ALESIS

PlayMate Vocalist Sales Tips

This FAQ document is intended to assist salespeople in better understanding and selling the Alesis Playmate Vocalist.

What is it? The Alesis PlayMate Vocalists is a CD player that allows the user independent control of the key, pitch and tempo of any song on any CD. In addition, it also has a vocal reduction feature that allows the user to reduce the lead vocal on almost any CD (depending on how the CD was recorded).

How can a CD player remove vocals from any song on any CD? Vocal reduction technology has been around for decades. By reversing the phase between the left and right channels and adding a complicated DSP equation, the center channel (where most lead vocals reside) is greatly reduced audibly.

On some songs, the vocals reduce 100% and on other songs the vocals only reduce a little or not at all. Why is this? The varied results of the vocal reduction feature of the PlayMate Vocalists is totally dependent upon how the CD you are playing was recorded. CD's where the lead vocal is recorded in the center channel, usually have great results. CD's where the lead vocal is NOT in the center channel, often do not.

Why are there three different vocal reduction features on the PlayMate? Just as all CD's are recorded differently, the PlayMate Vocalist has 3 different vocal reduction programs to allow the user to try the program that works best with their CD. Each program has a different DSP algorithm and phase cancellation progam that allows the user different choices when experimenting with different recorded CD's. We recommend that the user try each of the three vocal reduction programs to see which one works best with their specific CD.

When the vocals are removed why I do still hear some of the lead vocals in the background? What you are probably hearing is the recorded processed lead vocal parts (reverb) of the song. The PlayMate Vocalist will remove the lead vocal in the center channel, but not processed vocal parts that are mixed in the stereo field. These parts are often background vocal parts, which most users would prefer not to remove.

Why does the music sound strange when I activate the vocal reduction feature?
This is what music often sounds like when you phase reverse the left and right channels.
Once again, depending on how the song was recorded, the user will get different results
when activating the vocal reduction feature. The PlayMate Vocalists is designed to sign
along with. Therefore, when a singer sings along with the PlayMate, most listeners don't
notice that there has been a change in the music quality because they are listening to the
new singer.

What applications are good for the PlayMate Vocalists? The PlayMate Vocalist is an
ideal vocal teaching assist tool. Traditionally, vocal teachers would have to transpose
sheet music on the spot in order to allow their students to sing in the key that was best
for the student. The problem is, most people cannot transpose sheet music on the spot.
The PlayMate Vocalists allows music students to instantly transpose and sing along with
their own CD's in key at any speed.

What other applications can I use the PlayMate Vocalist for?   The PlayMate
Vocalist can be used in any of the following applications: Kareoke performances,
recording of demo songs, family or group sing-alongs, church performances, "American
Idol" type contests, etc.

What is the Alesis Vocal Zapper? The Vocal Zapper works on the same principal of
the PlayMate Vocalists, but does not include a CD Player. The Vocal Zapper has 16
different vocal reduction programs (the PlayMate has 3) allowing the user a variety of
choices when experimenting with different CD's. The PlayMate Vocalist is contained in an
ultra small, ¼ rack mountable package. More information on the Alesis Vocal Zapper can
me found at www.alesis.com

How much can you pitch up and down a song on the PlayMate Vocalist? You can
adjust any song up or down by 7 semitones (or half steps). In addition, there is plus or
minus 8% fine adjust pitch feature on the PlayMate Vocalist.