

Looking for a “real” piano ?

Most musicians would agree that the only real piano is a GRAND piano. Anything else is an attempt to emulate a grand. A digital piano simply does a better job.

Vertical vs digital comparisons repeatedly brought up the question: “why would anyone purchase a vertical piano when Roland pianos offer these benefits?”

- Never needs tuning
- Headphones for silent practice
- Sounds and feels like a grand piano
- Interactive Educational Opportunities

Acoustic or Digital—Some Facts to Consider * USA Piano Sales Statistics

Year	Vertical	Digital
1978	278, 000	N/A
1988	109,000	49,500
1998	66,500	70,000
2003	52,000	140,000
2008	38,000	89,000
2010	33,000	115,000

Sales numbers quoted above do not include Grand Pianos, Player Pianos, Used Pianos or Portable Electronic Keyboards.

Institutions made significant contributions to piano sales in 2005. Piano makers estimate the institutional market runs in a 25 year cycle, which is roughly the life span of an acoustic piano being played daily for an average of 10-12 hours per daily. Universities today are buying grand pianos for piano majors and high quality digital pianos for music majors and piano pedagogy majors—future piano teachers.

There were 1.5 million electronic portable keyboards sold in the USA in 2005. According to a recent study, students beginning on a keyboard have a significantly higher dropout rate due to the lack-luster sound, improper number of keys and improper key touch. At Best 10% of the receivers of these keyboards will even be offered the opportunity to take lessons. *A keyboard with lessons is better than a keyboard with no lessons.* But both fail in comparison to a good quality interactive learning environment on a high quality digital piano with lessons which provides a far better success rate of learning to play music.

* Source USA NAMM Global Report



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Piano ? Keyboard ? Digital ?

Parents guide
To selecting the right
Instrument for
Beginning piano students

Compliments of



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The Right Instrument = Successful Start!

Top 10 things to think about when selecting an instrument to practice on

1. **Are you taking PIANO lesson or KEYBOARD lessons?** If you are taking *piano* lessons, getting an electronic keyboard doesn't make sense. Keyboards have 61 or 76 keys that have plastic non weighted touch, they typically don't come with a pedal a stand or a bench. A Roland digital piano will have 88 keys that feel like a grand piano.
2. **Touch Sensitive Response?** The question you have to ask here is "How many levels of sensitivity?" A keyboard may only be touch sensitive on a scale of 1 to 7, while an acoustic piano has a touch sensitive scale of 1 to 128, which a human will not detect a limit of.
3. **Why 88 Keys?** Students will have music in the first few lessons where they need the full 88 key range of a piano. Also, even if you are only playing in the middle of the piano, your peripheral vision will see all 88 keys, if you practice on less, then go to your teachers piano, it can be confusing and disorienting to the student.
4. **Weighted touch?** It is extremely important to have a fully weighted hammer action to teach proper technique from lesson NUMBER ONE. Good habits are formed from day one.
5. **What about a hand me down piano or piano advertised "Beautiful" of "Antique" or "Free"?** A piano might look beautiful on the outside but might need hundreds or thousands of dollars spent on the inside to make it a decent piano.
6. **What is maintenance?** An acoustic piano should be tuned 2 times a year. It has over 10,000 parts which include leather strips and felt that wear out and deteriorate over time. A digital piano never needs tuning and is maintenance free.
7. **Is Silent practicing important?** It may be of you have younger children with naps and bedtimes, or if mom or dad had a stressful workday. Some children are self conscious about practicing. A digital piano with headphones allows students to practice anytime day or night.
8. **Can it interface with a computer?** A digital piano can connect to a computer to take advantage of a vast arrays of educational and creative programs and apps to help piano students of ages and skill levels.
9. **Does it have a Music Tutor?** Since a typical piano lesson occurs once weekly, a Roland Music Tutor offers a between lesson "Practice Partner" the Roland Music Tutor interactively helps students play correct notes and rhythms.
10. **Should piano lessons be fun?** Absolutely! If you're not having fun, why bother. A digital piano piano can make lessons a whole lot more fun.

All the above leads to the best solution:

A Digital piano from Rice Music House !

What Piano Students CANNOT Learn on a Portable Keyboard

- The Foundation of piano technique
- Posture and seating position and optimal hand/arm alignment
- Musical expression and sensitivity
- Learning how to produce a beautiful tone
- The concept of weight using hands, arms and shoulders
- Arm drops and cushioning with the wrists
- Approach and release of chords
- Legato, staccato and portato touch
- Finger dexterity and evenness of touch
- Finger muscle development and large muscle motions
- Finger, hand and arm strength to develop dexterity, endurance and stamina
- Balance between melody and accompaniment using finger pressure
- Dynamics of sound
- Phrasing and voicing
- Pedaling: Una Corda (Soft), Sostenuto and Damper (Sustain)
- Effective practice habits
- Performance confidence and competence

Much of the practice of younger students is devoted to learning proper piano technique, which cannot be practiced and developed on a portable keyboard.

Studies show that children who practice on a portable keyboards do not progress and develop as fast as those students who practice on acoustic or high quality digital pianos. Because practice is the foundation to development of any skill, it is important that we equip our children for success by providing them with a quality instrument for learning. The end depends on the beginning. Playing the piano should be fun and exciting...Creative and expressive, giving the player feelings of musical joy and deep satisfaction. It's difficult to become excited about playing a toy piano if they enjoy the piano that they are playing and the music they are studying. Having a quality piano at home to practice will help your children develop to their full potential and enjoy a much richer musical experience.

"I can think of no better way to make a child quit piano lessons than by having him/her practice on an old out of tune, poor quality upright piano or portable keyboard"

Libba Anderson, Piano teacher

Columbia, South Carolina

Why not make piano as fun as a

- Would you buy a typewriter or a computer to learn how to type?
- Would it be more fun to learn to play the trumpet by yourself or in a band?
- How quickly could you learn math with one half hour lesson a week?
- How many of your friends that took piano lessons as a child still play?
- If given the choice, would your child choose piano or sports?
- Why take piano lesson the old fashion boring way?

The thought provoking questions make us ask, "Isn't there a better way to learn to play and enjoy the piano?" Technology options can make a huge difference in today's piano lessons.

The addition of a " Roland Music Tutor" to any piano, digital piano or keyboard is like having a private coach at home with you everyday.

A digital interactive learning piano like the Roland RM700 and the Roland HPI series can motivate children to excel at piano by using its "practice evaluation feature", hundreds of sounds, headphone features and much more.

The interactive trend continues today with software and apps like the Roland Piano Partner app. Piano Partner brings flash cards, piano practice and performance standards to a new level by allowing your iPad to connect to several Roland digital piano models, ask for details.

Interactive Learning Pianos, have a screen built into the music rest. Interactive software to help you learn to play the piano is built right into the piano, no internet connection required. There is an infinite amount of data you can load into the piano. Most lesson book have MIDI files available. You can also download additional MIDI file via the internet.

