

Virtual Idol

MIKU HATSUNE is a popular singing idol, yet she does not exist in reality. Miku is a software-generated character from a singing synthesis system called Vocaloid 2. This revolutionary software lets users create original vocal recordings by entering melodies and lyrics. Since it uses a database of human voices, users can generate real, natural-sounding songs rather than ballads in robotic synthesized voices.

The main attraction of this technology is that budding songwriters can have Miku sing their original compositions in an *anime*-style voice. In the desktop music software industry, annual sales of 1,000 units denote a hit product, but Miku Hatsune became a mega-hit when more than 3,000 units were snapped up in just two weeks after its August 2007 launch. Its popularity was triggered by Internet video-sharing sites. Users posted compositions and videos according to their tastes, and this led to the non-existent Miku being recognized as a singing

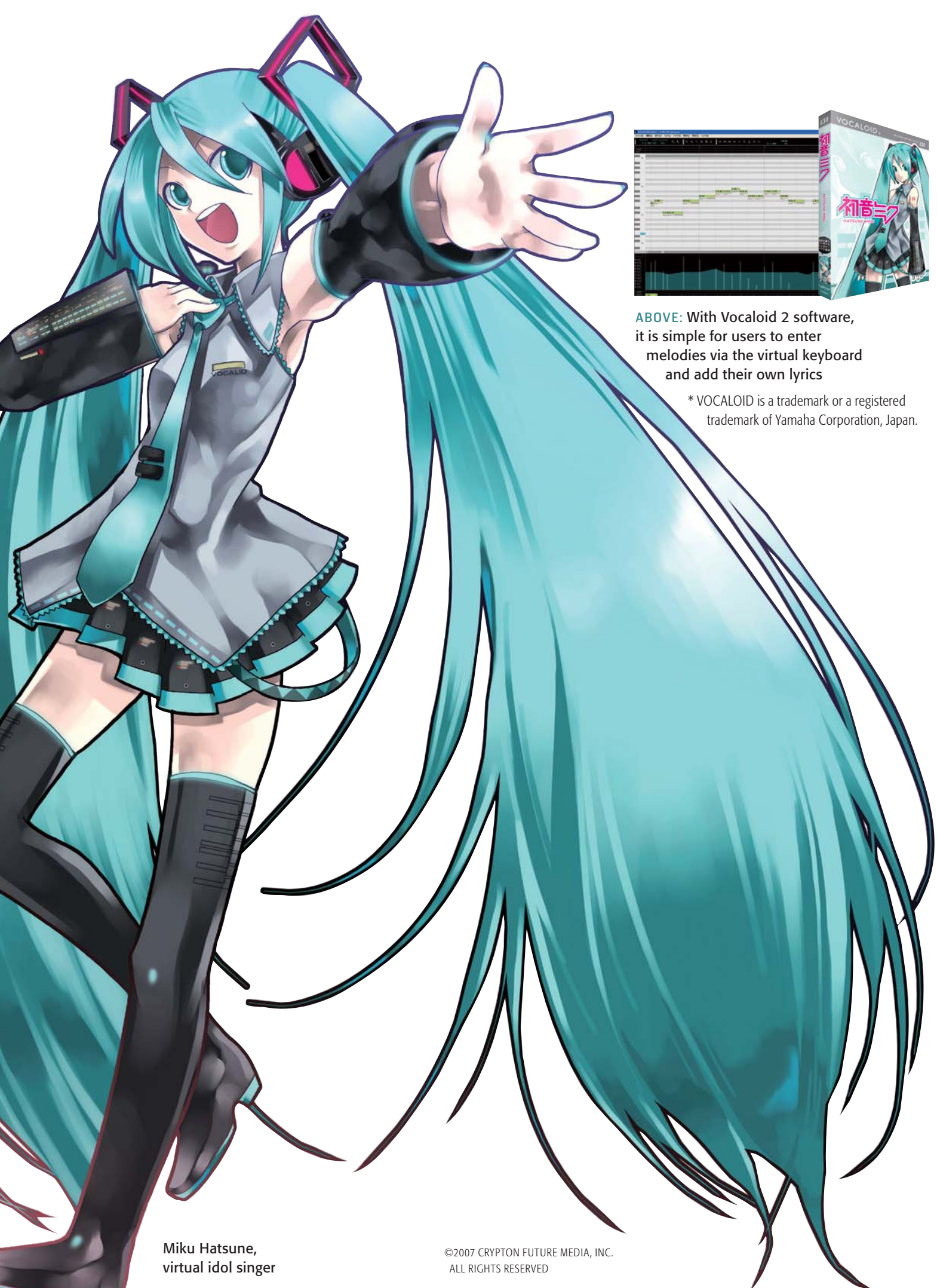
idol and becoming so popular that you can now buy CDs and character goods featuring the virtual star.

The key to Miku's success is that it allows users to improve their software operations and create original and realistic vocal performances. Users can fiddle with a number of parameters, including volume and pitch to control Miku's performance.

Now she is being joined by a stable of virtual vocalists including the twins Rin and Len Kagamine and Japanese-English bilingual singer Luka Megurine, who are new models for the Internet-generated character business.

ON THE INTERNET

http://www.crypton.co.jp/download/pdf/info_miku_e.pdf



ABOVE: With Vocaloid 2 software, it is simple for users to enter melodies via the virtual keyboard and add their own lyrics

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Miku Hatsune, virtual idol singer

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