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**How to Demonstrate and Sell the CT-X3000 and CT-X5000 Portable Keyboards**

A big part of Casio’s legacy is affordable portable keyboards. They are a perfect entry point for beginners, a great value for budget-minded musicians, or anyone who needs good sounds on the go. The CT-X keyboards take that winning formula to a whole new level, and deliver **sound quality that rivals keyboards costing hundreds, if not thousands of dollars more.** The most important features are:

* Incredible-sounding Tones, Rhythms and DSP effects, thanks to the new AiX Sound Source
* Lightweight, portable form factor with great-sounding speakers
* Unbelievable bang-for-the-buck value.

Beyond the upgraded case, the CT-X3000 and CT-X5000 offer these features over their little brothers:

* More powerful speakers with metal grills (CT-X3000 = 12 watts, CT-X5000 = 30 watts!)
* Tone, Rhythm, and DSP Effect editing (this is huge!)
* Increased polyphony (64 vs. 48 notes)
* 17-track MIDI recorders as opposed to 6-track
* More registration locations & buttons (backlit on the CT-X5000)
* Four Rhythm variations as opposed to two
* USB audio playback
* Phrase recorder with four playback pads
* Expression pedal input
* Microphone input (CT-X5000 only)

**Play the Sounds:**

1. Turn on the power, and play the piano Tone.
2. Press the TONE button, and press the CATEGORY button to explore the various categories.
   1. On the CT-X5000, you can use the direct-select category buttons.
3. Use the value dial to select sounds within a category.
4. Point out the powerful speaker system while playing.

Here are some great sounds to try:

|  |  |
| --- | --- |
| 001 Stage Piano | Brilliant concert grand, recorded with 24 microphones |
| 032 E. Piano1 | Vintage electric piano with a period-accurate phaser pedal effect |
| 039 60’s EP | Wurlitzer electric piano with vibrato |
| 054 Clavi 1 | Funky Hohner Clavinet with realistic keyoff- Stevie would approve. |
| 089 ClickOrg | Hammond B3 sound with a natural-sounding rotary speaker simulation |
| 113 NylonGtV | Acoustic nylon string guitar. Make sure to play both soft and hard |
| 175 FgBV.Sl1 | Electric bass guitar that switches from finger to slap when you play harder |
| 184 SynBs1 | 70s-era synthesizer bass sound. |
| 223 MelwStr1 | Wide, slow legato strings that react very expressively to playing strength |
| 253 SolTrumpet | Hold the note down for realistic vibrato |
| 256-258 Brass | These three sounds give you fall, shake, and glissando gestures when played hard |
| 289-298 | Saxophones, oboe and bassoon sounds- Hold notes down for various nuances |
| 317-318 SolFlute 1/2 | Natural, breathy vibrato when notes are held down |
| 765 Standrd1 | Acoustic drum kit. Try all the keys in the lowest octave at different strengths |
| 774 Dance 5 | Combination of 808 drums, dance SFX, and vintage Casio drums |
| 794-795 Sfx Set 1/2 | Impressive collection of sound effects (some are very long) |

**Split and Layer:**

1. Press the SPLIT button. You can now play a bass Tone in the left hand. This is the LOWER 1 tone.
   1. Hold down the SPLIT button and press a key to set that key as the split point.
2. Press the LAYER button. A string Tone will be added to the right hand. This is the UPPER 2 tone.
3. After pressing SPLIT or LAYER, use the CATEGORY button, number pad, or +/- buttons to choose a different sound.
4. To change octaves for any of the four sounds (lower 1, lower 2, upper 1, or upper 2), press the OCTAVE button. Use the 1 and 3 buttons (left and right arrows) to select which Tone you want to shift, then use the value dial or -/+ buttons to shift the octave up or down.

**Explore the Rhythms:**

1. Press the RHYTHM button, then press the category select buttons on the upper left to select a type of Rhythm, and then use the value dial to select Rhythms within that category.
2. Press and hold the RHYTHM button to automatically select relevant Tone and tempo settings.
3. Press the ENDING/SYNCHRO START button, and play a chord on the left side of the keyboard to start the Rhythm.
   1. If you only hear drums, press the ACCOMP button to bring in the rest of the band.
   2. Press the TEMPO/TAP button repeatedly to set a tempo, or press it once and then select the desired tempo with the number pad or value dial.
4. Play additional chords in the left hand to hear the band change, and press the four VAR/FILL IN button to hear a variation.
5. Press the ENDING button to stop the Rhythm.

Many Rhythms are designed so you can cover well-known songs. Try these:

|  |  |
| --- | --- |
| 002 EFunkPop | Bruno Mars - “24 Karat Magic” |
| 003 R&B Pop | Beyonce – “Love On Top” |
| 004 Electro Pop | Maroon 5 – “Moves Like Jagger” |
| 006 80’s Pop | Michael Jackson – “Billie Jean” |
| 012 Pop shfl | Carpenters – “They Long To Be” |
| 016 SlowSoul | Alicia Keys – “If I Ain’t Got You” |
| 017 FastSoul | Blues Brothers – “Everybody Needs Somebody” |
| 020 60’sShfl | The Supremes – “You Can’t Hurry Love” |
| 033 FunkSoul | Stevie Wonder – “I Wish” |
| 035 RockAnth | Europe – “Final Countdown” |
| 045 R&B | Aretha Franklin – “Respect” |
| 061 70sDisco | Earth Wind & Fire – “September” |

**Music Presets:**

Music Presets are Rhythms that have built-in chord progressions and Tone selections. They are great for covering popular songs, and also for in-store demonstrations (especially if you don’t play any keys).

1. Press and hold the ACCOMP button.
2. Use the -/+ or number buttons to go through the various Music Presets,
3. Press the PLAY/STOP button to hear them.

Like the Rhythms, many Music Presets are based on well-known songs. Try these recognizable ones:

|  |  |
| --- | --- |
| 008 Funky Pop | Aretha Franklin – “Respect” |
| 024 Bossa Pop | Billy Joel – “Just the Way You Are” |
| 082 Alligate | Elton John – “Crocodile Rock” |

**Saving Registrations:**

There are eight Registration buttons below the display (they are backlit on the CT-X5000). You can save your favorite settings here for instant recall. This is u seful when you’re playing a live show, or if you just want to easily get to your favorite Tones and Rhythms. Using the BANK button, you can store 128 Registrations total.

1. Select a Tone, or create a combination of Tones and Rhythms that you want to save.
2. Hold down the STORE button and press one of the four REGISTRATION buttons.
3. To switch banks, press BANK repeatedly, or press BANK and then use the value dial, number pad or +/- buttons.

**Recording:**

The CT-X3000 and CT-X5000 have sixteen-track recorders that let you quickly capture whatever you’re doing. No saving and loading is required- The CT-X remembers what you’ve done, even if you turn the power off.

1. Select a Tone and/or Rhythm you’d like to play.
2. Press RECORD/STOP. You will see “RECORD” flashing on the display.
3. Begin playing. When you’re done, press RECORD/STOP again. You’ll see “MltRec” on the display.
4. Press the PLAY/STOP button to play back (and stop) your recording.
5. To record another track, press RECORD/STOP again, then use the value dial or +/- buttons to select a track.
6. Before playing, press the TONE button and select a new tone. Then repeat from step 3.

**A Quick Intro to Editing:**

The CT-X3000 and CT-X5000 offer Tone editing capabilities that offer endless sonic possibilities. If your customer is interested in customizing the sounds, here’s a quick example you can show them:

1. Select a synthesizer Tone, like one of the Saw Leads.
   1. On the CT-X3000, press the CATEGORY button to select the Synth category.
   2. On the CT-X5000, press the SYNTH category button.
2. Press and hold the FUNCTION button, and use the right arrow button (#3 on the number pad).
   1. ATTACK is like “fade in time”. On string sounds, increasing the attack would make the strings go from staccato to legato.
   2. RELEASE is like “fade out time”.
   3. CUTOFF can be explained as “brightness.” Raising it allows more of the high-frequency sound to be heard, and lowering it reduces the high-frequency sound.
   4. RESONANCE is emphasis that adds a boost in frequencies at the specified cutoff point.

**Modifying Effects:**

The DSP effects in the CT-X line are the most powerful and versatile effects ever to appear in a portable keyboard. Here’s an example of how you can customize them in the CT-X3000 and CT-X5000:

1. Select one of the Tones starting at #129, GleanGt3. It’s reminiscent of a clean Fender Strat.
2. Hold down the FUNCTION button to enter EDIT mode. You should see “Atk. Time” on the screen.
3. Press the 1 button (left arrow) to select DSP Edit, then press ENTER. You should see “On/Off”.
4. Press the 3 button (right arrow) to select DSP Num, then press ENTER twice.
5. Press the 1 button (left arrow) to select “Amp”.
6. Use the value dial to select different guitar amplifier models. You might recognize the names!
7. When finished, press the 4 button (Exit) several times until you see “Exit?”. Press the + button (Yes) to confirm, then press the – button (No) to exit without saving.

**Also Mention:**

1. USB connection to PC/Mac/iOS, which is class-compliant (needs no drivers)
2. Headphone jack for quiet practice
3. Includes the AC adapter (unlike the competition), also runs on 6xD batteries (CT-X3000 only)

**Get Specific:**

The above points are great for any piano customer, and you can close a sale even faster with a few simple qualifying questions. Find out what (or who) the keyboard will be used for. Is the customer a parent buying for their child? A teacher looking to set up a music lab? A player who wants a backup keyboard? Here are features and benefits that resonate well with specific types of customers:

Parent/student:

1. A great first choice to see if your kid sticks with it.
2. Incredible sound – You won’t need to upgrade to get pro-quality sounds.
3. Metronome – Ideal for practice, with customizable meter and tempo.
4. Lesson system – Using the notation and fingering display, the lesson system makes it easy to learn the built-in songs. If your child enjoys this, they’ll surely benefit from real piano lessons.

Various Cultures:

Starting at Tone #485, you’ll find extremely high-quality Tones sampled from instruments from around the world. All you need to do is ask what kind of music the customer plays.

1. Indian – Sitar, sirangi, tanpura, harmonium, extensive tablas, percussion kit, and more.
2. Brazilian – Cavaquinho, pandeiro, berimbau, percussion kits, and more.
3. Chinese – Erhu, zheng, yangqin, percussion kit, and more.
4. Indonesian - Saluang, cak, sasando, percussion kit, and more.
5. Arabic – Kanun, oud, zurna, saz, bouzuki, ney, percussion kit, and more.

Educators:

1. Value - It’s easy and affordable to set up a music lab full of CT-X keyboards.
2. Portable – When they are not in use, they are easy to move around the classroom.
3. Great sound – Better sound means more inspired practice.

Singer/Songwriter/Hobbyist:

1. MIDI Recorder – A 17-track recording studio built right in.
2. Microphone input (CT-X5000 only)- If you’re playing live, there’s no need to bring a separate amp. You can even process the mic with the built-in effects.
3. USB-MIDI port – Class-compliant USB connectivity, with no drivers needed for Mac, PC, or iOS devices. Works with ALL your favorite recording or educational software.
4. Great sounds – If your instrument sounds great, YOU sound great.

Professional players

1. Great sounds – Every pro keyboardist will be shocked at how good CT-X keyboards sound.
2. Value – It’s an impulse buy as a backup keyboard, or to just to have on hand.
3. Portability - What touring player wouldn’t want a CT-X on the tour bus?
4. High-end keyboards are usually in a home studio that takes a little while to boot up, or in a flight case ready to go on tour. That CT-X, however, is leaning up against the living room couch with batteries in it, ready to instantly bring an idea to life. It’s a perfect add-on to a pricey keyboard sale!