



STEINWAY & SONS
SPIRIO



“TO BUILD THE *best piano* POSSIBLE”

HENRY E. STEINWAY

relentless **INNOVATION**

The STEINWAY & SONS PIANO is an instrument of the *highest expression of creativity*, one that intimately bonds artist and listener, epitomises joy in *musical perfection* and is an invaluable investment — passed down from generation to generation.

The very first STEINWAY & SONS patent was granted in 1857, and since that time the company has been granted more than 125 additional patents, positioning the STEINWAY as the piano by which all others are judged.



the world's best artists **LIVE IN YOUR HOME**

If we're fortunate, most of us hear *great artists* only from a distance — from the balcony of a concert hall, the back of a club, a stadium — admired but untouchable. But what if it were possible to hear the *world's greatest pianists* live in your living room?

The new STEINWAY & SONS SPIRIO is the world's finest *high resolution player piano*.

A masterpiece of craftsmanship, technology and artistry, SPIRIO provides an *unrivaled musical experience*, indistinguishable from a *live performance*.



**Spirio is compatible with the Apple iPad mobile digital device. iPad is a trademark of Apple Inc., registered in the U.S. and in other countries*

a concert **AT YOUR FINGERTIPS**

With the touch of an iPad*, SPIRIO brings your STEINWAY to life with performances from the world's *greatest artists*, inviting you and your loved ones to enjoy life's great *musical moments*.



an intimate **CONNECTION**

The STEINWAY SPIRIO conveys the *passion and humanity* of music,
connecting listener and artist as only the world's best piano can.

in the richest **COLOURS**

The STEINWAY SPIRIO *unlocks* the STEINWAY & SONS experience regardless of playing ability, opening the instrument's *rich colour palette* and *resonance*, and revealing the *true essence, nuance* and *soulfulness* of a live performance.



craft AND SCIENCE

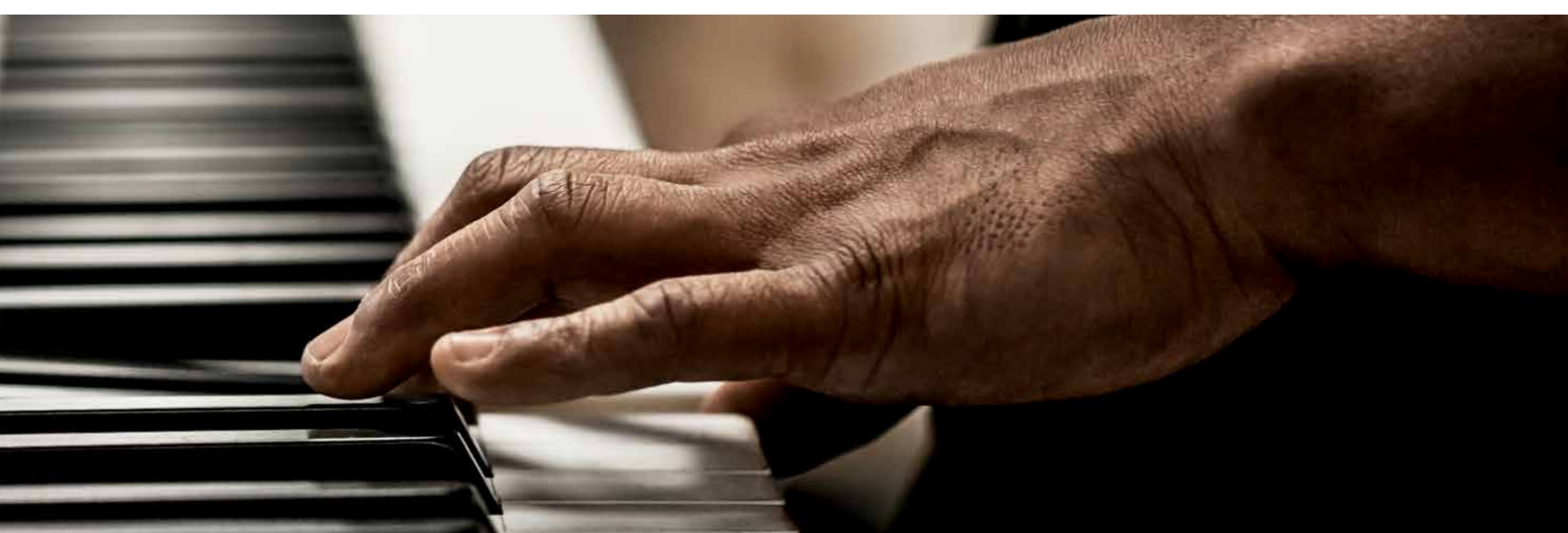


by hand **WITH PASSION**

For over one hundred and sixty years, STEINWAY & SONS has been making instruments so passionately crafted that it takes dozens of artisans with decades of experience up to twelve months to create... one.

STEINWAY & SONS' craftsmen seamlessly install SPIRIO at the time of manufacture, ensuring no alteration in the exterior *beauty* nor in the *performance* you expect from any STEINWAY.





every nuance **AND EMOTION**

The STEINWAY & SONS SPIRIO player piano reveals the subtlety and passion of an artist's original performance. *Soft* trills, *delicate* pedaling, and *thundering* fortissimos present no difficulty for SPIRIO and are reproduced with unparalleled accuracy, smoothly and precisely realising the pianist's entire range of *motion* and *emotion*.



RECORDING UP TO **256** PEDAL POSITIONS



UP TO **1020** DYNAMIC HAMMER LEVELS

captured with **SUPERIOR TECHNOLOGY**

The STEINWAY & SONS SPIRIO's high-resolution playback system captures the *nuance* and *passion* the artist intended by using proprietary software to measure *hammer* velocity (up to 1020 dynamic levels at a rate of up to 800 samples per second) and proportional *pedaling*, for both the damper pedal and soft pedal (up to 256 pedal positions at a rate of up to 100 samples per second).



A close-up, black and white photograph of a Steinway & Sons piano keyboard. The keys are in sharp focus, with the white keys in the foreground and the black keys receding into the background. The lighting is dramatic, highlighting the texture of the keys and the metallic sheen of the piano's frame. The Steinway & Sons logo, a stylized lyre, is positioned above the brand name, which is written in a classic serif font. The overall mood is sophisticated and elegant.

STEINWAY & SONS

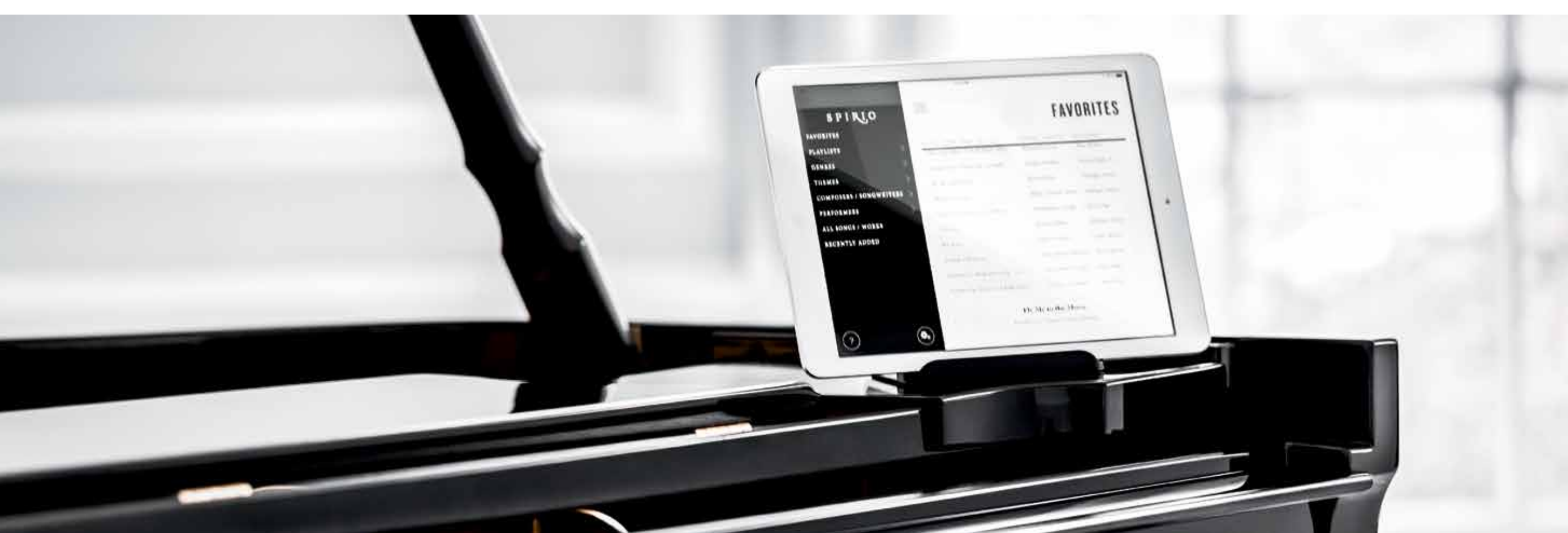
world-class MUSIC LIBRARY



living AND IMMORTAL

The STEINWAY & SONS SPIRIO brings the *world's best music* into your home with a complimentary music library — everything from BACH to BEETHOVEN to IRVING BERLIN to BILLY JOEL, all exclusively recorded in *high resolution* by STEINWAY ARTISTS, who count among the world's greatest musicians and who choose to *exclusively* use STEINWAY & SONS pianos.

Through the use of proprietary audio translation software, the STEINWAY & SONS SPIRIO LIBRARY also includes performances by such STEINWAY IMMORTALS as GLENN GOULD, DUKE ELLINGTON, and SERGEI RACHMANINOFF, musicians forever etched in memory whose music came to life on a STEINWAY.



intuitive TOUCH

With its easy-to-use app, SPIRIO's constantly expanding library of *world-class performances* is always a touch away, with all music recorded live in STEINWAY'S master recording studio. New pieces are automatically added to the in-app listings as they become available, ready to *enjoy in your home*.



growing **ARTISTRY**

Playlists, themes and genres curated by STEINWAY & SONS draw upon STEINWAY'S renowned musical expertise to create the perfect mood for any occasion. An integrated volume control permits fine adjustment of the piano's playback intensity from *brilliant* concert-level to *subdued* salon, taking advantage of SPIRIO'S whisper-soft capabilities.





STEINWAY & SONS SPIRIO MODELS:

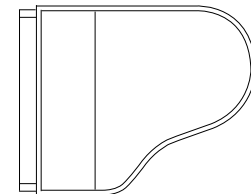
Model O

LENGTH 180 cm (5' 10")

WIDTH 146.5 cm (57 5/8")

WEIGHT 286 kg

O



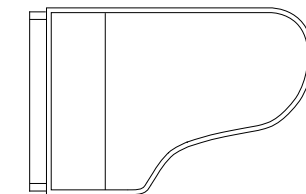
Model B

LENGTH 211 cm (6' 10 1/2")

WIDTH 148 cm (58 1/4")

WEIGHT 354 kg

B





ART BY: YAGO HORTAL

SPIRIO
bringing music to LIFE

FOR MORE INFORMATION, VISIT

WWW.STEINWAYSPIRIO.COM



STEINWAY & SONS

SPIRIO

STEINWAY, STEINWAY & SONS and the LYRE DESIGN are registered trademarks, and SPIRIO is a trademark, of STEINWAY, INC.