



Midwest Research of Michigan, Inc

Product Information: Subliminal Audio Tapes

Midwest Research of Michigan produces subliminal audio products of the highest quality. All tapes are mastered with our proprietary subliminal mixer which insures that the decibel differences between the masking sounds and the voiced affirmations are maintained within a range that is optimal for the utilization of these products.

The existence of voice messages is often of some concern to consumers since they have no way to test the product. Illustrated below, in Figure 1, is an example of an audible affirmation that has been digitized via computer data acquisition and subjected to a spectral analysis utilizing the Fast Hartley Transform (FHT). This is the only method whereby it is possible to show a real-time demonstration of the existence of voice within a masking sound such as surf. To date, only Midwest Research of Michigan has been willing or able to disclose this kind of information.

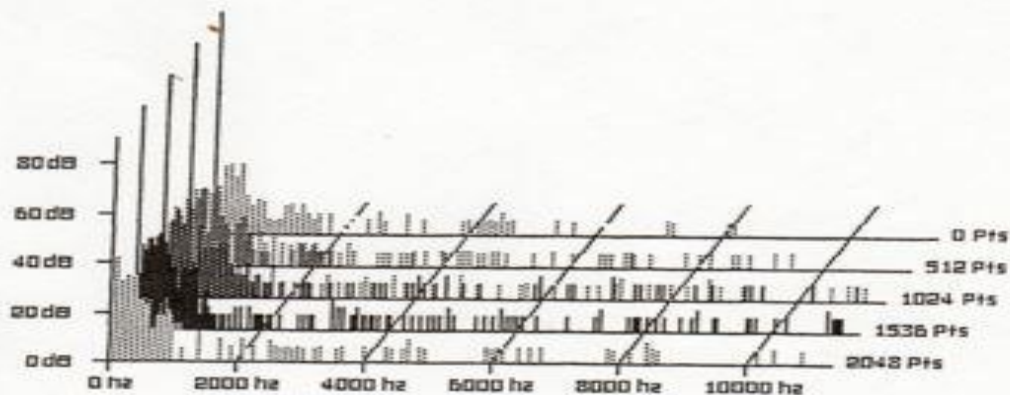
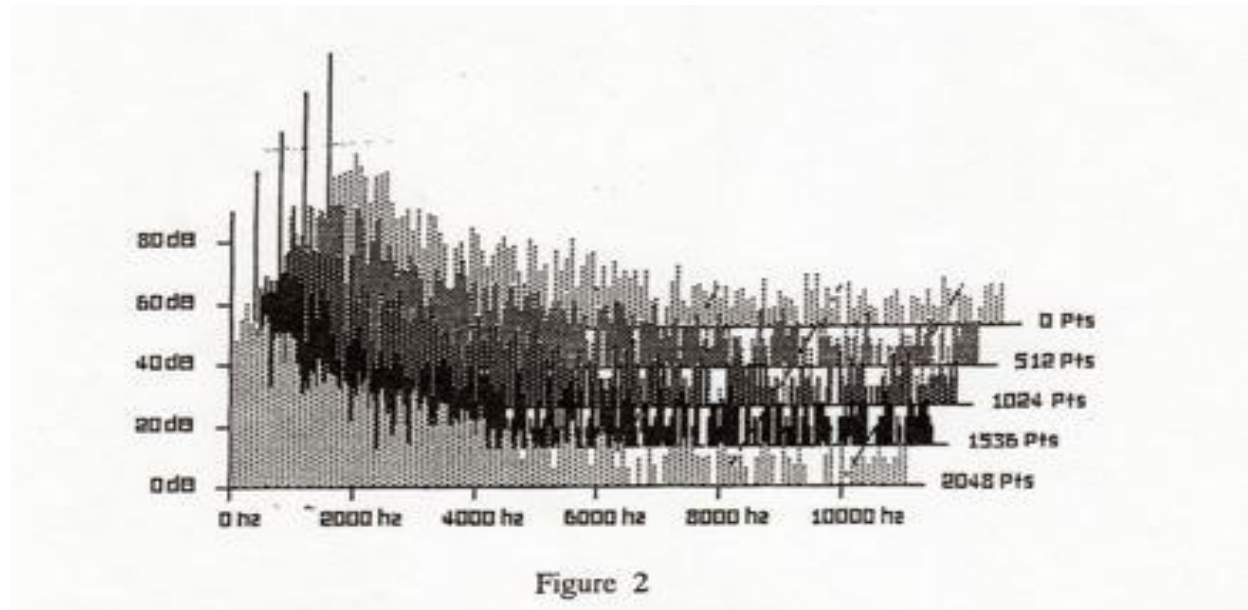


Figure 1

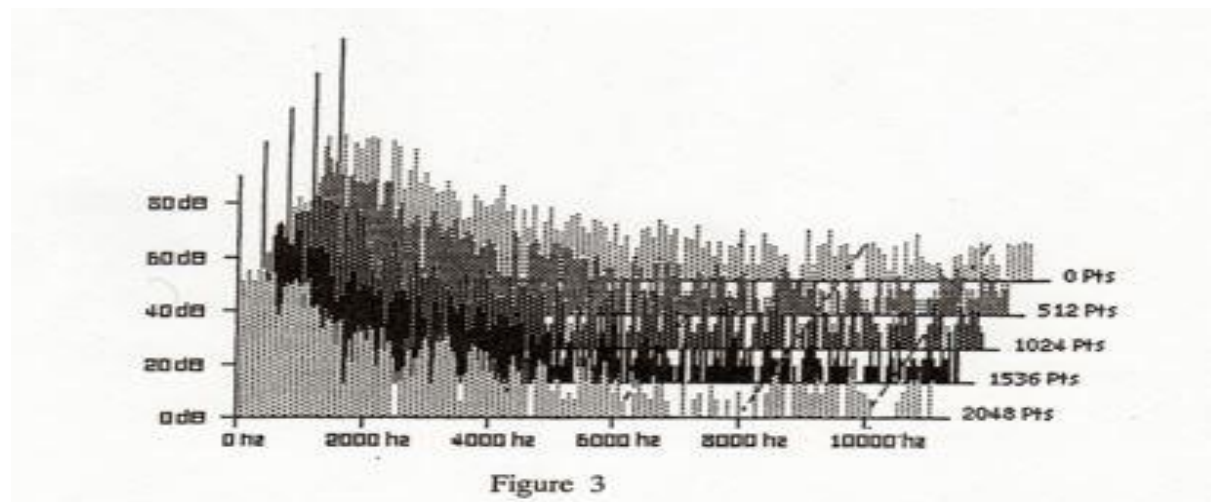
Spectral Transform of affirmation: "Learning is easy and effortless"

Figure 2 is a spectral transform of the masking sound used by Midwest Research of Michigan, which is a recording of ocean surf. Notice that both the amplitude and the frequency range of this sound is quite different from the voice in Figure 1.



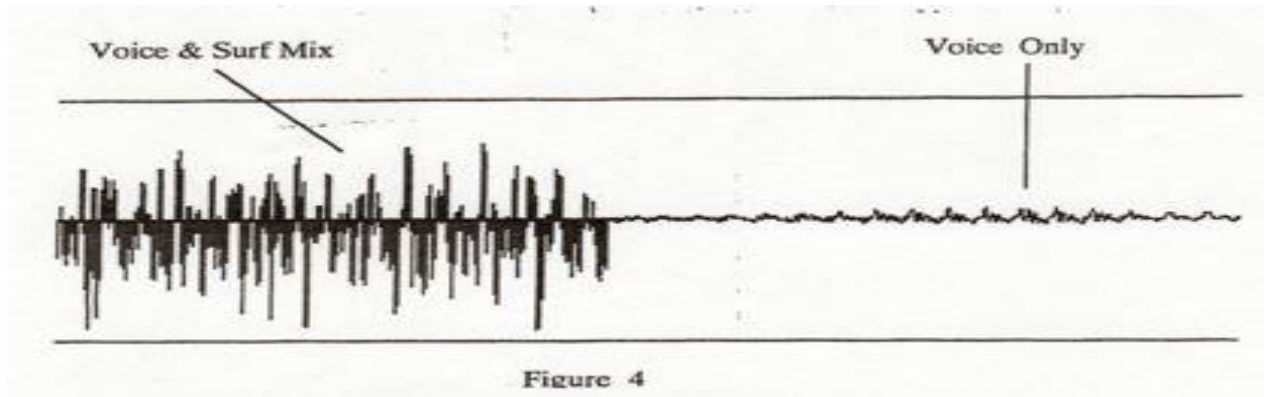
Spectral Transform of Masking Sound: Surf

Finally, in Figure 3 below, we illustrate the actual subliminal audio product which represents the spectrum of both the voice and the surf.



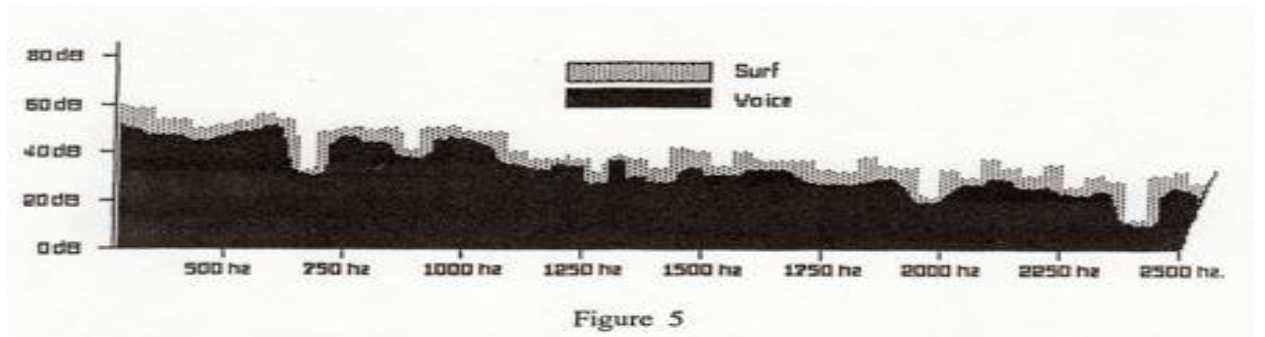
Spectral Transform of Subliminal Audio: Voice mixed with Surf

By viewing the information in Figure 3 in the time domain rather than the frequency domain of the transformed data, we can also represent the waveforms of a Subliminal audio product as shown below in Figure 4:



Waveforms of Subliminal Audio Components

However, because of the quality of the Midwest Research of Michigan's proprietary subliminal mixer, the actual difference between the masking sound of the surf and the voice affirmations is quite small, as shown in Figure 5 below;



Demonstration of Midwest Research of Michigan Subliminal Mix

This information is provided for the benefit of interested parties as evidence for the content quality of Midwest Research of Michigan subliminal audio products, and as a basic primer on the construction and analysis of subliminal audio tapes. Further questions should be sent in writing to the corporate headquarters of Midwest Research

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