

Press release - IndieGoGo Crowdfunding Campaign for LivingRoom Upright Complete & Intermediate Editions

April 25, 2021, Malmö, Sweden — KeyPleezer announces the launch of a crowdfunding campaign on [IndieGoGo.com](https://indiegogo.com) to support our upcoming product the [LivingRoom Upright Piano](https://keypleezer.com/livingroom-upright-piano/), in two editions. The first one is LivingRoom Upright Piano "Complete Edition", the second is the "Intermediate Edition".

The campaign launches on April 25 2021 and runs for 35 days, ending on May 29.

Indiegogo's "perks" are equivalent to Kickstarter's "pledges" and constitute a predefined product/set of products a backer will receive for having invested in with a certain predefined amount. Prices of "perks" are discounted from that of the final product, around 15-25% depending on the time, edition and delivery type, which include digital downloads and physical box with USB file delivery.

A continuous campaign blog on the page itself will follow the project progression and any changes that may occur to delivery dates and specifications

About the instrument - paraphrased from our product page:

(<https://keypleezer.com/livingroom-upright-piano/>)

LivingRoom Upright Piano is a character upright piano for Kontakt sampler, SFZ and EXS24 that embodies the essence of a naturally sounding upright piano as it is when it was played for around a year since the last tuning. A slight de-tuned sound here and there, not too much or resembling a honky-tonk piano, nor as perfectly tuned as a pristine grand piano. A versatile upright piano with a realistic sound.

The original piano is a large upright piano, from the early 1900s from a Swedish local piano maker, that was tuned to around 98% perfection for a realistic and natural living room piano sound. It was sampled in 3 close stereo microphone positions. The first one in "player position", the second one below the keyboard and the third on the rear of the piano. The sound is the most dry sound we could make and embodies the closest and most intimate sound of the piano.

All internal components and behaviours of the original piano was captured through deep-sampling of the piano's acoustical components. String dampening, mechanical key release sounds, pedal sounds and behaviour, string and piano body resonances were captured multiple times to give a nuanced and realistic sound.

The LivingRoom Upright Piano Complete Edition is aimed at being an alternative to more pristine and perfect sounding pianos, without for that matter being out-of-function or busted. It is suited for a wide array of contemporary genres as well as classical music and can be adjusted extensively using one of or a mix of the 3 recorded microphone positions combined with the sampled acoustics layers and effects, adjustable in the mixer page of the instrument.

Audio demos made from the latest development version of the Complete Edition can be found on the Indiegogo campaign page and demonstrate a range of musical genres.

QUOTES from KeyPleezer - about Indiegogo campaign:

"Indiegogo's "Flexible funding" is our favourite! It differs from the standard all-or-nothing approach used on many other platforms. This is useful for projects that would continue with or without completely meeting their funding goals, often the case in creative fields like music, video production or software.

Apart from having a group of people test it out alongside developing it, we hope that people who decide to back the project will be interested in pre-testing it at the beta stage. It'll definitely be a benefit with feedback from backers and soon-to-be final product owners."

QUOTES from KeyPleezer - about the instrument itself:

"The 3 close microphone positions give you a wider range of options in the stereo image and tone/response of the sound. While the top position, the player position, gives a quite close image of the sound in front of you as you sit and play, the second position was recorded below the keys and gives a more bright nuance and less stereo width. The third close position was recorded on the rear of the piano body, at the openings on the back and the sound is distinctly warmer and less bright."

The **LivingRoom Upright Piano Complete Edition** in finished form features:

- Intimate & detailed sound rich in piano body.
- A fraction out of tune here and there, for maximum realism (not broken nor honky-tonk).
- 3 close microphone positions for a multitude of nuance possibilities while retaining intimacy of sound character.
- 14 Velocity/sensitivity recordings, 2 layers of sustained notes per key (7 layers for pedal off, 7 Layers for pedal on).
- Acoustic recordings reproducing string dampening, mechanical key release sounds, piano body & string resonances and pedal action sounds
- Made for Kontakt sampler 5.0.1+ (for backwards compatibility), SFZ and EXS24 (re-named 'Sampler' in LPX 10.4.2+)
- Dynamic Range adjustment for velocity triggered volume range (all formats).
- **Kontakt** format has a **custom piano playback engine** and features:
 - advanced polyphony voice handling for each key
 - String dampening & Key release acoustics - multiple recordings for each key to match original note velocity and time elapsed
 - String dampening 5-8 layer matrix - both **Staccato** (shorter shocks) and **normal** (longer held notes) sounds for nuanced releasing of notes

- Piano Body and String Resonances recorded through Impulse Response / Convolution Reverb for added realism
- Open-close panels/lids adjustment for sounds ranging from a "living room sound" to a clean intimate uptake
- Analog-style user interface with performance view and mixer with adjustments for each mic position

###

Details:

Crowdfunding platform is Indiegogo.com. Link to Campaign page:

<https://www.indiegogo.com/projects/livingroom-upright-virtual-vintage-piano-clone#/>

LivingRoom Upright Piano main product page on our website:

<https://keypleezer.com/livingroom-upright-piano/>

LivingRoom Upright Piano - Complete Edition (*main instrument with all features from above*)

Complete Edition - specifications:

- all features mentioned before
- 23GB of full length samples in 24-bit / 44.1kHz wav files.
- 3 microphone positions, all layers.
- Formats: Kontakt 5.0.1+, SFZ, EXS24.
- Digital downloadable files *or* Physical box with USB file delivery.
- If the Physical Box is chosen, downloadable files is also included in the perk, along with future updates.

LivingRoom Upright Piano - Intermediate Edition

Intermediate Edition - specifications:

- 5GB of full length samples in 24-bit / 44.1kHz wav files.
- Recordings from Mic Position 1 included. Only sustained note recordings.
- Formats: Kontakt 5.0.1+, SFZ, EXS24.
- Digital downloadable files only in this campaign.

See next page for pricing and perks.

Prices of product and Indiegogo "perks": (*perks will change and the current prices can be found on the indiegogo project page*)

- **Complete Edition - downloadable:**
 - final list price: € 109 / \$ 129
 - initial price on Indiegogo ≈ € 92 / \$ 109 (15% discount)
- **Complete Edition - Shipped package with USB:**
 - final list price: € 115 / \$ 139
 - initial price on Indiegogo ≈ € 97 / \$ 118 (15% discount)
- **Intermediate Edition - downloadable:**
 - final list price: € 37 / \$ 45
 - initial price on Indiegogo ≈ € 29 / \$ 36 (21% discount)

Apart from these "perks" a backer can also choose to enter their own desired backing amount of their choice. **Any backer who backs the project in between two perks pricing will be awarded all perks that are valued less than or the same as the amount paid.** This will be handled manually and be delivered to the Indiegogo registered email upon completion of the project, at product delivery/ fulfillment.

Contact KeyPleezer:

Send an email to support@keypleezer.com and we'll get back to you asap. You can also reach us via social media:

- Twitter: <https://twitter.com/KeyPleezer/>
- FaceBook: <https://www.facebook.com/KeyPleezerInstruments/>
- Instagram: <https://instagram.com/keypleezer/>