

Tonagi — Press Kit

Language note. English is the primary language of all Tonagi marketing (website, library, App Store). A short Portuguese section for the Portuguese press is included at the end.

One-liner

Tonagi is the tuner that becomes a practice partner: it plays the reference beside you like an accompanying piano, follows your practice step by step, and shows you whether you are actually improving.

Short description (for directories)

Tonagi is an intonation-practice app for iPhone and iPad. It analyses the instrument's sound in real time on the device, scores the stability of every note, structures practice into sequences and routines, and shows progress over time — recording by recording, note by note. No accounts, no ads, no data collection.

Long description

Most tuners answer a small question: "is this note right, right now?" Tonagi answers the question that matters: **"am I improving?"**

Built for serious musicians — conservatory students, orchestral players, teachers and dedicated amateurs — the app brings together three things that rarely share the same place:

1. **Rigour:** pitch detection from real audio analysis — in internal tests with reference signals, accurate to under a quarter of a cent in the common register; 15 tuning systems (equal, just, Pythagorean, Werckmeister, Kirnberger...), custom temperaments, reference A from 415 to 446 Hz, and per-instrument transposition. From the double bass to the violin's highest register.
2. **Structure:** practice sessions scored on the stable body of each note (not the attack), note sequences with a sustained reference chord — like a piano playing beside you — advanced automatically or with a Bluetooth pedal, routines that chain tools into phases, an advanced metronome with mixed meters, inner rhythm training and polyrhythms, and PDF reports to share with a teacher.
3. **Privacy:** all processing happens on the device. Practice recordings stay with the player — on their device and in their personal iCloud backup; nothing is ever sent to us. No accounts, no advertising, no analytics.

Why "Tonagi"? (the story of the name)

Tonagi brings three ideas together. *Tone* is the pitch, the reference you hear. *Tonari* (Japanese, "by your side") is the partner who's always there — like a friend playing alongside you as you study. And *Nagi* (Japanese, 凪) is the exact moment when the wind stops and the sea becomes perfectly still.

Tonagi is the partner playing the tone by your side, until the note settles.

Fast facts

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| Platform | iPhone and iPad (iOS) |

| Languages | 15 (EN, PT, ES, DE, FR, IT, NL, PL, RU, SV, JA, KO, ZH-Hans, ZH-Hant, PT-BR) |

| Tuning systems | 15 built-in + custom temperaments |

| Reference A | 415–446 Hz |

| Practice tools | Scored recordings (0–100), sequences with Bluetooth pedal, routines, advanced metronome, tone generator (up to 4 notes) |

| Privacy | Zero data collection; processing 100% on device; recordings stay with the player |

| Business model | Free (tuner in equal temperament, metronome, and sequences & routines at demo scale — up to 3 of each) · Premium by subscription (€2.99/month or €14.99/year, both with a 7-day free trial) or one-time lifetime purchase (€34.99) |

| Made in | Lisbon, Portugal — crafted by musicians, for musicians |

| Creator | Bernardo Barreira — violinist with the Gulbenkian Orchestra (Lisbon), luthier, and the creator of Tonagi |

| Press contact | hello@tonagi.app |

| Website | <https://tonagi.app> |

| App Store | Autumn 2026 — link to follow at tonagi.app |

Quotes from the creator (*approve or rewrite before use*)

"A tuner tells you where you are. I wanted an app that tells you where you came from — one that does for intonation what the scale never does for training."

"The sound of someone practising is an intimate thing. That's why we decided from day one: everything is processed on the device, and your recordings stay with you — nothing is ever sent to us."

"Historical temperaments aren't an academic luxury — anyone who plays early music, or tunes with a quartet, knows equal temperament is just one of fifteen possible worlds."

Visual identity (specifications for materials)

- **Logo:** the symbol alone — a wave that settles into a straight line ending in a green dot ("Resolve").
- **Wordmark:** "To" light neutral + "nagi" semibold in the accent green.
- **Colors:** light background #F4F1EB · dark background #1D1C1B · text on light #454340 · text on dark #EAE7E1 · forest green #4D9457 (accent on light) · sage green #78AB7D (on dark) · amber #D6AB5C · coral #D47A70. Green is semantic ("in tune") — never a full background.

- **Typography:** the system font (SF on Apple platforms) — body Light 300, emphasis SemiBold 600. No webfont, on the site or in the app.

Assets

- iPhone (1320×2868 px) and iPad (2064×2752 px) screenshots in 15 languages: tuner, sequences, routines, progress, inner rhythm, metronome — final set, live on the App Store listing.
- Brand symbol as transparent PNG (1024×1024) and SVG.
- Device mockups on #F4F1EB and #1D1C1B backgrounds.
- Available on request: hello@tonagi.app
- Instagram: [instagram.com/tonagi.app](https://www.instagram.com/tonagi.app)

Dates

- Launch: autumn 2026 (App Store)
- Beta: in progress with musicians via TestFlight
- Press TestFlight: available on request at hello@tonagi.app

Para a imprensa portuguesa (versão curta em PT)

Uma frase — Tonagi é o afinador que se torna parceiro de estudo: toca a referência ao teu lado, como um piano a acompanhar, segue o teu estudo passo a passo, e mostra-te se estás mesmo a melhorar.

Descrição curta — Tonagi é uma app de treino de afinação para iPhone e iPad. Analisa o som do instrumento em tempo real no próprio aparelho, pontua a estabilidade de cada nota, organiza o estudo em sequências e rotinas, e mostra a evolução ao longo do tempo. Sem contas, sem anúncios, sem recolha de dados — as gravações de estudo ficam com o músico, no aparelho e no iCloud pessoal dele; nada é enviado para nós.

O nome — *Tone*, o tom. *Tonari* (japonês, «ao lado»), o parceiro sempre presente — como um amigo que toca contigo enquanto estudas. *Nagi* (凪), o momento em que o vento para e o mar fica perfeitamente liso. O parceiro que toca o tom ao teu lado, até a nota assentar.

Contacto — hello@tonagi.app · <https://tonagi.app> · Feito em Lisboa, por músicos, para músicos.