

# Wireless MIDI Technology for Musical Instrument Manufacturers

Classic Organ Works actively develops wireless MIDI technology called *MIDIjet*. Wireless MIDI allows musicians to connect MIDI instruments without using cables.

Although other wireless MIDI solutions exist on the market today, *MIDIjet* technology is unique in following ways:

- flawless operation (just like a regular MIDI cable)
- easy to use (you just plug it in)
- low power consumption (long battery life)
- small, inexpensive, and easy to embed into other products

## Wireless MIDI and Manufacturers

### ***Wireless Benefits***

A manufacturer of electronic musical instruments could stand to benefit in the following ways by making wireless MIDI available in its products:

### **Product Differentiation**

As of March 2005, no major musical instrument manufacturer offers wireless functionality in its electronic instruments. It is still possible to be the first launch a wireless instrument to the market.

### **Customer Expectations**

Increasingly, consumers expect wireless communication between devices. There are hundreds of examples – witness the popularity of wireless computers peripherals, Wi-Fi networks, and mobile phones. Why should a musician have to tether himself to his gear with a MIDI cable?

### **Target Products**

- Portable MIDI instruments (keyboards, wind controllers, drums)
- MIDI keyboard controllers and control surfaces
- Player pianos (for home and hospitality markets)
- Any other MIDI capable product which could be subject to cable or aesthetic constraints, particularly those used for creative/composition work

## ***Adopting MIDIjet Technology***

### **MIDIjet as Accessory**

MIDIjet technology is currently available to end users as an accessory they can add on to their existing instruments. The MIDIjet Pro kit is currently available for purchase from our web site and includes everything that is needed to replace a MIDI cable.

The following are examples of joint ventures that are possible with our MIDIjet Pro product:

- Issuing a statement certifying MIDIjet Pro as a manufacturer recommended accessory
- Joint marketing
- Including a coupon or rebate for MIDIjet Pro with certain products
- Bundling MIDIjet Pro kits with certain products
- Making MIDIjet Pro available as an option on certain products

Classic Organ Works can provide a MIDIjet Pro evaluation kit available to manufacturers interested in testing Wireless MIDI with their products.

### **MIDIjet as OEM Module**

Classic Organ Works is approaching manufacturers for the functional requirements of an embeddable wireless MIDI transceiver. It is our intention to produce a small circuit board that could be integrated into electronic instruments. Electronic musical instrument manufacturers could then add a “MIDIjet socket” to their designs, enabling wireless functionality as either a factory standard or add-on feature to their products.

## **Licensing MIDIjet Technology**

MIDIjet technology can be licensed from Classic Organ Works. Manufacturers seeking to build wireless MIDI technology into their products can license the software and hardware designs that make wireless MIDI possible. Engineering and design support is available.

## **Wireless MIDI Markets**

The following list highlights target markets for wireless MIDI:

- Portable instruments, including portable keyboards, wind controllers, and percussion instruments. A wireless link can increase the flexibility of performers using portable instruments on stage.
- Electronic player grand pianos. In addition to the home market, these instruments are sold to the hospitality and cruise line industry. A wireless interface would allow remote control of these devices from any PC in the vicinity.

- Home use. Although limited, there are scenarios when a small home studio might be located in a different room than the family PC. A number of home musicians also enjoy the possibility of playing and composing from their preferred living room chair.
- MIDI control surfaces. It is our understanding that these are often located in a different area than the PC's they're often connected to, creating wiring headaches.
- Making any MIDI connection spanning more than 50 ft.

## Future Plans

Classic Organ Works maintains an active Research and Development program. The following section highlights plans for future *MIDIjet* development.

### USB Receiver

Many musicians are connecting their MIDI controllers to their computers using a USB interface. Classic Organ Works is evaluating the feasibility of developing USB-based *MIDIjet* receiver for this market. For musicians using USB, this would simplify installation and eliminate the requirement of a MIDI-to-USB interface.

### Two-way Communication

For many applications, a musician uses MIDI to connect a controller to a sound module, which requires a single *MIDIjet* kit. In some scenarios, such as when using a synthesizer as both a MIDI controller and as a sound module, and then a PC for sequencing, two-way communication is essential, requiring two separate *MIDIjet* Pro kits. We are looking towards making two-way communication possible with a single unit.

## Summary

Classic Organ Works *MIDIjet* technology is the ideal wireless technology for manufacturers developing electronic instruments for a market that demands innovation.

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