

**The 2025 NAMM Show: Digitaize to Deliver Revolutionary, Performative Control Over Acoustic Instruments Through Digital Innovation**

**Anaheim, CA, January 3, 2025 — Digitaize, a branch of C. Bechstein Digital — part of the world-renowned C. Bechstein family of piano manufacturers in Berlin, Germany — is set to make its public debut at the 2025 NAMM Show. The event will take place at the Anaheim Convention Center from January 23 through January 25, 2025, with Digitaize located in Hall A at Booth #10506. With a rich history in crafting pianos that have defined quality since 1853, C. Bechstein’s name is synonymous with exceptional craftsmanship and refined acoustical performance. Building on this legacy, Digitaize will be launching a revolutionary device that promises to redefine musical expression across multiple genres.**

Attendees should stop by the Digitaize booth to experience innovative technology that offers an exciting new chapter for classical stringed instruments that have remained more or less unchanged for more than 500 years. The company’s cutting-edge hardware and software solutions promise to redefine how musicians perceive and interact with classical instruments, vastly opening up creative possibilities in both composition and performance — without compromising the authentic character of these time-cherished instruments.

Attendees can schedule an appointment at the Digitaize booth to explore the new technology firsthand or experience it during a performance hosted by the MIDI Association on Friday, January 24, from 5:30 to 6:00 pm PST. To learn more about Digitaize, please visit [Digitaize.eu](http://digitaize.eu). To schedule an appointment, contact Hunter Williams from Hummingbird Media at hunter@hummingbirdmedia.com.

**About Digitaize**
Digitaize — a branch of C. Bechstein Digital, part of the C. Bechstein family — was originally developed by two musicians seeking to expand the expressive capabilities of their instruments. Recognizing its transformative potential, C. Bechstein acquired Digitaize to further nurture its technology. Building on C. Bechstein’s longstanding heritage in instrument-making, Digitaize bridges centuries of craftsmanship with today’s digital innovations. The company’s mission is to explore how acoustic performance and modern technology can inspire one another, opening up new possibilities for musicians around the globe.

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