

INTRODUCING

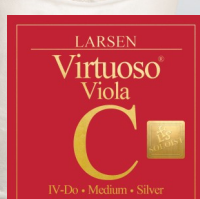
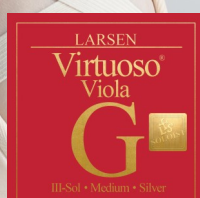
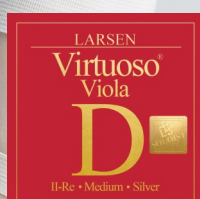
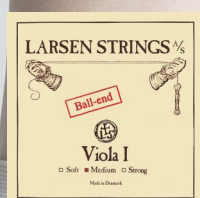
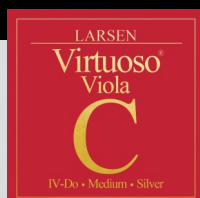
Virtuoso[®] Viola



LARSEN STRINGS A/S

Elholm 6 A, DK-6400 Sønderborg, Denmark

| NEWS | JANUARY 2018 | VIOLA EDITION |



Virtuoso for Viola: a complementary balance

New to the Larsen family of strings, the Virtuoso Viola D, G & C build upon and enhance the highly regarded characteristics of the Original Viola A.

With the launch of these strings, we wish to support the work of violists and luthiers.

The Virtuoso Viola strings are for violists in search of an open and authentic sound: high quality strings, stable and reliable and with a good balance of warmth and brilliance.

Sound Characteristics

Playing the Viola Virtuoso Medium, the violist will experience a rich sound with a wide spectrum of colours. The Virtuoso Soloist option is intended for the musician looking for enhanced projection: a focused sound with more depth.

After trialling these new strings with many musicians we noted that most chose to combine the Virtuoso Soloist and Medium sets with our Larsen Original A Medium string. We have therefore made the decision to package both the Medium and Soloist sets with the Original A Medium string as standard.

Powerful, present and warm, the Larsen Medium A string complements and balances both Virtuoso Medium and Soloist.

For players searching for even more power with the A string, we can recommend Larsen Original A strong.

Launch and Promotion

For the introductory phase, we have produced a limited number of sets to include an additional, complimentary, Original A Medium string.



This special set will be marked with a 2XA over sticker and will be offered during the introductory phase only subject to available stock.

To assist with the launch and promotion of these strings we will send you hard copy roll-fold leaflets and flyers for forward distribution to customers.

The flyers will also be inserted in all viola A Medium envelopes for a period of approximately three months, commencing January 2018.

Further information and additional resources are available online at larsenstrings.com.

Please visit our dedicated Virtuoso Viola page to access text and imagery for online use and a PDF download link for the information sheet that follows this page...



Larsen Strings A/S. Aiming for sustainable solutions. Our energy is delivered by Danish land wind turbines. Medvind from SE.



Information

The New Larsen Virtuoso® for Viola

A Complementary Balance

If something works then why change it? Since its original launch back in 1995, our Original A has become almost the default choice for violists. Offering excellent projection with a broad spectrum of sound colours combined with a long lasting and consistent performance.

With the development of our new Virtuoso Viola strings the focus has been upon creating a new offering for viola D, G and C, built upon the firm foundations of our tried and trusted A. Finding a balance of qualities to complement and mutually enhance something old with something new:

'A golden, open and clear tone with a nice balance of warmth and brilliance.'

The new Virtuoso for Viola, available as individual strings or as sets in Medium and Soloist variants, achieves that complementary balance. The Medium set delivers a rich sound texture whilst the Soloist is more focused and brings greater volume to the instrument.

Please note: our Original A Medium is supplied as the ideal partner for both Virtuoso Medium tension and Soloist combinations packaged as sets.

String Details

The Original Viola A string is based upon a solid steel core, wound with precision rolled stainless steel flat wire. The Virtuoso Viola D, G and C strings build upon a synthetic multi-filament core and are wound with pure silver.

Larsen Virtuoso® for Viola

Medium kg/lbs

Soloist kg/lbs

Type

Tailpiece/Peg Silks:

A Original Ball



8.2/18.1

8.2/18.1

A Original Loop



8.2/18.1

8.2/18.1

D



6.1/13.4

6.6/14.6

G



5.2/11.5

5.5/12.1

C



5.1/11.2

5.3/11.7

Reference pitch frequency: 440 Hz.

Free vibrating length: 370 mm