

Casio to release new Privia pianos to commemorate the 10th anniversary of the Privia series

The new digital pianos feature 10 grand piano tones and a hall simulator function with 10 types of concert venues



PX-A100 RD (top) and PX-A100 BE (bottom)

PX- A800 BN

Norderstedt, August 20th, 2013 — Casio Europe GmbH and its parent company, Casio Computer Co., Ltd., today announced that it will release two new models in its Privia series of digital pianos to commemorate the 10th anniversary, on October 24, 2013, of the launch of its first Privia model. The new models feature 10 presets of different kinds of grand piano tones and simulate the acoustics of 10 types of concert venues.

Compact, lightweight and stylish, Privia pianos are designed to deliver the expressiveness and performance capabilities of acoustic pianos. The Privia series has become popular among a wide range of people since its launch in 2003, helping to expand the overall market for digital pianos. Since 2012, Casio has equipped new models in the series with its AiR Sound Source,* a highly acclaimed technology that reproduces the rich resonance of grand pianos.

* Short for Multi-dimensional Morphing AiR (Acoustic and intelligent Resonator) Sound Source

With the release of its latest models—the Privia PX-A100 and PX-A800—Casio is again offering new ways to enjoy digital pianos, including a new function and all-new exterior finishes. Loaded with all the features of previous models, including the AiR Sound Source, these new instruments facilitate the expressive performances people have come to expect from Privia pianos.

With 10 preset grand piano tones to choose from, players can enjoy performing in a wide range of genres such as classical, rock, jazz, pop, and dance music. Moreover, the Hall Simulator function utilizes digital technologies to simulate the acoustics of 10 different kinds of concert venues, including famous concert halls around the world as well as a cathedral and an outdoor stadium. This makes playing the piano more exciting than ever.

Both models feature all-new finishes that push the boundaries on the conventional look of a piano. The compact PX-A100 model is finished in a smart, refined metallic color. Consumers can choose from two colors: metallic red or metallic blue. The cabinet-design PX-A800 model is finished in a natural oak tone and is also fitted with an openable top board.

Positioning this 10th anniversary as a new starting point for the Privia series, Casio is committed to expanding the market for digital pianos and offering all-new ways to play the piano by applying its proprietary digital technologies and original concepts.

Type	Models	Finish	Built-in Tones		Hall Simulator	Openable Top Board Design
			Grand Piano	Others		
Compact	PX-A100 RD	Metallic Red	10 Tones	8 Tones	10 Halls	—
	PX-A100 BE	Metallic Blue				

Milestones in the 10-Year History of Privia Pianos

Casio's electronic musical instrument business began selling electronic keyboards in 1980, and later broadened its product lineups with the release of Casio's first electronic piano in 1986, and the CELVIANO, an authentic-sounding digital piano, in 1991. Building on digital technologies cultivated through the development of CELVIANO, Casio designed the new Privia series to help a wider range of people to enjoy playing pianos. The 10th anniversary of the Privia series is approaching in October of this year.

Privia is a brand name which means "private piano that everyone can casually enjoy playing." While effectively capturing the expressive power of real pianos, Casio has integrated conventional piano designs with its original conceptions to develop stylish and compact models in this series. For its first Privia model, released in October 2003, Casio succeeded in realizing high-quality sound and the natural feel of a piano keyboard. By developing a dedicated LSI sound source and applying new modeling technologies, Casio was able to offer this model at about half the price of its previous pianos, making the joy of piano playing accessible to more people.

Since that 2003 release, Casio has improved the expressiveness of Privia pianos by continuously evolving the quality their sound and keyboard feel. While pursuing more beautiful designs and surface finishes, Casio has actively developed useful functions for performing and practicing by utilizing the unique advantages of digital pianos, making them much more than simple replacements for acoustic pianos.

Notable Models in the History of Privia Pianos

Release	Models	Features
2003	PX-100	<p>Casio's first Privia</p> <p>This model made the experience of playing a piano more accessible. The PX-100 featured an HL (Highly-compressed Large waveform) sound source made up of sampled sounds of a concert grand piano.</p> 
2005	PX-700	<p>First Privia with cabinet design</p> <p>The PX-700 featured a stylish design with a sliding keyboard cover. This model featured a triple element ZPI (Zygotech Polynomial Interpolation) sound source which offered expressive control over the dynamics of the piano.</p> 
2009	PX-830BP	<p>Premium model with black polish finish</p> <p>This model featured a linear morphing AIF (Acoustic & Intelligent Filtering System) sound source which reproduces the differences in a piano's tone corresponding to the force of the keystroke. The PX-830 also had a rotating keyboard cover.</p> 
2012	PX-850	<p>New Premium model with openable top board</p> <p>The PX-850 featured the Multi-dimensional Morphing AiR Sound Source which simulates the resonance between piano strings. It also features a function that simulates the degree a grand piano lid is open or closed.</p> 

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Main Specifications

		PX-A100 RD	PX-A100 BE	PX-A800 BN
Finish		Metallic Red tone	Metallic Blue tone	Natural Oak tone
Tones	Grand Piano	Grand Piano Concert, Grand Piano Rock, Grand Piano Jazz, Grand Piano Classic, Grand Piano Pop, Grand Piano Dance, Grand Piano LA, Grand Piano Mellow, Grand Piano Bright, Piano Pad		
	Others	Elec Piano, FM E.Piano, 60's E.Piano, Dyno E.Piano, Strings, Pipe Organ, Jazz Organ, Bass (Lower)*1		
Layer / Split		●		
Digital Effects	Hall Simulator	N.Y. Club, Scoring Stage, Dutch Church, Opera Hall, Viennese HALL, L.A. HALL, Berlin Hall, French Cathedral, British Stadium, Standard Hall		
	Chorus	4 types		
	Brilliance	-3 ~ 0 ~ 3		
	DSP	Preset for some tones		
		Multi-dimensional Morphing AiR Sound Source*2		
Sound Source	Damper Resonance	●	Suppressed, Slightly suppressed, Reverberation, Strong reverberation	
	String Resonance	–		
	Maximum Polyphony	128	256	
Openable Top Board Design*3		–	●	
Lid Simulator*3		–	●	
		88 keys, Tri-sensor Scaled Hammer Action Keyboard II, Simulated ebony and ivory keys		
Keyboard	Touch Sensitivity	3 sensitivity levels, off		
	Hammer Response	●	Fast, Grand piano feel, Slightly slower, Slow	
	Key Off Simulator	–	●	
	Slide-type Keyboard Cover	–	●	
Songs	Music Library	60 songs		
	Song Expansion (User Songs)	10 songs (max.) Up to approx. 90 KB/song		
	Lesson Function	Part ON / OFF, Lesson Part Select: right hand / left hand		
Metronome	Beats	0, 2, 3, 4, 5, 6		
	Tempo Range	20 to 255 BPM		
Duet Mode		●		
Operation Lock		●		
Octave Shift		± 2 octaves		
Key Transpose		2 octaves (-12 semitones ~ 0 ~ +12 semitones)		
Tuning Control		A4 = 415.5Hz ~ 440.0Hz ~ 465.9Hz		
Scale Function	No. of Preset Temperaments	17		
Recorder	Tracks	2 tracks		
	Songs	1 song		
	Real-time Recording	●		
	Approximate Data Capacity	Approx. 5,000 notes total		
Audio Recording / Playback (44.1 kHz WAV Format)		–	Max. 99 songs approx. 25 min/song	
Connectivity and Storage	Phones (Stereo standard jack)	2	2	
	LINE OUT (Standard jack)	–	2 (L/MONO, R)	
	USB Host Port	1	1	
	USB Flash Drive Port	–	1	
	Pedals	1 (Damper)	–	
Connector for 3-Pedal Unit		1	–	
MIDI		● (Using the USB Host port)		● (Using the USB Host port)
Pedals		Included: SP-3 Optional: SP-33 (damper, soft, sostenuto)		3 built-in pedals (damper, soft, sostenuto)
	Half-Damper Pedal Operation	● (With optional SP-33 3-pedal unit)		● (Seamless recognition)
Speakers and Amplifiers	Speakers	[13cm x 6cm (rectangular)] x 2		12 cm x 2, 5 cm x 2
	Amplifiers	8W + 8W		20W + 20W
Size		1,322 x 286 x 135 mm (Without music stand)		1,367 x 299 x 837 mm (Top board closed) (Without music stand, corner brackets)
	With Optional Stand	1,322 x 286 x 760 mm (Without music stand, corner brackets)		–
Weight		11.1 kg		35.5 kg
	With Optional Stand	21.1kg		–
Included Accessories		AC adaptor, music stand, score book		
		Pedal (SP-3) , dust cover		Headphone hook

*1: Available only for lower block of keyboard when using the Split function.

*2: Available only for Grand Piano tones. AiR Sound Source is used for other tones.

*3: The Lid Simulator setting remains unchanged, regardless of whether the top board is open or closed.

Options	Models	PX-A100 RD	PX-A100 BE	PX-A800 BN
Bench	CB-7: BK (Black), WE (White), BN (Oak tone)	●	●	●
Special stand	CS-67P: BK (Black), WE (White)	●	●	–
3-Pedal Unit	SP-33 (The damper pedal functions as a half pedal)	●	●	–
Carrying case	SC-700P	●	●	–