

The Vento Project - a comprehensive description

CONCEPT

The purpose of this project is to turn the modern-day touch computer into a NEW amazing and complete musical machine. Thanks to state-of-the-art multi-touch technology, and unique touch software inside, such a "musical computer" is able and capable of emulating ANY music making product available on the market today

- ANY musical instrument, percussive instrument, synthesizer, sampler, groove machine, drum machine, sequencer, music generator, recorder, player, mixer, audio processing gear... you name it... anything!

Think about it for a minute; imagine the possibilities. Imagine what you can do. The POTENTIAL behind this product is fantastic, is it not?

- A NEW and truly revolutionary product for the modern musician (!)

THE PRODUCT

TODAY'S MUSIC MAKING SCENARIO

For decades, PCs has been used in music for

- 1) Music production - multi-track recording, mixing, producing
- 2) Reading/writing music - standard music notation
- 3) Generating musical sound - the virtual synthesizer

- As of today, in the music making scene, the PC is used as the main tool for music production; it assists musicians in the music making process all the way. Typically, you work with an ordinary desktop/laptop computer using display, keyboard, mouse/touchpad

HOW MUSICIANS CREATE AND PERFORM SONGS TODAY

In the music electronics world, musicians use and rely on a set of electronic musical devices (such as keyboard synthesizers and drum machines) to compose, arrange, and play entire songs themselves. You can do a variety of music - different genres - based on this kind of machines, and nothing else

- Think of the electronic organ for instance. You can perform-and-produce songs, a wide scope of music, quite well... with this magnificent full-orchestra instrument alone, right?

In general, today, the so-called electronic musician uses

- Keyboard synthesizers - pianos, organs, keyboards
- Electronic percussion - electronic drum set; drum machines

- Groove machines - multi-function tabletop controller/sequencer devices

to create/play/produce COMPLETE songs alone - with no assistance / support from any other musician

- On top of it, as mentioned before, the modern one-man-band musician uses a desktop or laptop PC as well, in order to “put everything together” - mixing, recording, producing a piece of music

ASSESSING THE STATUS QUO - THE STATE OF THE ART

- This approach to music making is great... but, typically, before you know it, you end up with a room full of electronic equipment
- This is rather an expensive undertaking; and, it is not convenient at all. Thus, only dedicated musicians end up doing this kind of thing
- It is not easy to stay focused (different machines spread out all around you); they don't talk to each other easily enough; it is cumbersome
- In addition... limiting your musical work to “keyboard keys and controller pads” certainly limits your musical possibilities in various important ways. **You have to give up the unique and expressive sound subtleties of string, wind and percussive families of instruments**

We want to change that - we can do it!

- Let us SIMPLIFY things considerably, and
- Let us EXPAND the musical possibilities along the way

TOMORROW - NEW TECHNOLOGY - A PROMISING BRIGHT FUTURE

Welcome to The Musical Computer, the TMC for short

- The TMC is an invention; a new fantastic product

1. WHAT IT IS

The TMC is a modern-day computer based on a large 10-point multi-touch display; it looks/works like a tablet computer but is much bigger. Meaningful range is 23' - 55' inches

Our unique Vento TOUCH software “inside” turns this computer into an amazing one-of-a-kind musical machine

- The large screen - for example 32' diagonal - enables the musician to play comfortably; there is plenty of room for two hands / all your fingers... to play music onscreen
- You play NEW types of musical instruments right onscreen
- You control everything with your fingers; there is no keyboard, no mouse, no touchpad; the TOUCH screen is your workplace, your musical canvas. You interact with the system directly onscreen at all times; workflow is simplified considerably; you focus on your music and nothing else

2. A MUSICAL INSTRUMENT - the new king of musical instruments

You thought the electronic organ was the king of musical instruments, didn't you? Well, it is no more. The TMC is the ultimate musical instrument; certainly a new kind of musical instrument per say

In fact, the TMC

- features a variety of TOUCH virtual instruments that are a real novelty, and a pleasure to learn-play and use
- Computer graphics - the ever-present availability of onscreen objects in a variety of shapes, structures, sizes, colors, labels... along with screen display dynamics (size, position, animation) - turns these new instruments into something never experienced before
- There are all sorts of touch instruments (touch objects) that you can interact with and play. And, you can play them all because they are EASY to perform with. They allow you to emulate-play traditional instruments, instruments of any kind - like piano, guitar, violin, saxophone, and drums. It is amazing all what you can do! In fact, you are able to play -and sound- like the REAL thing, the acoustical or electrical instrument of your choice. All traditional popular instruments are covered
- Whether keys, pads, strings, wind or percussion, the TMC can do them all. Slide a finger -or more than one- onscreen to strum a chord, like guitarists do; slide along the stringboard horizontally to pitch-bend notes and chords; use mallets or drum stick pair onscreen to play drums and percussion realistically; blow-play a flute-style USB device connected to the TMC to play wind instruments realistically; and more
- And you can do more... you can do NEW sorts of things, too. New sound shapes. New ways to play - for instance, perform multiple (instrumental) sounds in one take. It is amazing

3. A COMPLETE MUSIC CREATION AND PRODUCTION CENTER

On the other hand, since the TMC is a computer after all, the complete MUSIC-MAKING process is covered as well. You get instant access to any musical device that you may need along the road. It is all right there... literally at your fingertips

- [music making] =
- [music creating + composing + arranging + reading + writing + playing + recording + editing + mixing + mastering + producing]

- You have instant access to all TMC touch instruments AND all music-making devices

Actually, the large 32' touch screen is your play canvas. Use the canvas (your workplace) any way you want; just call up the tool or tools of your choice. So, go ahead, choose between

- musical instruments, percussive instruments, synthesizer, sampler, groove machine, drum machine, sequencer, music generator, recorder, player, mixer, audio processing gear

or, if you wish, choose two of them simultaneously, one for your left hand, the another for your right hand to play. In fact you can, say,

- play a touch instrument on the right, and drums on the left side of the screen; two hands may play two devices in any combination
- or... the entire canvas is dedicated to a single large system; move between different systems (screen scenarios) in the blink of an eye

Therefore, as you can see, the TMC effectively replaces “your entire room” of musical machines. The canvas is your workplace. The screen is your workplace. It is all there; simple - effective - powerful - flexible.

4. UNBELIEVABLE POTENTIAL - POWER - FLEXIBILITY

Just imagine... the TMC is the ONLY machine you will ever need to buy... to make music anyway you want - any song - any style.

In fact, for practical purposes, the TMC replaces everything else

- You need no musical instruments -- of any kind
- No “external PC” to mix and produce no more
- No additional studio gear; no additional audio-related devices
- No constant cabling and re-cabling
- No [additional] musical software of any kind
- No distractions... no headaches
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- The TMC is the only product you want to purchase and use
- ONE machine is all you need; it does it all for you
- Create, compose/arrange, read/write, play/perform, record, edit, mix, produce any song
- Buy it, learn to use it, enjoy it... for life

It is fantastic. All musical tools are integrated into a single logical system. This makes the TMC remarkably easy to learn, use, and understand. It is universal. It is practical. The power is there. The flexibility, too

- Certainly, the TMC will have a hefty price tag attached. Say, retail price in the range US \$1,495 - \$2,995. On the other hand, however, how much do you have to spend into the small-room-size “complete” hard-soft system of today? The TMC is very competitive, indeed

5. THE TMC OPENS UP NEW MUSICAL HORIZONS for next-generation musicians

New-generation musicians will have the chance to work quite differently. The line between composers, musicians, and producers simply fades away

- Don't waste precious time learning difficult-to-play musical instruments anymore
- You do not need to master any musical instrument specifically

- No piano, no guitar, no drums... Too much work
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- Why spend years and years mastering one or two -at the most- musical instruments... when you can comfortably play ANY instrument with the TMC instead? The TMC is far easier to learn-play
- Play all instruments yourself. Play all parts in a song
- Be far more productive. Achieve more in less time
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- TMC instruments are simple; easy to play; you will be amazed
- And... the musical possibilities are extraordinary, indeed
- Now you can concentrate yourself into your music, your masterpiece; no distractions
- At last, an instrument that is your TRUE companion

Thanks to the large TOUCH DISPLAY, the TMC is a pleasure to use; you work easily, productively, effectively, like never before possible. TMC virtual devices become hands-on every-day tools for you to enjoy!

6. THE TMC IS A SONG-MAKING INSTRUMENT - an attractive DO-IT-ALL musical instrument

The difference between the TMC and any other instrument is that the TMC is a song play instrument; not a single-track but an entire-song play instrument. In other words, with it you can play [and record] all instrumental tracks which are part of the song. It does not matter if you need keyboard, strings, wind, or percussion. The TMC does them all. As stated before, the TMC can effectively sound (and be played like) any REAL popular musical instrument.

7. VOCALS - adding singing melodies in flexible ways

Adding vocals to your compositions and arrangements at home or in the studio requires... well... singers. And, depending on the song you are working on, you need different vocalists every time. This is a real problem for any stand-alone musician, composer, producer, DJ...

- There are [software] applications out there in the market that generate vocals synthetically. However, they are difficult to use; time-consuming; the results are not so pleasing neither, not realistic enough

The TMC provides a meaningful solution in this regard. It features a special vocalist instrument. Now you can add vocals to your songs in ways that make sense

- Just get a REAL vocals recording, the audio track of your choice; then... steer/drive/play the singing voice LIFE any way you want... with the TMC

When performing, the TMC vocals instrument enables you to trigger the vocal melody in slices - large or small; you have full control in real time over sustain and pitch. You control the timing, and add effects (for instance vibrato) at certain places as desired. It is easy - and quite useful to work with TMC vocals!

The TMC is the first instrument ever created that allows you to create and play REAL songs, complete with vocals. Your songs will include all musical instruments, and all vocal performances

- Play ABBA, Beatles, Elton John... anything
- Change the original melodies as you play live
- Control the singing voice in real-time in flexible ways

This is fantastic. The missing link, the last hurdle, between electronic musicians and their music is finally being addressed and removed (!)

8. THE THREE MAIN COMPONENTS

The TMC - everything is NEW - everything is INNOVATIVE. TOUCH changes everything

- Touch musical instruments - amazing new kind of instruments
- Virtual synthesizer - instrumental sounds - includes support for microtonal music
- Sequencer = recorder, player, mixer, music notation - LIVE touch & play!

SPECIAL NOTE

EXTENDING THE TMC - LET US CREATE THE MOST AMAZING KEYBOARD SYNTHESIZER AS WELL

As described under THE PRODUCT above, the TMC is an amazing out-of-this-world breakthrough product for musicians. An important observation follows

- **From a business perspective, from a commercial point of view, it is quite attractive for us to create a slightly different version of TMC software as well; one which regards the piano as a standard external musical instrument. In this case, therefore, a standard MIDI piano keyboard controller would be part of the system and, as such, fully integrated into it**
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- **If we do this, we will create another type of product entirely: An electronic piano for keyboard players. And what a piano this is! This will be -no doubt about it- the most attractive, complete and sophisticated KEYBOARD SYNTHESIZER product on the planet - price category US \$1,495 and upwards. No other keyboard synthesizer currently available in world markets can compete with this beautiful machine**
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- **It is modular. You combine the TMC with the “barebones” piano keyboard controller of your choice, 5 or 6 octaves, 76 or 88 keys in range. Just connect the two components together, and start playing. This means, our TMC KEYBOARD SYNTHESIZER will be quite portable as well**
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- **And of course, last but not least, the TMC keyboard synthesizer can perfectly emulate all types of electronic keyboards - the arranger keyboard, the synthesizer, the workstation, and the stage keyboard. This means our product is the equivalent of 4 keyboards in one, thanks to the**

TOUCH virtual panel control running on the TMC. Therefore, the keyboard player will get total flexibility and convenience like never before possible

THE BUSINESS

RETAIL PRICE

Considering the cost of components, assembly, mass production, the TMC is destined to have a price tag of around US \$1,495 dollar retail

- This is the lowest-cost point achievable for a product that “will amaze you” and “shall make sense” at the same time; a balance between innovation/power and affordability

TARGET MARKET

- Our customers are musicians in general, as well as music lovers (those who do not play because “it is difficult”... but would love to play otherwise); those who would give the TMC a chance out of curiosity and enthusiasm
- Among our target customers are young fellows, those who are “getting started” or have a keen interest in music; a new breed of musicians indeed
- It is a broad market - and it is global; the potential is there

Although the TMC essentially is “a novelty to buy” and “a product to have” for many - all music enthusiasts are potential buyers - its price category makes it prohibitively expensive for mass markets.

That said, the TMC may still become remarkably popular among middle class individuals... around the world.

- **Since the TMC is a computer indeed, many will find reasonable to invest money in a machine that actually... doubles as a BIG SCREEN general-purpose computer in its own right**

COMPETING PRODUCTS - MARKET SIZE - FORECASTING

Being a breakthrough product, it is clear that the TMC has no competition; there is NOTHING like it in world markets today. Period.

Its rivals therefore are the “state-of-the-art” today... a number of products directly related to music-making, like

- Keyboard synthesizers
- Drum machines
- Groove machines
- PC/laptop loaded with musical software

- This is actually a US \$2,700 million dollars market worldwide a year. Source NAMM - National Association of Music Merchants, United States; 2016.

- Actually, the size of the global music electronics market is LARGER, since this figure does not include the computer itself.

- Hint: Based on this figure, if we are able to achieve a market penetration of a mere 1%, we will produce US \$27 million in revenues - actually MORE due to the "computer not included" factor

+ This gives you a clue on "market size" for the invention

Another hint on market size and real-world purchasing power in this industry follows

- Around 400,000 - keyboard synthesizer units are sold in this price category (\$1,500 and up) around the world each year
- A 5% gain for us in this market segment alone represents as much as US \$30 million in revenues (20,000 x 1,495)

Remark: These market-size figures do not include potential customers in related markets, which we should be able to attract, like

- Musicians who play other musical instruments
- Composers and arrangers in general, DJs included
- Anyone - people (young and old) that don't play but are keen "to discover" this new SONGS MAKING instrument

Conclusion - Thus... it is quite feasible, and well within our reach, to build a company that, as expected, can make "a minimum" of say US \$20 million dollars in revenues a year in global markets. (That is the equivalent of selling 13,400 TMC units at \$1,495 each).

BRAND

Important: There is a great NAME for our invention, our startup, our brand (!)

- I keep it secret

MORE DETAILS - MORE INFORMATION

PRODUCT SCOPE

Our first product - as described thus far - is the 32' screen-size all-in-one TMC. Of course, other products may be considered too, or may follow opportunely. Briefly, here is a list

- A more sophisticated TMC
 - More expensive electronics "inside" allows for expanded usability, added features, capabilities, and power
- Smaller as well as larger TMCs

- Screen-size is THE critical factor for our products; certainly, alternative screen-size offerings makes a lot of sense for us
- All things considered, display sizes that “makes sense” for the TMC are in the range 23’ - 55’
- TMC as a “software-only” product
 - This product targets a particular type of ordinary PC. As of today, common multi-touch PCs are available to the consumer worldwide. This PC type is called AIO PC or All-In-One PC. They are equipped with 21’ - 27’ screen-size monitors
- TMC as a “monitor plus software” product - for your PC
 - Physically this TMC product looks similar to the original 32’ TMC computer. However, in this case, you buy a multi-touch display monitor. You need to connect it to [your] external PC hardware unit, and install the supplied TMC software yourself
- Large TMC systems
 - We may use ordinary TV-display units as the component of choice for large / very large TMC systems. This strategy enables us to keep prices affordable overall. Conventional TV-market monitors work well / are suitable regarding our systems, specifically in the upper range, the 32’ - 55’ screen-size range
- **A TMC piano keyboard synthesizer... one that features full/partial TMC functionality**
 - **We may combine a MIDI piano keyboard controller, and a sizeable multi-touch display (PC-like, screen-size 21’ - 27’), and create the ultimate keyboard synthesizer**
 - **Needless to say, this is a FORMIDABLE product (!)**
 - **For keyboard players, for keyboard musicians**
 - **Starting at US \$1,495 this product has the potential TO BLOW AWAY the competition. No keyboard synthesizer in the entire world would have any chance to compete against such a powerful, flexible TMC. Period**

FOOT-PEDAL-BOARD CONTROLLER

The TMC also features a companion product, the foot-pedal-board controller. It perfectly supplements the invention in various important ways.

- The foot-pedal-board, or FPB for short, is a NEW type of musical pedal

PRESENTING THE FPB

- The TMC is an invention, a major innovation
- The FPB is in the same league; it represents a major innovation
- The TMC and the FPB are made to work for one another
- The FPB makes the TMC more usable, practical, versatile

The FPB expands your music-making capabilities and possibilities considerably. Like the TMC, the FPB enables you to do new types of things

- Keep beat and tempo in a natural way as you perform

- Produce a musical background; support your performance
- Generate patterns which you control in flexible ways in real-time
- Save and call presets, that is, set of sounds, which you can play in any order
- Modulate instrumental sound, add effects in real-time
- Control your music flow while performing in various ways
- Control the system, trigger events of various types

The FPB encompasses 8 pad-style pedals, and 1 foot-size pedal. Pad pedals are of the “switch on/off” type, while the foot-size pedal is of the “continuous, value-range” type.

- The FPB is a “must have” product; it covers all basic functions related to keyboard-style instruments in general; in addition you get a number of useful and innovative capabilities, which translates into musical power and flexibility; finally, it supports a variety of every-day music-making tasks

PLAYING VOCALS

As described earlier, you can “play” a singing voice with the TMC. The source is any audio recording material, a vocalist singing a song. You can perform any singing voice live as long as you have the audio data available.

- The following question comes to mind: Are there vocals solo recordings available in the marketplace, perhaps in the Internet?
- Yes, you can find some material in the Internet here and there - but not much; it is difficult to find vocals for “popular songs” in different categories; songs you would love to arrange-play with the TMC

VENTO INTERNET MUSIC-TRADE PORTAL

We can organize a Vento music-trade portal; a place in the Internet where people meet in order to exchange musical material for the TMC. Folks may exchange musical stuff, or sell their work online.

A Vento music-trade portal would make a lot of sense for products like

- Vocal solo recordings on popular songs
- Beautiful-made TMC compositions and arrangements

If the TMC becomes popular, a music-exchange portal makes sense; it will grow quickly. People will be quite excited; now you have additional help from the community to support your song-making work.

- Naturally, this is a good source of revenues for us. We charge a percentage on each transaction being made in our TMC portal.
- I think that folks will agree to pay \$1 dollar for each song they download. Now you can enjoy hearing and tinkering with The Beatles original voices - or any other well-known artist - at home. This is fantastic!

Famous singers worldwide may agree to sell vocal recordings directly to consumers “for private use only”. Why not? It is a great way to keep a strong image and... make (more) money!

Another possibility is one in which little-known yet-talented singers seize the opportunity and offer their own products online. They may produce and offer excellent “all-time top tunes” vocal recordings for the TMC in the Vento marketplace. Making money by way of recording and selling own productions/performances sounds very attractive, does it not?

INVESTMENT

INVESTMENT ISSUES

Investing in Vento products is investing in hardware and software; product design; systems engineering.

HOW MUCH

How much does it cost to build the TMC?

How much does it cost to build the FPB?

Let us do this carefully. We should proceed one step at a time.

- First round -- Invest in product prototyping, and nothing else. Develop software; do not develop any hardware yet
- Strategy -- Develop software fast, software as prototype... until the “jaw-dropping point” is reached

ABOUT HARDWARE

- The 32" screen-size TMC multi-touch computer
- FPB - the standard 9-pedal model

Vento hardware is not “difficult” or “expensive” to build. The reasons

- There are no new technologies to develop, or sophisticated technologies to be embedded
- Suitable parts / components are widely available in global markets; we can “put together” - design/configure- our own products straight; there are plenty of choices - suppliers, manufacturers, OEMs, etc.
- I may suggest that, to the best of my knowledge, a direct investment in assembly and mass production can be avoided. We do not have to invest in mass production ourselves necessarily. We can think in terms of outsourcing, third parties, subcontractors [overseas], etc.

ABOUT SOFTWARE

Vento software development is the key investment issue in this business

- We need to hire a number of experts, engineers/technicians, willing to work full time for a number of months in order to develop our unique Vento TOUCH software
- As a practical real-world example, a 4-member engineering/programming team working normal hours and days for a 10-month period may cost us as much as US \$200,000 dollars

A SAVVY STRATEGY ON INVESTMENT

- We use ordinary multi-touch monitors, available in the market today, as prototypes. We use ordinary PCs and synthesizers
- We start “small” and invest as little as necessary; get one or two experts on board only; work full-time on the project
- We create an initial “core” version of Vento software in 2 months time; a prototype
- We evaluate / assess THE RESULTS thus far; eventually carry out some test marketing
- If necessary... go back to work; do more
- Until... the software, that is, the TMC / FPB system, our Vento product, starts to really shine; it has to be... it must feel... utterly awesome, amazing, fantastic... the way originally intended
- Everyone involved - entrepreneurs, investors, music lovers - must be highly satisfied / impressed with Vento the product; we all must be able to see REAL VALUE clearly
- At that point, when this happens, this enterprise will not stop; money will flow into full software development with enthusiasm, as investors will have no doubts... no fears... to invest any further, indeed
- Success is GUARANTEED. Go forward; build the business; we invest time and money with confidence

CONCLUSION

Investing 20, 25, 30, thousand dollars initially... in order “to see and realize how good it is”... that is the real Vento Project investment challenge!

- After that it is easy: Develop the Vento software, organize the business, develop hardware, etc.
- The US \$20 million a year in revenues (US \$2 million in profits) target mentioned before - our sales expectations, minimum - certainly justifies/covers the typical, business-as-usual startup investments, as well as initial costs/expenses, in: Organization, a place of business, management team, support team, software development, other one-time expenses, negotiations, production, marketing efforts, public relations, communications, etc.

COMPETITION - REACTION - FACING LARGE/ESTABLISHED COMPANIES

We do not want to “do the hard work ourselves”... only to experience “tough competition” soon thereafter... “Here they come, the large & established music technology companies of this world, claiming to have a similar ‘better’ product.” We must avoid “me too” competition early on in the game from companies like Yamaha, Roland, Casio, Korg, Sony, Samsung, or any other.

So, what do we do? What can we do about it?

- Well, if we are SURE that our product is GREAT, then
- carefully develop the complete product first
- in our lab, in our premises...
- before launch, before going to market

If our Vento software is MATURE and COMPLETE - the original Vento concept & vision - it will be simply “too late” for others to catch up in due time... Besides, there is NOTHING that others “can expand or improve” at all

- We must prevail; OUR BRAND must become wide-spread and well-known in the musical world as soon as possible; the Internet will certainly and decisively help us spread out the word fast