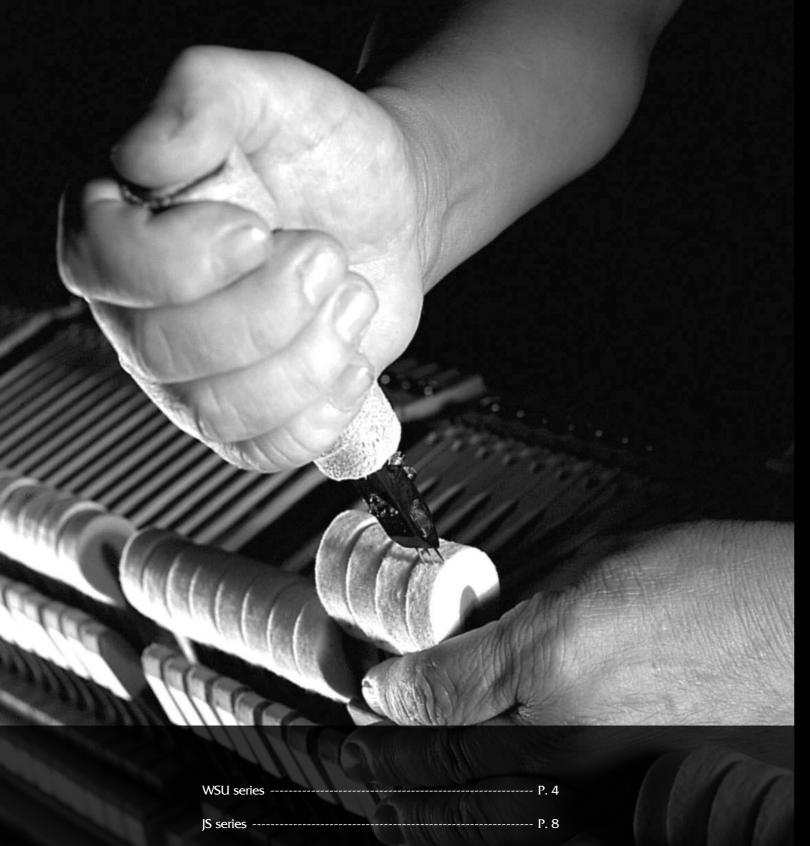
# SAMICK PIANO Upright and Grand piano SAMICK









# The Ultimate in Musical Expression

Through the centuries the piano has acquired a central place in the music world which stays unequalled. The piano is able to convey every nuance of emotion and is unparalleled in beauty and dynamic musical expression. The manufacturing of a great piano starts with the determination with avoiding any compromises regarding the materials, the craftsmanship and the design. Countless pieces of selected materials are individually

handcrafted into a precision instrument capable to translate the most subtle expressions of the soul into the language of music. Creating each instrument with a harmonious blend of the best traditional craftsmanship and advanced technology SAMICK Piano will fulfill all your desires and will bring your musical sense into the next plane.





# About SAMICK MUSICAL Instruments Co., Ltd

Established in 1958 with the founding spirit that nurturing the instrument industry in Korea will benefit the nation, SAMICK MUSICAL Instruments Co., Ltd has considerably expanded and became one of the world-biggest piano manufactures and exporters' world wide. SAMICK was also able to take a major position as the best maker of various music instruments. In the half past century SAMICK found the way and became a true global company, in collaboration with 200 partners in 80

countries world wide. The instruction of advanced technologies into the piano production with the added production bases and drastic overseas marketing strategies SAMICK is confirming his global position as one of the great piano manufacturers. SAMICK will continue to produce the best masterpieces in the world, customer-oriented and putting all his efforts on endless researches and developments regarding quality, innovation and design.

# WSU Series

The WSU Series can be nominated as the starting instrument for professional pianists enjoying elegant performances. Crafted from the finest materials and excellently designed this piano is maintaining the traditional shape and will complete an interior with class. The World Series action and keyboard precision that play along with speeding strikes of the key will for sure put you into trance.

Excellence in piano making begins with the careful selection of the materials directly involved in producing sound



#### Abel-Hammer

To produce a distinct, clear tone, the WUS series use ABEL hammer from the world's leading manufacturer for this equipment in Germany.



#### Double sound board

The double soundboard produces the characteristic warm rich tone now Known as the "special European sound".

Samick's commitment to sound quality shows in details



#### Sustenuto

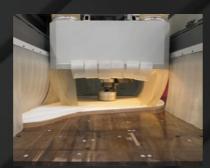
4 SAMICK GRAND & UPRIGHT PIANO

The Sostenuto system reserved in the past to the grand pianos only, is now workable and built into the WSU series, enabling to sustain individual sounds.



#### Slow-Closing Fallboard

WSU Series have conceived a damping and intelligent unit enables to prevent any accidents which could critically injure the hands.



#### **CNC-Computer Numerical Control**

By the application of piano engineering technology, WSU series ensure high accuracy manufacturing and transparent distinctions in sound.







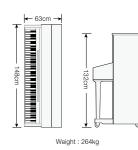








- · Tapered premium grade solid spruce Soundboard, Laminated solid spruce Backposts
- · Sand-casting Iron plate Frame
- · Ebony black keys, slow closing system Fallboard
- · Sostenuto unit for sophisticated pianists
- · Double sound board
- · Abel hammer
- · Brass Caster
- · Die casting pedal



# Upright Piano

# **WSU 132CF**



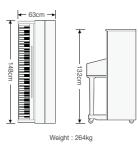








- $\cdot \text{Tapered premium grade solid spruce Soundboard, Laminated solid spruce Backposts}$
- · Sand-casting Iron plate Frame
- · Ebony black keys, slow closing system Fallboard
- · Sostenuto unit for sophisticated pianists
- · Double sound board
- · Abel hammer
- · Brass Caster
- · Die casting pedal









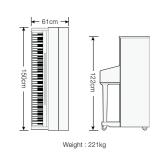








- · Tapered premium grade solid spruce Soundboard, Laminated solid spruce Backposts
- · Sand-casting Iron plate Frame
- $\cdot \, \mathsf{Ebony} \, \, \mathsf{black} \, \mathsf{keys}, \mathsf{slow} \, \mathsf{closing} \, \mathsf{system} \, \mathsf{Fallboard}$
- · Sostenuto unit for sophisticated pianists
- · Double sound board
- · FFW hammer
- · Brass Caster
- · Die casting pedal



# JS Series

A respected choice among musical professionals and students, today's JS Series are better than ever.

JS Series are much more than an assembly of manufactured pieces with the help of the modern technology. Nothing can replace the subtlety, the musical sensibility and the precision of the piano makers-ear. There is a kind of inside soul in JS series which reveal some secrets behind the tones.



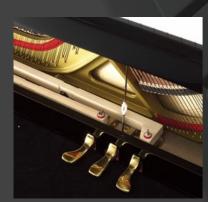
#### FFW hammer

High Quality hammer felts from German FILZFABRIK WURZEN GmbH and stable muffler assembly will increase the quality of your performances and your professionalism.



# Slow-Closing Fallboard

JS series have conceived a damping and intelligent unit enables to prevent any accidents which could critically injure the hands.



#### Stong Levers in Wood

The most stable JS series' pedal assembly with strong levers in woods will enrich your playing.



#### The Finest materials

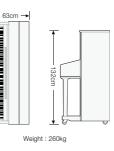
The JS series are authentic instruments and pieces of art, all components are designed to form exceptional works. Composed of over 8.000 of parts, like precious wood, finest steels and leathers to felts, all in the highest quality and precision to create world class pianos able to provide superb sounds.

# Original JS

# Upright Piano

# JS 132MD

- · Spurce core sound board
- · Sand casting Iron plate
- · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system
- · Die casting pedal



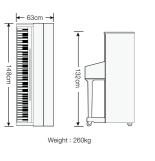


# SAMICK

# Upright Piano

# JS 132FD

- · Spurce core sound board
- · Sand casting Iron plate
- · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system
- · Die casting pedal



Available Colors

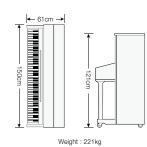
SAMICK GRAND & UPRIGHT PIANO

pony high polished Walut high polished Mahogany high polished White high

# Upright Piano

# **JS 121MD**

- · Spurce core sound board
- · Sand casting Iron plate
- · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system



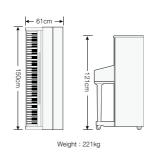




# Upright Piano

# **JS 121FD**

- · Spurce core sound board
- · Sand casting Iron plate
- · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system

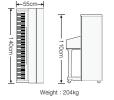


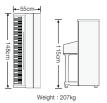






Upright Piano JS 115



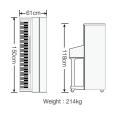




# Upright Piano

# JS 118

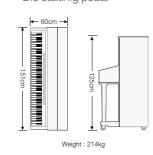
- · Spurce core sound board
- · Sand casting Iron plate
- $\cdot \, \text{Vertical laminated maple bridge} \\$
- · Roslau string
- · Slow closing system



# Upright Piano

JS 125

- · Spurce core sound board
- · Sand casting Iron plate
- · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system
- · Die castinfg pedal





Available Colors

ony high polished Walut high polished Mahogany high polished White high polished

Available Colors

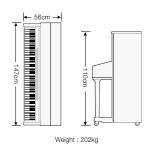
Ebony high polished Walut high polished Mahogany high polished

nigh polished White high polish



JS 143F

- · Sand casting Iron plate
- · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system



# Upright Piano

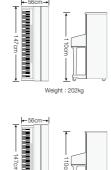
# JS 143M

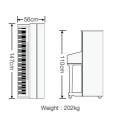


# Upright Piano

JS 143T





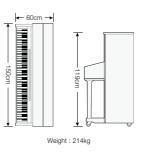


#### Available Colors

# Upright Piano

# **300NSTD**

- · Sand casting Iron plate
- · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system



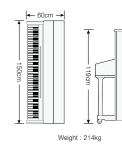


# XXXXXXXX 是是自

# Upright Piano

# SHK-1004R

- · Sand casting Iron plate
- · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system
- · Crome caster
- · Die casting pedal
- · Ebony black keys
- · FFW hammer





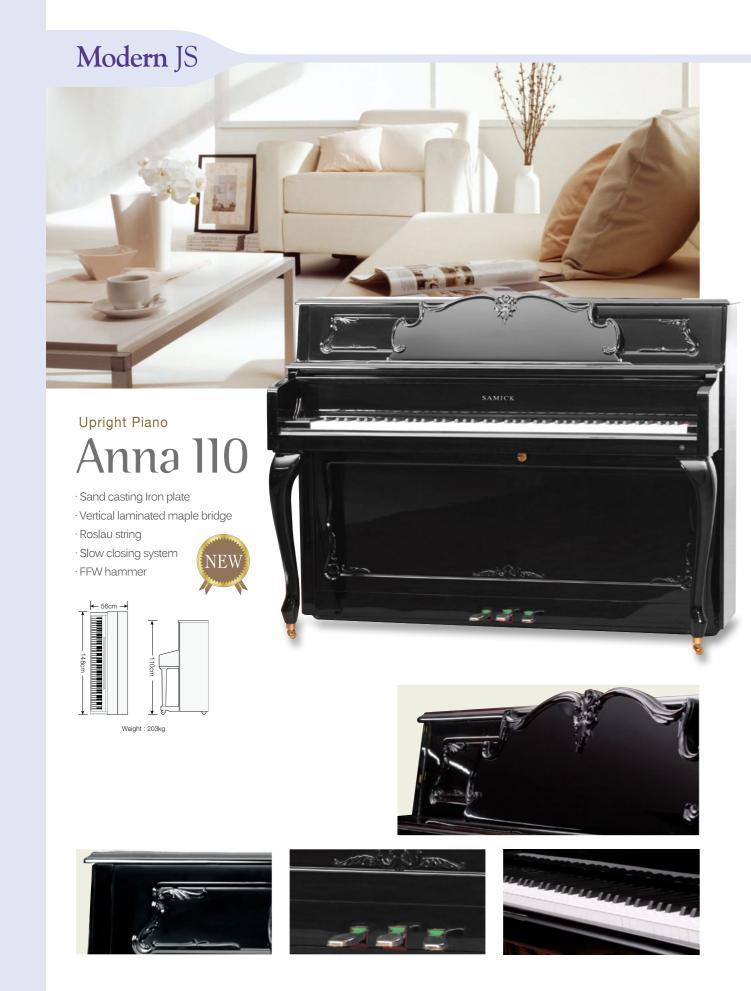




Available Colors

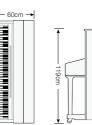
| Cherry satin | Mahogany satin | Walut satin | Black satin |
|--------------|----------------|-------------|-------------|

12 SAMICK GRAND & UPRIGHT PIANO SAMICK GRAND & UPRIGHT PIANO



# Upright Piano

- · Sand casting Iron plate
- · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system
- · FFW hammer
- · Die casting pedal















# Upright Piano

- · Sand casting Iron plate · Vertical laminated maple bridge
- · Roslau string
- · Slow closing system
- · Chrome Caster
- · Ebony black keys
- · FFW hammer

Available Colors

Weight: 220kg

# Available Colors

14 SAMICK GRAND & UPRIGHT PIANO SAMICK GRAND & UPRIGHT PIANO 15

# DREAM ALL THE TIME

# The key to faster learning is DREAM ALL THE TIME.











# This is how the Samick Dream features help increase practice times.

- 1. Extraneous noises and distractions often cause practice times to conclude prematurely.
- 2. Listening to the same piece of music played over and over again can send some people a little bit crazy. The use of headphones solves this proble, and allows normal converstation to continue in the room.
- 3. Music is all about timing, and a bulit in metronome allows students to practice to the correct time and rhythm.
- 4. Difficult sections can be recorded and played back through the hgeadphones. The student can hear their mistakes and try to correct them. This process can be repeated until the section has been mastered.
- 5. MIDI out can be used to connect to a home computer with composition software. This encourages students to compose and print their own music. The MIDI files can also be held on a USB mermory stick for later use.





# Hammer Shank Stop Rail

Dream piano assures no difference on touch. No deforming and no unnecessary noise, with upper positioned CAM type Hammer.



### **Handle Lever Pedal**

Easy to change soundproof or release by center pedal.



### **Optical Sensor Strip Rail**

This sensing system detects the detailed nuance of key moving. You can express with full range velocity or off-set mode depends on the music and sends MIDI data to other devices or sequencer.

#### Specifications

- Keyboard Sensor: Optical with 255 calibrations for each note
- Instrumental Sounds: Piano, Church Organ
- GM sounds: An additional 128 General MIDI sounds are available
- Metronome: Tempo/Rhythm/Beat/Volume
- · Record and Payback: 30,000notes
- Demonstration: 10 songs
- · MIDI: IN/THRU/OUT
- Sound: IN/OUT(stereo)
- Sustain Pedal: Photo sensor
- · Mute Rail: CAM type operated from the pianos center pedal
- · Power Supply: DV12V 1500mA



The superior features of the New Samick Grand piano series

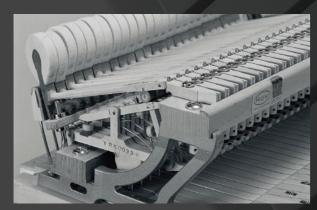
The detailed sense of touch on the fingertips and the resonance of beautiful sounds inspire the pianist for a performance of unbound expressions. A celebrated masterpiece created from the finest lumber, highest quality parts, and the unmatched skilled of master craftsmen. No longer reserved only for world-class pianists, NSG Series are now available for anyone who wishes to taste the deep and rich sounds of this masterpiece in everyday life. Recognized by professional pianists, now everyone can share the spirit of NSG series.

# One Glance, One Touch, Says it All



#### **CNC** computer Numerical Controlling

As the world's largest manufacturer of grand pianos, SAMICK employs world class craftsmen and technicians with great experience. They combine the most advanced technologies like high automated computer controlled devices (CNC Computer Numerical Controlling) with their traditional handcrafted skills to create instruments of rare quality with the finest touch and tone.



#### The action. The heartbeat of NSG series

NSG Series are genuine piano making art from, combining over 6,000 parts made of wood, leather, felt and steel to create a smoothworking action. This wonderful piece of work is only possible with the lucky blend of craftsmen's skills and artistic flair, as well as with the steady eye and precise manipulation of the experienced expert.



#### The scale. The way of measuring tonal culture

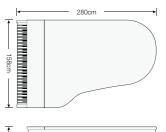
The scale, the lengths and diameters of the strings, has a major influence on the tonal culture of a piano. While the work on the complex eased somewhat by specialized computer software, obtaining a balanced and rich quality of tone still takes a great deal of research and experience.



NSG 280



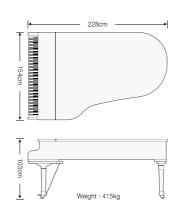
- · Premium grade solid spruce, seasoned, contoured and tapered sound board
- Ebony Wood Black Key
- Renner action
- Abel Hammer
- Duplex Plate
- · Wide Brass roller with locking system
- · Multi tone-collector
- · Solid spuruce back post





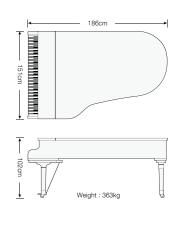






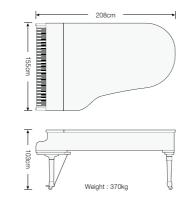


NSG 186





NSG 208

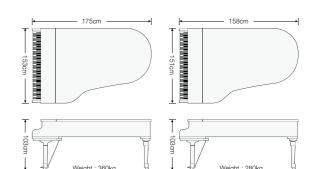






- CNC Process
- Premium grade solid spruce, seasoned, contoured and tapered sound board
- · Ebony Wood Black Key
- · Seiler action
- · Abel Hammer
- · Duplex Scale
- · Multi tone-collector

- · CNC Process
- $\cdot$  Premium grade solid spruce, seasoned, contoured and tapered sound board
- · Seiler action
- · Duplex Scale
- · Multi tone-collector



World class materials, components and craftsmanship.

Only the materials carefully selected based on our continuous research and development that spends for 60 years are used and conditions required in creating precision, strength, grandeur, and deep and rich sounds have been enhanced. The SIG Series is reserved for pianos created by master craftsmen with deep and intimate knowledge of pianos. Simple body design and high gloss black finish of SIG series complements any type of residential or studio atmosphere.



#### Using the finest materials for the best sound.

SIG grand pianos are authentic instruments and pieces of art, all components are designed to form exceptional works. Composed of over 8.000 of parts, like precious wood, finest steels and leathers to felts, all in the highest quality and precision to create world class pianos able to provide superb sounds, All those facts and the great blend of craftsmens and artistic flair are the true heirs of the long SAMICK tradition.

# Superior Durability and Elasticity of Skeleton

Skeleton is crafted with carefully selected hardwood, in a radial structure Hardwood, and is equipped with Tone Collector for improved structural integrity and superior sound resonance.

#### **Consistent Hammer Quality**

SIG's hammers are crafted from A-grade North American maple to be solid inside and out. Hammerheads are precisely arranged in the order from low tone to high tone to maintain uniform string-strike strength. State-of-the-art high frequency pressing technique enhances the hammer's flex, resulting in improved timbre and even tone.

# Highly Durable Inner and Outer Rim Materials & Secrets of

Inner and Outer Rims are manufactured in the optimal ratio of laminated and painted maple and hardwood. They are attached with a high frequency press, it results stable rim formation and superior durability and structural integrity.



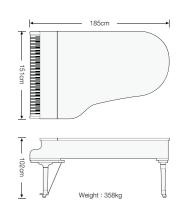


### Soundboard design: Key to the Secrets of SIG series

SIG series are designed through a 3-dimentional Pro-Crown process and is created with the highest quality spruce to delivery deep and rich sounds and offer detailed resonance characteristics throughout the entire range of sounds it creates.



**SIG 61** 

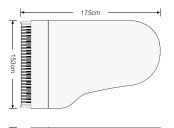


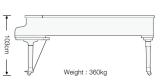




- Premium grade solid spruce core sound board
- · Sand casting Iron plate
- German hammer felt
- Samick Premium action
- · Tone collector

| Model  | Height | Width | Depth | Weight |
|--------|--------|-------|-------|--------|
| SIG 61 | 102cm  | 151cm | 185cm | 358kg  |
| SIG 59 | 103cm  | 153cm | 175cm | 360kg  |
| SIG 54 | 103cm  | 148cm | 161cm | 310kg  |
| SIG 50 | 103cm  | 149cm | 150cm | 297kg  |
| SIG 48 | 99cm   | 146cm | 145cm | 277kg  |





24 SAMICK GRAND & UPRIGHT PIANO SAMICK GRAND & UPRIGHT PIANO

# SAMICK



| September 1. 1958  | Founding of Samick Piano Co. ltd (Seoul, Korea )                          |
|--------------------|---|
| June 29. 1971      | Acquiring KS Mark (Piano & Piano Action)                                  |
| January 20. 1978   | Opening US branch office (California, USA)                                |
| December 11.1980   | Opening Germany branch office (Dusseldorf, Germany)                       |
| July 1. 1987       | Establishment of Samick Music Corp (USA)                                  |
| September 12. 1988 | Acquiring JIS Mark (Piano & Piano Action)                                 |
| September 30. 1988 | Listed in Korean Security Exchange Market                                 |
| February 22. 1989  | Acquiring UL mark (Digital Piano)   |
| June 9. 1989       | Establishment of Harbin Samick Musical Instrument Co. ltd (Harbin, CHINA) |
| March. 2. 1990     | Opening Japan branch Office (Tokyo, Japan)                                |
| March. 3. 1990     | Establishment of PT Samick Indonesia (Bogor, Indonesia)                   |
| Septeber 6. 1995   | Appointed "World Best Product" by Korea Trade-investment Promotion Agency |
| December 30. 2002  | Acquisition of C.Bechstein Pianofortebabrik AG (Berlin, Germany)          |
| November 12. 2003  | Establishment of Berlin Bechstein Shanghai Corp.(Shanghai, China)         |
| December 26. 2005  | Establishment of Samick Bechstein Trading Shaghai Corp.(Shanghai, China)  |
| December 29. 2006  | Establishment of Samick Japan Co. ltd (Tokyo, Japan)                      |
| July 4. 2007       | Establishment of Yichang Saming Musical Instrument (Yichang, China)       |
| November 27. 2008  | Acquisition of Seiler pianofortefabrik GMBH (Kitzingen, Germany)          |
| November 5. 2009   | Acquiring shares of Steinway Musical Instrument ( Messachusetts, USA)     |
| May 3. 2011        | Relocation of Head office. Eumsung, Chungbuk, Korea                       |



# *ArtForte*

It means the compound word which is formed from the words "ART" and "FORTE" from pianoforte. This is the Samick's art-project in collaboration with GANA art center.









