UJAM Virtual Pianist GRIT



UJAM announces Virtual Pianist GRIT, the latest addition to its Virtual Pianist series. Modeled from a rare, customized Wurlitzer 120 electric piano, GRIT delivers a raw, character-driven sound and rhythmic pianist phrases designed to bring edge, movement, and attitude to arrangements and productions. It is the second electric pianist in the series, following VIBE, and offers a distinctly more rugged and expressive voice.

Designed to behave as much like a rhythm instrument as a traditional keyboard, GRIT approaches the electric piano from a performance-focused perspective. It adds drive and momentum to any arrangement. As part of UJAM’s Virtual Pianist series, GRIT features a built-in player that acts like a personal session pianist, producing realistic accompaniments using phrase-based performances that can be adjusted in terms of harmony, style, and dynamics. It is well-suited to music ranging from 1960s soul and 1970s funk to indie, electronic, ambient, and cinematic productions. Instrument mode also allows musicians to play the sampled electric piano directly for a more hands-on approach.

“Most producers already have plenty of electric piano plug-ins, so the challenge was finding one that truly felt different,” said Derek von Krogh, Virtual Pianist co-creator. “This customized Wurlitzer 120 stood out immediately. It has an edge and character you do not hear in more familiar electric piano sounds. I have always been drawn to

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the Wurlitzer’s direct, working-class attitude, and GRIT pushes that personality even further. It is raw, expressive, and brings a very distinct voice to the Virtual Pianist series.”

Key features of Virtual Pianist GRIT:

- Created from a rare, customized Wurlitzer 120 electric piano with one-of-a-kind twang and bite
- Five distinct character modes, from the super-soft Gentle to the twangy Hyped
- 38 rhythm pianist styles designed to add movement and drive to any mix
- 45 Finisher effects, including mechanical noises, plus 45 ambience presets

Virtual Pianist GRIT is available in VST2, VST3, AU2, and AAX formats for macOS and Windows.

Introductory Pricing (December 18, 2025 – January 25, 2026):

- Virtual Pianist GRIT (Single Title): $59
- Virtual Pianist GRIT (Loyalty Price): $49
- Virtual Pianist Bundle: $159

Regular Pricing:

- Virtual Pianist GRIT (Single Title): $129
- Virtual Pianist GRIT (Loyalty Price): $69
- Virtual Pianist Bundle: $299

With the release of GRIT, the price of the Virtual Pianist Bundle will increase from $249 to $299.

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