

SONOPTIC

THE METRONOME GETS AN ENCORE

2014 Media Kit



Sonoptic
for the iPad, iPhone,
and iPod Touch



Bin Software

14205 SE 36th Street, Suite 100
Bellevue, WA, 98006
(425) 296-8808
<http://binsoftware.com>

Press Queries: press@binsoftware.com
General Queries: info@binsoftware.com

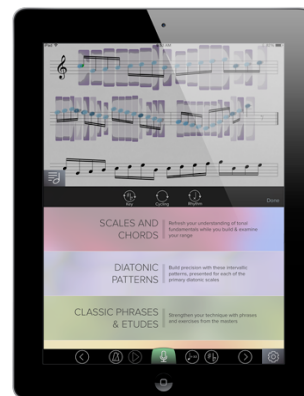
Discover Sonoptic for iOS: a Powerful Visual Alternative to the Metronome

Bin Software's multi-sensory app revolutionizes the technical practice session, with a leap beyond the "metronome experience"

For 300 years, musicians have had a love/hate relationship with the metronome. That steady, reliable click guides new students and helps seasoned musicians improve. But many musicians find the metronome counterproductive — dull, uninformative, and even downright “unmusical”.

Building musical skill is about more than fitting a tempo. It's about building overall technique and making personal choices not just in rhythm, but in expression.

Why isn't there a tool, as simple as a metronome, that breaks through its limitations? A tool that can be adjusted to your goals, and holds you to a standard, but that also gives you deep insight and encouragement? A tool that doesn't ignore the relationship between rhythm, phrasing, dynamics and pitch? A tool that lets you both *hear* and *see* exactly how you're progressing?



Introducing Sonoptic

Sonoptic revolutionizes the age-old practice session, by providing helpful, real-time visual feedback and a critical ear. These visual insights help musicians of all levels get better results out of their technical practice time. Any player interested in improved pitch and rhythmic accuracy, or just a better understanding of their tendencies, will benefit from practice with *Sonoptic*.

An Integrated Approach

Sonoptic is simple enough to master in minutes, yet it provides an integrated, portable experience. The app includes an impressive practice catalog of nearly 400 melodic patterns, scales, etudes, and drills. All can be displayed in crisp traditional notation or guitar/bass tablature. And all can be algorithmically tailored to match any player's instrument, level and goals. (And, of course, there's a metronome, too.)

While the musician plays, *Sonoptic* provides a unique, real-time visual representation of the player's performance. It also captures an audio recording. The result is an unprecedented view of pitch, rhythm, and dynamics that provides an easy-to-understand overview of the performance.

Better Insight, Better Results

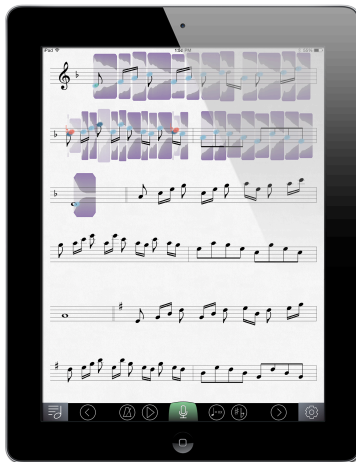
This kind of immediate and reviewable feedback can be transformational for both solitary musicians and student/teacher teams. Unlike the passive metronome of the past, *Sonoptic* is an active “practice partner”. It provides an impartial yet critical ear that provides real insight and suggestion for improvement. The result? Better musicianship. Fewer bad habits. All delivered more quickly than in equivalent standard practice with a traditional metronome alone.

A New Experience for Underserved Instruments

Historically, analog instrumentalists and vocalists (those without digital instrument options) have been underserved when it comes to high-tech tools and support. *Sonoptic* provides invaluable support for singers and analog instrumentalists alike by offering an unmatched level of real-time audio analysis to those underserved brass, reed, string players and singers.

Elegant Design That Puts the Musician First

Everything in *Sonoptic*'s design puts the musician first: The proprietary notation engine renders music and tabs in crisp, superbly readable form. The innovative automatic scrolling design seamlessly focuses attention during play. And *Sonoptic*'s gesture-based catalog lets musicians preview any exercise or algorithmic change with a single touch.



A powerful, clever app that's ideal for teachers, students and continuing musicians alike, *Sonoptic* makes each practice session more engaging and dynamic – it's the perfect practice partner for the digital age.

To review a copy of *Sonoptic* for an upcoming feature or story, please contact us at press@binsoftware.com. To learn more about *Sonoptic*, or to view a helpful video and product demo, please visit <http://sonopticapp.com>.

The Facts: Sonoptic at a Glance

Helpful info on Bin Software's revolutionary new practice partner app

App/Software Title: Sonoptic

Developer: Bin Software

Price: \$6.99

Original Release Date: June 25, 2014

Latest Release: Version 1.4, October 8, 2014

Product Website: <http://sonopticapp.com/>

Developer Website: <http://binsoftware.com>

Purchase Link: <http://sonopticapp.com/itunes>

Facebook: <https://www.facebook.com/sonopticapp>

Twitter: <https://twitter.com/sonoptic>

Platform: Universal app for iPad, iPhone, iPod Touch. Optimized for the iPad and the latest iPhone and iOS releases.

Product Features

- Immediate real-time visualization: Pitch accuracy, Rhythmic accuracy, and Phrasing & dynamics
- Sensitive recording through your iPad/iPhone's built in microphone or through line-in
- Crisp, readable music presentation in both traditional notation and tablature
- Playback and scrolling review of your recorded 'take'
- Nearly 400 melodic exercises and etudes in a variety of genres, including: Scale and Chord Drills, Pentatonic Patterns, Jazz and Blues Patterns, Phrases and Etudes from the Masters, and more
- Adjustable in every way: Key, Tempo, Rhythmic basis, Accidentals
- Enhanced cycling (chromatic, repeated, circle-of-fifths, randomized challenges)
- Support for melodic play with over 40 instruments
- Built-in metronome
- Innovative hands-free scrolling

About Bin Software

The Bin Software studio is dedicated to creating distinctive experiences for practitioners of the arts and sciences. The studio's work merges data-intensive computing with innovative design, and spans a range of areas including machine learning, high-performance computing, geospatial systems, and end-user applications. Bin's co-founders, Scott Wigton and Ryan Stewart, have made foundational contributions to a number of award-winning applications, and have enabled productivity, creativity and communication for millions of demanding and capable users worldwide.

The Advantages of Sonoptic

Not just practice. Insightful practice.

Sonoptic is the perfect tool for musicians seeking faster mastery and technique development. Thanks to *Sonoptic*, musicians can now get immediate visual feedback on practice, as well as that helpful critical ear when they need it most.

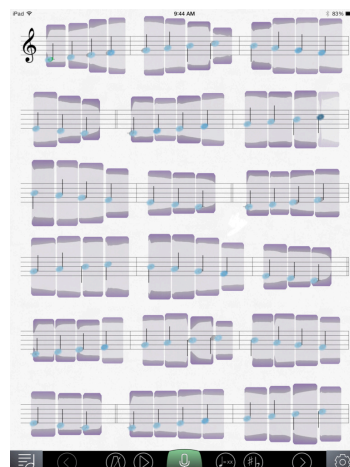
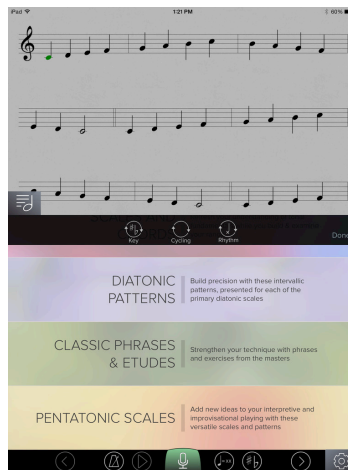
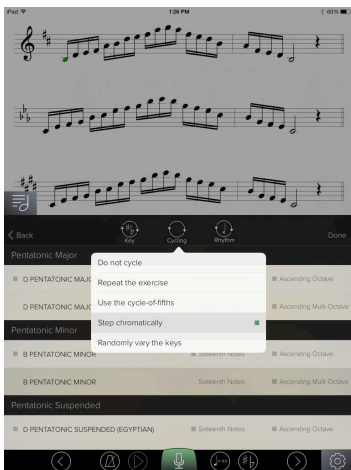
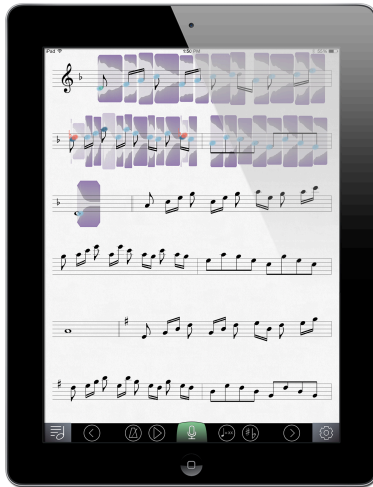
The app offers a unique set of advantages for musicians and teachers alike:

- Delivers faster results than an equivalent session with a traditional metronome. Players progress faster and emerge with better technique.
- Provides a superb library of nearly 400 scales, arpeggios, drills and classic melodic works -- all within an app that travels with you on your iOS device.
- Presents music with crisp, beautiful traditional notation and an innovative continuous scrolling approach. Also includes optional tablature, for guitarists and bassists who prefer that form (or students who are just building traditional notation skills).
- Increases focus and engagement during the hard work of technical practice.
- Adapts to any musician's level of expertise, with broad customization of tempo, key, cycling, accidentals and rhythmic complexity.
- Lets students and teachers actually *see and review* a performance, to discuss or fine-tune decisions. It's a great way to catch errors and bad habits before they become ingrained.
- Gives music teachers a unique new addition to their toolsets, particularly in one-on-one work with beginning and intermediate students.
- Offers incredible value — at \$6.99 per purchase, *Sonoptic* provides recording capability, sophisticated visual feedback on technique, a built-in metronome, plus nearly 400 scales, drills and melodic favorites.
- It's fun! There's something magical for many musicians in seeing the very notes they play appearing before them onscreen in *Sonoptic*. The experience of seeing sounds is addictive and engaging, and makes practice more goal-driven and even gamelike.
- Available in bulk licenses and discounts for educators – please query info@binsoftware.com for more information.

Logos & Images

Additional media resources available in a variety of resolutions at <http://sonopticapp/press>.

Product video available at <http://sonopticapp>



Contact Us

For more information on Sonoptic, or to request a product code or review copy for the product, please contact:

Angela Mitchell
Paranoid Public Relations
Public Relations, Bin Software
(904) 982-8043
press@binsoftware.com

To reach Bin Software directly, please contact:

Scott Wigton
Ryan Stewart
Managing Directors
Bin Software
14205 SE 36th Street, Suite 100
Bellevue, WA, 98006
(425) 296-8808
<http://binsoftware.com>
info@binsoftware.com