

Harmonic Vision Music Ace Maestro Feature/Benefit/Sales Impact Matrix

Maestro Feature	Customer Benefit	Sales Impact
Includes all 48 lessons from Music Ace and Music Ace 2, in addition to the Music Ace Doodle Pad	<ul style="list-style-type: none"> ❑ Most comprehensive set of music theory lessons available as integrated package ❑ More cost effective way of obtaining all Music Ace lessons and key features ❑ Allows for more flexible instructional environment –no differentiation between MA or MA2 lessons 	<ul style="list-style-type: none"> ❑ Our preferred Music Ace product for the education market is now Music Ace Maestro ❑ Always lead with Maestro for education accounts ❑ Sell Music Ace Maestro instead of Music Ace 2. ❑ Upgrade to Maestro from MA or MA2, and MA and MA2 ❑ Maestro pricing = (MA+MA2)*.8 ❑ Dealers can participate in upgrades to Music Ace Maestro – contact us
Educator only version	<ul style="list-style-type: none"> ❑ New educator features for instructional environment management ❑ Aggressive upgrade program for schools ❑ New educator guide 	<ul style="list-style-type: none"> ❑ Emphasizes our focus on professional education market ❑ New features provide opportunity to reintroduce product to existing school and educator customers
New Suite of Educator Management tools via a second executable, Maestro Manager	<ul style="list-style-type: none"> ❑ Allows creation of custom instructional syllabi that increases classroom effectiveness when class includes student with varying music skill levels. ❑ Easier to extract assessment data and incorporate that information into industry standard tools, such as Excel. ❑ Increased management and customization of Music Ace instructional environment 	<ul style="list-style-type: none"> ❑ New features provide opportunity to reintroduce product to existing school and educator customers ❑ Specific appeal for professional educators ❑ Tools add to Music Ace w/o incremental cost increase. Value proposition of Maestro: MA + MA2 + Maestro Tools at less than price of MA + MA2.
Available in a stand-alone version for a single computer and in lab/network configurations of ANY size	<ul style="list-style-type: none"> ❑ Licensing can be for a specific # of seats vs. a packaged #. Minimum seats is 5. ❑ Customer spends for an exact fit – more efficient use of school's money 	<ul style="list-style-type: none"> ❑ Can sell labs of 15, 17, 23 – anything ❑ Schools buy exactly what they need. May diminish sales of fixed size configurations, but increases configuration capability. ❑ Lab-pack and network versions do not require the CD to be in the tray during execution of the software.

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Management – create and manage lesson sequences	<ul style="list-style-type: none"> ❑ Create lesson and class plans that are more reflective of student skill and objectives ❑ Increases classroom efficiency by allowing intermixing of widely variant skill and experience levels in same physical or chronological class ❑ New recommended syllabus developed in conjunction with university level music educators 	<ul style="list-style-type: none"> ❑ Available at no incremental cost to customer ❑ Great reason to reintroduce product
Management – Import historical assessment information	<ul style="list-style-type: none"> ❑ Bring forward existing body Music Ace students and results ❑ Ensure historical retention of assessment data 	<ul style="list-style-type: none"> ❑ No incremental cost to customer ❑ Ensures that history of Music Ace instruction is forward compatible – should diminish concerns about losing instructional history
Management – Export student assessment data	<ul style="list-style-type: none"> ❑ Lets educator use industry standard tools to manage assessment information ❑ Supports industry-standard file interchange formats, allowing for importation of assessment information into other classroom management applications 	<ul style="list-style-type: none"> ❑ No incremental cost to customer ❑ Easier to integrate and report MA instruction results
Management – Archiving student assess data	<ul style="list-style-type: none"> ❑ Allows for storage of information releasing student and group names for reuse ❑ Helps meet privacy and data retention requirements 	<ul style="list-style-type: none"> ❑ No incremental cost to customer ❑ Ensures longer-term value of Music Ace as archival management tool – you need Maestro to retrieve archived data

Harmonic Vision Product/Market/Prospect Matrix

Product	Target Market	Prospect	Upgrade Issues	Availability
Music Ace Maestro	<ul style="list-style-type: none"> <input type="checkbox"/> Education <input type="checkbox"/> K-12 Institutions <input type="checkbox"/> Private studio educators <input type="checkbox"/> University/colleges 	<ul style="list-style-type: none"> <input type="checkbox"/> Professional educators in schools <input type="checkbox"/> Curriculum directors <input type="checkbox"/> Private studio teachers 	<ul style="list-style-type: none"> <input type="checkbox"/> Can upgrade from Music Ace or Music Ace 2 <input type="checkbox"/> Special promo till Jul 1 Upgrade license of 30 seats or more, receive a stand-alone educator version of Music Ace Maestro 	<ul style="list-style-type: none"> <input type="checkbox"/> Immediately from Harmonic Vision
Upgrades from MA or MA2 to Music Ace Maestro	<ul style="list-style-type: none"> <input type="checkbox"/> Currently licensed Educator Music Ace users or institutions 	<ul style="list-style-type: none"> <input type="checkbox"/> Educators currently running a licensed version of Music Ace and/or Music Ace 2. 	<ul style="list-style-type: none"> <input type="checkbox"/> 60% credit for current running installation. <input type="checkbox"/> Upgrades via HV or HV/dealer combination 	<ul style="list-style-type: none"> <input type="checkbox"/> Immediately from Harmonic Vision.
Music Ace – Educator Version	<ul style="list-style-type: none"> <input type="checkbox"/> Education <input type="checkbox"/> K-12 Institutions <input type="checkbox"/> Private studio educators <input type="checkbox"/> University/colleges 	<ul style="list-style-type: none"> <input type="checkbox"/> Professional educators in schools <input type="checkbox"/> Curriculum directors <input type="checkbox"/> Private studio teachers 	<ul style="list-style-type: none"> <input type="checkbox"/> Preferred upgrade is to Maestro 	
Music Ace 2 – Educator Version	<ul style="list-style-type: none"> <input type="checkbox"/> Education <input type="checkbox"/> K-12 Institutions <input type="checkbox"/> Private studio educators <input type="checkbox"/> University/college 	<ul style="list-style-type: none"> <input type="checkbox"/> Educator 	<ul style="list-style-type: none"> <input type="checkbox"/> Preferred path for Music Ace education customers, who want to add Music Ace 2, is to upgrade them to Music Ace Maestro. 	
Music Ace Deluxe	<ul style="list-style-type: none"> <input type="checkbox"/> Home Schooling <input type="checkbox"/> Consumer <input type="checkbox"/> Students 	<ul style="list-style-type: none"> <input type="checkbox"/> Parents looking to provide family more music exposure <input type="checkbox"/> Students using Music Ace in their schools <input type="checkbox"/> Home school parents 	<ul style="list-style-type: none"> <input type="checkbox"/> No upgrades to or from Music Ace Deluxe 	<ul style="list-style-type: none"> <input type="checkbox"/> Available to dealer via our master distributors <input type="checkbox"/> Available to customers via on-line retailers – Amazon, etc. <input type="checkbox"/> Includes 36 lessons from Music Ace & Music Ace 2
Music Ace Consumer	<ul style="list-style-type: none"> <input type="checkbox"/> Consumer <input type="checkbox"/> Students 	<ul style="list-style-type: none"> <input type="checkbox"/> Parents looking to provide family more music exposure <input type="checkbox"/> Students using Music Ace in their schools 	<ul style="list-style-type: none"> <input type="checkbox"/> Operating system upgrades via Harmonic Vision 	
Music Ace 2 Consumer	<ul style="list-style-type: none"> <input type="checkbox"/> Consumer <input type="checkbox"/> Students 	<ul style="list-style-type: none"> <input type="checkbox"/> Parents looking to provide family more music exposure <input type="checkbox"/> Students using Music Ace in their schools 	<ul style="list-style-type: none"> <input type="checkbox"/> Operating system upgrades via Harmonic Vision 	