

## PROMOTIONAL MAILER



## Cover

Kurzweil Music was an innovator, and when it came to promoting this piano with a difference, they decided to send a simple booklet with a lightweight recording inside... see next page.



## PROMOTIONAL MAILER

**C**an you imagine a beautiful upright piano that sounds like a concert grand... and 32 other instruments? Let us introduce you to the *Kurzweil Ensemble Grande*. It's like no piano you have ever seen or played before!

The distinctive, elegant styling of the Ensemble Grande distinguishes it as a fine piece of furniture for your home. And at your fingertips are 33 rich acoustic and electronic musical instruments that you have to hear to believe!

Take a moment to listen...

### INCREDIBLE SOUND QUALITY

Listen to our demonstration recording. The instrument sounds are reproduced with such authenticity that you will believe you are hearing the actual instruments. Kurzweil Music Systems has become famous for its ability to carefully record and recreate these original instrument sounds so that you hear the satisfying familiar timbres you know and enjoy.

### IT'S SO EASY TO USE

Turn on the Ensemble Grande and you can play a beautiful concert grand piano. Push a single button and you're playing an electric organ. Or a guitar, vibes, synthesizer, electric bass...33 instruments are available on the Ensemble Grande at the touch of a single button!

The Ensemble Grande also has 36 different rhythm patterns that are accessed simply by touching one button. And the Ensemble Grande's One-Button-Push design lets you change instruments, record tracks, transpose keys, change tempo—all with the press of a single button. Plus there are simple sliders for rhythm, volume and tuning adjustments!

### SPATIAL PERSPECTIVE SOUND

Another reason the Ensemble Grande sounds so great is the built-in "Spatial Perspective" sound system, which was designed to recreate the dynamic range and sonic ambience of acoustic instruments. For example, when the Grand Piano voice is selected, you hear deep bass notes

emanate predominantly from the left side of the instrument (where the long strings of a grand piano are located), while the midrange and upper register notes emanate from the middle to the high end of the instrument, so you experience the sonic image of an acoustic piano.

### ADVANCED FEATURES

With the Ensemble Grande, beginning musicians start off sounding great and accomplished players will find a new means of expression formerly available only from professional electronic keyboards.

For your own arrangements...the Ensemble Grande has its own 4-track digital recorder. Just record one track at a time with different instruments on each track, and within moments you have your own arrangement of your favorite song. The Ensemble Grande will store as many as six of your song arrangements.

With the Split Keyboard feature you can play one instrument with your left hand and another with your right (similar to having a dual keyboard on a home organ). You can put the split point anywhere you want it and play any combination of instrument sounds. For example you can play acoustic bass with your left hand and piano with the right hand. Or play piano on the bottom two-thirds of the keyboard and phased vibes on the top third. You can save two of these split keyboards and call them up again at the touch of one button!

### AUDITION THE ENSEMBLE GRANDE

The Kurzweil Ensemble Grande with its wide range of authentic musical instruments sounds opens up a new world of musical expression. But judge for yourself. Listen to the enclosed record. Then experience the thrill of playing the Ensemble Grande at your nearest Kurzweil Dealer. For more information, write to: Kurzweil Music Systems, Inc., 411 Waverley Oaks Rd., Waltham, MA 02154-8464. Or call: (617) 893-5900.

### PRODUCT SPECIFICATIONS

**Keyboard:** Piano-type, wooden-key, 88 note touch sensitive.

**Dimensions:** Width-54"; Height-41.5"; Depth-20".

**Cabinet Finish:** Glossy Ebony or Satin Walnut.

**Weight:** 240 lbs.

**Sound System Amplifier Power:** 125 Watts Continuous, 190 Watts Peak.

**Power Consumption:** AC 110V, 50/60 Hz, 250 W.

**Connections:** MIDI In and out—for use with modern electronic instruments equipped with MIDI interface.

**Line in—**allows other electronic instruments to be played along with the Ensemble Grande.

**Line out—**for connecting the Ensemble Grande to your home stereo system.

**Headphone—**for connecting headphones and disabling sound system for private listening.

**Button-Selectable Features:** Instrument Voices (Grand Piano, Rock Piano, Electric Piano, Bright Electric Piano, Honky-Tonk Piano, Jazz Organ, Rock Organ, Theatre Organ, Synthesizers (3), Vibes, Steel-String Guitar, 12-String Guitar, Acoustic Bass, Electric Bass, Bright Electric Bass, Lead Bass, Bass Drum, Snare Drum, Tom-Toms, Hand Claps, Hi-Hats, Cymbals, Congas, Bongos, Timbales, Tambourine, Cowbell, Claves, Agogos, Cuicas, Whistles. Also included are six factory-set instrument combinations and 2 user-programmable combinations, plus variations on various instrument sounds.); Key Transpose; Brightness; Keyboard Split; Left Pedal Assign; Rhythm Patterns (12 basic patterns with 24 variations, plus 12 basic fills with 24 variations); Metronome; User-programmable Songs (6).

**Control Sliders:** Rhythm Tempo; Rhythm Volume; Master Tune; Master Volume.

**Recorder:** Four-track digital recorder with 4,000-note memory plus record, play, and erase controls.

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**KURZWEIL™**

*Ensemble Grande*

The mailer was very simple – printed in CMYK on a lightweight gloss stock and finished with a sleeve to contain a record of the piano's sounds. This was the first piece done for me on the then-new Macintosh computer. When saw how easy it was to do, I went right out and bought my own first Mac.

MEL  
DESIGN & ILLUSTRATION  
GREEN