

# MERCI ED.1 Report on experimentation, user feedback and validation

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## Introduction

HyVibe launched the HyVibe Guitar System in 2019. Before that launch, several phases of experimentations were done with musicians using prototypes. Around 100 musicians participated to a survey at the cultural center Le Centquatre Paris. The main goal was to answer the strategic question: in the three main features that were potentially embedded in the HyVibe guitars (i.e., effects, looper, backing tracks), which one should we launch first? Interestingly, the result of this survey was that it was preferable to launch all three features at the same time!

## Musicians tests and feedback

At the beginning of ANR MERCI in early 2020, around 1000 Lâg HyVibe guitars were sold in European and American markets. At that time, the main challenge was the development of the HyVibe brand, and the validation of the interest of the technology with professional musicians.

Here are examples of musicians who tested and played guitars with HyVibe Systems:

### **Broken Roots at the final of America's Got Talent 2020 with Blake Shelton (around 10 million TV viewers).**

In live performances and TV shows, the HyVibe Guitars can be used as “normal” electroacoustic guitars that can be plugged into an amplifier or a recording device. HyVibe had the chance to be selected by America's Got Talent (AGT) candidates Broken Roots. They used a Lâg HyVibe Guitar during the semi-final and final of AGT and we got excellent feedback from them and from the sound engineers of AGT.



<https://www.youtube.com/watch?v=5PPE0FMaYTU>

## Thomas Dutronc guitar lessons



[https://www.facebook.com/watch/live/?ref=watch\\_permalink&v=268194347686428](https://www.facebook.com/watch/live/?ref=watch_permalink&v=268194347686428)

Musicians reinvented the way they interact with their audience during COVID crisis. Thomas Dutronc made daily live lessons during the French lockdown. He chose a Lâg HyVibe guitars for certain lessons, when an acoustic guitar was needed. For gypsy guitar lessons, he logically preferred a Maurice Dupont gypsy guitar. This experience showed us the interest of selling the device by itself for reaching musicians who want to use a HyVibe System on other guitars or instrument families.

## Michel Haumont

The famous french guitarist Michel Haumont is a Lâg HyVibe ambassador. He made several very nice videos from his flat in Paris during the French lockdown. His favorite HyVibe feature is the looper mode, that fits very well with his fingerstyle playing.



<https://www.youtube.com/watch?v=uNRAKpw-LpU>

## Brooke Brown

The country music singer Brooke Brown uses a Lâg HyVibe guitar for her concerts and recordings. It is interesting to see how the guitar is used in recording studio with her.



<https://fb.watch/aYCepysV0j/>

## Justin Johnson (1 million views on YouTube)



<https://www.youtube.com/watch?v=oFTZBERh60A>

The American guitar player and influencer Justin Johnson made a full review of a Lâg HyVibe THV30 guitar on YouTube. The content of this video is very interesting for HyVibe in several ways. First, he explains to his audience the intrinsic quality of the guitar, which showed us

that our technology would look gimmicky if we had put it in a bad quality instrument. Then he plays mainly on the looper mode and on two effects: reverb and delay. Finally, he shows how HyVibe can be used as a pedagogical tool streaming his own lessons into the guitar and then playing with himself.

### **Kfir Ochaion (619k views on Instagram)**



<https://fb.watch/aYCL-lmX98/>

Kfir Ochaion is an Israeli guitarist and influencer, well known for his music covers and gear tests. He has the great idea to play the Pink Floyd song Run Like Hell using a Lâg HyVibe Guitar with effects. The result was excellent, and other guitar players repeated that cover in social media. This case shows the importance of the musical choice to present the features beyond a simple demo.

### **Conclusion**

The Lâg HyVibe guitars have been tested and performed by professional musicians, who use them in different contexts: home, studio, and concerts. The versatility of the instruments shows to be good whatever the situation is. The features that are preferred by this population are the looper and effect modes. The ANR MERCI project will help improving these two features, thanks to a creative approach.