



yes we can music

YOUR MUSICS YOUR MEANINGS OUR MISSIONS

Phan Gia Anh-Thư
Ngô Thanh Nhàn

Brand Vietnam:
VGLF 2019
*Vietnam Global
Leaders Forum 2019*
March 31, 2019
Paris, France

Branding in the Era of Globalisation: Depth and Breadth

A case for basic research: The folk music
processor

Integrated AI business engine

A brand is not just an “advertising & distinctive design”. It is an integrated engine on the global platform that organically is steeped in AI internet, deep learning data collection systems, and NLPs. It is well protected, financed and secured that is continuously grown by customers’ interactions, and that can build self-sustained business blocks and bring success to anyone, esp. in Vietnam, on their first try.



yes we can music

YOUR MUSICS

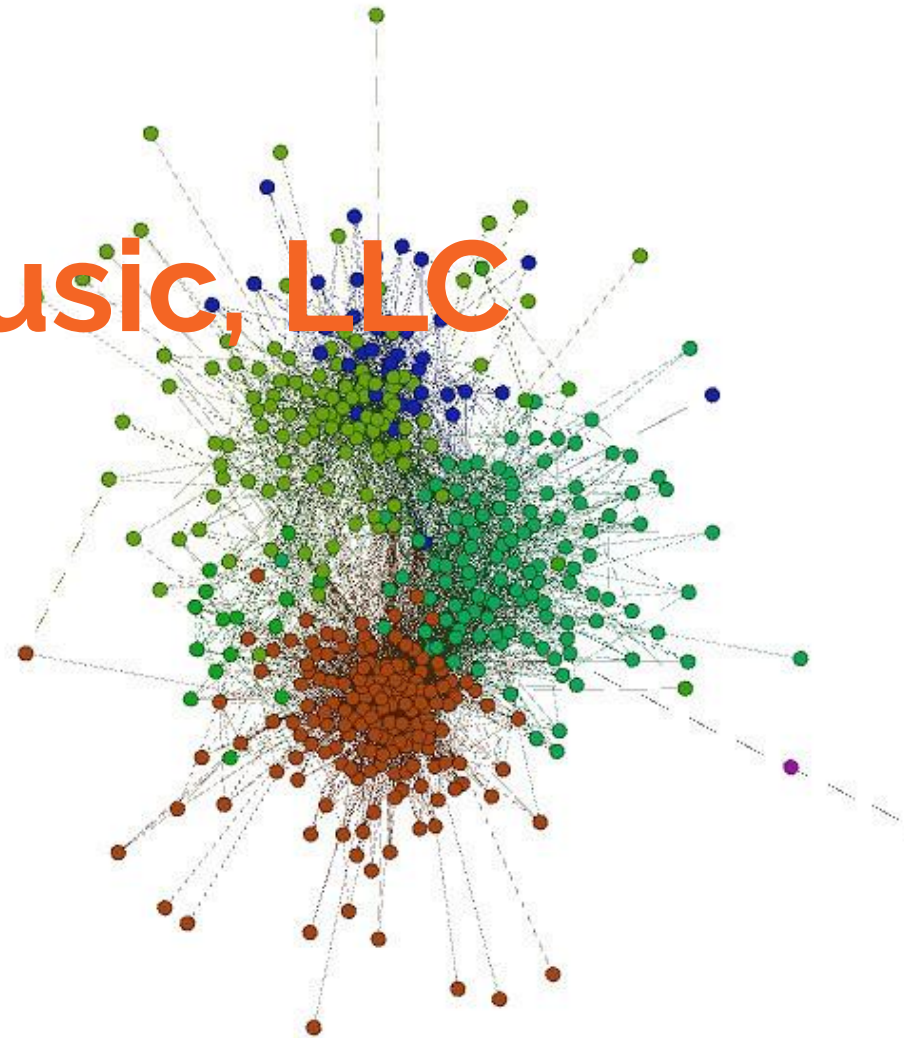
YOUR MEANINGS

OUR MISSIONS

about the U.S.

Yes We Can Music, LLC

*Our mission is to bring
any child's cultural musics
towards
the highest understanding
and appreciation.*



Phan Gia Anh-Thư, President & CEO

- Music Education, Columbia University, New York City, USA
- Folk Music Studies, Temple University, Philadelphia, USA
- Piano Performance, National University of Singapore, Singapore

With an experience of over 9 years of music teaching, 28 years of music performing, and unlearning of 30 years of music education, Anh-Thư's mission is to bring any child's cultural musics towards the highest understanding and appreciation.

Musicking is imbued with a country's identity. Bringing out the unique characteristics of Vietnamese music is her calling: she designs and authors Yes We Can Music's Educational Music Processor, the first universal learner-centric online music education and analysis system.

Online CV: http://yeswecanmusic.us/aboutus/tara_phan.html



yes we can music
YOUR MUSICS YOUR MEANINGS OUR MISSIONS

Ngô Thanh Nhân, Vice Pres. & CTO

- Ph.D. Linguistics, New York University, 1984. CV: <https://www.cs.nyu.edu/~nhan>
- *Computational linguist, natural/medical language processor*, Courant Institute of Mathematical Sciences, New York University
- *Scholar, Nôm Studies and Folk Music Studies*, Center for Vietnamese Philosophy, Culture & Society, Temple University
- Vice President and CTO, for-profit corporation, *Yes We Can Music, LLC*, easy, fast, online music and instrumental lesson preparation for teachers and students, with the **educational music processor**.
- Vietnam Liaison officer to ISO/IEC 10646 and Unicode: Vietnamese latin quốc ngữ, ideographic Nôm, and south indic Chăm.
- Founder of non-profit corporations: *Vietnam Agent Orange Relief & Responsibility Campaign*, *Vietnamese Nôm Preservation Foundation (FL)*, *Institute for Vietnamese Culture and Education (NY)*, *Mekong NYC (NY)*, etc.
- Founder and CEO, for-profit corporations: *Vinamex Corporation (NY)*, *VINEXCO*, and *Vietnam Arts & Crafts (NY, 1984-1995)*.



yes we can music

YOUR MUSICS

YOUR MEANINGS

OUR MISSIONS

Brand Japan?

Take the Japanese-ness for an example: the costumes, the music, the movies, animations, the folk tales, the samurais, the geishas, the novels, and the graphic textbooks, ... all immediately spell "Japanese".

→ **Can Vietnam follow Brand Japan?**

No. It requires basic research. It is totally possible. Vietnam is a country that spells "crossroads of civilizations".

→ **Free of prejudice**

Vietnam is friendly to all nations

→ **Unique but cosmopolitan**

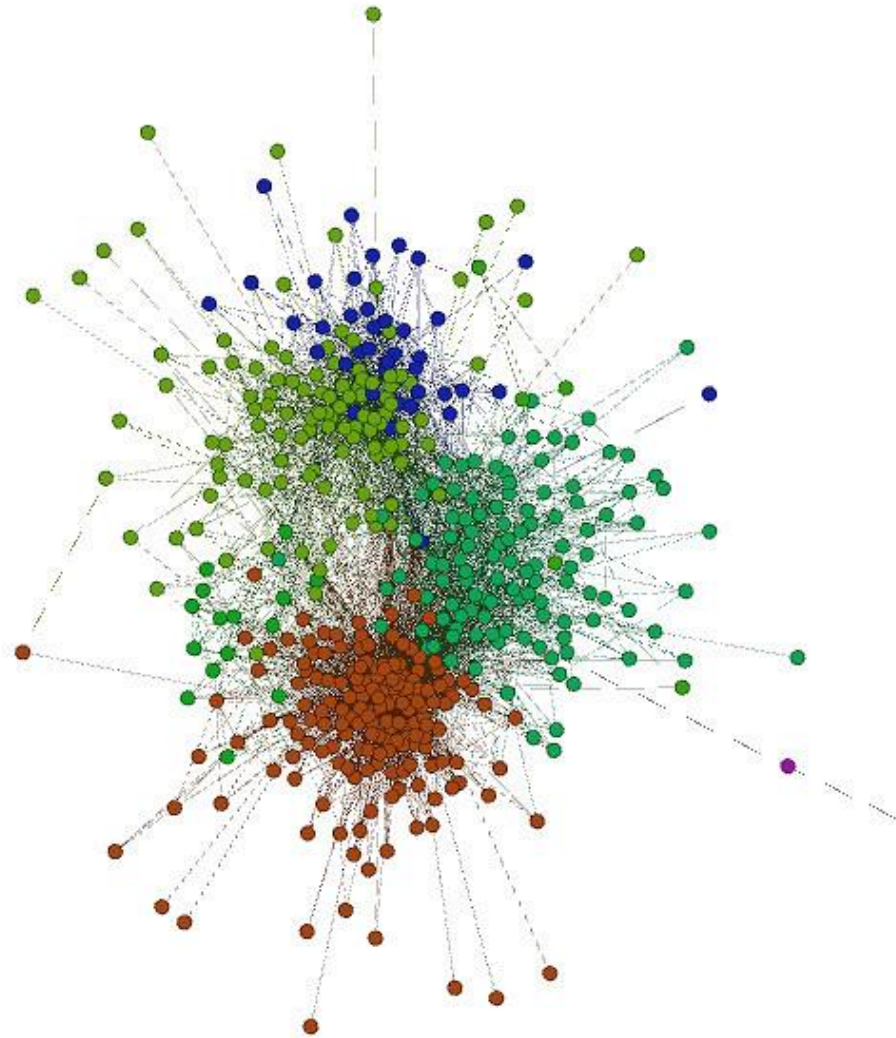
Vietnam is the name of a war. It won peace against all odds. It's what "pride" looks like. It goes into the hearts and minds of people in every country intimately for half a century.



Where to start?

- An integrated engine like Amazon? Shark Tank real estate? Blockbuster? Google?
- Boost small businesses? Expand all local products?
- Customer-built?

4 PRINCIPLES



4 principles

- Total market economy on the global platform: your brands only shine when they stand side by side with all brands of the world.
- Mastering the internet!
- Well-hinged business models, incorporating all Vietnamese products, large and small, which any one can join and share the success
- Breakthrough technologies, home-grown.



yes we can music

YOUR MUSICS

YOUR MEANINGS

OUR MISSIONS

Educational Music Processor: goals

- Increase empathy
- Increase one's sense of cultural identity
- Increase equity: folk music stories
- Increase pedagogical aid and outreach
- Spreading mass intellect.



yes we can music

YOUR MUSICS

YOUR MEANINGS

OUR MISSIONS

EMP with AI

- Core data: audio to spectrogram
- Event attacks within a piece of music
- Patterns within and across music pieces that establish a “genre”
- Genre characteristics and socio-cultural underpinnings
- Artist ideosyncracies and genres among cultures



yes we can music

YOUR MUSICS

YOUR MEANINGS

OUR MISSIONS

Stick to raw spectrographic data

- Sound timbres
- Texture
- Adjacency and deep learning to establish patterns
- Frequencies of distribution to establish gravity
- Movement between attacks, bending, tapping, vibrato, pushing, gliding, ... in the establishment of *chữ nhạc* “unit of melody” (music “note” is less important).
- *tiếng, chữ viết, chữ nhạc, chữ đàn,...* units of speech, orthography, and music: the Vietnamese mindset



YES WE CAN MUSIC

YOUR MUSICS

YOUR MEANINGS

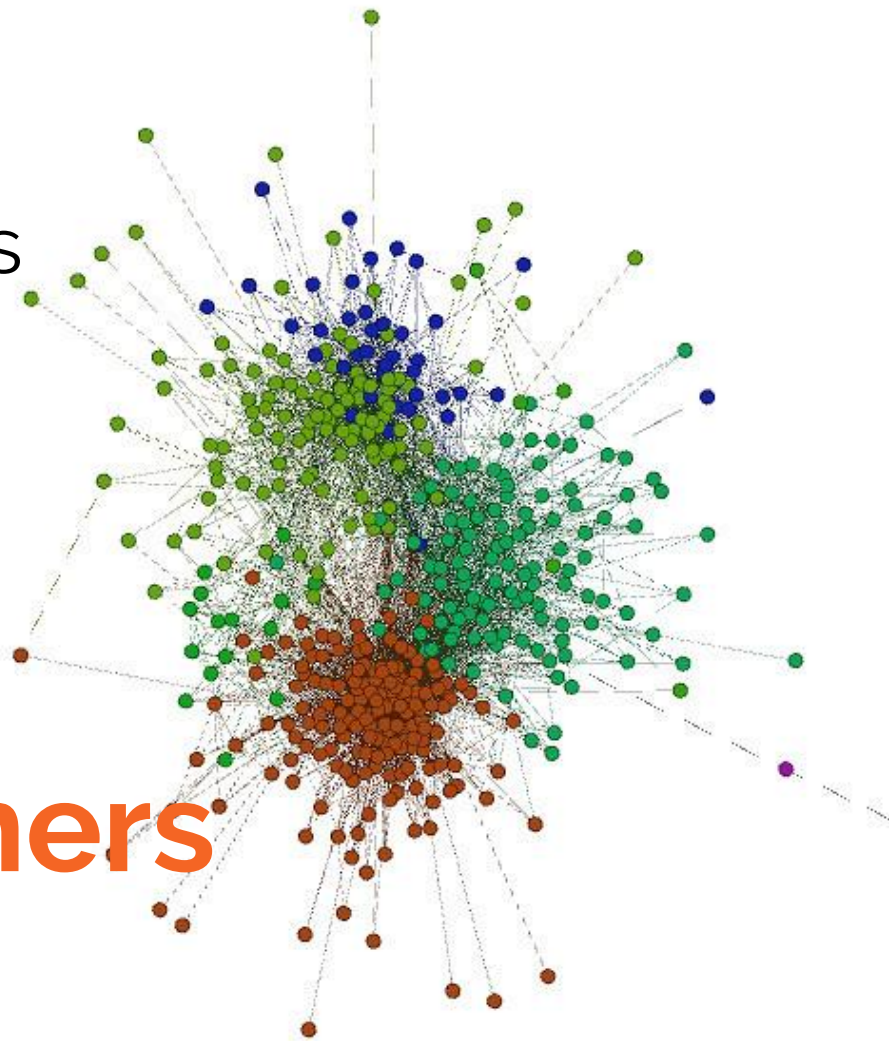
OUR MISSIONS

East Asian family of zithers

- Vietnamese tranh,
- Chinese wuzheng,
- Korean gayageum,
- Japanese koto

What makes their music differ?

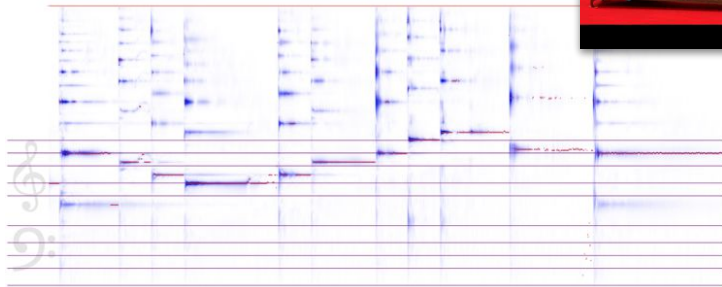
4 East Asian zithers





Song-of-Chidori • Koto

Pitch: 26.7171 to 4246.89 Hertz • Duration: 12.66 sec. • Volume: 0.0462561 to 8879.58 dB

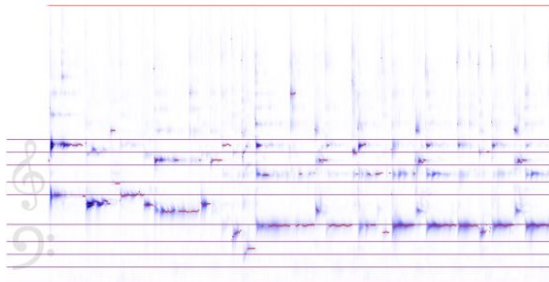


1s 2s 3s 4s 5s 6s 7s 8s 9s



Arirang • Gayageum

Pitch: 26.7171 to 4246.89 Hertz • Duration: 9.48 sec. • Volume: 3.15152 to 21535.7 dB

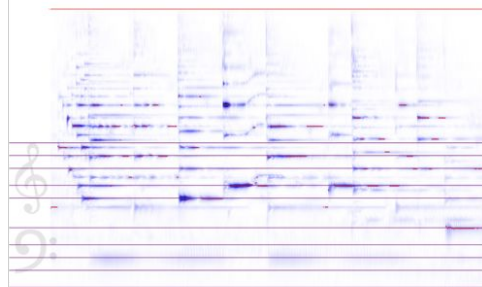


1s 2s 3s 4s 5s 6s 7s 8s 9s



Spring-River-Flower-Moon-Night • Guzheng

Pitch: 26.7171 to 4246.89 Hertz • Duration: 8.23 sec. • Volume: 0.270876 to 10973.3 dB

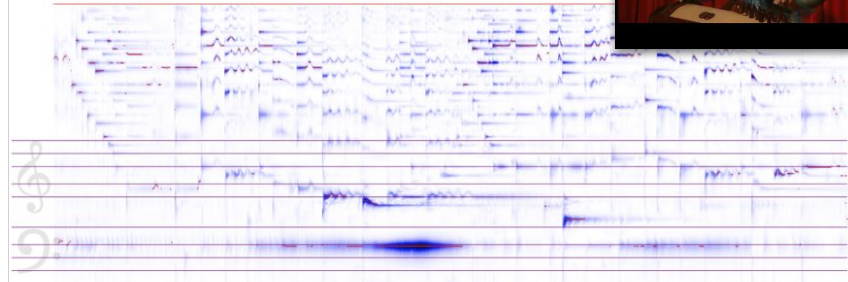


1s 2s 3s 4s 5s 6s 7s 8s



Luu-Thuy-Hanh-Van • Hai-Phuong

Pitch: 26.7171 to 4246.89 Hertz • Duration: 14.65 sec. • Volume: 0.410454 to 9254.71 dB



1s 2s 3s 4s 5s 6s 7s 8s 9s 10s 11s 12s 13s 14s

Stick to raw spectrographic data

- Sound timbres: different
- Texture: different
- Vietnamese tranh has deeper vibratos.
- Instruments of different wood, slightly different shape, silk vs Vietnamese steel strings
- Movement between attacks *khảy*, bending *nhấn*, tapping *mỏ*, vibrato *rung*, pushing *đè*, sliding *vuốt*, ...
- *chữ đàn*, unit of folk melody, is systematic in Vietnamese folk music.



yes we can music

YOUR MUSICS

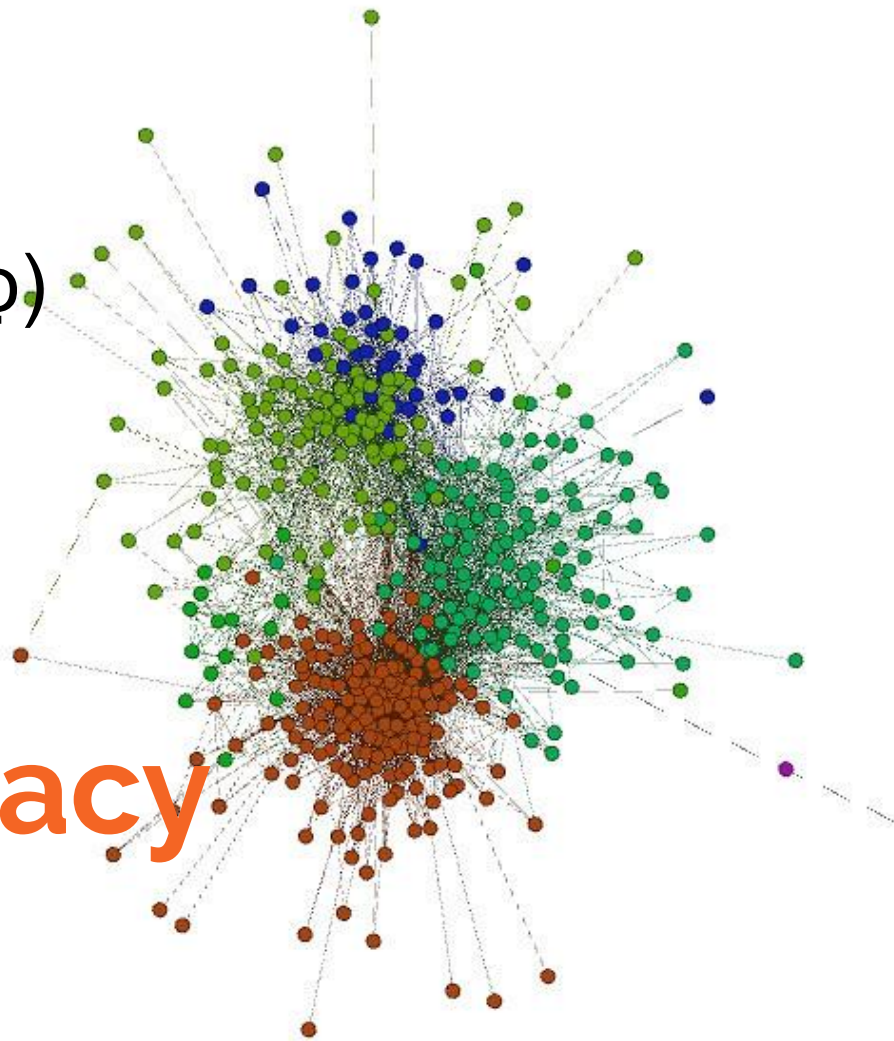
YOUR MEANINGS

OUR MISSIONS

Ba quan Mời trầu (Quan họ)

- sung by two groups of artists
 - Sound taken from YouTube
 - Each gets own spectrogram
- What makes their music differ?

artist ideosyncrasy



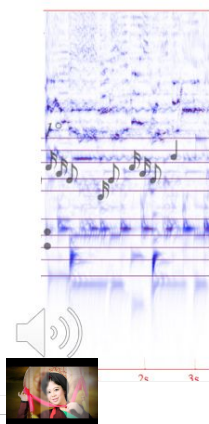
Huy-Huong-Ngoc-Quang verse-1 • phrase-1

Pitch: 26.7171 to 4246.89 Hertz • Duration: 5.11 sec. • Volume: 128.546 to 12845.7 dB



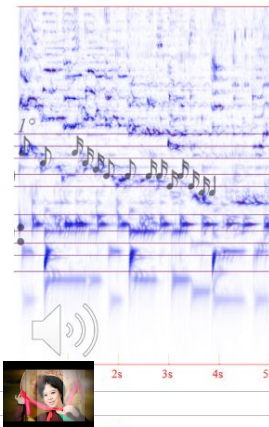
Huy-Huong-Ngoc-Quang verse-1 • phrase-2

Pitch: 26.7171 to 4246.89 Hertz • Duration: 3.31 sec. • Volume: 0.564803 to 11859.5 dB



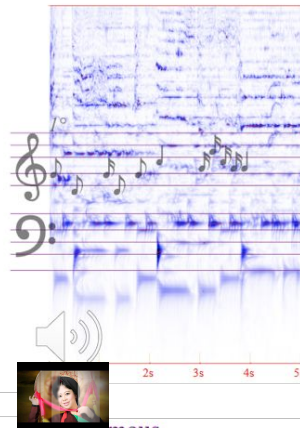
Huy-Huong-Ngoc-Quang verse-1 • phrase-3

Pitch: 26.7171 to 4246.89 Hertz • Duration: 5.02 sec. • Volume: 0.310393 to 8843.7 dB



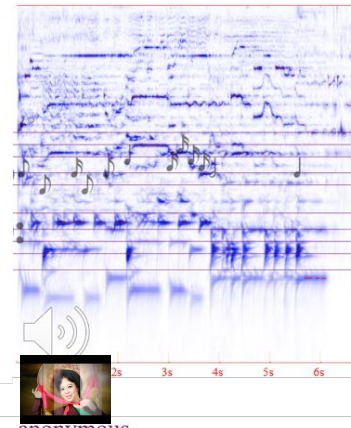
Huy-Huong-Ngoc-Quang verse-1 • phrase-4

Pitch: 26.7171 to 4246.89 Hertz • Duration: 5.05 sec. • Volume: 0.143692 to 9429.76 dB



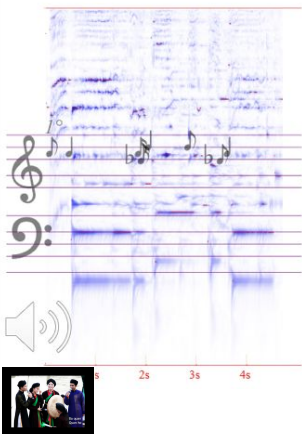
Huy-Huong-Ngoc-Quang verse-1 • phrase-5

Pitch: 26.7171 to 4246.89 Hertz • Duration: 6.7 sec. • Volume: 0.0891268 to 7564.04 dB



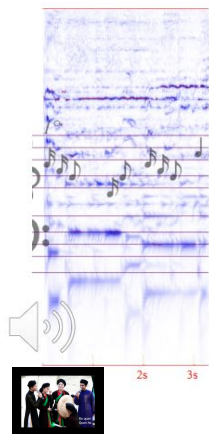
anonymous verse-1 • phrase-1

Pitch: 26.7171 to 4246.89 Hertz • Duration: 5.11 sec. • Volume: 128.546 to 12845.7 dB



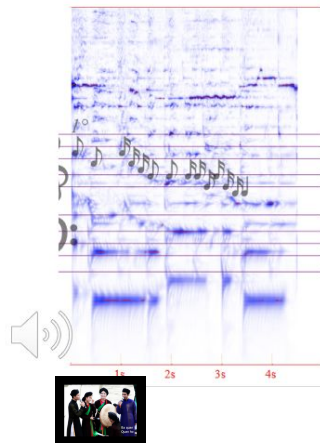
anonymous verse-1 • phrase-2

Pitch: 26.7171 to 4246.89 Hertz • Duration: 3.31 sec. • Volume: 0.564803 to 11859.5 dB



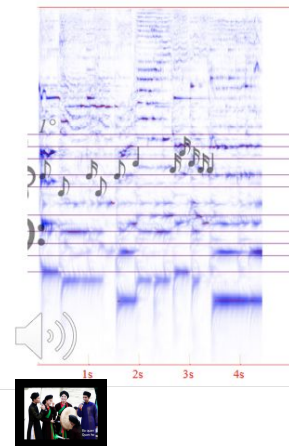
anonymous verse-1 • phrase-3

Pitch: 26.7171 to 4246.89 Hertz • Duration: 5.02 sec. • Volume: 0.310393 to 8843.71 dB



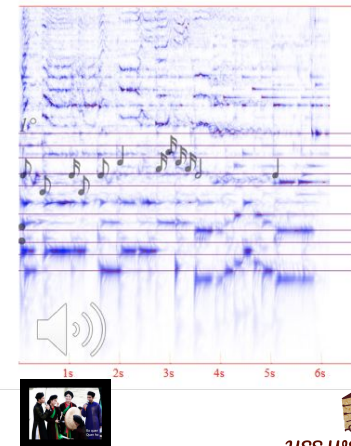
anonymous verse-1 • phrase-4

Pitch: 26.7171 to 4246.89 Hertz • Duration: 5.05 sec. • Volume: 0.143692 to 9429.76 dB



anonymous verse-1 • phrase-5

Pitch: 26.7171 to 4246.89 Hertz • Duration: 6.7 sec. • Volume: 0.0891268 to 7564.04 dB



Stick to raw spectrographic data

- The best western music sheet fails almost all folk music of the world. It fails this song. The transcribed notes on the G clef does not match the length and the pitch of the voices.
- Two groups of singers sing the same verses, but have different phrase lengths in reality
- Two groups also have different transitions between notes.



yes we can music

YOUR MUSICS

YOUR MEANINGS

OUR MISSIONS

A lasting brand, standing distinct in the world, is an integrated business engine on the global platform,

which requires

basic research and breakthrough technologies as part of the design.



yes we can music

YOUR MUSICS

YOUR MEANINGS

OUR MISSIONS

The Music Processor

- My name is Phan Gia Anh-Thư, President and CEO of *Yes We Can Music LLC*.
- With Dr. Ngô Thanh Nhân, we have invented a brand new universal music processor, capable of showing unique characters of an audio recording through analysis of its spectrogram.
- The EMP helps music teachers quickly prepare lessons for any student's choice of music piece to learn in a matter of minutes, rather than weeks, and the students to follow their progress.
- We seek grants up to \$20,000 US to build an industrial-strength EMP in one year. Our EMP is currently patent-pending.
- We have invested 4 years of intense work and a donation of a workstation by the Vietnam Mission to the United Nations.



yes we can music

YOUR MUSICS

YOUR MEANINGS

OUR MISSIONS