

PRESS RELEASE

CREMONA MUSICA PRESENTS THE NEW PLATFORM "MFCLASSROOMS" FOR ONLINE MUSIC LESSONS

A project by MusicaFelix and dbStrings, realized by
UbyWeb&MultimediaUby



At a time when in many countries of the world musical training activities are strongly reduced, **mfClassrooms** allows to overcome geographical barriers and the physical distance between teacher and student, offering the possibility to continue the lessons, with an audio quality comparable to that of a CD (stereo audio, frequency response from 0 to 20,000 Hz, and sampling at 48 KHz). The video recording function of the lessons allows the student to listen to the lesson again, to treasure all the details of the teaching received.

The mfClassrooms platform has been developed to allow Conservatories, Academies and Music Schools to conduct individual music lessons online with a sound quality far superior to common video conferencing platforms. It is very easy to use, does not require downloading software or apps and guarantees maximum security in the processing of personal data. It integrates an electronic logbook, with automatic tracking of lesson hours and related video archive. It also offers the possibility to have student listeners, who can attend lessons virtually, and to perform virtual concerts (up to 1,500 spectators).

The Accademia Chigiana in Siena, the Accademia di Musica di Pinerolo and Turin, the Conservatorio "Canepa" in Sassari, the Festival "Dino Ciani" and the European Music Institute in Vienna are the first institutions that have already chosen mfClassrooms for their next online master classes.

The platform also makes it possible to remotely listen to the quality of musical instruments. The Fazioli company used mfClassrooms for the choice of two Fazioli F228s by two clients connected live from Tokyo and Seoul.

*"Cremona Musica, as a natural hub for operators, enthusiasts, schools and companies in the sector, is a partner of mfClassrooms, promoting it as a tool at the service of schools, students, but also manufacturers - says **Massimo De Bellis**, director of CremonaFiere - and will promote the donation of 100 hours of use of mfClassrooms to each of the first ten Italian conservatories that will adopt the platform by June 30, 2020".*

*"We have created this project - explains **Ubaldo Ponzio**, co-founder and technical director of mfClassrooms - taking up a personal challenge to provide a service that was functional for a musician and his students and that at the same time did not require sophisticated and expensive instrumentation. mfClassrooms allows to build the progress necessary for each student's musical learning".*

*"mfClassrooms was created to unite musicians from all over the world, overcoming the limits of geographical distance, thanks to technology - concludes pianist **Roberto Prosseda**, co-designer of mfClassroom -. Even students living in the most remote areas of the planet will be able to have access to the live lessons of great masters, and it will be possible to intensify the teaching relationships between various universities and conservatories of different nations".*

INFO: www.mfclassrooms.com - press@mfclassrooms.com

[Cremona Musica International Exhibitions and Festival](#), whose next edition is scheduled from 25 to 27 September 2020, hosted in the 2019 edition 18,127 professionals and musicians from 55 different countries, and 309 exhibitors from 30 nations. Cremona Musica is the most international exhibition in Italy of the music sector: 17% of the visitors and 64% of the exhibitors are from abroad.

CremonaFiere Press Office

