

**EMBARGOED UNTIL NOVEMBER 11**

## **See and Hear The Piano Guys Play in Your Home With AR Pianist from Massive Technologies**

— *Revolutionary app uses augmented reality and machine learning*  
— *to create stunningly realistic 3D virtual concerts* —

**ST. GEORGE, UTAH** (November 11, 2020) — Chart-topping musicians The Piano Guys and machine learning and virtual reality company Massive Technologies have combined forces to announce an historic moment in music performance: For the first time ever, a hyper-realistic 3D avatar of a virtuoso pianist will sit at listeners' very own pianos to perform songs with total visual and musical accuracy. The occasion is the release of The Piano Guys' latest album *10*, from which the track "Für Elise Jam" (a rollicking opus of the Beethoven staple) will simultaneously debut as an interactive experience in the app AR Pianist.

Users of AR Pianist simply point an Apple® iOS or Android™ device at any piano. Through the magic of machine learning, the app will seat pianist Jon Schmidt at the keyboard with precision within one centimeter. Onscreen, the keys will move as his fingers strike them. The user can walk around with six degrees of freedom (3d movement and rotation) to view his playing from any angle, as well as zoom in on the keyboard and slow down playback up to 100 times to view his exact technique and fingering. The end result is as if Jon is right there giving a personal concert and music lesson.

"Any 88-key keyboard instrument, acoustic or digital, will work, but it is no obstacle if one does not have a piano at all," notes Craig Knudsen, video production manager and official Technology Guy of The Piano Guys. "In this case, AR Pianist will recognize a clear floor space or tabletop and provide a detailed 3D model of the Yamaha C7 Neo concert grand featured on so many of The Piano Guys' recordings and album covers."

The Piano Guys' choice to jam on Für Elise is a nod to this year's global Beethoven celebration, which culminates in December when the world celebrates Ludwig van Beethoven's 250th birthday. To aid learning, scrolling sheet music in the app highlights the current notes, and can be intuitively repositioned with the touch of a finger. An alternate view features an LED piano roll, in which color-coded lights descend towards the keys in video game fashion. In this mode, one can "jam with Jon" on their own piano. AR Pianist will listen through the device's microphone and apply artificial intelligence to detect discrepancies in pitch, thus providing real-time feedback to improve the user's playing. Though AR pianist has its own internal sound engine, it can also wirelessly trigger notes on MIDI-equipped acoustic or digital pianos. In effect, Jon's fingers are actually playing that instrument in your home.

An ever-expanding library of pieces performed by world-class pianists is included, but where previous songs featured an avatar of a generic player, "Für Elise Jam" is the first to incorporate a motion-captured 3D avatar of an acclaimed artist. The resulting bodily movements are so natural as to be a useful tool for pianists of all levels of ability to improve posture, arm and wrist position, and as fingering. Remarkably, each AR Pianist song captures the entire audio-visual experience in a file size of 10MB (not GB), allowing for reproduction at any resolution and from any angle.

AR Pianist works smoothly on most smartphones and tablets released in the past three years but is even better on devices equipped with LIDAR (e.g. iPhone 12, latest iPad Pro) or ToF sensors (Samsung Galaxy Note 10+, Galaxy S20). These sensors enable "environmental occlusion," which means that if anyone steps into the picture, AR Pianist will accurately place them in the room with Jon — even sitting on the piano bench next to him! A full AR/VR version will also be available for virtual reality headsets including the new Oculus Quest.

"Even in the beta I tried, the accuracy of the virtual Jon's position and the key movements in response to his playing were like nothing I've ever seen," offered Stephen Fortner, former Editor in Chief of *Keyboard* magazine. "Whether you're an aspiring pianist or just like to listen, this app can be educational, but music should be fun, and this app is so much fun it's spooky."

With social distancing measures in place for public health reasons, there has never been more need to bring The Piano Guy's sheer joy in communicating music into the comfort and safety of home. AR Pianist offers an unprecedentedly immersive, realistic, and enjoyable way to do so.

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### **About The Piano Guys**

For a decade, Jon Schmidt (piano), Steven Sharp Nelson (cello, songwriter), Paul Anderson (producer, videographer), and Al van der Beek (music producer, songwriter) have brought their special brand of classical, pop, film score and original music to adoring fans around the world through elaborate cinematic videos. Since their early days of creating social media for the eponymous piano store in St. George, Utah, their YouTube videos have garnered more than two billion views and 6.7 million subscribers. Their tenth studio album, *10*, is due out November 20, 2020.

### **About Massive Technologies**

Co-founded by two software developers and 3D artists: medical doctor Fayez Salka, and McGill graduate Anas Wattar, Massive Technologies combines machine learning, computer vision, augmented reality, and real-time 3D graphics to deliver cutting-edge experiences on mobile devices and XR headsets. The company is headquartered in Montreal, Quebec, Canada, with an R&D office in Espoo, Finland.

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