

In the current digital world it is very important to define the new product, its characteristics and competitive advantages skilfully. That allows to clarify for the potential client or consumer *why* should one purchase *this* product and use it. All the terms in the definitions are to be clear and they should correspond with its meaning. The specific terms are to be explained in the understandable language after the definition.

In our case we would like to stress on the following issues, concerning the auto tune definition:

- “Auto-tune is the act” – to our opinion it is better to consider auto-tune as proprietary audio processor[1]; if the process is meant it would be more appropriate to use “auto tuning”;
- “valid instrument” – we would consider this term as the juridical term, not the music one; it is better to say “effective sound correction instrument”;
- “Conscious and creative effort consists of thorough examination and monitoring of sounds” - in our case is also not appropriate term. “The creative changes, made by auto-tune device are the result of sounds examination and monitoring.”
- It is possible to say that the definition is not completed and that it does not show the whole picture of the opportunities, offered by the auto tune. According to the information, presented on the Antares Audio Technologies[2] official web-site, there is also an opportunity of correction the live music. The auto tune does not require singing in tune for correction.

To our opinion, auto-tune is the proprietary audio processor, which offers multiple tools for sound correcting. It is possible to apply this device for correcting pitch in vocal and instrumental performances in studio and for correcting live music.[3] Auto tune is widely used in professional sound studios and for home using. There are several options of its installation: studio setting, stand-alone and rack-mounted. It is possible to detect, analyze and correct deviations, to change the voice manually or automatically with Auto-tune.

The vague words in our definition are *proprietary audio processor* – the processor, which is licensed and has got executive legal rights of its owner. The device may be applied under strictly determined conditions of use. User is not allowed to modify the device, to produce its copies and to purchase them.[4] *Pitch* is the sound effect, which differentiates some part of the melody from the main tone for some interval (within the limits of two octaves). [5] *Studio setting auto-tune* - is a plug-in device – the one, which is able to be connected by means of a plug. *Stand-alone auto-tune* – is the device, which is able to operate independently of other hardware or software. *Rack-mounted auto-tune* - is the device, which is used for live performance processing.[6]

There are several sources which may accomplish our definition and provide the reader with detailed description of all its aspects of its application and technical characteristics. Among them it is possible to outline the official web-site of the company (<http://www.antarestech.com/>), encyclopaedias and professional forums, which may provide the reader with wide spectrum of information, concerning its practical application.

It is possible to consider the auto-tune from the pros and cons point of view. From one hand, such device allows achieving perfect results in sound-it eliminates pitches. From other hand, auto tune allows every average singer to become superstar: our show business is fulfilled with clowns, and we listen not to the genies but to the ‘plastic’ music. The main feature of the live music is that there are

some insignificant imperfections – those ones, which make each performance unique, inimitable one. [7]

We would like to offer the following evidence to our definition - in spite of different attitudes towards auto-tune, it has become very popular for last decade. Such world-known performers as Cher, Jennifer Lopez, Janet Jackson, T-Pain, Jamie Foxx use this device for improvement of the sound quality. It is possible to explain that issue with the opportunities, provided by the digital world and, consequently, the requirements to the sound. Majority of us would prefer to listen to the perfect sound, but not to the live one with a lower quality.

Some people may say that the show business world has become not natural: everything may be corrected via computer technologies, special effects and electronic device, and all that requires money, but not the personal features and talent of performer. We would like to say that the main thing in the auto tune application is the sense of harmony. Only in such case it is possible to achieve the natural perfectness.

To conclude, we would like to say that Auto-tune is the proprietary audio processor, allowing achievement of creative changes, as a result of live sounds examination, monitoring and correction. Such device allows getting the composer's musical palette from different parts and sounds.

To our opinion the definition, presented in the beginning of the paper allows getting the full picture of this notion – both for newcomers and for people, who have got some knowledge in that field. It presents large spectrum of details and directions for future research work. Our definition may be applied as brief outline for the future research work, because the main conceptions, concerning the auto tuning, are presented in the definition.

The simplicity of the notion is supported by the vague words explanation. That provides the reader with the brief outlook of the related terminology and saves ones' time for getting basic information. Consideration of the notion from the pros and cons position allows the reader to develop ones' outlook and use this information for future decision making.