

The Grand 3

New Product Guide

Version 1.0

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Steinberg Media Technologies GmbH

Marketing Department

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1 About

About this document

This document gives an overview of The Grand 3 which is the third version of the popular VST instrument conceived and designed by Steinberg, comprising a collection of high-quality virtual pianos. This guide provides information on new product features and describes the product-related campaign.

External communication guidelines

For external communication regarding The Grand 3, please observe the following guidelines:

It is to be made clear that Steinberg uses samples for The Grand 3 recorded from five acoustic piano models. Most importantly, Steinberg does not replicate any of the acoustic models.

Avoid using terms such as “replica”, “emulation” and “modeling” when describing the product.

The Grand 3 contains recorded samples of five piano models the names of which are legally protected, belonging to the respective piano manufacturers.

Correct:

The Grand 3 prides itself on three outstanding virtual pianos with a rich and realistic sound based on the most widely acclaimed grand pianos.

Incorrect:

The Grand 3 prides itself on three outstanding concert grand emulations.

About The Grand

In December 2001, Steinberg released The Grand, a virtual concert grand piano incorporating an intelligent VST-based audio engine which set new standards in sound quality and playability. Its rich and realistic sound, whose tonal precision and outstanding dynamic qualities rivaled those of a quality acoustic concert grand piano, had been long sought after in other piano software, only to be surpassed by its successor The Grand 2.

The much anticipated The Grand 2 software was released in May 2005. Building on the acclaimed The Grand VSTi, the second version featured a newly added high-end virtual grand piano, surround sound capabilities as well as a vast range of features designed to maximize computer resource efficiency. With this major update it was not only possible to switch seamlessly from the first featured piano model to the second model, but the added key click and pedal sounds plus the hammer samples further enhanced the level of sonic authenticity. Shifting both tonal quality and realistic feel to an even higher level of sophistication, this version firmly established The Grand as one of the leading virtual piano instruments worldwide.

Now in 2009, The Grand is returning with a third version to claim its rightful place at the forefront of virtual piano software currently on the market. Boasting five virtual pianos with a stunning sound quality that meets the demands of today's most exacting, advanced users, The Grand 3 is what we believe to be the epitome of virtual piano software.

About The Grand 3

[25]

The Grand 3 provides one of the finest collections of software pianos available. Including five outstanding virtual pianos paired with intelligent sample architecture make The Grand 3 an encore poised to make a major impact.

[25]

Featuring a set of five virtual pianos, sustain and sostenuto pedal support, subtle mechanical noises and true resonance, The Grand 3 is the most ambitious and innovative development in virtual piano software to date.

[50]

With The Grand 3 Steinberg is presenting a premium collection of various piano models. Including recordings of three concert grand pianos, one electric grand and one upright piano plus a wealth of enhanced details, The Grand 3 is truly the deserved complement to your virtuosity.

[100]

A first-rate collection of virtual pianos makes up the third version of The Grand, consisting foremost of three recorded models based on highly acclaimed grand pianos: the Yamaha C7, the Bösendorfer 290 Imperial and the Steinway D. Alongside two additional virtual pianos with the distinctive character of the vintage Yamaha CP80 Electric Grand and the upright by Nordiska Pianofabriken. As a result, The Grand 3 boasts a variety of piano sounds for different music styles, at a sound quality that is simply phenomenal. Exceeding current standards in virtual piano modeling, The Grand 3 by Steinberg gives musical inspiration a new name.

[300]

With the third version of The Grand, Steinberg once again raises the bar in virtual piano software, providing musicians, keyboardists and composers alike with astonishing sound quality and expressiveness based on three of the world's finest and most famous grand pianos as well as one electric grand and one upright. The Yamaha C7, Bösendorfer 290 Imperial and Steinway D grand pianos plus the classic Yamaha CP80 Electric Grand and charismatic upright piano by Nordiska Pianofabriken have been recorded to provide the artist with an entire palette of virtual piano greatness. By generating the source material to highest standards using intelligent sample architecture and latest recording technology, a uniquely warm, transparent and flexible sound is present in The Grand 3. The breathtaking authenticity, the extraordinary dynamic response and the breadth and depth of tones make The Grand 3 the first choice for every discerning musician, arranger and composer.

And it doesn't stop here. With its sustain and sostenuto pedal support, subtle mechanical noises, true resonance plus two microphone positions providing optimal tone and spatial positioning in the mix, The Grand 3 is the most ambitious and innovative development in virtual pianos to date.

The Grand 3 also includes many small details like the

customizable tuning editor, a 4-band EQ for quick sound shaping plus the idea scratch pad, which helps composers store spontaneous ideas by automatically recording anything played, and a metronome in the standalone version.

[Pack copy]

This premium collection of virtual pianos makes The Grand 3 the preferred choice for every discerning musician and composer.

The Grand 3 features the authentic piano sound of three concert grand models: the Yamaha C7, the Bösendorfer 290 Imperial and the Steinway D — three grand pianos that have made themselves a name in the concert halls the world over. And, as if that is not enough, the tone and touch of the classic Yamaha CP80 Electric Grand and the upright by Nordiska Pianofabriken are also included, providing a wealth of outstanding piano sounds particularly well-suited for playing styles such as classical, gospel, jazz and lounge music.

With its intelligent sample architecture holding more sample layers than can be distinguished even by the most exacting professional, The Grand 3 has been crafted to convey the authentic sound and feel of not only one acoustic piano, but an anthology of legendary piano models.

The Grand 3 by Steinberg delivers one of the finest sets of virtual pianos available today — more piano just won't fit into a box.

[Key features]

- Five remarkable virtual piano models in one VST instrument
- Astoundingly authentic piano sound that comes courtesy of three of the world's finest concert grand pianos
- Intelligent sample architecture including incredibly authentic sustain pedal resonance, damper and hammer emulations plus adaptive velocity to suit your touch, style of play and keyboard's response
- Full-length sustain samples and no loops — with every key sampled individually at varying velocities
- Extraordinary dynamic response to capture even the slightest dynamic nuances
- Convolution reverb and algorithmic reverb for your acoustic space of choice

2 New Features at a Glance

Most sought-after virtual grand pianos



- The unparalleled tone of a Yamaha C7 Grand was recorded in its whole beauty and musical range. Its incredible sound, resulting from the tonal projection and long sustain, and response with super realistic playing behavior delivers the musical equivalent of perfection. This virtual piano is truly in a class of its own and conveys the expressiveness of the player.



- The wider register of the Bösendorfer 290 Imperial Grand adds to the piano's timbre which has intricately been sampled to give the artist the required control when playing the softest pianissimo through crescendos to the reserves of power needed for the loudest fortissimo. This virtual piano model shines in every musical aspect, providing the exuberant sound quality and assertiveness of its corresponding real piano pendant.



- The enchanting depth of tone and ultra-responsive touch of the Steinway D grand piano is reflected in the Model D found in The Grand 3. Its warm and vibrantly rich sound and its overall performance simply make playing this virtual piano as enjoyable as possible.

Playing more virtual pianos



- The Yamaha CP80 Electric Grand is one of the most favorable classic electric grand pianos around and comes with built-in effects, such as tremolo, phaser, flanger, chorus and many others. Here Steinberg has acquired the samples directly from the source: the content experts at Yamaha.



- The upright by Nordiska Pianofabriken definitely has personality of the right sort! And its characteristic tone has been captured in the virtual upright piano model, designed to get the job done when looking for that little extra edge to any song. It might be rock, blues, jazz, gospel or any other style that simply needs some attitude — when the tone requires a less “grand” sound this model is definitely the artist's first choice.

Intelligent sample architecture

Unlike digital pianos and samplers, The Grand 3 features an intelligent sample architecture that meticulously responds to the individual playing behavior of each user, delivering natural full-length sustain and decay for truly unique tonal character not powered merely by looped samples. This amazing technology also adds the distinctive pedal and hammer noises, key thumps as well as fully note-on, note-off and resonance samples to thoroughly recreate the sound of acoustic pianos as they are originally intended to be heard.

Latest recording technology



Using latest recording technology, the three concert grand piano models and the vintage upright available in The Grand 3 have been sampled and edited with painstaking effort by a top sound-engineering team. The only exception being the sound of the Yamaha CP80 Electric Grand, the samples of which were recorded by Yamaha in Japan.

Equipped with high-grade Neumann microphones, customized high-end preamps and converters specially tuned for pianos in a large acoustic space specifically designed and built for this particular use, engineers generated the source material to highest standards. No additional electronic equipment was used during the recordings to capture the natural sound of the acoustic pianos. Plus, two different microphone positions (close and player) available in The Grand 3 result from a 12-microphone setup used for the recordings, giving the musician the ultimate freedom to dictate the piano's immanent sound.

Authentic sound quality



The Grand 3 delivers ultra dynamic response and hammer action with up to 20 different velocity samples for each key, faithfully capturing the full extent of every note's envelope. Sustain and sostenuto pedal support, subtle mechanical noises and true resonance make The Grand 3 the most ambitious and innovative piece of software engineering in our day, resulting in the grandest collection of virtual pianos.

Superb reverberation



The Grand 3 comes with a convolution reverb based on the same technology used by REVerence, the world's first VST3-based convolution reverb processor already featured in Cubase 5 which benefits from every single aspect the VST3 standard has to offer. It boasts sumptuously realistic natural space simulation, emulating any acoustic environment — from the smallest live music venue to the most impressive cathedrals. This reverb includes a vast number of impulse responses that put the characteristic sound of some of the world's most distinctive settings immediately in one's hands — both in stereo and surround.

An algorithmic reverb is also included to increase the amount of reverbs. With more than 60 reverb presets, this leaves the artist with ample scope to spatially enhance the piano sound!

Flexible equalization



This powerful and versatile equalizer offers full four-band parametric control that works as a sum over all output channels with variable response curves and shelving modes, as well as analog-style peak filters.

All tuned up



The included tuning editor provides customizable scales and a wealth of presets for tempered and concert tuning. Each tuning situation may be stored and retrieved as preset whenever required.

The Grand 3 standalone



The standalone version allows The Grand 3 to be used without a host application — a great choice for performing live and delivering the best sounding, most playable virtual piano software ever experienced!

The Grand 3 standalone version comes with two additional features:

- **For the record:** The quick-idea scratch pad in The Grand 3 standalone version guarantees that all flashes of inspiration are recorded. Simply hit the button and The Grand 3 records everything played — now there's no excuse for missing that one tune! With the scratch pad allows the recorded sequence to be played back for rehearsal purposes or exported as a standard MIDI file. It is also possible to load MIDI files and play them back as well.
- **Never miss a beat:** The metronome integrated into The Grand 3 standalone version is a useful tool, providing a range of preset speed styles (Adagio, Moderato, etc.) and helping musicians keep a constant tempo while practicing the most difficult of piano pieces.

Eco-efficiency

The ECO Mode already featured in The Grand 2 is now also available for all pianos in The Grand 3. Using ECO Mode, The Grand 3 reduces RAM consumption and enhances CPU performance by freeing up power for other processing tasks, such as disk streaming.

RAMSave support

Already wowed in The Grand 2, the RAMSave technology makes highly efficient use of the host computer's memory. When active, RAMSave discards superfluous samples from the main memory in order to provide space for other tasks, automatically scanning the MIDI notes allocated to The Grand and dumping all unassigned samples from the RAM.

Support of all major formats

The Grand 3 supports all major formats, such as VST and AU. And by supporting ReWire, The Grand 3 runs with any audio workstation, while the standalone version can even be used without any host application at all.

3 The Grand 3 Advantage

The Grand 3 and its predecessors

Back with a masterpiece: The Grand 3 is definitely the primary piano program when it comes to computer-assisted music with the lush tone of a genuine concert grand. It features an array of sounds exacting the tonal quality of world-class, handmade, perfectly intonated grand pianos, which are arguably the finest instruments money can buy.

The good news is that while being an update, The Grand 3 boasts completely different piano models to its two predecessors, merely building on the prestige that its name has managed to attain over the past years. This means that versions 1, 2 and 3, both old and new, equally deserve to be held in high esteem for their respective quality piano models. But always keep in mind: for The Grand 3, Steinberg has not only come up with several different piano models but uses intelligent sample architecture and latest recording technology to achieve an even more authentic sonic image and realistic feel.

Three grand masters: The Grand 3 prides itself on three outstanding virtual grand pianos with a rich and realistic sound based on the most widely acclaimed grand pianos. The Yamaha C7 grand piano is the artist's choice — its sound providing a true concert grand experience, while the expressive tone of the Bösendorfer 290 Imperial provides an extended musical range not found in other pianos. What's more: the incredible sound, responsiveness and superb playing behavior of the Steinway D have also been added to perfectly complement the collection of virtual pianos featured in The Grand 3.

More pianos, more choices: The classic Yamaha CP80 Electric Grand has a timbral character that makes it genuinely recognizable. The Nordiska Pianofabriken upright piano has been recorded and designed for the not so grandeur of musical genres — its sound is ideal for pop and rock music.

Added value: The Grand 3 covers everything an artist is looking for in a virtual piano suite. Of course, it features five premium piano models with an overwhelming sound quality, but it also focuses on the intricacies: flexibility through different microphone positions, compatibility through multiple format support, and usability due to the range of included tools.

Steinberg technology

Since the foundation of the company in 1984, Steinberg has constantly pushed back the boundaries of what is possible in digital audio. The advanced technologies included in The Grand 3 offer flexible, cost-effective and intuitive ways of realizing the artist's full creative and professional potential. Steinberg boasts experience in developing highly performing cross-platform applications which gives Mac OS and Windows users the option to enjoy The Grand 3 on the hardware of choice.

A special lossless compression technology employed by Steinberg facilitates compressing the nearly 90-GB huge library into approximately 30 GB, which fit onto four double-layer DVDs. This allows the entire installation process to be completed in less time yet provides the same amount of content — most certainly an added value to the user worth mentioning.

VST3: Latest version of industry-standard Virtual Studio Technology

The leading Virtual Studio Technology (VST) standard developed by Steinberg creates a full, professional studio environment on the PC or Mac and allows the seamless integration of virtual effect processors and instruments right into the sequencing software.

The VST standard recently reached a new stage with the release of VST3, a groundbreaking third version with a host of new features, including side-chaining, dynamic I/O management and enhanced CPU efficiency.

The Grand 3 is based on VST3 technology but, at the same time, is backward compatible to VST2, allowing the user to run The Grand 3 in host applications that do not support the latest VST technology.

4 Marketing and PR Support

Marketing theme	Truly Worthy of Its Name
Tagline	The Ultimate Virtual Piano Suite
Positioning statement	<p>The Grand 3 is a definitive selection of high-quality virtual pianos boasting a breathtakingly rich and realistic sound whose tonal precision and outstanding dynamic qualities rival those of acclaimed pianos.</p> <p>The Grand 3 is a step up the evolutionary ladder in quality and authenticity, setting the new standard in software piano modeling.</p> <p>After years of pushing the development of The Grand, Steinberg is now proud to present its third version — high quality simply needs time to develop.</p>
RTM	June 29, 2009
FCS	July 22, 2009
Public announcement	April 2009 (Frankfurt Musikmesse)
Web info online	<p>Online banner and short product description during the Frankfurt Musikmesse</p> <p>Complete product site at FCS on July 22, 2009</p>

The campaign

The campaign's slogan is "Truly Worthy of Its Name". With the third version, Steinberg is presenting a major update of The Grand which, in its time, was pioneering software on the virtual piano market. The overall campaign is to convey a strong emotional aspect.

The original tagline of The Grand has been changed to "The Ultimate Virtual Piano Suite", now emphasizing that not one or two piano models are included as in the previous versions, but that The Grand 3 is a collection of five of the most desirable virtual pianos on the market today!

The marketing campaign is divided into two phases.

The campaign kicks off with its announcement at the Frankfurt Musikmesse in April. The Grand 3 is to be shown at product presentations on the Steinberg booth's main stage. A product brochure is planned to be published in order to keep The Grand 3 release in the mind of potential customers. Due to its announcement we expect not only to attract prospects, but also to trigger the interest of current The Grand users and users of other Steinberg products as well as dealers and press. There will be an online banner placed on the Steinberg Home page. Not all product-related pages are to go live before the release of The Grand 3. However, an overview of the new features will be made available.

The campaign's second phase commences when the FCS starts on July 22. We shall change the headline on the online banner along the lines of "The Grand Now Available". A video with the new features and the product pages will then go live.

PR actions

- Press release about the announcement at Frankfurt Musikmesse
- Press release as soon as The Grand 3 is available after FCS
- Full PR support with reviews in all leading MI magazines

Marketing actions

- Special web coverage (online banners)
- New product page on the Steinberg website
- Video of product features
- New product guide
- Demo songs

Target groups

The Grand 3 is aimed at all musicians and composers looking for the finest, most detailed sounding piano models available in the computer's domain. Musicians, who consider purchasing a collection of virtual pianos, are expecting the very best and most realistic alternative in sound quality when compared to its acoustic equivalent, especially when it comes from Steinberg. On the other hand, composers make use of The Grand 3 to compose music for various music productions, movies, television and possibly games too. In addition, The Grand offers several advantages being a mobile solution with which compositional ideas can be saved at the flick of a switch.

Another buyer persona is the music student who has neither the space nor financial means to afford a real grand piano, however, is looking for an attractive alternative to varsity rehearsal rooms.

Minimum system requirements

Macintosh	Windows
<p>Mac OS X 10.5</p> <p>Power Mac G5 dual 2.0 GHz or Intel Core Duo 2.0 GHz processor</p> <p>2 GB RAM</p> <p>Approx. 32 GB of free HD space</p> <p>Display resolution 1024 x 768 pixels</p> <p>CoreAudio compatible audio hardware</p> <p>DVD-ROM drive with dual-layer support</p> <p>USB component port for USB-eLicenser (license management)</p> <p>USB-eLicenser is required</p> <p>Internet connection for license activation</p> <p>For using as plug-in or ReWire slave-device, a VST2, VST3, AU (tested in Cubase 4, Cubase 5, Nuendo 4, Ableton Live 8 and Logic 8) or ReWire compatible host is required.</p>	<p>Windows XP (SP2) or Windows Vista</p> <p>Pentium / Athlon 2.0 GHz dual core mobile or dual core 2.0 GHz processor</p> <p>2 GB RAM</p> <p>Approx. 32 GB free of HD space</p> <p>Display resolution 1024 x 768 pixels</p> <p>Windows DirectX compatible audio hardware (ASIO compatible audio hardware recommended for low-latency performance)</p> <p>DVD-ROM drive with dual-layer support</p> <p>USB component port for USB-eLicenser (license management)</p> <p>USB-eLicenser is required</p> <p>Internet connection for license activation</p> <p>For using as plug-in or ReWire slave-device, a VST2, VST3, AU (tested in Cubase SX3, Cubase 4, Cubase 5, Nuendo 4, Ableton Live 8 and SONAR 8) or ReWire compatible host is required.</p>

Recommended system requirements

Macintosh	Windows
<p>Mac OS X 10.5</p> <p>Intel Core Duo 2.66 GHz processor</p> <p>3 GB RAM</p> <p>Approx. 32 GB of free HD space</p> <p>Display resolution 1280 x 800 pixels</p> <p>CoreAudio compatible audio hardware</p> <p>DVD-ROM drive with dual-layer support</p> <p>USB component port for USB-eLicenser (license management)</p> <p>USB-eLicenser is required</p> <p>Internet connection for license activation</p> <p>For using as plug-in or ReWire slave-device, a VST2, VST3, AU (tested in Cubase 4, Cubase 5, Nuendo 4, Ableton Live 8 and Logic 8) or ReWire compatible host is required.</p>	<p>Windows XP (SP2) or Windows Vista</p> <p>Pentium / Athlon 2.5 GHz dual core mobile or dual core 3.0 GHz processor</p> <p>3 GB RAM</p> <p>Approx. 32 GB free of HD space</p> <p>Display resolution 1280 x 800 pixels</p> <p>Windows DirectX compatible audio hardware (ASIO compatible audio hardware recommended for low-latency performance)</p> <p>DVD-ROM drive with dual-layer support</p> <p>USB component port for USB-eLicenser (license management)</p> <p>USB-eLicenser is required</p> <p>Internet connection for license activation</p> <p>For using as plug-in or ReWire slave-device, a VST2, VST3, AU (tested in Cubase SX3, Cubase 4, Cubase 5, Nuendo 4, Ableton Live 8 and SONAR 8) or ReWire compatible host is required.</p>

Disclaimer

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6 Feature Chart

Most sought-after virtual grand pianos

The unparalleled tone of a Yamaha C7 Grand was recorded in its whole beauty and musical range. Its incredible sound, resulting from the tonal projection and long sustain, and response with super realistic playing behavior delivers the musical equivalent of perfection. This virtual piano is truly in a class of its own and conveys the expressiveness of the player.

The wider register of the Bösendorfer 290 Imperial Grand adds to the piano's timbre which has intricately been sampled to give the artist the required control when playing the softest pianissimo through crescendos to the reserves of power needed for the loudest fortissimo. This virtual piano model shines in every musical aspect, providing the exuberant sound quality and assertiveness of its corresponding real piano pendant.

The enchanting depth of tone and ultra-responsive touch of the Steinway D grand piano is reflected in the Model D found in The Grand 3. Its warm and vibrantly rich sound and its overall performance simply make playing this virtual piano as enjoyable as possible.

Playing more virtual pianos

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This powerful and versatile equalizer offers full four-band parametric control that works as a sum over all output channels with variable response curves and shelving modes, as well as analog-style peak filters.

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Never miss a beat: The metronome integrated into The Grand 3 standalone version is a useful tool, providing a range of preset speed styles (Adagio, Moderato, etc.) and helping musicians keep a constant tempo while practicing the most difficult of piano pieces.

Eco-efficiency

The ECO Mode already featured in The Grand 2 is now also available for all pianos in The Grand 3. Using ECO Mode, The Grand 3 reduces RAM consumption and enhances CPU performance by freeing up power for other processing tasks, such as disk streaming.

RAMSave support

Already wowed in The Grand 2, the RAMSave technology makes highly efficient use of the host computer's memory. When active, RAMSave discards superfluous samples from the main memory in order to provide space for other tasks, automatically scanning the MIDI notes allocated to The Grand and dumping all unassigned samples from the RAM.

Support of all major formats

The Grand 3 supports all major formats, such as VST and AU. And by supporting ReWire, The Grand 3 runs with any audio workstation, while the standalone version can even be used without any host application at all.

7 Competitive Comparison Chart

Feature	Synthogy Ivory	EWQL Pianos	NI Akoustik	TG 3
Number of Pianos	3	4	4	5
<i>Yamaha C7 Grand</i>	Yes	Yes	No	Yes
<i>Bösendorfer 290 Imperial</i>	Yes	Yes	Yes	Yes
<i>Steinway D Grand</i>	Yes	Yes	Yes	Yes
<i>Yamaha CP80 Electric Grand</i>	No	No	No	Yes
<i>Upright Piano</i>	No	No	Yes	Yes
Listener Perspectives	1	3	1	2
Library Size	41 GB	263 GB	15 GB	88 GB*
Velocity Layers	10	16	10	20
True Pedaling	No	No	Yes	Yes
True Resonances	No	No	Yes	Yes
Resonance Technology	Note-On	Note-On	Samples	Samples
Equalizer	2-Band	No	3-Band	4-Band
Chorus	Yes	No	No	Yes**
Other FX	No	No	No	Phaser, Flanger, Tremolo**
Algorithmic Reverb	Yes	No	Yes	Yes
Convolution Reverb	No	Yes	Yes	Yes
Metronome	Yes	No	Yes	Yes
MIDI Player / Recorder	No	No	Yes	Yes
Tuning Editor	No	No	No	Yes
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