

Royal Music Centers
Founded 1993



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Royal Music
West Hills Plaza
864 Route 37 West
Toms River, NJ 08755

Royal Page

www.royalmusic.com

732-240-2332

SAVE THE DATES: TWO BIG DAYS OF MUSIC

Seth Rye is returning to Royal Music March 21st and March 22nd.

An international musical phenomenon, Seth Rye has been entertaining audiences throughout the world for over 30 years. With tours in Canada, Australia, Indonesia, Malaysia, Singapore, the United Kingdom and throughout Europe, Seth has gained a worldly reputation as an accomplished musician, comedian extraordinaire, and one of the most recognized faces in the world of organ music ever! He has visited both small towns and large cities in heartland America, thrilling audiences with his special blend of entertainment.

His unique style of entertainment combines the best of all worlds; orchestral and traditional organ music, standup comedy, and a flair for entertaining

that only Seth can create. He stirs the passions of his audience with his 'feel good' music and lays them in the aisle with his comedy!

With over 30 albums to his credit, he is the featured artist on the "Disney Magic" album and has been acclaimed in Keyboard World Magazine as its most popular entertainer! His career, which started at the age of 5, has spanned the globe and continues to thrill audiences today. His tours are anticipated in every location he has performed. Seth Rye is truly a versatile, accomplished entertainer. If you have an opportunity to attend one of Seth's concerts, you will enjoy a multifaceted show that will entertain and capture your heart!



Schedule of events on page 2 of this letter.
For more information call 732-240-2332.

What's the Big Deal About USB Memory?

By Rick Morales

As you may have noticed, all our Roland Music Atelier® instruments have utilized USB memory since it was introduced on the AT-900 in 2008. This is not only a trend within the music industry, but within the computer industry as well. Computers haven't had floppy drives for years.

So, why the change? First, USB or "memory on a chip" is much faster and more reliable than the old fashioned discs. Have you ever had something mysteriously disappear from your floppy...or had a tried and true registration suddenly become "unreadable"? These things can happen because floppy discs are magnetic devices and are subject to wear. (I'm sure you've heard things start turning when you insert your disc.) The magnetic surface of the disc deteriorates over time, and

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New Classes Beginning In April

For more details
Call
732-240-2332

*Recently found in a fortune
cookie ...
"The universe without music
would be madness."*

Thursday
March 22nd
Noon - 2 pm
Pot Luck
Open House
Party
with
Seth Rye

Limited Quantity Special:

Ideal for beginners, children, adults—everyone!

This compact keyboard features 61 full-size keys, Sing-Along function to add to the fun, and a musical information system display with on-screen icons. In addition, it has 100 rhythms to play along with, auto-accompaniment, built-in speakers, 12-note polyphony, a headphone jack, 100 preset tones, a transpose and tuning control, and 100 demo songs. MIDI capable. Powered by 6 AA batteries or optional AD-5 power adapter.

Features

- 61 full-size keys
- Sing-Along function with mic input and volume control
- Musical Information system LCD display with on-screen icons
- 100 rhythms for play along
- Auto-accompaniment
- Built-in speakers
- 12-note polyphony
- Headphone jack
- 100 preset tones
- MIDI capability
- Transpose and tuning control
- 100 demo songs
- Powered by 6 AA batteries or AD-5 power adapter



Casio CTK-496 Factory Refurbished Keyboards

Original MSRP \$149

Limited Quantity **\$50** each
includes optional A/C adapter

Be sure to join us during our
OPEN HOUSE PARTY
On
Thursday March 22nd

Meet other music lovers.
Good friends, good food, good music!

Schedule of Events for Seth Rye Visit

March 21st

- 1:00 pm** Doors Open
- 1:30 pm** Making Presets and Using Software
Concert artists make presets, you should too!
- 3:00 pm** Seth Rye In Concert
RSVP required
- 4:00 pm** Artist Meet & Greet
Opportunity to purchase CD's and videos and get them autographed.
- 4:30 pm** Styling Workshop - Artist's Choice

March 22nd

- 9:30 am** SU Series Workshop
Come learn all about the Royale, Stardust, Rhapsody, Legacy & other SU organs.
- 11:00 am** Sterling & Prestige Workshop
- 12:00 pm** Open House
Pot Luck Party
- 2:30 pm** Why Lowrey?
A tour of what makes the Lowrey organ special.
- 3:30 pm** About The Branson Spectacular
- 4:00 pm** Seth Rye In Concert
RSVP required
- 5:00 pm** Farewell To Seth Coffee & Cake



We appreciate your comments, notes, letters, and e-mails.
Mail 'em to ...

Royal Music
864 Route 37 West
Toms River, NJ 08755

Or via the web ...
j.mazza@royalmusic.com

All the news that fits we print.

Can You Fine-Tune Your Feelings?

Instead of playing upbeat songs to feel better, Nessa Flax, a writer from Ryegate Corner, Vermont, does just the opposite when she's feeling blue. "If I'm missing my parents, who are both deceased, I'll play some Sinatra. He was a musical fixture in our home, and even though listening to him brings on the tears, it feels good to embrace that sadness," she says.

She's not alone. Researchers at Pennsylvania State University, Altoona, found that people enjoyed listening to sad, slow songs more than upbeat, happy songs even if it made them feel depressed. "As long as people gave the music a high aesthetic rating, it was perceived as pleasurable despite the sad content," says Valerie Stratton, Ph.D., associate professor of psychology. And like Nessa, if you're already feeling sad, "the music can serve as solace and diminish feelings of isolation because it's expressing the same emotions you're feeling."

Dr. Stratton has also found that songs are effective for relaxation therapy only if the listener likes them. Typically, relaxation CD's contain slow, soft tunes with simple, predictable patterns, since they can lower blood pressure and muscle tension. A human heart usually beats 70 to 80 times a minute, so it seems logical that slower songs – Bach's "Air on the G String," for example, which clocks in at about 50 beats per minute – can help relax the body. But Dr. Stratton has found that pre-categorizing music doesn't always work. "Even if the songs are played at a slow tempo, if you don't like easy-listening music, for example, it won't relax you – it will annoy you instead," she says. "The melodies must resonate with the listener to be effective."



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the heads that read the data can also wear out.

As for read and write speeds, the USB devices are lightning fast. No more "kachunk, kachunk, kachunk" when you insert a disk with lots of registrations.

The USB memory devices offer many more advantages. An average USB device is equivalent to nearly 2,000 floppy discs, so you can keep all your favorite performances and registrations on one small device. Imagine how much time you'll save not having to sort through dozens of discs to find what you're looking for. It's easy to organize your data into file folders on the USB key. All the new Atelier models allow you to create folders, and the organ automatically alphabetizes them for your convenience. Each folder can hold up to 99 registration sets and up to 99 song performances.

The USB memory key also allows you to play audio files on all our new Music Ateliers. Think how much fun you can have playing along with your favorite recording artists. If the recording is not in your favorite key, new Atelier models allow you to change the key, as well as speed up or slow down the performance. You can now record your own audio files on many models, making it easy to share your performances with friends and relatives. Some models will even allow you to burn your own CD!

Meet The AT-75: Atelier Organ

A Next-Generation, High-Performance Home Organ

Features

The most affordable member of the new AT family is the AT-75, yet its quality sounds and styles defy the entry-level categorization of the instrument. There are 60 voices onboard, 40 rhythms, a dual-manual keyboard, harmonic bars, four registration buttons, a USB port and a 30w stereo speaker system.

- Superb organ sounds and orchestral voices
- Easy-to-use rhythm function
- High-quality built-in stereo speaker system
- Harmonic bars for enhanced organ sound and performance
- Waterfall-style lower keyboard
- Multi-function USB port can be used for optional memory key (M-UF1G), floppy drive (FD-01A), or CD drive (CD-01A) (play along with VIMA TUNES® songs or audio CDs)



BRAND NEW UNITS IN STOCK

Special Price Reduction now only ...

\$3399

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Big Time Concert Artist ... Open House Party ... Details Inside

Trade In Special of the Month

Roland E-80 keyboard Breathe New Life into Your Music

Have you ever imagined a keyboard with sounds so real and music styles so alive that it seems like a real band? A music workstation that allows you to play at your best your favorite songs? And how about an attractive industrial design that is a pleasure to look at and use. Now stop looking for such a keyboard! It's time to discover the latest Roland Music Workstation: the E-80!

- A variety of "lively" sounds
- Breathtaking musical contents
- High quality playback of your SMF
- Powerful onboard speaker system
- Attractive cosmetic design
- Vocal Harmonist built-in
- Guitar Mode
- User-Friendly interface
- 2 x Expansion slots
- Text and Image Viewer
- Mastering Tools
- An easy computer connection



workstation was senior citizen owned. It comes from a smoke free home and was never moved outside the home. It is just under two years old and is in pristine condition.

This instrument includes a 6 month full parts and labor warranty. One year of FREE class music lessons and the monthly keyboard club lesson are also included.

Offered at a substantial discount from its new selling price this keyboard is priced to move. Trade-ins will be considered.

Roland E-80 Arranger Workstation

**When New
\$4,899**

**Previously Owned Special
\$1999**

This previously owned Roland E-80 arranger keyboard