



How to Demonstrate and Sell the Celviano AP-470 Digital Piano

The Celviano AP-470 combines traditional elegance with impressive technology, resulting in a beautiful instrument that delivers a lifelike piano experience.

The Basics- Just about every digital piano includes these benefits over an acoustic instrument:

- No tuning, maintenance, or regulation
- Multiple playable sounds
- Volume control and headphone jacks
- Customizable response and temperaments
- Recording and computer connectivity
- More affordable than an acoustic piano



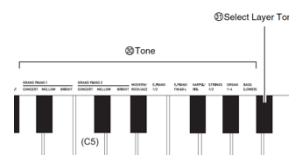
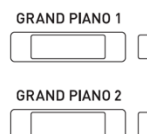
Here's how to demonstrate some of the AP-470's best features:

Go Hands-On – The AP-470 features Casio's award-winning Tri-Sensor II scaled hammer-action piano keys. Invite your customer to sit down and play, and let them know:

- The keys are weighted like a grand piano, heavier on the bottom and lighter up top.
- The simulated ebony and ivory surfaces are not only aesthetically pleasing; it also keeps your fingers from slipping while playing in humid conditions.
- Unlike other keys, the Tri-Sensor mechanism allows you to repeat notes without needing to first return the keys to their topmost position. This allows for faster note repetition.

Explore the Tones – The AP-470 sounds every bit as great as it looks and feels.

- Press either **GRAND PIANO** button.
 1. **GRAND PIANO 1** is a German Steinway grand, and **GRAND PIANO 2** is a New York Steinway grand. Each one has a unique personality.
 2. Note that when you play dynamically (soft and hard), there is a seamless transition between soft and strong notes. Our AiR Sound Source's "Linear Morphing" ensures a completely natural response.
- To explore other Tones, hold **FUNCTION** and press a key labeled an instrument name.
- To **layer two sounds together**:
 1. Select the first Tone as above.
 2. **Hold FUNCTION and press Bb5**. You'll get a string layer.
 3. Select a layer Tone just as you would any other Tone.
 4. To turn the layer off, hold **FUNCTION and press Bb5 again**.
- To **Split the keyboard** with a bass in the left hand, hold **FUNCTION** and press A5 (BASS LOWER).



Demo Song- Not a player? Not to worry. To play a demo song, hold down **FUNCTION** and press **Metronome**.

Touch Response- Ask the customer how the instrument feels. If you hear anything other than “perfect”, try **adjusting the touch response** to suit their playing style.

- Hold down **FUNCTION** and press **D6** repeatedly to select a response.
- 1 beep = light, 2 beeps = normal, 3 beeps = heavy, 4 beeps = off.



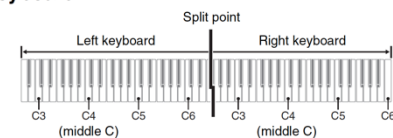
Speaker System- Point out the 40-watt speaker system- There are two speakers facing upwards beneath the lid and two facing downwards beneath the keys.

- Raising and lowering the lid applies an EQ that mimics the lid position of a traditional grand piano.
- Notes in the lower register will be louder on the left side, and vice versa.

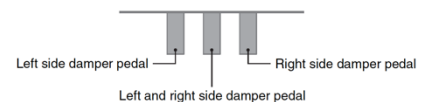
Duet Mode- Two players can use the same range of keys at once. This is perfect for lessons, performances, or classroom settings.

- Hold **FUNCTION** and press **A7** (the highest A).
- While still holding **FUNCTION**, press **A7** again to pan the left player to the left speakers, and the right player to the right speakers.
- Repeat once more to turn Duet mode off.
- While in Duet mode, the left pedal is a damper for the left player, the right pedal is a damper for the right-side player, and the middle pedal is a damper for both at once.

Keyboard

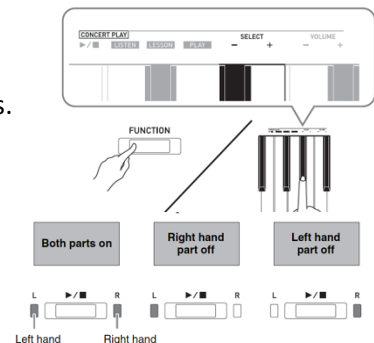


Pedals



Concert Play lets you perform with a symphony orchestra.

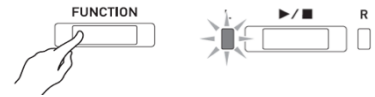
- Hold **FUNCTION** and press the **CONCERT PLAY PLAY/STOP** key.
- To select another piece, hold **FUNCTION** and use the **SELECT +/-** keys.
- Hold **FUNCTION** and press the labeled keys to select a mode:
 - **LISTEN**: Hear the whole piece, including the piano part.
 - **LESSON**: Mute either the left or right-hand part so you can play. Use the **PLAY/STOP** button while in this mode to choose which hand to mute.
 - **PLAY**: Mutes the piano part so you can play along.
- You can also play along with the AP-470's **60-song music library**, and mute parts the same way.
- **Additional Concert Play music** can be downloaded at www.casiodmusicgear.com.



Recording- The AP-470 can record MIDI or audio. Audio recording requires a USB flash drive.

To record MIDI:

- Press **MIDI REC**. The lamp will flash.
- If you'd like to select either the left or right hand part to record, hold **FUNCTION** and press the **PLAY/STOP** button.
- Either press the **PLAY/STOP** button or simply start playing to begin recording.
- Press the **PLAY/STOP** button again to stop, and once more to play back the recording.



To record audio:

- After connecting a USB drive, press **AUDIO REC**. The lamp will flash.
- Either press the **PLAY/STOP** button or simply start playing to begin recording.
- Press the **PLAY/STOP** button again to stop, and once more to play back the recording.



Specific benefits for specific customers

- **Concert pianists**
 1. Real piano sound- The ability to choose the ideal sound for a particular piece.
 2. Real piano feel- The Tri-Sensor II keys deliver a natural, responsive feel.
 3. Compact size- Sometimes there's no room (or money) for a 9-foot grand!
- **Universities/music labs**
 1. No maintenance, tuning or regulation needed.
 2. Compact size- it fits easily in a practice room, with a footprint smaller than an upright.
 3. Volume control and headphone jacks allow for quiet practice.
- **Students/teachers**
 1. Real piano sound and feel- At some point, every student will need weighted keys.
 2. USB-MIDI connectivity provides access to a wealth of educational software.
 3. Duet mode allows two students or a student and teacher on one piano.
 4. Customizable metronome
- **Home players/hobbyists**
 1. Value- A concert grand experience for a fraction of the cost.
 2. Audio recording, Concert Play, Hall Simulation provide creative inspiration.
 3. Beautifully designed cabinetry adds elegance to any room.
 4. Audio inputs allow for iPod or other music player connection.
 5. Music Library turns the AP-470 into a piano music playlist for any gathering.