

®ÅØÅ^î®
LX-10
digital piano

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TurboStart

Key Features/Benefits...

- 88-key multi-sampled piano for superb tone
- Counterweighted action with escapement and Ivory Feel keyboard for superb touch
- SMF and .WAV file playback via USB host port for ensemble playing and sing-along fun
- Audio CD playback with optional USB-CD drive for more ensemble playing and sing-along fun
- Elegant cabinet design with classic upright piano appearance appeals to the traditional piano buyer

Target Market...

- Advanced pianists
- Music educators
- Schools & Churches
- Adult “Hobbyists”
- Condos/Townhomes

Display & Preparation...

- Install Roland CD-01A USB CD Drive (optional)
- PHA II Action Model & Piano Gram Weight
- Roland RH-25 or RH-50 Headphones
- Hal Leonard Play-Along Books/Catalog & Educational Titles

Demo Superb Piano Tone... (start with fallboard in half-rest position)

- Piano sampled from 9’ concert grand...play “live” or use Demo function by pressing Key Touch and File simultaneously and then pressing the Piano tone button
- Each note individually sampled at 128 velocity/volume levels for fullest expression, i.e. timbre change w/velocity
- Stereo sample with Panning for truest piano sound...low notes sound from left side...high notes from right side
- **WOW FACTOR!** Put the headphones on the customer and play Demo

Demo Superb Touch...

- Counter-weighted Progressive Hammer Action just as in grand piano...no springs (use Action Model)
- Action gets progressively lighter toward the higher range of the piano...just like a grand piano (use gram weights)
- Simulated Escapement gives player same feel as a grand piano (have customer feel this)
- Reference ability to adjust the touch response...useful for very young or very old players
- **KEY FEATURE!** “Ivory Feel” keyboard simulates ivory and ebony keys and absorbs oil and moisture, giving the player a more secure feel and better control of the keyboard (\$10,000+ price point in acoustics for this feature)

Demo Piano Designer... (like selecting your favorite grand at the factory)

- Press the PIANO DESIGNER button
- Change Key Touch (to light)...change lid position (to “short prop”)
- While pressing EFFECTS button, press the 3D button
- Using the UP & Down arrow buttons, choose “Memory Backup”
- Press the PLAY/STOP button and press that button again to confirm
- Press the RECORD button for final confirmation...press EFFECTS or 3D to exit

Demo Additional Sampled Tones...

- PianoStrings layer (or PianoChoir)
- Jazz Guitar (in Others)
- Jazz Scat (in Voice)

Demo Recording...

- Press the SONG button so it's lit and press the – (minus) button until “New Song” appears in the screen
- Press RECORD button and play short piece
- Press RESET button and press PLAY/STOP button to hear recording
- (optional) play along with first track...great for practicing duets

Demo Song Playback (SMF)...

- Press INT SONG/EXT SONG button until screen displays P.01
- Use the -/+ buttons to select P.11...Press PLAY/STOP button
- Explain Track buttons and demo ability to mute any of the three tracks
- Demo the ability to change the playback tempo...press the TEMPO/BEAT button until it's lit Red...use the -/+ buttons to change the tempo
- Demo the ability to change the playback key (and/or performance key)...while holding down the TRANSPOSE button, use the -/+ buttons to change the key...to return to the original key, press the (-) and (+) buttons simultaneously
- **These are powerful applications for educators, students, and accompanists**
- **NOTE:** to change the playback volume of a Midi File or Audio File, press and hold the STOP/PLAY button and use the -/+ buttons to lower or raise the volume

Demo Audio File Playback via CD...

- Load and demo Hal Leonard Piano Play-Along CD (show Hal Leonard catalog)
- Load Amazing Grace CD and demo Center Cancel (Right track button)
- Demo transposition of Audio File...while pressing the TRANSPOSE button, use -/+ buttons to change the key
- Demo tempo control...press the TEMPO button until it is lit RED...use -/+ buttons to adjust tempo up to 25% slower or faster

Demo SMF and Audio File Playback via USB Memory Stick

- Unplug CD drive and insert USB memory stick
- Demo additional Hal Leonard Play-Along and educational titles
- **BONUS:** Demo ease of ripping audio files from CD to USB stick via Audiograbber or iTunes
- **WOW FACTOR!** Demo standard audio file ripped from CD

Demo/Discuss “Bonus Features”...

- Always in tune and never a sticking key = no maintenance...saves thousands of dollars over years of ownership
- Twin Piano mode...two siblings or students can play/practice together in the same range
- USB interface...allows easy PC connection for unlimited software and play-along applications
- Metronome...for precise tempo reference and practice
- Elegant cabinet design with traditional upright piano styling and soft-close fallboard
- **FINAL “WOW FACTOR”**...demo playback from portable audio devices via dedicated “Roland Audio Ports”