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	❑ 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	❑ 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	❑ New educator features for instructional environment management ❑ Aggressive upgrade program for schools ❑ New educator guide	❑ 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	❑ 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	❑ 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	❑ 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	❑ 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.

Maestro Feature	Customer Benefit	Sales Impact
Management – create and manage lesson sequences	❑ 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	❑ Available at no incremental cost to customer ❑ Great reason to reintroduce product
Management – Import historical assessment information	❑ Bring forward existing body Music Ace students and results ❑ Ensure historical retention of assessment data	❑ 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	❑ 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	❑ No incremental cost to customer ❑ Easier to integrate and report MA instruction results
Management – Archiving student assess data	❑ Allows for storage of information releasing student and group names for reuse ❑ Helps meet privacy and data retention requirements	❑ 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	❑ Education ❑ K-12 Institutions ❑ Private studio educators ❑ University/colleges	❑ Professional educators in schools ❑ Curriculum directors ❑ Private studio teachers	❑ Can upgrade from Music Ace or Music Ace 2 ❑ Special promo till Jul 1 Upgrade license of 30 seats or more, receive a stand-alone educator version of Music Ace Maestro	❑ Immediately from Harmonic Vision
Upgrades from MA or MA2 to Music Ace Maestro	❑ Currently licensed Educator Music Ace users or institutions	❑ Educators currently running a licensed version of Music Ace and/or Music Ace 2.	❑ Upgrades via HV or HV/dealer combination	❑ Immediately from Harmonic Vision.
Music Ace – Educator Version	❑ Education ❑ K-12 Institutions ❑ Private studio educators ❑ University/colleges	❑ Professional educators in schools Curriculum directors ❑ Private studio teachers	❑ Preferred upgrade is to Maestro	
Music Ace 2 – Educator Version	❑ Education ❑ K-12 Institutions ❑ Private studio educators ❑ University/college	❑ Educator	❑ **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	❑ Home Schooling ❑ Consumer ❑ Students	❑ Parents looking to provide family more music exposure ❑ Students using Music Ace in their schools ❑ Home school parents	❑ No upgrades to or from Music Ace Deluxe	❑ Available to dealer via our master distributors ❑ Available to customers via on-line retailers – Amazon, etc. ❑ Includes 36 lessons from Music Ace & Music Ace 2
Music Ace Consumer	❑ Consumer ❑ Students	❑ Parents looking to provide family more music exposure ❑ Students using Music Ace in their schools	❑ Operating system upgrades via Harmonic Vision	
Music Ace 2 Consumer	❑ Consumer ❑ Students	❑ Parents looking to provide family more music exposure ❑ Students using Music Ace in their schools	❑ Operating system upgrades via Harmonic Vision	