

UpBeat

The Official **NAMM** Show Publication

DAILY

TECHNOLOGY BOOM



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Technology slammed the show floor Thursday with exhibitors displaying a staggering array of “game changing” gear. Still, there were plenty of new entries from the more traditional sides of the marketplace. We all know both are necessary to make a NAMM Show. Here were a few exhibitors straddling that line between old-school quality and next-wave wow.

1) It takes the entire Behringer crew

Thursday morning to introduce the iNuke Boom. Billed as the world’s largest boom box, the iNuke is eight feet wide, four feet tall, weighs more than 900 pounds and delivers 10,000 watts of power — all at an MSRP of \$29,999.99. If you look closely, that’s an iPod docked on top delivering the music. See more on page 6.

2) The Gemini Team with the CDMP-7000

and the CDJ-700. From left, Jim Rockwell, Alan Cabasso, Isaac Cabasso, Aaron Cabasso and David Cabasso.

3) From left, Yamaha’s Rick Young, Wayne Hrabak and John Schauer unveil the company’s new DXR powered speaker line at a press conference yesterday morning. See page 4.

4) From left: Line 6’s Simon Jones, Marcus Ryle, Mike Muench and Mike Paganini display

the new SoundScape 20M20D mixer and StageSource L3s subwoofer on Thursday.

5) Executives from Dansr and Vandoren present Gov. Mike Huckabee a \$5,000 donation for the NAMM Wanna Play? Fund on Thursday morning. From left, Dansr’s Gary Winder and Greg Grieme, Gov. Mike Huckabee, Vandoren’s Emanuel Tonnelier, and Dansr’s Mike Skinner and Bill Grey.



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Warwick Alien Basses Grow Six Strings

Warwick's Alien acoustic bass now comes in a six-string version.

The Alien features a laminated spruce top and laminated ovangkol back and sides in a natural satin finish, mahogany neck, wenge fingerboard and a Fishman Prefix Plus-T pre-amp. Its unusual cutaway styling and asymmetrical sound hole add to its appeal.

Warwick's RockBass Alien Deluxe is now available in a six-string version, as well. The bass is made in China and features a laminated spruce top with laminated bubinga back and sides and a mahogany set neck in satin finish with rosewood fingerboard. A Fishman Prefix Plus-T pre-amp punches up the tone. Available in right-handed only, this bass has a fretted or fretless option.

🛒 **Warwick (warwick.de)**



Mackie's DL1608 Syncs With iPad

Mackie recently released the DL1608, which combines the intuitive control of the iPad with a full-featured 16-channel digital mixer that's professional and portable.

The unit features 16 Onyx mic pre-amps, high-end Cirrus Logic converters, ultra low noise, high-headroom design, six aux sends for monitor mixes and master L/R output for mains.

The DL1608 also boasts touch-sensitive plug-ins, four-band EQ, gate and compression inputs, 31-band GEQ, and comp/limiter on outputs.

The DL1608 can be controlled completely from the user's iPad and includes "Grow and Glow" visual feedback and an intuitive master fader app.

🛒 **Mackie (mackie.com)**

Line 6 Delves Into Live Sound

On Thursday, Line 6 took what lead demonstrator Sean Halley called a "very firm foot forward" in the live sound category. The company launched its StageSource line of versatile loudspeakers and the intuitive StageScape M20 smart mixer for live sound.

"People who are responsible for their own sound are going to be able, in any kind of venue, to get the confidence to sound great without having to have the expertise and the depth that traditional live sound gear has required," said Line 6 President and CEO Mike Muench.

Using a tri-amped design, 10-inch woofers and a horn-loaded 1-inch exit-compression driver, the StageSource L3t loudspeaker system is intelligent enough to use as a stand-alone P.A. system but can also be configured via L6 LINK technology for front-of-house and monitor applications. Directed toward musicians with the ability to mix themselves, the 1,400-watt speaker includes a full-featured digital mixer panel, which has two mic/instrument inputs, three-band EQ with sweepable mid and built-in FX unit. It also offers Variax acoustic modeling for intimate performance settings and 12-band feedback suppression.

Complementing the L3t is the L3s subwoofer, which offers four Smart Speaker modes for optimized low end.

Line 6 also debuted a StageScape M20D mixer that's controllable by iPad, as a recording interface or as a DAW interface. A single touch on a user's icon gives access to all parameters relating to that channel. The 20-input unit also comes equipped with multichannel recording options and quick-capture recording, four master stereo FX engines and L6 LINK digital networking protocol for easy mixer-to-speaker connection. Users can save settings from a gig and recall them later.



Singer-songwriter Colbie Caillat demonstrates Line 6's new live sound offerings on Thursday.

"The great thing about an environment like this is that you can save every setup and scene that you have from your gig, and when you get back, you can come back to exactly where you were," Halley said.

🛒 **Line 6 (line6.com)**

Powered Speaker Pitch

Yamaha kicked off The NAMM Show yesterday morning announcing the DXR and DXS powered speaker lines, as well as its deeper commitment to the powered speaker category.

"We're now in the powered speaker business in a real way," said Rick Young, senior vice president of Yamaha Corp. of America.

He added that the DXR and DXS lines offer "really high wattage, incredibly efficient and powerful speakers, and a low price." They range from \$500-\$800 and boast economical, lightweight packaging.

The DXR series also features FIR-X tuning. Derived from Yamaha's DSR speaker series, this helps deliver high-quality sound at even the highest volume levels. Both lines allow for mixing on the back panel and offer advanced DSP to provide added protection for each component.

The speakers' DSP-assisted EQ (Dynamic Contour) tailors the frequency response when they're used as floor monitors.

"It's a breakthrough," said Wayne Hrabak,



From left: Yamaha's Wayne Hrabak discusses the company's DXR and DXS powered speakers yesterday morning.

live sound manager at Yamaha Corp. of America. "To get this level of sound quality at this price point is exceptional."

The speakers are designed for everyone from musicians to DJs and are also suitable in schools and churches. According to Hrabak, the DXR and DXS series will be shipping by the end of the month.

🛒 **Yamaha (yamaha.com)**

Telefunken Gets Funky With New M81

Telefunken Elektroakustik has introduced the new M81 universal dynamic cardioid microphone. The new M81 boasts a more linear frequency response than the company's M80.

The new M81 features superior feedback rejection; detailed and balanced frequency response; and a smooth, present sound that's never boomy. The M81's frequency response attenuates the high end, making the mic ideal for electric guitars, percussion instruments, rack and floor toms, as well as horns, especially the trumpet. It's also ideal for vocals that don't benefit from the high-end response of the M80.

Designed for stage and studio use, the M81 features a rugged package capable of withstanding the rigors of the road.

MSRP: \$249.

🛒 **Telefunken (t-funk.com)**



Santa Cruz Guitars Booth Goes Local

Santa Cruz Guitars celebrated its 35th anniversary in 2011 of handmade, steel-stringed acoustics for Richard Hoover's small guitar shop in Santa Cruz, Calif. Believing that the entire procurement process should be on a personal level, Hoover takes pride in knowing that Santa Cruz Guitar customers are being taken care of by the knowledgeable sales staff of brick-and-mortar stores with reliable customer service.

To show its support for the dealers over the last 35 years, the theme of Santa Cruz Guitars' 2012 NAMM booth will be "Treasure Your Local Guitar Shop."

The booth will feature guitars that were recently ordered by a selection of its dealers and display the instruments with accompanying information about the dealer's store. Also featured at the show will be Santa Cruz's 35th Anniversary Cowgirl guitar.

🛒 **Santa Cruz Guitars (santacruzguitars.com)**



Schilke Unveils New S22C-HD C Trumpet

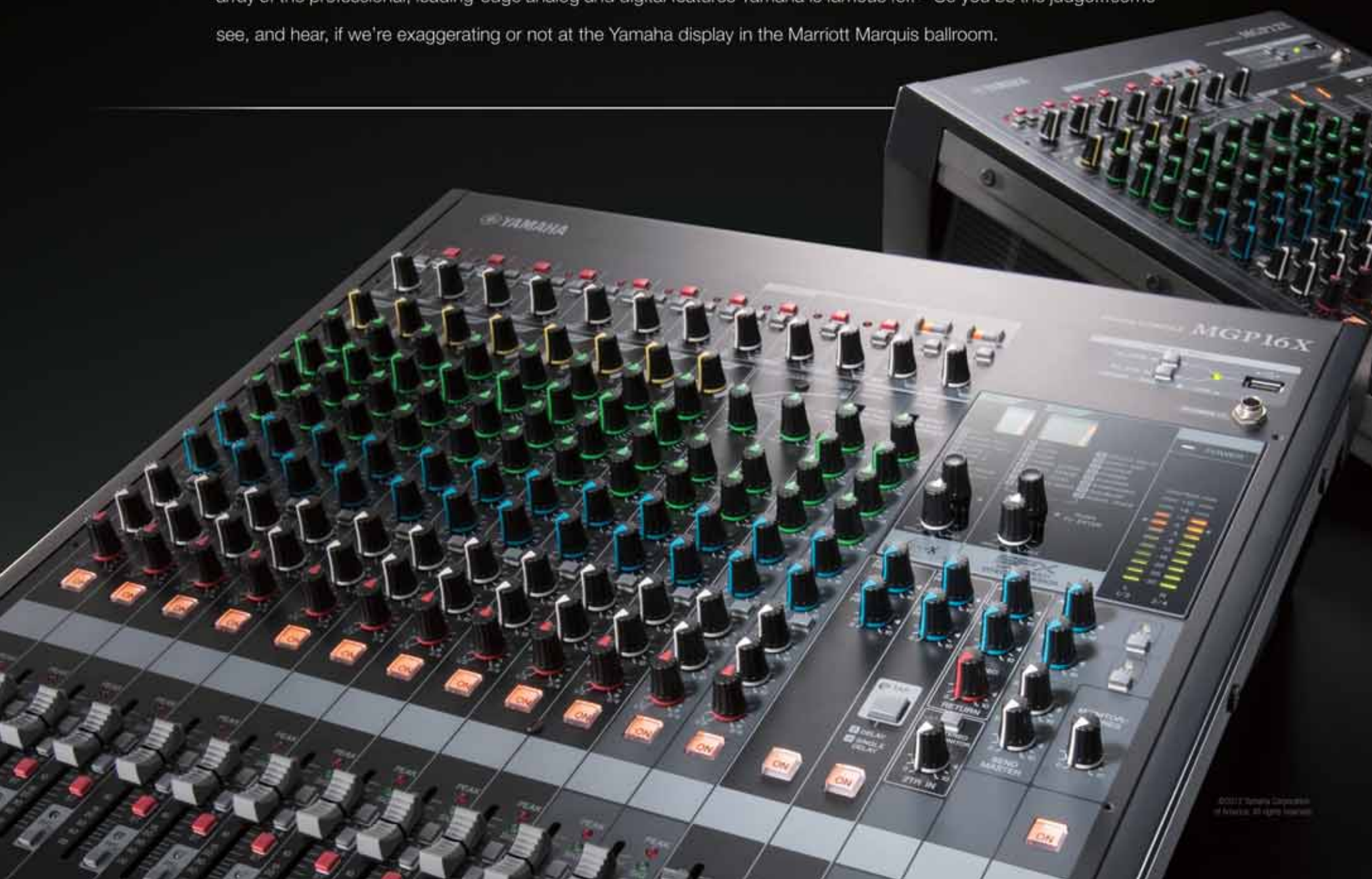
Schilke has released the S22C-HD C trumpet. Rich in overtones, the new "Heavy Design" trumpet offers a classic American orchestral sound with articulation clarity and maximum projection, which is ideal within a concert hall. The S22C-HD features a 0.463-inch large bore, a redesigned mouthpiece taper and receiver, square-shaped tuning slide bow, and a heavy-gauge one-piece "seamed" yellow brass bell.

🛒 **Schilke (schilkemusic.com)**



MORE OF EVERYTHING

Sound like your typical product hype? Well, the new Yamaha DXR/DXS line of mid-priced, DSP-controlled active loudspeakers actually does combine sound performance, output levels, features, versatility, and build quality far beyond everything in its class. • In addition, two new "step up" MGP mixers supplement our highly successful MG line with a full array of the professional, leading-edge analog and digital features Yamaha is famous for. • So you be the judge...come see, and hear, if we're exaggerating or not at the Yamaha display in the Marriott Marquis ballroom.





Budda Gives Birth to Baby Amp Head

Budda Amplification has introduced the Baby Budda, which encapsulates more than a decade and a half of Budda tone in a dynamic amplifier with a straightforward format.

The lunchbox-style Baby Budda amplifier head squeezes a wealth of tones between its intuitive bass, treble and volume controls and normal and hi-gain inputs. With the Baby Budda, fewer controls means more control at your fingertips. The interplay between a guitar's output, pickups and volume control and the amplifier's two inputs gives players a wide tapestry of gain and tone to keep the inspiration rolling.

Completely hand-wired in the United States with high-grade audio components, the Baby Budda features a hybrid layout that combines a brass-eyelet board hand-wired 12AX7 pre-amp and an 18-watt point-to-point hand-wired EL84 power amp with a 5U4 rectifier.

The Baby Budda's simple plug-and-play feature set is augmented by two inputs — normal and hi gain — that feed separate tube stages for a multitude of gain characteristics.

🛒 **Budda Amplification (budda.com)**



Protec Delivers New Straps

Protec's neoprene alto/tenor saxophone neck straps are now available in three lengths: 20, 22 and 24 inches.

Each strap features a thick non-bouncing neoprene neck pad and non-slip adjustment mechanism.

They're available with a close-ended metal hook or Protec's patented Quick Release hook.

🛒 **Protec (protecmusic.com)**



Behringer's Jonathan McCune highlights the new Eurolive B115D loudspeaker.

Behringer Delivers Gear & Guarantee

Behringer kicked off The NAMM Show Thursday morning with one of the company's most extensive product launches and a new three-year warranty to back them up.

During a pre-show press conference, Behringer announced that it's now offering customers a three-year warranty on its products. Beginning Feb. 1, customers can go online, register their products and receive an additional two years of warranty coverage.

As for gear, DJ controllers will be big with the introduction of the Command series, which is Behringer's first completely modular system of professional DJ controllers. The five-module series includes the MM-1, DV-1, LC-1, DC-1 and PL-1.

"The five modules in this line let you

come up with your ultimate controller," said Behringer's Craig Reeves. "If you wanted to, for instance, come up with something along the lines of the Studio 4A, you could put two of the platter modules together with a mixer module, and you've got that experience."

The company has also broken the 1,000-watt live-sound loudspeaker barrier at a \$299 price point with the introduction of the Eurolive B115D and B115MP3 models, which merge Class-D power amp technology, built-in wireless microphone capability and portability.

In addition, Behringer launched the iStudio iPad docking station, a production tool for both home studios and live recording.

🛒 **Behringer (behringer.com)**

Dansr Reveals Gear, Marketing Tools for Band Instrument Market

Dansr showed a slate of band and orchestra products from Vandoren, Denis Wick and Hamilton during a pre-show booth walk-through Thursday morning. In addition, Dansr President Michael Skinner highlighted new and ongoing Vandoren marketing campaigns designed to heighten brand awareness and help young musicians succeed.

Vandoren's newest products include a Hygro reed case — available in two sizes — that keeps saxophone and clarinet reeds in optimal humidity conditions, a new version of the M/O ligature in aged gold finish and protective neoprene zippered pouches for clarinet and saxophone mouthpieces.

Denis Wick introduced American Classic trumpet mouthpieces and Paxman French horn mouthpieces, as well as an intonation-friendly travel mute for euphonium.

Hamilton released System X instrument stands for trumpets, trombones and saxophones. The heavy-duty steel stands feature a large number of adjustable parts and plenty of room for attachments, so they can be custom fit to keep any instrument secure. Hamilton also showed a new stand for violin, viola and ukulele that fits the accessory compartment of a violin case.

On the marketing front, Vandoren launched its international We Are Vandoren campaign at the show with a video featuring testimonials from various Vandoren artists. "We firmly believe that if you use it, sell it, teach with it, play it, then you're part of the Vandoren family," Skinner said. "Over the course of the next 18 months, there will be a lot of things, primarily community-based,



Jim Metz, marketing manager for Dansr, shows off new Vandoren products on the show floor Thursday.

that will support that concept: inclusionary ideas and promotions, as well as educational opportunities, sales opportunities and merchandising opportunities." Aimed primarily at band directors around the world, the campaign will make use of Facebook and other networking tools to target specific niches.

Skinner noted that Vandoren's Emerging Artists program, now in its third year, continues to grow, and the level of talent has risen significantly. He also brought attention to a new program based out of New York called Generation Vandoren, which focuses on nurturing young, high-performance artists under the age of 30 and grooming them as future clinicians for high school jazz camps and music workshops.

🛒 **Dansr (dansr.com)**

IK Stomps Out New iRig

IK Multimedia recently launched the iRig Stomp, a stompbox guitar interface for iPhone, iPod touch and iPad.

With the unit, guitar and bass players can now integrate their favorite iOS signal processing apps into their existing live pedalboard setup for enhanced tone shaping and effects processing.

The iRig Stomp is based on the AmpliTube iRig interface and is compatible with any iOS guitar/amp/instrument app. With its compact, standard stompbox shape, iRig Stomp is packed with many smart features found for the first time in an iOS audio accessory.

The iRig Stomp is a compact, durable yet lightweight aluminum-cast enclosure integrating easily into any traditional pedalboard.

It can be used inline with other effects pedals or directly connected to amplifiers or P.A. systems using regular quarter-inch guitar cables with no need for adapters.

The unit also allows for precise adjustment of the signal for perfect guitar and bass levels with its large input gain knob.

MSRP: \$59.99.

🛒 **IK Multimedia (rigstomp.com)**



Reverend Celebrates Its 15th

Reverend Guitars is celebrating its 15th anniversary this year with the release of the Flatroc guitar. The instrument includes the new Revtron II pickups.

The Flatroc comes in two models. One boasts a flame maple top and is lacquered in transparent tourquoise with a maple fretboard.

The other includes a transparent tobacco burst with a rosewood fretboard (pictured).

Both models have a Bigsby installed and a 15th anniversary LE logo on the back of the headstock.

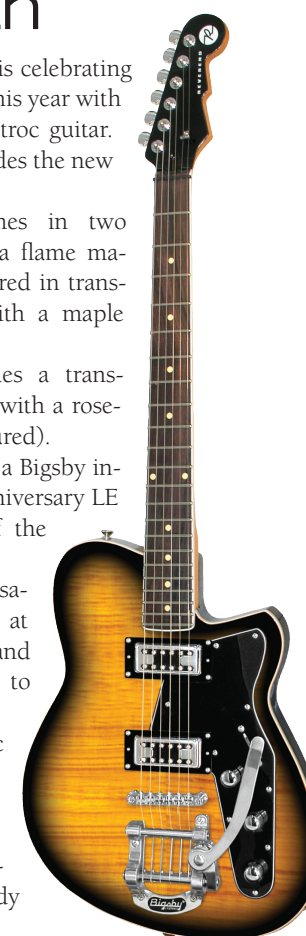
The 15th anniversary model will debut at The NAMM Show and is currently available to dealers.

Reverend Flatroc models offer a clean, warm tone that highlights the upper-mid growl of the rockabilly era in a solid body guitar.

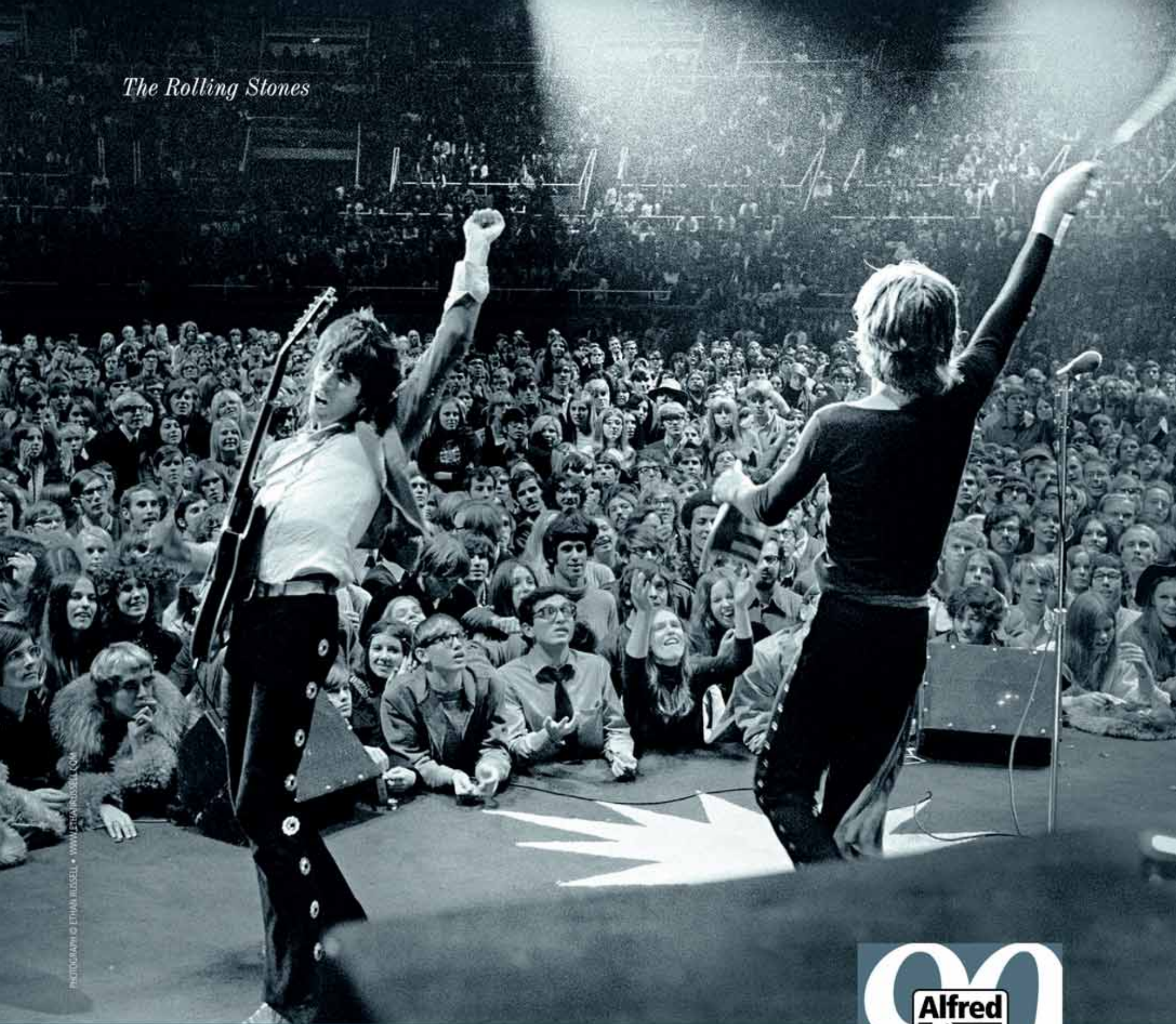
Like all Reverends, The Flatroc has a Korina body, which is consistently responsive and lively.

Joe Naylor founded Reverend Guitars in Eastpointe, Mich., in 1997.

🛒 **Reverend Guitars (reverendguitars.com)**



The Rolling Stones



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90TH ANNIVERSARY



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Purpose
Establishment of the Earthquake Reconstruction Fund
The Japan Musical Instruments Association, a coalition of musical instrument manufacturers, wholesalers, and retailers in Japan, organized the School Music Revival project on July 20, 2011 to assist with the inspection, repair, and maintenance of musical instruments belonging to preschools and primary, middle, and high schools damaged by the 2011 earthquake in Japan, and bring smiles to the faces of the children who represent our future.

Find us on Facebook
School Music Revival 日本音楽楽器協会の音楽復興活動
2,158 people like the School Music Revival 日本音楽楽器協会の音楽復興活動

Founders

Ryuichi Sakamoto
Member

Mitsuru Umemura
Chairman of the Japan Musical Instruments Association, President and Representative Director of Nippon Corporation

Instrument Relief for Japanese Quake Victims

The Japan Musical Instruments Association has launched a fund to repair and replace musical instruments damaged by the 2011 earthquake and tsunami in Japan.

More than 785 musical instrument manufacturers, wholesalers and retailers in the country have launched a project called the "School Music Revival" to help repair damaged instruments or purchase new ones at approximately 1,850 schools that were affected by the 2011 earthquake and tsunami.

The three-year project, led by Mitsuru Umemura, chairman of the Japan Musical Instruments Association, will receive funds from the newly created Children's Music Revival Fund in order to support the inspection, repair and maintenance of instruments at kindergartens and primary, middle and high schools across disaster-hit Iwate, Miyagi and Fukushima areas of Japan.

The country-wide effort is also aided by New York-based composer and musician Ryuichi Sakamoto, along with a host of Japanese artists and celebrities who will donate money to the Children's Music Revival Fund from charity concerts and other live events over the next few years.

"Just like water and food, music is definitely necessary for human beings," Sakamoto said. "I hope to continue this support for a long time."

The Children's Music Revival Fund is accepting donations on its website.

INFO Japan Musical Instruments Association (schoolmusicrevival.org)

Seymour Duncan Getaway

Stop by the Seymour Duncan booth to find out about the Winter NAMM 2012 Santa Barbara Getaway contest.

As a thank you to Seymour Duncan dealers, the company will fly out the winner and a guest and provide them with an exclusive tour of the Seymour Duncan factory.

The winners will also enjoy a dinner with Seymour himself, see how pickups are made and take in some sun on some of California's most pristine beaches.

The package includes three days and two nights in Santa Barbara with airfare, lodging and dinner with Duncan. Stop by the Seymour Duncan booth and enter to win, see new products and learn about the company's dealer support programs.

INFO Seymour Duncan (seymourduncan.com)



Allen & Heath Sales and Marketing Director Debbie Maxted (left) and Managing Director Glenn Rogers unveil the GLD-80 Mixing System at a press conference on Wednesday.

Allen & Heath Digitizes GL Series

Allen & Heath debuted the GLD digital mixing system during a Wednesday evening press conference in the Anaheim Hilton's Capistrano Room.

The GLD digital mixing system, an expansion of the original GL analog mixer series, features an analog-style processing strip. The new system also makes the dynamics and effects of Allen & Heath's iLive pro touring system accessible to a mid-level market.

"GLD is about taking the key benefits of digital mixing that are becoming expected in the world of pro audio and putting them in reach of a broader community of rental companies, houses of worship, live venues and A.V. companies who may never work with the likes of Adele or Coldplay but who are just as passionate as the guys

who do," said Allen & Heath Managing Director Glenn Rogers.

The GLD-80 offers a customizable surface layout, so users can build and save custom configurations depending on the show. Enhanced capabilities include the iLive suite of eight RackFX engines and the ability to run up to 56 sources, 20 mix outputs, six mono FX and two stereo FX in a mix. The dSNAKE Cat5 digital multicore lets engineers seamlessly expand their setup, and USB 2 track playback allows for recording, archiving and data transfer.

Allen & Heath also showcased its lightweight Xone DB2 digital DJ FX mixer with versatile Trimodel EQ, four input channels with full input matrix and Twin DSP FX Engines.

INFO Allen & Heath (allen-heath.com)



DigiTech's Scott Klimt (left) and Tom Cram show off the new iStomp.

DigiTech Debuts iStomp

DigiTech rolled out a new slate of products focused heavily on technology during a press conference on Wednesday afternoon at the Marriott Anaheim Grand Ballroom.

Front and center was the new iStomp, a guitar stompbox that lets musicians program an effects pedal with any sound they want and change it at any time through their iPhone, iPad or iPod.

"We have developed and created the stompbox of the future," said Scott Klimt, marketing manager for DigiTech. "We are so excited about this that we developed a line of 22 different pedals across all different types of effects."

Initially, 24 pedals will be offered. The Total Recall Delay and Redline Overdrive

pedals come free with the purchase of the iStomp.

"Your pedal won't ever come off your board because you get bored with it," Klimt said. "Instead, you can just plug in your phone and change it completely."

Klimt said he also believes the iStomp will help out music retailers.

"It's great for dealers because they only have to carry one SKU, as opposed to 22."

The company also introduced the HardWire FastTune HT6 app. It lets iPods, iPhones and iPads function as polyphonic tuners, so musicians can tune all of their strings at once. As a NAMM special, the app will be available for free during the show.

INFO DigiTech (digitech.com)



Sabian Rolls Out Set

Sabian has introduced Perfect Sets with The Mix mixed-series cymbal packs. Experts in the Sabian Vault were tasked with creating mixed-series sets, sonically matched to appeal to drummers of all skill levels. Able to tap into 30-plus years of experience working with such artists as Jojo Mayer and Mike Portnoy, the Vault team created an initial five-set offering.

The Basement Mix for the serious beginner is a mix of B8 alloy cymbals. The Garage Mix is ideal for drummers playing in their first bands and are a first step into B20 cast cymbals. The Gig Mix is designed for the weekend warrior or house of worship player. The Club Mix for serious players features all B20 cast cymbals in brilliant finish, and The Arena Mix is ideal for professional players with its blend of modern bright and modern dark sounds.

INFO Sabian (sabian.com)

Avid Releases New Venue SC48 System

Avid recently launched the Venue SC48 Remote System, a compact digital live sound system that delivers sound quality, deep Pro Tools integration and direct plug-in support.

Features include the SC48 console and new Venue Stage 48 remote box, Ethernet Snake Card and VENUE 3 software. The SC48 Remote System is an alternative to the all-in-one SC48, enabling engineers to place the I/O away from the console and closer to sources for optimal sound. The system includes a gain extensive connection with 48 inputs and 16 outputs.

INFO Avid (avid.com)

Mighty Bright Debuts LED Music Lights

Mighty Bright has added three new products to its line of modern LED lights for musicians.

The Encore LED light, a compact, six-LED light, is designed for ensembles and marching and community bands. The Encore is equipped with two brightness levels to match playing and venue needs. Each LED lasts 100,000 hours.

Mighty Bright's new HammerHead LED light for musicians is ideal for casual gigs and fashioned especially for students, DJs and choral groups.

The DJ series two-LED USB red light offers subtle and targeted lighting for DJs and professional sound technicians.

INFO Mighty Bright (mightybright.com)

apollo

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With the introduction of the P22 and Paul's "tweaks" implemented across the line, our core electric lineup is stronger than ever. • Our amplifiers continuing to earn a presence in the marketplace. Like our guitars, they are becoming known for their musical and reliable tone as well as their craftsmanship.



2 CHANNEL H COMBO



UPDATED CUSTOM 24

SE 50 COMBO AMP



NEW SE CUSTOM 24

A decade since their introduction, our SE electric guitars have grown to be a great balance to our core electric line and, at the same time, its own distinct brand. • Our SE amplifiers line expands with our 2 channel offerings, providing affordable tube amps without sacrificing tone, usability, or quality. The SE 20, SE 30, and SE 50 are all available as 1 x 12 closed back combos or as heads and cabinets.



MDT AMP



COLLECTION ELECTRIC GUITAR

The PRS® Private Stock and Custom Amp Design (CAD) divisions take our core designs to new heights. • The 2011 introduction of the Collection™ Series by Private Stock is the pinnacle example of this world class quality and attention to detail.



With a product line broader and stronger than ever before, we now have an amp and a guitar to suit every player. There's a PRS for the music you make.

CORE LINE





ANGELUS



With our proprietary hybrid X bracing that enables the top to vibrate more, our acoustic instruments offer a new philosophy and a striking tone and volume.

Our core acoustic line offers two models: the Angelus Cutaway and the Tonare Grand. Both of these models are now available in a traditional or Sunburst finish.



NEW SE ANGELUS



The SE Angelus model are the newest addition to the SE product family, which has matured into a comprehensive and inspiring line of tools for making music. Featuring our proprietary bracing pattern, a solid back and solid spruce top, a bone nut and saddle, PRS designed tuners, our trademark bird inlays and headstock design, these instruments clearly embody PRS quality.

The SE Angelus is available as both a Standard (mahogany back and sides) and Custom (rosewood back and sides) with an optional PRS pickup system.



CODY KILBY PRIVATE STOCK



Cody Kilby's distinctive, world class voice as a guitarist has always stood apart, and as such is a perfect new addition to our family of Acoustic Signature Artists. Cody's model features a 16" Toanre Grand body with a shallower Angelus depth, PRS's proprietary hybrid X bracing pattern, and a beautiful "Traditional" inlay pattern (only available on the Cody Kilby Private Stock model). Private Stock options available to customers include top, back and side, neck, and fingerboard wood from the famed Private Stock Wood Vault.

SE LINE

COLLECTION

PRIVATE STOCK



(((★ BRIEFS ★)))

Get'm Get'm Wear Reaches 15 Years

Get'm Get'm Wear is celebrating 15 years in the music industry with the continuous production of all-American-made musical accessories. From guitar straps to drum stick bags, Get'm Get'm Wear products are designed with quality.

The line can be spotted on such artists as Prince, Johnny Depp, Lady Gaga, Tom Hamilton, Kenny Wayne Shepherd and John Legend. Aside from being covered by such magazines as *Music Trades*, *Guitar World*, *Guitar Player*, *Vintage Guitar*, *Rolling Stone* and *Playboy*, the company's products have been featured on TV and award shows including "American Idol" and "The Grammy Awards."

Get'm Get'm Wear straps extend to 70 inches in length. They feature 100-percent all-leather tips, and all hardware meets the EU no-lead standard. A portion of proceeds goes to animal rescue groups.

MSRP: \$60-\$204.

🛒 [Get'm Get'm Wear \(getmgetm.com\)](http://getmgetm.com)

Look for 'Generation Next' Students

By reaching out to college students who are music education or music business majors, the NAMM Foundation has made it possible for future leaders to attend the trade show and learn more about the music industry.

Generation Next is a NAMM Foundation initiative that provides college students with the chance to see the inner workings of The NAMM Show.

While in Anaheim, participants will attend special professional development sessions and receive networking opportunities, helping them launch their careers in the MI industry. Several Innovation Award recipients received financial grants to help with their travel needs and expenses. Generation Next students will be wearing gold ribbons and carrying business cards, ready to network with companies seeking out ambitious young talent.

📄 [NAMM Foundation \(nammfoundation.org\)](http://nammfoundation.org)

D'Addario Launches Music Starts Here Campaign

D'Addario has introduced Music Starts Here, a campaign to strengthen the music community and the company's commitment to musicians worldwide.

To kick off the campaign, D'Addario recently launched a video on its new website featuring The National's Bryce Dessner and D'Addario employee Australia Simon.

"More than a campaign, Music Starts Here is the company's philosophy," said Jim D'Addario, CEO.

"Committed to excellence in manufacturing, creating jobs in the United States and ultimately giving a voice to musicians worldwide, Music Starts Here is the true purpose of the company."

📄 [D'Addario \(daddario.com\)](http://daddario.com)



From left: Raso Music Accessories' Patricia Morris and Paulo Henrique Silva, MDA President Ellen Cavanaugh, and MDA board member Don Rhodes. Raso Music Accessories is one of MDA's new members.

MDA Holds Annual Show & Tell Day

On Tuesday, the Music Distributors Association (MDA) hosted its annual Show & Tell Day at Disneyland's Paradise Pier Hotel. During the event, MI suppliers showed off their new wares to distributors and buyers via tabletop exhibits.

Ellen Cavanaugh, MDA's current president and the executive vice president of The Cavanaugh Co., said Show & Tell Day gives members the opportunity to network with one another before the bustle of the The NAMM Show begins.

"It's a great day to sit face-to-face and have no interruptions like you would on the NAMM show floor, show new products and sales promotions, and just talk business," she said. "It's also a great way to form new relationships with new people that come in and

discuss with past distributors."

Cavanaugh added that she has high hopes for this year's convention.

"I think the economy is beefing up," she said. "Where I live in Sarasota, Fla., the newspapers are saying locally that manufacturers are hiring more and building up for the future. So we are hoping to see the same thing here."

MDA, which launched in 1939, saw one of its largest rises in membership in recent years. Ten new members joined this year, bringing the organization's total number of members to 65.

"It is great trend to see with all the new members," Cavanaugh said. "They are coming from all over, including Brazil, Canada and a few from England."

📄 [MDA \(musicdistributors.org\)](http://musicdistributors.org)



Yamaha EZ-220 Makes Learning Keyboard Easy

With the new EZ-220 keyboard, Yamaha continues to offer high-tech functionality that interfaces with the Apple iPad. Suitable for families that want to learn to play the keyboard and piano, the instrument's USB controller with built-in sounds also offers computer connectivity for musical applications.

Lighted keys, built-in wireless connectivity to the free Page Turner iPad app and 100 preset songs with digital score make the EZ-220 the perfect learn-to-play keyboard. A USB-to-host port lets users connect the keyboard to computers for use with a wide range of music programs for education and entertainment. A variety of 392 built-in voices lets users play strings, guitars, brass, synthesizers and drums. The on-board Yamaha

Education Suite provides even more ways to learn how to play. Finally, 100 preset styles act as virtual bands always ready to jam whenever you are. There's even a specially designed clip that secures an iPad to the included music rest.

"Yamaha's EZ models have always been great instruments for someone learning to play," said Nate Tschetter, the company's electronic keyboard product manager. "The EZ-220 takes another step forward with its wireless Page Turner app. It enables you to stay focused on playing by watching the music and keys without the need for any configuration or special cables in the high end, just like a real piano."

🛒 [Yamaha \(yamaha.com\)](http://yamaha.com)



Hosa Connects With Beatport on DJ Series

Hosa Technology recently released the Hosa Beatport DJ series. Designed to meet the requirements of every DJ, the new product group features premium materials, world-class workmanship and enables Hosa Technology to serve as a one-stop-shop solution for DJs seeking to address connectivity issues with their equipment.

Featuring a broad assortment of stereo RCA interconnect cables that are coded in vibrant colors to aid in the identification of their function in dark environments, the Hosa Beatport DJ series cables feature Rean connectors by Neutrik AG for durability.

🛒 [Hosa Technology \(hosatech.com\)](http://hosatech.com)

Palmer Expands PC14 Marquis Range

Palmer has introduced its PC14 Marquis series student guitars in five fractional sizes. The series, ideal for music lesson programs, is available in quarter, half, three-quarter, seven-eighths and four-fourths models.

The PC14 Marquis range features Linden tops, back and sides; body and fingerboard binding; and high-gloss finishes. Palmer also offers protective bags for each fractional-sized instrument. MAP: \$99-179.

🛒 [Palmer Guitars \(palmerguitarsusa.com\)](http://palmerguitarsusa.com)

JZ Goes Gaga Over Vintage 12

JZ Microphones has launched the LDC Vintage 12 condenser microphone.

The Vintage 12 follows in the footsteps of the Vintage 47 and Vintage 67 microphones that were used in recording Lady Gaga's album *Born This Way*.

The microphone incorporates the best qualities of the original C12 and enhances them with features unique to JZ, such as Golden Drop Technology, which provides a more detailed and transparent capsule response. The replacement of the original C12 tubes with high-quality transistor technology provides equivalent frequency response with fewer maintenance and care issues. The first two JZ Vintage series models, the V47 and V67, include internal, adjustable shock mounts.

🛒 [JZ Microphones \(jzmic.com\)](http://jzmic.com)

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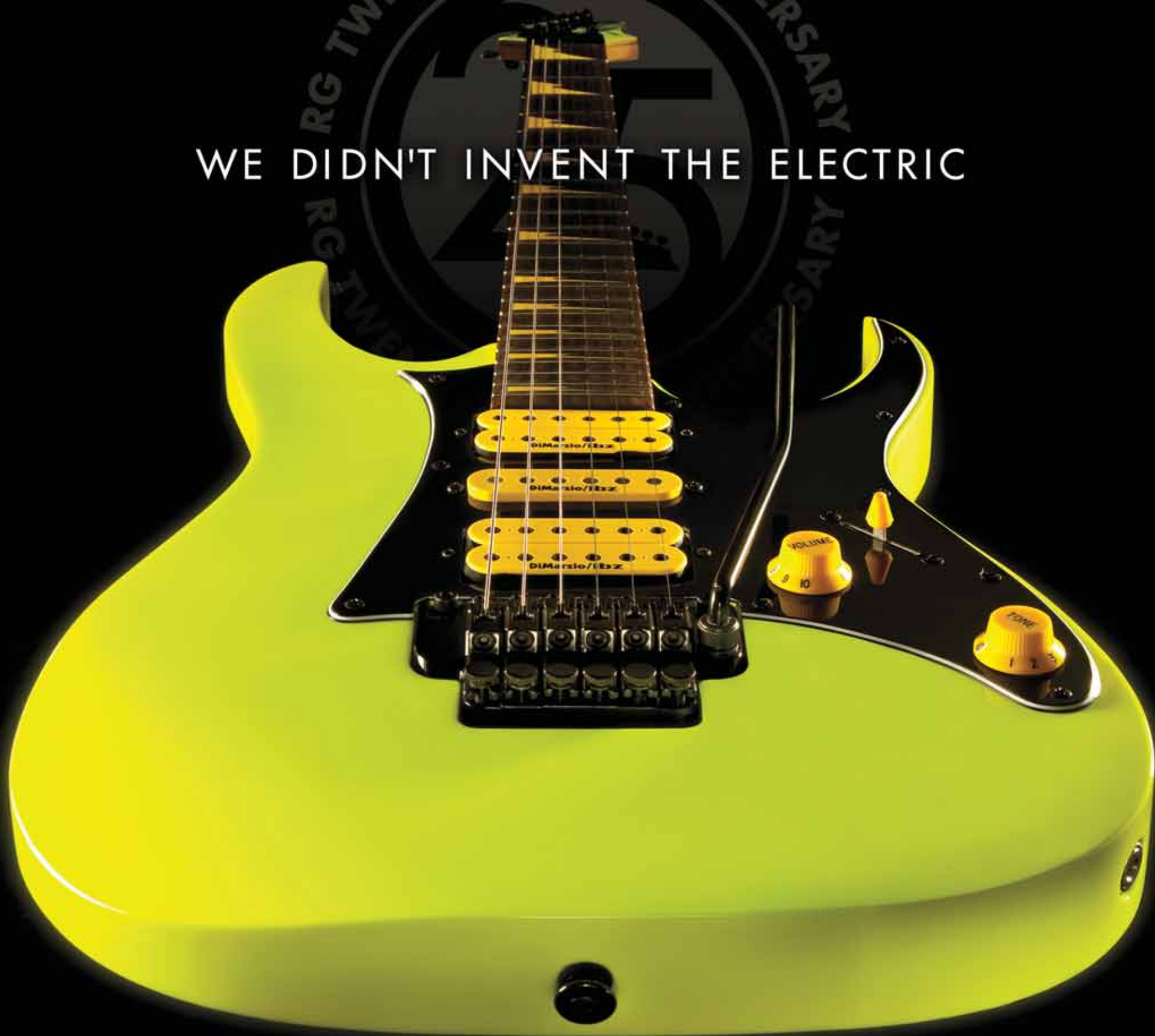
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beyerdynamic, the German audio specialist, continues its strong tradition of quality as it celebrates the debut of its new Touring Gear microphone series. A complete product range of more than 25 different microphones for live performance, the Touring Gear Series showcases a new uniform and elegant design, top specifications, and a clear, easy to understand classification system.

ALLEN & HEATH



Allen & Heath are pleased to announce a new revolution in digital mixing, the GLD series. Several new additions to the popular Zed product lineup will also be on display.

KURZWEIL



One phrase that says it all... "It's The Sound". Kurzweil continues to lead the pack with cutting edge technology resulting in pristine digital instrument reproduction. The newly updated "Live Edition" PC3LE features unlimited sound and program editing taking full advantage of Kurzweil's world renowned VAST architecture.

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Introducing the Fostex AR-4i Audio Interface for iPhone 4. Designed to enhance the video you capture with your iPhone 4, the AR-4i provides professional stereo audio quality for iPhone videos complete with LED input level metering, gain control and headphone monitoring.

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Studiologic proudly announces the addition of 2 new products. The new Numa Compact, a lighter version of the Numa piano and the Sledge, an analog modeling synthesizer modeled after the classic Minimoog layout featuring 3 oscillators, 2 LFOs plus many additional envelopes and effects processors.

Vestax is launching their newest MIDI DJ Controller to the US market, The VCI-400. A big hit at the recent BPM show in the UK. Vestax Corporation manufactures the finest and most innovative DJ gear on the planet.

New offerings from Nord include Nord Drum, a unique and full featured drum synthesizer module as well as the Nord Piano 2 and Nord Organ C2D. Nord continues to lead the pack when it comes to task specific instruments.

Turbosound announces the introduction of the MiO 10" 2 way active loudspeaker to its popular line of Milan series portable loudspeakers. Turbosound is also proud to announce the return of the TMS Series to its lineup. TMS is a modular 3 way portable loudspeaker system.

Xone will be debuting several new world class product entries in the professional DJ arena including the DB2 mixer and K2 compact controller module.

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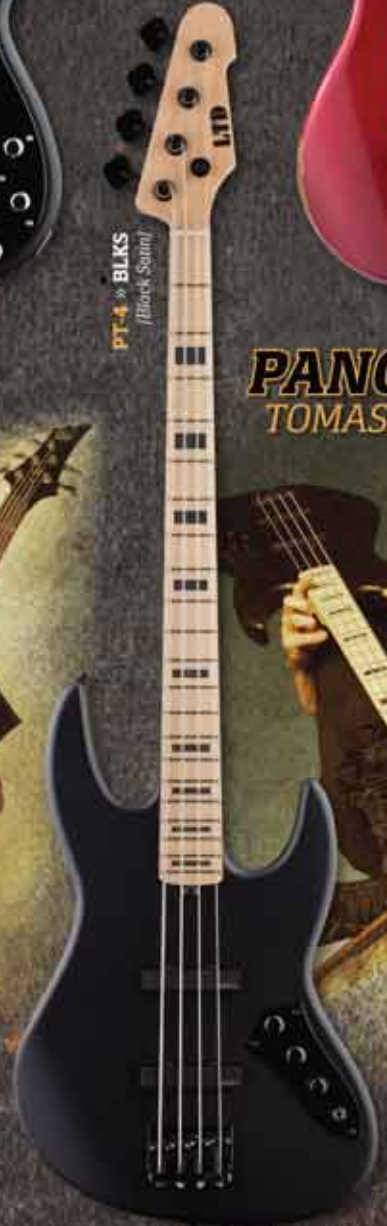


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cdc eight

**128 Channels Expandable to 256
LIVE Production Digital Console**

CADAC unveils its new flagship digital live production console, the CDC Eight. Specified for high end sound touring and fixed installation applications, the console boasts a unique 'high agility' user interface, accessed via two 24 inch 16:10 high definition LCD touch screens; a further centre located 6 inch LCD touch screen accesses the system control and automation. Combined with a far less menu dependent operating system than other digital consoles, the CDC Eight is exceptionally smart, nimble and intuitive in operation.

The CDC Eight features a high I/O count for a desk at this price point, offering 128 channels expandable to 256 inputs, and a standard 48 outputs.

Two frame sizes offer 16 or 32 faders. Built upon the company's latest generation proprietary DSP mix platform, processing power, as the name implies, is delivered by 32/40-bit floating-point SHARC processors.

The frame has 16 or 32 motorized touch Faders and 1 master fader. Three 60mm faders are used for monitor level control.

Each of the large touch screens have control encoders placed around them for parameter control, 16 encoders top and bottom, 12 encoders placed to the left and right of the screen. Each of the encoders has a push switch which is used to select or adjust parameters.

Two frame sizes offer 16 or 32 faders. Built upon the company's latest generation proprietary DSP mix platform, processing power, as the name implies, is delivered by 32/40-bit floating-point SHARC processors.



Motorized Touch Faders



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CDC FOUR

**24 Channels Expandable to 56
Compact Digital Console**

The CDC Four is an all new development from the team at CADAC, based on a propriety DSP mix platform. This signals Cadac's continued interest in new market sectors.

The desk performs equally well with recording as it does in its primary design sector the live market. This is achieved with an optional Firewire interface which allows recording and playback through the same cable.

The console features 16 fully motorised channel faders, high-resolution TFT colour display and fully recallable scene memory. Superior sound quality is achieved by using specially developed ultra-low distortion EQ filters; true analogue sounding compressors, 96kHz 24bit Delta Sigma AD/DA converters and fourth generation, 32/40-bit floating point SHARC processors. The wide dynamic range, low noise mic preamps feature premium input ICs with outstanding CMRR.



Input channels can be increased for the live sector with the optional MADI CDC-SR stage rack giving up to another 32 inputs from stage.



Models available
LIVE1 1642
LIVE1 2442
LIVE1 3242



LIVE1

16, 24 and 32 channel compact live consoles

LIVE1, is the first ever Cadac compact console design. A fully specified, fully Cadac console, featuring the company's renowned heritage analogue engineering, within a light-weight, affordable design, available in 16, 24 and 32 channel frame sizes. A new microphone preamplifier design, employing the latest engineering and component technologies, puts the audio performance of the LIVE1 on a par with that of legendary full-scale Cadac consoles, regardless of the massive difference in cost. A field proven, proprietary Cadac 4-band EQ, with two swept mid sections, delivers the characteristic responsive and musical articulation that is the Cadac sound.



Models available
S-TYPE 17
S-TYPE 25
S-TYPE 33
S-TYPE 41

S type

17 to 41 frame modular live consoles

The S-Type is Cadac's answer to market requests for a compact, flexible and cost-effective mixing console - ideally suited to the requirements of the PA rental companies, smaller repertory theatres, and for the corporate events and indus

trialsector. It offers a high quality specification contained within a compact, economical footprint, and is available as 17, 25, 33 or 41 way frames. The Cadac S-Type sits alongside a comprehensive line-up of high performance mixers, representing the company's 35+ years of console design - of which more than twenty have involved a dedicated focus on the live sound reinforcement market. The Cadac name epitomises a blend of innovative electronic design and excellence of audio quality, supported by reliable performance and service simplicity in the great British tradition.

Cadac consoles are built to endure, using the highest quality components, complemented by innovative electronic and mechanical designs. Design and test are all conducted at the company's comprehensive facilities in Luton, Bedfordshire, UK. In the field, a global network of Cadac dealers provides fast access to local technical expertise, complemented by Cadac's responsive help line service.



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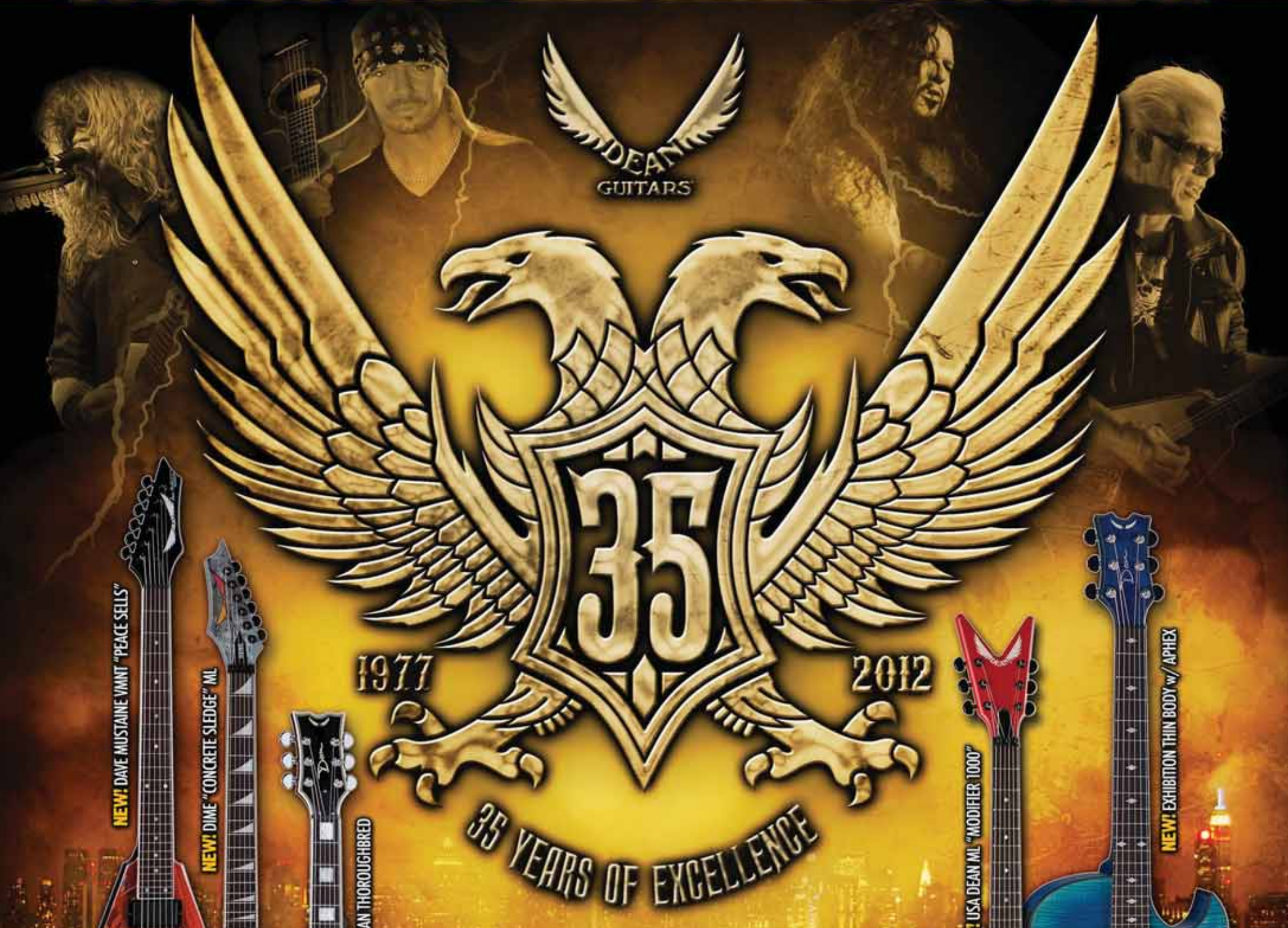
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Yamaha THR Amps Give Guitarists New Alternative

Yamaha has introduced the THR line, which represents a new category of guitar amp. These hi-fi stereo units feature realistic guitar multieffects and classic amp modeling. They also function as a guitar-recording interface.

Most guitarists have a stage rig and a smaller practice amp, but the THR10 and THR5 provide a third alternative: an amp with a multitude of capabilities that fits on a

coffee table or desk. Fully portable, the battery-powered THR amps feature Yamaha's Virtual Circuit Modeling (VCM) effects, including professional-sounding reverb and realistic tube-like amp response. They also include an input for an MP3 player and a USB direct input.

The THR comes bundled with Cubase AI6 digital audio workstation.

🛒 [Yamaha \(yamahaguitars.com\)](http://Yamaha(yamahaguitars.com))

ART M-series Mic Line Complements Brand

Applied Research & Technology (ART) has launched the M-series microphone line, created to complement ART's tube pre-amps, tube compressors and recording accessories. Three new wide-diaphragm, side-address FET microphones and one

compact-format large diaphragm classic ribbon microphone make up the M-series line. They are made specifically for pro, project and home studio environments.

🛒 [Applied Research & Technology \(artproaudio.com\)](http://Applied Research & Technology(artproaudio.com))

Music Group Cuts Price of Behringer Truth Monitors

Behringer recently made a significant price reduction on two of its most popular Truth series studio monitors. The new pricing gives consumers in the United States and Canada savings on the Truth B1030A (pictured) and B1031A.

The B1031A, now offered at \$149, is an active, two-way reference monitor engineered to deliver a broad listening zone. Featuring 150 watts of bi-amped digital amplification for high-output, an 8-inch Kevlar woofer for precision bass response, room compensation settings and a high-resolution silk dome tweeter, the new price point offers the professional-quality monitor at a value. The B1030A, which has all of the same pro features in a compact enclosure with a 5-inch Kevlar woofer, is now offered at \$99.



"Behringer takes pride in our reputation for offering high-quality, professional equipment at fair prices, and we're always looking for opportunities to reinforce this founding ideal," said Paul Wright, vice president, global sales for Behringer parent company, The Music Group.

🛒 [Behringer \(behringer.com\)](http://Behringer(behringer.com))

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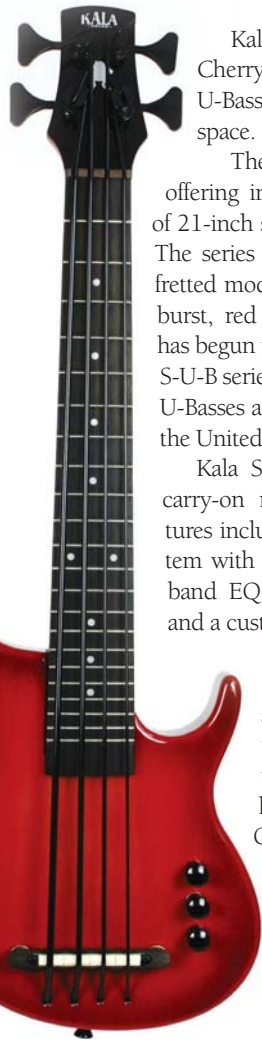
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(((SHOW★STOPPERS)))

Kala U-Bass Joins S-U-B Fleet



Kala Brand Music's new Cherry Burst solid body S-U-B U-Bass adds more bass with less space.

The Cherry Burst is the latest offering in Kala's Subductive series of 21-inch scale solid body U-Basses. The series is available in four-string fretted models that also include sunburst, red and black finishes. Kala has begun producing all colors in the S-U-B series in a gloss finish. All Kala U-Basses are inspected and set up in the United States.

Kala S-U-B basses meet airline carry-on requirements. Other features include a Shadow pickup system with volume control and two-band EQ, custom hipshot tuners, and a custom deluxe gig bag.

The name Subductive (S-U-B for short) is inspired by the term used to describe how the Mariana Trench, the deepest known point in the Pacific Ocean, was created. Kala's polyurethane strings produce bottom end that has been described as seismic.

🛒 [Kala \(kalabrandmusic.com\)](http://Kala(kalabrandmusic.com))

Titanic Guitars Go to Sea

Titanic Guitars, a Belfast company, has designed a range of limited-edition guitars to celebrate the 100th anniversary of the launch of the Titanic. Steeped in history, Belfast represents the home of the Titanic.

A small group of luthiers in Ireland have developed a guitar line that pays homage to the Titanic. With eight custom models in the line (four acoustic and four electric), each model is limited to 100 pieces. Every guitar features select wood, such as mahogany or rosewood; a custom-made hardshell case; a limited-edition engraved G7th capo; and a numbered certificate of authenticity.

The New York Dreadnought is suitable for bluegrass and all strident styles. The Belfast Goliath celebrates the birthplace of the Titanic, taking its name from one of the famous Belfast Harland and Wolff shipyard cranes. A jumbo model, it produces a huge, balanced tone. The Southampton Parlour has a voice that sounds much bigger than its diminutive proportions suggest, with projection and clarity that suit fingerstyle.

🛒 [Titanic Guitars \(titanicguitars.com\)](http://TitanicGuitars(titanicguitars.com))



Ampeg GVT Amps Win Guitarists Over Worldwide

Ampeg's GVT series tube guitar amplifiers earned rave reviews from players and dealers alike on a recent worldwide Ampeg tour. The classic 1970s look and sleek design elicited positive comments, but it was the tone that really got everybody's attention.

Fresh off Robert Plant's recent tour, Nashville guitarist Buddy Miller said, "I'm really excited that Ampeg is back in the guitar amp business. I'm looking forward to taking my GVT combo on the road ... especially for use with my baritone guitar. This little amp sounds huge."

The worldwide GVT "Straight Up Tone" tour included numerous demos at Ampeg dealers across the United States, Canada and Europe, along with key visits to Australia, Singapore and Japan.

"It's so great to have that proud-parent

feeling when demoing a piece of gear to such a wide group of players," said Ampeg Product Specialist Rikk Beatty. "It didn't matter what country we were in or what language was spoken. GVT guitar amps do not need translation."

The comprehensive line of Ampeg GVT guitar amps ranges from an ultra-compact 5-watt head, all the way up to a gig-friendly 50-watt, two by 12 combo. Featuring Ampeg's Baxandall EQ circuitry, GVT heads and combos are all-tube by design, including 6V6 and 6L6 power tubes for American feel and tone. Both GVT extension cabinets feature Celestion Vintage 30 speakers, ideal for translating the feel of the all-tube GVT amplifiers. Plus, rugged build quality ensures years of use out on the road.

🛒 [Ampeg \(ameg.com\)](http://Ampeg(ameg.com))

Gemini Adds Touchscreen to New DJ Media Player

Gemini has introduced the CDJ-700, a professional DJ media player that boasts a full-color touchscreen display.

The CDJ-700's 3.5-inch TFT touchscreen lets users navigate tracks, adjust tempo and set effect values using the same intuitive controls found on smartphones and tablets. And for professional song manipulation, the CDJ-700 features an 8-inch touch-sensitive jog wheel with LCD display, DSP-powered effects, programmable hot cues, variable pitch control and MIDI capabilities for use as a software controller.

With the wide variety of modern media, DJs can't be restricted to a single format. That's why the unit offers playback support for CDs, SD cards and USB memory devices in a variety of file formats.

"The CDJ-700 is Gemini's most powerful, versatile and comprehensive media player to date," said Alan Cabasso, president of Gemini. "All features — from the touchscreen and jog wheel to the soundcard



and playback capabilities — indicate professional performance and innovative design. It's truly a leap forward for Gemini's CDJ products."

MSRP: \$959.95.

🛒 [Gemini \(gemisound.com\)](http://Gemini(gemisound.com))

Samson Graphite 49 Makes the Most of Music Software

Samson's new Graphite 49 USB MIDI controller provides all the performance and production control users need to get the most out of their music software. With a feature set that's useful and accessible, the Graphite 49 is a sleek tool that lets players express their most dynamic musical ideas.

The unit's semi-weighted keyboard is designed to feel more like an instrument than a controller. It comes with velocity-sensitive keys for capturing the dynamics of a performance, while aftertouch offers customizable control over a variety of effects and parameters. With dedicated transpose and octave buttons, as well as classic pitch and mod wheels, the Graphite 49 puts a wide range of musical expression at the user's fingertips.

Players can take full control of a DAW and virtual instruments with the Graphite 49's nine faders, eight encoders and 16 buttons, all customizable for hands-on control. In addition, players can use up to four zones for creating splits and layering sounds.

🛒 [Samson \(samsontech.com\)](http://Samson(samsontech.com))



StuDiomaster XPX Hits Spot

StuDiomaster's new XPX line of P.A. cabinets are available in 12- and 15-inch driver series and feature neodymium drivers, 3-inch voice coils and class D biampification.

"We have been developing the XPX series as a high-quality cabinet, featuring great performance and a feature set, which in the passive models will perfectly complement the new Horizon powered mixer and in the active models supplement the hugely popular current VPX active range," said Patrick Almond, StuDiomaster marketing manager.

🛒 [StuDiomaster \(studiomaster.com\)](http://StuDiomaster(studiomaster.com))



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Ibanez Soundgear Turns 25

Ibanez is celebrating the 25th anniversary of the Soundgear bass.

"If you think about what was available to bass players in 1987, the Soundgear bass was pretty revolutionary," said Kiyotaka Yamada, Ibanez USA bass guitar manager.

Yamada pointed out that numerous other bass makers had already been experimenting with some of the characteristic features of the Soundgear (also

known as the "SR"), such as the thin neck and active electronics. "But it was Ibanez that put all of them together on a mass production scale," he said.

That mass production let Ibanez bring a bass to market that not only broke new ground but was also offered at competitive prices.

"Previous to the SR, bass players had been anchored down by the sheer weight of the instrument," Yamada said. "Since the bass is used in modern music — at least in part — as a rhythm element, the fact that Soundgear freed the player to move to the music was a game-changer for many SR players."

Ibanez SR basses are available at price points and quality levels appropriate for everyone from beginners to working professional players.

The SR has won dozens of awards from MI consumer and business publications. The bass maker is introducing four- and five-string versions of a 25th anniversary model based on its SR Premium model.

INFO Ibanez (hoshinousa.com)

Fusion Bags Announces U.S. Distribution, New Website

Fusion Bags has announced a new distribution arm and website for the U.S. market. The company is known for its musical instrument gig bags.

Popular in Europe and Asia, Fusion Bags feature a modular system of attachment bags that provide versatility for musicians and producers on the go. Fusion's modular attachment bags can also be purchased separately.

"We at Fusion Bags USA are thrilled to extend the success of Fusion Bags U.K. into the United States," said Dan Brown, Fusion's executive VP. "Fusion Bags are the most ingenious designs in the gig bag universe. We're entirely confident gigging musicians in the U.S. will recognize this and Fusion Bags USA will immediately be recognized as best of class, just as they are already known in their native U.K. and across the greater EU."

INFO Fusion Bags (fusion-bags.com)



DW Adds New Snares to Collector's Series

Drum Workshop recently added Black Nickel over Brass snares to its Collector's series.

Available in 5.5- by 14-inch and 6.5- by 14-inch models, the Black Nickel over Brass drums are suited for live and studio applications.

"This drum is incredibly versatile," said John Good, DW executive vice president and drum designer. "You can use it as a wet backbeat snare or crank it up for hip-hop or gospel. It has so many possibilities. Guys have been telling us lately that they like our heavy-gauge shells but want some crack and overtones that only thin shells can offer."

The thin, rolled 1-mm shell includes a rolled bearing edge and snare beds. The Custom Shop drum can be ordered in any of five drum hardware color choices (chrome, black chrome, satin chrome, black nickel and 24-karat gold) and includes standard features, such as a MAG throw-off system with 3P (three-position) butt plate, True Tone snare wires, True Pitch stainless steel tension rods, 3.0 steel True Hoops and DW heads by Remo.

Each Black Nickel over Brass drum is made to order and can be combined with any DW Custom Shop drum set order.

MSRP: \$667.

INFO Drum Workshop (dwdrums.com)



Boss Loads GT-100 With COSM Amps, Effects

Boss has introduced the GT-100 amp effects processor, the latest addition to its GT-series lineup of floor-based multieffects units for guitarists.

Driven by a new Boss DSP engine, the GT-100 is loaded with newly developed COSM amps, updated effects with enhanced real-time control options and dual displays for easy sound programming.

Boss has completely remodeled all of the COSM amps in the GT-100. Reaching beyond conventional vintage amp modeling, the GT-100 includes a host of new amps that deliver transparent, clean tones to high-gain modern sounds.

At the core of the GT-100 is Boss' new

DSP chip, a processor that provides muscle for COSM amps and effects. Thanks to this new chip, the GT-100's COSM amps sound better than before, with a dynamic touch and response that captures the feel and expressiveness of tube-based amplifiers.

The GT-100 is also a multieffects processor packed with effects, including overdrives, distortions, delays, pitch shifters, modulation and reverb.

The newly developed ACCEL pedal lets guitarists create explosive effects during live performance by adjusting multiple effects parameters in real time with one simple foot press.

INFO Roland (rolandconnect.com)

SLM Takes on BG Franck Bichon in U.S.

St. Louis Music is now handling principal distribution of BG Franck Bichon products in the United States. The Lyon, France-based company is a producer of woodwind accessories, and its growing list of products includes more than 200 ligatures, mouthpieces, straps, swabs, stands, mouthpiece cushions, saxophone pouches, pad dryer, care clothes and other accessories.

"Since 1985, BG has created premium accessories popular with essentially every band and orchestra retailer in the country," said St. Louis Music's Craig Denny. "St. Louis Music is thrilled to be able to distribute this fine line of mid- and professional-level woodwind accessories."

St. Louis Music has the full line of products in stock and ready to ship. All marketing and product training will be handled by Jessica Watts of BG, and she's available to assist all SLM dealers. Also, BG has produced more than 50 product demonstration videos which are available online at bgfranckbichon.com.

INFO St. Louis Music (usbandsupplies.com)



Peavey PVX Loudspeakers Do It All

The new Peavey PVX series of active and passive loudspeakers are the culmination of more than four decades of R&D and experience building all-in-one audio solutions.

The compact and portable PVXp 12 and PVXp 15 active (powered) loudspeakers deliver high fidelity and power using Peavey's speaker and power amp technology.

The PVX 12 and PVX 15 passive (non-powered) loudspeakers, designed for live music and speech applications, are lightweight yet rugged and will handle 400 watts program and 800 watts peak power.

INFO Peavey (peavey.com)

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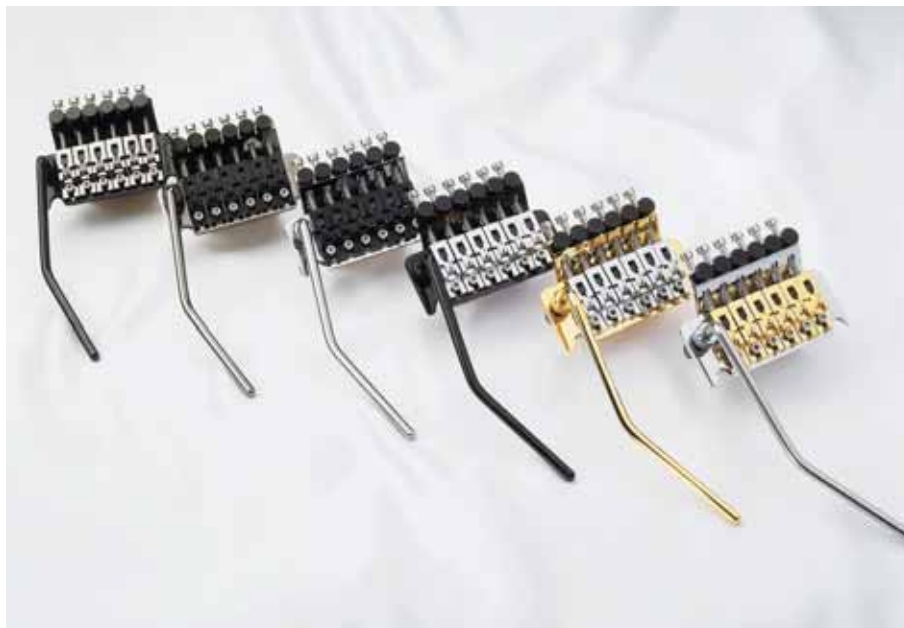
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Floyd Opens Custom Shop

Floyd Rose recently debuted the Floyd Rose Custom Shop. Customers can mix and match finishes of individual parts to create a totally custom Floyd Rose tremolo. With eight different finishes to choose from, the level of customization is virtually unlimited.

Made in Germany and constructed of hardened steel, all Floyd Rose Custom Shop tremolos are based on the Floyd Rose original tremolo and feature upgraded fat brass blocks and high-grade stainless-steel screws. Visitors to floydrose.com can start creating the Floyd Rose tremolo that they envision.

 [**Floyd Rose \(floydrose.com\)**](http://Floyd Rose (floydrose.com))



Cordoba Releases All-solid GK Studio

Cordoba's new GK Studio Pro guitar is based on previous models that were custom-built for the Gipsy Kings, the Latin flamenco pop group.

An enhanced version of the GK Studio and GK Studio Negra, the GK Studio Pro is the first to pair a solid European spruce top with solid cypress back and sides.

Additionally, the guitar features an upgraded Fishman Prefix ProBlend pickup, and the headstock is finished with a flamed maple veneer.

The 1920s Esteso-style rosette featured on the GK Studio Pro is the signature of every all-solid guitar in the Iberia series.

This design is representative of Cordoba's penchant for subtly nodding to revered hallmarks.

Other features of the GK Studio Pro include an ebony fingerboard, a natural high-gloss PU finish, 50-mm nut width, 650-mm scale length, cutaway with Fishman Prefix ProBlend pickup. This fine instrument also comes with Savarez Cristal Corum strings.

The guitar includes Cordoba's deluxe polyfoam case.

 [**Cordoba \(cordobaguitars.com\)**](http://Cordoba (cordobaguitars.com))

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D'Addario Strings Up Ukuleles


D'Addario and Aquila Strings have announced a new string-development partnership, which resulted in Nyltech ukulele strings.

Nyltech is made with D'Addario's exclusive string material, which offers a warm yet punchy gut-like tone. The Nyltech strings are available for most popular ukulele sizes and tunings, such as the soprano, concert, tenor and baritone.

D'Addario has also released new Titanium ukulele strings. Titanium strings offer a bright, projecting tone and ultra-smooth feel, and they've gained popularity recently with classical guitarists.

Now, ukulele players can increase their volume, clarity and dynamics with Titanium ukulele strings. The dense monofilament material with translucent purple hue and smooth feel is similar to traditional nylon.

The strings are available for most popular ukulele sizes and tunings, such as soprano, concert, tenor and baritone.

 [**D'Addario \(daddario.com\)**](http://D'Addario (daddario.com))

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Korg Pitchblack Poly Tunes All Strings on a Guitar or Bass at Once

Korg has expanded its Pitchblack series of high-visibility pedal tuners to include the Pitchblack Poly, the company's first polyphonic tuner. A simple strum reveals the current tuning status of all strings simultaneously, saving time and effort for convenient tuning.

The Pitchblack Poly displays all tuning results at once, on individual meters for each string. By simply turning one of the tuning pegs, the string seeker feature automatically detects which string is being adjusted and switches the display to tune just that string.

In addition to saving time and effort, polyphonic tuning is ideal for players using a floating tremolo system. With this type of system, one string going flat may make the other strings sound sharp. By displaying the tuning status of all strings at once, the Pitchblack Poly makes it easy to identify the troublesome string.

The bright, high-contrast, double-meter display offers reliable performance under any



lighting conditions. As with other Pitchblack tuners, the Pitchblack Poly offers four selectable metering modes — regular, full-strobe,

half-strobe and split — to suit each player's preference.

As a professional tuner, the Pitchblack Poly offers powerful features and performance. The calibration frequency is adjustable from 436–445 Hz. The Pitchblack Poly also detects whether it's being used with a guitar or a bass (four, five or six strings) automatically. Flat tunings of up to five semitones are supported, as are capo tunings up to a maximum of seven semitones. Drop-D tunings are also supported.

The pedal format is designed to sit comfortably in a variety of pedalboards. Power comes from a 9-volt battery, and an optional AC adapter is available. When using the optional AC adapter, the Pitchblack Poly can also provide cascade power to other pedals in a rig or pedalboard. The tone-preserving true-bypass design is ideal for onstage or recording work.

🛒 [Korg \(korg.com\)](http://Korg.com)



Gibraltar Upgrades 6000 Series Cymbal Stands

Gibraltar has added the Swing Nut fast cymbal mounting system to the 6000 series of straight and boom cymbal stands. The newly enhanced 6000 series stands offer versatility and now a faster cymbal-mounting system. A heavy-duty double-braced tripod base provides maximum stability.

🛒 [Gibraltar \(gibraltarhardware.com\)](http://Gibraltarhardware.com)

Alesis Offers DM10 X, DM6 Electronic Drum Sets

Alesis has released the DM10 X kit — a professional, six-piece electronic drum set — and the DM6 session kit.

With the Alesis DM10 module, a comprehensive set of large drum and cymbal pads, and an all-new XRack, the DM10 X kit is designed to offer capabilities and features previously only available on kits costing

thousands more.

The DM10 X kit offers an expansive six-drum, four-cymbal configuration with sizes and spacing that will feel natural to acoustic and electronic drummers alike: a 12-inch snare, two 10-inch toms, two 12-inch floor toms, a 12-inch hi-hat, a 16-inch three-zone ride cymbal and two 14-inch crash cymbals.

The more basic DM6 session kit includes everything drummers need: the DM6 drum module with more than 100 sounds, a new ProRack II drum rack, five drum pads, three cymbal pads, hi-hat and bass drum pedals, plus drumsticks and a drum key.

MSRP: DM10 X, \$1,699; DM6, \$599.

🛒 [Alesis \(alesis.com\)](http://Alesis.com)

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Yamaha MG Mixer Line Steps Up

Yamaha's MG Mixer line is known for durability, reliability and value. Now, live performance venues, such as clubs, schools, theaters and churches, have a new choice: the premium MGP16X and MG-P12X mixers.

High-end features include D-PRE discrete Class A microphone pre-amps for powerful phase response and Xpressive EQ using Yamaha's VCM (Virtual Circuit Modeling) for a more musical sound. Dual digital effects, a multieffect akin to those found on the MG series mixers — including an SPX block with reverb, delay and modulation effects and a dedicated REV-X high-density reverb engine — offer the flexibility to build complex effects and enhance the



sound quality.

The mixers also include a ducker function, which automatically lowers the level of background music to accommodate the voice of an announcer coming in on another channel. The leveler eliminates a common problem by automatically maintaining a consistent sound volume when playing

music from an iPod, iPhone or other audio players, even when the sound output level differs from song to song. The included USB port, which allows a direct digital connection to an iPod, iTunes or iPhone, also charges these units.

The stereo image function narrows the pan balance of the stereo sound source, a feature useful in restaurants and other spaces where the left and right speakers are positioned at long distances apart — or when accompaniment sound is sent to the left channel and the vocal sound is channeled to the right, and a more natural stereo image is desired. Mono is also available if required.

🛒 [Yamaha \(yamaha.com\)](http://Yamaha (yamaha.com))

Ampeg Heritage B-15 Amp Returns for 2012

Ampeg made waves last year with the launch of the Heritage B-15, which not only breathed life into a classic Ampeg design but also generated so much attention that the limited-edition run sold out almost immediately upon announcement.

"We are happy to announce we are not only doubling our Heritage B-15 numbers for 2012, we are also going to be able to ship worldwide, which was a major request from our international audience," said Ampeg Director of Amplification Pyotr Belov.

Hand-wired and assembled in the United States, the Ampeg Heritage B-15 delivers tone in a design that lives up to the standard set by inventor Jess Oliver 50 years ago.

The Heritage B-15 features the circuit paths of a 1964 and 1966 B-15, including classic Baxandall EQ controls and premium 6SL7 octal pre-amp tubes, along with a bias switch — recreating each year's distinctive bias methodology.

The flip-top cabinet features the double-baffle design and houses a highly researched, custom-designed 15-inch Eminence driver.

🛒 [Ampeg \(ampeg.com\)](http://Ampeg (ampeg.com))



TubeMeister 5 Makes Tone Hounds Grin

Hughes & Kettner has introduced the TubeMeister 5, the second incarnation of the family. With a different vibe from the TubeMeister 18, its predecessor, the TubeMeister 5's vintage and classic tube tones will make any tone hound grin.

TubeMeister 5 delivers immediate response, courtesy of the single 12BH7 dual triode push-pull power section — two tubes housed in a single glass vacuum. Adding further to the dynamic response are Hughes & Kettner oversized transformers, which allow greater headroom on clean and more punch on drive tones.

If players need to keep it soft in the studio or take it loud in rehearsals, the Red Box and power-soak are on-board to feed true power-amp tone straight to the desk.

The compact TubeMeister 5 combo delivers the same response and tone as the head. The combo comes in a custom-designed enclosure loaded with a newly developed Celestion 8-inch speaker. The TubeMeister 110 cabinet sports the Celestion Ten 30 speaker.

🛒 [Hughes & Kettner \(hughes-and-kettner.com\)](http://Hughes & Kettner (hughes-and-kettner.com))

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Fender Bassman Pro Series Rock Any Concert Stage

Fender has introduced the new Bassman Pro series heads and cabinets. The six new members of the Bassman Pro series are designed with world-tour-ready features and huge Fender tone.

The Super Bassman is a 300-watt tube head designed to tear up the largest arenas. Features include a tube pre-amp and tube power amp and a vintage channel that delivers the full, warm sound of a classic Fender passive tone stack.

The Bassman 100T (pictured) is the little brother to the Super Bassman and uses the same pre-amp married to four 6L6 power amp tubes. Unique to the Bassman 100T



is a rear-panel output power switch that allows for full 100-watt power, quieter 25-watt power or 25-watt silent mode. The new Bassman Pro cabinets deliver power, articulation and classy looks. The Bassman 810

Neo and 610 Neo cabinets feature rear glide rails, while the smaller Bassman 410 Neo and 115 Neo cabinets have removable caster wheels and spring-loaded handles.

🛒 **Fender (fender.com)**

Anthrax Artists Get Signature Axes From ESP

Two new artists have added their custom-designed models to ESP's Signature series: guitarist Rob Caggiano and bassist Frank Bello of Anthrax. ESP has introduced the ESP Rob Caggiano, the LTD RC-600, the ESP Frank Bello and the LTD FB-4.

Based on his customized ESP Horizon, the ESP Rob Caggiano and LTD RC-600 are being offered in an STP (see-through purple) finish. The guitars use a bolt-on construction at 25.5-inch scale and have an ash body, maple neck and rosewood fingerboard with custom inlays and glow-in-the-dark side markers. The instruments also feature two DiMarzio humbucking pickups, Tonepros locking TOM bridge and tailpiece, and Dunlop Straplok hardware.

Bassist Frank Bello's new Signature series models include the ESP Frank Bello and LTD FB-4. Both are based on the ESP Vintage-4 model, customized to Bello's specifications with a black satin finish and black anodized aluminum pickguard, ebony fingerboard with black pearloid block inlays, EMG PJ-X active pickups, and a Gotoh bridge.

🛒 **ESP (esp guitars.com)**

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ADJ Offers New Flat Par LED Par Cans

American DJ's new Flat Par CWWW9 and Flat Par CWWW18 LED (pictured) par cans feature warm white and cool white LEDs that can produce variable color temperatures, letting users create tones of white ranging from a warm tungsten glow to the whitest shade of pale.

The units also feature a sit-flat design that gives them the versatility to be used in many different ways: as overhead stage lighting, uplighting or even inside truss as a truss toner. Housed in a very low-profile case, both models include dual hanging brackets and have their power and DMX connectors positioned on the side of the unit rather than the rear. This intelligent side-placement design, along with the level horizontal shape, let the units sit flat on the ground, making them ideal for uplighting walls and objects. The Flat Par CWWW9 and Flat Par CWWW18 can also be hung from a light bar or trussing easily and securely with the included bracket and safety hook on the rear panel.

🛒 **American DJ (americandj.com)**



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Pro-Mark Displays to Sell

Pro-Mark has introduced two new display configurations for dealers and distributors. The self-serve merchandising fixtures are free for dealers and distributors who place qualifying orders.

Pro-Mark's three-bin modular display puts 432 pairs of Pro-Mark drumsticks in front of customers, while only taking up roughly two square feet of floor space. At 6 feet tall, the display is mounted on a platform featuring four 3-inch locking caster wheels, so it can be placed in high-traffic areas within the drum department. The three-bin modular display holds more than \$3,244 (street price) of merchandise, including Pro-Mark drumsticks, rods, brushes and accessories.

Also an alternative to slatwall is Pro-Mark's new single-bin counter display, which holds 144 pairs of sticks. The display includes 10 half-inch hooks that easily mount to the display's side panels to present Pro-Mark rods, mallets, brushes and accessories in an easy-to-try manner.

"The new displays are eye-catching, consumer-friendly and are an ideal way to showcase Pro-Mark sticks, mallets, brushes and more," said Dick Markus, D'Addario percussion manager. "Both the new modular display and countertop display offer an alternative to slatwall, offering enhanced merchandising options to boost store sales."

 **D'Addario (1-800-323-2746)**




Zildjian Honors Gene Krupa

Zildjian will honor the memory of jazz legend Gene Krupa with a conference room and display named for the drummer and dedicated to showcasing his drums, cymbals, sticks and other personal items. Among the items on display are his bass drum, tom, snare, drummer's throne, drumsticks, crash, splash, hi-hats and an engraved cigarette lighter — all dating back to the 1930s and 1940s.

Widely regarded as one of the first celebrity drummers, Krupa created greater visibility for drummers. In partnership with Avedis Zildjian, Krupa played a significant role in shaping the evolution of the emerging drum kit. "It was Gene who suggested that my grandfather make the cymbals thinner," said Craigie Zildjian, Zildjian CEO. "The historical significance of this innovation marks an important turning point in the evolution of cymbal making. The thinner cymbals were very appealing to American drummers, and as a result, Zildjian cymbals gained widespread acceptance in the U.S."




The special exhibition is made possible by the Stamm family of Chicago, close friends of the late drummer. They have preserved these items for more than 50 years. Interested in honoring their friend, the Stamm family offered to make some of Krupa's personal possessions available to Zildjian, so they could be shared with drummers.

 **Zildjian (zildjian.com)**



Dunlop Modifies Badass Overdrive


The latest addition to the MXR Custom Badass line from Dunlop Manufacturing is the Modified Overdrive, a classic overdrive circuit with modifications for improved performance and versatility. Dunlop added a 100-HZ cut and boost control that allows for a more focused EQ when cut or a beefier tone when boosted. The "bump" switch engages an alternate EQ voicing that boosts the lows and mids.

 **Dunlop (jimdunlop.com)**

SchoolJam USA Finals Tomorrow Night

The top 10 teen bands in the nation will battle it out for the SchoolJam USA title tomorrow night in Downtown Disney immediately after the show. The winners of the SchoolJam USA Finals will not only get to perform at SchoolJam Germany in

Frankfurt, but they'll also receive a private music video recording session on the John Lennon Educational Bus and win \$1,000 toward the purchase of new music gear at their local NAMM member retail store.

 **SchoolJam USA (schooljamusa.com)**

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martinguitar.com/strings

MIPRO Delivers Portable P.A. Powerhouse

MIPRO's new MA-100 is an ultra-light and compact personal wireless P.A. system.

Weighing only 3.9 pounds, it delivers a clear, powerful 56-watt output thanks to a D-class amplifier.

The system features a built-in, rechargeable lithium battery for up to 16 hours of standby time per charge, up to two wireless diversity receivers with 16 auto-scannable frequencies, and one-touch scan and ACT sync button for



simple and easy channel setup.

The unit's ideal for indoor and outdoor gatherings, classrooms, meetings,

seminars and presentations, paging, and playground duty.

🛒 **MIPRO (mipro.com.tw)**

Sierra SS112CE Follows a Star

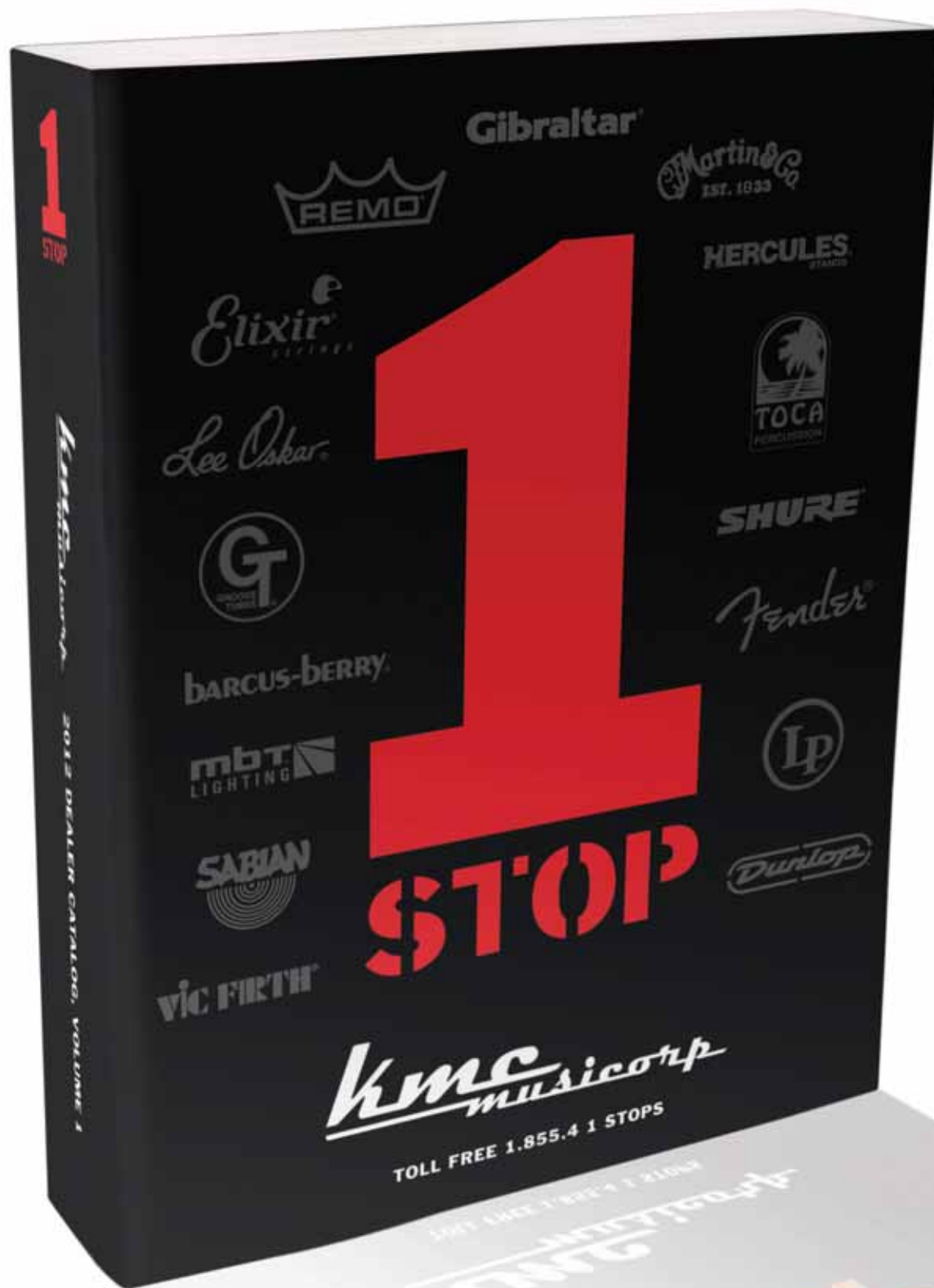
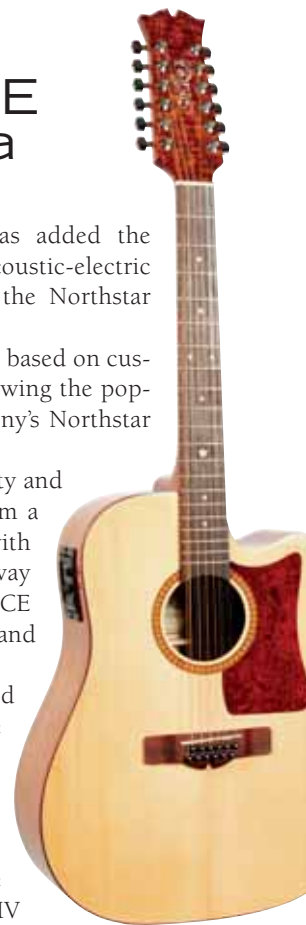
Sierra Guitars has added the SS112CE, a new acoustic-electric 12-string guitar, to the Northstar series.

The instrument is based on customer requests, following the popularity of the company's Northstar 12-string model.

Boasting the clarity and sustain expected from a 12-string, coupled with the new single-cutaway design, the SS112CE delivers ideal sound and is easy to play.

Featuring a solid Engelmann spruce top with richly grained ash back and sides, the SS112CE comes loaded with a versatile Barcus Berry Breeze IV pre-amp system, which is complete, with a built-in tuner. MSRP: \$679.99.

🛒 **Sierra Guitars (sierraguitars.net)**



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LP Matador Timbales Go Extra Deep

LP has taken its popular Matador timbales and made them extra deep for increased volume and rich bass tones.

The newly designed steel shells are 8 inches deep and feature a unique classic antique powder-coated finish. The drums produce a dry, distinctive cascara sound.

LP Matador deep shell timbales are sold as a set of two drums, one 14 inches in diameter and the other 15 inches in diameter.

MSRP: \$559.

🛒 **LP (lpmusic.com)**

A-T Dresses Up AT4050 for 50th Anniversary

Audio-Technica celebrates its 50th anniversary this year, and the company is introducing limited-edition products to help commemorate the occasion.

The AT4050URUSHI is a visually striking version of Audio-Technica's AT4050 multi-pattern condenser microphone. The mic sports a traditional urushi lacquer finish with hand-painted Japanese maple leaves, as well as an etched-on serial number. The microphone also comes with a wooden carrying case. With its collectable design and renowned AT4050 functionality, the AT4050URUSHI is an inspired commemorative piece. MSRP: \$2,495.

🛒 **Audio-Technica (audio-technica.com)**



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IsoAcoustics Speaker Stands Float in Space

IsoAcoustics has introduced ISO-L8R155, a line of speaker stands that lets speakers "float" in free space, providing listeners with authentic sound.

IsoAcoustics stands eliminate energy transfer to surrounding surfaces. Under normal conditions, the speaker cone moves forward, causing the enclosure to move back. IsoAcoustics stands move in a direction sympathetic to the sound source. They're designed to address the three elements that optimize speaker performance: placement, isolation and focus.

The patented isolation system decouples low-frequency vibrations from the supporting surfaces while providing midrange audio imaging as it encourages all movement to remain on-axis.

Tilt and height adjustments optimize positioning.

🛒 **IsoAcoustics** (isoacoustics.com)



Jupiter Heralds Better Lead, Ensemble Trumpets

Jupiter Band Instruments has introduced three new trumpet models: the lead-voice 1100S with yellow brass bell and the ensemble-ready 1102RS and 1104RS, featuring rose brass bells. All three horns have new features to facilitate better playability, improved intonation and a beautiful tonal quality.

The 1100S is well-suited to the lead-voice performer wanting a more focused

tonal quality without sacrificing power and clarity. The reverse rose brass leadpipe design provides a more open air column for better range and response. The 1102RS and 1104RS are suited for ensemble work, providing a rich, full tonal quality with projection capable of fulfilling a range of musical applications. MSRP: \$1,495-\$1,725.

🛒 **Jupiter** (jupitermusic.com)



American DJ RGB Par Sits Flat

American DJ has introduced the Mega Tripar Profile. It's a compact color-mixing LED par can that features the exclusive "sit-flat" design of the company's Mega Par Profile but has been upgraded with tricolor LEDs for RGB color blending.

Powered by five 3-watt, three-in-one tri LEDs (red, green and blue), the Mega Tripar Profile produces ultra-bright colors that are more smoothly blended than those created by par cans with single-color LEDs. Its tricolor LED technology also eliminates the annoying RGB shadows often associated with single-color LED lamps.

The Mega Tripar Profile's tricolor technology is housed in a low-profile sit-flat case. Because the power and DMX connectors have been positioned on the side of the fixture rather than the rear, the Mega Tripar Profile can sit directly on the ground or inside truss without its hanging bracket. This case design makes the Mega Tripar Profile suitable for uplighting, architectural wall washing and truss toning. MSRP: \$209.95.

🛒 **American DJ** (americandj.com)

ART Crafts Audiophile Computer Interface

Applied Research and Technology has introduced the ART USB Phono Plus Project series, a phono and line level pre-amplifier with USB, optical and line level outputs. Building on the previous iteration, the ARTcessories USBPhonoPlusV2,

the USB Phono Plus Project series makes it easier to transfer any analog or digital audio source into a computer with the addition of SoundSaver Express software from Bias. MSRP: \$99.

🛒 **ART** (artproaudio.com)

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AKG Debuts IVM4500 IEM In-ear Monitoring System

AKG's new IVM4500 IEM in-ear monitoring system offers a diversified system, which includes high-end radio electronic and a manual radio signal attenuator for more RF dynamic; enhanced frequency setup to show the number of free channels and supported TV channels; and quick frequency change functions to support monitors, all within a rugged housing. Battery life for the IVM receivers has been tested up to 10 hours.

IVM4500 IEM features antenna diversity, with two matched antennae and a new reference radio electronic design, all of

which provide stable signals for the receiver. The unit's audio quality boasts a high-end, powerful headphone amplifier; ultra linear frequency response; and dual mode for individual mix. The quick frequency change functions support monitor engineers throughout performances to make their projects easily adjustable.

The IVM4500 IEM system includes the



SPR4500 IEM diversity receiver, which automatically shows the number of free channels and supports TV channels with preprogrammed preset frequencies; the SST4500 IEM transmitter, which is adjustable to 10, 20, 50 and 100 mW, depending on country laws; and the IP 2 ear-channel headphones.

AKG (akg.com)

Brushed Brass Snare Drums Enhance Gretsch Drums

Gretsch Drums has introduced new Brushed Brass snare drums in two sizes: 5.5- by 14-inch and 6.5- by 14-inch.

The drums combine the pure sound of a brass shell with the look and feel of a boutique hand-finished shell. A specialized hand-brushing process is used to apply the shell finish, and the result is a two-toned, vintage patina color effect. Since each shell is hand-brushed, no two shells are exactly the same, adding to the appeal of the drums.

With a 1-mm-thick beaded brass shell, the snare includes 10 classic Gretsch lugs and 2.3-mm triple flanged hoops.

Gretsch Drums (kmcmusic.com)



Levy's Crafts Hemp Straps

Levy's Leathers recently rolled out new printed hemp guitar straps.

These 2-inch heavyweight models feature genuine hemp webbing. Pictured is model MSSH8P, which is available in six original designs.

Levy's Leathers (levysleathers.com)

Faber Releases 'Elbow' Songbook

Faber Music has published *Elbow: Build A Rocket Boys!*, the officially licensed songbook to the rock band's acclaimed album — arranged for piano and voice.

Elbow: Build A Rocket Boys! contains all the songs from the album, including the band's singles "Lippy Kids," "Open Arms" and "Neat Little Rows," as well as eight others.

As a band-approved songbook, the collectible music folio is designed for fans of Elbow and alternate rock aficionados alike.

As a bonus, the songbook includes beautifully rendered pages of the band's album art.

Elbow is an English rock band known for incorporating a wide range of emotional melodies and orchestral elements into its music.

Build a Rocket Boys! is Elbow's fifth studio album, which debuted at No. 2 on the U.K. album chart within the first week of its release.

The band's previous album, *The Seldom Seen Kid*, reached multiplatinum status, selling more than 1 million copies.

Elbow has been the recipient of several awards, including the 2008 Mercury Prize, the 2009 Brit Award for British Group, and two Ivor Novello Awards in 2009 for Best Contemporary Song ("Grounds For Divorce") and Best Song Musically and Lyrically ("One Day Like This").

MSRP: \$21.95.

Alfred (alfred.com)

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- TransTube[®] Gain Boost
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Conveniently packaged with six pieces per bag, lug locks are ideal in any drummer's stick bag.

MSRP: \$6.95.

 **Gibraltar** (gibraltarhardware.com)



Floyd Rose Goes International

Floyd Rose has introduced a newly designed line of high-performance guitars. The Floyd Rose International series features Floyd Rose-designed signature custom pickups and a Floyd Rose 1000 series tremolo system. Features include a lightweight basswood body with a quilted

maple top on select models, 25 1/2-inch scale, bolt-on maple neck with a dual-action truss rod, fast rosewood fingerboard, chrome hardware and Pro Rockgear strap locks. Various pickup and color combinations are available.

 **Floyd Rose** (floydrose.com; apintl.com)

"DJs Are the New Rock Stars"

- Rolling Stone Magazine, August 2011

DJs lay down tracks, play gigs, and entertain legions of fans just like traditional musicians. They also buy gear—lots of gear. If they're not buying it from you, you're missing out on the fastest, most stable growth category in all of MI.

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Blackstar Ships HT Club 50H Head, Matching Cabinet

Blackstar Amplification has introduced the HT Club 50H head and matching HTV-412A cabinet, the latest additions to the HT Venue series of combo tube amplifiers. The HT Club 50H provides 50 watts of power, and is based on the features of Blackstar's HT Club 40 combo amp.

Offering two channels and four modes, the HT Club 50 head is ideal for creating a full or half stack for club-sized venues. The pre-amp stage offers two ECC83/12AX7 vacuum tubes. The 50-watt EL34-driven power amp delivers punch and dynamics that easily cut through in any band situation. The matching HTV-412A cabinet features four Celestion 12-inch speakers.

Each channel features an independent voice switch that greatly enhances its tonal versatility. The clean channel provides boutique or modern voicings, and the overdrive channel offers a choice between classic and modern. The three-band EQ is augmented by the Infinite Shape Feature, which works with the EQ to provide new tone-shaping control. Equipped with digital reverb (including a dark/bright switch), emulated output and an effects loop, the HT Club 50H is designed to be a solid and flexible tube head for nearly any gigging situation. A two-way footswitch is included. MSRP: HT Club 50H, \$879.99; HTV-412A, \$749.99.

 **Blackstar Amplification**
(blackstaramps.com)



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Pro-Mark 'El Negro' Stick Ideal for Jazz, Fusion

Pro-Mark has introduced the Horacio "El Negro" Hernandez Signature drumstick from Evans and Pro-Mark endorsee and Grammy award-winning drummer Horacio "El Negro" Hernandez. Whether playing with McCoy Tyner or Carlos Santana, Hernandez has earned a reputation as one of the most powerful and versatile players on today's music scene.


The Horacio "El Negro" Hernandez

Signature drumstick is 16 inches long by 0.5 inches in diameter with a wood tip. The stick has a smaller, versatile tip that's ideal for jazz and fusion, as well as pop and R&B.

Early in 1997, Hernandez traveled to Orvieto, Italy, to perform at the Umbria Jazz Festival and record with the band Crisoul. He then went on tour with the John Patitucci Band and also recorded with an eclectic group of artists, including Santana,

Gabriella Anders, Sergio George, Juan Carlos Formell, Joanne Brackeen, Giovanni Hidalgo and others. Hernandez also released the albums *Italuba* and *Italuba II*. "El Negro" is on the faculties of Drummer's Collective and the New School in New York and regularly conducts clinics and workshops at Berklee College of Music.

MSRP: \$15.15.

 [Pro-Mark \(promark.com\)](http://Pro-Mark (promark.com))



New A-T Mics Boast Superior Sound Isolation

Audio-Technica recently released the ATM510 cardioid dynamic handheld microphone (pictured) and ATM610a hypercardioid dynamic handheld microphone. Their respective polar patterns reduce the pickup of sounds from the sides and rear, improving isolation of the desired sound source. The ATM510 is designed specifically for close-up vocal use in live applications, and the ATM610a is intended for lead and backup vocal use and is especially effective on loud stages.

Delivering durable performance for professional applications, the microphones feature a rugged, all-metal design and construction for years of trouble-free use; a newly designed internal shock mounting, which reduces handling and stage noise; and Hi-ENERGY neodymium magnets for articulate vocal reproduction.

 [Audio-Technica \(audio-technica.com\)](http://Audio-Technica (audio-technica.com))

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Fender Evokes Distinctive Vibes With Pawn Shop


Fender's new Greta (pictured) and Excelsior Pawn Shop Special amplifiers resemble the esoteric finds that one might discover in a pawnshop or second-hand store.

The Pawn Shop Special Greta amplifier is housed in the playfully diminutive form of a vintage tabletop radio.

It has a 4-inch Special Design speaker, old-school VU meter with "clean to overload" indicator display, simple volume and tone controls, and a 1/8-inch back-panel auxiliary input for iPod or other media player use.

The Pawn Shop Special Excelsior amplifier harbors tones from polite to raw and raucous. Its brown textured vinyl covering, stylish grille design and bold, crossed-swords front-panel badge convey a stately vibe.

The 13-watt Excelsior encloses a single 15-inch Special Design speaker with bottom-loaded primary chassis and top-loaded control chassis for operating convenience and low noise.

 [Fender \(fender.com\)](http://Fender (fender.com))

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(MP3 Player Option)

(USB Digital Wireless Option)

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Låg's New Nylon Alternative

Låg Guitars has expanded its Tramontane nylon guitar offerings with such new models as the TN200A14CE. These instruments offer a modern alternative to the traditional or classical guitar. Each model is designed to deliver rich nylon-string tone with the playability that would be expected from a modern steel-string acoustic guitar.

All Låg Tramontane nylon guitars feature a comfortable, compact neck topped with an Indonesian rosewood fingerboard that offers instant familiarity to acoustic and electric players alike. The radial edge binding delivers an elegant, distinctive look while



providing superior strength. Black satin hardware accents — saddle, nut, tuning buttons and more — offer a bold touch. Each guitar also features the unique Låg rosette design and a dramatically sculpted headstock.

Select tonewoods and classical fan bracing let Låg guitars speak clarity and vigor.

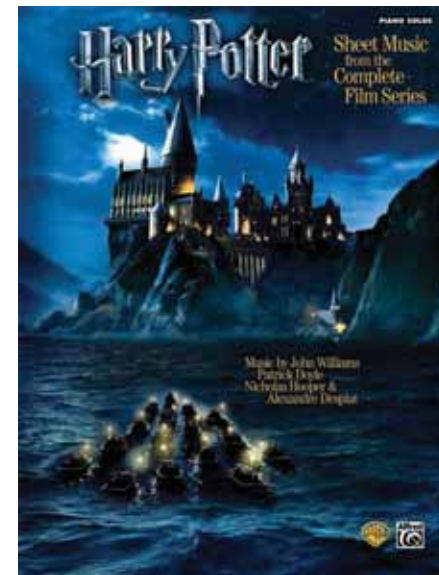
Cutaway electric models feature the Studio Låg pre-amp system, designed by Låg in conjunction with Shadow electronics. On instruments with a "14" in the model name, the neck meets the body at the 14th fret, providing extra access to the upper frets.

🛒 [Låg Guitars \(lagguitars.com\)](http://LagGuitars.com)

Guitar of Frankenstein

Oktober Guitars has added the Annihilator Guitar to its Von Frankenstein series. The Annihilator was designed by Misfits guitarist Doyle Wolfgang Von Frankenstein, who worked closely with Oktober Guitars to ensure exact replication of his original instrument. The Annihilator was a year and a half in the making and is available in USA Custom Shop and Production models. Both can be ordered via the Oktober Guitars website.

🛒 [Oktober Guitars \(oktoberguitars.com\)](http://OktoberGuitars.com)



Alfred Captures the Magic of 'Harry Potter'

Alfred Music Publishing and Warner Bros. Entertainment have introduced *Harry Potter: Sheet Music From The Complete Film Series*, containing 36 musical selections from the eight films, together in one piano sheet music collection.

Harry Potter: Sheet Music From The Complete Film Series is an ideal collectible and sheet music companion for pianists of all ages who love the music of the "Harry Potter" films. For the first time ever, 144 pages of music by John Williams, Patrick Doyle, Nicholas Hooper and Alexandre Desplat are collected, along with eight pages of color stills from the movies. The volume is available in several other editions, for pianists of every playing level.

🛒 [Alfred \(alfred.com\)](http://Alfred.com)

Riding the Electrowave

Numark recently released the Electrowave headphones, which are high-quality, isolating DJ headphones designed for comfort, style and extended use.


With Electrowave headphones, DJs no longer have to choose between fashion and fidelity. The headband and premium, isolating ear cups ensure the headphones will stay comfortably in place for hours, while the white finish gives the phones a modern look.


Electrowave headphones feature a 50-mm driver in each ear cup, providing full bass that lets DJs feel the music and hear it. Electrowave's accurate frequency response lets DJs listen for hours without suffering from tired ears. The phones come complete with a detachable 1/8-inch cable and 1/4-inch adapter and carrying bag. MAP: \$149.

🛒 [Numark \(numark.com\)](http://Numark.com)

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Lowrey Grows Virtual Orchestra Digital Line

Lowrey has added a new model, the EZ10, to its Virtual Orchestra digital product line.

Now consisting of the EZ2, EZP8, EZ10 and A5500, the Virtual Orchestra series is characterized by a streamlined look and new Performer technology.

Virtual Orchestra provides players with a variety of scaleable orchestrated accompaniments that let them easily select different types of instrumentation.

🛒 **Lowrey (lowrey.com)**

Ministar Guitars, Bases Travel Well

The Ministar guitar lineup now includes seven electric models with all the popular pickup configurations and scale lengths from 19 inches to 24 3/4 inches and 25 1/2 inches. Additionally, there are two acoustic-electric models, one folk style with steel strings and one classical style with nylon strings. The 12-string model features electric and acoustic sound qualities. Average weight is 3 pounds. The new bridge and vibrato allow individual saddle adjustment.

🛒 **Ministar (ministarguitars.net)**



Vox, Bruno Partner to Create American-toned Amp Line

Vox Amplification has once again joined forces with American guitar amp designer Tony Bruno to create the TB18C1.

The company has collaborated with Bruno over the years on such projects as the 1990s-era six-input Hand-Wired AC30, the Custom series amplifiers and, most notably, the introduction of the Vox Bruno amp line. This amp line puts an American twist on traditional Vox tones.

New to the line is the TB18C1. Featuring a pair of 6V6 power tubes, known for their smooth and clean high-end, creamy mids, big bass and rich "breakup" when overdriven, the amplifier delivers 18 watts of

power through a 12-inch Celestion G12-65 speaker.

The single-channel pre-amp offers high- and low-level inputs, as well as volume, bass, middle and treble controls.

Master volume and reverb controls are also provided. The pre-amp stage is driven by two 12AX7 pre-amp tubes. Bruno's design for the TB18C1 pre-amp includes two custom-created tone-tweaking controls.

The amp's mid boost switch is a mid/gain boost. This specially voiced mod is ideal for players wanting to boost their solos or leads.

🛒 **Vox Amplification (voxamps.com)**



Jam With Smartphones

RapcoHorizon has unveiled the i-JAM 3-n-1 smartphone interface.

This unit is a three-in-one smartphone solution, ideal for every electric instrument player. In addition to its ability to interface with iPhone apps, such as recording and instructional play software, the i-JAM 3-n-1 also features a built-in amplifier and MP3 play-along practice device.

Similar to RapcoHorizon's i-BLOX, the i-JAM 3-n-1 serves as an audio interface that connects an instrument to iPhone applications.

Differences include the built-in amplifier, which affords electronic musicians the ability to render the amplification of their instruments without additional equipment.

The MP3 play-along feature is also an ideal application to help early learners get their footing.

🛒 **RapcoHorizon (rapcohorizon.com)**

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**COME VISIT US IN HALL A
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BSS Audio Releases Ethernet AVB Switch

BSS Audio has launched the GS724T 24-port ethernet AVB switch. The GS724T, co-branded with Netgear, represents the first AVB (IEEE audio video bridge) switch for networking multichannel audio and video over standardized ethernet.

Standardized multichannel audio and video over ethernet, enabled by AVB, provides AV professionals and their customers with cost-per-node savings in deploying complex AV systems, while advancing integration, ease of use and system functionality and control.

HiQnet System Architect 3.0 includes the ability to add representations of the BSS Audio GS724T to the system design and add them to equipment racks if required. By specifying IP addresses for the GS724T devices

represented within System Architect, designers are able to double-click on a GS724T and launch its Web-management interface in the computer's default Web browser.

The IEEE 802.1 audio video bridging task group is an IEEE initiative comprising engineers from a host of technology leaders in the semiconductor, enterprise computing, automotive, professional AV, consumer electronics and networking solutions markets. The group has developed protocols to let vendors build a standards-based network with the appropriate quality of service for high-quality audio performance and production.

The IEEE 802.1 audio video bridging standards provide three major enhancements for 802-based networks: precise timing to



support low-jitter media clocks and accurate synchronization of multiple streams; a simple reservation protocol that allows an endpoint device to notify the various network elements in a path, so that they can reserve the resources necessary to support a particular stream; and queuing and forwarding rules that ensure that such a stream will pass

through the network within the delay specified by the reservation.

The enhancements enabled by IEEE 802.1 standards require no changes to the ethernet lower layers and are compatible with all the other functions of a standard ethernet switch.

BSS Audio (bssaudio.co.uk)

Cort Curbow Bass Series Goes Organic

Cort Guitars has introduced the Curbow series, including the Curbow 41, Curbow 42, Curbow 4FL, Curbow 51 and Curbow 52.

Formerly built with synthetic materials, Curbow basses are now made of natural woods for better stability. They feature sturdy bolt-on necks, soft maple bodies, D'Addario strings and Bartolini electronics with slap-switch system.

Cort Guitars (cortguitars.com)



CarolBrass Warms Up Flugelhorn

After receiving multiple inquiries from brass lovers, CarolBrass has introduced the CFL-6200-RSS red-brass bell flugelhorn.

The new model features a 90-percent copper red-brass bell that provides a warm sound and creates a reflection of rose-gold light. It also has an exclusive trigger design on the third valve slide.

CarolBrass (carolbrass.com)

Los Cabos Inks Russia Deal

Los Cabos Drumsticks recently appointed Drumnet of St. Petersburg, Russia, as its Russian distributor.

Drumnet is the latest company to start carrying the Los Cabos Drumsticks brand. Last year, new agreements introduced the company's product line to retailers in Portugal, South Korea, The Netherlands and Ukraine. Los Cabos Drumsticks began producing its first sticks in 2005 and will celebrate its seventh anniversary in May.

Los Cabos Drumsticks (loscabosdrumsticks.com)

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The Convert 12A combines D.A.S.'s reputation for performance and reliability with the latest innovations in audio for an unmatched level of versatility. The exceptional characteristics of the onboard amplification, complex waveguide design and digital signal processing provide both the power and control required to be deployed as a main system or in any number of support applications. Whether permanently installed in vertical arrays or horizontally stacked in live events, the Convert 12A offers outstanding performance.

www.dasaudio.com

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Mi-Si Activates Passive Pickups

Mi-Si recently introduced the Crystal pickup.

This unit lets players upgrade their old acoustic passive piezo pickup systems to active and battery-free systems.

The light, active pre-amp features Mi-Si's custom piezo linearization scheme.

This virtually eliminates "quack" associated with piezo pickups for a clean and natural sound.

Users can charge the pickup in just 60 seconds with the supplied power charger for 16 hours of play time.

🛒 **Mi-Si (mi-si.com)**

Traynor Rides Dark Horse to Tone Town

Traynor has launched the Dark Horse all-tube guitar head, a small-format tone box that delivers 15 watts of all-tube tone in a compact head and cabinet combination designed with the traveling musician in mind.

The Dark Horse only has simple gain, bass, treble and master controls to give users easy access to the ideal amp sound onstage or in the studio. A "pure" switch bypasses the tone stack, delivering the most direct signal path possible between

the player's fingers and the 12-inch Celestion Greenback speaker housed in the Dark Horse's optional closed-back extension cabinet.

Selectable output power switches between two separate output stages — a higher headroom 15-watt pentode stage or a 2-watt triode stage for increased drive. A combination of 8- and 16-ohm outputs lets the Dark Horse drive virtually any cabinet configuration.

🛒 **Traynor Amplifiers (traynoramps.com)**

Samson CS Series Offers Two Mics in One

Samson's CS (Capsule Select) series microphone offers the capabilities of two pro-level dynamic microphones in one package. With easily interchangeable vocal and instrument mic capsules, the CS series mic is suitable for capturing vocal performances or miking instruments.

The CS series mic features CS1 (vocal) and CS2 (instrument) selectable mic

elements, as well as a handheld base. Both neodymium capsules offer a supercardioid pickup pattern but are further designed to support completely different miking applications. The base's threaded twist-off construction makes it quick and easy to change capsules. The base also features a gold-plated XLR jack for strong connectivity.

🛒 **Samson (samsontech.com)**

Steinberg CMC Series Controls Cubase

Steinberg Media Technologies has unveiled CMC controllers. Dedicated to Steinberg's Cubase advanced music production system, the six USB-powered CMC units offer an integrated control solution that provides flexibility and configurability.

The CMC controllers are equipped with a combination of control elements that provide tactile control over certain Cubase functions. Each unit can be used separately or hooked up together with the included joint plate. The CMC-CH channel controller houses 16 illuminated rubber buttons, one rotary encoder and a touch fader. The multicolored buttons provide access to VST instrument settings, solo and mute tracks, bypass EQs, sends and inserts and channel freeze.

🛒 **Steinberg (steinberg.net)**



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ESP Celebrates Slayer With 2012 Jeff Hanneman Signature Models

ESP Guitars recently introduced two new Signature series guitars for longtime endorsee Jeff Hanneman of Slayer. The instruments include the ESP Jeff Hanneman EC and the LTD JH-600EC. The company has also introduced a new limited-edition guitar, the LTD SLAYER-2012.

"The aggressive, high-performance sound of Jeff Hanneman and Slayer have long been associated with ESP," said Allen Steelgrave, ESP director of marketing and artist relations. "We're sure that Jeff's new Signature series guitars and the limited-edition SLAYER-2012 model will be immediately appreciated by all musicians who take no prisoners with their own

playing."

The ESP Jeff Hanneman EC is a customized version of the ESP Eclipse model, built to Hanneman's specifications. It features neck-thru-body construction at 24.75-inch scale, an alder body with arched top, a maple neck with ebony fingerboard and 24 XJ frets. The new Jeff Hanneman EC guitars have a traditional-style full-body thickness but with a waist cut. Components include EMG 81 (bridge) and EMG 85 (neck) active pickups, and the ESP version includes an EMG SPC Control. Both the ESP and LTD versions of the guitar come in a black finish, with red upside-down star inlays on the

fingerboard, Kahler tremolo and an extra "dummy" three-way toggle switch in the standard Eclipse position on the upper body area.

The new LTD SLAYER-2012, like last year's Slayer-2011 model, is a limited-edition guitar that uses the iconic skull- and pentagram-themed artwork from one of the band's most well-known albums, *South Of Heaven*. The guitar has bolt-on construction at 25.5-inch scale, a comfortable alder body, maple neck and ebony fingerboard with 24 XJ frets. It includes EMG active pickups and a TOM bridge with string thru body.

ESP (espguitars.com)



CAD Audio Delivers Hours of Fatigue-free Listening

The new CAD MH110 studio headphones are equipped with high-output 50-mm neodymium drivers that produce an extended frequency response of 18Hz–18 kHz, along with detail and clarity in a wide range of recording applications.

Featuring a circumaural, precision-built monitor design, the MH110s are lightweight and include an easy-fold, comfort-fit headband that allows for convenient storage and hours of fatigue-free listening.

MSRP: \$39.99.

CAD Audio (cadaudio.com)



Cooperstand Rolls Out New Lines

Refined and improved, Cooperstand's original Pro-G is now finely crafted from African sapele, with new inert neoprene and silicon rubber upgrades. Designed for acoustic, electric and bass guitar, the Pro-G is sized at 9 by 4 by 1½ inches, allowing it to fit in gig bags or the headstock area of most standard acoustic guitar cases.

Pro-Mini has all the same features of the Pro-G. Also made from African sapele, Pro-Mini is designed for ukulele, violin, A-model mandolin, books and even personal electronic devices. The unit is small enough to fit in a shirt pocket.

The Ecco-G is now available for more aggressive onstage demands. This durable piece of gear does everything that the Pro-G does. Fabricated from recycled, industrial-grade ABS composite material, Ecco-G is compact enough to slip in the back pocket of a pair of jeans.

Cooperstand (cooperstand.com)

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MAB4FM - 1991



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SR1306PM - 1994



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SRX
SRX705NT - 2002



SR - Thru Neck
SR900AM - 2004



SRA
SRA505BB - 2010



SR Premium
SR1405EVNF - 2011

2012

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Gemini PS Series Offers DJ Mixing Solutions

Gemini has introduced its new, revamped PS series of DJ mixers. Modernizing a classic product line with a new look, Gemini's PS series offers a versatile selection of mixers for DJs with any skill level or budget.

These five different high-quality options bring affordable, professional performance to veteran DJs and beginners alike.

With durable construction, flexible connections, comprehensive features and an updated look, Gemini's newest PS mixers revitalize an industry classic.

Ranging from the 6.5-inch, two-channel PS1 to the 12.5-inch, four-channel PS4, the series has something for everyone. Bridging the gap, the PS2 is a 10-inch, two-channel, four-line stereo mixer

with three-band EQ, while the PS3 offers a 10-inch, three-channel design with six line inputs. The series also includes the PS3-USB, which offers the same features and connections as the PS3, but with a USB I/O that lets users play songs from their computer's digital music libraries and record to a DAW simultaneously.

🛒 **Gemini** (geminisound.com)

PRS Updates Artist Model Guitars for 2012

PRS's family of signature artist guitars will see updates across the lines in 2012.

The company's Maryland-made Chris Henderson artist model is getting a classic makeover. The PRS Private Stock department will offer a Neal Schon Limited Run of no more than 60 guitars. And in the acoustic product family, a Private Stock Cody Kilby model will be added to the lineup.

Dave Navarro is only the third PRS artist to have both a Maryland-made and SE signature model (with Carlos Santana and Mark Tremonti coming before him).

Also in the SE family, the SE Orianthi and SE Nick Catanese have new specs for 2012. The 2012 SE Orianthi will receive the new beveled SE carve and push/pull tone control with three-way blade switch.

Additionally, Nick Catanese of Black Label Society has been working with PRS to renovate his signature SE. The 2012 model will have a straightforward, sleek look with a mahogany body with a flame maple veneer, ebony fingerboard with no inlays and a Scarlet Red finish with black binding.

Chris Henderson of 3 Doors Down has also revamped his Maryland-made signature model, shedding the middle pickup for a classic electronics configuration.

The PRS Private Stock department is offering a Neal Schon Limited Edition guitar. This Private Stock guitar is a medium-thin archtop with a Floyd Rose system; curly maple top, back and sides; and many of Schon's personal design requests.

Additionally, bluegrass virtuoso Cody Kilby is joining Tony McManus and Martin Simpson as a PRS Private Stock signature acoustic artist.

🛒 **PRS Guitars** (prsguitars.com)

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Meet NAMM's Friends of Music Making

NAMM supports and collaborates with a variety of associations, many of which are here at the show.

Drop by the Hall D lobby for a special NAMM Foundation Pavilion Reception this afternoon between 4-5 p.m. to learn more about the following organizations, which share the industry's mission to increase opportunities for people of all ages to learn and make music.

The organizations include American String Teachers Association, California PTA, Coalition for Music Education Canada, Fernando Pullum Community Arts Center, Guitars and Accessories Marketing Association, Guitars in the Classroom, International Bluegrass Association, Jazz Education Network, Merit School of Music, Mr. Holland's Opus Foundation, Music In Schools Today, Music Teachers National Association, National String Project Consortium, New Horizons International Music Association, Percussion Marketing Council, Rock School Scholarship Fund and several more.

📄 **NAMM** (namm.org)

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Lexicon Bundles Reverbs

Harman's Lexicon has introduced the LXP Native Reverb plug-in bundle. This bundle is a collection of Lexicon's four most popular reverbs, which are now available as efficient, multiplatform native software plug-ins.

The LXP bundle was specifically developed for project and professional recording engineers, as well as artists who want to envelope their mix with that "Lexicon sound," which delivers the clarity, depth and fullness of a major recording studio.

The LXP Native Reverb bundle delivers four Lexicon reverb plug-ins, including chamber, hall, plate and room with more than 200 of the most versatile and finely crafted studio presets from Lexicon's immense library of sounds.

These pristine algorithms represent state-of-the-art technology and have been designed to create professional, inspirational mixes within popular DAWs, such as Pro Tools, Logic and Cubase, as well as with any other VST, Audio Unit or RTAS compatible host.

Each plug-in can be run in mono, stereo or mono in/stereo out, and the input and output meters make it easy to verify signal levels at a quick glance. The user-interface is extremely intuitive and enables the user to access the most logical parameters for customization easily but also provides the ability to transition deeper into the algorithm to edit a full matrix of parameters.

Presets can be saved in a DAW-



-independent format that makes it straightforward for a user to take his or her personalized presets into any studio. To help users shape their individual sounds, a multidimensional real-time display offers three different views to provide additional information into the reverb tail, frequency content or impulse response.

Lexicon processors have become staples in the studio, in stage productions, and in many top post-production facilities.

The LXP Native Reverb bundle offers four efficient reverb plug-ins that can significantly change the way that users color a mix.

[Harman \(harman.com\)](http://harman.com)

Line 6 L3s Sub Gets Smart

Line 6 has launched StageSource L3s. The StageSource loudspeaker systems are built on a new technology platform that enables a single enclosure to provide best-in-class performance in multiple live sound functions.

Using four Smart Speaker modes, the L3s subwoofer optimizes its output for a variety of performance scenarios: reference and high punch for PA. applications and extended bass and ultra bass for playback applications. Smart Speaker modes can be set manually or via an L6 Link, a new multichannel digital audio networking protocol from Line 6.

Connection to other StageSource speakers via L6 Link triggers the automatic configuration of the system — crossovers and polarity are set, and stereo signals are summed as required, all enabling signal integrity. The L6 Link signal transmission between speakers is high-resolution digital audio for maximum sound quality. Stereo inputs and outputs provide easy integration with traditional live sound gear.

[Line 6 \(line6.com\)](http://line6.com)

LP Puts Twist on Shakers

Latin Percussion has reinvented its often-imitated Softshake-style shaker. The new Twist Shaker is a set of twin dumbbell-shaped shakers that are connected with a unique rotating lock mechanism that lets them be played together in one hand or individually in each hand.

LP Twist Shakers come in three different volume levels.

Soft (yellow) is ideal for studio and acoustic performances. Medium (blue) is versatile and suitable for use in nearly any musical situation. Loud (red) is ideal for live performances when the musician really needs to be heard.

Because the shakers can be twisted apart, musicians can experiment with different volume combinations to achieve exactly the sound they want.

The durable, brightly colored LP Twist Shakers are sold in pairs. MSRP: \$25.99.

[LP \(lpmusic.com\)](http://lpmusic.com)



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Lightweight Peavey Headliner Bass Amp Takes the Stage

The new Peavey Headliner, a rackmountable bass amplifier head with matching enclosures in the Peavey Tour series, packs power and tone features in a 10-pound package.

The Peavey Headliner is a 600-watt max bass amplifier head that puts a range of features at players' fingertips. The amp features a seven-band graphic EQ spaced at optimized frequencies, with each slider providing 15 dB of cut and boost to provide comprehensive tone shaping at precise frequency bands.

Players can use the graphic EQ in conjunction with the low and high shelving-type tone controls or bypass the graphic EQ entirely.


A built-in optical compressor with level control and bypass lets players add the right

amount of compression to the mix, while the crunch feature adds a vintage tube effect that distorts only the high frequencies, preserving the fat low end.

The amp also features bright and contour switches, effects loop, master volume and headphone out. The compressor and crunch features are footswitch selectable.

The Headliner features a built-in XLR direct interface that routes the signal to a house sound system or recording device and an

active/passive pickup switch that compensates for hot inputs. Peavey's DDT speaker protection circuitry senses the onset of clipping and responds with slight compression that lets the amp retain the tone, headroom and dynamics.

 [Peavey \(peavey.com\)](http://peavey.com)



Ibanez Takes a Modern Approach to Tradition

Ibanez is showcasing its flagship model, Artwood, at The NAMM Show.

Described as a "modern approach to tradition," the company's objective was to build a guitar that performed acoustically well beyond its price point.

Solid spruce and mahogany tops, select high-quality materials throughout the

instrument and careful attention to craft contribute to that goal.


Offered in dreadnought or grand concert bodies, many Ibanez Artwood models are built with Fishman Sonicore pickups, Ibanez AEQSST Shape Shifter pre-amps and on-board tuners.

 [Ibanez \(hoshinouse.com\)](http://ibanez.com)

KMI QuNeo Controls in 3D

Keith McMillen Instruments (KMI) has introduced the QuNeo 3D multitouch controller for electronic musicians, DJs, VJs and DIY hackers. QuNeo covers all of the functionality of other controllers, while adding the power of extra dimensions. QuNeo provides 27 pads, sliders and rotary sensors with 3D multitouch recognition for pressure, velocity and location

sensitivity, which lets musicians playing electronic sounds change their timbre the harder or softer they play by simply varying touch pressure. The pads are also responsive to X (left/right) and Y (up/down) movements and recognize multiple gestures for pinching and swiping.

 [Keith McMillen Instruments \(keithmcmillen.com\)](http://keithmcmillen.com)

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SKB Launches Military-grade Removable Rack Cases

SKB, a manufacturer of cases for the music and pro audio markets for 35 years, has also developed products for the worldwide industrial and military markets. Following the expansion of industrial/military products, such as the i-series injection-molded case line and heavy-duty, waterproof shock racks, SKB recently introduced the 3RR Removable Shock Rack case series.

The 3RR consists of seven sizes: 3U, 4U, 5U, 7U, 9U, 11U and 14U. The shell is rotationally molded of linear medium density polyethylene plastic. The 3RR series meets or exceeds MIL-STD 810G tests, which provides a high level of confidence in the environmental worthiness and overall durability of the design. The 3RR series features a compact, lightweight design.

MSRP: \$1,400–\$2,000.

 [SKB \(skbcases.com\)](http://skbcases.com)

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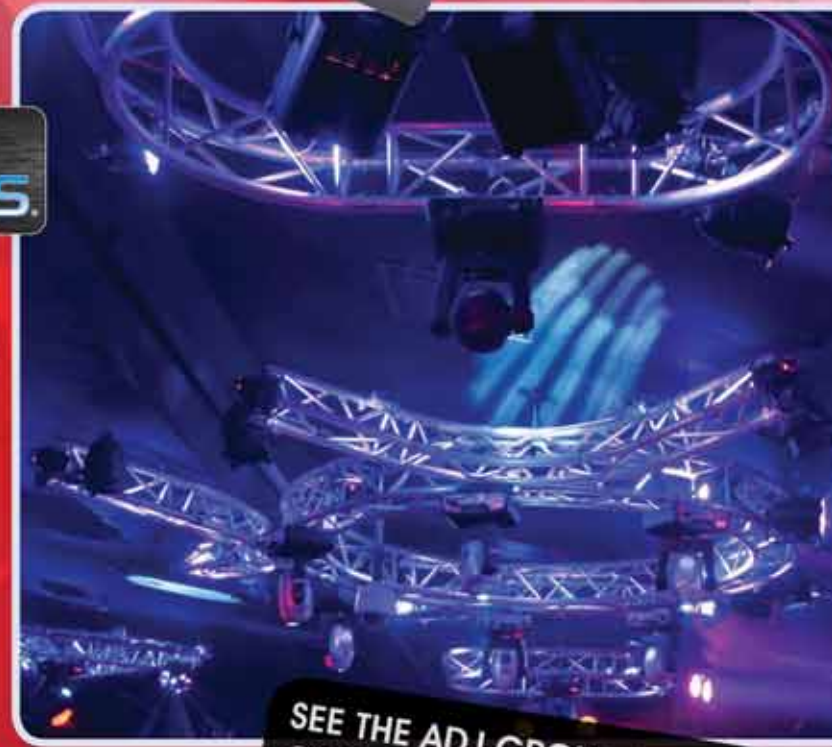


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In Tune



MMR's Product Line of the Year -Band & Orchestra-

The Yamaha Band & Orchestral Division is honored to accept MMR's Product Line of the Year award for the fourth time.

Yamaha is in tune. With dealers. With consumers. With the music market. Visit the Yamaha booth to experience innovative new products and unique sales and service programs. And discover fresh ways to tune in to—and turn on—your customers.

Where To Find Us:

Table with 3 columns: Keyboards, B&O and Pro Audio & Combo in the Marriott Marquis Ballroom; Steinberg is in Hall A Booth 6528; Bösendorfer and Yamaha CFX Series pianos are in a new listening salon, Marriott Orange County Ballroom

In its Fourth Generation—10th Anniversary of Tyros

Tyros marks a decade of excellence with exciting new features and inspirational content that's better than ever. We're celebrating by offering a 512MB flash board for storing Premium content and your own samples—load the data to the flash board once and it remains in memory, even if the power is turned off. We're also including a code good for 50% off your choice of any Tyros4 Premium Pack redeemable at www.yamahamusicsoft.com. Premium Packs come with new Voices, Styles, MultiPads, Registrations and demo songs—all with the same high-quality, playability and musicality you've come to expect from Tyros.

NU1 Hybrid Piano Offers "The Touch That Inspires"

Introducing the NU1, a hybrid piano from Yamaha that combines the tradition of an acoustic instrument with the innovation of digital technology. Featuring sound sampled directly from one of Yamaha's finest full concert grand pianos coupled with our newly-developed acoustic technology, the NU1 reproduces the characteristic resonance felt when playing an acoustic piano. And with the same action and natural wood keys used in Yamaha's finest upright pianos, the NU1 offers the warmth and natural presence of an acoustic instrument in a stylish, compact form.

Aesthetics and Sound in Step with Their Times...Welcome to the 21st Century

In keeping with the Bösendorfer motto—"cherish traditions, transcend limits"—this new interpretation incorporates ground-breaking new features that will have a lasting impact on the development of grand piano design. In close cooperation with the world-famous Porsche Design company, we have created a masterpiece, a contemporary approach to grand piano design.



Tyros4



Bösendorfer Model 185 Porsche



NU1

Drum and Guitar Artist Autograph Sessions!

Saturday, January 21

Drum Artists: 11AM — Guitar Artists: 3PM

Marriott Marquis Ballroom

New Polished Ebony Arius

The Yamaha Arius YDP-C71PE provides true piano touch and tone in a classic, polished ebony cabinet. This is the first polished ebony digital piano in the Arius console digital piano line and is certain to turn a few customers' heads at music retailers in 2012. The Graded Hammer piano action offers realistic piano touch while AWM Dynamic Stereo Sampling delivers expressive piano tone. The half-damper effect gives expressive control over sustained sounds. A 2-track recorder captures your playing and is great for reviewing your performances. You'll take a shine to this one.



8000 Series Concert Toms

Under their elegant, rich, dark wood stain finishes, the 8-ply birch-ply shells of the new 8000 Series Concert Toms promote a fuller sound and increased response. Constructed using the exclusive Yamaha Air Seal System—a process that ensures that the shells stay perfectly round—the shells tune clearer to provide a pure, fundamental tone and a distinct Yamaha sound.



Yamaha Drums 45th Anniversary—1967-2012

Since 1967, with the debut of our revolutionary Air-Seal System shell, Yamaha has set the standard for innovation in the drumming world. First we combined the Air-Seal System with a staggered diagonal seam to create a revolution in drum manufacturing. From there, our legendary Recording Custom set established a new pinnacle in sound and quality. Forty-five years on, the new HexRackII—which makes its premier here at NAMM—again proves Yamaha is still on the cutting edge of drum technology. Yamaha Drums will continue our mission of blending new technology with rich history to create incomparable drum instruments and experiences far into the future.



Motif 10th Anniversary Pack

To celebrate ten years of Motif success, we have put together a special package of extra content for the Motif XF. At the core of the anniversary pack is Chick Corea's Mark V sample library. Sampled by the master himself at Mad Hatter Studios and used exclusively as the electric piano sound on his recent Return to Forever world tour, this is a rare and magical collection that should be part of every serious Motif user's collection. The pack also includes a 512MB flash board for storing the Mark V library; three VST Instruments from Yamaha, Steinberg, and Gen16/FXpansion; four 128MB sample sound sets from the top developers of Motif content and videos and drum patterns created by www.motifator.com.



Tune In to Yamaha

For your customers and staff who couldn't be in-person at the Yamaha booth this year, we are launching an all-new Yamaha NAMM website. Check out high-definition 720p live broadcast video feed from the booth, on-demand product demo videos, 360-degree interactive panoramic views of the booth and more. Access details about the latest gear, chats with Yamaha product experts and guest appearances. All content and functionality is available on your computer, iPad® or smartphone.

Photos & Video: Live video broadcasts from the booth. Watch videos, explore photo galleries and even navigate the booth virtually via an interactive panorama.

Press Releases: Want the juicy details? Access all of the official Yamaha Press Releases in one area.

NAMM Events: Don't miss out on the action. Find out what's happening with Yamaha artist signings, product demos and special events.

Product Showcase: Get the full scoop on all of the new Yamaha NAMM product releases.



Scan for Yamaha NAMM content

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Our new Fiesta Cajon is a great sounding, quality instrument at a smart price. With Plywood shell, Maple front panel and internal snare wires, authentic Spanish Flamenco tones are a snap to achieve. Large rubber feet ensure bass tones don't get lost in the floor, and front panel is fully adjustable by varying screw tension.

Visit Gon Bops at NAMM Booth 3264 to see all our new for 2012 products.

Gon Bops is seeking to expand its worldwide distribution and dealer network. If interested, please contact Terry Ryan at terryr@gonbops.com or 506-272-2019.

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Gator Cases Expands DJ Offerings

Gator Cases' DJ line of cases and bags has additional offerings for the latest popular models from Native Instruments, Numark, Pioneer and Xone, as well as new G-Tour DJ Arm cases. These new releases join a selection of more than 80 soft and hard DJ cases.

Included in the line is the G-Club series carry bags, available for DJ CD players, mixers, LP records and MIDI controllers. Gator's line of G-Tour heavy-duty road cases includes DJ solutions for CD players, mixers, controllers and turntables. Newly added models feature support for Xone 4D mixer,



Pioneer Ergo controller and Native Instruments S2 controller.

[Gator Cases \(gatorcases.com\)](http://GatorCases.com)

KMC Music, Musicorp Join Sales Forces, Catalog Divisions

KMC Music and Musicorp, sister companies under the FMIC umbrella, recently announced their sales and catalog divisions have joined forces as KMC Musicorp with the singular focus of being the premier wholesale provider and trusted source of musical instruments and accessories.

The new KMC Musicorp has introduced its 1-Stop catalog, combining the best of both companies' product offerings into one book. The full-color, 952-page 1-Stop catalog offers a comprehensive range of products and brands.

[KMC \(kmcmusic.com\)](http://KMC.com)

Vic Firth Gets Heavy With George Kollias Signature Drumstick

Vic Firth has released the George Kollias Signature stick.

Kollias, drummer for the extreme metal band Nile, is renowned for his technical prowess. His DVD, *Intense Metal Drumming*, has made him a household name in the drumming world.

"I have been a Vic player for all my drumming life because the sticks are the best," Kollias said. "And yet I knew there were new design possibilities for those of us who play extreme metal.



Something that would allow me to play super fast with comfort, while producing the tone and feel I desire."

The new George Kollias Signature stick blends the shaft, taper and neck of the popular 5A and 5B models. Finished off with a classic barrel-shaped tip, this stick delivers a clear cymbal sound and

full drum tone.

MSRP: \$16.50.

[Vic Firth \(vicfirth.com\)](http://VicFirth.com)

Pavilions Celebrate Diverse Markets, New Opportunities

NAMM has created several pavilions designed to develop new relationships and opportunities for NAMM member companies.

NAMM's App and Gaming Pavilion, located at the entrance to Hall E, welcomes this growing market of high-tech companies to The NAMM Show to connect with the industry.

The Fine Handcrafted Instrument Pavilion, located in Booth EO at the entrance to

Hall E, recognizes and celebrates the luther trade. Meet experienced luthiers, watch them make instruments by hand and learn more about their art, craft and culture.

Piano dealers from around the world can attend educational sessions created just for them at Lounge 88, located on Level 3 of the Anaheim Convention Center. Stop by for session times and topics.

[NAMM \(namm.org\)](http://NAMM.org)

LP Hi-hat Chick-ita Adds Sizzle to Setups

For drum set players looking to add a little sizzle to their setups, Latin Percussion has developed the Hi-Hat Chick-ita.

The easy-to-mount four-headed shaker can be used with any hi-hat to add a distinctive shaker sound that cuts through drum and cymbal volume and adds an accent to any beat. Its X-shaped design also makes the Hi-Hat Chick-ita ideal for handheld use.

The unit can be quickly slipped onto the pull-rod of any hi-hat stand. The rubber grommet keeps the shaker firmly in place without any screws or clamps.

MSRP: \$24.99.

[LP \(lpmusic.com\)](http://LP.com)





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Alfred Provides Jazz Improv Tools

Alfred recently published three books for jazz musicians of all levels.

For medium-advanced jazz musicians and ensembles, *The Music Of Gordon Goodwin* includes arrangements of Goodwin's Big Phat Band favorites, such as "That's How We Roll" and "Maynard & Waynard." Each song includes jazz choruses for plenty of soloing opportunities and written-out sample jazz solos for musicians to listen to, play and practice. Improvisation tips are included for each tune. The MP3 CD has two tracks for each arrangement: demo and play-along track. There are two Gordon Goodwin books in the series: a book that includes parts for C,

B-flat, E-flat and bass clef instruments and a matching rhythm section book that has parts for piano, bass and drums to create small-group arrangements.

The Jazz Real Book: Essential Jazz Standards, C Edition was created for individuals, teachers and instrumental/vocal groups. As a professional-quality and legal resource, it's suitable for working musicians and students of jazz music. Titles include such tunes as "Giant Steps," "Lester Leaps In" and "Take Five." The book includes rehearsal letters to assist with understanding the form and musical phrases of every song. Suggested substitute chord progressions are also provided.



Alfred Jazz Easy Play-Along Series, Vol. 3: Latin includes the titles "Gentle Rain," "Night And Day" and "Softly, As In A Morning Sunrise." Each volume in the series has parts for C, B-flat, E-flat and bass clef instruments and includes a sample jazz solo

written out to make learning how to improvise easier. The included MP3 CD has a demo and play-along track for each tune. Specific improvisation tips and suggestions are also included.

🛒 Alfred (alfred.com)

Alesis Unveils Keyboard Controllers

Alesis has debuted the Q61, QX61 and QX25 USB MIDI keyboard controllers.

The Q-series USB MIDI controllers can add expressive MIDI control to any production or performance. Each controller features USB MIDI for easy connection to Mac, PC, iOS devices and traditional MIDI hardware modules, samplers and synthesizers.

The Q61 is a 61-note keyboard controller that works with any music software and MIDI hardware devices. The Q61 offers a five-octave range of expression. Features include pitch and modulation wheels, octave up and down buttons, and an assignable data slider. The QX25 and QX61 are 25-note and 61-note keyboard controllers, respectively, that deliver powerful tactile control over any parameter of any favorite music software.

🛒 Alesis (alesis.com)

Kaoss at Your Fingertips

Korg's new Mini Kaoss Pad 2 dynamic effect processor offers a familiar Kaoss interface and real-time fingertip effects, packaged in a compact body with battery operation for easy portability. The new Mini Kaoss Pad 2 is ideal for DJ club performances and for use with a variety of musical instruments, home studio applications and portable audio players.

Following in the footsteps of the Kaoss Pad KP3 and Kaoss Pad Quad, the Mini Kaoss Pad 2 is played by sliding or tapping a finger on the X-Y touchpad. These finger motions let multiple effect parameters be easily controlled at the same time.

Features include high-visibility organic electroluminescent display, built-in microphone and 1/8-inch stereo input to accommodate nearly any audio source.

🛒 Korg (korg.com)



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As part of the Harman Professional Division, JBL products share the Harman tradition of engineering excellence driven by the continuous pursuit of better, more accurate sound. Harman is making it easier to choose the best equipment for your system so that you can connect to your audience. For the whole story, visit the Harman web sites.

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PianoDisc Announces Remote App

PianoDisc has debuted the Remote Apple App. The new technology improves player system performance in many ways.

It adds balance control, so both the piano and the audio can be adjusted individually.

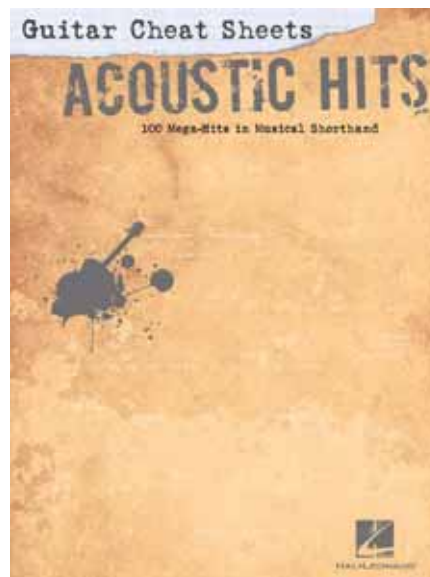
Plus, it features presets that let the user store preferred volume and balance

settings, along with schedule, which is used to program the system to turn on and off at any time.

The music chest feature also lets the user create playlists and store them in drawers.

🛒 [PianoDisc \(pianodisc.com\)](http://PianoDisc.com)

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New Hal Leonard Cheat Sheets Cut to the Chase

Musicians looking for a little more than lyrics and chords but less than complete notation will enjoy getting caught with Cheat Sheets from Hal Leonard. The company has introduced *Guitar Cheat Sheets – Acoustic Hits* and *Piano Cheat Sheets – Top Downloads*, with several more songbooks due soon in this format.

Hal Leonard Cheat Sheets offer a combination of notation for each song. Lyrics, chord symbols and chord voicings are included. For guitarists, all of the signature riffs are notated in easy-to-follow rhythm tab. Pianists get note-for-note standard notation for the important piano parts.

The books' hybrid style is designed for players who want a little more than what a fake book or chord book provides but don't want to be bogged down by full notation for the non-essential parts of a song. The series helps guitar and piano players enjoy learning to play their favorite tunes.

MSRP: \$24.99.

🛒 [Hal Leonard \(halleonard.com\)](http://HalLeonard.com)

DPA Shows 2000 Series Reference Mic Capsules

Building on the success of its flagship 4000 series reference standard microphones, DPA Microphones is showcasing its new 2000 series MMC2006 omni and MMC2011 cardioid microphone capsules.

Designed to bring the performance of the 4000 series to a wider audience, the new 2000 series incorporates the same capsule technology found in the company's entire line of miniature microphones but pairs it with the 4000 series microphone bodies. The new modular series is offered at an attractive price point, giving studios, sound companies and live performing groups the opportunity to own a high-level DPA product.

Both the MMC2006 and MMC2011 encapsulate two opposite-facing 4060 omni-directional miniature diaphragms to form a single-capsule, twin-diaphragm design, which reduces noise while enhancing sensitivity. The MMC2011 benefits from DPA's interference tube design experience gained through its pioneering DPA 5100 mobile 5.1 surround microphone.

🛒 [DPA Microphones \(dpamicrophones.com\)](http://DPAMicrophones.com)



Pearl Special Edition Snare Drum Dazzles

Dealers who are members of Pearl's Snare Drum of the Month Club received a Special Edition snare drum for the month of December.

The MPS1465S/C492 14- by 6.5-inch Special Edition six-ply snare features four plies of poplar for a bright timbre and two plies of maple for balanced tone and resonance.

Each snare is finished in Pearl's new Artisan II natural rosewood covering and features 1.6-mm steel hoops and a SR-017 snare strainer.

Eight CL-55 lugs ensure effortless tuning and even head tension, letting it speak beautifully. The drum comes complete with ProTone coated heads and S-022 snares.

MSRP: \$332.

🛒 [Pearl \(pearldrums.com\)](http://PearlDrum.com)



Toca Thumps Traditional Congas, Bongos

Toca's new Traditional series congas and bongos combine a contemporary finish and classic conga design.

Made from two-ply plantation-grown Asian oak, the Traditional series conga shells feature a slender Afro-Cuban profile that produces volume and resonance. A dark walnut finish and gleaming chrome hardware give the drums a statuesque look. As an additional aesthetic touch, the Toca logo is branded into the surface of the drum shell.

The drum's matched top-grade bison head is secured with a traditional hoop with an extended collar.

Six lugs are built into the drum, giving it a broad tuning range.

🛒 [Toca \(tocapercussion.com\)](http://TocaPercussion.com)

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Hal Leonard Delivers Worship Piano Method

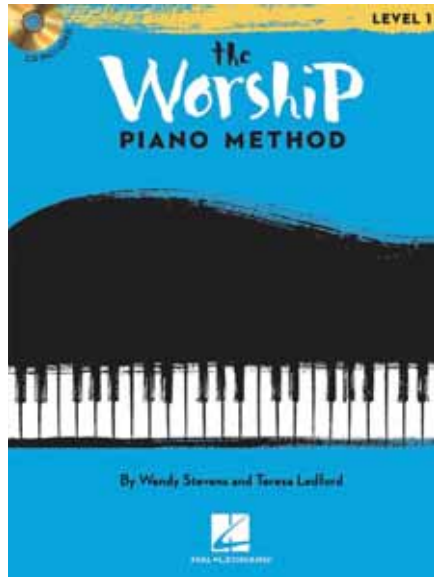
Hal Leonard has introduced *The Worship Piano Method*, a step-by-step system for teaching beginners, using children's worship songs, hymns and original pieces. Levels 1 and 2 are currently available.

The Worship Piano Method is designed for beginning piano students ages 7–10. The method delivers solid pedagogy reinforced by fun activities that help kids develop a lifestyle of worship. Basic instruction, solos, theory and technique are all covered in detail, and beloved hymns, kids' worship favorites and standout original tunes reinforce the concepts.

The companion CD features professional-quality backing tracks — at both practice and performance tempos — to help students play with confidence. The CD is playable on any CD player and is also enhanced so students and teachers can download tempo-adjustable MIDI files for each song. Familiar songs from both books include "Amazing Grace," "For The Beauty Of The Earth," "God Is So Good," "I've Got Peace Like A River," "Joyful, Joyful, We Adore Thee" and "When The Saints Go Marching In."

The method co-authors bring a wealth of knowledge and experience to the table. Wendy Stevens has taught piano and played in church for years. Stevens also wrote the Hal Leonard bestseller for adults, *Returning To The Piano*. Teresa Ledford is a senior keyboard editor for Hal Leonard and an expert in church music, both contemporary and traditional.

"In addition to the basics, kids using



this method will get a head start on skills that church musicians need to know," Ledford said. "They begin with simple, melodic improvisations using only three to five notes in Book 1. In Book 2, they learn how to comp basic chords with lead sheets. This knowledge will serve them well in the years ahead as they become involved musically at church.

"We also tried to make it really fun for students, with realistic pacing and creative activities. The books work as an all-in-one method — ideal for homeschoolers — and are also great for teachers looking for church music to supplement other piano methods." MSRP: \$9.99.

🛒 **Hal Leonard (halleonard.com)**

Legere Reeds Hosts Grammy-nominated Artist, Daily Booth Demonstrations

Legere will be presenting Grammy-nominated artist Rocco Ventrella and friends on the Sheraton Park Hotel Jazz Stage Saturday at 7:40 p.m. Ryan Saranich and

Pocket Language, along with Brad Brewer, will also demonstrate Legere reeds daily at the company's booth.

🛒 **Legere Reeds (legere.com)**

Zildjian Takes an Anniversary Ride

Zildjian celebrates the 20th anniversary of its A Custom cymbal line with the launch of a new 21-inch Anniversary Ride, available this year only.

The new 21-inch size is extremely versatile, making it well-suited for all types of musical settings. Retaining all of the A Custom cymbal line attributes, the new 21-inch Anniversary Ride features symmetrical hammering, a brilliant finish and a medium weight for a balanced sound that's neither too high nor too low.

Known for its crisp, sweet sound, this cymbal's loud, penetrating bell is also ideal for Latin patterns.

To commemorate the 20th Anniversary of the A Custom line, a cream-white logo



and special trademark have been added to the cymbal.

Special trade and consumer events commemorating the anniversary will be announced throughout the year.

🛒 **Zildjian (zildjian.com)**

Solid State Showcases Complete Controller Range

Solid State Logic (SSL) will show its range of hybrid analog console and DAW controllers, including the Duality, AWS 948/924 and Matrix models.

The company will also highlight its Nucleus DAW controller/audio interface and the entire selection of audio converters, I/O and modular SuperAnalogue outboard processors. Among SSL's latest offerings is the RTAS version of its SSL Duende Native plug-in collection (pictured).

"NAMM is a great opportunity to see SSL's complete product portfolio, from the large consoles like Duality right down to our Duende plug-ins, all gathered together in a 400-square-foot space," said Dan Duffell, head of marketing at SSL. "Anyone coming



to NAMM will be able to have one-to-one demonstrations from our experienced SSL product experts, who'll also be on hand to give advice on technology, production techniques and building systems."

🛒 **Solid State Logic (solidstatelogic.com)**



First revolutionary multi-functional drums set.
JPE: Jazz, Practice, and Electronic.
Build with real acoustic drums with real drum heads!

E-Drums

NAMM booth 3470

NEW! from SHER MUSIC CO. *Not at NAMM, but still in Business!*

THE LATIN REAL EASY BOOK

➤ For professional or classroom use, including "Real Easy" educational material for each tune

➤ Hear the music for free at www.shermusic.com

LATIN JAZZ - as played by Tito Puente, Cal Tjader, Poncho Sanchez, Paquito d'Rivera, etc.

AFRO-CUBAN - as played by Eddie Palmieri, Mario Bauza, Héctor Lavoe, Ray Barretto, etc.

BRAZILIAN MUSIC - as played by Antônio Carlos Jobim, Djavan, Ivan Lins, João Donato, etc.

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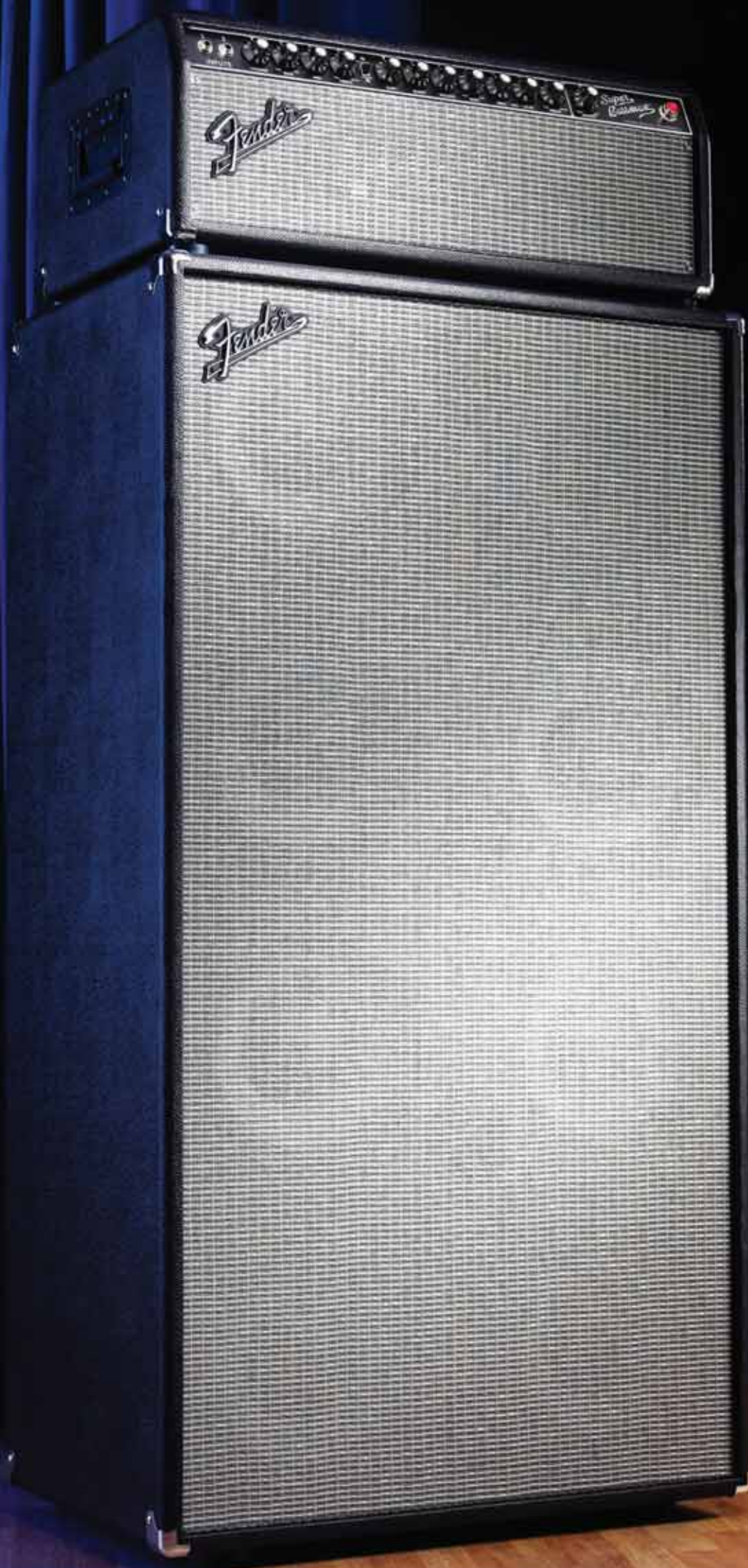
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All-in-one Command Center

Music Group's new Behringer Control1USB is the company's modern take on a central command center. It offers the ideal combination of communication features needed to mix and record with ease in nearly any studio configuration.

Designed with an intuitive layout, the Control1USB provides master volume, talkback, source selection and monitor controls,

while also letting the user choose from up to three sets of active studio monitors and four different stereo input sources to check the mix with conveniently located buttons. The all-in-one control center also features an on-board USB audio interface and a built-in talkback mic, alleviating the need for additional components.

Behringer (behringer.com)

Vox Brings Back Custom 1963 Styling

Vox Amplification has unveiled the new limited-edition Custom series AC30C2-BL and AC15C1-BL and a new addition to the all-tube line, the AC4C1-BL. Each recreates a vintage look. Dating back to 1963, Vox offered custom colors. A unique item of this era was the combination of a blue vinyl matched to "domino-style" Tygon grille cloth, which serves as the inspiration for the new amps.

The AC15C1-BL and AC30C2-BL amps offer normal and top-boost channels, each equipped with its own volume control. The top boost channel offers interactive treble and bass tone controls. Using a Class A, all-tube amplifier chassis, the AC4C1-BL provides a pair of 12AX7 pre-amp tubes and relies on a single EL84 power tube.

Vox Amplification (voxamps.com)

Two Gon Bops Cajons Target Specific Markets

Gon Bops has announced two new models, each targeted at a specific segment of the evolving cajon market.

The El Toro is named after percussionist and educator Efrain Toro. Made in Peru and crafted from solid Peruvian Mohna hardwood, the El Toro cajon features inner guitar strings for authentic flamenco cajon sound. The El Toro delivers a range of tone — from snappy highs to deep, resonant lows, partly due to



its angled front contour. Large rubber feet ensure ample bass tones don't get lost in the floor.

The Fiesta cajon is suitable for students and beginners or as a second grab-and-go instrument for gigs where players don't want to travel with high-end models. With an adjustable maple front panel and internal snare wires, Spanish flamenco tones are easy to achieve.

Gon Bops (gonbops.com)

Bam Cases, 'Made-to-Measure' Program in the Works

After introducing a range of four guitar cases a few years ago (classical, dreadnought, archtop 16-inch and manouche), Bam l'Original is now developing cases for the archtop 17-inch, the OM and the jumbo, to be launched at Summer NAMM.

Bam is also working on its "Made-to-Measure" program, scheduled to be launched at the same time.

Designed in France, these high-tech cases are lightweight, offer protection against shocks and are made of a three-ply structure.

Bam l'Original (bamcases.com)



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Peace Unveils JPE Hybrid

Peace Musical's new JPE is the first hybrid drum set from Peace. JPE, which stands for jazz, practice, and electronic, is built with real drum shells, hardware and real drumheads. JPE gives players the realistic feel of acoustic drums. The product is designed to let drummers effortlessly interchange the set between a traditional acoustic drum set,

practice drums and electronic kit without changing drumheads. Drummers only need to adjust the tension rods on the shell side of each drum to convert the kit into acoustic/electronic. The drum set features an 18-inch bass drum; 10-, 12- and 14-inch toms; and a 14-inch snare drum.

🛒 [Peace \(peace-drums.com\)](http://Peace (peace-drums.com))

Martin Opens New Distribution Center

Martin Guitar has opened a new distribution center in Easton, Pa., near its headquarters in Nazareth. This newly renovated facility boasts increased storage and material handling capabilities that are in line with the company's aggressive growth targets.

The decision to open the distribution center resulted from increased demand for products. The new facility was designed to consolidate goods from several manufacturing sources and redistribute them with increased efficiency.

📄 [Martin \(martinguitar.com\)](http://Martin (martinguitar.com))

T-Rex Lowers Suggested Retail Price of FuelTank Chameleon

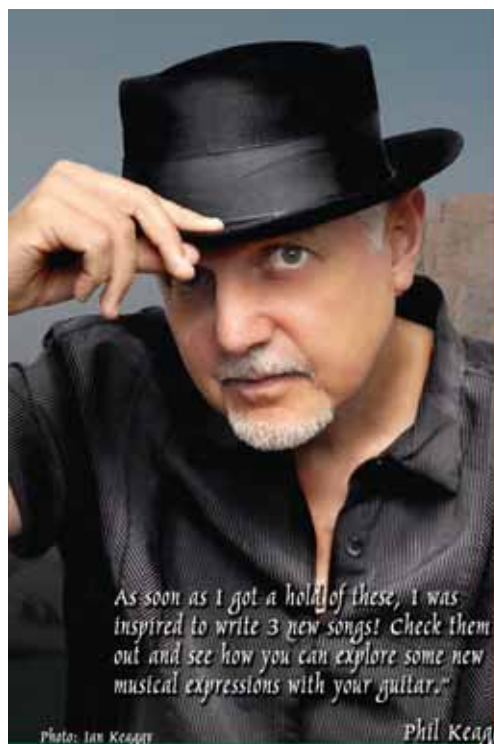
Musiquip, the U.S. distributor of Danish guitar effects pedal manufacturer T-Rex Engineering, has announced a reduction in the price of the FuelTank Chameleon power supply. The new suggested retail price of the FuelTank Chameleon is \$209. (It was \$249.)

Originally launched in early 2010, the

FuelTank Chameleon is the most versatile power supply T-Rex has ever made. With six outputs and four different voltage options, it can power nearly any guitar pedal.

The Chameleon is one of three FuelTank power supplies manufactured by T-Rex, alongside the Classic and the Junior.

🛒 [T-Rex \(t-rex-effects.com\)](http://T-Rex (t-rex-effects.com))



As soon as I got a hold of these, I was inspired to write 3 new songs! Check them out and see how you can explore some new musical expressions with your guitar."

Photo: Ian Keaggy

Phil Keaggy

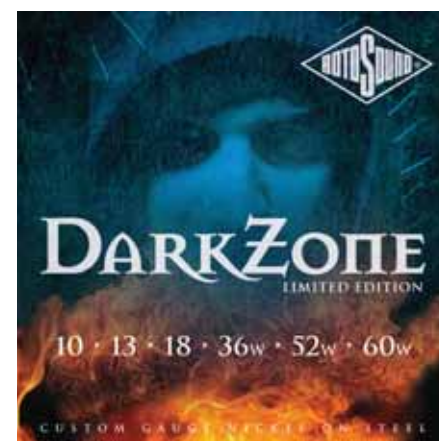


What's Your Color?

Alternate guitar tunings are catching on fast. That's why we decided to go all out and bring you four new tools to create sounds you never thought possible. Yes, you can play in four different alternative tunings without ever having to re-tune your guitar. Kyser's K-Lever Series of Partial Capos lets you keep your guitar in standard tuning. The Lever allows you to easily push down, or even hammer-on the uncaped bass string/strings.

HALL B BOOTH #5951

WWW.KYSERMUSICAL.COM



Entering the Darkzone

Rotosound has unleashed its Darkzone drop-tuning high-output nickel-plated electric steel guitar strings.

Darkzone is a hybrid string set that includes super-heavy bottom E and A strings that create thunderous power chords, with ethereal light high-end strings, so musicians don't have to sacrifice the ability to lead or play solos.

Darkzone sets are available in 10, 13, 18, 36, 52 and 60 gauges. The set retains the distinctive British bright tone associated with Rotosound Strings.

Designed specifically for rock and metal guitar players, Darkzone is also ideal for blues and jazz. The strings boast a deep sound and responsiveness.

🛒 [Rotosound \(rotosound.com\)](http://Rotosound (rotosound.com))

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gretschdrums.com

Gator Cases Bag Fits Tablets, Mixers

Gator Cases' new Tablet/Mix bag provides an all-in-one carry solution for the new wave of iPad presenters, designers, musicians and enthusiasts.

Apple's iPad has proven to be a versatile tool with a variety of powerful downloadable applications. The stylish Tablet/Mix bag provides rugged protection for iPad or similar-sized tablets, as well as small-format mixers or docking stations.

The Tablet/Mix bag is a messenger-style carry bag made of a lightweight nylon material. A fitted sleeve holds an iPad, and the see-through cover allows quick access and full use of the iPad without removal. Zippered access also lets users remove the iPad without opening the outside flap. The larger main compartment features a thick padding and is designed to hold small compact mixers or the iPad while mounted in docking



stations, such as the Alesis iO Dock. Large zippered side pockets allow storage for microphone, power supply, cables and more. The bag features an EVA soft-grip handle and adjustable shoulder strap.

[Gator Cases \(gatorcases.com\)](http://gatorcases.com)

Will You Be a 2012 Top 100 Dealer?

The Top 100 Dealer Awards was one of the biggest hits of 2011 Summer NAMM in Nashville, Tenn., as the association recognized the efforts of its most creative and proactive members.

NAMM is preparing to do it again and invites all U.S. NAMM member retailers to throw their hats into the ring.

Dubbed the "retail Oscars" by *Music Inc.* magazine, NAMM created the awards to spotlight the very best industry retailers and share their strategies for success.

In addition to choosing the Top 100, an independent panel of anonymous industry peers also selects winners in 10 "Best Of" categories, as well as the prestigious Dealer of the Year award.

On March 1, NAMM will call for entries for the 2012 Top 100 Dealer Awards.

"No one works harder than the local community music store," said NAMM President and CEO Joe Lamond.

[NAMM \(namm.org\)](http://namm.org)

Sabian Launches Online Swag Shop

Sabian has unveiled its brand-new online clothing and "swag" shop.

Featuring men's and women's clothing, hats, and bags, sabianswag.com makes it easy for customers to purchase and wear Sabian gear.

The clean, simple designs can be found on all sabianswag.com offerings, including T-shirts, vintage leather jackets and bags. Also, consumers will appreciate the affordability factor. All items featured are priced to sell well.

[Sabian \(sabianswag.com\)](http://sabianswag.com)



Waves Rides Bass Levels Automatically

Waves has released Bass Rider, an easy-to-use plug-in that rides bass levels automatically.

A companion to Waves' Vocal Rider plug-in, Bass Rider delivers ideal bass levels without changing the natural sound of a user's bass. Optimized especially for the frequency range and envelope characteristics of bass instruments, Bass Rider covers DI, amplified, acoustic, synth, upright and more styles.

A time saver with dedicated studio and live components, Bass Rider keeps bass levels in check and solid throughout a mix. Unlike a compressor, Bass Rider works note by note, without disturbing their inner dynamics, so they sustain and decay naturally.

[Waves Audio \(waves.com\)](http://waves.com)





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Strutt Holds Guitars Securely

Strutt has introduced the Ultimate Guitar Holder.

With the Ultimate Guitar Holder, the guitar is held securely, with no resting or leaning. Guitars will not slip or fall from the holder.

The unit is extremely portable. A user can simply place it in a guitar case or in the back of any amp that's on its way to a gig.

The Ultimate Guitar Holder also features cool graphics and provides a convenient place to keep the user's picks.

🛒 **Strutt** (struttguitarholder.com)



Mojave Audio's Perfect Match

Mojave Audio has introduced the MA-101SP, a matched pair of the company's acclaimed MA-101fet cardioid condenser microphones. An ideal solution for stereo-recording tasks, the MA-101SP is useful for recording acoustic instruments. Each MA-101fet provides warm, full-bodied reproductions of instruments without the shrillness and high-frequency artifacts. MSRP: \$1,195.

🛒 **Mojave Audio** (mojaveaudio.com)



Toca Freestyle II Djembes Gain Female Appeal

Toca has added two new finishes to its line of mechanically tuned Freestyle II djembes. The new finishes, ivy and lavender, are designed to appeal to the rapidly growing market of female djembe players.

"We realized that while the Freestyle II line was very popular, our drum finishes were predominantly masculine in nature," said Jeff Ivester, Toca marketing director. "We wanted to create an attractive drum and

avoid taking a stereotypical let's-make-it-pink approach."

The Freestyle II djembe features a durable, lightweight fiberglass shell and a synthetic head that won't dry out or stretch and will maintain its pitch. The drum produces high, crisp slaps and deep bass tones and is available in four different head diameters: 9 inches, 10 inches, 12 inches and 14 inches.

🛒 **Toca** (tocapercussion.com)

TC Electronic Turns TonePrint Pedals Into Bass Effects

Last year, TC Electronic introduced its range of TonePrint guitar pedals. With the arrival of Bass TonePrints, now some of the best bass players in the world have added their personal touch to these pedals.

TC is letting the bass players design their personal tones and making them available as free downloads. An impressive lineup of top bass players have already contributed, including Nathan East (Eric Clapton and Fourplay), Mark King (Level 42), Divinity Roxx (Beyoncé), Gail Ann Dorsey (Lenny Kravitz), Charles Cave (White Lies), Justin Meldal-Johnsen (Nine Inch Nails) and Chris Minh Doky.

The list of Bass TonePrint artists continues to expand, making these pedals a source of custom tones with lots of low-end personality.

The TonePrint pedal series consists of Flashback Delay, Corona Chorus, Vortex Flanger, Hall of Fame Reverb and Shaker Vibrato. All Bass TonePrints are available as free downloads or as part of the TonePrint App for smartphones that lets users beam Bass TonePrints through the pickups of their basses and into their pedals.

🛒 **TC Electronic** (tcelectronic.com)

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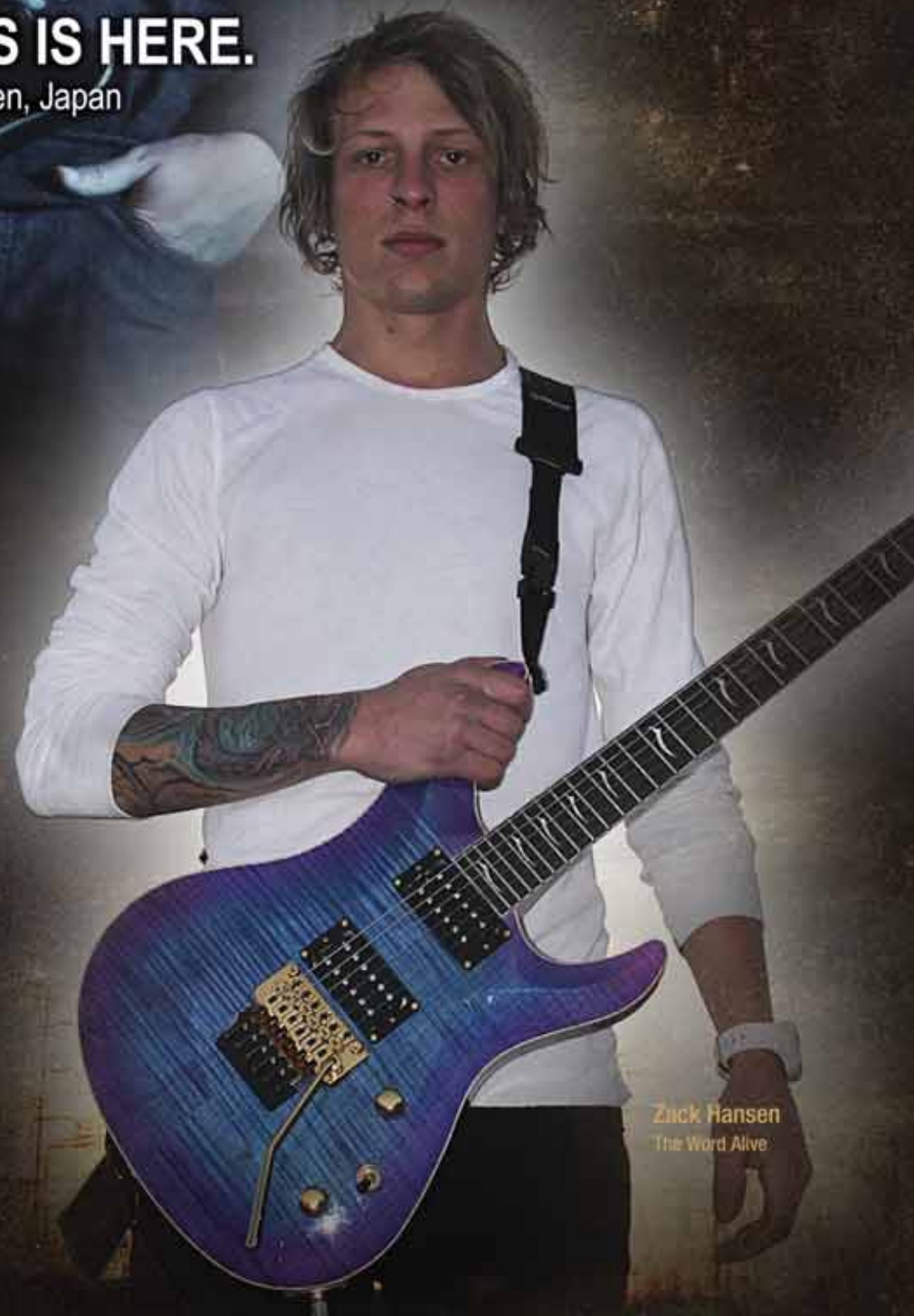


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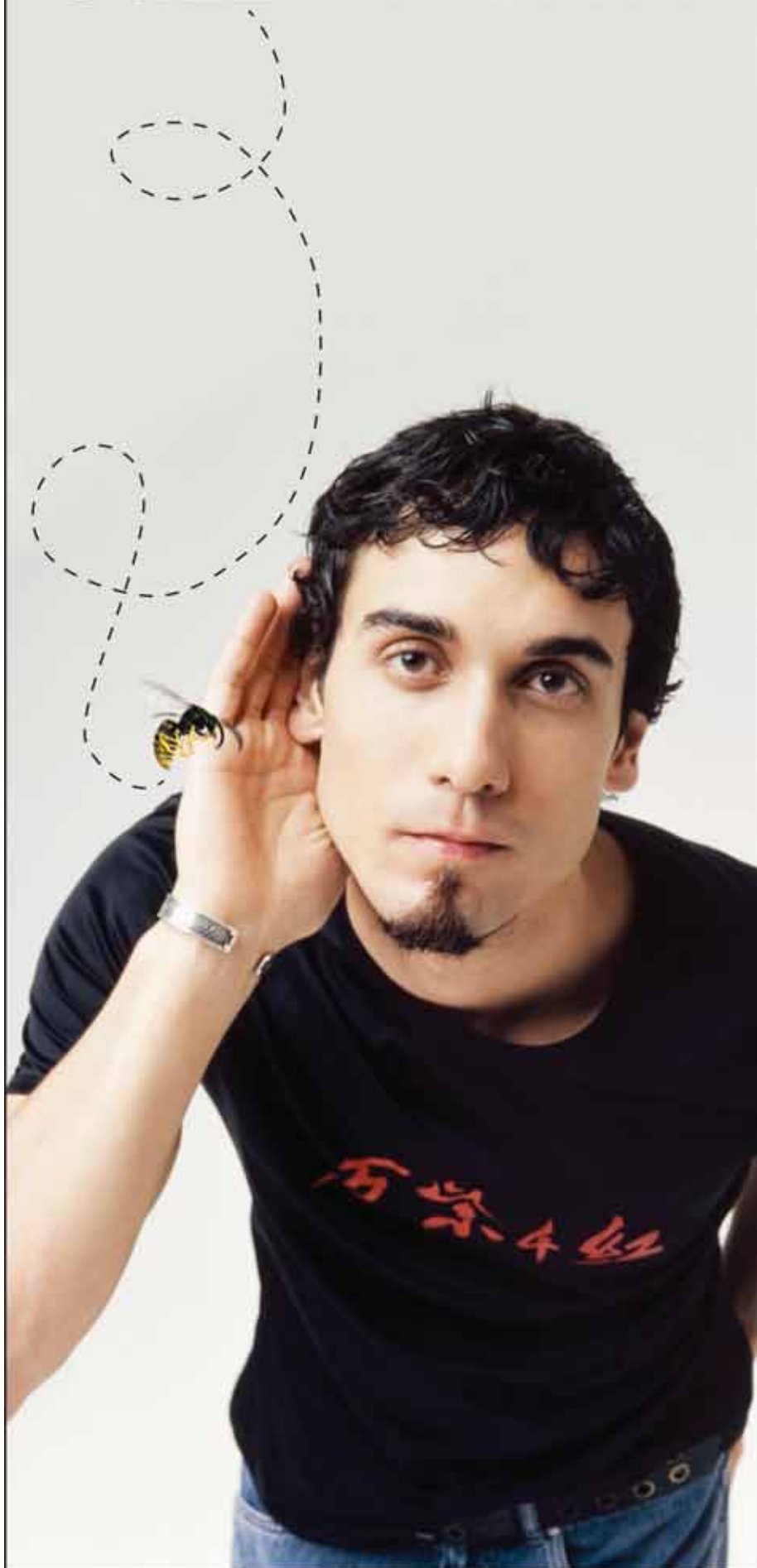


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Gretsch Celebrates Brooklyn Spirit With New Metal Snares

Gretsch Drums has introduced the latest addition to its snare drum offering: the Brooklyn series metal snares.

The Gretsch Brooklyn series salutes the relationship between Gretsch drums and the city of Brooklyn, and the new Brooklyn snare drums help celebrate the rejuvenated Brooklyn city passion and spirit.

The new Brooklyn snare drums add another professional, distinctive voice to the Gretsch snare lineup.

These snare drums include a straight-sided chrome-over-brass shell (with Gretsch center knurl pattern) that's available in two sizes: 5 by 14 inches (eight-lug) (GB4160) and 6.5 by 14 inches

(10-lug) (GB4164).

Also offered in the Brooklyn snare series is a hammered chrome-over-brass shell in 6.5 by 14 inches (10-lug) (GB4164HB).

All shells include Gretsch "302," 3-mm/ double-flanged hoops; a Lightning throw off and butt plate; a Snap-In drum key holder; 20-strand snare wire; and Gretsch Permatone drumheads.

The brass shells resonate with classic, musical tones and are extremely versatile. The "302" hoops provide a timbre that's more open and ambient than traditional Gretsch die-cast hoops.

MSRP: GB4160, \$460.99; GB4164, \$510.99; GB4164HB, \$585.99.

[Gretsch Drums \(kmcmusic.com\)](http://www.gretschdrums.com)

Modern Drummer's New 'Stick Technique'

Bill Bachman has written *Technique: The Essential Guide For The Modern Drummer*. This new book, published by Modern Drummer, helps percussionists develop hands that are loose, stress-free and ready to play.

The book is for everyone who plays with sticks, regardless of whether they're focusing primarily on drum set, orchestral percussion or the rudimental style of drumming. *Stick Technique* is designed

to get users playing essential techniques correctly and as quickly as possible.

Once users have gotten through *Stick Technique*, they should find themselves playing with better sound quality, while expending less energy and remaining injury free. Techniques will be more relaxed, letting users play more musically, more dynamically, and faster than before.

[Modern Drummer \(moderndrummer.com\)](http://www.moderndrummer.com)

Cympad Adds Color to Pads

Cympad has introduced Chromatics, cymbal pads that are available in new colors: orange and blue. These pads join Cympad's original black models to offer drummers a choice of colors. Cympads are made from an advanced, premium-grade cellular foam, which provides superior cymbal sound and performance for a wide variety of drumming styles and in a diverse array of situations.

[Cympad \(cympad.com\)](http://www.cympad.com)



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Numark
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Martin Crafts 15 New Instruments

C. F. Martin & Co. has introduced 15 new guitars and ukuleles. The new releases include an expansion of the Performing Artist series instruments, Custom series, Road series, refinement of the D-18 model and several new ukulele models.

The latest Martin solid wood Road series guitar, the DRS2, delivers a blend of durability and concert-quality sound and projection. Constructed with a solid sapele back and sides and a Sitka spruce top, the DRS2 is a working musician's guitar built with an extra rigid Stratabond neck to withstand the rigors of touring. A Fishman Sonitone sound-reinforcement system completes this road- and stage-worthy Martin. It includes a hardshell case. MSRP: \$1,099.

The DCPA5 and GPCPA5 are Martin's most affordable Performing Artist models. Available in both a dreadnought and grand performance cutaway, both models include a solid Sitka spruce top, koa patterned high-pressure laminate (HPL) back and sides, High Performance neck and Fishman F1 analog electronics. MSRP: \$1,099.

With the DCPA4 Siris and GPCPA4 Siris Performing Artists guitars, Martin introduced a new tonewood called Siris, adding even more tonal color and variety to the PA series. The DCPA4 Siris and the GPCPA4 Siris are 14-fret cutaway guitars and have fast, comfortable Performing Artist profile necks, Hybrid "X" scalloped top bracing, black Richlite fingerboards and bridges, and Fishman F1

analog on-board electronics. MSRP: \$1,849.

The GPCPA4 Sapele features FSC Certified Recycled Sitka spruce reclaimed from dismantled Canadian bridges and is finished with a polished gloss top. It includes Fishman F1 analog electronics and a hardshell case. MSRP: \$1,799.

The DCPA1 Madagascar rosewood and GPCPA1 Madagascar rosewood are high-end dovetail models with a solid Adirondack spruce top, solid Madagascar rosewood back and sides, Golden Era bracing, pearl accents, and Fishman F1 Aura + electronics featuring Easy Mode. The guitar is available in dreadnought and grand performance sizes, each with a gray Geib-style case. MSRP: \$6,499.

🛒 **Martin** (martinguitar.com)



Zildjian's K Constantinople Line Expands

Zildjian has added three new Crash cymbals to its K Constantinople line.

The new 15-, 17- and 19-inch models complement the existing 16- and 18-inch models in the line. The crashes feature a new hammering technique, an additional pin lathe on the top and bottom, and new vintage-style cups (on the 15- and 17-inch models).

These new features let the cymbal maintain the dark, expressive quality of the K Constantinople and incorporate even more overtones and nuances. The new pin lathe feature gives the cymbals an appearance similar to earlier Ks from the 1960s. The 15- and 17-inch crashes are thin in weight.

🛒 **Zildjian** (zildjian.com)

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www.fishman.com



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FISHMAN



Kahler Launches New Social Media

With the launch of Kahler's new website at kahlerusa.com, the company now also has official social media sites:

- Facebook: facebook.com/kahlerusa
 - YouTube: youtube.com/kahlerusatrem
 - Twitter: twitter.com/kahlerusa
- Users who visit Kahler online can subscribe, like and follow all of the company's social media sites.

🛒 **Kahler** (kahlerusa.com)

ART Unveils Pro Channel II

Applied Research and Technology, a division of Yorkville Sound, has introduced the ART Pro Channel II, a full-featured, tube-based recording channel for the user's recording and computer audio interface needs.

The second-generation discrete Class-A microphone pre-amp provides clean, quiet gain while maintaining incredible transparency. A powerful dynamics processor subtly controls transients and noise of demanding sources. The semi-parametric EQ offers wide tune-ability and can be patched before or after the dynamics processor. MSRP: \$379.

🛒 **ART** (artproaudio.com)



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TAMA'S ON TIME

WITH A NEW SNARE LINE

Economy up, economy down, there are two things that never change. Drummers go on drumming. And drummers go on searching for new sounds.

Tama's **Sound Lab Project** can help you turn that search into a sale. Eight very different snare drums, each with its own rich, sonic identity. Called "S.L.P." for short, every one of these drums was designed with its own particular sound objective—shell materials, thicknesses, types of hoops, etc. all chosen to pay homage to a classic sound, and then outshine it—as only Tama can.

BOOTH 4634



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LMPI455ATM
Classic Maple



LMB1465MMB
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LGMI37STA
G-Maple



LBRI465
Black Brass



LST1365
Sonic Steel



LALI45
Super Aluminum



Get connected: Official Tama Drums USA @tama_USA





Los Cabos Overhauls Practice Pads

Los Cabos Drumsticks has redesigned and expanded its line of practice pads. Featuring a 1/4-inch gum rubber playing surface and a Baltic birch wood base, the Canadian-made practice pads are available in 6-, 8- and 10-inch models and feature an 8-mm brass thread for easy mounting.

"We're very excited about these new practice pads," said Matt Carter, director of marketing for Los Cabos Drumsticks. "We have completely overhauled our practice pad product line and will now be making all of them right here in our Hanwell, New Brunswick, facility. Being able to oversee their complete construction in-house will enable us to ensure this new product line meets with the same high degree of craftsmanship our sticks are known for."

New models include the LCDPAD6 (MSRP: \$25.99), LCDPAD8 (\$29.99) and LCDPAD10 (\$39.99).

🛒 [Los Cabos \(loscabosdrumsticks.com\)](http://loscabosdrumsticks.com)

DJ Tech Pro Presents Dragon Two Controller

Dragon Two is DJ Tech Pro's newest digital DJ controller with integrated soundcard and analog mixer. The Dragon Two can be switched between two-deck and four-deck modes with the included Virtual DJ LE software. While in four-deck mode, the Dragon Two provides seamless integration with Virtual DJ LE's four-deck mode. The unit features a familiar two-platter layout, and LED lighting around the EQ controls jog wheels, which provide simple visual cues to mix four decks seamlessly.

Under the two-deck mode, users can mix the digital audio from their DJ software and external analog audio inputs. The complete built-in mixer provides an analog filter for each channel.

The soundcard feeds a pristine audio



signal to the master, booth and headphone monitoring outputs. Users can connect turntables, CD players or other external audio sources into the Dragon Two's audio inputs to use timecode vinyl or CD for DVS control or simply mix and add FX on an external audio source.

🛒 [DJ Tech \(djtechpro.com\)](http://DJ Tech (djtechpro.com))



Powell Tapers Curved Alto Flute Headjoint

Powell has added a tapered and curved alto flute headjoint to the Sonaré alto flute.

Flutists often comment that the standard cylindrical curved alto headjoint adversely affects the pitch and scale of an instrument. This is due to the lack of taper in the interior of the headjoint. Powell's new tapered and curved alto headjoint eliminates this problem. The Sonaré tapered and curved alto flute headjoint will be available on the AF-60 (sterling silver headjoint) and AF-70 (sterling silver headjoint and body) models.

🛒 [Powell Flutes \(powellflutes.com\)](http://Powell Flutes (powellflutes.com))

Yamaha Upgrades Concert Toms

Yamaha has made the first upgrade to its 8000-series concert toms since 1985. Featuring a rich, new dark wood stain finish, the 8000-series offers a birch-ply shell to promote a fuller sound and increased shell response.

The 8000-series is offered in eight traditional sizes of single-headed toms, in three traditional setups: CTS-6802B (6 inches, 8 inches, 10 inches and 12 inches with two stands); CTS-0234B (10 inches,

12 inches, 13 inches and 14 inches with two stands); and CTS-3456B (13 inches, 14 inches, 15 inches and 16 inches with two stands). Constructed using the Yamaha Air Seal System, which ensures that the shells start round and stay round, the eight-ply birch-ply toms feature an in-round shell that tunes clearer to provide a pure tone. The 1.6-mm triple-flanged hoop steel rims offer traditional sound.

🛒 [Yamaha \(yamaha.com\)](http://Yamaha (yamaha.com))

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Universal Audio Welcomes Sonnox as New Partner

Universal Audio has welcomed Sonnox as direct developers for the UAD-2 powered plug-ins platform. The partnership will bring Sonnox's award-winning mixing and mastering plug-ins to UAD-2 DSP Accelerator hardware.

Based in Oxfordshire in the United Kingdom, Sonnox's emphasis on quality, design and flexibility have made its mixing and mastering plug-ins the tools of choice for quality-conscious sound engineers and producers.

With Universal Audio's software development kit, Sonnox will be able to create software for the UAD powered plug-ins platform directly and to sell the plug-ins via UA's online store.

"We're glad to add Sonnox to our growing list of direct developers for UAD-2," said Matt Ward, president of Universal Audio. "The clarity and precision that is synonymous with their audio production plug-ins will give our customers unique choices for their music projects."

"We're excited that Universal Audio chose our award-winning mixing and mastering plug-ins to be added to their UAD-2 platform," said Rod Densham, managing director at Sonnox. "We're impressed with the commitment to the quality of the software available on their platform, and looking forward to including our best plug-ins on UAD-2 in the near future."

 [Universal Audio \(uaudio.com\)](http://uaudio.com)



Hosa Debuts Mogan Microphones Brand

Hosa Technology has introduced Mogan Microphones, a new brand of subminiature mics. The first offering under the new brand is the Mogan Standard Omnis eartset microphone.

Offering solid performance and value, the Mogan Standard eartset microphone is designed to deliver high-quality audio at a price that will appeal to budget-conscious presenters. The Mogan Standard eartset model is suitable for educators, lecturers, business presenters and church worship leaders.

The microphone features a 3-mm omni-directional capsule with -45 dB nominal sensitivity that's designed to be positioned near the corner of one's mouth. Delivering full-frequency audio performance, the microphone enables presenters to achieve good audio levels and deliver natural, resonant sound.

The microphone can be worn

comfortably for hours, enabling one to focus on his or her presentation without distractions. With a soft ear cushion concealing its fully adjustable, sprung-steel (stainless) mechanism, the eartset microphone can be positioned on the left or right ear for stability and comfort.

The Mogan Microphone interchangeable cable system enables one to connect the microphone to wireless transmitters, including models from Shure, AKG, Sennheiser and Audio-Technica. Each microphone ships with a detachable, Kevlar-reinforced cable with a hardwired connector.

The Mogan Standard eartset microphone is available in either beige or black to blend with a variety of skin tones. Additionally, each unit includes a foam windscreen and a single mic clip.

MSRP: \$200.

 [Hosa Technology \(hosatech.com\)](http://hosatech.com)



Sakae Gets Kick Out of X-Calibur

Sakae Drums has introduced the X-Calibur drum pedal.

The new kick pedal's frame is made with solid one-piece metal from the base plate.


This lets the player's foot motion and power be transmitted directly to the beater without any power loss.

The unit is available as a single or double pedal.

 [Sakae Drums \(sakaedrums.com\)](http://sakaedrums.com)

Big Island Uke Says 'Aloha'

Big Island Ukulele's new IMUA ukulele is made completely in Hawaii. The line includes all solid Hawaiian koa soprano, concert and tenor models. The instruments are the result of a partnership with Shinji Takahashi, master luthier from Japan, and Big Island Ukulele owner Jorma Winkler.

 [Big Island Ukulele \(bigislandukulele.com\)](http://bigislandukulele.com)



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Alfred Music Publishing Adds to Broadway Presents! Vocal Series

Alfred Music Publishing has expanded its Broadway Presents! series with *Audition Musical Theatre Anthology: Young Female* and *Young Male Editions*, a collection of 100 popular musical theater songs.

Designed especially for audition situations, *Broadway Presents! Audition Musical Theatre Anthology* is a compilation of 100 excerpts of musical theater songs, carefully adapted to help singers display their best abilities. The song excerpts are referenced from their original scores and represent a variety of shows that span decades of theater history and a multitude of styles. User-friendly reference guides are also included, such as Song Set Up, a brief song-by-song

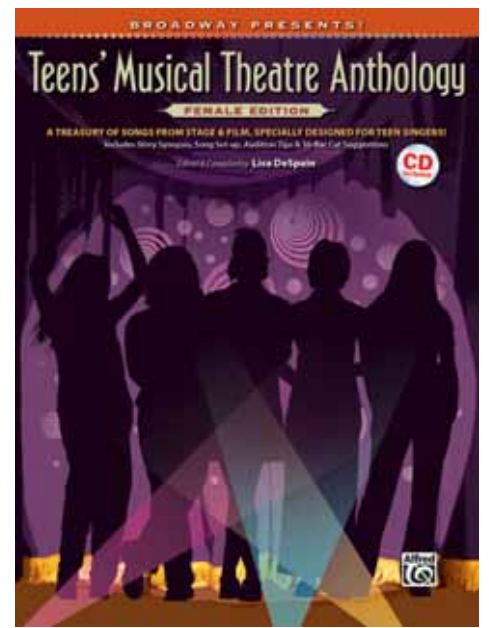
commentary; Song Indexes, which categorize all songs by vocal styles; Historical Category, charting all songs by historical genre; and Timeline, chronicling songs by year composed. The companion two-CD set contains accompaniment tracks to every song excerpt in the book.

Broadway Presents! Audition Musical Theatre Anthology: Young Male Edition contains songs from a range of musicals, including "21 Guns" ("American Idiot: The Musical"), "All I Care About Is Love" ("Chicago"), "Brush Up Your Shakespeare" ("Kiss Me, Kate") and "Fit As A Fiddle" ("Singin' In The Rain"). *Broadway Presents! Audition Musical Theatre Anthology: Young Female Edition* contains songs

from an array of musicals, including "I Had Myself A True Love" ("St. Louis Woman"), "Good Morning Starshine," ("Hair"), "Mamma Mia," ("Mamma Mia!"), "My Funny Valentine" ("Babes In Arms") and "Doll On A Music Box" ("Chitty Chitty Bang Bang").

The Broadway Presents! vocal series is a treasury of songs from stage and film from a variety of shows from theater history. Other editions in the series include the *Musical Theatre Anthology For Kids* in both *Teen Male* and *Teen Female* editions. Using the original vocal scores, the songs have been selected and adapted with the ranges and skills of these singers in mind.

🛒 Alfred (alfred.com)



Four Amps in One

Line 6 has introduced the DT25 family of guitar amplifiers. The portable 25-watt/10-watt tube amps, which include DT25 112 combo, DT25 head and DT25 112 extension cab, deliver boutique sound and performance via a design by amp designer Reinhold Bogner and advanced HD modeling technology.

The new amplifiers provide guitarists with four guitar amp voicings, or sonic signatures: American clean, British crunch, Class A chime and modern high-gain. Each voicing is a combination of negative feedback loop topology and HD pre-amp and tone stack modeling. The simple, two-channel design provides flexibility. Each channel is independent, and any configuration of voicing, operating class and power tube mode can be dialed in to either channel.

🛒 Line 6 (line6.com)

HK Bundles Professional P.A.

The new SoundCaddy One from HK Audio provides the benefits of a line array/woofer combo in a compact, portable format.

Inside are three 6-inch bass speakers, six 3 1/2-inch mid/high drivers, a 600-watt class D amplifier and a complete four-channel mixer. This P.A. system can be used for both speech and music.

Because it is a single, self-contained unit, the SoundCaddy One provides plug-and-play convenience. It can be moved into position on its built-in wheels. A firm push on its top releases the mid/high array, which rises from the cabinet on a pneumatic lift. Users can lock it into place at the desired height. The back panel offers access to a full four-channel mixer. The mono channels are equipped with a Neutrik XLR/guitar combo input, volume knob and tone control. MSRP: \$4,000.

🛒 HK Audio (hkaudio.com/us)



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midasconsoles.com

Hal Takes Pianists on a Classical Journey

Hal Leonard has introduced the Journey Through The Classics series.

This four-volume piano repertoire line is designed to lead students from the earliest classical pieces to intermediate masterworks.

The selections in Journey Through the Classics were compiled and edited by Jennifer Linn, the manager of educational keyboard publications for Hal Leonard and an in-demand clinician and adjudicator. These graded pieces are presented in a progressive order and feature a variety of classical favorites essential to any piano student's educational foundation.

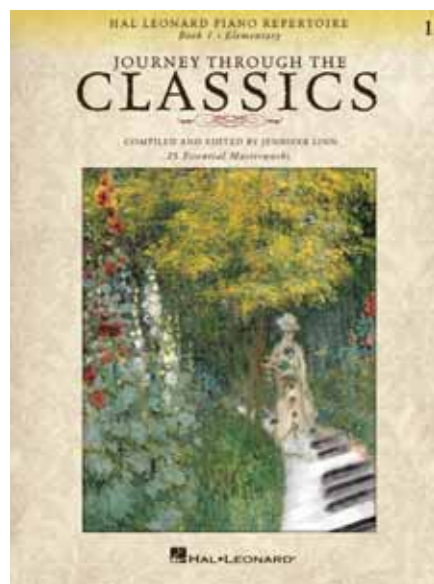
The books offer music written for each

level by Bach, Mozart, Beethoven, Clementi, Gurlitt, Schubert, Schumann and other master composers. The pieces are introduced in a logical sequence, with each chosen for its pedagogical value and student appeal.

Each book features a reference chart noting the stylistic period and the challenge elements for every selection. The repertoire makes this series ideal for auditions and recitals.

Each volume in the series features at least 24 pieces. Individual titles include *Book 1 – Elementary* and *Book 4 – Intermediate*.

🛒 [Hal Leonard \(halleonard.com\)](http://Hal Leonard (halleonard.com))



Yamaha App Manages, Archives Piano Performances

Yamaha has developed the free iPhone/iPad app Piano Diary as a tool to motivate and enhance daily piano practice and performance. It's ideal for students, intermediate players and advanced hobbyists alike. Compatible with any MIDI instrument, it's designed to help users manage, archive and share piano performances.

The app runs on the iOS 5 platform and is currently available for download on the iTunes App Store.

Piano Diary enables users to record performances, monitor practice time, upload performances to YouTube and carry their performances anywhere. The app's recording functionality lets users record daily performances for later playback to their keyboard, either for listening/critiquing or to perform as a duet with themselves. It also allows for easy search of performances stored in the app by date/time or name. In addition, the app stores all performances automatically on Piano Diary servers in the "Cloud." A guest mode is available for users who don't want to store recordings to the Piano Diary servers.

To help users monitor practice time, Piano Diary keeps track of important statistics, including the number of notes played.

🛒 [Yamaha \(yamaha.com\)](http://Yamaha (yamaha.com))



Traynor YBA300 Sends Bass Tone Down the Tube

Traynor has built its flagship YBA300 all-tube bass head for the working musician.

The 300-watt YBA300 was designed with the rigors of the road in mind. Effective and straightforward rear-panel tube bias adjustments ensure any player can easily fine-tune pairs of the YBA300's power tubes. Clear LED indicators on the rear of the amp show proper tube function and status.

In rare cases where a tube may fail, the YBA300 will lock out the problem tube and its partner, allowing the amp to finish the show on the remaining active tubes. The LED display shows which tube needs service.

The stock YBA300 ships with 12 hand-selected 6L6 power tubes, delivering a classic smooth tube tone. For a more aggressive bass sound, the stock 6L6 tubes can be easily changed to any high-quality EL34 tube set and be rebiased in the field, making the YBA300 essentially two amps in one versatile chassis. Simple controls make it easy to dial in virtually any bass tone.

The Traynor YBA300 is made in Canada using solid plywood cabinet construction, heavy-gauge steel chassis and high-quality pots and jacks. It's covered by Traynor's two-year unlimited warranty.

🛒 [Traynor \(traynoramps.com\)](http://Traynor (traynoramps.com))

Kentucky

Defining the sound of Bluegrass music...then and now!

The new Kentucky KM-5000 Bill Monroe Centennial Master Model Mandolin



"Bill Monroe's approach to the mandolin was unique, utilizing it as both a lead and rhythm instrument. He is directly responsible for the mandolin's current prominence in Bluegrass, Country, Pop and numerous other forms of music."

George Gruhn, Nashville, TN

In honor of the musical legacy left by the man forever to be known as the *Father of Bluegrass Music*, Saga Musical Instruments presents the new KM-5000 Bill Monroe Centennial Master Model Mandolin! Limited to 100 pieces—each constructed to the same standard of quality found in the most sought-after of vintage instruments, and is a fitting tribute to a legend that will inspire any player or collector.

KM-5000 Features:

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Tascam's High-End Portable Recorder

Tascam has introduced the DR-100mkII 24-bit/96-kHz linear PCM recorder.

The rugged recorder offers high-end recording features to musicians and engineers. It features four built-in microphones, two cardioid and two omnidirectional, for great-sounding recordings. A pair of XLR microphone inputs with phantom power welcomes pro-grade condenser microphones, and line in and out connectors are also provided. The new, improved version of the DR-100 adds balanced line ins, S/PDIF digital inputs and locking connectors. All these premium features make the DR-100mkII ideal for high-end portable recording, DSLR filmmaking and post-production effects gathering.



"The original DR-100 has been a great success, but after listening to our customers' inputs, we improved the already successful DR-100 to include great features, such as balanced XLR line input, locking XLR connectors, improved unidirectional and omnidirectional microphones, and much more," said Paul Jenkins, senior vice president for TEAC America.

[Tascam \(tascam.com\)](http://www.tascam.com)



Ovation Classic Nylon AX Enhances Pro Series

Ovation has introduced the latest addition to its Pro series line, the Classic Nylon AX (1773AX).

Ideal for jazz, Latin, flamenco or classical guitar players looking for balanced tone and performance, this mid-depth body model offers complete fretboard access, and the neck is slightly narrower than on a standard classical guitar. These attributes also make this offering an ideal model for the

steel-string player looking to explore new territory.

The 1773AX has a AA-grade solid cedar top, natural finish, scalloped X bracing, ebony fingerboard, five-piece mahogany and maple neck and comes complete with OP Pro pre-amp, an Ovation OCP-1K pickup and a molded case.

MSRP: \$1,199.

[Ovation \(kmcmusic.com\)](http://www.kmcmusic.com)

Vic Firth Makes M146 Orchestral Series Mallet Even Better

Vic Firth has introduced the new and improved M146 Orchestral series mallet.

The Orchestral series keyboard mallets were designed for orchestral and symphonic band performers. The inclusion of this new and improved mallet for bells and crotales

affords the player an even greater range of sound possibilities. The M146's medium-sized round aluminum head creates a full, shimmering sound on crotales and bells. It's also great on bell trees. MSRP: \$38.

[Vic Firth \(vicfirth.com\)](http://www.vicfirth.com)

NAMM's Holiday PR Campaign Delivers

NAMM hit the ground running this past holiday season with a public relations campaign encouraging consumers to purchase musical instruments as gifts and provide their friends and loved ones with a present that comes with an actual "experience."

NAMM kicked off the campaign by partnering with Sesame Workshop to sponsor a Macy's Thanksgiving Day Parade float.

To promote the idea of giving a gift that people can enjoy for a lifetime, NAMM and its public relations firm, GolinHarris, enlisted the help of a satellite media tour company and arranged for a professional spokesperson to be featured on hundreds of local and national TV and radio shows. All of the segments, which featured instruments donated by Yamaha, Koln and Hohner, had a call to action for people to visit their community music stores for advice on purchasing and playing an instrument.

NAMM sponsored a billboard in New York's busy Times Square stating: "Give a musical instrument this holiday, and enjoy quality time all year!" The final outreach effort was a press release distributed to more than 10,000 newspapers. A radio spot with the same messaging was distributed to 6,500 U.S. radio stations. The release included survey results that found 58 percent of consumers regretted not learning to play an instrument and 34 percent of consumers preferred to give loved ones gifts that offer an experience.

[NAMM \(namm.org\)](http://www.namm.org)

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Rotosound Gets in Tune

Rotosound recently added the Chromatic Tuner and Chromatic Metronome Tuner to its list of accessories for stringed instruments.

The tuners are versatile and designed to be used with a variety of instruments — guitars, basses, ukuleles, violins and violas.

They're compact, lightweight, robust and easy-to-operate units that work by clipping the device onto the instrument.

The tuners are also intuitive, displaying the note when it's played clearly on the backlit display, indicating how close it is to being in tune. With this functionality, users can easily get perfect pitch.

These tuners are highly sensitive and have a wide detection range with clear visual feedback.

🛒 [Rotosound \(rotosound.com\)](http://rotosound.com)



Takamine Adds 2012 Limited Edition Series

Takamine Guitars has introduced the LTD2012 and LTD2012C guitars, which comprise the 2012 Limited Edition series. This year marks Takamine's 50th anniversary.

Each guitar features a growing vine motif, and this unique design will never be duplicated again.

The LTD2012 C is the first nylon string

limited-edition model in Takamine's 50-year history. It's built for brilliant tone and strong projection.

The LTD2012 possesses the power and projection one would expect from a large, substantial dreadnought guitar with a top-grade spruce top and solid rosewood back.

🛒 [Takamine \(kmcmusic.com\)](http://kmcmusic.com)



Gemini Racks Up Mixing Solutions

Gemini has introduced the RMX series of rackmount mixers. The new RMX3 and RMX5 boast flexible connections and professional features in 19-inch, 4U rackspace designs.

The RMX3 is a three-channel, six-line

professional mixer with five-band EQ assigned to the master output. The RMX5 features five stereo channels and eight line inputs, along with three-band rotary EQ for each channel and an assignable crossfader.

🛒 [Gemini \(geminisound.com\)](http://geminisound.com)



Tri-Technical Gives Retailers the Power to Promote

Tri-Technical's promotions engine gives store owners the ability to offer their on-line customers uniquely configured promotions with unlimited restrictions.

Examples of such promotions include free shipping and "Buy five, get one free."

Promos also work with the company's mobile commerce solution. An integrated Web platform auto-detects when a mobile device is being used and renders the requested page formatted specifically for that device.

🛒 [Tri-Technical \(technology4retailers.com\)](http://technology4retailers.com)

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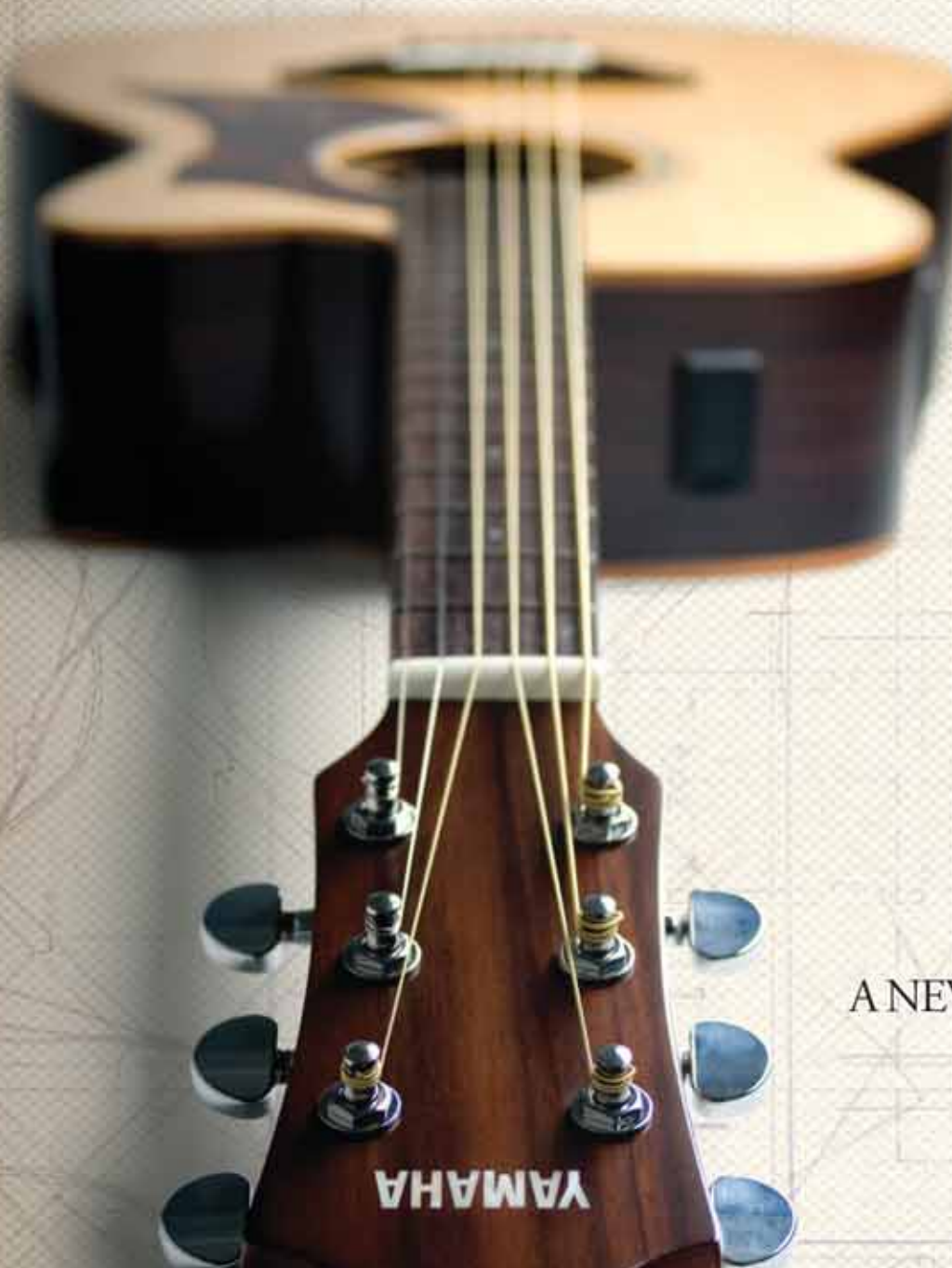
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Crown XTi 2 Amps Take Control

Harman's Crown Audio is showcasing the XTi 2 amplifier series. It features enhanced control with Crown's PeakX Plus limiters. The limiters are derived from the same framework as those found in I-Tech HD and the new XLS DriveCore series, letting users manipulate threshold, attack and release times. A new, improved subharmonic synthesizer offers more accurate control over what frequencies are targeted and can be tailored for a specific system or room setup.

Offering increased amplifier functionality, users now have Advanced Thermal Control, giving them the ability to tailor the fan performance to their specific application. XTi 2 increases the amount of presets a user can save and recall (from 20–30). A new status section on the amplifier allows for the monitoring of power supply temperature and AC line voltage, making troubleshooting easier. MAP: \$499–\$1,999.

🛒 Harman (harman.com)



Korg Monotron Series Delivers Pocket-size Analog Synthesis

Korg has introduced the Monotron Duo and Monotron Delay to its Monotron series of pocket-size analog ribbon synthesizers. The Monotron series provides a low-cost way to enjoy the unique sound and knob-tweaking fun of analog synthesis. Both units offer battery power and a built-in speaker.

The front panel provides five knobs and a front-panel switch, offering authentic hands-on analog control. The ribbon keyboard can be used for picking out melodies or creating lush-sounding effects. The aux input jack lets any audio source be placed into the signal path and processed by this analog filter,

adding tone-bending filter effects to any sound or instrument.

The Monotron Duo includes a second oscillator (VCO) with separate tuning.

In addition to its analog oscillator, filter and LFO, the Monotron Delay provides a space delay effect equipped with time and feedback.

The original Monotron features an analog oscillator (VCO), an analog filter (VCF) and an assignable LFO (low-frequency oscillator) that can affect either the VCO or the VCF. MSRP: \$70–\$90.

🛒 Korg (korg.com)



New Planet Waves Cellu-Glo Picks Light Up the Night

Planet Waves recently released its new twist on celluloid picks, Cellu-Glo.

Cellu-Glo picks offer guitarists the natural feel and warm, fat tone of celluloid in a glow-in-the-dark pick. Users can precharge the picks with natural sunlight or a lightbulb.

"Cellu-Glo picks from Planet Waves add a new visual element for artists," said Planet Waves Product Specialist Robert Cunningham. "Guitarists also love them because they are so easy to find on dark stages."

Cellu-Glo picks are available in light, medium, heavy and extra heavy.

The 10-packs retail for \$4.49, the 25-packs retail for \$9.99, and the 100-packs retail for \$34.99.

🛒 Planet Waves (planetwaves.com)



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Shure Crafts Shock Mount for KSM353

Shure has unveiled a new shock mount for its KSM353 ribbon microphone. The mount uses advanced materials and design to deliver isolation with style.

The mount had to provide isolation, securely mate to the microphone and complement the simple metallic styling of the KSM353 ribbon microphone. The KSM353's 1.5-pound weight and lack of a secure attachment point posed distinct challenges to achieving these goals.

When designing the new mount, the first step was to redesign the bottom connector of the microphone to accept the ShureLock thread design.

A standard feature on the mounts for Shure KSM-series microphones, the mount threads onto the bottom of the microphone, holding the KSM353 securely, regardless of orientation or stand movement.

🛒 [Shure \(shure.com\)](http://shure.com)

Cakewalk's All-in-one Suite

Cakewalk's Sonar X1 Production Suite is now shipping.

It includes Sonar X1 Producer, which is suited to today's music production with a user interface design that provides a clean, modern creation environment.

The Sonar X1 Production Suite also has Sonar X1 Producer Expanded for additional functionality, including modular ProChannel capability, Softube's Saturation Knob ProChannel module, FX Chains 2.0, one-click SoundCloud integration and Music XML support.

The PC4K S-Type Expander / Gate ProChannel Module provides large-format console expander and gate functionality.

Plus, the suite has the Z3TA+ 2 waveshaping synthesizer.

Street price: \$499.

🛒 [Cakewalk \(cakewalk.com\)](http://cakewalk.com)



Akai Merges MPC With a Mac, PC

Akai Professional has introduced MPC Studio, a portable MPC designed to take advantage of the processing power of Mac and PC computers.

MPC Studio merges a compact MPC with a computer. The unit is a hardware and software combination designed to deliver the experience of using an MPC, while also giving access to more powerful features via the computer's larger screen, keyboard and mouse. Although it's a premium production solution, MPC Studio can still fit easily into a laptop bag. All the knobs are custom designed to be no higher than the pads, so the MPC Studio will slide into any laptop bag.

MPC Studio was engineered using feedback from dozens of working producers and musicians to ensure that it maintains the MPC workflow that producers expect from Akai Professional.

The studio features a built-in backlit LCD, 16 genuine MPC pads and other traditional features that allow for music production directly from the hardware controller itself, without even touching the computer. Such functions as piano roll editing, track editing and audio editing can all be done in full screen mode on the computer, if desired.

🛒 [Akai \(akaiprofessional.com\)](http://akaiprofessional.com)

TC Electronic Announces LM6 Radar Loudness Meter Supports AAX Format

TC Electronic's new cross-platform LM6 radar loudness meter supports Avid's AAX plug-in format.

Avid recently presented the new plug-in format for Pro Tools 10: AAX (Avid Audio eXtension) at AES. LM6 radar loudness

meter is available in VST, AU, RTAS and AAX Native versions.

🛒 [TC Electronic \(tcelectronic.com\)](http://tcelectronic.com)

Genelec 6010A Bi-Amplified Monitoring System Ventures Into the Mystic

Genelec has introduced the 6010A Bi-Amplified Monitoring System and matching 5040A Active Subwoofer in a striking new finish, dark "mystic" black.

The 6010A is Genelec's smallest monitor system to date, measuring 7 1/8 inches by 4 3/4 inches by 4 1/2 inches. The system has been designed for computer sound systems, workstations, master control rooms and other close-proximity listening applications requiring a low-profile monitoring solution. It can even be plugged directly into personal music players.

However, size is no handicap to performance, as the 6010A two-way active monitoring system incorporates Genelec's acoustic design innovations to minimize all forms of distortion.

Designed as an active monitor, the 6010A contains proprietary drivers, advanced power amplifiers ideally matched to the drivers, active crossover filters and protection circuitry. The 6010A has a die-cast all-aluminum Minimum Diffraction Enclosure (MDE),



which features large internal volumes, softly curved edges and mechanical strength.

The 6010A also incorporates Genelec's advanced Directivity Control Waveguide (DCW), which provides a smooth on- and off-axis response, while the long, curved reflex port ends in a wide flare for strong bass articulation.

Each monitor features a 3-inch bass driver along with a 3/4-inch high-frequency driver loaded into a Genelec advanced

Directivity Control Waveguide. The free field frequency response is 74 Hz–18 kHz. Maximum peak SPL output per pair with music material is 102 dB. Bass and treble drivers are each powered by 12-watt amplifiers.

The Genelec 5040A subwoofer, also now shipping in Mystic Black, provides an ideal partner to the 6010A for both stereo and surround applications. The 5040A extends the LF response down to 35 Hz.

🛒 [Genelec \(genelecusa.com\)](http://genelecusa.com)



Soundcraft Si Compact 32 Console Offers 40 Inputs

The Soundcraft Si Compact range recently expanded with the release of the Si Compact 32.

The unit is capable of delivering 40 inputs to mix, while maintaining the power-packed DSP functionality of its smaller brothers.

The Si Compact features 14 main buses (all with dynamics, delays and BSS graphic EQs), four matrix buses, four dedicated FX buses and four full-time Lexicon effects engines, as well as including a range of option cards to interface with other systems, such as Aviom, CobraNet, AES/EBU and MADI.

All Si Compact models can connect via MADI to the new Compact Stagebox, adding remote connectivity to these digital mixers.

🛒 [Soundcraft \(soundcraft.com\)](http://soundcraft.com)



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Heritage



CLASSIC GUITAR COMBO GETS HERITAGE TREATMENT

The Ampeg Heritage line focuses on the premium. So much more than the average re-issue, we take legendary pieces of gear from Ampeg's rich history and breathe new life into them. This year, we are excited to offer a recreation of a legendary Ampeg guitar combo — the Heritage R-12R Reverberocket. Delivering the authentic tube-driven reverb and smooth, sweet tremolo that made the original one of the most revered guitar combos ever, the Heritage R-12R is simply amazing. Plus, the limited edition Heritage B-15 is back for 2012. With expanded production and plans for worldwide availability, this exclusive bass rig offers an unmatched experience for any bass player who plugs in.

SVT

MEET THE MINI FRIDGE

The Ampeg Micro-CL Stack delivers 100 watts of Ampeg tone into any situation. It features a tough, 2x10" cab and tools like a stereo input and output for silent practice, effects loop and direct out for recording. It's everything you want in a full stack, micro-sized to fit perfectly into your life.



GVT

PLUG INTO AMPEG'S FULL LINE OF TUBE GUITAR AMPS – GVT SERIES

The comprehensive line of Ampeg GVT Guitar Amps range from an ultra-compact 5-watt head, all the way up to a gig-friendly 50-watt, 2x12 combo. GVT heads and combos are all-tube by design, including 6V6 and 6L6 power tubes for unmistakable American feel and tone. Featuring Ampeg's legendary Baxandall EQ circuitry,

which provides unmatched flexibility, the guitarist has a much wider range of tones than competitive amps. Both GVT extension cabinets feature Celestion® Vintage 30 speakers, perfect for translating the feel of the all-tube GVT amplifiers. Plus, rugged build quality ensure years of use out on the road.



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Hudson Music Captures Modern Drummer Festival

The Hudson Music team captured all the action at the Modern Drummer Festival 2011 in Montclair, N.J., which culminated in the release of a new two-DVD festival set.

The program contains performances and educational segments, such as Gil Sharone expanding on concepts found in his *Wicked Beats* DVD. Other segments feature Trevor Lawrence Jr. performing in both hip-hop and fusion styles with guest percussionist Taku Hirano; jazz innovator Jeff "Tain" Watts presenting a set with his quartet; prog/metal star Aquiles Priester performing; and, finally, drum superstar Horacio "El Negro" Hernandez performing with The New World Order.

Two master classes are included: Jazz legend John Riley demonstrates rhythms that can be heard from various polyrhythmic perspectives, while top country drummer Jim Riley of Rascal Flatts demonstrates stylistic versatility and rudimental concepts.

An extensive, printable PDF e-book is included, containing detailed transcriptions of drum parts and educational ideas. MSRP: \$29.99.

🛒 **Hudson Music (hudsonmusic.com)**

Fender Expands Accessory Line

Fender recently introduced several high-quality accessories.

Fender steel picks are composed of a specially formulated stainless steel material that provides the flexibility of a traditional pick, but the exceptional brightness and clarity of a metal pick.

Fender nylon picks are made in the United States out of durable materials. The classic shape has an improved nonslip, tactile gripping surface. These picks are available in six different gauges.

The Fender Custom Shop Reunion Blues Bag utilizes a Flexoskeleton protection system and 1-inch solid-cell foam padding. The soft plush interior cushions the instrument, while the tough ballistic nylon exterior guards against the bumps of the road.

Designed to be lightweight and durable, the Fender Pro Series Case maintains traditional design styling. The universal interior allows for right- or left-handed Tele/Strat guitars or P/J Bass models and is lined in soft black plush. Exterior features include chrome hardware and two locking latches.

The Fender ABS Molded Cases couple a durable molded ABS exterior with form-fitted plush interior. Complete with a TSA latching system and comfortable rubber overmolded handle, these cases are designed to fit both left- and right-handed Tele/Strat guitars or P/J Bass models.

Performance series cables (pictured) are designed for live performances and strategically engineered to avoid twisting, kinking



and having any "physical memory."

Fender's most popular pickups are now available in single packs. These new single configurations will let customers purchase the exact pickup to fit their individual needs.

The Fender Gig Stand weighs slightly more than the average guitar cable, so it's extremely portable. The stand's sleek design holds most electric guitar models and collapses in two simple steps. Once collapsed, this stand can be toted in any gig bag.

The small-format FT-004 Fender Clip-On Tuner is easy to operate, even on a darkened stage. A built-in vibration sensor provides accurate tuning in noisy areas. The large LCD display sports a needle that turns white when the instrument is out of tune and bright green when it is in tune. Tuning modes include guitar, bass, ukulele, violin and chromatic.

🛒 **Fender (kmcmusic.com)**



The Ultimate Floyd Rose Tremolo

Users can now upgrade their current original series Floyd Rose with titanium parts. All titanium parts are available a la carte for the guitarists who love their current original Floyd but would like an extra boost.

Titanium has an ideal natural frequency and a unique ability to transfer sound energy, letting every note ring through with sustain and tonal clarity. Titanium is noncorrosive, so this tremolo will not rust, discolor or oxidize. It has a high-tech, sleek look.

The high strength-to-weight ratio results in a 40-percent weight reduction in comparison to competitors.

🛒 **Floyd Rose (floydrose.com; apintl.com)**

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www.carlsbro.com

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Horizon 2000 series

The Horizon 2000 series is the latest development by Studiomaster in their history of world renowned powered mixers. Featuring a colossal 2000 watts of power, twin DSP effects, dynamics processors, built in 2-way active crossovers. Initially available in 12 and 18 input models.

Stagesound Portable PA systems

The Stagesound range of easy to use, high quality PA systems set new standards in portable sound. The units comprise of a powered mixer and a pair of two way speakers. Portability is maximised by storing the mixer in one speaker cabinet and your cables in the other. Available in either 6 input, 200 watt amplifier and 8" speakers or the larger 8 input, 240 watt amplifier with 10" speakers.



XPX active and passive cabinet series

Continuing our success in high quality affordable injection moulded cabinets, we are pleased to launch the new XPX series of high quality 12" and 15" active and passive speaker cabinets. Featuring class D amplification, neodymium drivers, carry handles both on the top and sides, and a modern attractive style. With competitive weight and power specifications, the XPX series is a natural to accompany Studiomaster into 2012.



Audiolmage flat panel NXT[™] speaker series

Revolutionary flat response speaker cabinets in a unique lightweight flat panel. Using multiple 25mm exciters, a wider flatter dispersion pattern and higher efficiency are achievable. Weighing only 7kg and less than 100mm deep they are ideal for portable PA on speaker stands, or wall or ceiling mounted. The units can even be mounted in a frame with a picture attached to the front face to make yourself heard but not seen.



www.studiomaster.com

Fender's Cutting Combo Amp

Fender has introduced the Machete combo amp. With versatility and performance-oriented features, this high-end, sonically powerful combo is designed for the discerning musician.

The 50-watt, dual-channel Machete combo boasts a completely new high-gain channel, a clear-sounding clean channel that can be pushed into aggressive rhythm guitar territory and on-board digital reverb.

The heavily robust enclosure construction and single 12-inch Celestion speaker deliver full, rich response, with midrange notch control; adjustable speaker damping; XLR output with switchable speaker muting and cabinet emulation; and push-pull pots for bright boost and gain boost on the rhythm channel.



Geared toward serious guitarists and amp connoisseurs, the turbo-charged combo has distinctive cosmetics. They include vinyl covering with inlaid white piping and gray vinyl "steering wheel grip" accents, new Black Silver Strand grille cloth, heavily knurled chrome knobs and all-new corners and hardware.

A four-button footswitch and fitted cover are included.

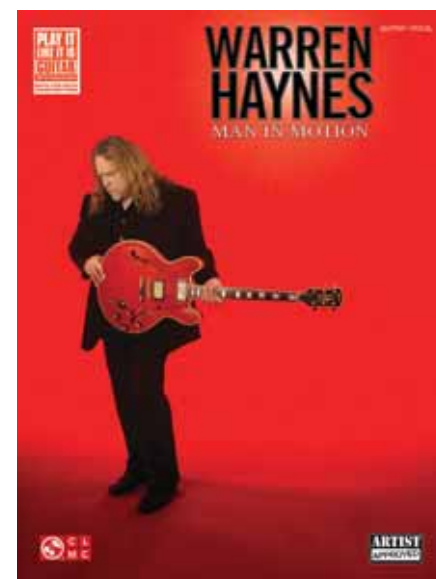
Fender (fender.com)

Warren Haynes in Motion

Cherry Lane recently unveiled a matching folio for Warren Haynes' 2011 CD, *Man In Motion*, as part of the company's Play-It-Like-It-Is Guitar series. Haynes is famous for his slide guitar licks with The Allman Brothers Band, Gov't Mule, Phil Lesh and Friends and The Dead.

Man In Motion features notes and tab for all 10 bluesy tunes from the CD, including "A Friend To You," "Hattiesburg Hustle" and the title track. This deluxe folio includes an introductory article. MSRP: \$22.99.

Hal Leonard (halleonard.com)



Buddy Blaze Moves U.S. Production to Kansas

After six years of crafting guitars in Kona, Hawaii, Buddy Blaze and his wife, Joyce, have relocated their production facility to Kansas.

The couple is teaming up with Jake Willoughby, longtime retailer of Buddy Blaze Fine Stringed Instruments, to enable Blaze to increase production while reigning in shipping costs. The new factory will produce and distribute all Buddy Blaze U.S.A. guitars.

"The opportunity to centrally locate

production and bring in someone with Jake's experience was too good to pass up," Blaze said. "As a further benefit, lower shipping costs will benefit our dealers and make us even more competitive."

"Selling Buddy's guitars over the years opened my eyes to what a good instrument truly is," Willoughby added. "No other brand has ever generated the interest Blaze does. I am excited to be a part of the Blaze team."

Buddy Blaze (buddyblaze.com)

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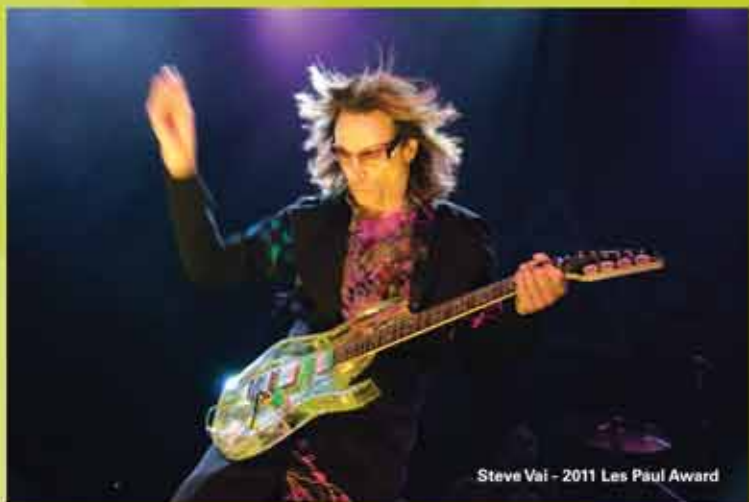
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Apogee Launches MiC for iPad, iPhone, Mac

Apogee Electronics has released MiC, a compact, studio-quality USB microphone for iPad, iPhone and Mac.

MiC features a PureDIGITAL connection and Apogee's audio conversion, delivering pristine audio quality for music creation with instruments or voice. MiC is also suited for recording interviews, podcasts, voice-overs and audio for DSLR video.

The unit makes the personal studio both portable and powerful.

MiC is an ideal mobile companion to Jam, Apogee's studio-quality guitar input for iPad, iPhone and Mac. Jam is currently available through authorized Apogee dealers worldwide.

Among the MiC highlights are a studio-quality cardioid condenser microphone. Also, no configuration is necessary, so users can simply plug in and record.

Plus, MiC has easily adjustable input levels with gain control knob, as well as monitor levels with multicolor status LED. MSRP: \$179.

🛒 [Apogee \(apogeedigital.com\)](http://Apogee (apogeedigital.com))



Adam Audio Rolls Out Flagship AX Monitor

Adam Audio recently introduced the Adam A77X monitor.

The Adam A77X features extensive frequency response, wide dynamic range and the highest compression-free SPL levels, while also offering as accurate bass reproduction as any AX series monitor to date.

With the help of its enhanced power and radiation characteristics, the A77X represents a unique addition to the AX series with its ability to function effectively both as a nearfield and midfield monitor.

The A77X's two 7-inch woofers are equipped with 1 1/2-inch large voice coils and powerful 100-watt pulse width modulation amplifiers.

These woofers cover different frequency bands. One woofer handles the bass frequencies from approximately 400 Hz down to 37 Hz.

The second woofer reproduces most of the midrange frequencies, eliminating interference between the two drivers to provide precise, deep lower-register reproduction and higher maximum sound pressure levels.

The latest expression of Adam's proprietary X-Art tweeter powered by its own 50-watt A/B amplifier enables the A77X to extend its upper frequency response up to 50 kHz while producing higher SPLs in that range, as well. MSRP: \$1,399.

🛒 [Adam Audio \(adam-audio.com\)](http://Adam Audio (adam-audio.com))

ESP Equips Whitechapel With LTD Models

The three guitarists and bass player in Whitechapel now each have their own ESP Signature series LTD models.

The new models include the LTD AW-7 (Alex Wade), the LTD BS-7 (Ben Savage), the LTD ZH-7 (Zach Householder) and the LTD GC-4 bass (Gabe Crisp).

Wade's Signature series model, the LTD AW-7, is a seven-string guitar based on the LTD M series, with a neck-thru-body design and a flamed maple top with a Blood Red Sunburst finish. The guitar also features ESP locking tuners, DiMarzio pickups, a black matte pickguard and a fixed bridge with string-thru body.

Guitarist Savage has specified the design of the LTD BS-7 as a seven-string custom version of the MH series guitar with a neck-thru-body design, See Thru Black finish on a flamed maple top, Floyd Rose bridge and ESP locking tuners.

The LTD ZH-7 is Householder's signature model and is also a seven-string guitar based on the MH series. It features a mahogany body with a quilted maple top and a See Thru Black Satin finish, large block inlays, EMG active pickups, and a Tonepros locking TOM bridge.

Bassist Crisp has designed the LTD GC-4, a customized Viper bass with a neck-thru-body design, mahogany brown finish, ebony fingerboard and EMG active pickup set with active EQ.

🛒 [ESP \(espguitars.com\)](http://ESP (espguitars.com))

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Genz Benz Combos Deliver Peak Performance

Genz Benz has introduced the Contour500 bass combos. Designed for players who seek a powerful but lighter weight, one-piece amplifier system, the Contour500 series comes in 1- by 15-inch and 2- by 10-inch versions. Additionally, both offerings include compression tweeters.

The Contour500 combos deliver versatility with their pre-amp features, power capabilities, speaker components and easy-to-transport cabinet design. This combination offers players everything from tight, articulate, full-bodied tone to dialed-up overdrive, as well as practically every point in between.

The Contour500 combos deliver peak performance with power and versatility from the club to the concert stage.

Features include input gain and volume controls, tuner out, contour circuitry, active EQ with midrange parametric network, an auxiliary input, a headphone out and a direct output.

The power section is rated at 300 watts at 8 ohms and 500 watts at 4 ohms. Extension cabinets are also available.

🛒 [Genz Benz \(kmcmusic.com\)](http://kmcmusic.com)



DigiTech Offers iPB Pedalboard, iPad App

DigiTech has released the iPB-10 programmable pedalboard, which combines the simplicity of a pedalboard with the flexibility of a multieffect system, to be used on the iPad. In conjunction with the iPB-10, DigiTech also announced the availability of the iPB-Nexus app for iPad. This app gives users drag-and-drop pedalboard design functionality. It also includes the My Tones library, where users can store and organize presets. The iPB-10 is compatible with all models of iPad2 and iPad. MSRP: \$699.95.

🛒 [DigiTech \(digitech.com\)](http://digitech.com)



Planet Waves Shrinks Headstock Tuner

In reaction to the enthusiastic response to its original Chromatic Headstock Tuner, Planet Waves has launched a minute version that discreetly clips to the back of the headstock.

The NS Mini Headstock Tuner's tiny, lightweight and convenient design lets it be clipped to the back of the headstock and remain practically undetectable by blending with the aesthetics of the instrument and concealing it from the audience.

Instead of using cable hookups or microphones, the new NS Mini Headstock Tuner uses the instrument's vibration as its input and provides accurate tuning without the interference of ambient room noise.

This tuning software uses the ultra-sensitive piezo sensor system for increased vibration sensitivity and more accurate note registration.

The unit is ideal for loud, dark stages. The simple, multicolor, backlit display shows the note name in red to indicate when the note is out of tune and green to reveal when the note is in tune.

"Designed in conjunction with Ned Steinberger, the new Mini Headstock Tuner is an innovative take on our original Chromatic Headstock Tuner," said Brian Vance, D'Addario's director of product management. MSRP: \$29.99.

🛒 [Planet Waves \(planetwaves.com\)](http://planetwaves.com)

Dean Markley Acoustics Commemorate 40th Anniversary

In celebration of its 40th anniversary, Dean Markley is issuing a limited-edition run of acoustic guitars. Nine models are now available, with 25 guitars in each series.

The finely crafted instruments are made of solid wood, with bookmatched backs, sides and tops; ebony fretboards and bridges; and gold-plated hardware.

All limited-edition Dean Markley acoustic guitars have a five-ply hardshell cases with plush interior.

"The original model DM-41 is a sight to behold and even more to play and hear," said company founder Dean Markley. "Gloss finish, bookmatched Indian rosewood back and sides, Sitka spruce top, one-piece mahogany neck. Gold tuning pegs with tortoise-style buttons with an 18-1 ratio. Abalone purfling with maple outer edging, maple-strip neck and back

outer-edge binding. Abalone fingerboard inlay, 24-karat gold-plated stereo end pin jack, ready to accept any two pickups and come out in stereo."

Markley continued, "Compare this to the competition: The DM-41 sounds better, feels better and looks better." MSRP: \$4,950.

The DM-J20RS is a mini-jumbo with cutaway, bookmatched Indian rosewood back and sides; Sitka or engelmann spruce tops; gloss finish; and one-piece mahogany neck. MSRP: \$5,650.

The DM-J360SE has a slope-shouldered, dreadnought-type shape; mahogany back and sides; spruce top; gold tuners; tortoise buttons; one single-coil neck pickup; volume and tone controls on top of the guitar; and a one-piece mahogany neck. MSRP: \$3,750.

🛒 [Dean Markley \(deanmarkley.com\)](http://deanmarkley.com)



E-H Debuts Switchblade+

With a fully passive audio path and active LED indication, the new Switchblade+ pedal from Electro-Harmonix offers a handy solution to a player's switching needs.

The Switchblade+ channel selector lets a musician switch his or her signal between two different locations (A or B). This permits toggling between two amps, two effects chains or two speaker cabinets. The pedal also enables the player to send a signal to both destinations at once (A and B).

To further enhance its utilitarian role, the Switchblade+ provides a dedicated output that can be used for a tuner or other effects pedals. The tuner output jack is hardwired to the input jack and provides a direct output regardless of the state of the unit.

The Switchblade+ is shipped with a 9-volt battery that provides power for its indicator LEDs. The pedal can also accept an optional 9-volt DC battery eliminator, such as EHX's 9.6DC-200BI. (Because the audio path of the Switchblade+ is fully passive, it will work without power, but the LEDs will not function.)

The Switchblade+ is housed in EHX's rugged, cast NANO package.

MSRP: \$63.20.

🛒 [Electro-Harmonix \(ehx.com\)](http://ehx.com)

PRS Releases New Models

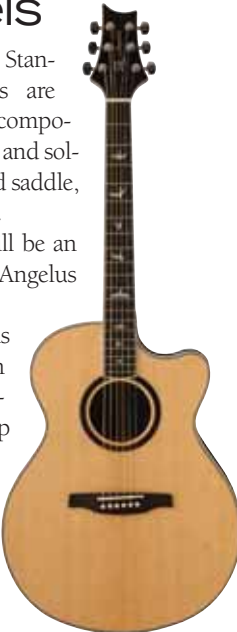
The new PRS SE Angelus Standard and Custom models are made with high-quality components, including a solid back and solid spruce top, a bone nut and saddle, and PRS SE designed tuners.

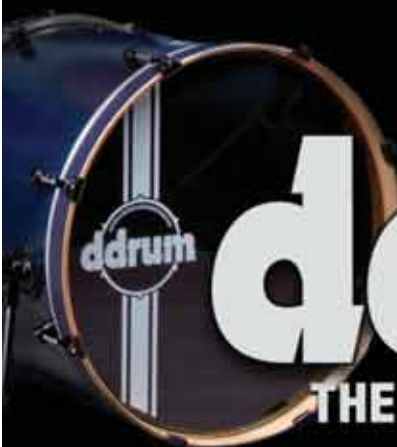
A PRS pickup system will be an added option on the SE Angelus models in 2012.

The PRS pickup system is an undersaddle design with three bands of EQ and an anti-feedback loop. The pickup uses one 9-volt battery for power.

The PRS SE Angelus Standard includes mahogany sides, a solid mahogany back, and a rosewood fretboard and bridge, while the Angelus Custom includes rosewood sides, a solid rosewood back and an ebony fretboard bridge.

🛒 [PRS \(prsguitars.com\)](http://prsguitars.com)





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Pocket Hats Sold Separately

Zildjian will now offer its popular A Zildjian Pocket hi-hats as a stand-alone product.

Originally introduced as part of the Inspiration Pack for Gospel and Praise and Worship, these 13-inch A Zildjian hi-hats feature a thin top and heavy bottom, providing plenty of “chick” that’s explosive, bright and quick to decay.

Unlathed and featuring large crater-style



hammering, A Zildjian Pocket hi-hats make an ideal set for just about any musical genre, including funk, hip-hop, pop and rock.

[Zildjian \(zildjian.com\)](http://Zildjian.com)

Shure Mics Featured on ‘Austin City Limits’

Now in its 37th season, the PBS concert series “Austin City Limits” has captured an incredible variety of artists across the musical spectrum.

Longtime audio director David Hough (pictured) of originating station KLRU-TV, Austin PBS, said that one constant across the long-running music series has been the use of Shure microphones.

“For all 37 years I’ve been with ‘Austin City Limits,’ we’ve always had Shure vocal mics downstage, and they’ve always worked great,” Hough said.

“I remember when we shot the pilot. The fellow we rented the P.A. system from brought a bunch of scratched-up Shure mics he had been using. We wanted a good look for television, so he hand-painted them with white epoxy paint. It was a different look, but of course, they sounded fabulous. The SM58 is still one of our go-to vocal mics today. When you think about it,



that’s pretty amazing.”

Among the new models that have found a home on the show’s new stage is Shure’s Beta 181, a compact side-address condenser microphone that Hough tried on drum overheads.

[Shure \(shure.com\)](http://Shure.com)



String Swing Displays Ukes

String Swing’s new CC54 ukulele rack provides stores of all sizes with a way to display the popular instruments. Available in three configurations, the CC54 can hold eight, 16 or 24 ukes in a 30-inch-diameter circle. The rack can also be ordered to accommodate the same number of violins.

[String Swing \(stringswing.com\)](http://StringSwing.com)

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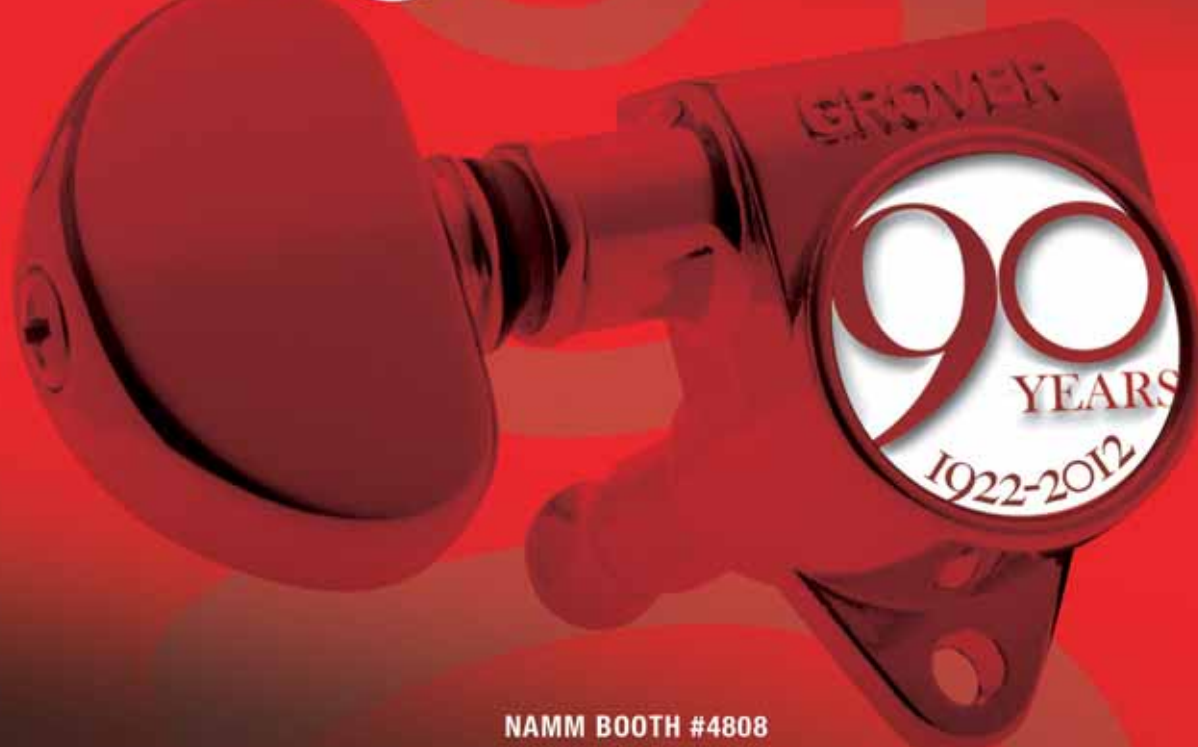
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RocknRoller Multi-Cart Offers R14 Macro

RocknRoller Multi-Cart 8-in-1 Equipment Transporters has introduced a new model, R14 Macro. It's designed to transport up to 700 pounds in one trip.


The frame extends from 42–60 inches in length — making it almost 20-percent longer than the R8, R10 and R12 models.

The frame bed width has been increased an additional 11 percent to provide more stability for over-sized cargo.

The steel tubing that makes up the frame is also 25-percent larger to handle increased load stress.

A shortened rear foldable side lets extremely long cargo overhang the frame while making the cart lighter and easier to operate as a two-wheeler.

This new R14 also features 6- by 1 1/2-inch front swivel casters with brake and 8- by 2-inch R-Track rear wheels featuring no-flat tires. This lets the user position the cargo lower to the ground, which makes loading and unloading easier.

 **RocknRoller (rocknrollercart.com)**

DAISY ROCK® GIRL GUITARS® DRG™

Daisy Rock, Musicians Institute Launch Women Empowerment Event

Daisy Rock Girl Guitars, together with Musicians Institute, held the inaugural Women Overthrow Musicians Institute event, a celebration of women in rock, on Nov. 3, 2011, at the MI Hollywood campus.

Moderated by Tish Ciravolo, president and founder of Daisy Rock Girl Guitars, a panel of top female professionals from various sectors in the music industry offered valuable insight and inspiration to aspiring musicians and industry professionals.

Female artists and music industry executives gathered to inform and encourage women looking to break into the business. Topics addressed during the open question-and-answer sessions included current marketing trends, social media engagement, artist discovery and artist management. The Bangles were the guest of honor. Its members shared the story of their journey in music.

Discussing the importance of a strong work ethic, KROQ's Locals Only radio personality Kat Corbett said, "No amount of talent will ever replace hard work."

With regard to women in management, Amy Blackman (Tsunami Entertainment, Cookman Management; manager of Ozomatli) explained that the band manager position is "very suited to what women do best,

which is to make people talk to each other. Communication, organization, strategy, big-picture . . . it comes very naturally to me, and I would love to see more women involved in this capacity within the music industry."

In an interview with Cary Berglund of NBC 4 Los Angeles, Ciravolo said, "This amazing panel of leading female music executives effectively puts to rest any lingering thought of women serving as second-class citizens in the music world."

Among the music industry panelists were Laura Taylor (senior VP of operations, Guitar Center), Rochelle Holguin (senior director of creative music integration, MTV) and Carol Peters (Peters Management).

The artist panel included such musicians as Maureen Herman (bassist, Babes in Toyland), Kelly Ogden (vocalist/bass, The Dollyrots), Janet Robin (guitarist, Lindsay Buckingham, Precious Metal, Meredith Brooks, solo artist) and Lola Blanc (vocalist/songwriter, solo artist).

With the momentum and success of the Women Overthrow MI event, future Women Overthrow events presented by Daisy Rock Girl Guitars are in the works, to be held at various educational institutions.

 **Daisy Rock (daisyrock.com)**




Fender Acoustic Fit for a King

Fender Acoustics has introduced the Elvis Kingman acoustic guitar, reminiscent of the instrument Elvis Presley wielded in the 1967 cinematic romp "Clambake."

The Elvis Kingman dreadnought recreates Fender's mid-1960s Wildwood finish, in which living beech trees that provided the backs and sides of the instruments were dyed in striking colors before being harvested.

Features include Presley's signature on the Wildwood-style headstock, a solid spruce top with scalloped X-bracing for full and resonant tone, laminated Wildwood-style back and sides, and Ivoroid neck and body binding.

 **Fender (fender.com)**



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Music Group Gives Behringer More Firepower

Music Group recently released two new Behringer Firepower Audio USB/FireWire audio interfaces: the FCA610 and FCA1616. Ideal for streaming audio to and from a PC or Mac, these interfaces feature Xenyx mic pre-amps, which are known for their clarity and high-headroom sonic performance.

The FCA610 and FCA1616 boast 24-bit, 96-kHz A/D-D/A converters to capture any

source material precisely. All Firepower interfaces support Windows XP, Vista and 7, as well as Mac OS X, and provide on-board phantom power for use with studio-grade condenser microphones. By connecting to the Behringer FCA series via FireWire or USB, users can turn a computer into a professional recording workstation.

Music Group (behringer.com)

Orange Raises a Micro Terror

Orange Amplification has introduced the Micro Terror. Building on the recipe of the Terror series, the Micro Terror retains the unpretentious design and delivers a classic Orange sound that's bigger than it looks, with a size and weight making it the most portable Terror yet.

The Micro Terror has a single 12AX7 pre-amp tube with 20 watts RMS of solid-state output. It is powered via a 15-volt DC supplier (international PSU included), features auxiliary input for MP3 player or CD, and can be plugged into any



cabinet with 4 ohm or greater handling (even a 4 by 12).

With a high-tensile steel case, it is built to the same specifications as other members of the Terror family. This amp has vintage British character, clean crunch and full-on overdrive sounds.

Matching the Micro Terror is the launch of the new PPC108 cab, a suitable partner for the Micro Terror. The scaled-down cab is available

to purchase separately, and its 8-inch speaker delivers a full tonal range.

Orange (orangeusa.com)

Blue's Spark Digital Mic Ignites Mobile Recording

Blue Microphones has introduced Spark Digital, a studio-grade condenser microphone that offers both USB and iPad connectivity.

As an extension of Blue's analog Spark microphone, Spark Digital is a professional recording option for the iPad mobile platform. Spark Digital also offers USB connectivity, delivering studio-quality audio to any computer, laptop or tablet with USB input.

"Spark Digital is the first studio microphone for the iPad," said Brian Biggott, CTO of Blue Microphones. "With both USB and iPad connections and a wide range of

available recording apps like GarageBand, Spark Digital is the missing link for achieving truly professional results on the mobile platform."

Spark Digital features the same studio-grade condenser capsule and hand-tuned components as the original analog Spark for consistent performance.

MSRP: \$199.

Blue Microphones (bluemic.com)



Jammin Pro Releases Portable Pocket Drum

Jammin Pro's new Pocket Drum is a portable digital percussion pad with looper and integrated FX that includes 250 drum, percussion and samples to cover any musical style. Arranged in 25 kits, the sounds range from traditional to contemporary to exotic. Players can customize the sounds with the user preset to create a sound library.

The Pocket Drum's multi-effects engine enriches performances. There are four built-in simultaneous FX chains on-board: filter, flanger, reverb and pitch. Users can turn the pot to add FX dynamically to the master, microphone, looper or line-in channels.

The Phrase Loop function records

playing in real time. Users can overdub up to 240 seconds phrase, and store four phrases internally. It's also possible to connect an optional footswitch for seamless recording and hands-free operation.

Users can connect a microphone to Pocket Drum for recording, looping and overdubbing beat boxing. They can also connect an iPhone/iPod or any audio source to the Pocket Drum to jam/record along.

DJ Tech (djtechpro.com)



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TRX Gets Extreme

TRX Cymbals has introduced the NRG series of high-quality, handcrafted cymbals, developed to meet the needs of hard-core and metal drummers. Featuring extreme weights, tapers and profiles, along with special lathing and hammering, NRG cymbals have an extra-bright sound.

"Even though the TRX Masters are already known for producing some of the world's best-sounding cymbals, the NRG series shows that they're also capable of creating some of the world's newest sounds to meet the ever-changing needs of today's drummers," said TRX President David Levine.

TRX NRG cymbals are available in 20-, 21- and 22-inch rides; 16- through 21-inch crashes; 12-, 14- and 16-inch hi-hats; 10-, 11- and 12-inch splashes; and 15-, 17-, 19- and 21-inch China models.

🛒 [TRX Cymbals \(trxcymbals.com\)](http://TRX Cymbals (trxcymbals.com))



Dixon Artisan Snare Made of Rose Gum

Dixon Drums has unveiled its Artisan rose gum snare drum.

The company consulted drum craftsman Chris Brady on the design. Brady also personally selected the Australian hardwood for this model.

"Since 1980, Chris Brady has worked the forest of Western Australia, choosing rare woods that create amazing drums," said Jim Uding, Dixon brand manager. "This snare features outstanding acoustical properties that generate a different sound than

traditional maple and birch shells. Rose gum is much harder, which results in increased resonance and a unique tone. We believe this collaboration is a true testament to Dixon's commitment to quality as we expand into the acoustic drum market."

The Dixon Artisan is a nine-ply Australian rose gum snare that's offered in 6- by 13-inch, 5 1/2- by 14-inch and 6 1/2- by 14-inch sizes and features die-cast hoops, a Dunnett throw-off and Evans drumheads.

🛒 [St. Louis Music \(stlouismusic.com\)](http://St. Louis Music (stlouismusic.com))

Japanese Oak Returns to Vic Firth

Vic Firth has announced the return of Shogun Japanese white oak drumsticks.

A denser wood with a more rigid response than hickory, Japanese white oak provides added weight and power for a full drum sound and strong rhythmic projection.

"We are so happy with the return of this great series," said Neil Larrivee, director of education and product development. "This beloved product line has been one that countless artists have asked to have returned to the Vic Firth catalog."

The Shogun series features the designs of the American Classic 5A and 5B models. The hardness of the wood tip in oak creates a brighter cymbal sound and provides definition during intricate ride patterns.

🛒 [Vic Firth \(vicfirth.com\)](http://Vic Firth (vicfirth.com))

'Experience' Sabian on YouTube

Sabian has launched its own channel on YouTube, Sabian Experience.

While most customers will never have the opportunity to set foot in Sabian's Vault, they can now do so virtually.

The Sabian Experience Channel will capture artists working with the Vault team, creating custom cymbals or simply tweaking current models.

The expertise of the Sabian Vault team will be the primary focus of the new channel. The video channel will serve to underline how 30-plus years of designing products in the Vault for artists and customers from every genre has resulted in industry-leading cymbal experts.

"Seeing the interplay between our Vault team and world-renowned artists will not only be entertaining but also educational," said Mark Love, master product specialist for Sabian.

🛒 [Sabian \(sabian.com\)](http://Sabian (sabian.com))

Mapex Program Identifies With Drummers, Retailers

Mapex is offering drummers a complete custom drum experience at a fraction of the cost and lead time of other custom options currently on the market.

Available to consumers on March 1 on the Mapex website, the tool is simple to use and directs the sale through Mapex's network of retailers, so they can benefit from the sale without carrying the burden of inventory. At launch, MyDentity will offer more than 50 different wrap-finish options, eight different hardware colors (including lug casings), two wood selections, four different front bass drumheads and more than 35 different drum sizes from which to choose.

The drums will be finished and assembled in the MyDentity custom shop in Nashville, Tenn., and shipped 30 days after PO receipt from an authorized Mapex MyDentity retailer.

MyDentity is a multifaceted program for participating dealers, with the following benefits: a simple custom drum experience with more than 500 million potential combinations, affordable pricing and a 30-day lead time, standard dealer profit margins with zero inventory risk, and Mapex quality craftsmanship using premium materials.

The MyDentity program will also feature



the new Mapex logo, both on the front bass drum head options and on a new badge design. The badge design will mimic the logo and will be carried over into badge designs for all Mapex drum kits going forward, showing off a distinct and consistent look for years to come. The subsequent rebranding campaign will begin immediately in marketing collateral and advertising and will continue throughout 2012 and beyond with new product and packaging.

MSRP: four-piece kit, \$1,549; five-piece kit, \$1,729; six-piece kit, \$1,919. For an additional charge, consumers can add pedals, a throne, cymbal stands and as many drums as they desire (individual prices vary per component).

🛒 [Mapex \(mapexdrums.com\)](http://Mapex (mapexdrums.com))



Remo Emperor Crimplock Aces Road Tests

Remo's Clear Emperor Crimplock tenor heads have been road-tested by renowned marching groups, including Riverside Community College and The Blue Stars Drum & Bugle Corps.

Featuring two plies of specially selected heavy-duty film for a total thickness of 15 mm, the Clear Emperor Crimplock tenor heads are Remo's strongest to date, with increased tone, attack and projection.

Drummer Sean Vega has said, "We use the Clear Emperor Crimplock because they have the best projection, tone and durability."

🛒 [Remo \(remo.com\)](http://Remo (remo.com))

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Behringer Xenyx Series Expands

Music Group has debuted two premium small-format live/recording mixers, the UFX1204 and UFX1604, set to join the Behringer Xenyx series.

With a built-in 16 x 4 USB/FireWire audio interface, the UFX1204 and UFX1604 also include a multitrack recorder to record up to 12 or 16 channels, respectively, to any USB device. Ideal for live recording or as the center of a home recording set-up, these new mixers let users record their performances to a USB stick or computer. The transport section also functions as a control surface for a computer-based DAW via MIDI.

These four-bus mixers feature the Xenyx UFX series signature attributes, such as Xenyx mic pre-amps, one-knob compressors, British EQs and 24-bit on-board effects.

Each mono channel features Xenyx mic pre-amps for sonic clarity and accepts both balanced XLR and 1/4-inch TRS, as well as unbalanced 1/4-inch TS connections. A line/hi-Z switch is also provided on channels one and two, so users can connect acoustic, electric and bass guitars without the need for an external DI box.

On the UFX1204, mono channels benefit from Behringer's "British" three-band EQ with semi-parametric mid control, letting users dial in the frequency center and boost or cut by as much as 15 dB. For the UFX1604 model, channel EQ is an expanded four-band version with sweepable high and low mids, providing more tonal optimization.

 **Music Group ([behringer](http://behringer.com))**

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Roland BK-5 Backs Up Entertainers

Roland has introduced its first backing keyboard, the BK-5, the latest in a series of Roland musical instruments with intelligent backing-track technology.

Hundreds of music, rhythms and tones from around the world are available at the touch of a button. With quality sound, a comfortable user interface and numerous accompaniment possibilities, the new BK-5 is suitable for one-man bands, hobbyists, beginners and professional entertainers.

The sound and music rhythm quality of the BK-5 is derived from the BK-7m, Roland's "band in a briefcase" backing module. Song and rhythm makeup tools for standard MIDI files and rhythms are also offered, along with a second drum track for rhythms and SMF. Music assistants and rhythms included in the BK-5 cover a variety of musical genres.

MSRP: \$1,199.

 **Roland (rolandconnect.com)**



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A-Designs JM-3001 Doubles as Pre-amp, EQ

Equally ideal for both studio recording and live sound use, the JM-3001 from A-Designs Audio is a versatile pre-amplifier, equalizer and instrument input housed in a single-rack-space frame.

Hand-built in the United States, the new A-Designs device features three inputs — microphone, instrument and EQ/insert — which may be used together or independently. The product is also equipped with a three-band parametric EQ and high/low

filters, as well as two independent transformer balanced outputs.

The heart of the JM-3001 is its C12X discrete transistor operational amplifier designed by Carl Johnson that operates on ±30 VDC rails. The C12X is a high-gain, fast-slew, stable audio block with virtually no DC offset over the audio spectrum and is capable of driving a 50-ohm load at 50 Hz with very little current draw. MSRP: \$2,600.

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Bootsy Collins

Bootsy Gets Funky

Bootsy Collins has incorporated Fishman's Fission Bass Powerchord FX pedal into his effects rig both on tour and in the studio.

"I love it when the band is playing a power riff together with stacked harmonies, add 5ths and octaves — man, it doesn't get any funkier," Collins said. "Now the next best thing is playing by myself with the Fission Bass Powerchord FX pedal. It makes me feel like I am playing with my band in the upper room standing in the balcony of your mind."

Yamaha, Koz Celebrate 20 Years Together

Yamaha is celebrating the 20th anniversary of the company's relationship with six-time Grammy nominee, radio talk show host and saxophonist Dave Koz. He plays Yamaha's YAS-62IIS.

"Having an artist of Dave's caliber on our roster for two decades affirms not only the quality of our instruments but the strength of our relationship," said John Wittmann, director of artist relations for Yamaha Artist Services Indianapolis. "He is truly a formidable force in the music industry and an inspiration to us at Yamaha, as well as to aspiring musicians everywhere."

Artists Praise DigiTech

Hawthorne Heights' lead vocalist and guitarist JT Woodruff uses the DigiTech Vocalist Live5 and Hardwire HT-6 Polyphonic Tuner.



Hawthorne Heights

"We don't usually travel with a sound engineer — we like to do everything ourselves," Woodruff said. "We are happy knowing how to get our own sounds and knowing what we

want. For that reason, the Vocalist Live5 is one of my favorite onstage pedals right now because I can control my onstage vocal monitor volume independently of everything else in the P.A."

Jazz guitarist Bryan Baker is also a longtime DigiTech user.

"For me, it's about building a relationship with the gear I use," he said. "DigiTech gear is incredibly reliable, consistently sounds awesome and, above all, is tough as nails, which is important because I give my gear a solid beating at every show."

Bellino's Got Soul

Soultone Cymbals has announced that its artist, Veronica Bellino, was hand-picked

by Grammy winner Jeff Beck as his new drummer.

"Soultone Cymbals sound so clean and crisp," Bellino said. "The cymbals are so well-designed, and it shows in the sound. When I'm in the studio or walking off stage — usually a drummer or an engineer — someone will ask me about their amazing tone."

Kala Announces Two Endorsees

Musicians Abe Laboriel and newcomer Tal Wilkenfeld have joined Kala's roster of U-Bass endorsees. Laboriel has played on more than 4,000 recordings and soundtracks and was awarded an honorary doctorate of music by the Berklee College of Music. Wilkenfeld has been

hailed as "the rising star of the bass guitar." She achieved international acclaim as the bassist for Jeff Beck. She has also accompanied Herbie Hancock and toured with Chick Corea.



Tal Wilkenfeld

Laboriel uses the Kala Mahogany acoustic-electric, while Wilkenfeld favors the California series U.S.-made solid body natural finish four-string.

Blackstar's Stars

Blackstar has an amp for everyone, including country band Lady Antebellum, which performs with multiple Blackstar amps on its stage. Jason "Slim" Gambill of the band uses an Artisan 30 head and 212 cab and Clint Chandler a Series One 50 head and 412 cab.

Rocker Gus G. of Firewind and Ozzy Osbourne fame has been using his Blackstar stack on tour around the world.

"This is the new amp that will take over the metal world," he said. "Amazing tone, incredible gain and top notch quality. The Blackstar Series One 200 is my new addiction."

Neal Schon of Journey uses a Series One 100-watt halfstack on tour.

"The Series One 100 is one of the best-sounding amps that I've played through," he said. "It produces a powerful, punchy, smooth, warm and precise sound."

Carlsbro Praised by Wright

Gregg Wright, lauded as the "king of rockin' blues," has been touring U.K. clubs with the newly reissued and revamped Carlsbro 50Top DC and 4x12 cab.

"Whatever you guys have done in the development of the 50 Top since I last played one, is outstanding," Wright said.

"It's a completely different sound from the previous models I've used. My experience with the rig was an absolute pleasure, and everywhere I played, people raved about the sound."

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Pearl Vision VBL Set Embraces Birch

The new Vision Birch Lacquer is Pearl's most affordable 100-percent birch drum set to date. Birch is recognized for its focused, naturally EQ'd sound, suitable for stage and studio. Pearl offers three VBL configurations with and without Pearl's 900 series hardware. VBL comes standard with a chrome-plated

Steel SensiTone snare drum.

The drums are offered in high-gloss lacquer finishes that include Ruby Fade, Clear Birch, Black Ice, Concord Fade and new graphite high-gloss lacquer inspired by the Charcoal Grey finish.

🛒 **Pearl** (pearldrums.com)

(((★ APPEARANCES ★)))

FRIDAY

Alfred

11 a.m., Pat Petrillo; 12 p.m., Melissa Cross; 1 p.m., Zoro; 3 p.m. David Stanoch.

Ampeg

12 p.m., Dug Pinnick and Mike Inez; 2 p.m., Juan Alderete and Rex Brown; 4 p.m., Telstar.

Bedell Guitars

12 p.m., Kenny Loggins.

CAD Audio

4 p.m., George Lynch.

Dean Markley Strings

10:15, Orianthi; 12 p.m., Tito and Jermaine Jackson.

ESP

1 p.m., White Chapel.

GHS

2 p.m., Stu Hamm, Gretchen Menn, Angeline Saris; 3 p.m., Michael "JR" Tash, Lisa Lim.

Hal Leonard

9:30 a.m., Alan Parsons.

Kala

11 a.m., Jim D'Ville; 12 p.m., Daniel Ho and Steve Billman; 1 p.m., 3 p.m. and 4 p.m., Jim D'Ville.

Korg

12:30 p.m., Break Science; 1:30 and 3:30 p.m., Vital Information; 4:30 p.m., Mike Spreitzer and Jeff Kendrick.

Mackie

12 p.m., Dug Pinnick and Mike Inez; 2 p.m., Juan Alderete and Rex Brown; 4 p.m., Telstar with Eva Gardner.

Mason and Hamlin

6 p.m., Jeff Lorber at Lounge 88 on Level 3 of the convention center.

PreSonus

11:15 a.m. and 4:30 p.m. daily, Cajun All Stars; 12:45, Hadrien Feraud; 2:15 p.m., Teddy Riley; 3:15, Bobby Cochran; 4:15 p.m., Derek Sherinian; 4:30, Roger Smith.

Samson

11 a.m., Stu Hamm; 12 p.m., Eric Bass, Charlie Benante, David Ellefson, Glenn Hughes and John Tempesta; 1:30 p.m., Frank Bello, Mike Inez, Kerry King and Nicko McBrain; 3:30 p.m., Vinny Appice, Rex Brown, Eddie Jackson and Billy Sheehan.

Sennheiser

12 p.m., So and so; 12:45 p.m., Magnolia Memoir; 1:30 p.m., Chantelle Barry; 2:15 p.m., Katelyn Benton; 3 p.m., So and so; 3:45 p.m., Magnolia Memoir; 4:30 p.m., Marina V; 5 p.m., Katelyn Benton.

U-Bass

11 a.m. and 3 p.m., Daniel Ho and Steve Billman.

Zildjian

1 p.m., Russ Miller.

SATURDAY

Alfred

12 p.m., German Schauss; 1 p.m., Florian Alexandru-Zorn; 2 p.m., Bryan Beller; 3 p.m., Jimmy Haslip of the Yellowjackets; 5 p.m., Rick Latham & Friends.

Ampeg

12 p.m., Geezer Butler, Hutch Hutchinson and Eva Gardner; 2 p.m., Stanley Clarke; 4 p.m., Telstar.

Buddy Blaze

2:30, Vivian Campbell.

Dean Markley

1 p.m., Lita Ford, Ronnie Montrose and Carl Verheyen; 2 p.m., George Lynch and Jeff Pilson; 3 p.m., Chris Jericho; 4 p.m., Mike Inez, Michael Wilton, Rudy Sarzo, Chuck Garrett, PM Stevens and Phil Soussan; 5 p.m., Skid Row.

ESP

12:15 p.m., Alexi Laiho, Buzz McGrath, Gus G; 2:15, Rob Caggiano and Frankie Bello; 3:45, Pancho Tomaselli, Stef Carpenter, Michael Wilton and George Lynch.

GHS

1 p.m., Gary Hoey, J.D. Deservio, Mike Orlando; 2 p.m., John 5; 3 p.m., Dustie Waring, Gretchen Menn and Angeline Saris.

Gibraltar

11:30, Aquiles Priester and Shawn Drover; 1:30 p.m., Jeremy Spencer.

Gretsch Drums

11:30, Steve Ferrone, Van Romaine and Stanton Moore; 1:30, Stefanie Eulinberg, Mike Byrne, Zach Danziger and Mark Schulman.

Kala

11 a.m., Daniel Ho and Steve Billman; 12 p.m., 1 p.m., 3 p.m. and 4 p.m., Jim D'Ville; 5 p.m., Daniel Ho and Steve Billman.

Korg

12:30 and 2:30 p.m., Vital Information; 1:30 p.m., Tom DeLonge; 3:30 p.m., Gus G.; 4:30 p.m., Adam Blackstone and Jae Deal.

LP

11 p.m., Stanton Moore, Alex Gonzalez, Mike Portnoy, Jason Bittner, Joey Castillo and Matt Sorum; 2 p.m., John Rodriguez Jr., Joe Madera, Little Johnny Rivero, Eddie Montalvo, Giovanni Hidalgo, Karl Perazzo, Richie Garcia, Tony Escapa and Ron Powell.

Mackie

12 p.m., Geezer Butler, Hutch Hutchinson and Eva Gardner; 2 p.m., Stanley Clarke; 4 p.m., Telstar with Eva Gardner.

Markbass

12 p.m., Frank Gambale.

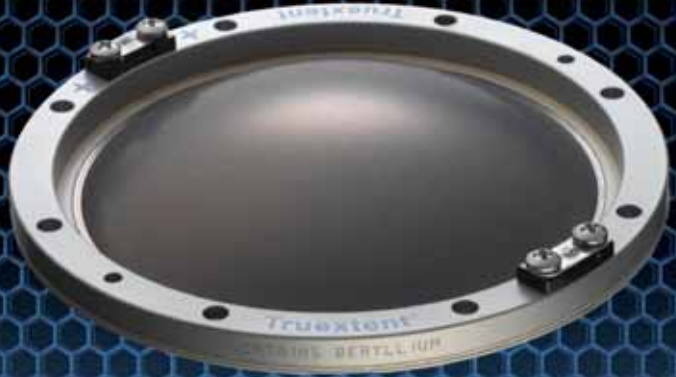
Orange Amps

2 p.m., Jim Root.

PreSonus


11:15 a.m. and 4:30 p.m. daily, Cajun All Stars; 12:45 p.m., Stanley Jordan; 4:15 p.m., Derek Sherinian; 5 p.m., Randy Emata.

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(((★ APPEARANCES ★)))

Rotosound

12 p.m., Duff McKagan; 2 p.m., Billy Sheehan.

Samson

2:45 p.m., Stu Hamm; 12 p.m., JD DeServio, David Ellefson, Eddie Jackson and Nate Watts; 1:30 p.m., Geezer Butler, Mike Inez, Mike Portnoy and Billy Sheehan; 3:30 p.m., Joey Belladonna, Frank Bello, Charlie Benante, Rob Caggiano and Scott Ian.

Sennheiser

12 p.m., Debby Holiday; 12:45 p.m., Blame Shift; 1:30 p.m., Raining Jane; 2:15 p.m., The Material; 3 p.m., Debby Holiday; 3:45 p.m., Raining Jane; 4:30 p.m., Kate Kilbane.

SKB

2 p.m., Curt Bisquera.

Toca

1 p.m., Mario Grillo, Tito Rodriguez Jr., Nine Rodriguez, Hannh Ford, Kalani, Jamal Mohamed, Xavier Muriel and Shawn Drover; 3:30, Shelia E., Pete "Pops" Escovedo, Peter Michael Escovedo and Juan Escovedo.

U-Bass

11 a.m., Hutch Hutchinson; 12 p.m., 2 p.m. and 4 p.m., Daniel Ho and Steve Billman.

Yamaha

11 a.m., Donald Barrett, Bobby Blotzer, Paul Bostaph, Gerry Brown, Gordon Campbell,

Teddy Campbell, Ndugu Chancler, Phil Ehart, David Garibaldi, Ralph Humphrey, Tom Hunting, Tommy Igoe, Steve Jordan, Russ Kunkel, Jerry Marotta, Russ Miller, Prairie Prince, Kim Thompson and Dave Weckl.

Zildjian

1 p.m., Russ Miller.

SUNDAY

Alfred

12 p.m., Jaime Babbitt; 2 p.m., Thomas Kikta.

Kala

11 a.m. and 2 p.m., Jim D'Ville.

PreSonus

11:15 a.m and 4:30 p.m. daily, Cajun All Stars; 1 p.m. and 5 p.m., Randy Emata.

Samson

12 p.m., Stu Hamm.

Sennheiser

12 p.m., Honeymoon; 12:45 p.m., Chole Lear; 1:30 p.m., Marcus Eaton; 2:15 p.m., Honeymoon; 3 p.m., The Baron Sisters; 3:45 p.m., Chloe Lear; 4:30 p.m., Marcus Eaton.

Zildjian

1 p.m., Russ Miller.



Billy Sheehan



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Crossrock Cases Covers the Instrument Spectrum

After a soft launch in fall 2011, the Crossrock Case Co. has announced its full launch into the American MI industry. The company covers all the needs a music retailer might have for soft and hard cases across the spectrum of instruments.

The Crossrock Case Co. is a former OEM manufacturer that made instrument cases for many companies in the music products industry and has brought all of its capabilities under one new brand name. [Crossrock \(crossrockcases.com\)](http://www.crossrockcases.com)

Audix Adds FP Quad Drum Mic Pack to Fusion Series

Audix has introduced the FP Quad drum mic pack, a cost-effective alternative to the DP Quad drum mic pack introduced last year.

The Audix FP Quad drum mic pack represents the simplest, most effective combination of microphones needed to capture the depth and imaging of a full



drum kit. Featuring the F6 dynamic microphone for kick drum, the F5 dynamic microphone for snare drum and two F9 condensers microphones for overhead applications, the FP Quad effectively blends the miked sounds, accurately portraying the complete drum kit. MSRP: \$525.

[Audix \(audixusa.com\)](http://www.audixusa.com)

Clair Global Designs Fractal Antenna

Clair Global recently launched the CF 1090 Fractal Antenna for live entertainment applications.

In summer 2010, Clair Global acquired Wireless First. Both the company's founder, Kevin Sanford, and his chief engineer, Josh Flower, had been working on a new wireless antenna in their shop for several years.

The final piece of the puzzle was the inclusion of Dr. Nathan Cohen, whose decades of experience as founder of Fractal Antenna Systems make him an expert on the technology at the CF 1090's heart.

Using fractal technologies, whereby self-similar scaling of antenna elements both reduces housing size and increases frequency range, the CF 1090 is circular-polarized and orientation-insensitive and delivers ideal performance despite an unobtrusive, camera-friendly design.

The synergy of theory, application and manufacturing expertise has overcome the challenges and limitations of conventional antenna designs. The resulting CF 1090 delivers higher gain across a significantly wider and more uniform coverage pattern when compared to existing technologies. It's band-optimized for communications, wireless microphones and wireless monitoring systems.

At 15 by 15 by 2.7 inches and just 4 pounds, the CF 1090 is easy to mount in a multitude of ways. Bandwidth spans 470–928 MHz, and half-power beam width measures 90 degrees.



“The professionals of Clair Global face some of the most daunting and complex live sound RF system configurations in the industry,” Sanford said. “I’m pleased that the CF 1090 delivers the performance and flexibility required to confidently complete them. Moreover, its size makes it easier to place the CF 1090 in ideal locations without compromising sight lines or cluttering the stage.”

Sanford employed the new CF 1090 Fractal Antenna at the Christmas in Rockefeller Center Tree Lighting ceremony for NBC on Nov. 30, where the CF 1090 served as the main transmit antenna for 32 drops of wireless intercom, six IFBs and 16 channels of IEMs. The unit also acted as receive antennas for 12 channels of redundant microphone receivers on 5th Avenue.

The same gear was featured at the “CMT Artists of the Year” award television show in early December.

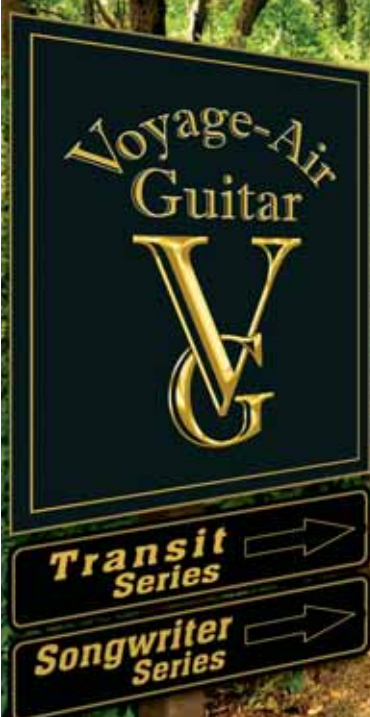
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Trace Elliot Amps Earn Rave Reviews

Trace Elliot has earned rave reviews for its U.K.-designed, U.S.-made bass and acoustic guitar amplifiers.

The company earned a perfect five-star ranking for the TA-300 acoustic guitar amplifier from *Acoustic* magazine, which rated the amp a perfect score in all categories, from build quality to sound quality to value for money. *Acoustic's* Russell Welton lauded the amplifier's studio-quality sound reproduction, exclusive features, design considerations, on-board effects, clean power and overall performance.



"If you need a good monitor sound, effective P.A., incredible definition in your tone and live performance wow factor, the TA-300 amp is for you," Welton wrote.

"These are high-quality products designed with integrity and made with performance acumen in mind. You can't fail to be impressed."

Vintage Guitar magazine's Pete Prown said, "The TA-300 could be a game-changer ... the evolution of acoustic-guitar amps just took a big step forward."

In *Bass Guitar* magazine, Kevin Sanders praised the "top-notch" Trace Elliot 1215 bass combo's "focused and punchy" sound.

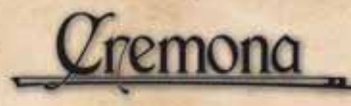
INFO Trace Elliot (traceelliot.com)



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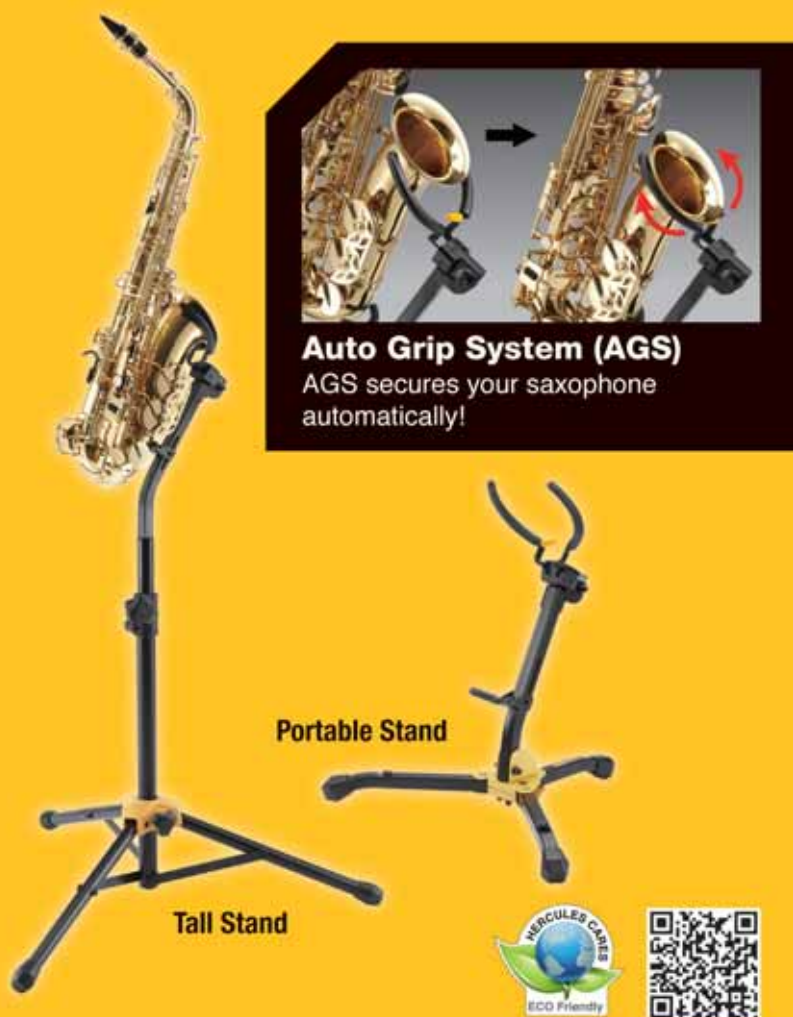
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Elation Professional Gear Brightens Video Realm

For the professional lighting market, Elation will be showing the Opti QA Par, an RGBA color-mixing LED par can that features the company's Quad Color Technology, in which four colors are combined into each LED source.

The EVCMH is a DMX-512 moving head video camera designed to spotlight almost anything and project it onto a video wall or TV.

Designed for creating curved video walls, the EPV15 Flex Video Panel features an Easy Flex Design that lets the panels bend, coil and wrap around any surface, whether flat or dimensional.

Add glowing accents of color anywhere



with Flex Pixel WP, an RGB LED pixel tape. This thin and flexible LED circuit strip features an adhesive backing and comes in 10-foot spools of 70 RGB pixels each.

The compact, energy-efficient color-mixing Opti QA Par is powerfully bright, thanks to its 18- by 5-watt RGBA LEDs, yet it draws only 140 watts of electricity at maximum use. Its Quad Color Technology, which combines red, green, blue and amber into each LED source, provides powerful color blending and eliminates the shadows often produced by fixtures with single-color LEDs.

🛒 **Elation Professional** (elationlighting.com)

Guild Arcos Series Features Arched-back Designs

Guild has debuted the Arcos series. These new models feature the company's arched-back body design, delivering enhanced volume, projection and structural stability.

Arcos series guitars include Guild's slim, satin-finish mahogany neck. Other features include a solid Sitka spruce top, rosewood fingerboard and bridge, bone nut and saddle, koa rosette, and Fishman electronics.

The AD-3 dreadnought's (pictured) solid Sitka spruce top,



laminated mahogany sides and arched back give it a lush, balanced sound with volume and resonance. The AD-3CE is a pure-performance dreadnought with a cutaway body design that invites players to venture into the upper regions of its rosewood fingerboard. Also in the series is the AO-3CE, a performance-driven, orchestra-style model with laminated mahogany sides and arched back and a slim, satin-finish mahogany neck. MSRP: \$759.99-\$999.99.

🛒 **Guild** (guildguitars.com)

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Be sure to stop by our Booth #5727



(((★ WEBSITES ★)))

Tanglewood Announces New Site

Tanglewood recently launched the new tanglewoodguitars.com. A sister site to the brand's U.K. website, tanglewoodguitars.co.uk, the new site features products, dealer listings, news and other resources that are specific to Tanglewood's operations in the United States.

The site incorporates a fully customizable browsing tool that lets users dive deeper than ever into the company's ever-expanding product catalog.

It also features a product search function that lets users browse through the entire collection of Tanglewood instruments or perform a custom search with the left-hand navigation menu, which lets visitors filter by series, body type and various features. The new guitar comparison tool performs a side-by-side comparison of several different guitars at once.

The product pages have been enhanced to give an up-close-and-personal view of the guitars via the magnifying tool and share product information instantly via social media sites.

"We recognize the importance of a multifaceted Web presence in making key resources available to both our dealers and their customers," said Erik Lind, Tanglewood product manager at Musiquip. "The new website reflects the same quality, attention to detail and expertise that goes into our guitars. As more and more players

across the U.S. discover these instruments, we're thrilled to offer them a customized Tanglewood experience."



Evans Gets More Social

Evans has debuted a new, user-friendly, social media-oriented and mobile phone-compliant website. Designed in conjunction with professionals, students and drum enthusiasts, the new website, evansdrumheads.com, offers quick and easy access with a modern look and feel that's easy to maneuver from most computer or mobile phone platforms. The site features an expanded video library, redesigned artist pages and enhanced search capabilities.

The website has a product selector, which displays all products within a given category, arranged from the darkest tone to the brightest. The artist portal features artists on the main page, while letting users sort through artists alphabetically by first

name or enter text to search by first or last name. The video library segments videos into tabs based on content. Featured and new videos are easy to find under their tabs, as are backstage interviews, lessons, how-to tutorials and the "How It's Made" manufacturing series of videos.



Mod Kits DIY Revamps Site

Mod Kits DIY has announced its new and fully revamped website, modkitsdiy.com.

The new MOD Kits DIY site features videos, schematics and detailed descriptions of all the Mod Kits available. The website also features a complete listing of kits.

Sabian Gets Online Overhaul

Sabian recently launched the brand-new sabian.com. More than just a refresh, Sabian completely redesigned the site, incorporating many of the most recent advances in



Web technology, such as mobile optimization and smooth integration with its popular social stream.

"This was a huge undertaking but one we felt was long overdue," said Stacey Montgomery-Clark, Sabian's vice president of marketing.

The new website features a redesigned products section, where viewers can search for cymbals by type and series. In addition to being able to search for cymbals by type, a new filtering system also lets players quickly hone in on the right cymbal for their needs.

The new website features a new shopping system, including a Shopatron option designed to create more sales for the brand's extensive dealer network. Also new is a refreshed artists section with more images and video, as well as a Sabian Experience area, where viewers can watch video of high-profile artist visits to the factory.

NEW INNOVATIONS IN BASS AMPLIFICATION VISIT US AT BOOTH 5720



GENZ·BENZ

SHUTTLE 2 SERIES

(((★ SCHEDULE ★)))

Unless otherwise noted, scheduled events can be found at the NAMM Idea Center, Booth #5501

CONTINUED FROM PAGE 150

7 P.M.

The 27th Annual TEC Awards

Hilton Anaheim Hotel, Pacific Ballrooms
The annual awards will be handed out to winners in seven categories of creative achievement in sound production.

7 P.M.

Sabian Live

Sheraton Park Hotel, Park Ballroom
The annual event will feature performances by Virgil Donati, Tony Royster Jr., Mike Portnoy, Orestes Vilato and Sandy Perez.

SATURDAY, JAN. 21

BREAKFAST SESSION

8 A.M.

The Top 10 Web Marketing Trends for 2012

Moderator: John Arnold, Columnist at Entrepreneur.com

Hilton Anaheim Hotel, Pacific Ballrooms
Learn the best ways to spend your time and money and how to use such tools as social media, search marketing, mobile devices and marketing locally on the Internet — and how to avoid areas where you won't get results. (Free breakfast served 8–8:30 a.m.)

10:30 A.M.

How to Ignite Your Business in Five Minutes or Less!

Danny Rocks of The Company Rocks and Scott Robertson of NAMM, along with a panel of retailers, explain how to pick only the best promotional opportunities and then “promote the heck out of them.” Participants will take a full page of ideas home to ignite a fire to get their staff moving.

11 A.M.

How to Handle Objections in Five Words or Less

Popyk is back to reveal how to answer objections from customers in just a few words.

11:30 A.M.

Call Your Store and Change These Four Things Now

Raegan Medeiros of John Michael's Music and Sound discusses how she made changes that made it easier for customers to find what they were looking for and generated more money for her store by offering three levels of service plans rather than giving away the service for free.

Noon (Double Session)

How to Get an “A” From the MI Spy

Dan Ferrisi, editor of *The Music & Sound Retailer*, hosts a panel discussion with music retailers whose stores satisfied the “spy's” criteria. The panel shows how your own dealership can not only get the “spy's” seal of approval but also gain a reputation for meeting customers' needs and servicing them well.

1 P.M.

NAMM's Wanna Play? Stage

Arena Plaza
Lipstick, Beyonce's band, performs at the Wanna Play? stage.

1 P.M.

Inventory: How to Manage Your Biggest Investment

Music retail financial guru Alan Friedman explains the time-tested secrets of how to buy, sell and manage your business' largest financial investment and move that investment from the storage area to the cash register.

1:30 P.M.

Monetize Your Facebook Page

John Arnold, columnist at Entrepreneur.com, discusses how to start making money with Facebook promotions by effectively advertising your products, sharing coupons and creating your own group deals.

2 P.M.

Marketing Locally on the Internet

Arnold teaches how to use online marketing to reach prospects and customers in a specific geographic area. Participants can get tips on how to advertise their businesses on thousands of local websites, maps, search pages, blogs, social media sites and mobile devices.

2:30 P.M. (Special Double Session)

Financial Questions Every Music Retailer's Afraid to Ask

Friedman returns with accountant Daniel Jobe and Shaun Conrad to tackle any financial questions from the audience in a fun, rapid-fire and interactive fashion.

3:30 P.M.

Rewing Up Revenue — Strategizing With Your Staff

Jobe gives participants a strategy for engaging team members and helping retailers find additional income within their current lesson, repair, rental and sales activities.

4 P.M.

The Changing Face of Mobile Marketing: What Retailers Need to Know Now

Angelo Biasi of InTunePartners.com explains how to tackle the ever-changing scene of mobile marketing.

4:30 P.M. (Double Session)

How to Implement Your Social Media Strategy

Rocks returns to explain specific strategies and create an action plan for implementing or improving social media strategies.

5 P.M.

SchoolJam USA

Downtown Disney, Anaheim, Calif.
Teen pop singer Greyson Chance will co-host and perform at the third annual teen battle of the bands finals.

5:45 P.M.

Celebrity Jam

Main Lobby Stage
Come listen to The Band From TV perform

classic rock hits in the convention center's lobby. The band is made up of television actors, including James Denton of “Desperate Housewives,” Greg Grunberg of “Heroes,” Jesse Spencer of “House,” Bob Guiney of “The Bachelor,” Scott Grimes of “American Dad” and Adrian Pasdar of “Heroes.”

SUNDAY, JAN. 22

BREAKFAST SESSION

8 A.M.

Best in Show — This Year's Hottest Products

Moderator: Frank Alkyer, *Music Inc.*

Publisher

Hilton Anaheim Hotel, Pacific Ballrooms
Music Inc. Publisher Frank Alkyer hosts a panel of retailers and buyers who scoured the show floor and came up with the best products, ideas and trends.

(Free breakfast served 8–8:30 a.m.)

10:30 A.M.

Create Your Own Woodstock — In Your Store

Gamber explains how to integrate your print music program, social media, and store's heart and soul to thrive. Learn how to create your own Woodstock and make a home for the next generation of music lesson competition.

11 A.M.

Meet the Press: How to Prepare for Your Interview

NAMM's Scott Robertson and Jo-Ann Gefen discuss how to speak to the press when promoting an event, discussing music education or talking about what's new at your store. Learn simple tips and strategies to turn your words into news and get great coverage, which is the same as getting free advertising in print, online or on the air.

Noon (Double Session)

Creating New Customers and Musicians With Ukulele Circles

This session gives dealers all the information they need to create a successful uke circle at little or no cost. The panel includes dealers who have had successful uke circles and experienced ukulele circle leader Jim D'Ville.

1 P.M. (Double Session)

The Music Instinct: Science and Song (Part 1)

Come follow researcher Daniel Levitin and musician Bobby McFerrin to the crossroads of science and culture in search of answers to music's deep mysteries.

2 P.M. (Double Session)

2012 Best Tools for Schools Awards

Symphony Publishing editors and guests host the announcement of winning products in the annual Best Tools for Schools Awards.

3 P.M. (Double Session)

The Music Instinct: Science and Song (Part 2)

Levitin and McFerrin continue their journey into the connection between music and the human brain.

Way More Than You're Expecting

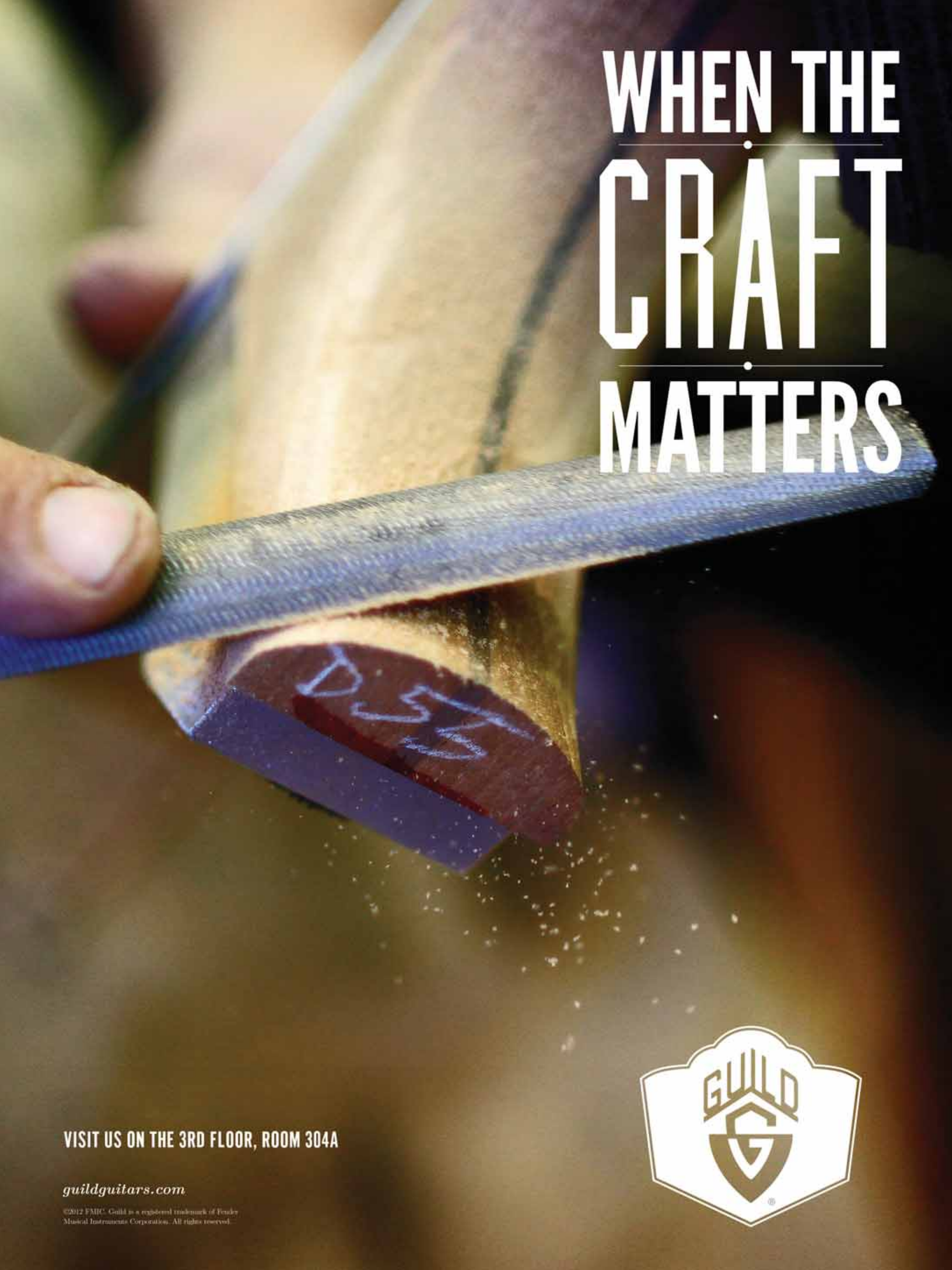
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This Morning's NAMM U Breakfast Session:

Real-Time Marketing & PR: How to Instantly Engage Your Market, Connect with Customers and Create Products that Grow Your Business

FREE Breakfast (First Come, First Served): 8 a.m.–8:30 a.m.
Main Session: 8:30 a.m.–9:30 a.m.
Pacific Ballrooms, Hilton Anaheim Hotel

What counts today is speed and agility. It's a real-time world, and if you're not engaged with your customers, then you're on your way to marketplace irrelevance. Real-time means news breaks over minutes, not days. Ideas suddenly and unpredictably go viral to a global audience. It's when businesses see an opportunity and are the first to act on it. **David Meerman Scott** shows how you can seize the moment and open new channels to grow your brand.

Learn How RMM Can Boost Your Business

Stop by the **NAMM Foundation Learning Lounge in the Anaheim Hilton between 8:30 a.m. to 10 a.m.** for a special meeting focusing on Recreational Music Making (RMM). In addition to a strum and drum circle, a panel of industry experts will share the latest cutting-edge research on creative aging, as well as updates on NAMM Member programs and where RMM is headed in 2012.

Support Music Presented by NAMM and NAMM **.com** Join Us Live for Today's SupportMusic Coalition Call

If you're an advocate for music education, we invite you to **stop by the Anaheim Hilton California Ballroom today at 2 p.m.** for a special teleconference and webcast live from the show. Guests include baseball legend/musician **Bernie Williams** and **Brown Family Children Foundation President Deanna Brown Thomas**.

Meet NAMM's Friends of Music Making

Join us in the **Hall D lobby this afternoon between 4 p.m. and 5 p.m.** for a special **NAMM Foundation Pavilion Reception**, featuring the music of GRAMMY Award-winning ukulele artist **Daniel Ho** and learn more about a variety of organizations that share our industry's quest to increase opportunities for people of all ages to learn and make music. Their mission helps create our future.

The H.O.T. Zone—Add to Your Knowledge of Recording, Live Sound and Entertainment Technologies

Originally designed for professionals in the recording, live sound, house of worship, DJ, and stage and lighting industries, **the H.O.T. Zone on Level 2 offers a variety of classes and hands-on free training opportunities.** Check it out!



Find Artist Appearances, Events and More!

Visit **www.namm.org** to check out all the latest show news, updates and event schedules. You can also access this information on the **2012 NAMM Show Smartphone App**, available for free download through your phone's app store.

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(((★ SCHEDULE ★)))

Unless otherwise noted, scheduled events can be found at the NAMM Idea Center, Booth #5501

FRIDAY, JAN. 20

BREAKFAST SESSION

8 A.M.

Real-Time Marketing & PR: How to Instantly Engage Your Market, Connect With Customers and Create Products That Grow Your Business Now

Moderator: **David Meerman Scott**, author of *The New Rules Of Marketing and PR* and *Marketing Lessons From The Grateful Dead*
Hilton Anaheim Hotel, Pacific Ballrooms

Listen in as **David Meerman Scott** reminds you what counts today is speed and agility. While your competitors scramble to adjust, you can seize opportunities, open new channels and grow your brand.

(Free breakfast served 8–8:30 a.m.)

10:30 A.M.

You're on Facebook ... Now What?

Piano retailers **Greg and Grant Billings** discuss the most common Facebook faux pas and how to get your business' Facebook presence back on track.

11 A.M.

15 Ideas to Train Your Sales Staff in 10 Minutes a Day

Bob Popyk of Bentley-Hall lectures on taking a few minutes each day to train your sales staff on prospecting, closing, handling incoming calls, greeting the customer, handling complaints and more.

11:30 A.M.

Planning for Profit — Budgeting Essentials

Lori Supinie of Senseney Music explains why you should create a budget and how to get started.

12:30 P.M.

The Power of Video to Promote Your Store

John Pedersen of Pedersen's Band & Orchestra shares what he's done to build his business through creating YouTube videos.

1 P.M.

Getting Things Done: Organization for Creative Types

Bankhead is back with tips for getting business in order and keeping it that way.

1:30 P.M.

Dare to Diversify Your Marketing Programs

Jeff Mozingo of Mozingo Music touches on questions, such as, "Is your store appealing?" and "What's the vibe and mood of your store?" Hot-button questions to ask your employees will be covered, as well.

2 P.M.

Drive Growth and Profits With a Defined Company Culture

George Hines of George's Music gives examples to build a defined, high-performance company culture that focuses on your customers and employees to increase growth and profitability.

2:30 P.M.

How to Effectively Merchandise

Your Store to Gain Maximum Sales

Tracy Leenman of Musical Innovations demonstrates how to improve your SAF (style, arts, fashion) quotient to improve cross-selling and add-on sales opportunities.

3 P.M.

Tune In to the Voice That Counts: Insights on Customer-Driven Innovation

Listen in as **Buddy Roger's Music's** store managers share their perspectives in a panel discussion led by business consultant **Steve Schwandner**.

3:30 P.M.

Surviving the Tough Times

Lauren Haas Amanfoh of Royalton Music Center discusses several factors she attributes to her store's recent success. These include proven methods to bring more stability to the industry and, ultimately, music to more lives.

4 P.M.

Turn Your Rental Customers Into Your Best Customers

Liz Reisman of Creative Music Center speaks on the basic tools retailers need to turn a good customer into a customer for life.

4:30 P.M.

How Catching Trends From the Bottom Up Will Improve Your Bottom Line

Menzie Pittman of Contemporary Music Center shares his strategies for successfully improving his bottom line by simply extracting information from customers, students and children.

5 P.M.

Create Add-on Sales for Your Lesson Program With Print Music

Alta Loma Music's Pete Gamber and **Hal Leonard's Dave Cywinski** look at why retailers won't want to miss out on the power of print.

5:45 P.M.

Living Legends Jam

Main Lobby Stage

Come and rock out to this jam session featuring **Bob Berryhill** of The Safaris, **Roger Fischer** of Heart, **Micky Dolenz** of The Monkees, **Alan White** of Yes and **Chris Slade** of AC/DC, among others.

6 P.M.

John Lennon Educational Tour Bus 15th Anniversary Celebration

Arena Plaza

The anniversary event will feature a performance by **Bootsy Collins**, **Verdine White** of Earth, Wind & Fire, and **Bernie Worrell**.

7 P.M.

Second Annual GutterBall Invitational Bowling Event

300 Anaheim, GardenWalk, Anaheim, Calif.

This event is open to NAMM members under 40 years of age and gives them the opportunity to network with peers. A \$20 entry fee includes bowling, open bar and food.

BEATS ON THE FLY



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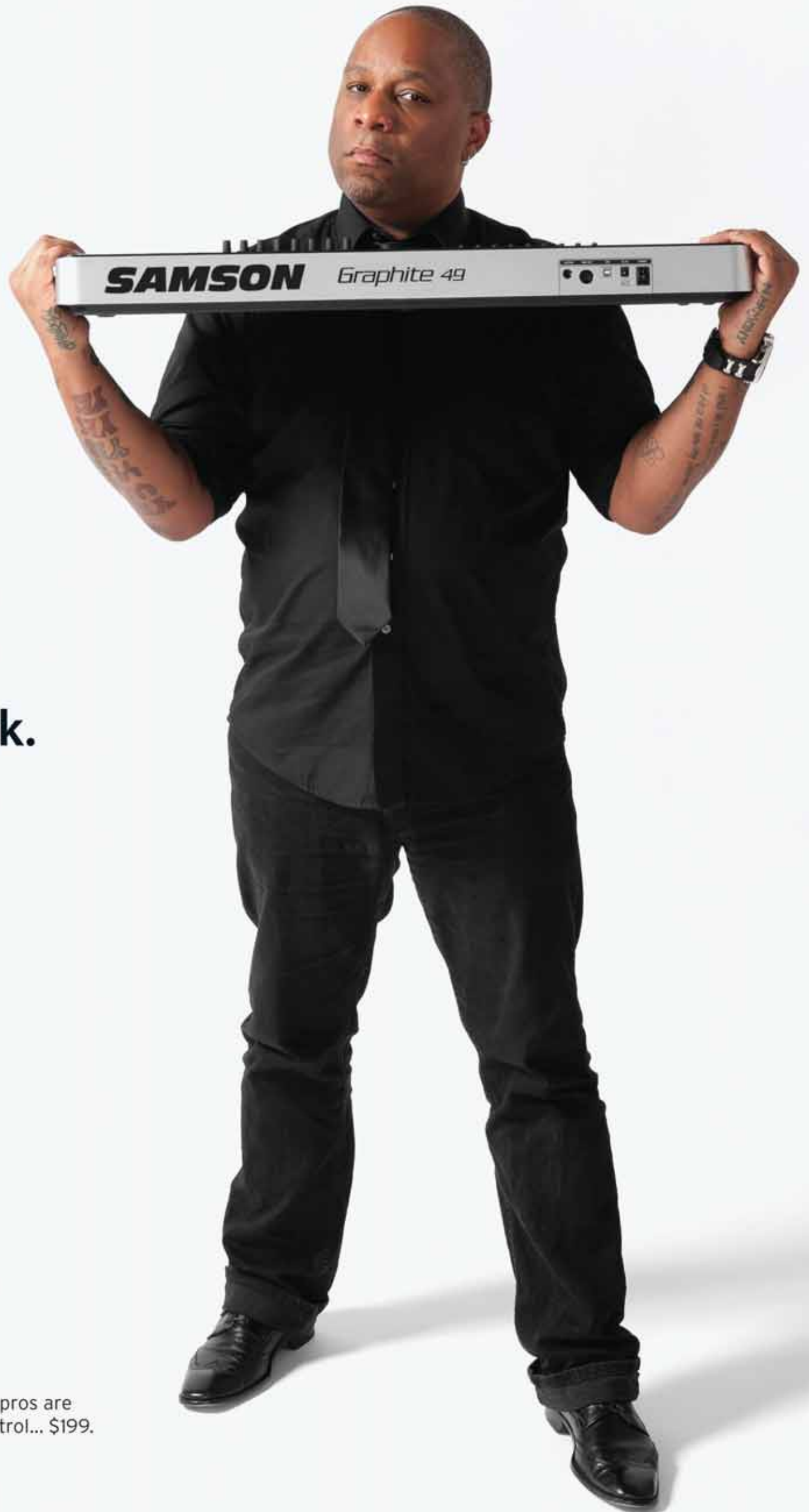
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