



How to Demonstrate and Sell the GP-300, GP-400 and GP-500 Celviano Grand Hybrid Pianos

Casio's Celviano Grand Hybrid pianos are nothing short of revolutionary. For the first time, a true grand piano action is available in an instrument the size of an upright. With the perfect combination of innovation and tradition, these new pianos simulate an acoustic grand piano experience with an unprecedented level of realism. Fortunately for you, relaying this information to your customers is easy!

The Perfect Combination of Innovation and Tradition

It's important for the customer to first know that they're not playing an ordinary digital piano. That said, these benefits commonly associated with a digital piano still apply:

- No tuning, maintenance, or regulation
- Multiple playable sounds
- Volume control and headphone jacks
- Customizable response and temperaments
- Recording and computer connectivity

With those in mind, start by highlighting the features that make the Grand Hybrid truly innovative:

Touch – The feel of the Celviano Grand Hybrid series is singular. Your customers need to know why:

*This is the first time they've played an upright-shaped piano with a **genuine grand piano action**.*

- Hold down a key, and point out its neighboring key's wood base beneath the acrylic surface.
 1. Reveal that **these full-length piano keys are made with the same materials and processes as C. Bechstein pianos**. Notice the plaque below the keys on the right side.
- Lift the lid of the piano, and point out the visible hammer mechanism through the glass windows, while playing keys in the upper or lower register.
 2. This Casio-designed mechanism sends a hammer along the **same vertical path as a grand piano**, with the same pivot points. That's why the action feels as authentic as it does. Instead of *simulating* a grand piano action, we simply *include* it.
- Press the BERLIN button to select the Berlin Grand, and ask the customer to experience the piano. Mention that **this piano sound was developed in collaboration with C. Bechstein**.
- After they play for a bit, ask how it feels. If you hear anything other than "perfect," it's time to customize the Grand Hybrid to suit their playing style.
 1. Press SETTINGS, use the down arrow key to select "Keyboard", and press ENTER.
 2. Use the left and right arrow keys to change the "**Touch Response**" parameter between Light2, Light1, Normal, Heavy1, and Heavy2 settings, based on the customer's playing. If they are heavy-handed, use Heavy 1 or 2. If they play gently, try Light 1 or 2.

Sound – In order to recreate a piano experience, the sound quality must match the touch.

- Explore the three grand pianos by pressing the **BERLIN**, **HAMBURG**, and **VIENNA** buttons.
 1. Press a button repeatedly to cycle between normal, mellow and bright variations.
- Press **SETTINGS**, use the down arrow key to select “**Acoustic Simulator**”, and press **ENTER** to show how the physical properties of the piano can be heard and customized. Use the up/down arrow keys to select a parameter, then the left/right keys to modify it.
 1. Raise the “**Damper Resonance**” to 10, then play using the damper pedal. You’ll clearly hear the swirling, airy resonance of the strings resonating against the soundboard.
 2. Raise the “**String Resonance**” to 10, then gently hold a C Major chord at C5, and then strike C4 quickly and firmly. You will hear the C Major chord resonating sympathetically. Press C#5 to show that non-related notes do not trigger this resonance.
 3. Key Off Simulation- Notes decay depending on how quickly the key is released. Pull your finger off the key quickly for a fast decay, or slowly for a gentler, gradual fade.
- Adjust the physical position of the lid, and notice the change in sound.
 1. This is not only due to the position of the lid vs. the topmost speakers, but also due to EQ processing that is applied based on a sensor that detects the lid position.
- Discuss the **Grand Acoustic System**.
 1. There are six speakers- Two facing upwards beneath the lid, two facing the player beneath the music rest, and two facing downwards beneath the keys.
 2. This multi-channel audio system sends the various piano sounds in the correct directions. String vibration and resonance is presented from the top and center speakers, while low-frequency and mechanical sounds come from below.
 3. Keys in the lower register will be louder on the left side, and vice versa.

...And Beyond – The journey continues beyond traditional expectations.

- **Concert Play** lets you perform with a symphony orchestra, specifically arranged for the Grand Hybrid’s speaker system.
 1. Press the **CONCERT PLAY** button, then the **PLAY/STOP** button. A classical piece will start playing. Press the **PLAY/STOP** button again to stop it.
 2. Press the **CONCERT PLAY** button again to switch from “Listen” to “Play” mode. In “Play” mode, the piano part will be muted, so you can play the piano part yourself.
 3. Press the **METRONOME** button to slow the piece down for easier practice.
 4. Sheet music for all the built-in music is included.
 5. **Additional Concert Play music** can be downloaded at www.casiomusicgear.com.
- **Hall Simulator** places your ideal piano in your choice of legendary concert venues.
 1. Press **SETTING**, then the down arrow button to highlight “Effects”, then press **ENTER**.
 2. Under “Hall Simulator”, use the left/right arrow buttons to choose a performance space.
 - i. This is much more than simply “turning up the reverb.” The Hall Simulator is a collection of impulse recordings from famous venues around the world.
 3. Press the down arrow button to highlight the listening position.

- ii. “Player” is the player’s perspective, “Listener 1” is in the front row, “Listener 2” is in the middle of the hall, and “Listener 3” is in the back of the venue.
 - iii. Explain that this is great not only for adding creative atmosphere for recording or performance, but also as a practice and compositional tool; you can listen to how your music would sound to any conceivable audience member!
- The **LAYER** button split and layers sounds. You’ll have a string layer to start, with a bass option.
 1. Use the up/down arrow and ENTER keys to select split/layered sounds.
 2. Hold down the LAYER button to access options such as split point, octave settings, and volume balance.

GP-400 and GP-500 Additional Features

- **(GP-500 only)- Black Polished Finish**
 1. The GP-500 evokes the most desirable surface aesthetic for an acoustic piano. The smooth, lustrous finish demands attention in any environment.
- **Additional Resonance**
 1. Aliquot Resonance- Several world-renowned piano manufacturers incorporate carefully tuned aliquot strings that are not struck directly, but instead vibrate sympathetically with other strings in the top three octaves. This recreates that sympathetic resonance.
 2. Open String Resonance- The un-damped strings in the upper register have specific harmonic relationships that are evident without regard to the damper position. These relationships are accurately presented in the GP-500.
- **Scenes**
 1. Customize an ideal piano, put it in an iconic concert venue, and save it for instant recall.
 2. Presets are provided evoking composers, venues, musical genres, and other scenarios.
 3. **One such scene is called “Extreme Demo”**. This scene amplifies all the resonance and mechanical sounds, making it easy to demonstrate them at retail. It’s a great sales tool!
 - i. After pressing one of the three piano selection buttons, press ENTER and use the up/down arrows to highlight a scene. Press ENTER again to select it.
- **Mechanical sounds**
 1. Key Noises- Hear the sound of the keys being replicated in a controlled manner. Note that since they ARE real keys, the sound happens naturally on all models... but this is present on the GP-500 just in case it’s desired for recording via the line outputs.
 2. Pedal Noises- Each of the three pedals produces a specific sound on press and release, and they are all represented beautifully on the GP-500. Damper noise is shared among all models.
- **Additional sounds-** The GP-500 contains a wider variety of organs, electric pianos, and more.

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- Practice with the same authentic touch you'd have onstage.
 3. Compact size- Sometimes there's no room (or money) for a 9-foot grand!
- **Universities/music labs**
 1. No maintenance
 - i. Bechstein bushings are made of leather, not felt, so you don't need to replace them every 10 years.
 - ii. No tuning or regulation is necessary.
 2. Compact size- it fits easily in a practice room, with the footprint of an upright.
 3. Volume control and headphone jacks allow for quiet practice.
- **Students/teachers**
 1. Real piano sound and feel- there is no closer simulation of a grand piano.
 - iii. Translating from practice to performance is seamless since you are practicing with the grand piano action that you'll be using onstage!
 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. Convenient and customizable metronome- press METRONOME to start or stop, or hold the button down to customize its meter and other options.
- **Home players/hobbyists**
 1. Value- The 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 Grand Hybrid into a piano music playlist for any gathering.