

# how it can work for you

existing (or new) PC lab. The “Harmony Program” is a funding program for the Sony Symphony Learning System that’s in tune with a school’s budgetary needs.

The Harmony Program makes a new language learning system easy to acquire. Instead of going through the process of funding approvals and

applications, purchasing departments and public bidding to obtain a language learning system, schools can simply purchase the software, which is typically budgeted and purchased differently and more simply. The Vocalist Digital PC Comparative Recorder Software can then be distributed to the students for use at home by charging them a lab fee or requiring them to purchase it like they would a textbook. By charging students a fee to use it or selling them the software, the students would effectively pay for the entire system (with a potential profit to the school). If no fees are charged, the system is effectively funded over a period of up to three years by purchasing software.

*Sony will provide a fully featured Symphony®, Conductor™ and Soloist™ multimedia language learning system at no additional charge to schools who purchase a predetermined number of copies of the Sony Vocalist™ Digital PC Comparative Recorder Software over a period of up to three (3) years. (The number of copies of the Vocalist software depends on the number of student positions required in the system.)*

## Is Your School a Harmony Candidate?

Consider the following to determine whether or not your school is a “Harmony Program” candidate:

1. The school must utilize PC/PC Networks in the language classroom.
  - Sony estimates that more than half of Sony language systems sold today also include PCs.
  - Many schools are installing PCs into the language laboratory in place of an audio-based language learning system.
  - Funding for PCs is typically easier to acquire.
2. Students in the language programs must own Windows-based PCs.
  - Some high schools, colleges and universities are now requiring students to own a personal computer. According to a 1997 U.S. Census Bureau report, over 37% of US households own a PC.
3. There must be sufficient enrollment in the school’s programs.
  - The minimum enrollment depends on the required quantity of Vocalist software/number of student positions in the Symphony, Conductor, and Soloist system.
4. The school must value the pedagogical advantage of students owning and using Sony’s Vocalist Digital PC Comparative Recorder Software on their own PCs, outside of the classroom.
  - The Vocalist software’s technology of being able to perform comparative recording on virtually any PC allows students to practice their oral skills whenever and wherever they want.

Schools that match these considerations are excellent candidates for the “Harmony Program”.

For more information or a product demonstration please contact:

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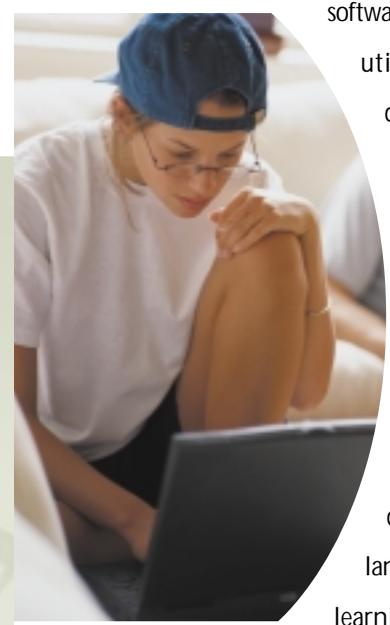
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# The Harmony Program and

Many educational facilities have foreign language and/or ESL programs with a focus on oral proficiency. The Sony Symphony Language Learning System is an ideal tool for that purpose. But often it is difficult for schools to acquire funding for such a major capital purchase.

An overwhelming majority of technology funding in education is geared toward personal computers and



software – tools that can be utilized for multi-disciplinary purposes, but also may be limiting in some ways. The Sony Symphony® Learning System, for example, provides many features and benefits designed to enhance language and multimedia learning that can not be

replicated in PC only based systems. It’s important for a school to have a broad based, analog and digital language learning system for complete multimedia flexibility.

That’s why Sony has created the “Harmony Program”, a new and completely different way for schools to own a state-of-the-art analog/digital language learning system that can be integrated within an

## THE HARMONY PROGRAM

The Language Learning System Purchase Program That’s in Tune with Your Needs.



# Working in Concert with Each School's Needs And Budget

*The Symphony, Conductor, and Soloist system that Sony provides with the "Harmony Program" is a full-*

*featured system that can be customized to work in concert with each school's instructional needs and budget.*



## Vocalist Digital PC Comparative Recorder Software

Sony's Vocalist Digital PC Comparative Recorder Software is priced comparatively to the cost of a typical new textbook, yet it has a longer, more useful shelf-life for the student. A textbook is generally used for the duration of a single course, while students in language programs are usually enrolled for multiple courses. Vocalist software can be used at various levels of language learning where aural and oral skills are being honed.

Students who purchase Vocalist software must also have a quality PC headset/microphone.

## A "Harmony Program" Example

Over the past decade, the average number of student positions in the hundreds of Sony language learning systems installed is 30.

In order to get a 30-position Symphony system at no additional cost a school must typically purchase

750 copies of Vocalist software (over a period of up to three years). Smaller systems require fewer copies of Vocalist software, larger systems require more.

Once the school commits to purchasing the Vocalist software, Sony will deliver a fully equipped Symphony Learning System, Conductor Companion Software and Soloist Digital PC Comparative Recorder Software, to be installed by an Authorized Sony Reseller, at no charge.

With Sony's "Harmony Program", the total cost to the school is about half of the total retail value of the products received!



## The Three Year Option Plan

The example of a 30-position Symphony system, along with 750 copies of Vocalist software, has a suggested list price of over \$120,000. With the "Harmony Program", schools will get all of this state-of-the-art technology while paying less than half that amount spread over a period of up to three years.

## Possible Revenue/Profit For The School

Some schools will be able to sell the Vocalist software to their students. Some private high schools

and colleges/universities might even be able to make it a "required" purchase (like a textbook), and have the existing infrastructure of a bookstore to handle distribution. In this case, the required Vocalist software purchases by the schools are actually paid for by the students – the students are funding the entire system!

If Vocalist software is sold to the students at the suggested list price, the school can actually make a profit, which could be used to cover bookstore overhead, or provide additional educational funding for the school.

Other schools may choose to charge a "lab fee" to supplement or cover the cost of the Vocalist software purchases.

For schools that will not charge their students for the Vocalist software, they are effectively amortizing their purchase of the system and all the software over a number of years.

In all these cases, the schools will have expenditures at predictable times – once per year at the beginning of each year, making it a smart investment over time.



# Language Learning- Then and Now

Schools have been purchasing language labs since the early 1900's, not long after Thomas Edison introduced the wax cylinder phonograph recorder. For the past 20+ years, the audiocassette has been the storage media of choice.



Although the cassette offers the advantage of students being able to take the recordings out of the lab for review (on their car stereo, home cassette deck, or Walkman® personal stereo), students must go to the lab in order to effectively practice recording their oral lessons, because they do not have a recorder capable of comparative recording.

Today, PCs are becoming commonplace in language labs for instruction utilizing multimedia applications (such as on CD-ROM and the Internet). In addition, the advantages of digital-based systems, such as fast random access and improved sound quality, are becoming widely accepted in the field of language education.

With the advent of more powerful PCs, recording digital audio on a computer has become a reality.

