



Introduction of Robkoo



ROBKOO

Introduction

Shanghai Robkoo Information & Technologies Co., Ltd.

Digital art crafting, sharing and learning made easy. Robkoo empowers everyone to play music through APPs and gadgets that are intuitive and fun. Get rid of noise issue, physical restrictions, and years of practice with our new form of musical instrument. Teach yourself with a delicate interactive course. Learn in minutes and gig in 2 weeks!

The Robkoo team is a hardware & software design team! The team has about 15 years of Internet experience and has very senior practical experience in Internet product development and operation. They are also veteran music players, musical instrument all-rounders, and have deep experience in computer music and interactive installation art. Our team focuses on the innovation and R&D of art technology products, including educational software, digital musical instruments, etc., and has more than 70 intellectual property rights.

the Founding Team



Oscar Xie
CEO

- Technical Compound Talent, Executive Head of WeChat IOT Product, Senior Product Manager of WeChat.
- Former Senior Product Expert of Damo Academy, Chatbot Product Leader at the 2018 Alibaba Cloud Europe Conference; Senior Software Engineer of eBao Tech.
- All-rounder of musical instruments, handmade adapters demo sold thousands of pieces before starting a business.
- Bachelor's Degree from Xi'an University of Technology and Master's Degree from Fudan University



Rocker Liu
COO

- With nearly 10 years of experience in music application marketing, has served as the commercialization manager and senior marketing manager of QQ Music, responsible for the commercialization of Tencent Music Group in East China, the commercialization of LeTV Music in East China, and the sales manager of Shanda Games.
- Bachelor's degree from Shenyang University of Technology.



Stephan Yin
VP of Hardware
Engineering

- Former Senior Hardware Engineer at Huawei, Director of Hardware R&D at Arcuchi Technology Co., Ltd..
- 20+ years of cooperation experience with the founder Oscar Xie.
- Bachelor's degree from Xi'an University of Technology.

the Founding Team



Kingway Wang

VP of Supply Chain &
Manufacturing

- Former General Manager of WeChat assistant, Senior Director of Hardware Development Platform of WeChat, and Supply Chain Director of UT STARCOM.
- Former General Manager of Bottle Tech, responsible for the research and development of Tencent's and ASUS ROG gaming mobile phones.
- Years of experience as a senior product director, responsible for the development of various entertainment products such as Tencent's IEG section, WeChat Sports, and Moment W-H1.
- Bachelor's degree from Tianjin University.



Jam Zhang

VP of Design

- Senior expert in product interaction and front-end, participated in and designed many innovative products with excellent quality.
- Graduated from Tongji University.



Ming Liu

VP of Software
Engineering

- He has worked for Tencent for 12 years, mainly works in the Social Network Group (SNG) and Tencent Cloud & Smart Industry Group (CSIG), and is responsible for the technical development and management of Tencent Cloud's enterprise products.
- Graduated from Fudan University.

Investment Institutions



Bertelsmann Asia
Investments



Yonghua Capital



Innovation Camp



MAD.Works

What We Have



Advanced multi-engine hybrid software synthesizer

Designed with wind controller in mind,
combining different synthesis types,
virtual analog, wavetable and physical
modeling in one.



20+ times featured by Apple. "Apps of Today" featured on the App Store

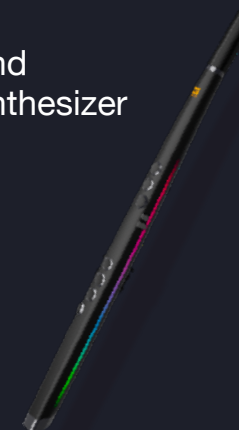
Add over 100 sounds to your digital instrument. Connect
your EWI, MIDI keyboard, digital piano, and electronic
drum wirelessly or with cable.



Futuristic Musical Instrument

A wind synth & controller with responsive RGB lights
and the original sound of real instruments from
around the world, combining world-class industrial
design and audio technology. See your music glows
while enjoying its tech-boosted playability.

Wind
Synthesizer
R1



Clarii mini



Awards

- February 2024, Clarii mini won the **iF Design Award 2024**.
- October 2023, Robkoo was elected as the vice president of the **Future Music Technology Committee**, CMIA (Chinese Musical Instrument Association).
- October 2023, Clarii mini was awarded the **Recommended New Product** at the New Product Global Launch at Music China 2023.
- April 2023, Robkoo once again showed up at The NAMM Show, the world's largest musical instrument exhibition.
- April 2023, Wind Synthesizer R1 won the **iF Design Award 2023**.
- October 2022, Wind Synthesizer R1 becomes finalist of the **38th TEC Awards**.
- September 2022, Wind Synthesizer R1 won the **Golden Pin Design Award**.
- July 2022, Wind Synthesizer R1 won the third place in the **MIDI Innovation Award 2022**, breaking the zero record of Chinese music technology in this field.
- June 2022, Robkoo appeared at The NAMM Show, the world's largest musical instrument exhibition.



「 Interview with CCTV Financial Channel 」



2023 The NAMM Show

Wind Synthesizer R1 was unveiled at the world's largest musical instrument exhibition and was nominated as the finalist of the 38th TEC Awards, becoming the first company in China to receive this honor in the field of music technology.

The photo shows Athan Billias, the President of the MIDI Association, and Oscar Xie, CEO of ROBKOO.



Cooperative Artists



HU Chenyun

- Suona player of Shanghai Chinese Orchestra
- National first-class performer
- Director of Shanghai Musicians Association
- Director of the Suona Professional Committee of the Chinese Musicians Association



TANG JunQiao

- Chinese bamboo flute player and educator, and one of the leading figures of contemporary Chinese folk music
- the chief professor of the first-class discipline of the Shanghai Conservatory of Music
- Doctoral supervisor



LI Chunhua

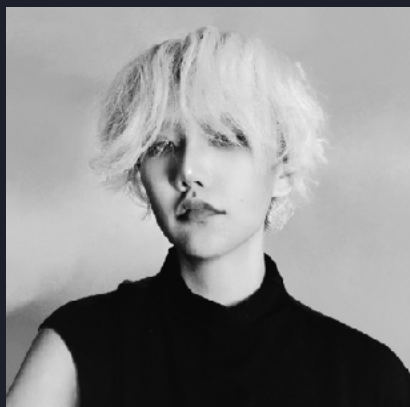
- Young Hulusi performer, educator and composer
- National first-class actor



AnYi Papa

- Graduated from the Central Conservatory of Music
- Authoritative Electronic Wind Instruments Chinese player
- the Electric Wind Instrument Forum Moderator of CNKeyboard
- An internet celebrity of musical instrument

Cooperative Artists



BomberXXX

Netease Fever Electronic Music Education lecturer, music producer, DJ, animation/CG director, and game sound designer. A pioneer of versatile and inclusive music styles, passionate about all fresh and exciting sound elements.



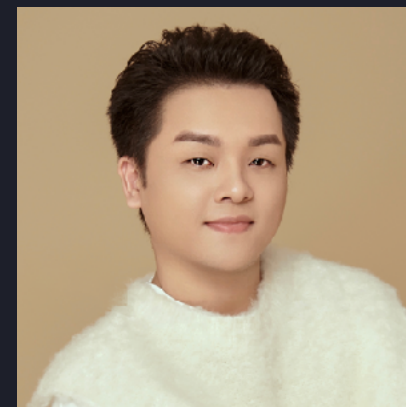
Juny Qin

Netease Fever Electronic Music Education lecturer, Ableton certified trainer, producer/DJ, mixing engineer, sound designer, and founder of HOWLNOISE, an independent label house.



dBsheep

Netease Fever Electronic Music Education lecturer, music producer, technical DJ, composer, mixing engineer, member of the Unordered Oxygen band. Not bound by genres, adept at creating emotionally-driven music.



Kevin Hwang

Songwriter & Producer of UMPG, Composer of UPM, Influencer of Zhihu.com, Founder of A Little Music Shanghai.



Introduction of Products



ROBKOO

Clarii mini

Breath.Shake.Play.



Pick Your Color

Clarii mini comes in 4 different colors:
Lunar White, Champagne Gold, Ebony
Gold and Aurora Grey.

Innovative RGB light ring gives you real-
time reflection of your breath.



Sound of True Instruments

A handful selection of Robkoo's true instrument sounds that give you vibe of a pro. From classical orchestral essentials to synth and exotic ethnic tones. And there is a cat in it. A real cat.

Sampling a real instrument is to let the musician play the real instrument and use advanced recording technology to polish each key, dynamics and techniques, and finally present it in the digital wind instrument after more than 30 post-production processes.



Suona patch recording scene. National first-class performer, director of Shanghai Musicians Association, Chenyun Hu.

Shake & Play Tones

Tired of learning after all? Play special novelty tones simply by moving it around. Turn Clarii mini into a rainstick, shaker and blade without blowing into it.



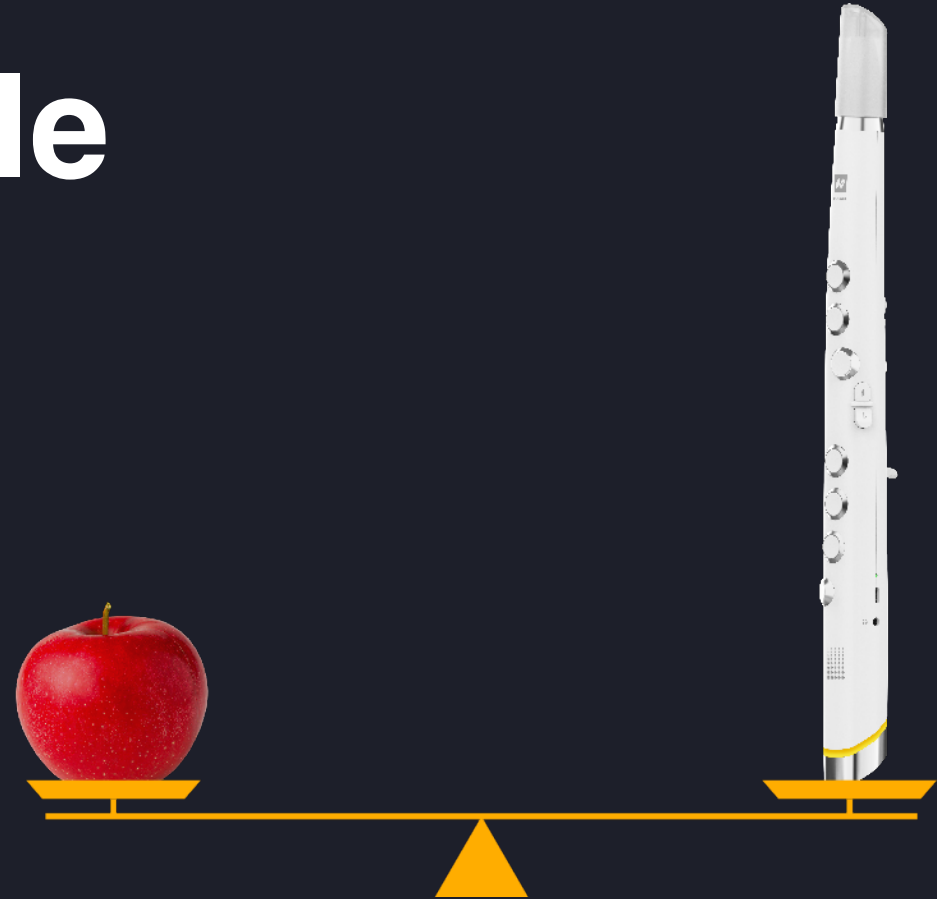
Play Clarii mini Anywhere

Clarii mini has a Hi-Fi built-in speaker, fine-tuned for daily entertainment experience. Want to mute the speaker? Just plug in headphones, and you can have some alone time with music.



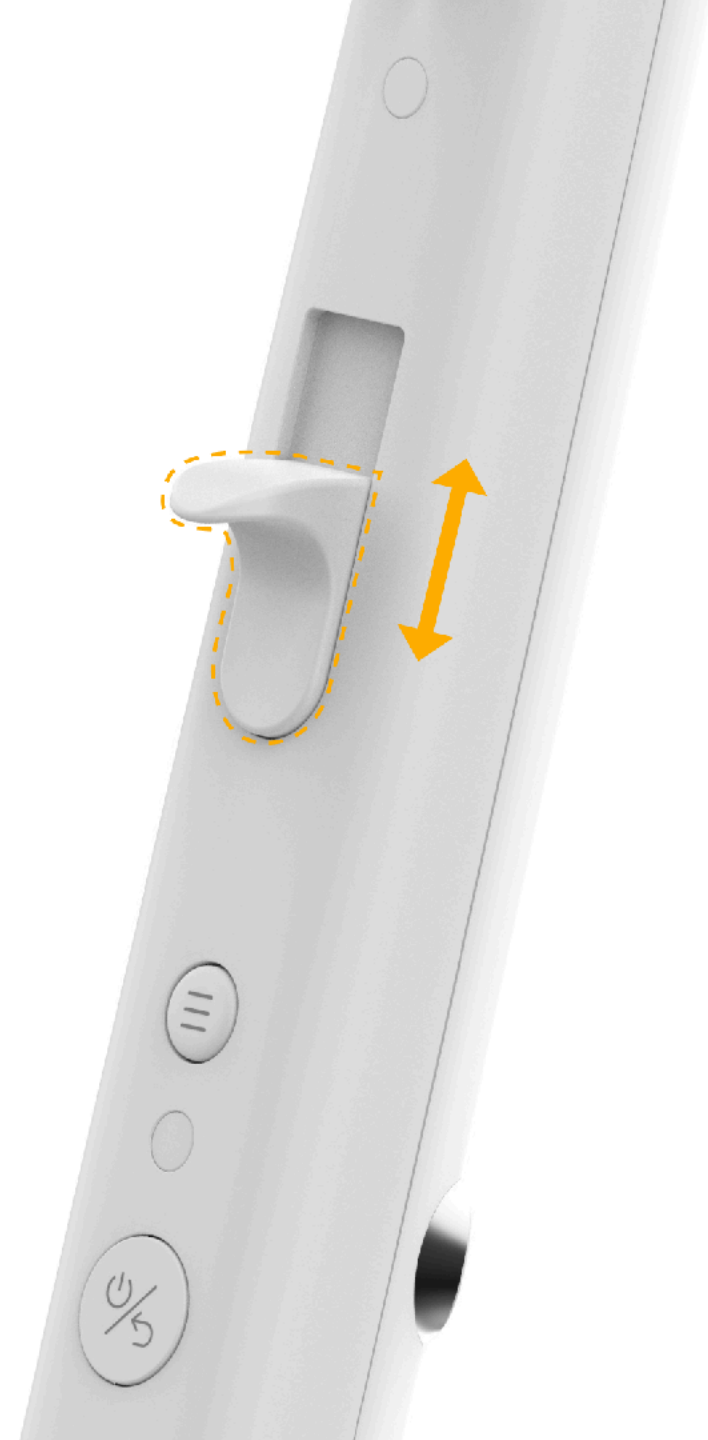
Slim & Portable Design

With dimensions 46 x 4 x 5 cm and a weight of 263g / 9 oz (approx. weight of an apple), Clarii mini can easily fit in your backpack and turn any place into a sonic playground within a snap of finger.



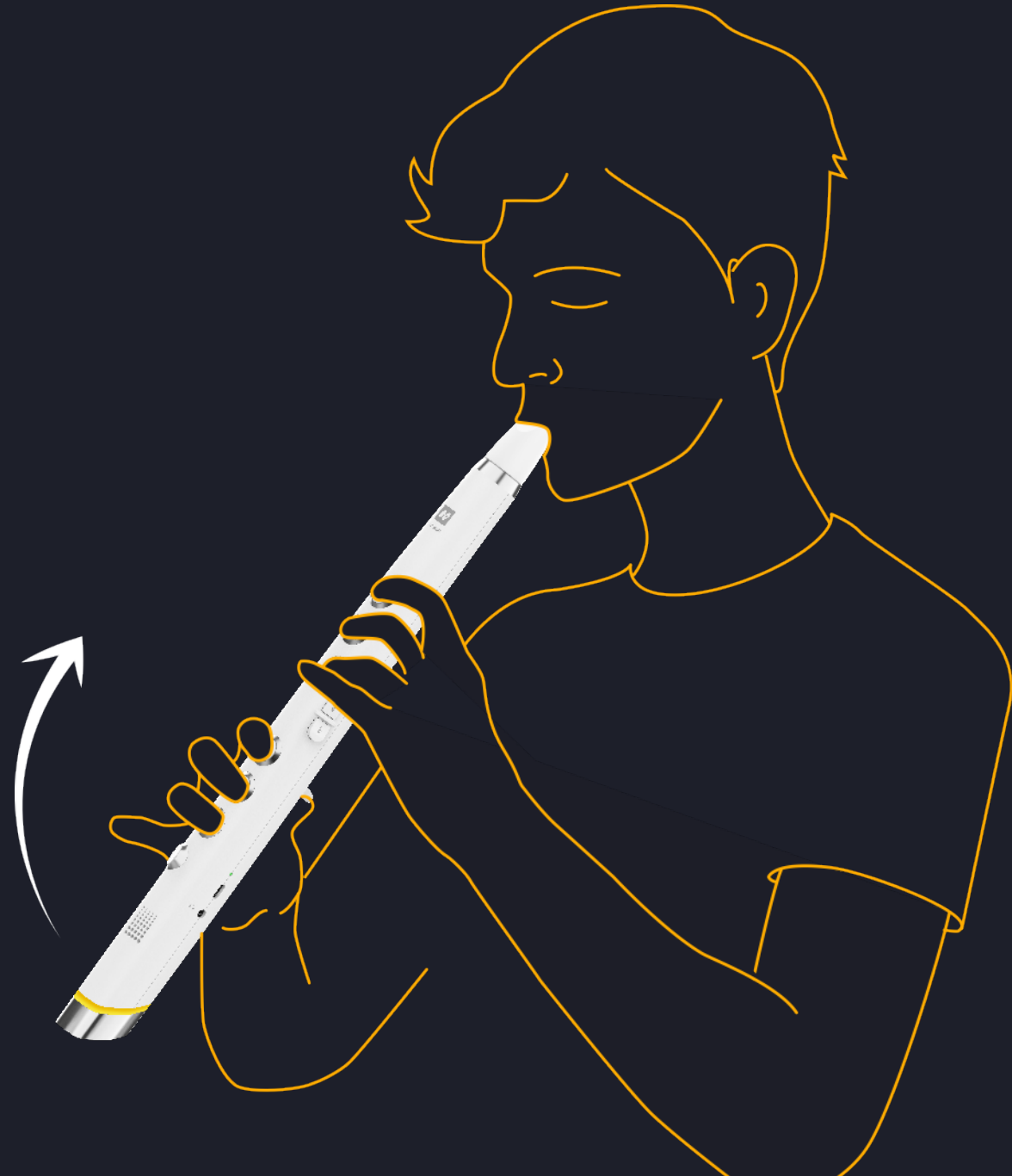
Adjustable Thumb Hook

The position of thumb support is adjustable, so that even kids can play effortlessly.



High-accuracy Motion Sensor

Playing Clarii mini is all about fun. Simply tilt its body and spice up your performance with pitch bend, vibrato or any assigned effects.

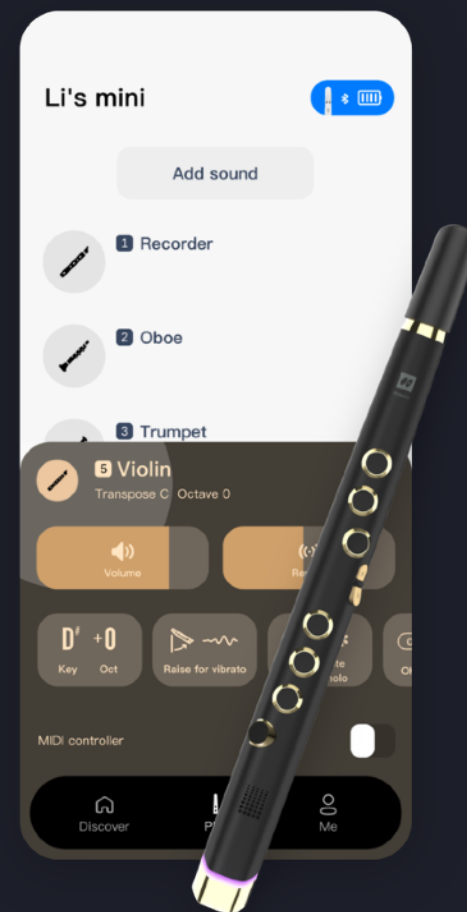


Clarii App

Tailored for users of the Clarii mini, providing a comprehensive experience of expanding tones, dedicated tutorials, and convenient settings.



Clarii



► Intuitive Settings

Personalize your Clarii mini at your fingertips.

► Install Sounds

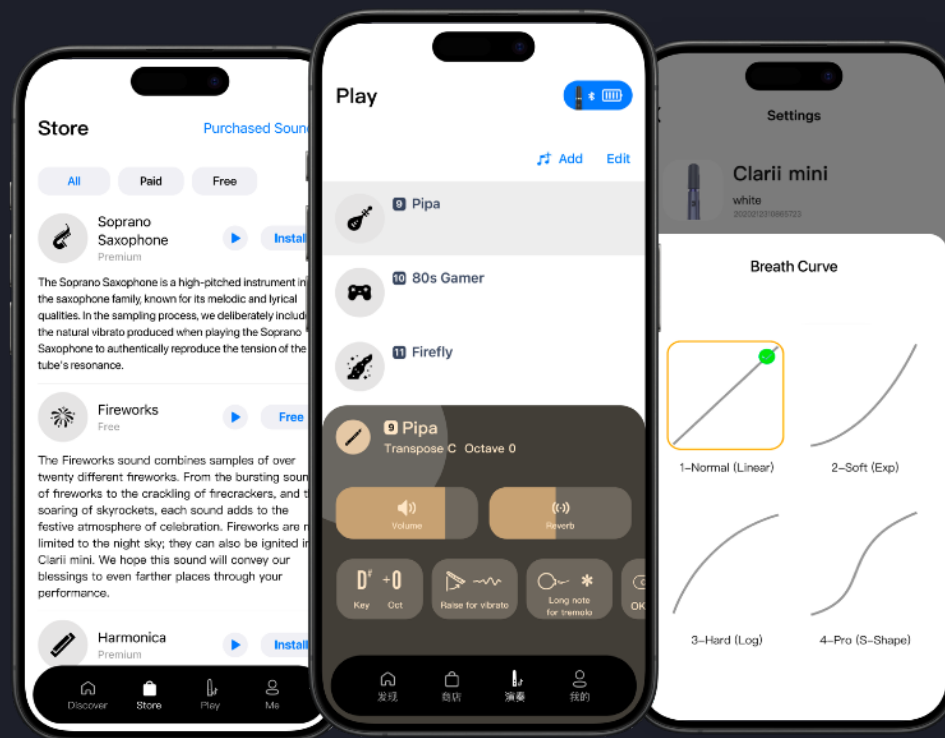
Install your favorite sounds into your Clarii mini, like never before.

► Take Full Control

Instantly switch sounds, fine-tune it and adjust your playing styles.

► Easy Hands-On

Learn to play with our video manuals.



Wind Synthesizer R1



Sound Suppliers

With onboard tones sampled from top performers from around the world. R1 saves 10 or even 20 years of practice to achieve the vibe of a pro.



Compatible with all DAWs



Wirelessly or cabled, while connected to an applicable device, R1 is a qualified MIDI controller that sends more than notes, but also breath control, portamento, program change, and so on.





Add Fingerings as You Like

R1 includes saxophone, trumpet and tin whistle fingering modes.
It can also save up to 20 custom fingerings. Nothing will get into
your way of creating melody.

True Color of Music

The double cyber-style RGB lights respond to your play, and give you and your audience real-time reflection of your breath, in any color you want. Customize in our Jamkoo App.

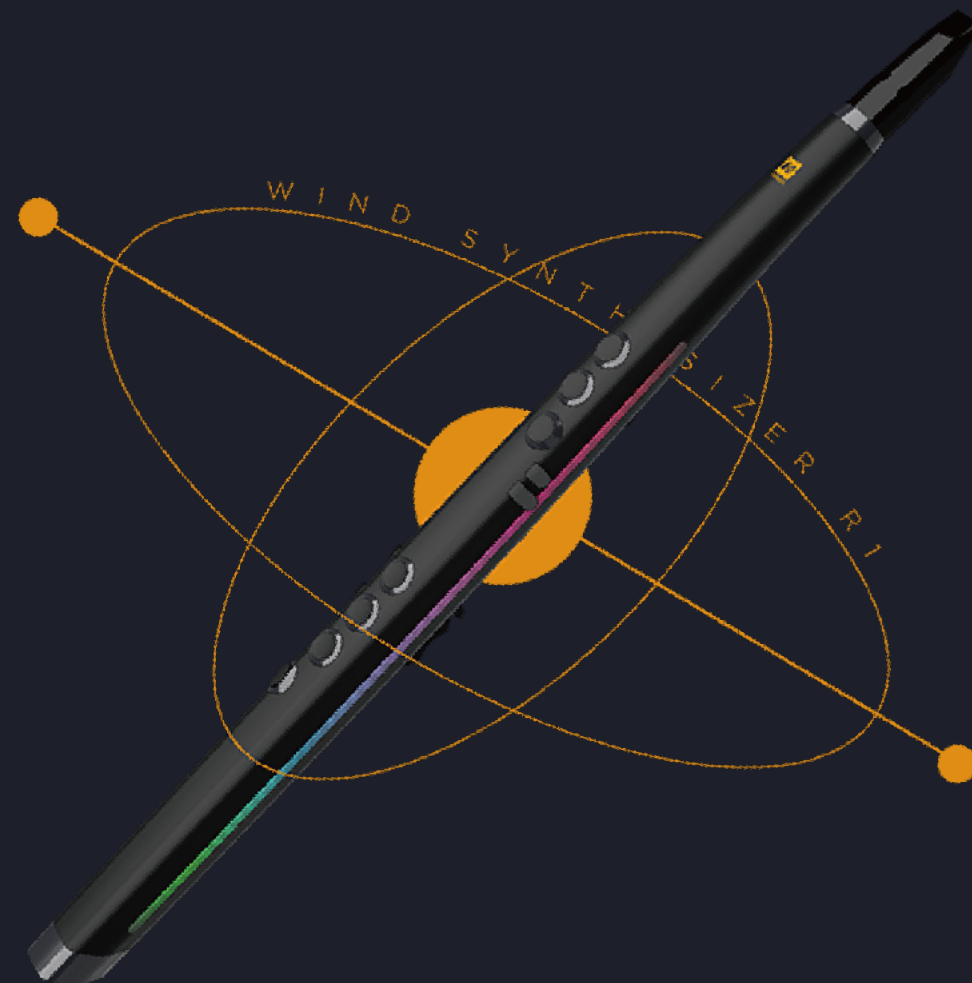
Touch-sensing Performance Keys

Perform by touching the keys. Minimal noise and maximum durability.



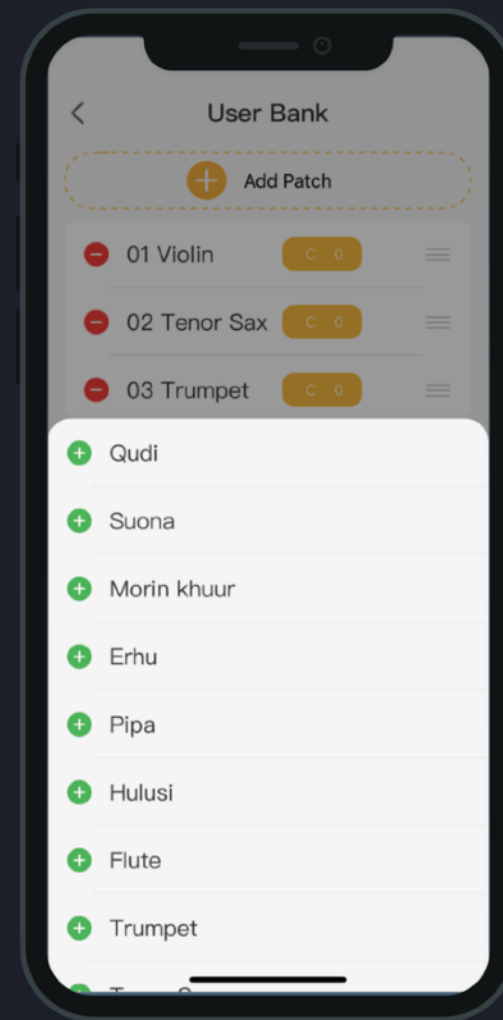
Shakes and Waves

Use motion control to spice up your tune!
The built-in gyroscope lets you pitch bend, vibrato, and make creative crafts by simply lifting up.



User Patch Bank

Create your own list of patches. Switch between any sound, key and octave in a flash for your stage performance.



Play Horizontal

The only wind controller that can be played both vertically and horizontally. Try out the new horizontal mouthpiece, you'll get a cyber flute!



Food Grade Mouthpiece

Same material as baby pacifier for utmost health protection,
with 3 mouthpiece types available.



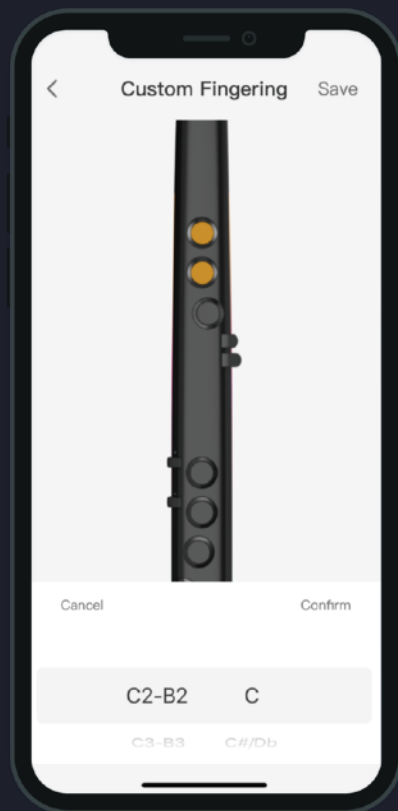
Standard Mouthpiece
RMV90



Flute Mouthpiece
RMH87



Soft Mouthpiece
RMV65



Jamkoo

Access Full Experience

Made by Robkoo team, the beloved performance App, JamKoo, offers full support for R1.

► Interactive Practice Experience

Expanding online track library, practice with interactive music scores.

► Premium Chinese Instrument Pack

Sound of true instruments. Import user sound libraries with premium.

► Manage every bit of your performance

Organize patches, backing tracks, and music scores with Performance Sets. Navigate with ease.

► Make it your own sound

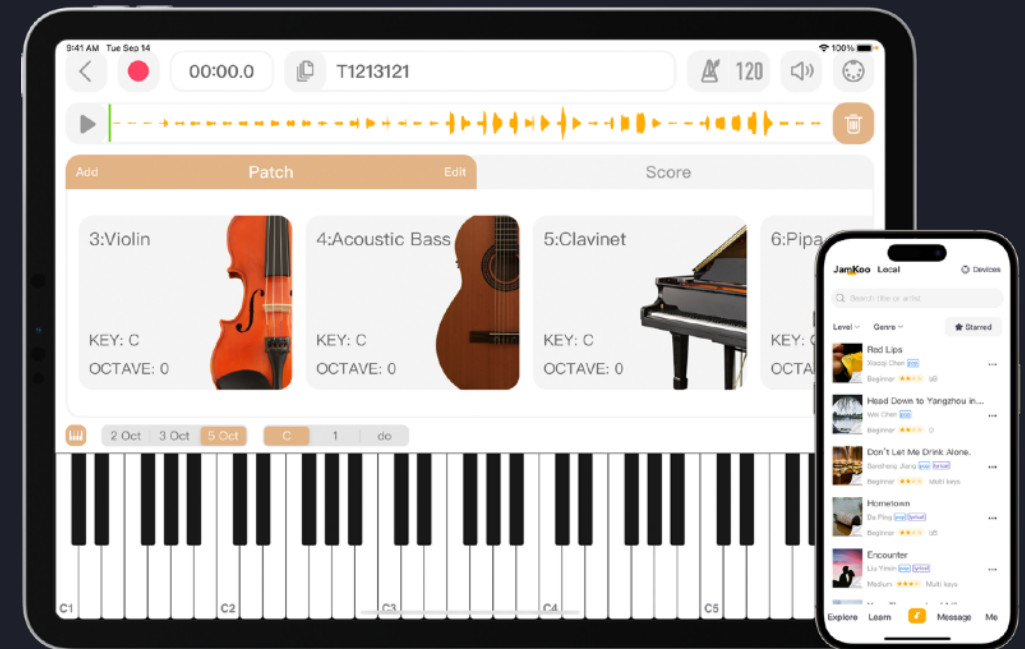
Octave, transpose, reverb and more. Customize patches to fit your style.

► Brand New User Community

Share your works easier than ever, receive likes and like others.

► Track Your Musical Journey

Your own space to view recorded files, community posts and bookmarks.



Qithesizer

Advanced hybrid synthesizer designed with wind controller in mind.





► **Multi-engine**

Unique sounds by basic waveforms, hundreds of digital waveforms and physical models.

► **Modulation Matrix**

11 modulation sources for 27 destinations.

► **Full MIDI Mapping**

Assign any control to your MIDI devices. Seamless integration for streamlined playing experience.

► **Built-in Sequencer**

A 16-step sequencer at your disposal. Powerful editor to pattern any preset.

► **Sound Visualizations**

See what you hear on the scope in real-time. Observe waveforms and dynamics.

► **Full-size On-screen Keyboard**

Enable on-the-go sound-crafting without additional gears.

**Digital art crafting,
sharing and learning made easy.**