



PRESS RELEASE

Contact: Tom Lagomarsino

Executive V.P.

toml@pianodisc.com

(916) 567-9999

Release Date: APRIL 26, 2012

PianoDisc Expands its Presence in the Distance Learning Arena -Announces Partnership with Composer/Pianist Jarrod Radnich-

PianoDisc, manufacturer of the world's best selling reproducing piano systems, is taking a significant step to boost its presence in, and support of, the burgeoning online distance learning approach to music education. As they launch a new music line that includes works from the "Virtuosic Piano Solo Series" created by noted composer and pianist, Jarrod Radnich, PianoDisc also seeks to avail aspiring piano students around the world with Radnich's instruction and master-class level technique.

"We see Jarrod Radnich as a superb example of the type of pianist and teacher who brings passion and the highest-level of music instruction to his students," explains PianoDisc Executive Vice President, Tom Lagomarsino. "In the words of students and teachers around the world, Jarrod Radnich is 'making the piano cool again' and there's no substitute for the genius he brings to his compositions that are literally taking the world by storm." With more than 50 million world-wide viewers, Radnich's compositions are being performed in recitals and concerts across the globe.

Recently Miss South Dakota, Anna Simpson, not only performed one of his compositions for the Miss America Pageant, but she also was personally instructed by Radnich with a distance of thousands of miles between them. NBC's nationally-broadcast *Today Show* recently covered this story (4/27/2012) and featured the PianoDisc piano player system and Zenph Sound Innovation's Internet MIDI software used to link the pianos.

In April 2010, Radnich was the feature performer in the first ever long-distance piano concert at the Strathmore Music Center in Bethesda, Maryland, at the Intel Visionary Conference in Washington, D.C., and at Disneyland's *Dream Home of the Future* exhibit opened in 2008 that features Radnich giving a make-believe student a long-distance piano lesson – one that with new technology is clearly no longer make-believe. In addition to working with PianoDisc to offer a complete and much more affordable distance learning piano instruction experience to university and other students around the world, Radnich will be developing new tools to use with distance learning and new technological innovations to PianoDisc systems to further enhance a student's experience both online and offline.

"I am thrilled to be a part of this fantastic way to keep music education affordable while still being able to link students with an instructor who best suits their needs, regardless of the geographic distance between

them,” states Radnich. “Because virtually any piano can be fitted with a PianoDisc player and recording system, coupled with the fact that the Internet MIDI software lets me establish a two-way link of my Mason & Hamlin piano to less expensive instruments including many consumer entry-level digital keyboards, this means that targeted music education can be much more affordable and much more engaging than previously thought possible. While many other subjects (math, English, etc.) have been able to be rather easily communicated in distance learning environments, music performance education – where the nuance of performance and sound is so important – has not previously had the benefit of realistically-priced components to achieve this type of educational experience at the levels necessary for upper-level instruction and interaction. Now, with PianoDisc, that all has changed.”

*Established in 1854, **Mason & Hamlin** is one America's oldest names in piano making and a pioneer in piano design and manufacturing technology. Mason & Hamlin builds its high-end, handmade pianos in its factory in the USA (Haverhill, MA) and its line of vertical and grand pianos are sold in countries all over the world. Mason & Hamlin is a sister company of **PianoDisc**, manufacturer of the world's best selling piano player system and other retrofit systems. Established in 1988, PianoDisc has over 600 dealers and distributors in 40 countries around the world. PianoDisc is headquartered in Sacramento, CA, and has offices in Germany and China. www.masonhamlin.com, www.pianodisc.com*

*For information on the work and music of **Jarrold Radnich** visit www.jarroldradnich.com .*