

**The NAMM Show 2025: Digitaize to Demonstrate Game-changing Digital Technology for Acoustic Instruments at MIDI Association Showcase**

**Anaheim, CA, January 14, 2025 — Digitaize, a cutting-edge digital innovation for acoustic instruments from German piano manufacturer C. Bechstein, will offer a first look at its sensor-based system during the** [**MIDI Association Showcase**](https://midi.org/event-calendar/digitaize-transforming-strings-with-the-power-of-midi) **at the 2025 NAMM Show. On Friday, January 24, 2025, from 5:30 p.m. to 6:00 p.m. PST at Booth #10302 at the Anaheim Convention Center, Digitaize Product Specialist Nick Coleman will demonstrate how classical string instruments can be transformed into dynamic production tools, delivering a truly game-changing experience in a performative environment.**

This showcase will feature Digitaize’s innovative technology, which will be officially announced at NAMM, giving attendees a first look at how acoustic tradition can merge with modern digital workflows. From real-time motion tracking to hardware synthesizer control, this demonstration will illustrate the technology’s transformative potential for both studio and stage.

To RSVP for the MIDI Association Showcase, contact Hunter Williams at hunter@hummingbirdmedia.com. For details about the MIDI Association, please visit [midi.org.](http://midi.org)

**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.

###

For further information contact:

Jeff Touzeau   
+1 (914) 602-2913   
jeff@hummingbirdmedia.com

Hunter Williams   
+1 (518) 534-9170   
hunter@hummingbirdmedia.com