

# Piano News

## Disklavier Featured on N.Y. Times Front Page



**The New York Times**  
 Wednesday, April 16, 2008 Last Update: 11:52 PM ET

DESIGN WITHIN REACH  
 www.dwr.com

Our shipping is free.  
 Shop the sale.

NYT Archive Since 1981 Search | New York Clear 51°F

**PERSONAL TECH »**  
**The \$42,000 Digital Piano**  
 Disklavier's Mark IV is the first piano with an Internet connection.

**OPINION »**  
 Brooks: Tonight's Debate  
 ... Obama's Elitism  
 ... Albright  
 ... Guns and Bitter  
 ... Read Comments (332)

**MARKETS »** At close 04/16/2008

S.&P. 500	Dow	Nasdaq
1,364.71	12,619.27	2,350.11
+30.28	+256.80	+64.07
+2.27%	+2.08%	+2.80%

GET QUOTES My Portfolios »  
 Stocks, ETFs, Funds Go

**Clinton Employs Broad Attacks in Debate**  
 By JOHN M. BRODER  
 Hillary Rodham Clinton warned that Barack Obama would be deeply vulnerable in a general-election fight.  
 - The Caucus: Recap of the Democratic Debate | Transcript



**Disklavier Mark IV**

Yamaha's exciting Disklavier Mark IV is featured on the front page of the April 17 web edition of the New York Times. <http://www.nytimes.com/>

The catch-copy circled in red, links to a long and detailed critique of the Mark IV which is basically a rave review of the product.

<http://www.nytimes.com/2008/04/17/technology/personaltech/17pogue.html?8dpc=&pagewanted=all>

David Pogue, the personal-technology columnist for The Times and frequent guest on CBS News, was impressed with the link between acoustic grand piano and the internet, and in his review David explores the myriad of possible uses for this advanced piano. And since he is a tech writer he goes into more details about features and function than are even listed in the catalogue. The New York Times is read by a large number culturally and financially wealthy potential customers. This review is a priceless advertisement for the Disklavier!