Jon Woodring

Matthew Coon

**Ableton**

1. The organization makes music production software.
2. Ableton provides many different instruments and effects that can be sampled to create music. It also has features that support live music.
3. The organization is mainly funded by user purchases. The full version of Ableton is listed at around 800$.
4. Ableton is intended for musicians and hobbyist. It also is used widely among DJ’s and other performing artist.
5. The higher the interest is in making music and the demand for quality music software the higher the product is valued.
6. Ableton automates the playing of instruments and allows the user to design custom sounds by providing numerous effects and synthesizers. It also automates live music by essentially putting the entire band inside of the computer.
7. Image Line makes FL Studios, Properllerhead makes Reason, and PreSonus Studio makes StudioOne - to list a few.
8. The organization’s role in the society is to provide a platform to musicians that allows them to create and perform music. It does this by providing a very wide range of sounds and effects and also giving the user the freedom to import any sound that they wish to.