

“Guru Swara”

Tanla launches first of its kind online classical music solution for vocal excellence

In the presence of renowned musician

Padma Vibhushan Dr. Mangalampally Bala Murali Krishna

First Time in the world, an innovative & cutting edge technology created to assist budding classical vocal artists/students, that simplifies the way they practice is launched by the renowned classical musician Padma Vibhushan Dr. Mangalampally Bala Murali Krishna.

In the world of classical music, Gurus are the supreme in educating students. Technologies like Guru Swara, first of its kind online classical music solution for vocal excellence will definitely help classical music to expand its horizons world wide and can add value to existing practice of students that is under direct guidance of Gurus. Guru Swara features two important sections. First being **Music Library named “Sangeetha Nidhi”**, wherein eminent Gurus have lent their voice to build a comprehensive library of vocal tracks across various lessons in Carnatic singing and second, **an automatic voice assessment** technology, which can analyse, measure and test various singing parameters to accurately judge the students skills against that of the Gurus. This allows the students to practice at home yet continuously improve their skills in singing. It also allows the Gurus to keep track of the quality of practice of their students and help document the students’ progress.

The assessment engine called InTune from Tanla Solutions Limited rates the performance of a singer in the same way that a music Guru would, unlike the crude Karaoke applications in the entertainment community. **Satish Kathirisetti, Director & CTO, Tanla** explains that with InTune, we offer a more complex analysis of the singing voice, not only focused in pitch characteristics but also on Note analysis, timing characteristics and detecting expressivity and modulation in the performance. By abstracting many features from this model, it has become possible to come close to a music teacher in terms of assessing a singer in their technical singing capabilities. InTune not only gives a score but also gives feedback about how the user has performed regarding expression, tuning and tempo/timing characteristics, always keeping a baseline of music notation system and scale of singing. It has been a cumulative effort comprising of an eclectic team of system programmers, Doctorates in Signal processing & Voice Analysis, Singers and musicians over 3 years to bring the level of sophistication needed to correctly assess the singing capabilities of a singer.

Uday Reddy, CMD, Tanla elaborates that Tanla is proud of the fact that we have always been a product development company and that our products have been game changers, not only for us but also for our customers who buy from us and users who use them. InTune is a flagship product for Tanla and is one of our

most innovative efforts in product development. Guruswara is an amazing solution using InTune and you will see many more such novel uses of InTune in the future.

About Tanla

Tanla Solutions [BSE: 532790 | NSE: TANLA] founded in the year 1999, a Hyderabad based Indian company is a leading provider of telecom solutions to Mobile Operators, Hand set Manufacturers, Content aggregators, ISVs and Media companies globally. With over 100 customers in 32 countries, Tanla provides solutions in the areas of Voice, Video, Messaging, Application/ Content Licensing and Mobile Payments and is the first company to launch 3G VAS services in India.

Tanla's Mobile Payment Gateway is connected with more than 100 mobile operators and processes mobile payments in over 160 countries through operator, credit/ debit card billing. Leading content aggregators, ISVs and hand set manufacturers including Nokia use Tanla mobile payment gateway to market their applications/ content globally. Its License Manager product is embedded in more than 300 million Nokia handsets globally. Located in 9 countries, Tanla employees more than 300 telecom professionals and is listed in BSE and NSE in India.

For more information, please visit <http://www.tanla.com>.