



Press Release

Shizuoka, Japan – ATV Corporation, led by the Executive Chairman Ikutaro Kakehashi and President & CEO Makoto Muroi (Capital: 100,000,000 JPY), announced the release of the Electrorganic Percussion **aFrame** on September 28, 2016.

Electrorganic Percussion **aFrame**

The **aFrame** enables performers to organically express their musicality just as if they were playing an acoustic instrument—the player controls the subtlety of the performance. ATV’s proprietary “Adaptive Timbre Technology”* responds to the acoustic percussion playing techniques of striking, pressing, and friction. With nuance, the player can produce sounds that have tonal variation and effect controls not possible with existing digital percussion.

*The “Adaptive Timbre Technology” dynamically adapts characteristics of a number of filter groups, and produces a broad range of tonal variations based on playing surface conditions and tonal frequency components that vary with each percussionist's playing style.

For a natural feel, the playing surface of the **aFrame** is made of a hi-tech material with excellent bounce and friction characteristics, yet it has the familiar feel of headed acoustic percussion.

When playing the **aFrame**, its organic feel is instantly recognizable. The natural bamboo frame comes from a renewable resource and has properties that technically contribute to the playability of the **aFrame**.

The bamboo frame is produced through a collaboration with Fujigen, Inc. (based in Matsumoto, Nagano; President: Hiromi Kamijo; Capital: 95,600,000 JPY), a long-established and reputable manufacturer of wooden frames for musical instruments, as well as the automotive industry.

aFrame Features:

The Fun of Making New Sounds

Tones can be created using the onboard acoustic and electronic sounds, and further enhanced with internal high-definition stereo effects. Up to 80 user-defined tones can be saved in the built-in memory.

No Need to Change Your Playing Style

Because the **aFrame** is played with bare hands, percussionists don't have to change their playing style. They can use their natural technique to produce a diverse palette of sounds, from classic acoustic to modern electronic.

Unique Diamond Shape is Compatible with Any Playing Style

The unique diamond shape of the **aFrame** aids in the production of varied tones—it all depends on where you strike it. The **aFrame** can be held with the hands like a frame drum, placed on a stand, or held with a neck strap; you can play it any way you want.

For a cable free experience, you can use available USB battery packs and guitar-type wireless audio technology.

Online aFrame User Forum

An online **aFrame** user forum (<http://aframe.jp>) will be launched for sharing **aFrame** videos, describing **aFrame** features, as well as user interactions and user tone file exchanges.

Event

- 2016 Music Fair (Japan) : 4-6 November 2016
- PASIC 16 (USA) : 9-12 November 2016
- THE LONDON DRUM SHOW 2016 (UK) : 12-13 November 2016
- 2017 NAMM SHOW (USA) : 19-22 January 2017

Product Overview:

Product name:	Electroorganic Percussion aFrame
Release:	Forthcoming
Retail price:	TBA

Corporate Profile:

Company Name:	ATV Corporation
Representatives:	Ikutaro Kakehashi, Executive Chairman and Makoto Muroi, President & CEO
Headquarters:	888-340 Nakagawa, Hosoe-cho, Kita-ku, Hamamatsu, Shizuoka (JAPAN)
Established:	May 2013
Business:	Development, design and distribution of electronic musical instruments and audio-visual equipment
Capital:	100,000,000 JPY
Website:	http://www.atvcorporation.com
