

+++ PRESS RELEASE CASIO EMI +++ Hamburg, January 4th 2011 +++

## The Orient meets the Occident!

CASIO launches new Oriental Keyboards series

*Kanun, Al-Oud, Nay – these are typical Oriental instruments that belong to the repertoire of many musicians with Turkish or Arabic roots. In its new keyboard series, CASIO now makes the authentic sounds of such traditional flutes, string instruments and drums available for all lovers of Oriental music. With it, CASIO as an international company fulfils the wish for ethnically-specific instruments and taps into new target groups.*



The new "Oriental Keyboards" do of course not only offer samples of the most important Oriental instruments and accompaniment functions with Oriental rhythms, but also the possibility of setting the keyboard to quarter tone steps and one's own tunings and of saving them with the memory function. The focus was on authenticity and sonority when the specific sounds and rhythms were being developed. The new Oriental Keyboards are technically based on the current high-grade models – they offer the same broad range of possibilities for creative sound design and ambitious songwriting. Whether for modern Turkish pop or traditional Arabic folk music – original worlds of sound will come to life with the Oriental Keyboards AT-3 and AT-5.

**AT for Arabic Tone.** The new series will be positioned on the market with the – for CASIO – new description of AT for Arabic Tone. The AT-3 is based on the high-grade top model CTK-7000 (61 keys), the AT-5 on the high-grade top model WK-7500 (76 keys) – guaranteeing a huge choice of sounds: in both new AT models, 83 of the 250 total rhythms and 54 of the 800 total sounds are Oriental in nature – the keyboarder therefore has a myriad of possibilities to allow his or her specific musical background to shine through.

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**Quarter tone by quarter tone:** The Oriental scale buttons with memory function open the musician up to the possibility of selecting different scale templates and, by fine-tuning the notes, of creating their own scales. The oriental scales with their typical notes are thus authentically playable.



With their gold-coloured casing and (in part) Arabic lettering, the new AT models stand out optimally from the high-grade keyboards and signalize their own musical presence.

**Uncompromisingly creative:** As with the high-grade series, the Oriental Keyboards AT-3 and AT-5 come with a wealth of functions that leave little to be desired and prove themselves to be multi-functional creative keyboards:

- extensive sequencer and mixer functions such as song-sequencer, 32-channel mixer, pattern sequencer and audio recording
- high-quality effect and editor tools such as DSP effects, arpeggiator, tone editor and registration function
- multifaceted configuration and memory possibilities such as a slot for SD and SDHC memory cards, Plug & Play USB interface as well as possibilities for connecting instruments and microphones (LINE OUT, INST IN, MIC IN, AUDIO IN)
- excellent sound quality through AHL sound generation (64-voice polyphony) and user-friendly control concept with large LC-Display

*The new Oriental Keyboards AT-3 and AT-5 are expected to go on sale in Germany in February 2011.*

*Prices will be positioned as follows:*

**AT-3 Adapter included: MSRP 549,- Euros**

**AT-5 Adapter included: MSRP 649,- Euros**

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## Oriental Keyboard AT-3 highlights

- **61 piano-style keys**
- **800 sounds**
- **250 rhythms**
- **LC-Display, data entry dial**
- **100 DSP effects**
- **Oriental scale buttons**
- **Arpeggiator**
- **Sound editor**
- **16-track sequencer**
- **Pattern sequencer**
- **32-channel mixer**
- **Direct audio recording on SD card**
- **SD card slot, audio-in, line-out, USB**



## Oriental Keyboard AT-5 highlights

- **76 piano-style keys**
- **800 sounds**
- **250 rhythms**
- **LC-Display, data entry dial**
- **100 DSP effects**
- **Oriental scale buttons**
- **Arpeggiator**
- **Sound editor**
- **16-track sequencer**
- **Pattern sequencer**
- **32-channel mixer**
- **Direct audio recording on SD card**
- **SD card slot, audio-in, line-out, USB**





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## About CASIO Computer Co., Ltd.:

CASIO Computer Co., Ltd. is one of the world's leading manufacturers of consumer electronics products and business equipment solutions. Since its establishment in 1957, CASIO has strived to realise its corporate creed of „creativity and contribution“ through the introduction of innovative and imaginative products. Today, CASIO's offerings include musical instruments, timepieces, digital cameras, mobile phones, electronic dictionaries, calculators, system equipment, and electronic components such as LCDs. The CASIO Group employs more than 12,000 people worldwide, shipping over 100 million products per year, with net sales of 518 billion yen (approx. US \$ 5.4 billion) in the fiscal year ended March 2009. News and product information from CASIO are available at <http://world.casio.com>

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