

CASIO Hybrid Piano GP-500BP wins iF Design Award 2017

- 58 Design experts selected the award winning product out of over 5.500 submissions world wide
- More info available at: <http://ifworlddesignguide.com/if-design-award-2017/>
- Info on the award winning hybrid piano:
www.casio-music.com/de/digitalpianos/grandhybrid/gp-500/



Award winning CELVIANO Grand Hybrid Digital Piano GP-500BP by CASIO. Photo: Valentin Behringer

Norderstedt, March 13th 2017 — Innovative CELVIANO Grand Hybrid Piano GP-500BP from CASIO wins prestigious iF Design Award 2017 for excellence in industrial product design. Alongside the Diapason d'Or award in 2015 and the English Music Industry Award (MIA) in 2016, this is the third award in a row for the GP-500BP.

The iF Design Awards are called once a year by iF International Forum Design GmbH, based in Germany, and are internationally recognized as a mark of excellence in industrial product design. Entries are carefully judged not only for their design features, but also for their quality, price, and environmental performance. 58 design experts selected the winning products for the iF Design Award 2017 from more than 5,500 submissions from 59 countries around the world. The award ceremony took place on Friday, March 10th 2017, at the BMW-World in Munich in the presence of 2.000 selected guests from the fields of politics, industry, business and media.

The GP-500BP is a digital piano that delivers an experience like a grand piano, throughout its tone, keys, and playing comfort. The piano features the AiR Grand Sound Source, which was developed through extensive research and analysis of the tonal quality and distinctiveness of the greatest pianos in history. The sound source, which delivers beautiful sound and rich reverberation just like a grand piano, includes the Berlin Grand, which was

jointly developed with Bechstein. Another feature is the Natural Grand Hammer Action Keyboard made from wooden materials, which delivers the same mechanical hammer action as a grand piano to deliver superlatively fluid and sensitive touch. With a top board that can be opened to allow a glimpse of the hammers, the piano achieves a hybrid design concept that integrates acoustic tradition with digital technology. Premium design meets premium quality.



FURTHER INFO AVAILABLE AT:

CASIO Website:

www.casio-music.com

If Design Award:

<http://ifworlddesignguide.com/if-design-award-2017/>

CELVIANO Grand Hybrid Digital Piano GP-500BP by CASIO:

www.casio-music.com/euro/digitalpianos/grandhybrid/gp-500/

Press Kit with Photos and further info:

<http://bit.ly/CasioMusicEPK>

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CASIO COMPUTER CO., LTD.

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