



K O D A L Y®

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KIBO is a musical innovation based in an assisted musical instrument, composed by an innovative HW and SW.

This new technology will allow to learn music in a very easy and intuitive way. Based in a very simple keyboard, the musical notes are represented by 8 interactive geometrical solid shapes.

Moreover, it has another twisting button / wheel, which gives hundreds of possibilities to reproduce different sounds, melodies, harmonies and so on.

The traditional musical system can be replaced by a simplified geometrical system. In that way, the user can easily relate one shape with one sound, increasing consistently the speed of learning, reading and execution of a specific music sheet.

This integrated solution is directed to musicians and the institutions they belong to, such as orchestras, conservatoires and music schools, as it facilitates and speeds up the learning process. Moreover, it can be specially useful for institutions working with people with disabilities (visual or neurological).

Advantages:

- ✓ One of the main innovations is the fact of having a physical identity for each musical note, which can make this instrument a huge asset for visually impaired people or for people with neurological dysfunctions, such as autism.
- ✓ It can be directly connected to PC or smartphone through a dedicated APP. It has a related web too.
- ✓ It can be used as a musical SW – HW, as it uses MIDI communication protocol, which is the standard communication language used in musical SW.
- ✓ It works with both Android and iOS.

PROJECT SUMMARY

Regarding the Technology Readiness Level, we have done a first working prototype which has all the functionalities integrated. Next steps include the industrialization of the product and of the production system.

Market / Impact

The market for this solution is very big, and it shows a growing trend.

For instance, The music products market is a 16 billion \$ industry (2016), with the US leading the market, followed by Sales are led by US, followed by Japan and China.

Another metric to look at is the per capita spending in music products, which relates to the market opportunity behind the idea developed by Kodaly. Globally, US and Canada are large markets with a big consumption per capita. China, on the other hand, is a large market but with a very small consumption per capita.

In Europe, the most interesting markets in size and spending are Germany, France, UK and Italy.

If we focus on potential users, we can find interesting figures too. The solution developed has as target users:

- 1) Musicians (professionals, students, soloists...)
- 2) Conservatoires and music schools
- 3) Regular schools
- 4) Professional orchestras, opera houses
- 5) Self-entertaining individuals amateurs.

Only in Europe there are 7900 conservatories, and worldwide, the number of students and musicians raises up to 65 million.

KODALY is an innovative Italian start-up which has developed an new musical instrument / technology. We have a large knowledge and experience in the music technology sector, being one of the two entrepreneurs a professional sonic interaction designer.

The company is aligned with the EC requirements in terms of innovative spirit and internationalization willingness.