"When we first introduced the SD-10, a critic wrote, 'If Beethoven had had a piano like this, the course of music would have been radically altered.' It's that kind of talk that keeps me going back to the drawing board."

Harold Conklin, Chief Piano R&D Engineer, Baldwin

For all the professional recognition that Harold's received over the years, fortunately, none of it's gone to his head. He's still hard at work trying to design the perfect piano.

Because at Baldwin we believe that perfect piano tone is an ideal we share with everyone who designs, builds, plays and services pianos. That's why tone has always been the preeminent focus of our research efforts.

An example of this philosophy is how we improved the traditional string. What we came up with was a unique way to synchronize the string's longitudinal and flexural modes. The result is the SynchroTone® string. And it's just one of the many exclusive design breakthroughs developed for our grands that's now found in every piano we build.

Another area of intense research and development is our *electronic keyboard program.* While others are dropping out of this particular market, Baldwin is actually increasing its commitment. An example of our stake in the field is the fact that Baldwin is one of the few American keyboard manufacturers with its own computer-aided design and manufacturing (CAD/CAM) capabilities.

It is in this challenging environment of invention and experimentation that people like Harold Conklin thrive. They have only one objective: *to create the very finest instruments possible.*

Because at Baldwin, good isn't good enough anymore. It *must* be the best. After all, that's what drawing boards are for.