entrepreneur Award is to promote enterprise’s activity in incubation. AABI presents award to startups with future and excellent incubator every year.

港商Playnote 上海奪創業獎

【本報記者夏微上海二十七日電】27日，亞洲孵化器協會（AABI）年度頒獎儀式在浦江創新論壇的創業者分論壇上舉行，港商Playnote Ltd. 獲得「2013年AABI火炬國際化獎」。Playnote創辦人兼行政總裁容志偉在接受本報記者專訪時表示，「這個獎對我們來說是一個很好的鼓勵。我們做的是音樂方面的，所以專業的音樂人會說你的東西是不錯的，但是不懂的人可能就根本不知道你在做什麼，所以這個獎是對我們的一個肯定。」

容志偉告訴記者，Playnote是2010年才成立的公司，此後便一直致力於開發音樂教學軟件，如今適用於歐美專業聲樂考試的軟件已投入市場，並得到了廣泛的認可。「當時做這個，是因為我們發現對音樂教育來說，有些比較簡單的培訓是不需要老師的，軟件就可以做到，而這個領域中針對專業考試的培訓軟件還沒有人開始做，所以我們就開發這個軟件，讓學生在沒有老師的情況

下也可以學音樂。」

Playnote的軟件不似早前iPhone應用程序庫推出的彈鋼琴、彈結他等軟件，Playnote更注重交互。「你選擇考試種類，然後唱歌，軟件就會用相對應的考試標準對你進行培訓，對你的歌聲提出改進建議。」

容志偉坦言，之前並沒有過多地關注這個獎項，「是香港科學園推薦我們，」沒想到這樣一次並不在計劃中的參賽，卻最終將年度火炬國際化獎收入囊中。Playnote自成立之初便以歐美為目標市場，因而其國際化事業不容小覷，目前已上線的聲樂教學軟件也是主攻世界頂尖音樂學院的。對於何時會回歸本土市場，容志偉略顯猶豫，「我們還要再考慮考慮……」

AABI火炬企業家獎致力於推動企業的孵化活動，每年AABI會把獎項頒給那些具有希望的創業企業，以及優秀的孵化器。



▲香港Playnote Ltd.獲得「2013年AABI火炬國際化獎」
本報記者夏微攝