

2010 General Membership Meeting

Play, Create, Learn... it's all MIDI.



MMA Mission

- Make MIDI Successful (Grow Usage)
 - 1) Establish Recommended Practices that Enable Interoperability
 - 2) Promote Use of MIDI
 - To Developers in Existing & Potential Markets
 - To Consumers
- Continue for Another 25 Years



Standards Activity

- HD Protocol
- MIDI Visual Control
- IEEE AVB
- RPN/NRPN and MSB/LSB rules



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Why HD Protocol?

- So developers who will not use MIDI 1.0 will not be excluded from interoperability with other manufacturers
- Where MIDI 1.0 Protocol is insufficient, we should look at providing something more



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What is HD Protocol?

- Same functionality as MIDI 1.0 Protocol using 64/128 bit messages
 - More Channels, Channel Groups
 - More Controllers, Per-Note Controllers
 - Up to 32-bit Data Values
 - Unification of Multiple Messages
- Interoperable w/MIDI 1.0



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HD Protocol also...

- Has Space for Possible New Events
 - More Attack Articulations
 - Time Stamps
 - Absolute Pitch
 - New Controller Types
- Can Support Device Inquiry/Enumeration



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End User Benefits of HD

- HW controllers match SW capability
- More Articulation and Expression
- Better Support for Non-Keyboard Instruments and Non-Western Music
- Plug and Play
- Easier Event Editing
- Easier to Use/Learn



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HD Project Status

- December 2008
 - WG Participants reached basic agreement on Protocol for MIDI 1.0 functionality
- January 2009
 - WG Participants began discussing how to support added functionality
- December 2009
 - Still discussing.



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MIDI Visual Control (MVC)

- RP for Control of Image Display Devices via MIDI
- Basically Roland VLINK but with Universal SysEx instead of Roland SysEx
- Some additional minor changes, mostly in documentation presentation.
- To be published some time this year.



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IEEE AVB

- Overview & Status Report, Once Again by Niel Warren of Apple...
 - Time Services
 - Bandwidth Reservation
 - IEEE-1722
 - IEEE-1733
 - MMA Payload Type



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RPN/NRPN MSB/LSB

- Issue is Interpretation of MIDI 1.0 Document
- Some Clarifications Included in Japanese Translation
- Discussions Ongoing About What to Recommend



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Promote Use of MIDI

- MMA Web Site
 - Usage Stories (Halloween, Rock Band)
 - Cross Promotions (CES, NAMM)
 - Product Sales (Logo items)
 - Education (new Intro to MIDI)
- Activities
 - MIDI at CES and NAMM
 - Game Sound Con, GDC, others



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MIDI at 2010 CES

- Kiosk outside of Gaming Showcase
 - Promote RBN and Contest
 - Provide Education
 - Display MIDI vendors
- Attend VIP Events
 - Create Mindshare
 - Create Positive Impression



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MIDI at 2010 NAMM

- NAMM Hands On Training Zone
- “Technology is Changing how People Make Music:”
 - Daily Rock Band Network Sessions
 - Alternate MIDI Controllers
 - iPhone and iPod MIDI
 - MIDI in Education
- “It’s All MIDI”



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Join MMA

- You enable us to keep supporting the MIDI market, and you benefit in return
- You get to design the future standards, and come to market sooner
- You get to hang out (electronically) with all these smart people sitting around you



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