

Company Profile of Play By Ear Sdn Bhd

Company Logo



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Founder:

Alex Leow

What is “playing by ear”?

It is the natural way of learning music that uses our own senses to acquire musical skills and competency. The British Music Education Journal reported that music students who learn the art of “playing by ear” tend to be more accomplished musically than their counterparts who play purely by notation. This is the reason why Play By Ear Sdn Bhd is championing the cause of teaching music using this age-old approach and to make music learning fun and much more rewarding.

		
<p>Alex Leow, founder of the Play By Ear Method</p>	<p>Initially, Alex Leow started off teaching the Play By Ear Method</p>	<p>One of our most distinguished students performing on her graduation night</p>
		
<p>All our training materials are created in-house. Alex Leow at work creating the Play By Ear courses and materials</p>	<p>For quality control purposes, all potential students are required to pass the talent evaluation test before taking our courses</p>	<p>Trinity's letter attesting to Play By Ear's equivalence</p>

How it all began.

In 1985, Alex Leow, a product demonstrator for an established music-based company came to the realization that many music students are missing out on that one vital ingredient that makes music enjoyable, fun and rewarding. He noticed that while these students are proficient in their music theory and rudiments, they lack the vitality and spontaneity of the professional musicians in the hotels, pubs and nightspots who are mostly self-taught and “by ear” musicians.

Everybody loves music! Sadly, it is assumed that musical talent is found only in a selected few. Through his research, Alex has found that 95% of people have the innate musical talent to make decent music if given proper guidance.



Besides being able to play solo, students are also required to play in a band like how real musicians do.



The Play By Ear method is an universal concept on the Art of Making Music which is applicable to all instruments



Some of the materials used in the Play By Ear Method



Teachers are required to attend and re-attend training to improve their level of competence. Licences to teach are issued yearly subject to proof of competence on the Play By Ear method.



Roadshows conducted by Play By Ear graced by Tun Dr Siti Hasmah



Graduation Certificates awarded by Tun Dr Mahathir

The Play By Ear Team

In order to achieve the goals that we have set, a formidable team had to be put together. This team would comprise visionaries who share the same passion for music and are proficient play by ear musicians. They need to have a burning desire to withstand the winds of change that is coming and be dedicated to the end. From these ranks too, we have brought together very special individuals who not only displayed musicality that is beyond doubt but are also experts in areas that would ensure success like marketing, corporate management and administration.

Through the concerted effort of every employee in the company, Play By Ear Sdn. Bhd. has evolved into a highly motivated team that works in synergy to ensure that clients get their expected results. We believe that a satisfied customer is the best form of advertising.



The Play By Ear Team comprising Staff and Teachers on a company outing

Landmarks

- We have trained celebrities like Tun Dr Siti hasmah, Dato Elyas Omar, Tan Koon Swan, Dato Jaffar Indot, etc.
- We were in the Malaysian Book of Records as having the most number of Pianists playing (65) for the Founder's Wedding.
- We have set up a Charity to sponsor the music education of underprivileged Blind or Visually impaired children. To date we have 5 children being given the skill with the hope that it becomes a career option. We also 3 visually impaired or blind adults being trained to be music coaches. This project is done together with MAB (Malaysian Association for the Blind).
- The company has expanded from a 1 centre operation in Subang Jaya to 3 centres (Kepong, Petaling Jaya and USJ) with 2 more in the pipeline in the near future. The initial centre is now the administrative centre to service all the future licensees.
- It has also expanded from a Piano/Keyboard based music education system to become a "1 stop Music Enrichment Centre" offering all contemporary musical instruments – e.g. Drums, Guitars, Digital Keyboards, etc.
- It has participated in various corporate fairs e.g. ITEX, S&T Expo, NAPEI, etc.

Profiles

Alex Leow (Founder)



Alex Leow initially started as a self taught musician at the age of 9 when he discovered that he could play any music he heard without the use of music notations. He found it more fulfilling than the mainstream method and was self motivated to compile and systemize the method.

His career in music began when in 1979, as a product demonstrator for an established music-based company. In 1985, he came to the realization that many music students are missing out on that one vital ingredient that makes music enjoyable, fun and rewarding as mentioned above in “How it all began”. Thus he formed the company “Play By Ear Sdn. Bhd.” to champion the cause. The media has noticed and published this method. Details are at: www.playbyear.com.my/Press/PressArticle01.htm

Besides being a musician & music educator, he is also IT savvy and created a CRM to manage practically every aspect of the company. Licensees, coaches and authorized personnel can have access to the company system worldwide without having to be physically present at the office. Alex Leow believes that Play By Ear Sdn. Bhd. is the only Music Licensing company that is managed in this way.

Our Future Plans With The Community

In regards to this, we have started creating alliances with many establishments such as shopping malls, hotels and resorts, colleges and universities, schools and also NGOs so that we can tap the vast resources and expertise of MMRM, to create music events that would benefit the masses in Klang Valley.

Over the years, we have become so good at what we do, it's almost magical. The success rate we are enjoying makes us challenge ourselves: "Could we do even better?" With the tie-up with MMRM, we believe we can.