Seaboard RISE: Selling Script & Demonstration Flow

Hello

This is a script and demonstration flow for selling the Seaboard RISE. Please memorise the keywords. Learn what to say, and what not to say. And most importantly, bring the story to life with energy and passion.

Each time you demonstrate the Seaboard, you are engaged in a human interaction. Listen and understand the specific interests and needs of your audience and tailor the script to fit.

Here are a few guidelines we have found to be really powerful.

1. Make sure you say the word Seaboard RISE as many times as possible. Don't ever refer to the Seaboard as 'it'.
2. Engage with your audience and create a human connection
3. Clearly present the product: what it is, what its benefits are, its specific features and specifications, recognising that this may vary depending on who your audience is and their level of expertise. For beginners, you may want to focus on benefits and features, whereas more advanced creators will be interested in digging deeper into detailed product specifications.

In order to correctly pitch your demonstration to each audience, it is useful to begin your presentation by asking these two important questions:

1. Have you ever heard of the Seaboard?
2. Are you a musician?

What follows is a script, some common questions, what to say and what not to say and a glossary of terms.

****

Introduction

ROLI is a design-led music technology company based in London and developer of the award-winning new family of instruments called Seaboards.

The Seaboard is a radically new multidimensional instrument that reimagines the piano keyboard as a soft, continuous surface and puts expression back at your fingertips. Currently there are two Seaboard product families: the Seaboard GRAND and the Seaboard RISE.

The Seaboard features soft, silicone **keywaves** that you can press into when playing and are incredibly sensitive and tactile. With standard aftertouch, it's an afterthought - you press

the key, then press harder and you may get an effect. On the Seaboard, this “continuous touch” starts as soon as you press the **keywave** and gives you the full depth of the silicone **keywave** to allow continuous modulation of any parameter.

The GRAND is a family of instruments with Embedded Equator, an inbuilt sound engine.

The Seaboard RISE adapts the technology of the award-winning Seaboard GRAND to a smaller, lighter, more accessible music-making device. The RISE is a MIDI controller with 25 keywaves. Unlike the Seaboard GRAND, the RISE must be connected to a computer and a software synthesiser. The RISE comes with **Equator**, ROLI’s custom-built multi-dimensional synth engine, which ships with over 70 preset sounds designed for the Seaboard.

The Seaboard RISE allows for individual and independent control over pitch, timbre, and volume on a note-per-note basis. For decades, the dominant method of inputting pitch information in electronic music has been a one-dimensional piano keyboard. This means that expressive dynamics have to be added in post-production. The RISE, on the other hand, offers 5 specific dimensions of touch (**5D Touch**) on a per-note basis. Those dimensions are **Strike, Press, Glide, Slide, Lift**.

Up to ten MIDI channels for ten fingers or “voices” of polyphony .

The RISE has 25 keywaves. It is wireless using MIDI over Bluetooth, and battery-operated with 11 hours of usage when fully charged.

It also comes with a custom-made storage case, a quick start guide, and USB cable.

Let’s begin in Piano Mode….

1. **Piano Mode** (all touchfaders set to zero)
   USE PRESET ‘Piano’

   “The Seaboard RISE can be played in piano mode, where the touchfaders are set to zero and the 5D dimensions of touch are not activated. But in this mode, you are not benefiting from the full potential of the Seaboard”

2. **Full Expression Mode**
   USE PRESETS ‘Poseidon’s Lament’ ‘World’s Apart’ & ‘Filmscape Pad’

   “Push the touchfaders up to enter full Seaboard mode which enables you to benefit from the full expressive potential of the Seaboard RISE - 5D Touch.”

   a. **How to demonstrate Press**

      “Press is the pressure applied to the keywave after the initial Strike. The keywaves respond to each moment of continuous touch, transmitting minute

variations of pressure to sound. This continuous pressure-sensitivity allows for swells, fades and other detailed expressions.'

To demonstrate: Gradually press your finger down into the keywave and demonstrate the sensitivity of the keywave to pressure.

b. How to demonstrate Glide

"Glide refers to horizontal movements from side to side on a keywave or along the ribbons. Glide movements bend and adjust pitch as naturally as on a string instrument, allowing effects such as vibrato and glissando, all on a polyphonic basis."

To demonstrate: Slide your finger from side to side on a single keywave or glide your finger from left to right or right to left on the x-axis of the keywave surface or ribbons.

c. How to demonstrate Slide

"Slide refers to Vertical movements up and down a keywave. Slide can be assigned to most sound parameters in Equator. An upward movement along the top of the keywave, for example, might open a filter that transforms an acoustic guitar sound to a bass guitar sound, while a downward movement will close that filter."

To demonstrate: Land your finger on a keywave and slide it up the y axis.

d. **Strike & Lift**

"There are an additional two dimensions of touch that are assignable in Equator - these are Strike and Lift. Strike is the velocity with which you strike the note and Lift is the release velocity or speed of liftoff from a keywave. Lift can be assigned to most sound parameters in Equator. For example, a rapid lift can result in a lingering resonance or a hard pluck."

To demonstrate Lift: Play the keywave and then release swiftly to trigger a sound.

e. **X-Y TouchPad**

"The RISE also has an X-Y TouchPad that allows you to control additional parameters like reverb and delay."

f. Touch Faders

"The 3 Touch Faders enable you to control the level of expression of your Seaboard. With the Touch Faders down completely,as we've already seen, you are in Piano Mode. Using the Touch Faders you can have adjust the

sensitivity of the Seaboard to 5D touch, thus customising the instrument to your own style of playing and aesthetic preferences."

g. **Octave control**

"The RISE also has this octave control button"

h. **Preset button**
"And these preset buttons that enable you to scroll through presets in Equator."

3. **Equator**

You've heard me talk a lot about Equator so now it's time to dive in and take a closer look.

The unique interface of the Seaboard - with its soft, touch-sensitive playing surface - is only part of what makes it such an expressive instrument. The keywaves are constantly communicating with Equator, ROLI's custom-built software synthesiser for Seaboard instruments. Equator is a multidimensional soft synth that ROLI designed from the ground up to work with multidimensional, Expressive MIDI instruments. Together, Seaboards and Equator provide a seamlessly integrated hardware-software experience.

Many presets come with Equator. The presets range from synthesised, layered sounds to accurate simulations of acoustic instruments.

You can use Equator to assign parameters to the 5 dimensions of touch and modulate individual parameters. You can see the 5 dimensions of touch are at the centre of the Equator interface. This is a very graphical interface and a highly intuitive and time-effective way of assigning parameters and designing your own sound.

To demonstrate: Show that the 5 Dimensions of touch are assignable in Equator. Demonstrate Y axis control on the RISE while pointing out Slide in Equator and showing how you can see what parameters are controlled by that gesture.

4. **Compatibility**

The Seaboard RISE is compatible with Mac (including iPad) and Windows. It is also compatible with most major DAWs.

10 Most Common FAQs

1. ‘How does the Seaboard RISE differ from other MIDI controllers?’

Using existing MIDI controllers is like playing with one hand tied behind your back. The Seaboard eliminates the barriers between conception and inception and allows you to add expression intuitively and seamlessly without ever having to remove your hands from the playing surface.

2. ‘How easy is it to play?’

The Seaboard is a new musical instrument. The beauty of the seaboard is that it is designed with the layout of a traditional piano keyboard but its new

In fact, you might even have an advantage when learning to play. In many ways the SEA interface makes the Seaboard a different instrument than a Keyboard. While some experienced keyboardists find they have to unlearn acquired habits, other instrumentalists and novice players often approach the Seaboard more naturally.

3. ‘What is the RISE compatible with?’

The RISE is compatible with every form of musical software and works with both Mac and Windows. However, some kinds of software are not fully capable of unlocking the complete potential of the RISE. Equator, the synth engine software that comes with the Seaboard, is custom built to harness the expressive capabilities of the SEA interface.

4. ‘What does the Seaboard RISE come with?’

The Seaboard RISE comes with desktop Equator, a USB cable, and a quickstart guide which gives you access to product support via My ROLI. The GRAND comes with embedded equator, desktop equator, power supply cable, USB cable, and a quickstart guide which gives you access to product support via My ROLI

5. ‘What is the difference between the Seaboard RISE and the Seaboard GRAND’

The GRAND is a stand alone musical instrument with an embedded synth engine that can be played without hookup to a computer. The RISE is a midi controller that requires a connection to a synth engine or computer. It is completely mobile, battery powered, and has the ability to be played wirelessly over bluetooth.

5. What will ROLI come out with next? Can the GRAND be updated with this technology?

ROLI plans to develop a sequence of products both in music hardware, software and beyond that meet the company's goal of expanding the bandwidth for interaction between man and technology.

While there will be updates and improvements to the firmware of the GRAND, and improvements to Equator, the Seaboard RISE includes redesigned sensors that are not compatible with the Seaboard GRAND.

6. I am looking for a mid-sized keyboard why should I choose a Seaboard?

The Seaboard is NOT a keyboard. It is an entirely unique instrument with significantly more expressive capability. While it's polyphonic aftertouch and other parameters can be turned off so that it can be played like a piano, it is not bounded by the same limitations. You should choose a ROLI Seaboard if you are interested in exploring new aspects of your own creative potential.

7. What's the warranty and return policy?

The Seaboard RISE has a 1 year full warranty.

8. Is the playing surface durable?

The surface of the Seaboard is a made out of a silicone rubber that is highly stable and durable. It will enjoy a long life as long as you care for it properly. Like any silicone, it can be damaged by bleach and other harsh chemicals found in some cleaning products. Prolonged and direct exposure to UV radiation and grease should be avoided, so don't store it in a greenhouse or play it while eating pizza. There are detailed care instructions available at My ROLI which will help you maximize the life of your product. If your dog decided to chew on your Seaboard, the silicone keywave can be replaced.

9. The Seaboard is cool but why is it so expensive?

The Seaboard RISE is actually the only expressive midi controller with its multidimensional capabilities that is available for under $1000! The GRAND is more expensive because it comes with its own embedded synth engine and each and every one is handcrafted from scratch at our headquarters in London.

10. Where can I get help and learn more?

ROLI.com's support page is a treasure trove of information and help that can answer almost any question about the Seaboard. Furthermore, ROLI's product specialists are passionate artists who are more than happy to share their experience and enthusiasm. They are easily reachable through ROLI support.

Don't say, Do say

Don't say	**Do say**
keys	keywaves
pitch bend	Glide
pressure	Press
the ROLI	the Seaboard
weird	innovative
spongey	pliable or elastic
5 gestures	5D Touch
it	the Seaboard RISE
Roland	Roland Lamb

Glossary

Keywave: A silicone-covered, sensor-embedded wave that corresponds to the key on a standard keyboard. In Expression Mode, tones and semitones are available on a single keywave.

Keywave surface: The entire playing surface including all keywaves and ribbons. The keywave surface corresponds to a keyboard.

Equator: ROLI's custom-built, multidimensional sound engine and software synthesiser. Equator is designed to communicate with the keywave surface, providing a seamlessly integrated hardware-software experience.

ROLI Dashboard: A master screen for modifying and customising the internal settings of the RISE.

Expression Mode: A mode of playing the Seaboard RISE that enables full multidimensional control of sound parameters in real time through use of three Touch Faders and an XY Touchpad.

MIDI Mode: A mode of playing the Seaboard RISE that retains the features of Expression Mode and also allows the Touch Faders and XY Touchpad to be assigned to any MIDI CCs for additional customisation of sound.

Five Dimensional ("5D") Touch: The feature of real-time control and modulation of sound through the basic movements of Strike, Press, Glide, Slide, and Lift.

Strike: The velocity and force with which a finger makes contact with a keywave.

Press: The pressure and continuous touch applied to the keywave after the initial Strike

Glide: Horizontal movements from side to side on a keywave or along the ribbons.

Slide: Vertical movements up and down a keywave.

Lift: The release velocity or speed of liftoff from a keywave.

Preset Switch: The two buttons on the preset switch are primarily used to select presets within Equator. They also have two other functions. In MIDI Mode the Preset Switch transmits MIDI program change messages to third party hardware and software synthesisers. Simultaneously pressing and releasing the two buttons activates Bluetooth pairing, connecting the RISE to compatible Bluetooth-enabled devices.

Touch Faders:
In Expression Mode, the Touch Faders control the dynamics of Glide, Slide, and Press. In MIDI mode they transmit assignable MIDI CCs.

XY Touchpad:
In Expression Mode, the XY Pad can be used for X and Y axis control of sound parameters in Equator. In MIDI Mode, it can transmit MIDI CCs for control of third-party software and hardware synthesisers.

Power/Mode button:
This multipurpose button indicates whether the RISE is on or off, whether it is in Expression Mode or MIDI Mode, and the status of the battery charge.

Octave shift:
These two buttons switch octaves to extend the range of the 25-keywave controller.