

Home entertainment systems

KEEP STEP WITH MODERN LIFESTYLES



IN MID-2012, I WAS INTRODUCED TO Omar Ales, national sales manager of Yamaha Canada Music Ltd. (yamaha.ca). Following a very interesting conversation about the home entertainment industry, I consulted with interior designer Bryon Patton, to incorporate a digital piano into one of our three new model homes we were working on in The Village at Sally Creek adult lifestyle community in Woodstock.

People of all ages and at all stages of life are purchasing digital pianos for their homes, and we felt this was the ideal opportunity to demonstrate how easily the new Yamaha models can blend like furniture pieces into homes designed for downsizing buyers. What also struck me as unique was the fact that they actually function as a complete music entertainment system, one that does not require tuning or regular maintenance and is not sensitive to humidity and temperature fluctuations as a traditional acoustic piano.

“People today want their home entertainment products to be both multi-functional and aesthetically pleasing which has greatly affected our industry,” says Ales. He pointed out options such as playing CDs, onboard music lessons, karaoke and recording functions as ways the company has augmented its digital pianos.

We discussed the challenges builders face to design new homes and condominiums that make the most efficient use of space. When people move

A Yamaha Clavinova digital piano is a beautiful addition to Geranium's furnished model home.

from a larger home into a smaller space, they don't want to compromise their lifestyle. He explained that Yamaha is addressing this trend by introducing models that can be accommodated in modest room sizes. “Our Arius, Clavinova and MODUS lines have slimmer, sleeker models designed to fit into smaller living spaces and some models even transform into a table surface when not in use.” The addition of multi-function features has generated a broader base of interest.

When we discussed prices, I expected to hear that buying a new digital piano could be a sizeable investment, but was happy to learn that the prices are quite affordable: the least expensive, which has 88 fully weighted keys like an acoustic piano, actually starts at less than \$700. Of course, if one has the inclination and the bank account to match, Yamaha's top of the line models with all the bells and whistles can be purchased for \$250,000.

Just as a new-home buyer benefits from purchasing from a builder with years of experience behind them, so does the consumer who chooses a product from a company with 125 years in manufacturing pianos, researching and developing home audio systems, stereos and other electronic and digital components.

This is part of a series of articles on topics of interest to new-home buyers, authored by Sue Webb Smith, marketing director for Geranium Homes.