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There's something in the air...

CASIO looks forward to presenting its innovative AiR digital piano technology and the European début of the PRIVIA Pro PX-5S in Frankfurt

*CASIO at Musikmesse 2013 is showcasing its innovative **AiR technology** in its new generation PRIVIA and CELVIANO models, thus revealing the impressive performance of today's digital pianos. This music trade fair will also serve as the venue for the European début of the **PRIVIA Pro PX-5S**, the latest AiR piano from CASIO. As a full equipped performance instrument, this modern stage piano has everything a professional musician could ask for. At Stand A48, Hall 5.0, piano fans will truly be in their element.*

The revolutionary **AiR technology** from CASIO offers unbelievably precise emulation of sound production and keyboard response. The newly developed, multi-dimensional AiR sound source – AiR stands for *acoustic and intelligent resonator* – generates a superior richness of sound and resonance. Using the keyboard to create a dynamic grand piano sound, you can easily forget that you are playing a digital instrument. On the keyboard itself, the carefully crimped surface texture offers the same look and feel as real ebony and ivory. All in all, CASIO has managed to add a whole new dimension of authenticity. With innovations such as lid simulation and the variable piano lid, this CASIO class will make you sit up and listen very attentively. While on the subject of listening: you can also try out the new digital pianos to your heart's content in the CASIO Sound Showroom at the *Musikmesse*. There's the added bonus of an unusual setting, because just as in the **CASIO@Home** POS concept, CASIO offers a new shopping experience of a very special type – all instruments are presented in a home environment. Welcome to the *CASIO Living Room!*

The **PRIVIA Pro PX-5S**, CASIO's brand spanking new digital piano with AiR Technology, will be making its début in Europe at Frankfurt. This stage piano offers a high polyphony of 256 notes and also encompasses the extended AiR technology package with features such as lid simulation and hammer response. The Tri-Sensor keyboard has a scaled hammer action, thus bringing an authentic piano touch to the stage. Weighing just 11.1 kg, the **PRIVIA Pro PX-5S** really hogs the limelight with its vintage classic and cult e-piano sounds and fantastic

features from CASIO's new XW synthesizers. Fully programmable Hex Layer tones open up unexperienced universes in sound – from atmospheric synth melodies through to complex orchestra simulations. Stage piano or stage synthesizer? Does it matter? The main thing is that its live sounds are pleasing to the ear and set your feet tapping.

The controller functions are determined by sliders and knobs. The phrase sequencer with eight tracks enables sequences and riffs to be called up during performances. The audio recording system allows you to record 100 songs as WAV files (with 44.1 kHz/16 Bit) directly onto a USB flash drive. With these outstanding features, the **PRIVIA Pro PX-5S** shows itself to be a true flagship stage piano and is set to take Frankfurt by storm.

The music fair also sees CASIO launching new colour variants for the PRIVIA PX-850 (white and brown), the AP-450 (white) and the XW-P1 performance synthesizer (orange). Furthermore CASIO is extending the lighted keyboard range with the LK-127 and the LK-247.

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 realize 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 others. The Casio Group employs more than 11,000 people worldwide, shipping over 100 million products per year, with net sales of 301 billion yen (approx. US\$ 3.3 billion) in the fiscal year ended March 2012. News and product information from Casio is available at www.casio-europe.com.

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