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Polyphonic Ringtones Production

Musinter
info@musinter.com
+44 (0)7876 234 396

Professional quality ringtone composition and production service

- **Ringtones produced specifically for artist endorsement and other high profile usage**
- **Be involved as much as you choose in the production process**
- **In depth understanding of both artistic and technical issues**

Musinter offers a top rate service creating great sounding, technically excellent, polyphonic ringtones designed to meet the exacting standards required by recording artists and record companies. Our expertise in this field comes from years of experience as musicians and recording engineers in conjunction with our founders role in the development of polyphonic and other ringtone formats.

Background

Polyphonic ringtones were introduced in 2002 and are evolving a wide variety of different sub-formats as manufacturers employ the latest technologies with each new handset. The production complexities that this results in have meant that many ringtone authors simply work to achieve an acceptable result for the lowest common denominator instead of striving to achieve excellence.
This document outlines a number of common questions that every recording artist or record company should ask about ringtone composers and highlights how the Musinter service is different from others:

Can the record company and artist get involved in the ringtone production process ?

Not usually - the current trend to produce ringtones on a minimal budget ensures that they are created as quickly as possible with little, if any, direct input from the artist.
Musinter always try to work closely with the recording artist and production team. In addition MIDI tracks can be supplied by musicians for conversion to ringtones. This maximises the artists creative input to the process without necessitating their having to learn the tools & techniques required to produce top quality ringtones

When can clients hear preview ringtones ?

Most ringtone producers provide finished ringtones when the work is completed. Any artistic feedback and input to the ringtones requires costly rework tempting producers to avoid the process if at all possible.
Musinter clients can preview ringtones on any suitable mobile phone as soon as the first ringtone files are available from our team. This means that both the record company and the artist can hear the works at an early stage of production and feed back any comments or additional input they may have

- *No need to have access to a PC to preview the files.*
- *No need to wait for delivery of a physical product (e.g. a CD) in order to preview work*
- *Privacy assured - delivery of preview tones via secure WAP site*
- *Maximizes the amount of control that the Record Company and Artist have over the process.*
- *Preview can be done at a convenient time, e.g. out of normal office hours, out of the office, on tour etc.*
- *Speeds the process of giving feedback and approval*
- *MP3 preview available where clients do not have suitable handsets available*

Why do ringtones often feature inaccurate melody lines

Most ringtones available on the market today approximate the melody line but are very often not very accurate.
Every item we produce accurately follows the melody line and is approved by the client. Where possible we like to work from original scores or MIDI tracks to guarantee the accuracy. Note that due to the limitations of mobile handsets we sometimes have to transpose melody lines to ensure they are clearly audible. This is always done with great care and submitted for approval before the final ringtone is released.

What about drums, they often miss a beat ?

Most ringtones available on the market today include the major drum sounds but often miss the more subtle fills and background percussion.
Musinter produced ringtones include as much of the original percussion sound as possible. We pay particular attention to the percussion details as these play such an important part in the overall sound and the perceived quality of the final production. When simplifying tracks for low polyphony devices we manually split percussion parts to optimise the use of the available sounds on limited platforms.

How about the selection and inclusion of instruments ?

It is not always possible to get the exact sounds in practice as some instruments cannot be reproduced using synthesizers. Many ringtone producers just pick the nearest named instrument without considering how it sounds, or the role that the selected instrument plays in the composition, or indeed listening to the consequence of their choices.

E&OE. Other services including Master Tone (True-Tones) production, ringtone delivery and retail solutions and consulting services are available.

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Musinter pays extra attention to instrument selection sometimes using multiple overlay techniques amongst others to achieve the right sound. Our clients can have confidence that the orchestration will be as good as possible for every ringtone produced

Will the ringtone include an accurate arrangement ?

Again this is not always possible in practice due to the limitations of current handsets. Often ringtone producers will use the original arrangement without regard to the different synthesised sounds or the bass response limitations inherent in handsets. This results in the sound that is actually heard being a very poor reflection of the original arrangement.

At Musinter our ringtone composers use their experience of working with top producers in studio environments to create suitable arrangements in a manner similar to that used to create master recordings. Our clients have confidence that our arrangements will reflect the original as well as possible for every ringtone produced despite handset limitations

How can you support 40+, 24, 16 and 4 note polyphony devices ?

Many ringtones available on the market today have not been optimised for 4 note polyphony. The notes overlap and stop other channels working. This can clearly be heard as missing notes and drum sounds. In other cases the number of channels used is limited to 4 or 5 parts and do not utilise the improved polyphony and better synthesiser sounds of newer phones

Musinter produced ringtones work on older phones whilst sounding even better on newer handsets. We achieve this by using the SP-MIDI format which incorporates special instructions to lower polyphony handsets allowing them to play back our predefined subset of the full arrangement rather than automatically cutting the track polyphony.

- *This means our clients ringtone files will have a longer shelf life, increasing return on investment and making it easier to manage their catalogue of ringtones in the long term.*
- *This also makes it easier for the fan to purchase the ringtone as they do not need to know which version of the file they need to select.*

Does the ringtone arrangement use all the available performance from every phone ?

Ringtone composers rarely bother to include multiple arrangements for different handsets. This leads to dull and lifeless renditions on handsets that are clearly capable of reproducing a much better representation of the original piece.

At Musinter we believe that our clients need to have confidence that every ringtone will be "best of class" for all phones. We do this by including multiple arrangements of each instrument increasing in complexity with increased handset capability. Ringtones that we produce use devices to the extent of their abilities, even when there is a low installed user base. This gives the best possible rendition for every handset which is essential when obtaining an endorsement from the Artist for the ringtone and creates a better experience for fans.

Are ringtones tested on a number of different handsets ?

The synthesiser sounds and relative output levels of each instrument vary from phone to phone so the final mix needs to be adjusted to take account of this. The majority of ringtones produced today are optimised for a single handset leading to very strange sounding renditions on other devices.

At Musinter we review every ringtone on a variety of handsets and emulators during the production process. We carefully adjust the composition of each ringtone to ensure a finished product which sounds great on a diverse range of handsets.

Up to date use of technology

Musinter is one of the few companies operating in this area that have extensive experience in the Music Business, the Telecoms Industry and the Internet. Diverse experience has not been a significant issue up until now, but it is becoming more important to be able to integrate techniques from all three sectors. We have the ability to integrate the latest developments in:

- Mobile phone technology
- Web technology for preview and delivery
- Content management tools
- Music business licensing concerns

We also have a comprehensive understanding of the drivers within each sector which enables us to advise clients on direction and making appropriate investment decisions when considering proliferating ringtone formats.

By using ringtone products that work on legacy handsets as well as newer handsets the features available in newer devices can be utilised in a commercially viable manner, even when there is a low installed user base.

Because we employ a production team, rather having our composers work in isolation, our clients have confidence that all aspects of the production process will be taken care of with the necessary attention to detail and using people with appropriate experience in each area.

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