

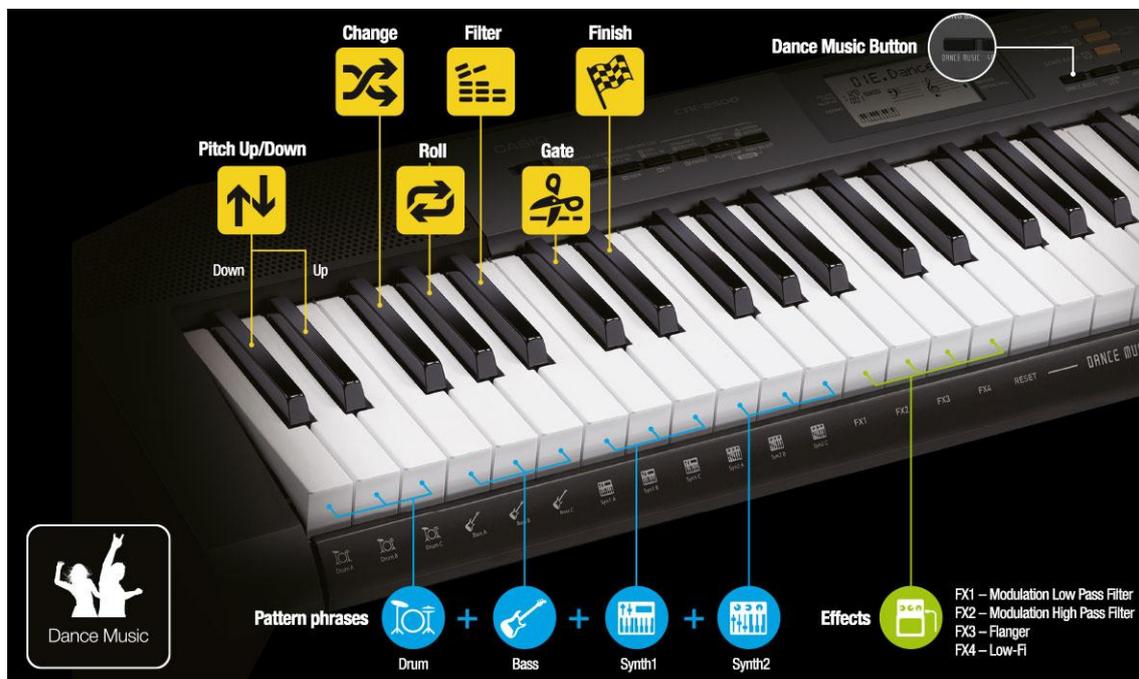
CASIO presents keyboard novelties at Musikmesse Frankfurt

- CASIO introduces standard and lighted keys keyboards
- New features such as "Dance Music Mode" to remix and create new tracks
- Launch of the new free app "Chordana Play". Further info at www.chordana-play.eu
- More information available at www.casio-music.com



The models CTK-3500 and LK-265

Norderstedt, Germany, April 4th, 2017. At this year's Musikmesse in Frankfurt, CASIO presents its new standard keyboards CTK-3500, CTK-2500 and CTK-1500, as well as the lighted keys keyboards LK-265 and LK-135. All new models are equipped with the „Dance Music Mode“ which makes it easy to create own music and mix it with music styles like House, Dance and EDM. Additionally, the „Dance Music Mode“ features four phrase patterns, four different sound effects, and the Build-Up Play function which gives selfmade tracks their finishing touch.



The CTK-2500 and CTK-1500 are, like their predecessors CTK-2400 and CTK-1300, ideal for beginners and assist users with the „Lesson Lite“ learning system. The LK-135 with key lighting system provides an ideal start on how to play the keyboard as well. Equipped with 400 sounds and over 100 rhythms, the CTK-3500 and the LK-265 are perfect for a bit more advanced players. With the "Step-Up-Lesson" learning system, both models are ideal tools for keyboard practice.



Photo: The keyboards CTK-1500, CTK-2500 and LK-135 are ideal for beginners

Ideal supplement for more fun while learning: The "Chordana Play" app

The keyboards CTK-3500, CTK-2500 and LK-265 can be connected with the new "Chordana Play" app, which was developed by CASIO and is available for iOS and Android since March, by using a smartphone, tablet or smart devices. The free app assists beginners in learning how to play a keyboard and enables advanced users to expand their repertoire and add Standard MIDI files to their music library.



Photo: The „Chordana Play“ app on smartphone and connected to a lighted keys keyboard.

The app is easy to use: If the keyboard is played while the app is connected, the user can see in real time which keys are to be pressed to match the current piece of music with the Piano-Roll display. Depending on the keyboard, the lighted key function can also be used to support the learning process. 50 Play-along songs are included in the "Chordana Play" app. All information on the app can be found at www.chordana-play.eu.

Visitors of Musikmesse Frankfurt can find CASIO at hall 9.0/B20.

Useful links and information can be found here:

Website: www.casio-music.com

Electronic Press Kit: <http://bit.ly/CasioMusicEPK>

Press Contact

Kruger Media GmbH | Brand Communication | Torstrasse 171 | 10115 Berlin (Germany)

Vanessa Mertens | vanessa.mertens@kruger-media.de | Phone +49 (0)30 30 645 4830

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.