

**The New 5.0 Oct. Concert Marimba**

***Reflection Series***

**-M850H-**

2018 January

**majestic**<sup>®</sup>

## \*\*\* Introducing M850H

- \*\*\* High-End Marimba Requirements
- \*\*\* Target Customer Profiling
- \*\*\* Features & Benefits
- \*\*\* Specifications
- \*\*\* Comparison with M8650H
- \*\*\* Order info.

## \*\*\* Marketing Assets

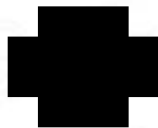
# INTRODUCING M850H



# High-End Marimba Requirements

## Professional Player Requirements

- ✪✪ Consistently high quality of sound
- ✪✪ Comfortable interval spacing
- ✪✪ Low range resonator fine tuning
- ✪✪ Solid and durable structure
- ✪✪ Ability to adjust playing height
- ✪✪ Easy to assemble, disassemble and transport



## Beyond Professional Players Expectation

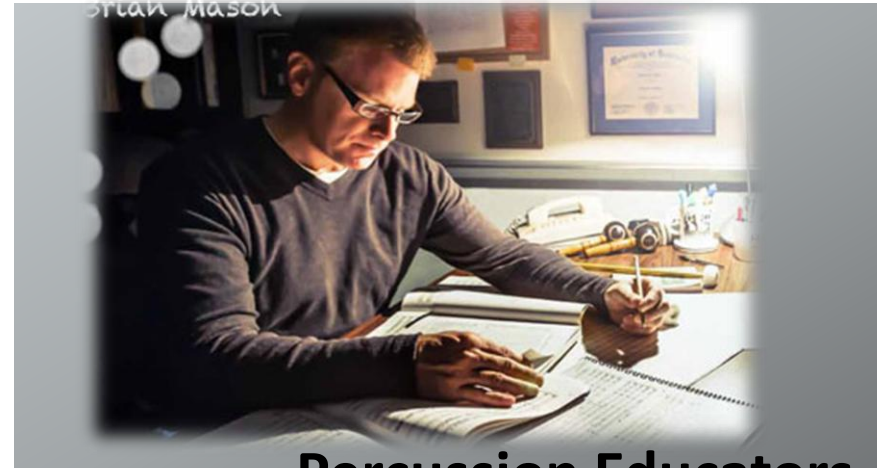
- ✪✪ High mobility
- ✪✪ Visual impact on stage
- ✪✪ Single side height adjustment
- ✪✪ Unprecedented player feel
- ✪✪ Easy one person assembly

The **Majestic Reflection** Series Marimba not only fulfills the typical needs of performing professionals, but **EXCEEDS EXPECTATIONS** through unprecedented innovation.

# Target Customer Profiling



**Professional Percussionist**



**Percussion Educators**

Looking for  
perfection of  
Marimba  
performance



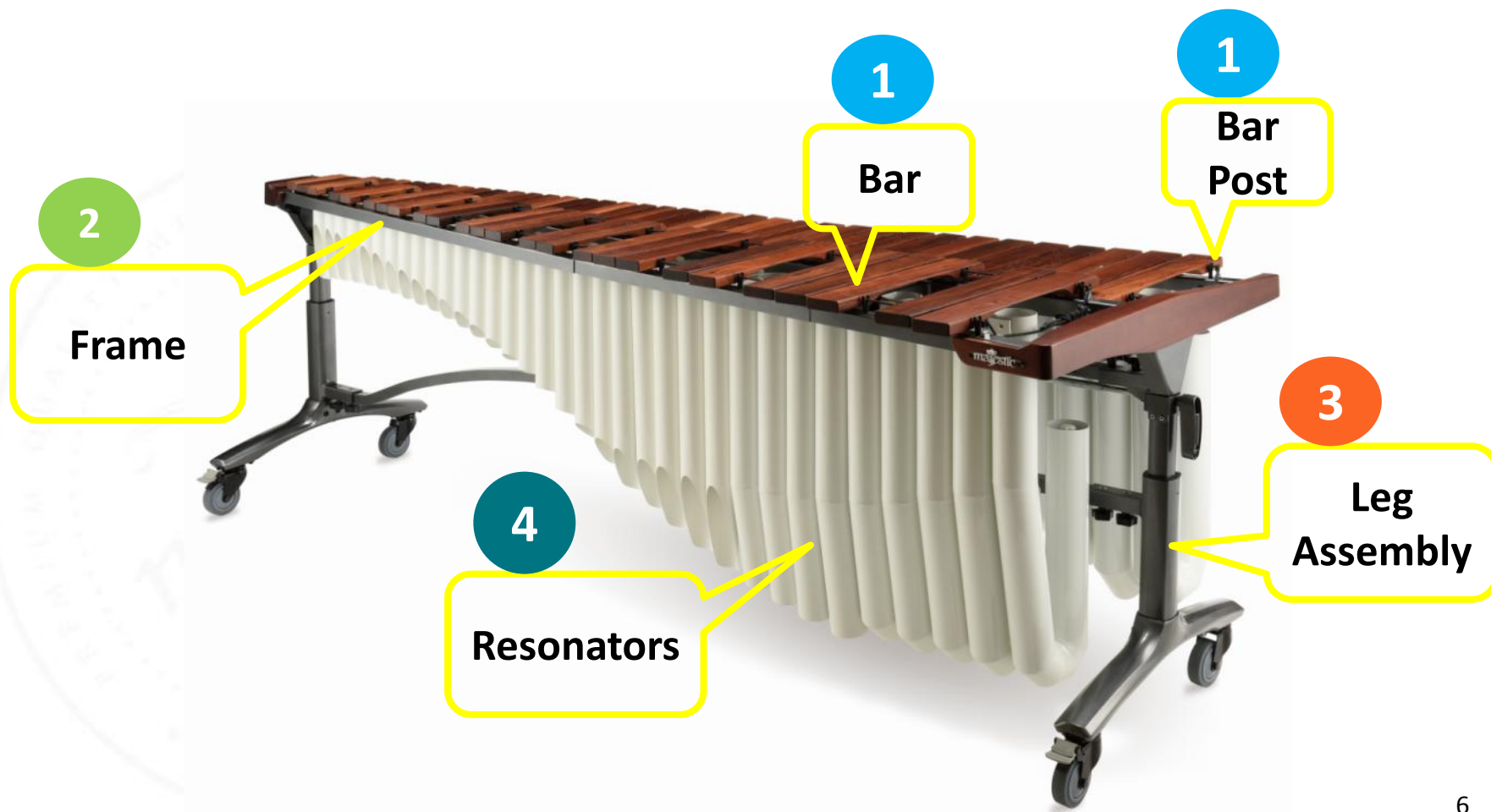
**Band Director**



**College Percussion Students**

# Features & Benefits

✦ Collaborating with internationally renowned percussionists, Majestic has created an instrument that is perfect in both form and function, pushing the envelope of marimba design to provide performers with a superior instrument and playing experience.



1



*\* Patent Pending*

## Optimized Bar Geometry with Free –Floating Bar Posts

- Moderate bar widths provide comfortable interval spacing that results in tonal balance and sensitivity.
- Free-floating bar posts with resonance isolation enhance sustain, eliminate frame noise and provide tonal clarity.
- With a more flexible core, the bar posts absorb shock to improve feel and enhance rebound.

2



*\* Patent Pending*

## Rack on Truss System with Modular Frame Design

- Central truss supports individual resonator sections and bar racks, revolutionizing instrument set-up.
- Facilitates easy passage through 30” doorways.
- Lightweight aluminum design reduces instrument weight for ease of transport.

3



*\* Patent Pending*

## “Uni-Lift” Single- Side Height Adjustment

- Optimized gear ratio enables smooth adjustment to conserve player energy.
- Transmission shaft enables full instrument height to be adjusted by one person with a single lever.
- Automatic folding function protects the handle.

4



*\* Patent Pending*

## Innovative Resonator Design

- Syringe-inspired tuning system ensures an air-tight seal and allows for quick, easy adjustment to environment.
- Three octave tunability (C2 - C5) provides tonal optimization over a wide range.
- Modern aesthetic reflects the dynamics of contemporary repertoire.

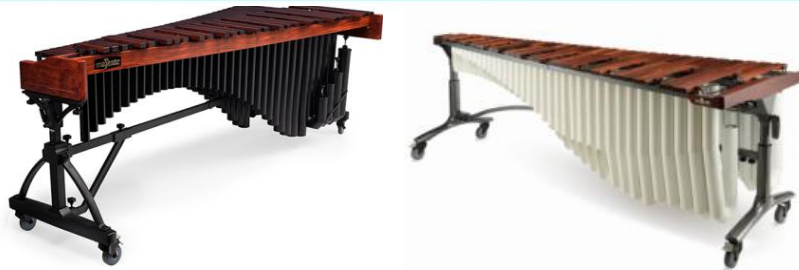


# Specifications

<b>Model</b>	<b>M850HW</b>
<b>Octave</b>	5
<b>Range</b>	C2 - C7
<b>Notes</b>	61
<b>Bars Widths</b>	76 - 41mm ( 9 graduations )
<b>Pitch</b>	A = 442
<b>Bar</b>	Rosewood
<b>Frame</b>	Modular Frame
<b>Tuning Range</b>	C2 – C5
<b>Tuning Cap</b>	37 (3 Octaves )
<b>Leg Assembly</b>	“Uni –Lift” Single Side Height Adjustment
<b>Frame Material</b>	Aluminum
<b>Overall Weight</b>	111.5kg
<b>Height Range</b>	84.5 – 106 cm



# Comparison With M8650H



Specification	Model No.	Current	NEW!!
		M8650H	M850H
Bar	Octave	5	5
	Range	C2~C7	C2~C7
	Notes	61	61
	Bars	Rosewood	Rosewood
	Bars Widths	82-38mm (8 graduations)	76-41mm (9 graduations)
Frame	Material	All Wood Frame	Aluminum
	Design	Wood Frame	Modular Design
	Weight	55 Kg	30 Kg
Resonators	Tuning	1 Oct.	37 (3 Oct.)
Leg Assembly	Height Adjustment	Double side height adjustment	Single side height adjustment
	Height	90 ~ 107 cm	84.5 ~ 106 cm
others	Total Weight	163KG	111.5KG
	Total Length	297CM	259CM

Bar width is reduced, better playability

Easy to assemble and disassemble -> easily moving out of the practice room

Easy and quick tuning adjustment to environment

Easy and quick height adjustment

Lighter

Narrower

Model. No.	MAP (USD)
M850HW	\$14,000
M850HB	

- For more information, please contact the KHS sales manager responsible for your region.
- M850HW/ M850HB will be replacing current model **M8650H**. Therefore, please place last order of the **M8650H** before **March 5<sup>th</sup>, 2018**. The last order will be shipped in June 2018.

\*\*Please note : Once the raw materials for **M8650H** are depleted, we will stop taking new orders.

# MARKETING ASSETS



- \*\*\* Top Reasons to Buy
- \*\*\* Reflection Logo Naming
- \*\*\* Product Story
- \*\*\* Key Image 1
- \*\*\* Key Image 2
- \*\*\* Endorsers
- \*\*\* Product Photography
- \*\*\* Brochure
- \*\*\* Commercial Video
- \*\*\* Interview Video
- \*\*\* Landing Page
- \*\*\* Landing Promotion Banners
- \*\*\* Endorser She-e Wu Photography
- \*\*\* Product Website Page
- \*\*\* Examples of Marketing Materials Applications
- \*\*\* Appendix
  - \*\*\* Reflection Logo Application Guideline

**Extraordinary playability with Ultimate sound  
and Artistic Expression**

**Better  
Mobility**

**Quick Height  
Adjustment**

**Easy Tuning**

Click to download

The logo for 'Reflection' is written in a black, elegant cursive script. Below the text, there is a series of vertical lines of varying heights, resembling a marimba keyboard, which are arranged in a way that suggests a reflection or a musical scale.

**“Modern Classic”**  
is the key design  
point and also put  
resonator elements  
to increase the  
elegance flow of new  
marimba.

## The reflection logo implied 4 messages:

### ✓ An Image or Likeness

A representation of artistry, and elegant perfectionism.

### ✓ A Casting Back

A conduit that allows the performer to convey their musical expression to an audience.

### ✓ Serious Thought and Consideration

Musicians will recognize the time and research required to bring such innovation to the marimba.

### ✓ Manifestation

The end result of a collaborative effort with top artists.

*Great performances reflect the passion of the musician. A great instrument allows the personality of the performer to shine through.*

*With continued evolution of technique and repertoire, percussionists seek a marimba that mirrors the times, offering ultimate playability and artistic expression.*

*Years of thoughtful research and testing in tandem with input from top artists such as She-e Wu have produced the ultimate modern marimba:*

***the Reflection series,***

*by Majestic*



# Key Image 1

Click to download



*Highlight the white resonators and its curve line design to stand out from competitors.*



# Key Image 2

[Click to download](#)



*The imagery of “Reflection” conveys the connection between the top percussionist and the new marimba.*

TO IMAGINE THE FUTURE  
ONE MUST CONTEMPLATE THE PAST

*Reflection.*



University of Texas  
International Soloist

**THOMAS  
BURRITT**



*"The Reflection Series Marimba embodies Majestic's obsession with inspiring today's percussionists. It demystifies the tunable resonator and facilitates easy navigation through doorways while setting new standards for tonal clarity and balance. Today's marimba has arrived."*

James Madison University  
International Soloist  
Acclaimed Composer

**CASEY  
CANGELOSI**



*"Never have I been so excited for a new instrument as this. Friends, you need to check this out. You will be amazed!"*

Casey Cangelosi Images

[Click to download](#)



*"Never have I been so excited for a new instrument as this. Friends you need to check this out. You will be amazed."*

**-Casey Cangelosi**

International Soloist and Acclaimed Composer

*"The Reflection Series Marimba embodies Majestic's obsession with inspiring today's percussionists. It demystifies the tunable resonator and facilitates easy navigation through doorways while setting new standard for tonal clarity and balance. Today's marimba has arrived."*

**-Thomas Burritt**

International Soloist and Educator

Thomas Burritt Images

[Click to download](#)



# Marketing Assets Download- Product Photography

Click to download



\* Includes closer feature and scenario shots

Click to download



She-E Wu  
Testimonial

Features  
& Benefits

Product  
Story

Product  
Image

Top Artists  
Testimonials

### FEATURES

**integrated bar geometry with res-inlaid bar post**  
bar posts

- Moderate bar width provides comfortable interval spacing that results in fluid balance and sensitive interval spacing.
- Free-floating bar posts with resonance isolation enhance sustain, eliminate frame noise and provide tonal clarity.
- With a more flexible core, the bar posts absorb shocks to improve feel and facilitate rebound.

**central truss system with modular frame design**  
"SpaceSaver"

- Central truss supports individual resonator sections and bar necks, revolutionizing instrument design.
- Facilitates easy passage through 30" doorways.
- Lightweight aluminum design reduces instrument weight for ease of transport.

### REFLECTION SERIES

*To imagine the future, one must contemplate the past...*  
Years of thoughtful research and input from top artists have led to the unveiling of the beginning of a new era in marimba percussion innovation. The evolution of performance and repetitive demands instruments that mirror the times and allow the personality of the musician to shine through. It began here, with the Majestic Reflection Series Marimba.

MAJESTIC REFLECTION SERIES SPECIFICATIONS	
Octave	5
Range	C2 - C7
Notes	61
Bar Width	76.44 mm (3 graduated)
Finish	A-442
Bar	Rosewood
Frame	Modular Frame
Tuning Range	C2 - C8
Tuning Cap	37 (2 Octave)
Leg Assembly	"Uni-Leg" Single Side Height Adjustment
Frame Material	Aluminum
Overall Height	110.5 kg
Height Range	84.3 - 106 cm

**innovative resonator design**  
"Resonance"

- Syringe-mapped tuning system ensures an air-tight seal and allows for quick, easy adjustment to environment.
- Three octave tunability (C2-C8) provides tonal optimization over a wide range.
- Modern aesthetic reflects the dynamics of contemporary repertoire.

**"uni-Leg" single side height adjustment**  
"SpaceSaver"

- Optimized gear ratio enables smooth adjustment to control player angle.
- Transmission shaft enables full instrument height to be achieved by one person with a single leg.
- Automatic folding function protects the handle.

PLAYER SIDE

**Specifications**

University of Texas International Solist  
**THOMAS BURRITT**

James Madison University International Solist  
Acclaimed Composer  
**CASEY CANGELOSI**

*"The Reflection Series Marimba embodies Majestic's obsession with inspiring today's percussionists. It demystifies the tunable resonator and facilitates easy navigation through doorways while setting new standards for tonal clarity and balance. Today's marimba has arrived."*

*"Never have I been so excited for a new instrument as this. Friends, you need to check this out. You will be amazed!"*

# Marketing Assets Download- Commercial Video

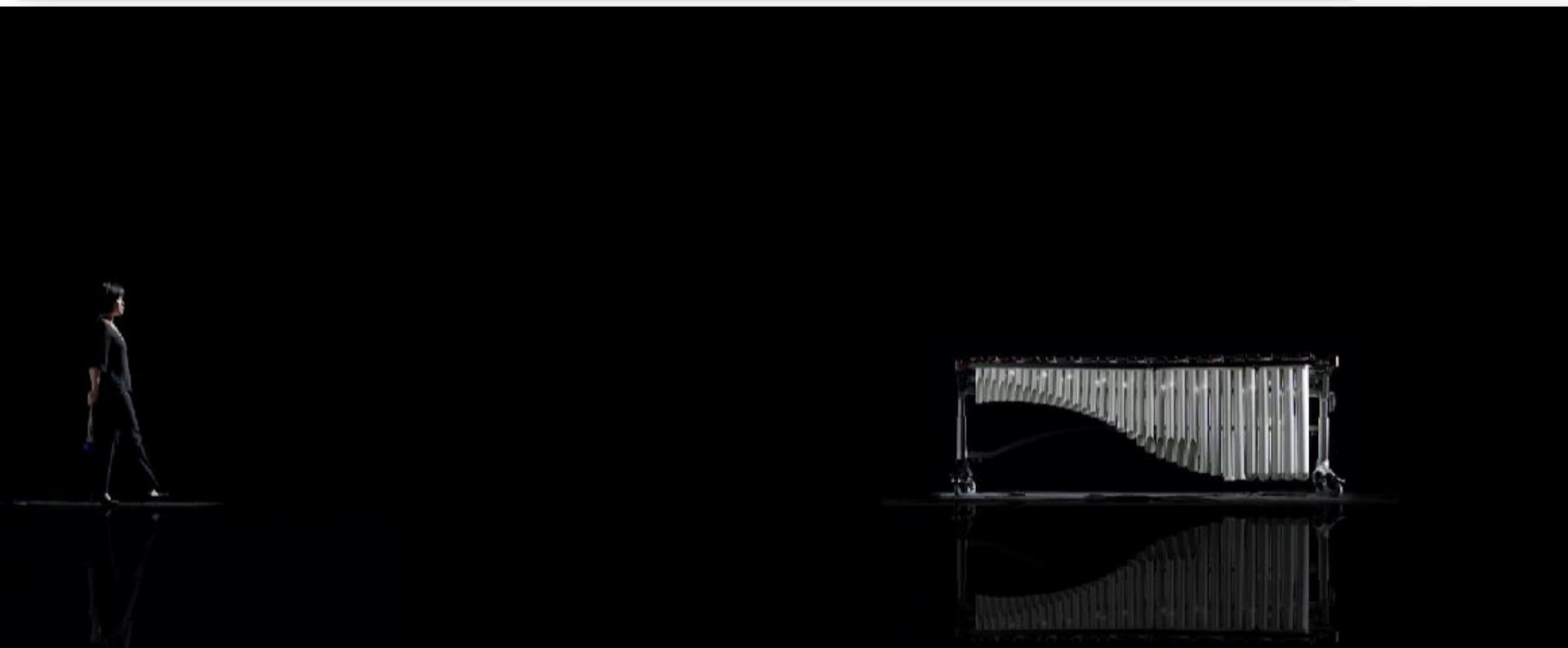
Click to download



Click to feel and imagine Reflection Series with....

- She –E performance with Majestic Reflection Series Marimba
- Introduction of Product Features & Benefits

Youtube: <https://www.youtube.com/watch?v=R5QHshVogcc>



# Marketing Assets Download- She –E Wu Interview Video

Click to download



Discover more of .....

Background story of developing Reflection Series Marimba.

Youtube: <https://www.youtube.com/watch?v=y1PNF85LdJ4>

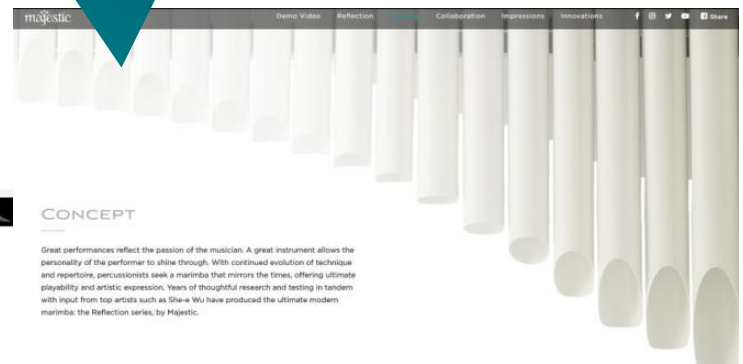


*"This is the perfect partner for making music: it listens, it responds, and it collaborates. It is the most versatile and flexible instrument that I have ever played."*  
SHE-E WU ,International Soloist and Educator

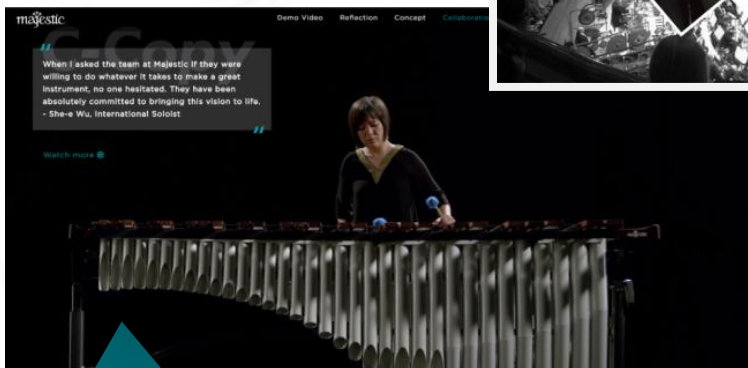
[Click to Discover More](#)

Concept

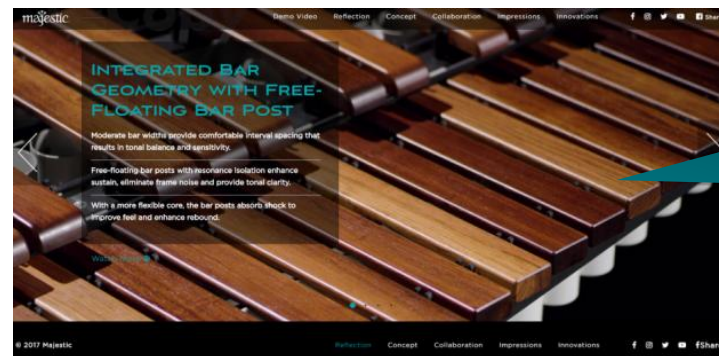
Key Visual



Impressions



Collaboration She -E Wu



New Innovations



# Marketing Assets Download- Landing Promotion Banner

Click to download



Instagram



FB



# Marketing Assets Download- Endorser *She-e Wu* Photography

Click to download more



# Marketing Assets Download- Reflection Postcard

Click to download



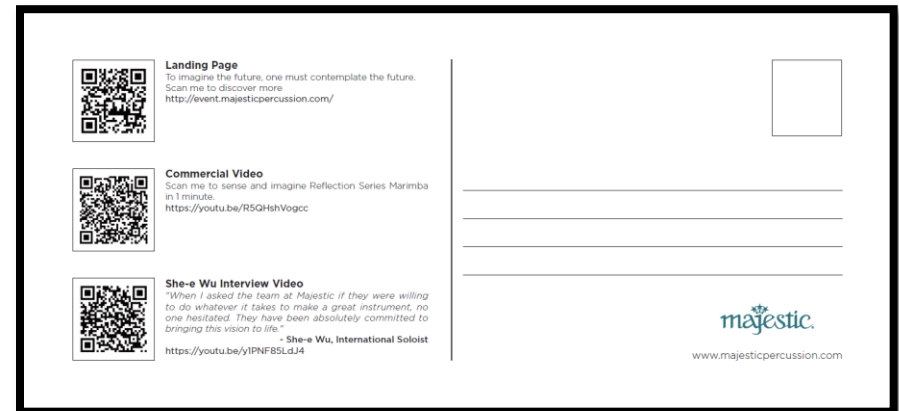
The Reflection Postcard with 3 QR codes provides quick and easy ways for consumers to link directly to view

- Landing Page
- Commercial Video
- She-e Wu Interview Video

## How and Where to use it ?

Use it as a Reflection souvenir at Show or product launch event


- Gift at school promotion event ....etc



Click to Discover More

## 5.0 OCTAVE REFELCTION ROSEWOOD MARIMBA

M850HW



Overview Spec

### Description:

The Reflection Series Marimba is the beginning of a new era in mallet instruments. The evolution of performance and repertoire demands instruments that mirror the times and allow the personality of the musician to shine through.


### Features:

- Integrated Bar Geometry with Free-Floating Bar Post
- Innovative Resonator Design
- Central Truss System with Modular Frame Design

Locator

TWEET SHARE

ALTERNATE VIEWS HOVER TO ZOOM



**Specs:**

- 5.0 Octave
- Rosewood Bars
- Modular Frame
- Leg Assembly: Uni-Lift single side height adjustment
- White Finish Resonators
- Range: C2 - C7
- Bar Width: 76 - 44mm
- Tuning Range: C2- C5
- Tuning Cap: 37 ( 3 Octaves )
- Height Range: 84.5 - 106 cm

Click to share on Facebook and Twitter

Click to view different product angle

Reflection Series Marimba Video in collaboration with She –e Wu

### FEATURED VIDEO



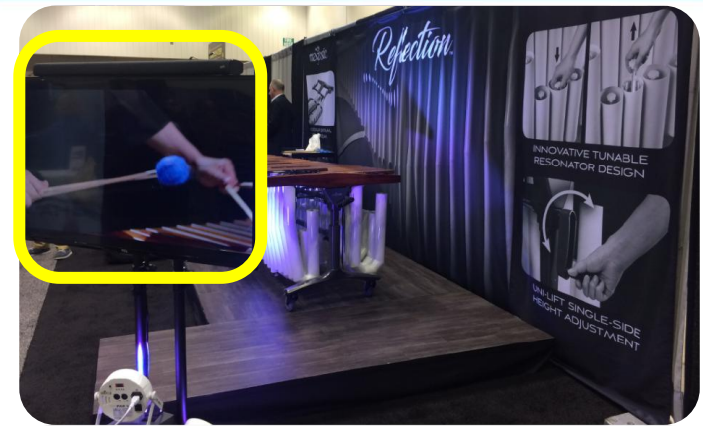
M850HW majestic

# Examples of Marketing Materials Applications



## Example from 2017 PASIC M850H Launch Event

Application of Key Image 1 with Reflection Logo as an event billboard.



## Example from 2017 PASIC M850H Launch Event

Application of She-e Wu Interview Video keeps repeating the video to visitors to the show.

## Example from 2017 PASIC M850H Launch Event

Please refer to the yellow box, M850H Brochure were provided for visitors to take away.

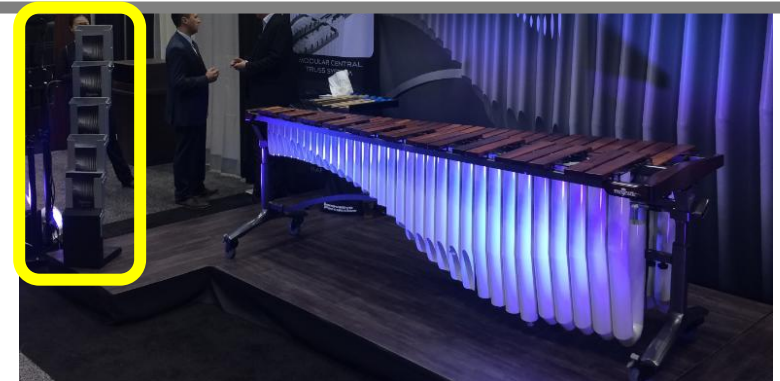


Majestic & Mapex  
Concert  
Percussion  
@MajesticPercussion



## Example from Majestic official Facebook Page

Application of key image 2 as Facebook Cover Photo with Landing page link.



# APPENDIX



# Reflection Series Logo Application Guide

- Please follow [Reflection Logo Guideline](#) to develop local marketing materials.

Click to download



## THE SERIES LOGO

### VERSIONS & USAGE

**Reflection Series Logo** - The "Reflection Script", is the series logo approved to be used across all media types and may be used in any of the four approved Majestic color combinations which include black, white, turquoise and silver.

**Reflection Series Logo Background Color Density** - Please be sure the background color is not darker than 25% in value when using the "black" logo against a light colored background. When using a "white" (reversed) logo against a dark colored background, please make sure the background color is not lighter than 60% in value.

14

## REFLECTION SCRIPT

### COLOR LOGO



Turquoise logo shown over a light colored background



Reversed logo shown over turquoise background

### BLACK AND WHITE LOGO



Black logo shown over white background



Reversed logo shown over black background



Black logo shown over light-colored background



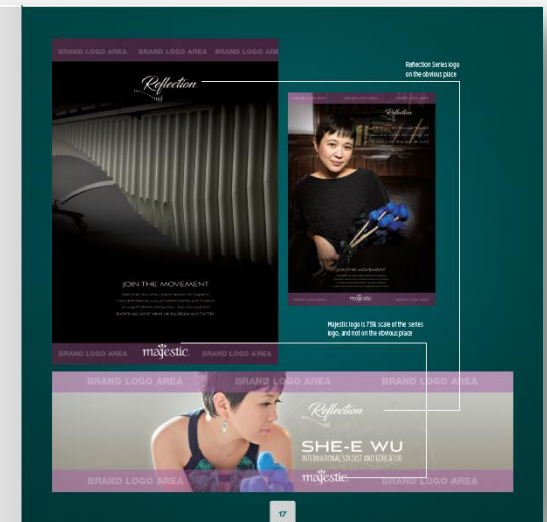
Reversed logo shown over dark-colored background

## APPLICATIONS

### VERSIONS & USAGE

When the Reflection Series logo is used together with the Majestic logo on all media types, such as print ads, flyers, posters, brochures and so on, the size of the Majestic logo should be 75% the size of the Reflection logo. And, the Reflection logo should be treated as the primary logo in all Reflection series' marketing applications and Majestic logo as secondary.

16



17

✦ For more information or if you have any comments that you would like us to know, please contact your **KHS Sales Manager** or

**Product Manager**

- Marcella Chao [marcella.chao@khsmusic.com](mailto:marcella.chao@khsmusic.com)
- Esther Tung [esther.tung@khsmusic.com](mailto:esther.tung@khsmusic.com)

✦ Please forward your local MAJESTIC news, marketing activities, artist event information, marketing assets or any comments that you have for the MAJESTIC team to **Marketing PM**

Leslie Chiu [leslie.chiu@khsmusic.com](mailto:leslie.chiu@khsmusic.com)



**Thank You**

**majestic**<sup>®</sup>