

NoteHeads – Sheet Music on the Internet

NoteHeads Musical Expert Systems AB (www.noteheads.com) is a privately owned company based in Sweden, currently owned by the following people:

- *Per Gessle* (musician and artist, member of Roxette, www.roxette.se).
- *Christer Sturmark* (entrepreneur and venture capitalist, www.sturmark.se).
- *Björn Ulvaeus* (former member of ABBA, www.abbasite.com, composer and lyricist. Co-producer of the musicals *Chess* and *Mamma Mia*).

NoteHeads offers publishers and artists technology which will enable them to sell their music in sheet music format over the Internet from their own sites.

NoteHeads offers to transfer the songs into the digital sheet music format developed by NoteHeads. The artist loads a file called 'NoteHeads Reader' onto their own website, together with the locked digital sheet music files. NoteHeads Reader is a piece of freeware easily available over the Internet. It is similar to the Acrobat Reader used for viewing and printing Adobe Acrobat (PDF) files. NoteHeads Reader can not only view and print NoteHeads sheet music files (IGP) files, but can also play back IGP-files, through either the computer's own MIDI-system or a sampler connected to the computer.

Visitors to the artist's site can download the NoteHead Reader, together with a number of sheet music files. These files are locked and not printable, but can be partially viewed on screen.

The visitor can choose to purchase the sheet music by selecting a menu command in the Reader. The visitor pays by credit card over the Internet, and the system unlocks the file and allows the file to be printed out on any printer.

For example:

Roxette release a new album. At the same time the twelve songs are made available on the Roxette website. Roxette fans can download and buy any number of songs in sheet music format from the Roxette site, to be played at home on piano or guitar. NoteHeads regularly reports sales figures and distributes the agreed percentage of takings to each copyright owner.

Key selling points:

- NoteHeads Commerce allows publishers and artists to sell sheet music via the Internet from their own web-site.
- The Network Commerce solution can handle storage, distribution, sales, administration and statistics.
- Encrypted distribution and partially locked sheet music files mean secure distribution.
- NoteHeads Commerce includes a copyright protection system, meaning safe handling for the content owner.

For more information contact Christer Sturmark (CEO NoteHeads) at christer@sturmark.se

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