

## KORG at the 127<sup>th</sup> AES Convention

From Friday, October 9<sup>th</sup>, to Monday, October 12<sup>th</sup>, Korg USA attended the 127<sup>th</sup> AES Convention at the Jacob Javits Center in NYC. We captured lots of attention with some stellar new products, including the WAVEDRUM, SV-1, microSAMPLER, and MR-2000s 1-bit Studio Recorder. The general consensus was that Korg had the “fun booth” at AES... and we were busy throughout the entire show, demonstrating and answering questions about the newest members of the family.

### WAVEDRUM



#### ... beaming with pride!

A few memorable quotes:

“This is just like the real thing.”

“Hey, c’mere, this is that drum I was telling you about.”

“This thing is the talk of the show.”

“That’s so much more realistic than a HandSonic.”

“Everybody’s yapping about this thing.”

“Oh my god, it’s a Wavedrum... Wait, IS that a Wavedrum?”

The WAVEDRUM was the most popular product at our booth, and according to many showgoers/exhibitors, the most popular product at AES. There was almost always a crowd around it, and often a line of people waiting to play it. Lots of folks remembered the original WAVEDRUM, along with its somewhat lofty price tag... and reactions to the new, lower price were incredibly positive. The only major downside? We weren’t able to sell them at the booth.

A typical sight... The WAVEDRUM, obscured by a crowd of people clamoring for a peek.





### SV-1

More memorable quotes:

"That's the best [electric piano] I've ever heard."

"It looks awesome, really retro."

"Whoa, I can hear the hammers!"

"I really like the way it's laid out. This is the stuff I need on stage."

The Stage Vintage piano also had very little "alone time" during the show. We set up two pairs of

headphones so the AES crowd could judge the sounds for themselves. Beyond the typical "it sounds great" comments, we heard lots of praise for the acoustic and electric pianos, and the design caused quite a few smiles and comments. Features like the Valve Reactor amplifier modeling, Favorites buttons, and editor/librarian software got lots of kudos.

### microSAMPLER

A few things we heard:

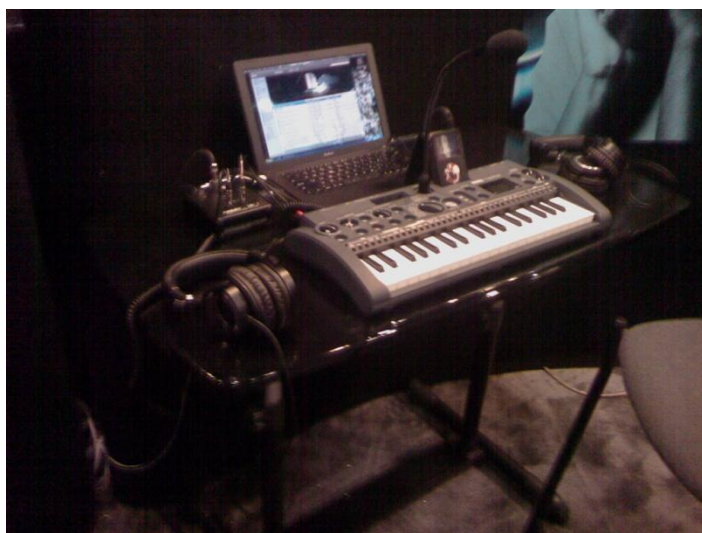
"That was so much faster than sampling into my computer."

"Wow, that would be really great live."

"21 minutes is more than enough."

"You could produce while you're on a bus or something."

"I want one!" (heard many times)



The microSAMPLER also received a ton of gawking and fiddling. We had it set up on a computer table with two pairs of headphones, a laptop showing the editor, and a music player to demonstrate sampling, slicing, and effecting. Everybody who tried it was able to use it quickly, and the general reaction was very positive, especially when they saw the battery compartment on the bottom.

### MR-2000s

AES is the perfect place to highlight the incredible quality of the MR-2000s recorder. Through excellent headphones, the MR-2000s entranced a lot of very critical listeners with its fidelity. We had one MR-2000s running on its own, and four additional MR-2000s synced together via the SP/DIF ports. These recorders continue to amaze even the pickiest audio engineers with a combination of incredibly high-quality recording (the highest possible audio fidelity, at 1-bit, 5.6 MHz), studio-friendly form factor, ease of use, and low price.