

Sept. 11, '91

To: Reid Baer
Gulbransen/Crystal
National Sales Manager
From: Brink McBryde
Fuzzy Muzik
About: Expiramental
Promotional Schemes

Thankyou for the "extras" w/ the purchase of the two KS 20 units. The tape is highly instructional & useful but the serendipity occurred upon reading the Orchestra II Owner's Manual. The demos I had heard up to that point barely touched the inherent power in the sound module and "co-controller". I can visualize having a permanent installation in my system. Until then I can see having temporary use of ones as I sell & install them. Dave Starky will be receiving some materials concurrently that might be of some value. I am including a copy for there are ideas that can have impact on KCS 20 & Orch II sales.

The brainstorming in your office has brought curiosity as well as zeal in finding out how these black boxes rate in the music merchandising arena. No doubt, your foremost sales outlet will be the applications they were designed for and almost every notion I have had has been of a hypothetical nature, yet the fact remains that there is a multitude of ideas that are yet to be considered.

I have touched base with folks in my own circles and the responses have ranged from take-the-ball-and-run to wait-and-see. Four in-house publications that explore limited edition expiramental music instruments/performing environments are part of this network. Three cottage-industry third-party industries are showing an interest. There is a cable channel in L.A. that is looking for tecky song-and-dance blurbs. An equal amount of tapping into the fringe of the "potentially interested" has produced more consternation than consideration. Inadvertently the KCS 20 and Orch II are receiving substantial instruction and promotion.

My recent entitlement of an authorized dealer has prompted me to stratify promotional efforts. Our deal concerning an endorsement by Lisa Coleman shows good faith to defining a point or perk arrangement for services beyond the auspice of a dealer, namely:

1. Acting as agent for new dealerships.
2. Using my portable music setup to showcase Gulbransen/Crystal products.
3. Mechanical promotion through media exposure (eg. an Orch II and KCS(s) as a highly visible front end to a performance set-up w/ photographs).
4. Acting as agent to third party developers, system consultants, and special interest groups.
5. Correlating leads with sales managers and promotional agents.

As you might infer my pet project of building an experimental keyboard is entirely funded from a personal slush fund. Financing an Orchestra II PRO and/or a 61-note keystrip to install on my DX7IIw/E! were not part of my original venture. This would be a minimal demo set-up that could be hand carried to the establishments of potential clients. Although it's been stated that you've been all the way to the top with such requests, the efforts required to follow through (in whole or in part) the aforementioned proposals in this, as well as in the letter to Dave Starky, could not be confined to the auspice of a dealership. It is common to have loaners or awards for such efforts. I also understand that because I am not presently established in a conventional sense (eg. a bank approved credit line) slight trepedation may be cast on such a decision.

There is no doubt in my mind that these products will provide a lucrative return "as is". I am very impressed how elegantly they are engineered and how flexible the architecture is. I would not assert that the marketing could exercise like flexibility if I didn't sense the potential. My current residence in the area could be valuable to exploring the possibilities as set forth in both proposals (sales and engineering).

I'll be in and out anyway, bugging you guys with all kinds of questions whilst getting my pet project up and running.

Besides, your coffee is free.

Sincerely,

Brink McBryde
Fuzzy Muzik
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