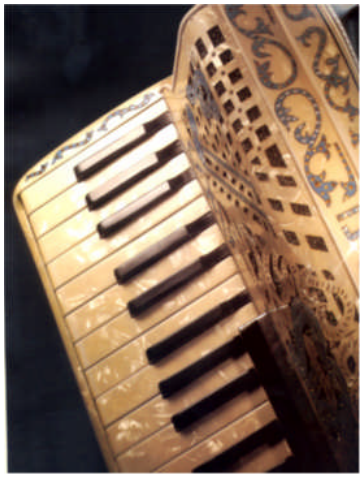
GEM
DIGITAL PIANOS

A History of
Generalmusic

Generalmusic- Century of Tradition and Innovation



From the first accordion built in 1890 to the latest microchip created by the Generalmusic Research and Development Department, the story of the Company stands out for passion, entrepreneurial spirit and high skills

Generalmusic today is an industrial enterprise capable of anticipating with great intuition the needs of its vast clientele, from the amateur to the world's best professionals of the musical sector. Today, Generalmusic is one of the few companies in the field of electronic pianos and keyboards (GEM) and sound system (LEM) production that designs and manufactures the analogue and digital technology itself, directly controlling every step of the process. In this context, particularly important collaborations have been established with Italy's most renowned Universities as Padua, Milan, Pisa, Bologna and Genova and with other International institutes for joint research projects. As of today, Generalmusic exports to more than 80 countries around the world.

GEM

Generalmusic's brand name GEM has always been synonymous for technological innovation in the field of electronic pianos and keyboards. Ever since the enormous success of the WS model, GEM has been inspiring both the professional and the aspiring artist, by applying innovative and revolutionary ideas to their instruments. There are many industry standards that have been created by GEM: take the high quality music libraries, which were developed thanks to the creative vision and drive of GEM. The revolution of this concept has resulted in the successful integration of multimedia information being received directly from the instrument. Essential parameters for musical performances like song lyrics, chords or melodies in music notation have become an integral part of the data controlled within the keyboard itself. The consumer now perceives all these GEM WX innovations as standard specification requirements for any quality product. GEM has also pushed the innovation boundaries by the integration of computer components ancillaries, such as hard disk technologies. This has given the musician even more freedom and control over his musical performance. Finally, in our Genesys keyboard, we were able to bring to market the first truly integrated multimedia workstation by incorporating, a cd-rom burner. This Industry 'revolution' represents an innovative leap towards the goal of a completely self-contained instrument for total creative and musical control.

LEM

Ever since it's foundation in 1969, Generalmusic's highly successful brand LEM Professional Sound has been working together with World’s finest artists and entertainment shows. Based on the expertise achieved in more than 30 years of continuous Research and Development activity in the sector, LEM's goal is to produce innovative solutions wherever a high sound quality is important. From this approach derive state-of-the-art products with vanguard technology, as LEM digital integrated speaker systems, with a 40 bit digital processor that features a proprietary LEM DSP,

editor software for the control of processing functions, high resolution 24 bit converters, custom made loudspeakers, reliable components and newest materials such as neodymium, together with an all-over product design made in Italy. LEM Professional Sound systems are chosen for a wide range of applications, both indoor and outdoor: for installations at concerts, theatres, discos and at special events, for gigging bands and DJs.

TIME LINE

1890 Antonio Galanti builds the first accordion Galanti. Based on the immediate success of the accordions, Antonio starts together with three sons of his the "Prize-Winning Accordion Factory Galanti Brothers" (Premiata Fabbrica di Fisarmoniche F.lli Galanti).

Antonio Galanti

1920 The Galanti Brothers recognize the huge potential of their instruments in the United States, where many Italians have emigrated to lately. As "Galanti Bros.", they start exporting their name and products to New York.

1954 Matteo Galanti, today's president of Generalmusic Spa, attends New York's Manhattan College, where he obtains a master degree in Electronic Engineering.

Matteo Galanti

1959 Matteo establishes with his brothers, who will take different directions afterwards, the "Galanti Egidio Mondaino S.r.l," (GEM). GEM builds the first electronic organs made in Italy and develops products for many renowned companies such as Baldwin, Thomas and Vox.

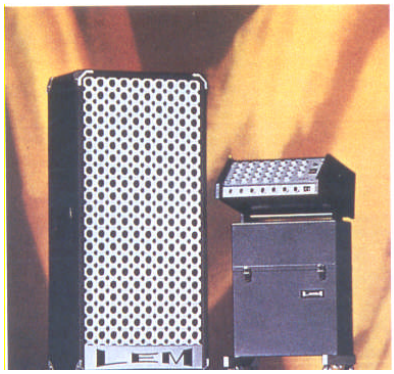
Mondaino 1914: First Factory Galant Bros.

1962 The Mini GEM, a small portable organ, is launched. It is a worldwide first as it incorporates both amplifier and speaker. Its success is immediate and many thousands Mini GEMs are produced.

MINI GEM

1969 LEM works at San Giovanni in Marignano

1969 Under the guidance of Matteo, a group of creative engineers starts working on sound reinforcement equipment, founding LEM "Laboratorio Elettro Musicale".



1970 Baby LEM, the first compact mixer with amplifier and tape eco, revolutionizes the concept of live amplification.

1974 The company increments investments in infrastructure and know-how and gains a major level of entrepreneurship entering in competition with foreign producers. Based on this enormous technological momentum, GEM diversifies products and starts developing the first integrated customizations in its new U.S. Laboratories.

1976 The acquisition of the renowned acoustic piano brand Schulze Pollmann contributes to the further expansion of the company's activities.

1980 The U.S. Laboratories commence intense studies in the field of generation and treatment of digital signals, which leads in the years to come to the development of more than ten propriety chips. The same year the joint-venture with German electronic organs brand Ahlborn.

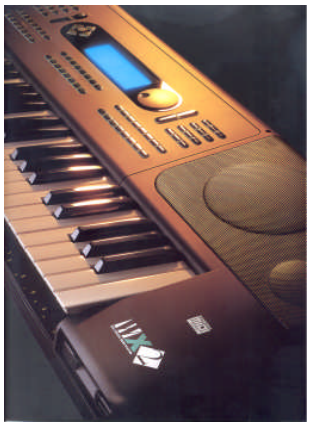
1982 The development of the components is being handled directly in what becomes the biggest European laboratory of chip and product development of the sector.

1989 Matteo buys the prestigious Elka brand and factory in Recanati, situated in the heart of Italy's most important region for musical instruments production, the Marche.

Matteo Galanti

1990 The first two entirely digital chips Gem are being developed (Disp1 and Rev), and find their application in the famous WS2, the first workstation with arranger functions, incorporated floppy disk drive and musical repertoire on floppy.

1992 S2 first Synth workstation "made in Europe", containing Filter, Gem's third digital chip, with sophisticated functions of synthesis and musical composition is launched.



1993 GEM WX2 first Multimedia Workstation worldwide with Karaoke: functions, visualization of the text and video output for TV. LEM introduces Sound Engineer, first analogical Mixer with digital control.

1994 Brand and company name Generalmusic is created in order to enhance Corporate Identity of GEM and LEM activities, whereas Schulze Pollmann acoustic pianos and Ahlborn electronic organs maintain their historical brands and names.

1995 The Realpiano line is launched made possible by the new chip Disp3. The new line is a huge success, due to the first application in digital pianos of real-time physical modeling.

1996 Another Generalmusic first: WK4, world's first multimedia workstation with incorporated hard disk.

1998 LEM launches Falcon, first entirely digital mixer produced in Europe, based on the innovative solutions of Generalmusic's chip Red 208.

1999 Synth Workstation Equinox

2001 Generalmusic presents the new proprietary technology DRAKE (DSP Risk Advanced Keyboard Engine), one of the world's most powerful DSPs for the elaboration of signals, which finds its first application in the revolutionary stage piano Promega 3.

Rick Wakeman (Yes) with Promega 3

2002 Genesys, the first arranger workstation with integrated CD writer and burner is launched. LEM develops Pegasus and Poseidon, both digital integrated loudspeaker systems.

2003 Introduced the Genesys Ensemble, the first Digital Piano with integrated CD burner, digital audio recording, and multimedia.