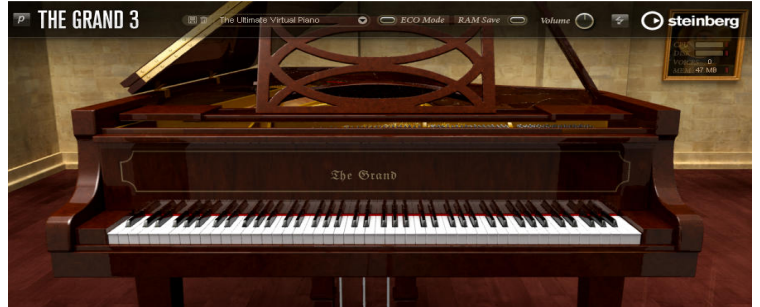


Dear Steinberg reseller,

The Grand 3 is “outgunning” the competition in almost every aspect. We have compiled a list of sales arguments that can help you convince your customers of this product. Feel free to use these arguments when talking to them in order to sell more of this new virtual piano software suitable for any DAW!



As a short remark to you, aside from features, it takes time to get this kind of product into the market. Releasing something in summer is always a little bit difficult. But summer is coming to a close. Therefore, sales should increase soon.

Now for some facts you can use when talking to customers:

- Steinberg has been famous for its VST Instruments for many years. On a daily basis, we still get questions about our previous VST Instruments. We are happy that we finally have a brand new VST instrument – and a really good one, too!
- Steinberg is the **only manufacturer delivering 5 pianos** at this price point. No other manufacturer offers this wealth of pianos. Of course, the competition has the C7, Boesendorfer and Steinway pianos, but no one has a CP80 or an upright piano in the same package. Customers always have to buy a separate package, for example the Ivory. East West and Native Instruments aren't offering an upright piano at all.
- Another strong point is the **compression** of the content: The Grand 3 offers an 88 GB library on only 4 DVD's – which is **perfect for installing**. If you look at, for example, East West who are offering a very huge library but on 34 DVD's, it will take two or three days to install the whole package!
- The Grand 3 is the only Virtual Piano Suite that has **VST3 support**.
- The Grand 3 has a very **easy-to-use GUI** – very clear and organized.
- The Grand 3 has **20 velocity layers** per key. No other product offers this (the max. number is 16).
- Unlike Ivory, one of the biggest competitors to The Grand 3, Steinberg offers **true pedaling and true resonances** which are both very important for skilled and demanding piano players. They simply want these features!
- Steinberg also offers **different listener perspectives** (“Close” and “Player”). Only East West has three listening positions for each piano, but Ivory has only one.
- The Grand 3 also works excellent in **standalone** mode with metronome, recording and playback functions. Only NI has this feature. But NI Akoustik is most often purchased within the NI Komplete 5 bundle, not separately.
- The Grand 3 offers **multiple tunings**. For people making avant-garde music, Turkish, Arabic etc. Steinberg can offer a customizable tunings that these styles and genres require.
- So for 349 EUR (incl. 19% German VAT) Steinberg offers a very good and **competitive** product looking at the rest of the market. It has lots of possibilities, an excellent sound, and is easy to use.

DEALER INFO – Sales Arguments for The Grand 3
Competitive Feature Comparison Chart

Feature	Synthogy Ivory	EWQL Pianos	NI Akoustik	The Grand 3
Number of Pianos	3	4	4	5
<i>Yamaha C7 Grand</i>	●	●	–	●
<i>Bösendorfer 290 Imperial</i>	●	●	●	●
<i>Steinway D Grand</i>	●	●	●	●
<i>Yamaha CP80 Electric Grand</i>	–	–	–	●
<i>Upright Piano</i>	–	–	●	●
Listener Perspectives	1	3	1	2
Library Size	41 GB	263 GB	15 GB	88 GB*
Velocity Layers	10	16	10	20
True Pedaling	–	–	●	●
True Resonances	–	–	●	●
Resonance Technology	Note-On	Note-On	Samples	Samples
Equalizer	2-Band	–	3-Band	4-Band
Chorus	●	–	–	● **
Other FX	–	–	–	Phaser, Flanger, Tremolo**
Algorithmic Reverb	●	–	●	●
Convolution Reverb	–	●	●	●
Metronome	●	–	●	●
MIDI Player / Recorder	–	–	●	●
Tuning Editor	–	–	–	●
Protection	iLok	iLok	Software Key	USB-eLicenser
SRP Retail	269 €	369 €	199 €	349 €
Market Entry	2004	2008	2005	2009

* Lossless compression technology by Steinberg facilitates compressing the nearly 90-GB huge library into approx. 30 GB!

** Yamaha CP80 only

If you have any further questions, please don't hesitate to get in touch with your Steinberg contact.

Best regards,
 The Steinberg Sales Team