



Background
Contact: Cindy Reynolds
714-213-8812

Introducing MusiCommand™ with MaestrOnline
Maestro Concept, Inc. captivates young music students with video
game-based education tool.

Irvine, Calif. (April 20, 2010) Most parents would agree getting elementary school-aged children to spend quality time practicing a musical instrument can be an exhausting struggle. Coaxing and rewards rarely work. And explaining how quality practice now will result in a sense of accomplishment later doesn't often capture a child's attention or interest. Until now.

Maestro Concept, Inc., creator of MusiCommand™ and MaestrOnline Web portal, has developed an engaging and fun way for children to practice and learn their musical instrument.

"For any beginning student, it can be hard to develop all the skills needed to play an instrument without getting frustrated and bored with practicing," said George Shih, founder and chief executive office of Maestro Concept, Inc. "Children these days are tech savvy, fast-paced learners, and almost all of them love to play video games. I realized if I could combine the excitement of playing video games with a well developed teaching curriculum, I could develop an effective educational tool for the 21st century student."

MusiCommand through MaestrOnline is a Web-based, interactive music learning system and teaching portal that greatly enhances traditional curriculum. It includes instructional/correctional computer programs that incorporate video games and graphical internet applications with a carefully developed music teaching curriculum. In other words, it teaches music to kids in a way that makes practice fun and productive. It actually helps kids learn faster because they **enjoy** practicing. In addition, instructors, students and parents can view progress reports online at any time, keeping everyone on the same page and providing an overview of the student's progress.

"Motivating children to want to practice music takes more than rewards—it requires engaging tools that capture their interest, said Shih. "MusiCommand offers tools and games to build skills in note reading, rhythm, ear training and coordination. Online feedback provides both a sense of accomplishment as well as guidance on what areas need more practice. It also tracks how much time students spend practicing, and provides reports on progress for students, their parents and teachers."

-MORE-

Introducing MusiCommand through MaestrOnline – page 2

There are two components that combine to create Maestro Concept's unique learning experience. First is the actual sound recognition software that eliminates one-size-fits-all learning techniques, because it allows a student's own performance to influence the lesson. The second component is the "fun" programmed into MusiCommand. Computer video games — both for individual technique practice as well as comprehensive lesson practice and evaluation — have been designed to interact with the sound recognition software. This delivers an entertaining, customized practice exercise unique to the student. Additionally, the student isn't just in a competitive face off with the game; he or she is pitted against personal musical development, not another student or a lesson book.

Developed by a team of noted master educators and performers, Maestro Concept's curriculum was developed utilizing applicable standards set forth by the National Association of Music Educators as well as the Music Teachers Association of California, in addition to the individual teaching philosophies these valuable contributors have to offer. MusiCommand through MaestrOnline is the perfect tool for private instructors as well as school music teachers. MusiCommand currently offers seven tracks tailored specifically for piano, violin, viola, cello, flute, and clarinet.

For more information and to sign up for a 15-day trial of MusiCommand through MaestrOnline, visit www.maestroconcept.com.

###

About Maestro Concept

Founded in 2009 by George Shih and Leslie Ho, Maestro Concept has pioneered a new concept in web-based music e-learning systems, incorporating advanced sound recognition technology. The company and its technology are a marriage of Shih's background as the former CEO of an internet security company and Ho's experience as a professional violinist having been an accomplished instructor for more than 20 years.

Shih's own challenges with learning an instrument (the piano) led him to recruit Ho to help him apply a technological solution to an artistic problem: overcoming the monotony and repetition of practicing with a musical instrument. He believed that if beginner students could maintain enthusiastic, active engagement in the learning process and somehow enjoy the technical precision demanded of playing an instrument, they would likely to progress at a faster rate. Students would gain confidence — and a genuine enjoyment of playing — rather than focusing on the demands of learning an instrument, that can result in a rapid decline in interest.

Ho saw the merits of engaging the current generation of students with a medium they are comfortable with and generally prefer. He saw that positioning practice as a "game" effectively raised student interest and personal accountability in improving music knowledge and technical proficiency.

The resulting product, MusiCommand, serves as the primary tool for MaestrOnline which combines traditional music teaching with innovative methods and instructional systems.