

On the way to desired sound!

CASIO turns keyboard creativity into a topic of discussion at Musikmesse 2011

CASIO rang in a new era in the keyboards sector with their new high-grade series. Since winter 2010, the WK-7500/WK-7000 as well as the CTK-6500/CTK-6000 have catapulted the „middle class keyboard“ category to an entirely new level. What the arranger keyboards have to offer in terms of what is possible for creative sound editing is unparalleled in this price category. The “Oriental series” was also added at the beginning of this year: the AT-5 and AT-3 are technically based on the high-grade models and make it possible to play traditional Turkish and Arabian music true to style.



WK-7500

AT-5



The current flagships of the new keyboard series from CASIO not only have a generous 800 tones, 250 rhythms and a 32-channel mixer at their disposal, but also an integrated microphone input and come with a high-performance 2-way bass-reflex system. Furthermore, they allow one to create and save up to 100 original sounds and to mix just as many DSP effects. Another highlight is the recording possibilities: songs and accompaniments played can be saved as song files in standard MIDI format (SMF) or as audio files directly on the SD card. In addition, audio-recording/playback offers the possibility of not only recording the keyboard playing live, but also simultaneously recording a microphone signal and further instruments (via INST IN). The Oriental variations of the multi-function creative keyboards offer samples of the most important Oriental instruments (54 tones) and accompanying functions with Oriental rhythms (83 accompanying rhythms). It's also possible to set the keyboard to quarter tone steps and one's own tunings (scale function) and to save them using the memory function (scale memory).

The way to desired sound begins in Frankfurt

During Musikmesse 2011, CASIO invites all keyboard enthusiasts to get to know the many technical possibilities of the two new keyboard series. From arpeggiators to drawbar organs, CASIO covers it all – competently presented by two of the tried-and-true CASIO promoters: the likeable keyboard freak Ralph Maten presents the high-grade series while musician Merih Aktoprak, a Hamburg resident with Turkish roots who convincingly represents the instrument's philosophy, is responsible for the Oriental series.

Workshop with workstation

Put your headphones on and dive in: at the keyboard workstation, Ralph Maten gets to the bottom of the high-grade series' many creative possibilities with help from the WK-7500 and shows hands-on how the top model can be individually adjusted to suit one's needs and desires. CASIO placed particular value on the simple operation of its arranger keyboards, a fact that Ralph Maten can impressively prove. The trade fair visitors can communicate directly with Ralph Maten over headsets and ask him for his insider tips. **Every day at Musikmesse!**

Authentic and true to style

What does Oud, Nay or Qanun sound like? On the AT-5, Merih Aktoprak will take you on a journey to the exciting world of Oriental instruments. Whether traditional Arabic folk music or modern Turkish pop – the likeable musician will bring the many sound possibilities of the Oriental series to life. **Every day at Musikmesse!**

Hall 5.0, Booth A48: CASIO presents its keyboards and digital pianos at their usual spot in Hall 5.0. As always with lots of opportunities to take the instruments on a test run and to receive some intensive advice.

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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 timepieces, digital cameras, electronic dictionaries, calculators, musical instruments, 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 427 billion yen (approx. US \$ 4.6 billion) in the fiscal year ended March 2010. News and product information from CASIO are available at <http://world.casio.com>

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