

[Espoo, Finland - May 24, 2018] For Immediate Release
MUSICAL INSTRUMENTS HAVE CHANGED FOR GOOD AS DEOMO PRESENTS
KARA CONTROLLER

Some background.

Producing music has changed. More and more, it is done with electronic means. Sounds are generated and altered using software. Look closely, there's a laptop somewhere on stage. There are massive amounts of software available for generating high quality sounds. Some of them are free.

Technology has changed. Encyclopedia Britannica says guitar probably originated in Spain early in the 16th century. So, when we are playing, why should we still be hindered by constraints of the 16th century tech? Let's not copy guitar, nor its complex fretboard. For musicians, current technology gives more possibilities, more options, more freedom.

People have changed. They expect ease-of-use, simplicity. They want to feel empowered by technology.

Music, technology, people have changed.

It's time for musical instruments to take the leap.

KARA CONTROLLER

Kara combines capacitive touch and motion sensors with simple finger gestures to unleash the powers of electronic synthesizers and musicians. Sending standard MIDI messages, Kara controls a multitude of music hardware and software.

FUNDING

The Finnish Cultural Foundation with Anja and Jalo Paananen has awarded two grants for building Kara, in 2015 and in 2017.

ABOUT DEOMO

Deomo designs and disrupts across domains. That covers online services, mobile apps, physical products among others where advance, adding inspiration, well-being and value are inherent. The domain is always global and chosen carefully.

CONTACT: For further information, please contact
tomi@deomo.com
+358 40 756 5017