

*Concert Artist*

CA49/CA59

# Presentation Outline

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- CA Series product line-up
- CA49/CA59 product goals
- Existing features
- New features & improvements
- Specifications
- Release schedule

# CA Series product line-up

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## ■ Four models at competitive price points



**CA48**

Introduction



**CA58**

Intermediate



**CA78**

Advanced



**CA98**

Flagship

# CA Series product line-up

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## ■ Four models at competitive price points

- CA7x, CA9x refreshed in Winter 2020
- CA4x, CA5x refreshed in Spring 2020



**CA49**

**Introduction**



**CA59**

**Intermediate**



**CA79**

**Advanced**



**CA99**

**Flagship**

# CA49/CA59 product goals

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## ■ Affordable Grand Piano authenticity

- Improve & enhance core features



**CA49**

**Introduction**



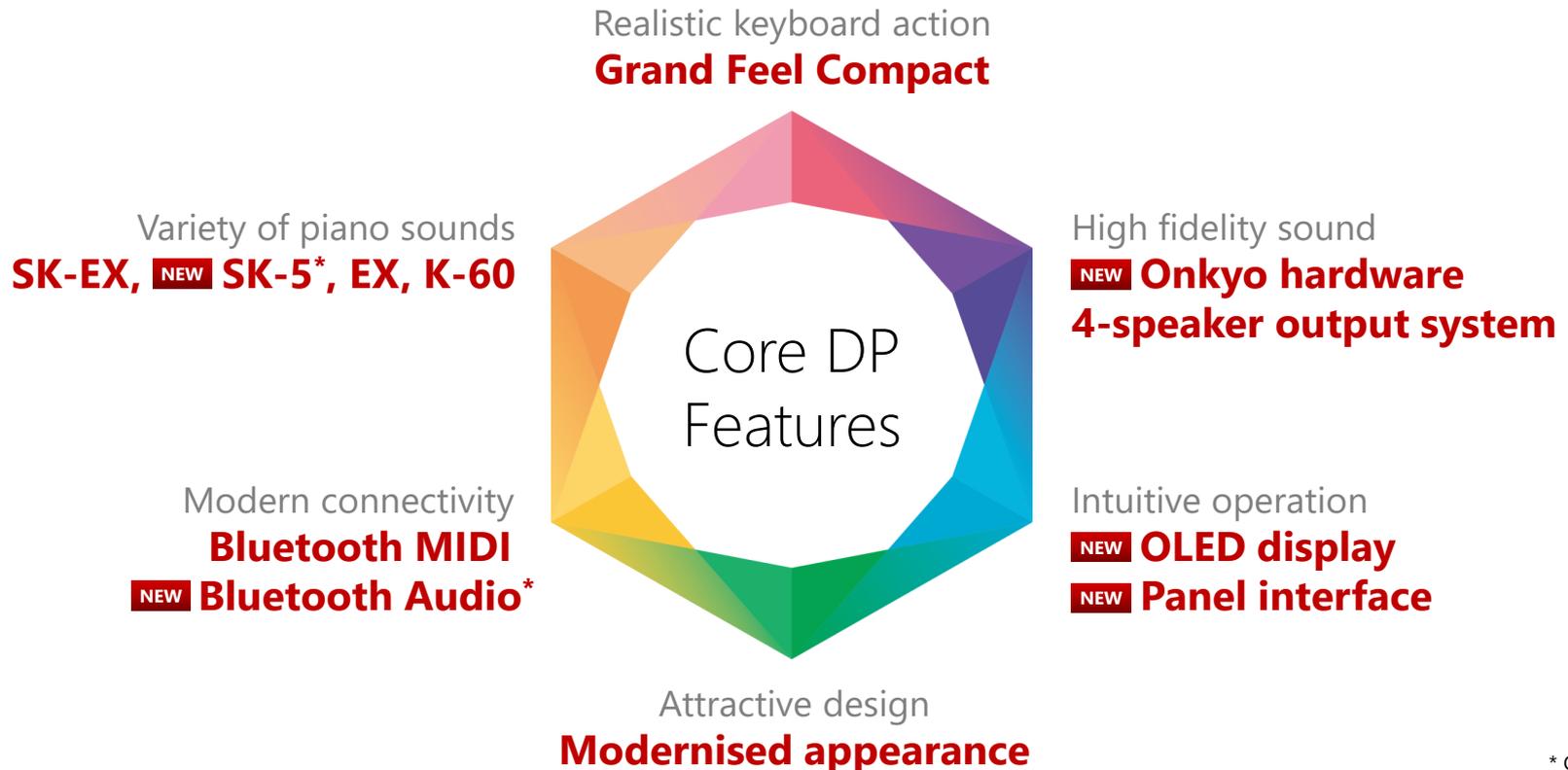
**CA59**

**Intermediate**

# CA49/CA59 product goals

## ■ Affordable Grand Piano authenticity

- Improve & enhance core features



\* CA59 only

# CA49/CA59 product goals

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## ■ **Straightforward up-sell path from CN models**

- Plastic key → Wooden key keyboard action
- Other upgrades & improvements



CN29

### **Upgrades & Improvements**

- ✓ Grand Feel Compact action
- ✓ 4 speaker output system
- ✓ Larger, more premium cabinet
- ✓ Larger music rest



CA49

# CA49/CA59 product goals

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## ■ **Straightforward up-sell path from CN models**

- Plastic key → Wooden key keyboard action
- Other upgrades & improvements



CN39

### **Upgrades & Improvements**

- ✓ Grand Feel Compact action
- ✓ Harmonic Imaging XL sound
- ✓ More powerful amplifier
- ✓ Larger, more premium cabinet



CA59



# Existing Features: **Sound**

## ■ **Authentic piano sounds**



**SK-EX**

Full concert grand  
Warm tonal character

**EX**

Full concert grand  
Brighter tonal character

**K-60**

Mid-sized upright  
Nostalgic tonal character

## ■ **Class-leading variety**

# Existing Features: **Speaker system**

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## ■ **CA49: 4-speaker output system**

- Bottom + Front configuration
- Same specification as CA48

- ✓ 13 cm bottom woofers (x2)
- ✓ 5 cm front full range (x2)
- ✓ 20 W x 2 output power



# Existing Features: **Speaker system**

## ■ **CA59: 4-speaker output system**

- Bottom + Top configuration
- Same specification as CA58



- ✓ 13 cm bottom woofers (x2)  
(using wooden enclosures)
- ✓ 8 x 12 cm top full-range (x2)
- ✓ 50 W x 2 output power

# New Features & Improvements

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- System hardware
- User interface
- Bluetooth Audio
- Lesson Function
- Sounds & Software
- Cabinet design

# New Features & Improvements

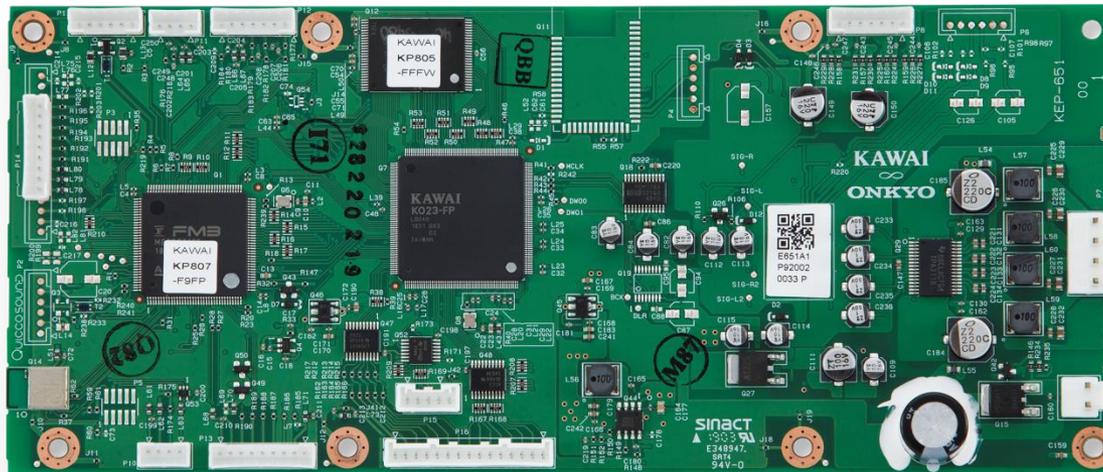
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- System hardware
- User interface
- Bluetooth Audio
- Lesson Function
- Sounds & Software
- Cabinet design

# Features & Improvements: Hardware (CA49)

- New CPU board developed with Onkyo

**KAWAI** ∞ **ONKYO**



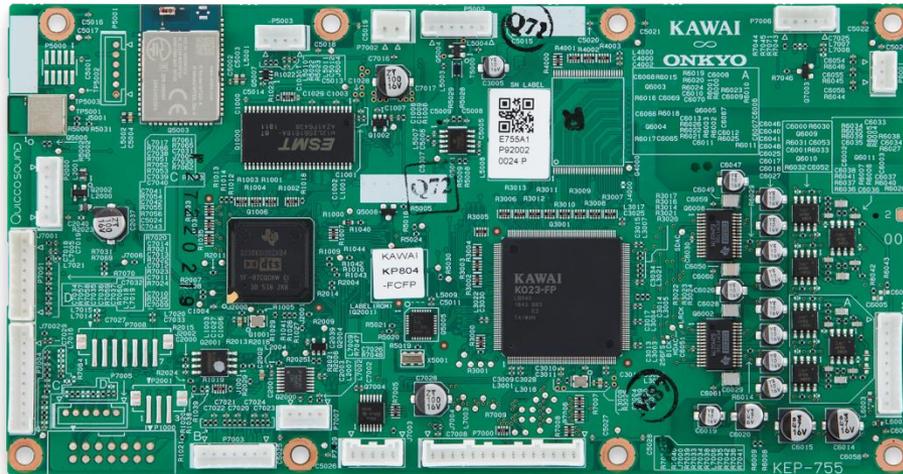
CA49 Main PCB

- Much clearer, higher quality sound

# Features & Improvements: Hardware (CA59)

- New CPU & amp board developed with Onkyo

**KAWAI** ∞ **ONKYO**



CA59 Main PCB



CA59 amplifier PCB

- Much clearer, higher quality sound

# New Features & Improvements

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- System hardware
- **User interface**
- Bluetooth Audio
- Lesson Function
- Sounds & Software
- Cabinet design

# Features & Improvements: User Interface (CA49)

## ■ New control panel with OLED display



CA48: 3-digit LED display, 6 buttons



CA49: Graphic OLED display, 8 buttons

## ■ More intuitive operation, easier to use

# Features & Improvements: **User Interface (CA49)**

## ■ **New control panel with OLED display**



## ■ **More intuitive operation, easier to use**

# Features & Improvements: **User Interface (CA59)**

- **Same control panel, but with OLED display**
  - Clearer screen, with UI refinements (status icons etc.)



CA58: Graphic LCD display, 21 buttons



CA59: Graphic OLED display, 21 buttons

- **Intuitive operation, easy to use**

# New Features & Improvements

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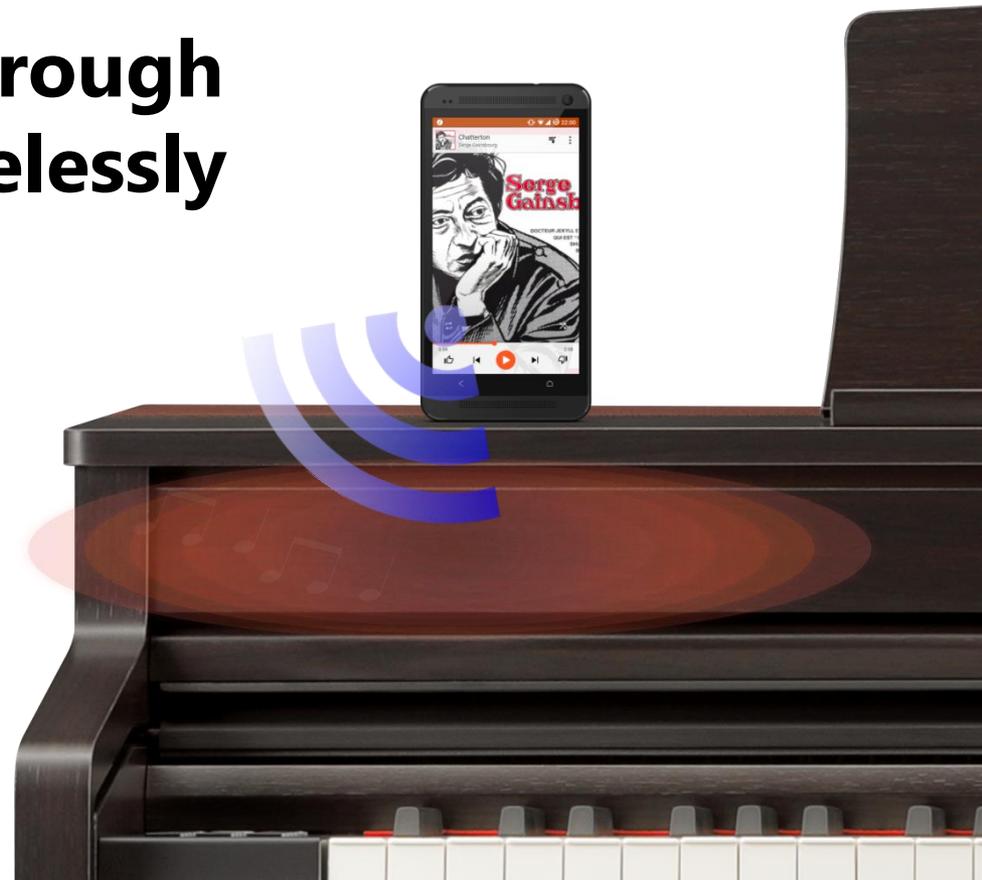
- System hardware
- User interface
- **Bluetooth Audio**
- Lesson Function
- Sounds & Software
- Cabinet design

# Features & Improvements: **Bluetooth** (CA59)

## **Bluetooth + Audio**

### ■ **Play device audio through piano's speakers wirelessly**

- ✓ Accompany favourite music
- ✓ Watch lesson videos
- ✓ No cables or adaptors
- ✓ aptX support  Qualcomm<sup>®</sup> aptX<sup>™</sup>



# New Features & Improvements

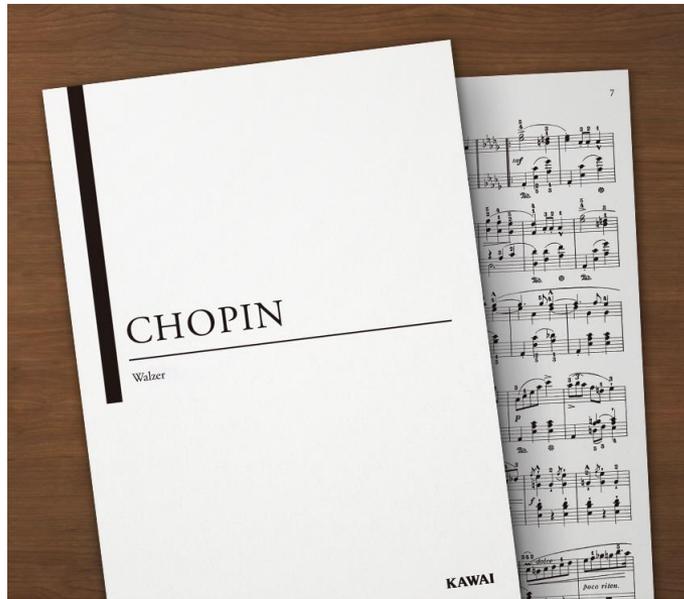
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- System hardware
- User interface
- Bluetooth Audio
- **Lesson Function**
- Sounds & Software
- Cabinet design

# Features & Improvements: **Lessons** (CA49)

## ■ **Chopin Walzer lesson book added**

- 19 popular Chopin pieces



|                              | CA49 | CA59 |
|------------------------------|------|------|
| Alfred's Premier 1A          |      | ✓    |
| Alfred's Premier 1B          |      | ✓    |
| Alfred's Basic Piano 1A      | ✓    | ✓    |
| Alfred's Basic Piano 1B      | ✓    | ✓    |
| Alfred's Basic Adult Level 1 |      | ✓    |
| Burgmüller: Opus 100         | ✓    | ✓    |
| Czerny: Opus 849             | ✓    | ✓    |
| Czerny: Opus 139             |      | ✓    |
| Beyer: Opus 101              | ✓    | ✓    |
| J.S. Bach: Inventionen       |      | ✓    |
| Sonatinen Album 1            |      | ✓    |
| <b>NEW</b> Chopin Walzer     | ✓    | ✓    |

## ■ **Rich variety of built-in lesson content**

# New Features & Improvements

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- System hardware
- User interface
- Bluetooth Audio
- Lesson Function
- **Sounds & Software**
- Cabinet design

# Features & Improvements: **Sounds** (CA59)

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## ■ **New Virtual Technician parameters**

### **Hammer Noise**

- ✓ Simulates sound of hammers striking strings, keys hitting keybed
- ✓ Adjust the prominence of the “attack” character

### **Release Time**

- ✓ Simulates sound of different piano sizes
- ✓ Adjust decay speed when keys are release

# Features & Improvements: **Sounds**

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## ■ **Improved existing sounds**

- SK-EX: Enhanced harmonics, attack → more realistic
- Harpsichord: Enhanced touch curve → more realistic

## ■ **New Shigeru Kawai SK-5 piano sound (CA59)**



**SK-5**

Mid-sized grand

# Features & Improvements: **Software**

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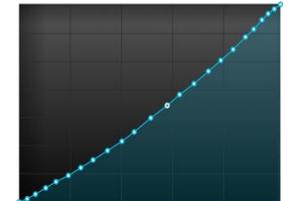
## ■ **Improved tone control (EQ)**

- 8 setting presets



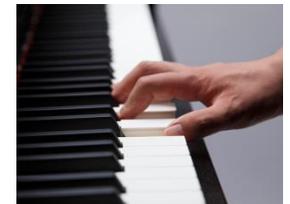
## ■ **Improved touch curve presets**

- More variety from Light → Heavy
- New 'Light' curve suitable for children



## ■ **New “Low Volume Balance” setting**

- More natural expression when playing at low volumes



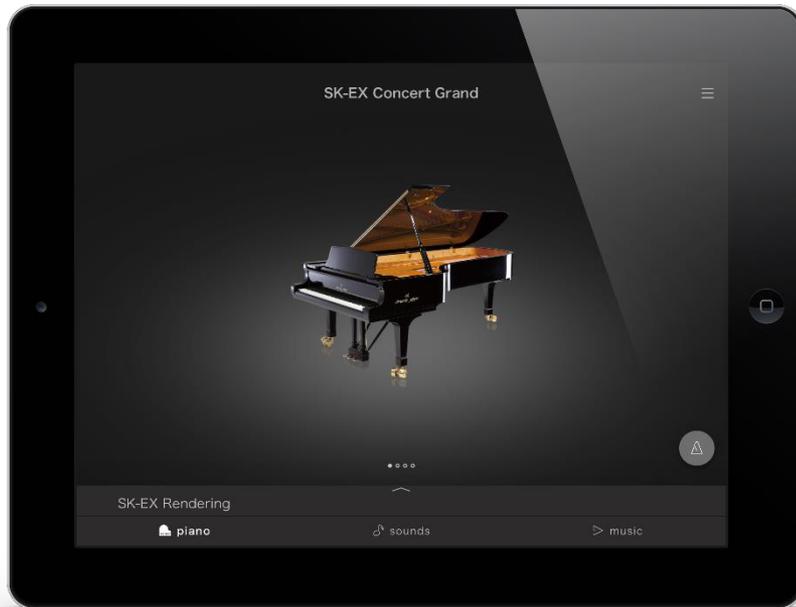
# Features & Improvements: **App support**

## ■ **PianoRemote app**

- Control app for iOS/Android
- Select sounds, adjusts VT settings



\* Support added with software update.



**PianoRemote** | iOS



**PianoRemote** | Android

# New Features & Improvements

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- System hardware
- User interface
- Bluetooth Audio
- Lesson Function
- Sounds & Software
- **Cabinet design**

# Features & Improvements: **Cabinet design**

## ■ **CA49: Refined, modern appearance**

- Taller, more impressive cabinet
- Same design cues as larger CA models



CA48 | Premium Rosewood



CA49 | Premium Rosewood

# Features & Improvements: **Cabinet design**

## ■ **CA59: Refined, modern appearance**

- Curved edge details
- Same design cues as larger CA models



CA58 | Premium Rosewood

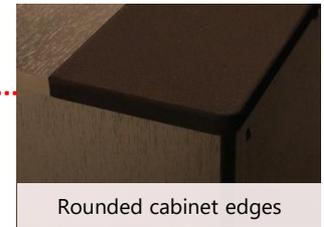
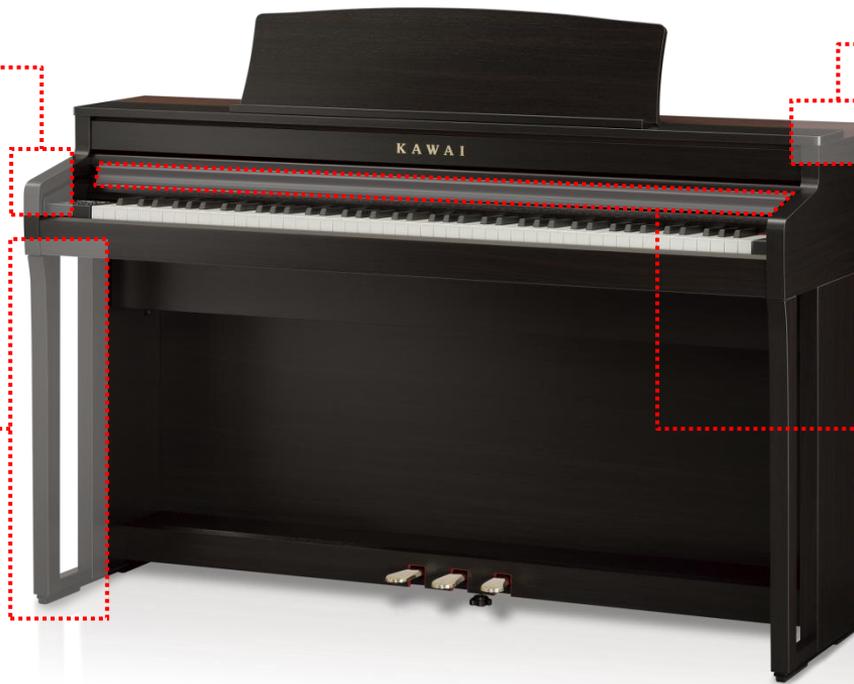


CA59 | Premium Rosewood

# Features & Improvements: **Cabinet design**

## ■ **Refined, modern appearance**

- More “piano-like” design; less “organ-like”



# New Features & Improvements

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- System hardware
- User interface
- Bluetooth Audio
- Lesson Function
- Sounds & Software
- Cabinet design

# Features & Improvements: **Summary**

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- New: CPU & amp\* boards developed with Onkyo
- New: Panel interface† & OLED displays
- New: Built-in Bluetooth Audio with aptX\*
- New: Chopin Walzer lesson book†
- New: PianoRemote app support
- Improved: Piano sounds, new SK-5 piano sound\*
- Improved: Touch Control (EQ), Touch curve, VT etc.
- Improved: Updated cabinet design

† CA49 only

\* CA59 only

# Specifications & Comparison: CA48 vs CA49

|                             |                        | KAWAI CA48                                   | KAWAI CA49                                   |
|-----------------------------|------------------------|--|--|
| <b>Keyboard Action</b>      | Type                   | Grand Feel Compact                           | Grand Feel Compact                           |
|                             | Key Material           | Wood (black + white keys)                    | Wood (black + white keys)                    |
|                             | Pivot Mechanism/Length | Seesaw type, Long                            | Seesaw type, Long                            |
|                             | No. of Sensors         | 3 sensors                                    | 3 sensors                                    |
|                             | Surface Finish         | Ivory Touch                                  | Ivory Touch                                  |
|                             | Let-off                | Yes  | Yes  |
|                             | Counterweights         | Yes  | Yes  |
| <b>Sound System</b>         | Type                   | Progressive Harmonic Imaging                 | Progressive Harmonic Imaging                 |
|                             | Sound engine           | 88-key Stereo Sampling<br>192 note polyphony | 88-key Stereo Sampling<br>192 note polyphony |
|                             | Piano source           | SK-EX / EX / K-60                            | <b>SK-EX (Improved) / EX / K-60</b>          |
|                             | No. of piano sounds    | 8 sounds                                     | 8 sounds                                     |
|                             | No. of total sounds    | 19 sounds                                    | 19 sounds                                    |
| <b>Virtual Technician</b>   | No. of parameters      | 17 parameters (via VT app)                   | <b>17 parameters (via app)</b>               |
|                             | Smart Mode             | Yes  | Yes (Improved)                               |
| <b>User Interface</b>       | Type                   | Cheekblock control panel                     | Cheekblock control panel                     |
|                             | Display                | 3 digit LED                                  | <b>128 x 128 pixel OLED</b>                  |
|                             | Vocal Assist           | Yes  | <b>No</b>                                    |
| <b>Speaker System</b>       | Size                   | 13 cm x 2 + 5 cm x 2                         | 13 cm x 2 + 5 cm x 2                         |
|                             | Power                  | 20 W x 2                                     | 20 W x 2                                     |
| <b>Additional Functions</b> | Onkyo Hardware         | No   | <b>Yes</b>                                   |
|                             | Bluetooth              | MIDI   | MIDI   |
|                             | Lesson Function        | 5 books, 259 songs                           | <b>6 books, 279 songs</b>                    |
|                             | Headphone output       | SHS, Phones type select                      | SHS, Phones type select                      |
|                             | Adjustment apps        | Virtual Technician, Sound Museum, etc.       | <b>PianoRemote (iOS/Android).</b>            |
| <b>Terminals</b>            | Headphones             | 1 x ¼" Stereo, 1 x 1/8" Stereo               | 1 x ¼" Stereo, 1 x 1/8" Stereo               |
|                             | MIDI                   | MIDI IN / OUT                                | MIDI IN / OUT                                |
|                             | USB                    | Host   | Host   |
| <b>Pedals</b>               | No. of Pedals          | 3 (Grand Feel Pedal System)                  | 3 (Grand Feel Pedal System)                  |
| <b>Dimensions</b>           | Size                   | 1356 (W) x 461 (D) x 885 (H) mm              | <b>1360 (W) x 460 (D) x 915 (H) mm</b>       |
|                             | Weight                 | 57.0 kg                                      | 58.0 kg                                      |

 New / Improved

# Specifications & Comparison: CA49 vs Rivals

|                             |                        | KAWAI CA49                                   | YAMAHA CLP-635                        | ROLAND HP702   |
|-----------------------------|------------------------|--|---------------------------------------|--|
| <b>Keyboard Action</b>      | Type                   | Grand Feel Compact                           | Graded Hammer 3X                      | PHA-4 Standard   |
|                             | Key Material           | <b>Wood (black + white keys)</b>             | Plastic                               | Plastic  |
|                             | Pivot Mechanism/Length | <b>Seesaw type, Long</b>                     | Rear pivot, Normal                    | Rear pivot, Normal                                       |
|                             | No. of Sensors         | 3 sensors                                    | 3 sensors                             | 3 sensors  |
|                             | Surface Finish         | Ivory Touch                                  | Synthetic Ivory & Ebony               | Ivory Feel   |
|                             | Let-off                | Yes  | Yes                                   | Yes  |
|                             | Counterweights         | <b>Yes</b>                                   | No                                    | -  |
| <b>Sound System</b>         | Type                   | Progressive Harmonic Imaging                 | Real Grand Expression                 | SuperNATURAL Piano Modelling                             |
|                             | Sound engine           | 88-key Stereo Sampling<br>192 note polyphony | Stereo Sampling<br>256 note polyphony | Modelled piano sound<br>Unlimited note polyphony (Piano) |
|                             | Piano source           | SK-EX (Improved) / EX / K-60                 | CFX, Bösendorfer Imperial             | ?  |
|                             | No. of piano sounds    | 8 sounds                                     | 8 sounds                              | 9 sounds   |
|                             | No. of total sounds    | 19 sounds                                    | 36 sounds                             | 348 sounds (GM2 comp.)                                   |
| <b>Virtual Technician</b>   | No. of parameters      | <b>17 parameters (via VT app)</b>            | 13 parameters (Piano Room)            | 13 parameters  |
|                             | Smart Mode             | <b>Yes (Improved)</b>                        | No                                    | -  |
| <b>User Interface</b>       | Type                   | Cheekblock control panel                     | Cheekblock control panel              | Wide control panel                                       |
|                             | Display                | <b>128 x 128 pixel OLED</b>                  | 128 x 64 pixel LCD                    | 128 x 32 pixel OLED                                      |
| <b>Speaker System</b>       | Size                   | <b>13 cm x 2 + 5 cm x 2</b>                  | 16 cm x 2                             | 12 cm x 2  |
|                             | Power                  | 20 W x 2                                     | 30 W x 2                              | 14 W x 2   |
| <b>Additional Functions</b> | Onkyo Hardware         | <b>Yes</b>                                   | -                                     | -  |
|                             | Bluetooth              | <b>MIDI</b>                                  | -                                     | MIDI, Audio  |
|                             | Lesson Function        | 6 books, 279 songs                           | 5 books, 281 songs                    | 287 songs  |
|                             | Headphone output       | SHS, Phones type select                      | Binaural sampling / Stereophonic      | 3D Ambiance  |
|                             | Adjustment apps        | PianoRemote (iOS/Android).                   | Smart Pianist                         | Piano Designer, Piano Every Day                          |
| <b>Terminals</b>            | Headphones             | 1 x ¼" Stereo, 1 x 1/8" Stereo               | 2 x ¼" Stereo                         | 1 x ¼" Stereo, 1 x 1/8" Stereo                           |
|                             | MIDI                   | MIDI IN / OUT                                | MIDI IN / OUT / THRU                  | -  |
|                             | USB                    | Host   | Host, Device                          | Host, Device   |
| <b>Pedals</b>               | No. of Pedals          | 3 (Grand Feel Pedal System)                  | 3                                     | 3 (Damper Action pedal)                                  |
| <b>Dimensions</b>           | Size                   | 1360 (W) x 460 (D) x 915 (H) mm              | 1461 (W) x 459 (D) x 927 (H) mm       | 1377 (W) x 468 (D) x 957 (H) mm                          |
|                             | Weight                 | 58.0 kg                                      | 56.0 kg                               | 54.4 kg  |

 Stronger than Y

 Best in class

# Specifications & Comparison: CA58 vs CA59

|                      |                        | KAWAI CA58                                   | KAWAI CA59                                   |
|----------------------|------------------------|--|--|
| Keyboard Action      | Type                   | Grand Feel Compact                           | Grand Feel Compact                           |
|                      | Key Material           | Wood (black + white keys)                    | Wood (black + white keys)                    |
|                      | Pivot Mechanism/Length | Seesaw type, Long                            | Seesaw type, Long                            |
|                      | No. of Sensors         | 3 sensors                                    | 3 sensors                                    |
|                      | Surface Finish         | Ivory Touch                                  | Ivory Touch                                  |
|                      | Let-off                | Yes  | Yes  |
|                      | Counterweights         | Yes  | Yes  |
| Sound System         | Type                   | Harmonic Imaging XL                          | Harmonic Imaging XL                          |
|                      | Sound engine           | 88-key Stereo Sampling<br>256 note polyphony | 88-key Stereo Sampling<br>256 note polyphony |
|                      | Piano source           | SK-EX / EX / K-60                            | <b>SK-EX (Improved) / SK-5 / EX / K-60</b>   |
|                      | No. of piano sounds    | 10 sounds                                    | <b>12 sounds</b>                             |
|                      | No. of total sounds    | 42 sounds                                    | <b>44 sounds</b>                             |
| Virtual Technician   | No. of parameters      | 19 parameters                                | <b>21 parameters</b>                         |
|                      | Smart Mode             | Yes  | <b>Yes (Improved)</b>                        |
| User Interface       | Type                   | Cheekblock control panel                     | Cheekblock control panel                     |
|                      | Display                | 128 x 64 pixel LCD                           | <b>128 x 64 pixel OLED</b>                   |
| Speaker System       | Size                   | 13 cm x 2 + (12 x 8) cm x 2                  | 13 cm x 2 + (12 x 8) cm x 2                  |
|                      | Power                  | 50 W x 2                                     | 50 W x 2                                     |
| Additional Functions | Onkyo Hardware         | No   | <b>Yes</b>                                   |
|                      | Bluetooth              | MIDI   | <b>MIDI, Audio (inc. aptX support)</b>       |
|                      | Lesson Function        | 12 books, 568 songs                          | 12 books, 568 songs                          |
|                      | USB Recorder           | Play & Record WAV/MP3/MID                    | Play & Record WAV/MP3/MID                    |
|                      | Headphone output       | SHS, Phones type select                      | SHS, Phones type select                      |
|                      | Adjustment apps        | Virtual Technician, Sound Museum, etc.       | <b>PianoRemote (iOS/Android).</b>            |
| Terminals            | Headphones             | 1 x ¼" Stereo, 1 x 1/8" Stereo               | 1 x ¼" Stereo, 1 x 1/8" Stereo               |
|                      | MIDI                   | MIDI IN / OUT                                | MIDI IN / OUT                                |
|                      | USB                    | Host, Device                                 | Host, Device                                 |
|                      | Audio                  | Line In (Stereo), Line Out (L/R), Level      | Line In (L/R), Line Out (L/R)                |
| Pedals               | No. of Pedals          | 3 (Grand Feel Pedal System)                  | 3 (Grand Feel Pedal System)                  |
| Dimensions           | Size                   | 1455 (W) x 455 (D) x 925 (H) mm              | 1425 (W) x 465 (D) x 915 (H) mm              |
|                      | Weight                 | 73.0 kg                                      | 66.0 kg                                      |

 New / Improved

# Specifications & Comparison: CA59 vs Rivals

|                      |                        | KAWAI CA59                                   | YAMAHA CLP-645                               | ROLAND HP704   |
|----------------------|------------------------|--|--|--|
| Keyboard Action      | Type                   | Grand Feel Compact                           | Natural Wood X                               | PHA-50   |
|                      | Key Material           | <b>Wood (black + white keys)</b>             | Plastic + wood (white keys only)             | Plastic + wood (white keys only)                         |
|                      | Pivot Mechanism/Length | <b>Seesaw type, Long</b>                     | Rear pivot, Normal                           | Rear pivot, Normal                                       |
|                      | No. of Sensors         | 3 sensors                                    | 3 sensors                                    | 3 sensors  |
|                      | Surface Finish         | Ivory Touch                                  | Synthetic Ivory & Ebony                      | Ivory/Ebony Feel   |
|                      | Let-off                | Yes  | Yes  | Yes  |
|                      | Counterweights         | <b>Yes</b>                                   | No   | No   |
| Sound System         | Type                   | Harmonic Imaging XL                          | Real Grand Expression                        | SuperNATURAL Piano Modelling                             |
|                      | Sound engine           | 88-key Stereo Sampling<br>256 note polyphony | 88-key Stereo Sampling<br>256 note polyphony | Modelled piano sound<br>Unlimited note polyphony (Piano) |
|                      | Piano source           | <b>SK-EX (Improved) / SK-5 / EX / K-60</b>   | CFX, Bösendorfer Imperial                    | ?  |
|                      | No. of piano sounds    | <b>12 sounds</b>                             | 11 sounds                                    | 9 sounds   |
|                      | No. of total sounds    | <b>44 sounds</b>                             | 36 sounds                                    | 348 sounds (GM2 comp.)                                   |
| Virtual Technician   | No. of parameters      | <b>21 parameters</b>                         | 13 parameters (Piano Room)                   | 13 parameters (Piano Designer)                           |
|                      | Smart Mode             | Yes (Improved)                               | No   | No   |
| User Interface       | Type                   | Cheekblock control panel                     | Cheekblock control panel                     | Wide control panel                                       |
|                      | Display                | <b>128 x 64 pixel OLED</b>                   | 128 x 64 pixel LCD                           | 128 x 32 pixel OLED                                      |
| Speaker System       | Size                   | 13 cm x 2 + (12 x 8) cm x 2                  | 16 cm x 2 + 8 cm x 2                         | (12 + 2.5 cm) x 2 + 5 cm x 2                             |
|                      | Power                  | 50 W x 2                                     | (25W + 25 W) x 2                             | (25 W + 5 W) x 2   |
| Additional Functions | Onkyo Hardware         | <b>Yes</b>                                   | -  | -  |
|                      | Bluetooth              | <b>MIDI, Audio (inc. aptX support)</b>       | Audio  | MIDI, Audio  |
|                      | Lesson Function        | <b>12 books, 568 songs</b>                   | 5 books, 281 songs                           | 287 songs  |
|                      | USB Recorder           | <b>Play &amp; Record WAV/MP3/MID</b>         | Play & Record WAV/MID                        | Play & Record WAV/MP3/MID                                |
|                      | Headphone output       | SHS, Phones type select                      | Binaural sampling / Stereophonic             | 3D Ambiance  |
| Terminals            | Adjustment apps        | PianoRemote (iOS/Android).                   | Smart Pianist                                | Piano Designer, Piano Every Day                          |
|                      | Headphones             | 1 x ¼" Stereo, 1 x 1/8" Stereo               | 2 x ¼" Stereo                                | 1 x ¼" Stereo, 1 x 1/8" Stereo                           |
|                      | MIDI                   | MIDI IN / OUT                                | MIDI IN / OUT / THRU                         | -  |
|                      | USB                    | Host, Device                                 | Host, Device                                 | Host, Device   |
| Pedals               | Audio                  | Line In (L/R), Line Out (L/R)                | Line In (Stereo), Line Out (L/R)             | Line In (Stereo), Line Out (L/R)                         |
|                      | No. of Pedals          | 3 (Grand Feel Pedal System)                  | 3  | 3 (Damper Action pedal)                                  |
| Dimensions           | Size                   | 1425 (W) x 465 (D) x 915 (H) mm              | 1461 (W) x 459 (D) x 930 (H) mm              | 1377 (W) x 468 (D) x 957 (H) mm                          |
|                      | Weight                 | 66.0 kg                                      | 60.0 kg                                      | 59.5 kg  |

 Stronger than Y

 Best in class

# Release Schedule

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## ■ **Mass Production**

- Kawai Indonesia: April/May 2020

## ■ **Product Announcement**

- Worldwide: 15<sup>th</sup> May 2020

## ■ **Sales Start**

- Worldwide: June/July 2020

**Thank you for watching.**

**KAWAI**  

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THE FUTURE OF THE PIANO