

UpBeat

The Official **NAMM** Show Publication

60TH ANNIVERSARY

DAILY



That's all any of us in business are looking for — people, ideas and products that can help improve the bottom line. Get ready for four days of exactly that, with a wall-to-wall explosion of the industry's best and brightest. This year's show is packed with changes and improvements — from the new plaza outside the convention center to exciting booths for exhibitors like Paul Reed Smith, Peavey and Schecter on Level 2, and Roland on Level 3. So, make sure to hit every hall and floor at NAMM. Here are just a few people you'll want to see during the show:



FISCAL LIFT



1. Schecter's Michael Ciravolo (left) and Marc Lacorte prepare to launch Schecter Amplification yesterday at their new booth on the second level of the convention center. 2. Avid's Bobby Lombardi (left), W. Sean Ford and Adrian Haselhuber get ready for a packed weekend of demonstrations and education on Sibelius. 3. Christian Paulsen, CEO and founder of DPA Microphones, with the d:facto II vocal microphone. 4. On-Stage Stands President James Hennessey (left) and Sales and Marketing Director Jeremy Payne assemble their booth yesterday morning. 5. Members of the Association of Independent Music Merchants (AIMM) take a break from their meetings to commemorate the organization's 15th anniversary. Founded with 12 dealers working toward common goals in 1998, AIMM has grown into an association of 60 retailers from across the United States. 6. Greg Grieme (left), Michael Skinner and Gary Winder announce Juno, a new reed for beginning woodwind players (see page 8).



Breakfast of Champions
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LP's Adjustable Snare Cajon
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Recording King's Slope Shoulder Guitar
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A&S Slams Case
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Fishman Triple Play Arrives
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Market Focus

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Guitars, Amps & Accessories
★ Page 98

A collage of musical equipment including a guitar neck, a synthesizer control panel with knobs and buttons, and a pair of scissors. Overlaid on the right is a large orange circle containing the text 'Roland CONNECT.' and a smaller black circle containing 'JAN. 2013'.

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Welcome to The NAMM Show!

Connect.

Connect with your show, your vendors and customers, your friends and peers, your NAMM U sessions and — along with NAMM members from around the globe — connect with your passion, which attracted us all to the music products industry in the first place. We're glad you're here. And with four days of events, new products, educational opportunities and the best peer-to-peer networking available anywhere, you won't want to miss a minute of it.

This year's theme of "Connect" resonates on many levels. The NAMM Show sets the scene for these important connections to happen; it's where you see and experience the industry's newest products and technologies, trends, attitudes, influencers and strategies. These are the interactions that will help you to make better decisions for your company and to stay in touch with the opportunities and products that will keep your customers excited and energized about making music.

New this year is the debut of the Grand Plaza, which runs between the Hilton and Marriott, leading to the main entrance of the convention center. It features 100,000 square feet of outdoor meeting and event space and, during the NAMM Show, an outdoor stage for live performances. The new plaza, paired with an expansion of the NAMM Show perimeter to the outer glass doors of the convention center, will add a significant amount of new space for an exclusive Member Center, digital media hub, new product showcases and more. In addition, we're proud to introduce The Venue, which will fill the Arena at the Anaheim Convention Center with the very best in lighting, touring and sound solutions.

At NAMM U, we've focused on the subject of leadership — in our businesses, in our industry and, indeed, in our world. The Breakfast Sessions, Idea Center Sessions and H.O.T. Zone Sessions will all feature industry leaders sharing their thoughts and strategies on this critically important topic. The year ahead promises to be full of both opportunity and challenges, and how one faces these two sides of the same coin can determine the outcome. By being



NAMM President/CEO Joe Lamond (left) and Chairman Kevin Cranley

here at the NAMM Show and taking advantage of the educational opportunities at NAMM U, you will be taking the initiative and preparing for success.

On behalf of NAMM's Executive Committee, Board of Directors and staff, we extend our sincere appreciation. Whether you came from across town or across the globe, your participation fuels NAMM's "Circle of Benefits" business model. You can be confident in knowing that proceeds of the NAMM Show will support your association's vision, mission and objectives and help promote music making for all ages in the year to come. Thank you!

Kevin Cranley, Chairman
Joe Lamond, President/CEO

Yamaha Holds Sweepstakes to Commemorate 125 Years

Yamaha has launched a yearlong promotional event and sweepstakes to celebrate its 125th anniversary from Oct. 1, 2012, through Sept. 30, 2013.

Contestants can enter the "Passion and Performance" promotion for a chance to win one of four grand-prize packages, as well as additional quarterly giveaways totaling 125 instruments and related items.

"For 125 years, Yamaha has enjoyed the unwavering loyalty and support of an exceptional network of customers and dealers," said Tom Sumner, Yamaha senior vice

president. "These promotions are our way of showing our sincere appreciation and gratitude for those who helped us reach this auspicious anniversary."

During the first sweepstakes on Oct. 1–Dec. 31, 2012, Yamaha offered one grand prize of an all-expenses-paid trip to The 2013 NAMM Show along with VIP seating at the Yamaha 125th anniversary concert. The company also gave away 25 noise-isolating PRO-500 headphones. Contestants can create an account on Yamaha's website.

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



Boss Debuts Next Generation MDP Pedals

Boss recently added three next-generation compact pedals featuring Roland's Multi-Dimensional Processing (MDP). The TE-2 Tera Echo, DA-2 Adaptive Distortion and MO-2 Multi Overtone pedals deliver a range of dynamic and expressive sonic textures, providing guitarists an expansive set of tones.

MDP analyzes audio signals in many dimensions and applies ideal effects to each. By giving different dynamic changes relative to the input signal in real time, MDP can create sounds with a previously unattainable range of expression.

The TE-2 delivers ambient effects that go beyond traditional reverb and delay processing. MDP produces deep and spacious sound, enhancing the

straight guitar tone without overwhelming it. With simple, familiar stomp-box controls and dynamic sensitivity, a wide range of sounds can be achieved. In addition, the TE-2's expressive Freeze function lets players hold the current effect sound for lead backing and sound effects.

The TE-2 represents the 100th model in the Boss compact series. Starting with the release of the OD-1 Overdrive in 1977, Boss stomp boxes have been tools of artistic expression for millions of players around the world. With a tradition that began nearly four decades ago, the TE-2 and the new MDP-powered pedals carry on the Boss legacy.

[Roland \(rolandconnect.com\)](http://www.rolandconnect.com)



Vic Firth Turns 50

Vic Firth has kicked off its 50th anniversary with a series of new products, promotions and celebrations throughout 2013.

The company began out of founder Vic Firth's garage in Dover, Mass., where he created drum sticks for the Boston Symphony Orchestra.

"This is a milestone I never dreamed about all those years ago, but sure enough, it has arrived. We sure have come a long way," said Firth, company president. "I still have as much fun with this business now as I did when we made 12 pairs a month. That's largely attributable to the drummers, percussionists and teachers we deal with every day.

"One of the biggest kicks for me has been getting to know all the musicians who use our products."

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

Top 10 New NAMM Show Features

The NAMM Show 2013 is packed with changes and improvements. Here are the Top 10 new show features, designed to make the best show on earth even better:



1. The Grand Plaza Stage — NAMM has moved the main performance stage out into the new Grand Plaza in front of the Anaheim Convention Center. Enjoy a packed slate of live music under the California sun and palm trees.

2. New Badge Pickup Locations and Fewer ID Checks — To open up more space in the convention center and enhance the show experience, badge pickup has moved out of the convention center lobby and into the surrounding hotels (Hilton and Marriott). Badges and IDs will now be checked on your way into the building.

3. First Look Showcase — As you enter the convention center, you'll be treated to a sneak peek of some of the show floor's hottest new finds.

4. NAMM Member Center — Find the NAMM Member Center in the middle of the lobby to ask any NAMM membership questions, update your online member profile or learn how much money you can save by using NAMM-endorsed service providers.

5. Digital Hub — Located in the lobby between Halls A and B, the new Digital Hub offers multimedia journalists and bloggers from leading digital media sites a place to cover the show in real time.



6. The Venue — Lighting, touring and sound solutions will take center stage inside the Anaheim Convention Center Arena.

7. Expanded web content and tools for exhibitors and attendees — The NAMM Show app helps attendees find their way around the show, learn more about exhibitors and download product information.



8. Level 2, Level 3 and Hall E — Check out some not-to-be-missed brands now located on the second floor, including Paul Reed Smith, Peavey and Schecter on Level 2 and Roland on Level 3.

9. Treasures from the Attic — While in Hall E, check out the Treasures from the Attic showcase of rare and unusual instruments, presented by the Museum of Making Music.

10. The Wedge Bar & Grill — Enjoy burgers and handcrafted beers at the back of Hall D.

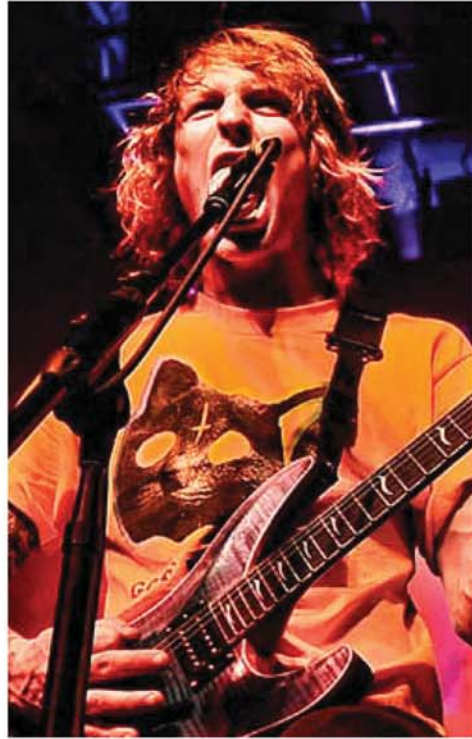
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**D'Addario Refines Look**

After more than four decades, D'Addario has retired its oval logo in favor of a more meaningful design. A new logo, mark and look clearly communicate the company's legacy of innovation and dedication to its customers. "We want our brand to represent who we are and what we stand for," said CEO Jim D'Addario.

The new logo, which is a bold and contemporary evolution of the original, signifies the company's commitment to remaining modern, technologically advanced and innovative.

INFO **D'Addario (daddario.com)**

**Peavey Rolls Out Vypyr II VIP Series**

Peavey Electronics recently introduced the latest generation of modeling amplifiers with the Vypyr II VIP series.

The series contains bass guitar, acoustic guitar and electric guitar amplifier models. With Peavey's Variable Instrument Input, a single amp can provide amplification for a variety of instrument types.

Not only does the amplifier morph from a bass amp to an acoustic amp to an electric amp, it also lets the player access instrument models.

INFO **Peavey (peavey.com)**

LP's Adjustable Cajon Sets Tension Control

Latin Percussion's Adjustable Snare Cajon features a birch front plate that provides a bright but voluminous tone.

The Adjustable Snare Cajon has a durable MDF shell with a textured seating surface to prevent slippage. Snare tension can be adjusted with a single knob on the back of the cajon that

is easily accessible in performance settings.

MSRP: \$289.

INFO **Latin Percussion (lpmusic.com)**

Hoshino to Distribute 2box

Hoshino USA has reached an agreement with 2box AB of Sweden to become the exclusive U.S. distributor of 2box electronic drums.

"We've been thinking about electronic drums for a few years," said Bill Reim, Hoshino USA president. "But the product would have to be a very strong entry, and 2box drums have earned that distinction."

INFO **Hoshino USA (hoshinouse.com)**

Vandoren, Jones Enter Beginner Reed Market

At a much-anticipated luncheon for a small group of school music dealers on Tuesday, executives from Jones Musical Products announced the debut of the Juno reed, a new reed designed for beginning woodwind players.

Created in cooperation with Vandoren Paris, the reeds will be produced in the company's factory in the south of France.

"The goal was to design a reed that would respond immediately with excellent tonal properties," said Greg Grieme, president of Jones Musical Products. "Rather than design a generalist reed that may be acceptable to a wide range of consumers, Juno is made specifically so beginning students experience a high level of success and because of their success, stay in the program longer."

"Right now, we have more superior-quality, Mediterranean Basin cane than ever in the history of the company, and we have new technology that allows us to cut reeds much more efficiently," said Michael Skinner, president of Dansr, Vandoren's U.S. distributor. "We've created something that's for a very short span — for the first eight, 10, 12 weeks of playing."

Gary Winder, Dansr vice president of sales and marketing, added that the company's research shows that dealers are looking primarily for profitability and exclusivity in new products. Consequently, Juno reeds will

not be available in catalogs or on the Internet, and will be sold only through authorized dealers.

Juno reeds come in strengths from 1½ to 3 and are available in boxes of 10 or in convenient three-packs for clarinet, alto saxophone and tenor saxophone. Pricing is comparable to other student reeds, and an attractive merchandising wall is being offered free to dealers on qualified orders.

INFO **Dansr (dansr.com)**



Greg Grieme (left), Michael Skinner and Gary Winder announce the launch of Juno, a new line of beginner reeds, on Tuesday.



Caparison Guitars Exhibits Japanese Boutique Brands

Caparison Guitars is displaying an assortment of its range of Japanese solid-bodied guitars and basses from the Dellinger, Horus, Angelus, TAT and Orbit series.

Caparison is also giving a preview of its forthcoming C2 series range of electric guitars.

Custom Line and Signature guitars include the new Angelus Custom Line 2013 model (as played by Jona Weinhofen of Bring Me The Horizon/I Killed The Prom Queen) and Joel Stroetzel's (Killswitch Engage) signature JSM.

Appointments featured on Caparison solid-bodied guitars and basses include discrete body styling by former Charvel/Jackson Japan designer Itaru Kanno. Premium attributes include maple/mahogany and walnut/

mahogany construction, the company's flagship soft shallow D neck profile flattening out to the distinct Devil's Tail headstock, and conical 24- or 27-fret ebony or maple fingerboards inlaid with "clock" fretboard position markers.

Caparison Guitars are played by some of the world's most influential and talented guitar players, including Phil Campbell (Motörhead), Joel Stroetzel (Killswitch Engage), Mattias "IA" Eklundh (Freak Kitchen), Michael J. Romeo (Symphony X), Jona Weinhofen (Bring Me The Horizon/I Killed The Prom Queen), Chris Rörlund (Sabaton), Jeff Williams and Andy Rosser-Davies (Onslaught).

INFO **Caparison Guitar Company (caparisonguitarcompany.com)**



MIDI Turns 30

Thirty years ago, at the 1983 NAMM Show, a Roland JX-3P talked to a Sequential Circuits Prophet 600, and Musical Instrument Digital Interface (MIDI) went mainstream. The MIDI Manufacturers Association (MMA) will kick off a yearlong "MIDI Makes Music" 30th anniversary celebration at this year's NAMM Show, with an exhibit showcasing the past, present and future of MIDI technology. The "MIDI Makes Music" campaign — sponsored by a coalition of industry leaders including Roland, Yamaha, Gibson, Fishman, Korg, Dream, Mediamation, NAMM, AES and Robertson Communications — is designed to educate consumers about the benefits of MIDI technology. Resources, videos, company links and more can be found online at midi.org/midi30.

"The story of MIDI is very important to tell because it's not just a proven technology, but one that has widespread industry support and will remain valuable long into the future," said Tom White, president of MMA.

MMA will also present a H.O.T. Zone session on Saturday from 11:30 a.m. to 1:30 p.m., entitled "MIDI Creators and Innovators Panel," which will discuss the past, present and future of MIDI technology.

INFO **MMA (midi.org/namm)**



CME's executive team, from left: Kevin Yu (international marketing manager), YiTian Zhao (CEO), Jerry Chen (COO) and Ha Buer (principal music engineer)

CME Ramps Up Xkey

CME recently launched the Xkey, an ultra-slim mobile keyboard controller with innovative mechanical key design.

Xkey offers a variety of features, including velocity sensitivity, polyphonic aftertouch and high-resolution pitch blend.

CME will also display the latest generation of the company's Z-Key Master Keyboard series, the Z-Key Art.

The introductions represent the first new products displayed by CME at NAMM since the company's change in corporate structure and move to Singapore from Beijing. Originally owned by Central Music Co., one of China's leading distributors of professional audio equipment, CME was spun off in 2012 and reincorporated in Singapore. They decided to move the company to take advantage of the island nation's reputation as a hub of East-meets-West business thinking and opportunity.

INFO **CME (cme-pro.com)**



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★ BRIEFS ★



Dixon Unveils Updated Artisan Drum Kit Line

Dixon has given its Artisan drum line a high-end makeover.

The Artisan series drum shells are crafted from hand-selected, Grade-A hardwoods. Each ply is cut to exact specifications and laminated using high-pressure molding. Artisan offers three shell types: North American maple; North American maple and bubinga hybrid, and an exotic hardwood option.

MSRP \$2,998.

🛒 [**Dixon \(playdixon.com\)**](http://Dixon (playdixon.com))

GJ2 Glendora Revisits Grover Jackson's Roots

GJ2 has responded to the success of the Arete T ax with the Glendora.

The Glendora guitar will be offered with a range of options, from simple single-pickup instruments to highly figured exotic wood models. The company's in-house Habanero pickups come standard, as do the other in-house-built specs. Glendora is built in Laguna Hills, Calif., alongside all the other GJ2 models.

🛒 [**GJ2 \(gj2guitars.com\)**](http://GJ2 (gj2guitars.com))

On-Stage Stands Plugs in

On-Stage Gear has added the GA5000MI Mini Plug-in Amp to its Guitar Essentials line.

The Mini Plug-in Amp plugs directly into any guitar with a surface-mounted jack.

Players can plug their headphones into a standard eighth-inch headphone jack and perfect their signature tone anywhere. Tone and gain controls let guitar players tailor the sound. The GA5000MI also includes a volume control and built-in auxiliary input.

MSRP: \$39.99.

🛒 [**On-Stage Gear \(onstagestands.com\)**](http://On-Stage Gear (onstagestands.com))

Tanglewood Launches Solid-Top Nashville IV Series

Tanglewood Guitar Company is bringing two of its Nashville IV Series solid-top instruments to North American players.

Embodying the spirit of Music City, Nashville Series guitars are styled in classic Western fashion. A solid Himalayan spruce top and African mahogany back and sides provide colorful tone to each instrument. Dreadnought and folk-style body shapes will be offered.

MSRP: \$269.

🛒 [**Musiquip \(musiquip.com\)**](http://Musiquip (musiquip.com))



Anthem Announces New Case Strategy

Anthem Musical Instruments has completely redesigned its line of ABS instrument cases.

Anthem has partnered with MTS to make an ABS case for Anthem's A-2000 flute. All Anthem flute cases are now made in the United States and feature injection-molded ABS plastic, a plush interior, sturdy latches and a plastic handle.

Anthem has improved its trumpet, alto sax and tenor sax cases with thicker 5-mm ABS plastic, rubber feet, stackable ridges, sturdy plastic handles and latches, tabbed bails to prevent accidental openings, and extra large valances for enhanced durability.

Anthem continues to partner with SKB to manufacture cases for Anthem's background

instruments, including Anthem's baritone saxophone, French horn, tubas and euphoniums.

"Our new case strategy provides a huge benefit to Anthem customers and will protect school instruments for years to come," said Brent Beech, Anthem's director of quality. "Feedback from band directors has been overwhelmingly positive."

Anthem markets and distributes student band instruments that are sold through an exclusive team of independent music retailers. Anthem offers Freedom Pricing, which lets dealers set their own prices, as well as exclusive territories. Internet sales are prohibited.

🛒 [**Anthem Musical Instruments \(antheminstruments.com\)**](http://Anthem Musical Instruments (antheminstruments.com))

Bourgeois Gets Better With Age

Bourgeois Guitars has added the Aged Tone Series to its line of acoustic guitars.

Aged Tone guitars feature characteristics of both new and vintage guitars, combining classic appointments and Bourgeois' voicing with Aged Tone specially darkened Adirondack tops and Aged Tone finish for a vintage vibe.

The tops are cured by a process known as thermo curing, wood torrefaction or roasting. Tops treated by this process are notably lighter, and have more stable increased stiffness-to-weight ratio and velocity of sound.

Aged Tone finish began as an effort to reproduce the sonic and aesthetic qualities of well-cured nitro lacquer and French polished spirit varnish.

Aged Tone models develop a big, dry, immediate sound with very little break-in.

Six models in the series are designed with a historic sensibility, featuring premium tonewoods, Adirondack braces, hide glue construction, and traditional-style bridges, inlays, pickguards and bindings. The guitars



are handcrafted in Bourgeois' Lewiston, Maine, workshop.

MSRP: \$5,995.

🛒 [**Bourgeois \(pantheon guitars.com\)**](http://Bourgeois (pantheon guitars.com))

Casio's Privia Pro PX-5S Hits The Stage

Casio has debuted the Privia Pro PX-5S, a genuine stage piano, controller and workstation. Equipped with Casio's new proprietary sound source, "AiR" (Acoustic and Intelligent Resonator), the PX-5S utilizes more than three times the waveform memory of the previous generation.

The AiR engine provides dynamics, damper resonance and even compensates for the speed at which hammers strike strings at different velocities and key ranges.

The PX-5S offers an eight-track phrase sequencer, four-zone performance controller, four independent programmable arpeggiators, six sliders, pitch and modulation wheel, Hex Layer Tones, and Casio's Linear Morphing System.

The PX-5S also has more than three times the sample memory of its predecessor, the PX-3S, for grand piano sounds with long natural decays.

🛒 [**Casio \(casiomusicgear.com\)**](http://Casio (casiomusicgear.com))



Warwick Recrafts Vintage Streamer

The Warwick Streamer Series has expanded with the Streamer CV (Classic Vintage), a combination of modern precision with features of the past.

The ergonomically shaped body of the Streamer CV is made of lightweight swamp ash. The one-piece maple neck fretted version comes with a rosewood fretboard, and the fretless version offers a tigerstripe ebony fretboard. The 21 jumbo bronze frets are installed and dressed with Warwick's Invisible Fret Technology.

The Warwick Streamer CV comes equipped with passive electronics and passive MEC JJ pickups. Along with dot inlays on the fretboard, the illuminated side dots help players stay orientated on the fretboard on dark stages. This model is available as a four-string, fretted or fretless, and right- or left-handed model.

🛒 [**Warwick \(warwick.de\)**](http://Warwick (warwick.de))

Universal Audio Crafts API 500 Series EQ Plug-In

Universal Audio has released the API 500 Series EQ Plug-In Collection for the UAD Powered Plug-Ins platform and Apollo High-Resolution Audio Interface. The API-endorsed, UA-developed collection features emulations of the API 550A, 3-Band and API 560 Graphic equalizers.

Designed by API's Saul Walker in the late '60s, the 550A and 560 modular EQs featured Walker's signature 2520 op-amp and proportional Q circuitry. The API 500 Series EQ Plug-In

Collection captures the filter shapes, band interactions and filter amplifier clipping behaviors of vintage API 550A and 560 units. The result is tight, low-frequency imaging that gives users more punch.

MSRP: \$299.

🛒 [**Universal Audio \(uaudio.com/uad-plug-ins.html\)**](http://Universal Audio (uaudio.com/uad-plug-ins.html))



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★ BRIEFS ★

DW Upgrades Floating Rotor 9000 Pedals

Drum Workshop has upgraded its line of 9000 bass-drum pedals.

The 9000 pedals include a Tri-Pivot Toe Clamp, EZ-Adjust Infinite Cam and a non-skid rubber pad under the base plate.

MSRP: 9000, \$499.99; 9002, \$966.99.

🛒 [Drum Workshop \(dwdrums.com\)](http://DrumWorkshop.com)

**LPD Celebrates 50th**

LPD Music International has commemorated its 50th anniversary.

Established in 1963 by Harry Bernstein, La Playa Distributing began as an importer supplying Latin American percussion instruments to most of the existing musical merchandise distributors in the Midwest.

Bernstein later expanded into guitars, drums, other accessories and pro audio. The company name was changed to LPD Music International in 1996.

📄 [LPD Music \(lpdmusic.com\)](http://LPDMusic.com)

**MI Amplification's Megalith Gamma Has a Lot to Gain**

MI Amplification has released the third installment of its Megalith line with the 80-watt Megalith Gamma.

The scaled-back version of the Megalith Beta has both low and high (30-watt/80-watt) output modes and can use other large octal power tubes such as KT88s, KT90s, KT100s, KT120s and other medium tubes with separate biasing. It boasts two large power tubes and intelligent power amp design, clean and overdriven channels, and EQ Shift and Contour controls.

🛒 [MI Amplification \(miamplification.com\)](http://MIAmplification.com)

Powell Sonaré Piccolo Shines

Powell Flutes has unveiled the Sonaré PS-750 piccolo. The instrument's art-deco-style mechanism is built from tarnish-resistant stainless steel and features rectangular-shaped keys. It is available in three shades of beautifully grained and tinted American hardwood with a phenolic resin.

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

**Caparison Shows Boutique Line**

Caparison Guitars has announced that it will feature a new range of Japanese solid-bodied guitars and basses from the Dellinger, Horus, Angelus, TAT and Orbit series. It has also launched the C2 series of electric guitars.

Custom Line and Signature guitars include the Angelus Custom Line 2013 model and Joel Stroetzel of Killswitch Engage's signature instrument.

The Caparison solid-body guitars and basses sport discrete body styling by former Charvel/Jackson Japan designer Itaru Kanno. Other attributes include maple/mahogany and walnut/mahogany construction, the company's signature shallow D-neck profile, the distinct "Devil's Tail" headstock, and conical 24- or 27-fret ebony or maple

fingerboards inlaid with clock fretboard position markers.

Caparison utilizes quality tonewoods when manufacturing its instruments, and the result is finely tuned, Japanese-designed and built solid-bodied guitars and basses.

Caparison's growing list of endorsers includes Phil Campbell (Motorhead), Stroetzel (Killswitch Engage), Mattias "IA" Eklundh (Freak Kitchen), Michael J. Romeo (Symphony X), Jona Weinhofen (Bring Me The Horizon/I Killed The Prom Queen), Chris Rorland (Sabaton), Jeff Williams and Andy Rosser-Davies (Onslaught).

🛒 [Caparison Guitars \(caparisonguitarcompany.com\)](http://CaparisonGuitars.com)

**Superlux Restyles HD662 EVO Headphones**

Superlux has reinvented its HD662 professional monitoring headphones with the release of the HD662 EVO. It features a more slender shape, delivers a deep, rich bass, and is well-balanced in high, mid and low frequencies.

With its 50-mm, large-diaphragm speaker unit, the HD662 EVO produces accurate

sound and large dynamics. The self-adjusting headband ensures a comfortable fit, and the unit also boasts a detachable cable. The HD662 EVO is a closed-back circumaural monitoring headphone that features high sound isolation. The HD662 EVO headphones are available in both black and white.

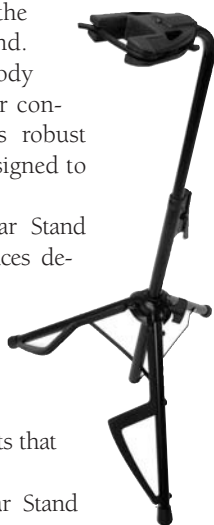
📄 [Superlux \(superlux.com.tw\)](http://Superlux.com.tw)

Goby Labs GBU-300 Secures Treasured Axes

Goby Labs has introduced the GBU-300 Universal Guitar Stand. Featuring adjustable leg and body supports and over-molded rubber contact surfaces, the stand exhibits robust metal construction and is also designed to travel well.

The GBU-300 Universal Guitar Stand features over-molded rubber surfaces designed to prevent abrasion to one's guitar and protect the neck. This attribute is engineered to protect a guitar's finish and is an improvement over neoprene foam, which is used for those points that make contact with the instrument.

The GBU-300 Universal Guitar Stand



provides full-cradle guitar retention. It incorporates a lock-open/spring-closed mechanism that provides the quick access needed during performances and full security during storage. It also comes equipped with a dynamic head catch that slides vertically to accommodate guitars of various lengths. The stand's adjustable height accommodates most guitars and alleviates neck pull. With quality metal construction, the stand collapses easily for storage and travel purposes.

MSRP: \$65.95.

🛒 [Goby Labs \(gobylabs.com\)](http://GobyLabs.com)

Akai Professional Releases Streamline MPC Studio

Akai Professional has released MPC Studio, the second of three new MPCs.

Following on the heels of the MPC Renaissance, MPC Studio is Akai Professional's most streamlined MPC experience yet. At less than 1-inch thin with low-profile controls and a brushed aluminum body, MPC Studio is made to move, merging real MPC pads, MPC workflow and the same MPC Software used by MPC Renaissance. This feature set gives producers a fully integrated, portable music-making solution.

"Since MPC Renaissance hit stores, we've already updated, expanded and enhanced the MPC Software three times — we're committed to making it one of the most advanced

and powerful DAWs available," said Dan Gill, product manager for Akai Professional. "The added bonus of The Bank and other free MPC Expansions make MPC Studio and MPC Renaissance instantly powerful production instruments right out of the box."

In addition to the MPC Software, customers will get the Bank, a 7-gigabyte, 300-instrument virtual workstation with purchase of the MPC Studio. The virtual workstation offers all the sounds of modern production including basses, leads, effects, keyboards and the 809, an MPC Expansion full of classic and punchy analog drums.

MSRP: \$999.

🛒 [Akai Professional \(akaipro.com\)](http://AkaiProfessional.com)

Buffet Buys German Brass Maker

Buffet Group has acquired German brass musical instrument manufacturer. The enterprise value of B&S GmbH equals to 10 million euro, which represents 6.8 times 2012 estimated EBITDA.

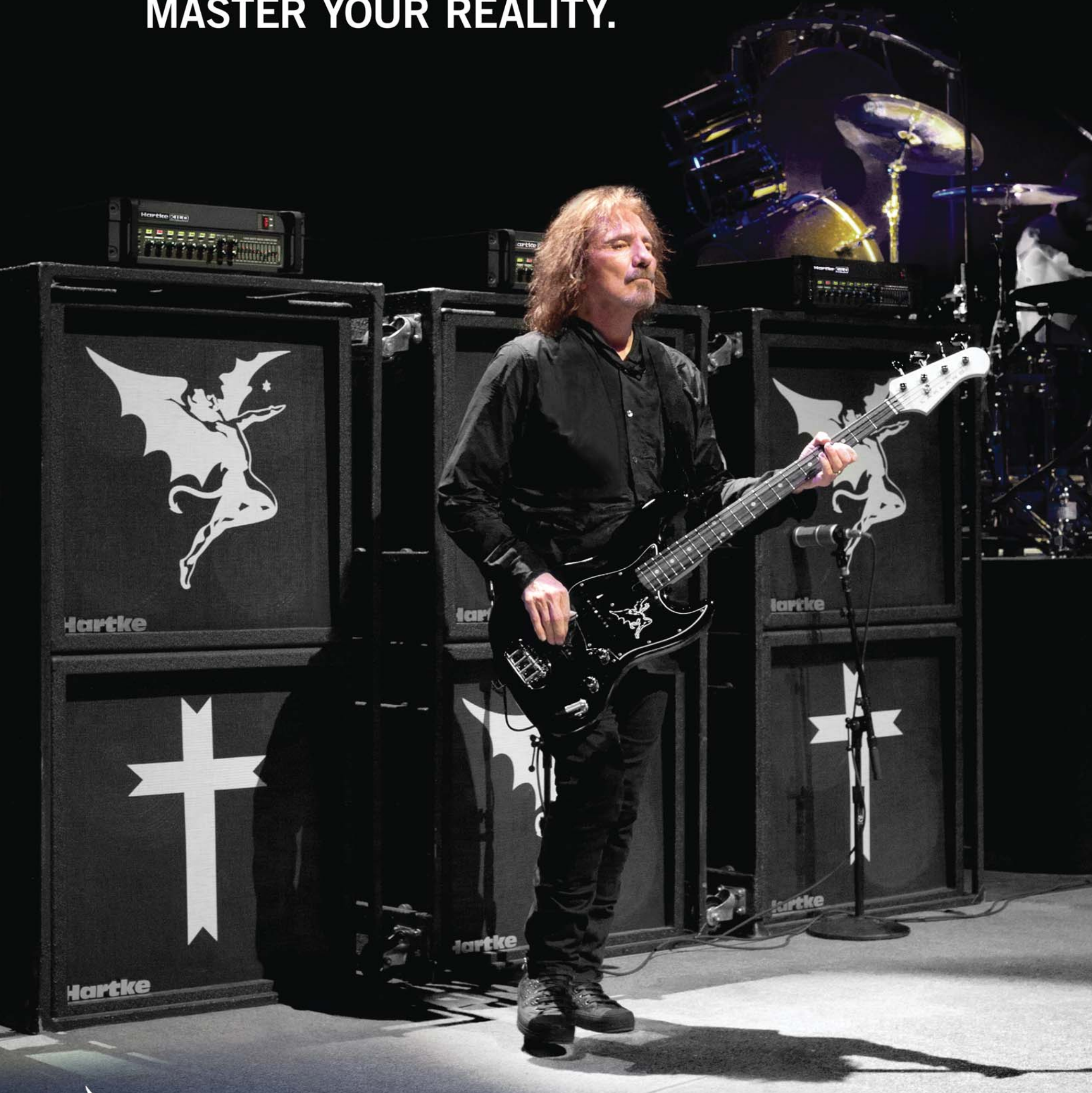
Founded 250 years ago, B&S GmbH offers four established brands: B&S, Melton Meinl Weston, Hans Hoyer and Scherzer. B&S GmbH manufacturers high-end background brass instruments such as tubas and euphoniums and also is one of the largest producers of French horns. The B&S GmbH production facility is located in the same place as Buffet Group's German operations in Markneukirchen, Saxony.

This acquisition has significantly increased Buffet Group's brass instrument product line alongside its woodwind offerings. It also strengthens Buffet Group's market presence in Germany and Austria. B&S products are now sold through Buffet Group's international distribution network.

Buffet Group now has 750 employees, half of which are located in Germany. Gerhard Meinl, the main shareholder and former CEO of B&S GmbH, has joined the supervisory board of Buffet Group, for which he will act as a non-executive senior advisor. Gerhard Meinl has reinvested his proceeds from the sale into Buffet Group newly issued shares.

📄 [Buffet Group \(buffet-group.com\)](http://BuffetGroup.com)

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Iconic bassist, Geezer Butler of Black Sabbath relies on Hartke for recreating his pioneering bass tone. You too, can experience the same reality that bass legends worldwide have come to trust.

Meet Geezer at Booth 4950 in Hall C today at 3:30pm

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Hartke

50 YEARS LATER, VIC IS STILL ALL ABOUT THE MUSIC.

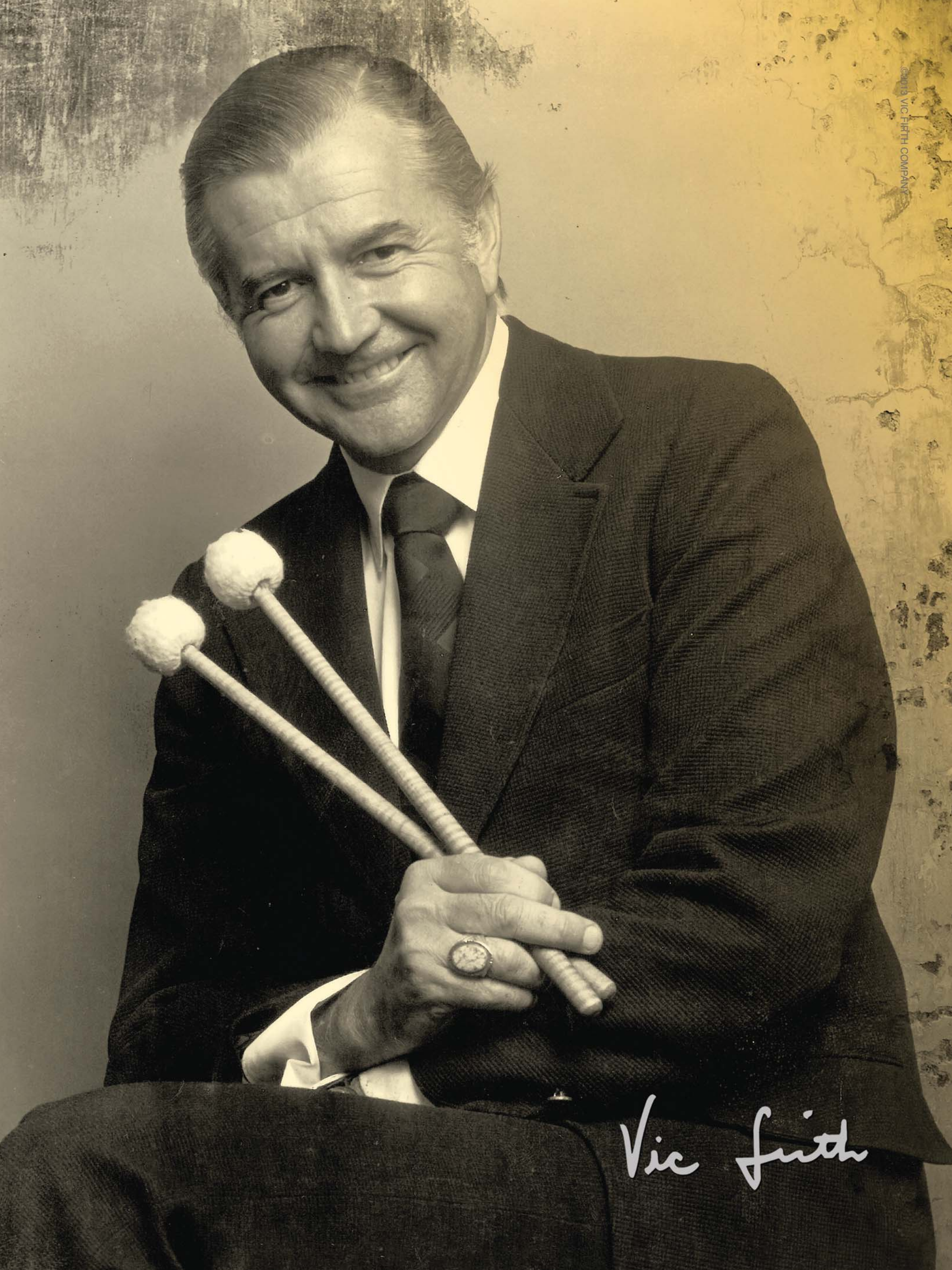
When Vic Firth hand-whittled his first pair of sticks in his garage, he had no intention of starting a company. He just wanted sticks with a great feel and sound for his performances with the Boston Symphony Orchestra. But when word got out about his sticks' superior quality, the Vic Firth Company was born.

Over the past 50 years, Vic's passion, drive and constant pursuit of excellence have led to game-changing innovations in the industry, bringing the Vic Firth Company from the new brand in 1963 to #1 in the world.

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REBORN

You're looking at an authorized reissue of a D'Angelico Excel archtop, an iconic guitar built by lutherie legend John D'Angelico. Now your customers can experience D'Angelico reborn in our handcrafted reissues of classic D'Angelico archtops, semi-hollows and solid bodies. They're among the fastest

growing guitars in the US, backed by marketing, advertising, promotional, artist relations and customer support programs that are among the strongest in the industry. And with our NAMM 2013 introduction of a limited run USA Masterbuilt Series the D'Angelico magic will resonate all the more. D'Angelico is reborn. Tell your customers about it before they tell you. Visit NAMM Booth 2882 and dangelicoguitars.com.

D'Angelico
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See leading guitarist
and baseball legend
Bernie Williams accept
and demo his Limited
Edition USA Masterbuilt
1943 D'Angelico Excel

NEW

Introducing the Studio

32 real channels with a wealth of new features,

The Active Integration platform changes everything.

What's the opposite of a bunch of products that don't even know that each other exist? An ecosystem where every part of your signal chain communicates wirelessly. Seamlessly integrated software. And vastly more processing power than old-skool gear.

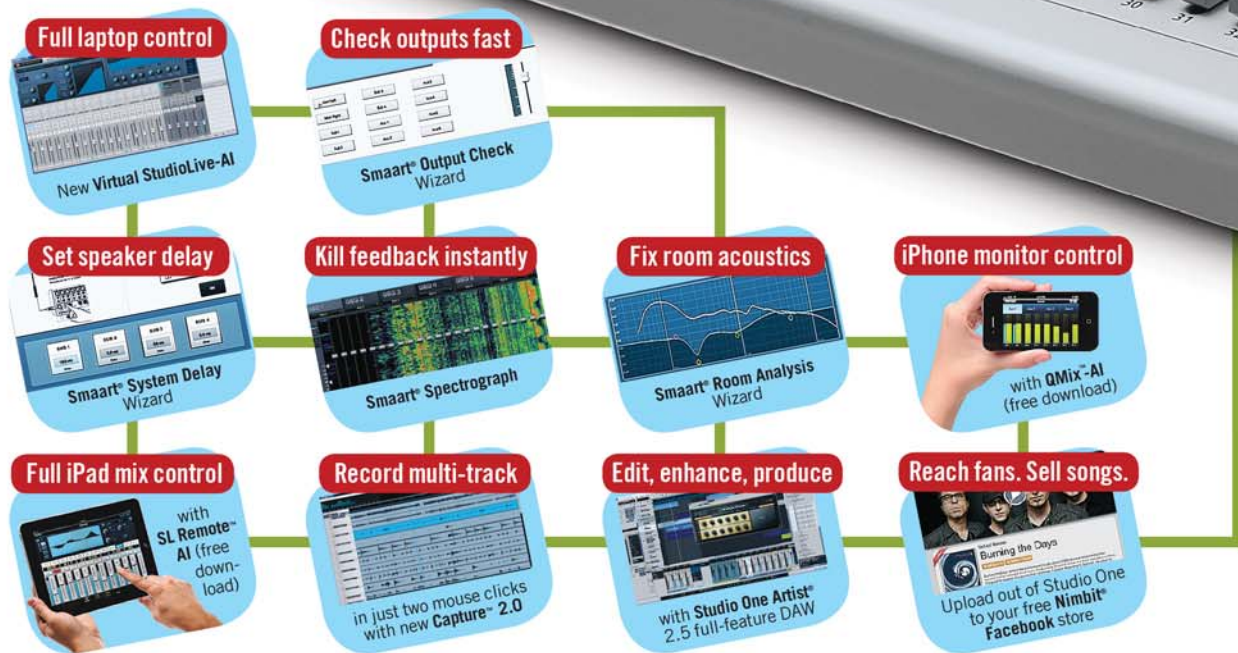
To do that requires a real computer. So Active Integration is based on a cutting-edge OMAP™ 5 multi-core, 2 GHz Cortex-A computer-on-a-chip. With a 32-bit, 96 kHz multi-stream CPU, Wi-Fi, 100 Mb Ethernet, USB 2.0, and lavish amounts of 532 MHz LPDDR2 SD RAM, it's the perfect host for PreSonus' current and future hardware and software.

Bottom line: Active Integration is a growing ecosystem that delivers a highly integrated and flexible workflow on stage and in the studio.



Thursday @ the PreSonus Booth

10:30	New Mixers, AI PA Systems, Studio Monitors
11:00	Chris LeBlanc, David Haynes, and Roland Guerin Introduce Our New StudioLive AI PA Systems
11:15	The Acoustic Science of StudioLive AI PA Systems with Veteran FOH Engineer John Mills
11:45	L'Angelus – Cajun Family Band Introduce...
12:00	...The New StudioLive 32.4.2AI Digital Mixer and the Active Integration Ecosystem
12:30	Steve Baily / Victor Wooten – Legendary Team of Bass Guitar Virtuosi – Don't Miss It!
1:15	What's New in Studio One 2.5 DAW w/Steadyb & Friends
1:30	New Mixers, AI PA Systems, Studio Monitors
2:00	Chris LeBlanc, David Haynes, and Roland Guerin Introduce Our New StudioLive AI PA Systems
2:15	The Acoustic Science of StudioLive AI PA Systems with Veteran FOH Engineer John Mills
2:45	Miss Monet, Vocalist with Boz Scaggs and Donald Fegan, with Studio One 2.5. Sequences Smoothly into...
3:00	What's New in Studio One 2.5 w/Steadyb & Friends
3:30	David "Fingers" Haynes and Bassist Hadrien Feraud Introduce...
3:45	New Mixer, Active Integration PA Systems, Studio Monitors
4:15	Ian Ethan – Double-Neck Guitar Virtuoso with Studio One 2.5
5:00	L'Angelus – Cajun Family Band Introduce...
5:15	...The New StudioLive 32.4.2AI Digital Mixer and Active Integration Ecosystem



Seamlessly-integrated software suite can optimize your PA system to the venue and then take you from Riff to Release™.

At 2.5, Studio One® gets even better.



Sceptre™ S6 and S8 studio monitors.



Capture™ 2.0 live-recording software.



StudioLive™ 32.4.2



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HALL A BOOTH 6800

Don't miss these

Live™ 32.4.2AI



Mixer.

a Wi-Fi LAN adapter, and the most DSP power of any compact digital mixer.



A real multi-core CPU on board.

Other digital mixers have little processor chips. The new 32.4.2AI has a full-on OMAP™ 5 multi-core, 2 GHz, Cortex-A CPU that lets the 32.4.2AI speed your workflow and improve your sound in ways other compact digital mixers can only dream of.



New obese, double-Fat Channel.

Dual memories on 54 high-pass filters, 60 gates, 60 compressors, 60 4-band fully parametric EQs, and 60 limiters give you two different sets of settings at any time (and the ability to instantly compare them). That's almost double the processing power of competition, including Mixer X.



No computer needed.

Dedicated USB 2.0 port and included Wi-Fi LAN adapter for wireless communications with StudioLive Remote-AI for iPad and QMix™-AI for iPhone.



But you'll want to add a computer.

So you can take advantage of the **48-in/34-out** FireWire S800 digital recording interface (24-bit/44.1 kHz and 48 kHz) and new Capture™ 2.0 software. And Virtual StudioLive-AI with Smart® wizards. And Studio One® 2.5 Artist. And. And. And.



More of the good stuff.

32 mic/line inputs with our premium Class A XMAX™ mic preamps, 14 aux mix buses, and **16** 31-band graphic equalizers pre-inserted on each aux mix and the Main bus.



Four 32-bit DSP effects engines

...with the extended power of the Active Integration CPU: two processors loaded with rich, detailed reverbs and two armed with precise delay effects.

Six Mute Groups with All On and All Off functions.



Six Quick Scene buttons let you store six different scenes without having to add them to the library.



Channel Info Page naming synchronization. When you view the Channel or Bus number and create a custom name for each, they're broadcast to the entire network so VSL-AI, SL Remote-AI, and QMix-AI will automatically display names in the channel strips.



Smart® Room Analysis, System Delay and Output Check wizards on every bus plus Spectrograph and RTA, on every channel and bus.

Thunderbolt and Dante options. StudioLive 32.4.2AI's option card slot ships



with dual FireWire 800 ports but by the end of 2013, you'll be able to upgrade your 32.4.2AI mixer to Thunderbolt for ultra-low latency computer connectivity or to Dante for easy networking.

Browsable Fat Channel presets are organized into 9 categories (DRM, GTR, KEY, etc.), so you don't have to scroll through 99 presets to find your favorite bongo preset.

AI digital mixer.

The advanced acoustic science of StudioLive™ AI Active PA systems.



Eris™ E5 and E8 studio monitors.



ADL700.



other swell new products when you visit our booth!



PreSonus® HALL A BOOTH 6800

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TC-HELICON HALL B, BOOTH # 5932
SENNHEISER HALL A, BOOTH # 6755

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YOUR TC-HELICON VOCAL EFFECTS
WITH SENNHEISER E 835 FX



TC·HELICON
YOUR VOICE IS OUR PASSION

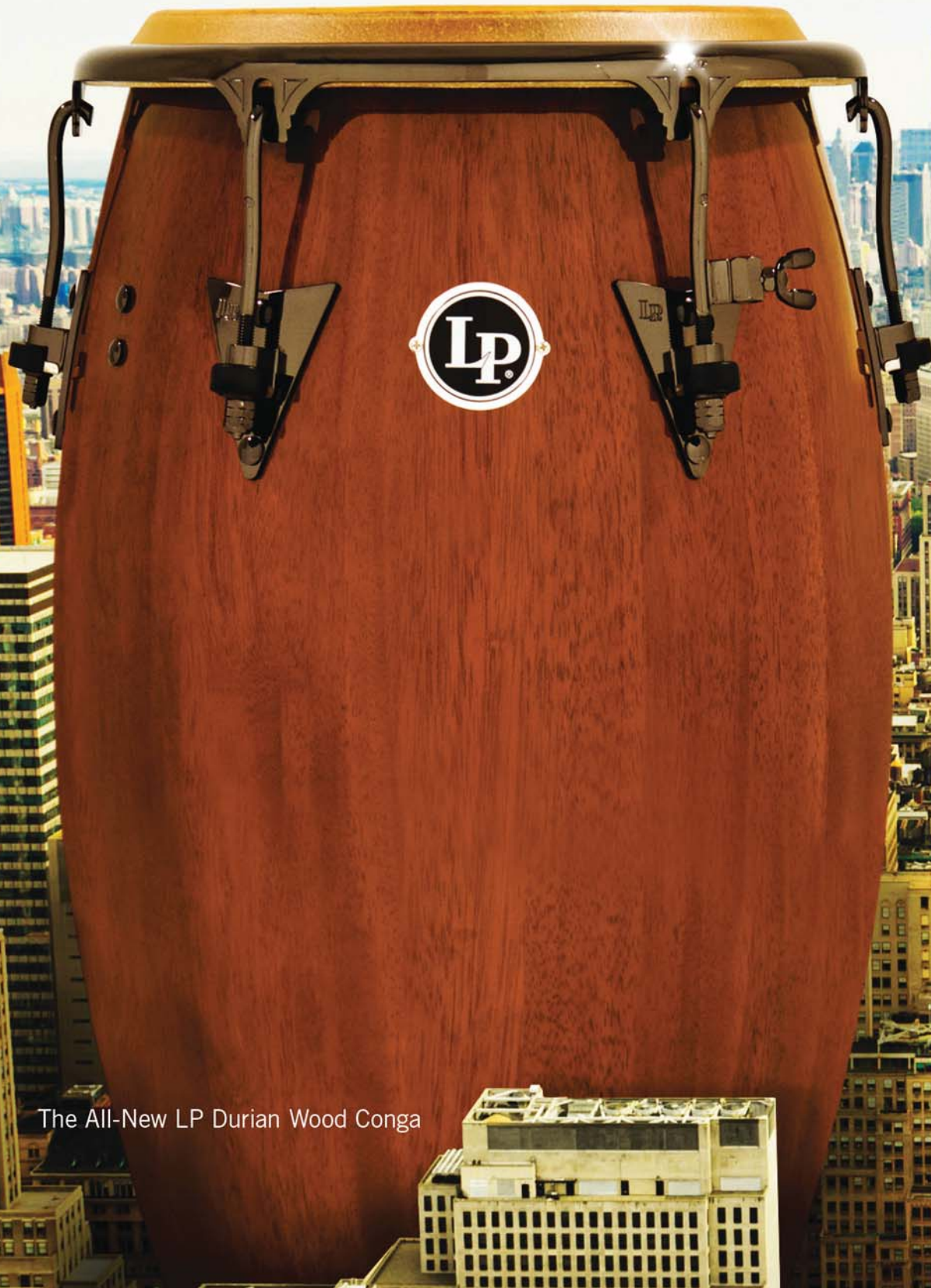
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playing, and performing

Numark

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SONiVOX

Premium virtual instruments
and music software technologies

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Play



With Juno reeds, your students will improve by leaps and bounds. Why does everyone from students to band directors love Juno reeds? Because they're made from select cane and designed with a special cut just for students. This means they help young players achieve early success by making it easier to play their instrument from top to bottom. Juno reeds are perfect for beginners who don't want to sound like beginners. Because, let's face it: When they sound better, playing is more fun. And when playing is more fun, they'll keep playing

To learn more, see us at booth #3109 or visit JunoReeds.com

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A person with a tattoo on their left arm is playing a white electric guitar. They are wearing a black and white striped t-shirt. The scene is lit with a strong red light, creating a dramatic atmosphere. The person's head is tilted down, and their hands are positioned on the guitar's fretboard and pickups.

**While other companies fight for the spotlight,
we've moved on to the next stage.**

After four decades, a new logo, look, and legacy has emerged and is ready to be unleashed. All we need now is you. We cordially invite you to **BOOTH #4834** to experience the next stage of performance, innovation, and us.



Allen & Heath Gets Personal

Allen & Heath has launched the new ME Personal Mixing System, a personal monitoring solution that is universally compatible with Allen & Heath and other digital mixers. The easy-to-use, fully customizable ME-1 personal mixer is powered and connected via CAT5 and is capable of managing up to 42 sources. The accompanying ME-U hub enables star connection of multiple ME-1 mixers and interconnection to other professional digital mixers via MADi, Dante or EtherSound.

ME-1 has a built-in ambient mic and local stereo aux input. The mixer's flexible grouping function enables any combination of sources to be mixed and laid out on the surface, from a simple two-button setup to a full mix of 16 buttons. The configuration of

up to 16 presets can also be stored, recalled and transferred via USB key for quick setups or archiving.

ME-1's layout incorporates backlit keys, soft rotary control, separate mic and mix levels, and an OLED display for custom channel naming. The mixer can use Power Over Ethernet (POE) or be mains powered using the included power supply. A mounting bracket for easy attachment to mic stands and a convenient headphone holder are also supplied. There are headphone and earpiece sockets as well as a mono output for connecting to powered monitors. Two locking EtherCon connectors let users daisy-chain or star-topology-connect with the ME-U or off-the-shelf Ethernet hubs.

The ME-U is a touring-grade, 10-port



PoE hub that provides power and audio to connect multiple ME-1 mixers. It comes with a standard input card to interface with GLD, iLive ACE or Aviom A-Net, and can be replaced with a MADi, Dante or EtherSound card to take a digital feed of up to 40 sources from third-party systems.

Allen & Heath
(americanmusicandsound.com)

Floyd Rose FRX Needs No Routing

Floyd Rose has released the FRX Tremolo System for Les Paul, SG and Flying V-style axes. The FRX direct swaps with the Tune-O-Matic and stopbar-type bridge systems. It uses existing mounting stud holes and requires no routing. The truss rod cover/nut hybrid locking nut swaps with the original nut and cover.

Floyd Rose
(floydrose.com)



RapcoHorizon Makes SilverHog Cables Road-Ready

The RapcoHorizon Company has introduced SilverHog guitar and mic cables. The latest addition to the RoadHog series, SilverHog cables are built with the original RoadHog jacket, as well as pure silver-plated copper conductors and shields.

The SilverHog mic cable includes two 24-awg silver-plated copper conductors and the same spiral shield and jacket as the guitar cable.

The RapcoHorizon Company
(rapcohorizon.com)



Genuine Alligator Exterior
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Offering select vintage and contemporary exteriors, interiors and hardware
Custom designed handcrafted cases for your fretted instrument
Since 1992...Serving Artists, Collectors, Musicians, and Builders

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TKL 8710
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UpBeat

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Experience the latest technological achievement by JBL Professional.

The stunning M2 Master Reference Studio Monitor combines JBL's latest generation of super transducers with cutting-edge acoustic technologies and silky-smooth HARMAN electronics to provide a truly extraordinary listening experience. Come check this out! Maybe it's time for you to GO BIG?

Introducing the



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STUDIO MONITOR

Booth #7800 or jblpro.com/M2 for more info.

HARMAN



NAMM University Breakfast Sessions



Thursday, January 24

Breakfast of Champions

Leaders never stop learning, and this year's Breakfast of Champions is focused on our industry's leaders who are committed to continued growth and success. Join NAMM President/CEO Joe Lamond as he sits down with these champions for up-close and personal discussions about the importance of leadership, how to lead through the best and the worst of times, and how to stay focused on the future. This session is a great way to start the NAMM Show with some powerful perspectives on the industry's current challenges and opportunities—plus, enjoy breakfast, music performances, connecting with colleagues, and insights and takeaways you can use to grow your business in 2013.

Friday, January 25

The End of “Business as Usual”— How to Rewire Success

These days, your customers are taking to social networks, YouTube, Google and mobile apps on their smart devices to find service providers that meet their needs and expectations. But not every customer is looking for the lowest prices. Studies show that customers are willing to pay a premium for great experiences and personal service—but they have to find you first! Brian Solis, a renowned technology analyst, author and futurist, can help your business prosper using these new technologies.

Saturday, January 26

Get Unstuck: Boost Your Sales

What you did to get your business to where it is today is **NOT** what you need to do to get your business to where it needs to be now. Business growth requires different actions as the market changes. Retail expert Barry Moltz has identified ways that businesses get stuck, causing their growth to slow. By simply making changes to these ineffective patterns, your business can start to flourish again. You will learn how to boost revenue and avoid the traps that keep businesses struggling for years.

Sunday, January 27

Best in Show: This Year's Hottest Products

With more than 1,400 exhibitors filling the Anaheim Convention Center, how do you see it all? Join Frank Alkyer and his panel of well-respected buyers who've searched every aisle for the best products, ideas and trends, and selected their top finds in four categories: **Best Add-On or Accessory, Gotta Stock It, Companies to Watch and Best in Show**. Don't miss this 60-minute summary of what to see before you board the plane home.



Yamaha Introduces The THR Collection

OFFERING FIVE WAYS TO PLAY

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STARS



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VINTAGE STYLE



THR10X

Your Third Amp

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FOR ALL
GUITARISTS

Check Out the Entire THR Series Lineup at Yamaha Booth #100 in the Marriott Marquis Ballroom

Saturday, January 26 @ 1PM
Yamaha Guitars Artists Autograph Session

with Michael Anthony, Nathan East, Jack Gibson, James Lomenzo,
Steve Lukather, Lee Ritenour, Billy Sheehan, Phil X, and more!



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AKG Updates C1000 S Condenser Mic

AKG has updated its C1000 S multi-purpose condenser microphone. The high-performance, small-diaphragm microphone is suited for recording and live-sound applications for drum overheads, pianos and acoustic instruments.

The condenser has a sturdy metal chassis and specialized mic clip to keep the unit secure. The C1000 S' gold capsule and XLR plugs make it humidity-proof for all environments.

The C1000 S now runs on two AA batteries at 120h and offers two gain settings, three frequency settings and two polar patterns: cardioid and hypercardioid.

"We've put the C1000 S through rigorous testing in multiple scenarios and added more clever features such as the humidity-proof gold capsule housing and gold-plated XLR-pins," said Thomas Umbauer, product manager PPA of AKG.

🛒 [AKG \(akg.com\)](http://AKG (akg.com))



Kala Resonates With Mellow New Models

Kala Brand Music has blended the worlds of blues and bluegrass tone with ukulele mellowness in the Kala Resonator ukulele.

An aluminum continental-resonator cone has been crafted into a figured mahogany body, resulting in a distinctive voice and appearance. This uke can be heard in any situation, whether adding a little extra output in a jam or for providing musical inspiration when playing alone.

The Kala Resonator is available in two colors: natural mahogany and sunburst.

Both colors come in both concert and tenor sizes.

Other features include a rosewood fingerboard, mahogany neck, satin finish, brass-covered cone plated with polished silver-nickel, open-geared tuners with black buttons, and a custom Kala headstock logo and tailpiece cover. The resonator models are strung with Aquila Nylgut strings. All models are set up and tested by Kala's custom shop team.

🛒 [Kala Brand Music \(kalabrand.com\)](http://Kala Brand Music (kalabrand.com))



Bogner Brings Ecstasy Pedals

Bogner Amplification has expanded its Ecstasy amplifier into the effects realm with a new Ecstasy amplifier pedal. Based on this design, the new hand-built Ecstasy red and Ecstasy blue effects pedals expand the Bogner product line. Each pedal delivers Bogner's signature amp tone.

Bogner designed the Ecstasy pedals with discrete Class A gain stages and no op-amps or diode clipping, mirroring the circuitry of the Ecstasy amplifier's red and blue channels. This approach provides overdrive pedals with clarity, touch sensitivity and note separation.

MSRP: \$349.99.

🛒 [Bogner Amplification \(bogneramplification.com\)](http://Bogner Amplification (bogneramplification.com))



Gretsch Expands Catalina Club Classic Kits

Gretsch Drums has added a new configuration to its Catalina Club Classic drum series.

Designed to capture the sound of drum kits of the 1960s, Catalina Club Classic drums feature mahogany shells, a 30-degree shell bearing edge, 1.6-mm triple-flange hoops, Gretsch GTS tom-suspension system, a single tom holder and wood bass drum hoops with matching inlays.

The new Gretsch Catalina Club Classic series kit includes a 14- by 20-inch bass drum, an 8- by 12-inch mounted tom, a 14- by 14-inch floor tom and a 5.5- by 14-inch eight-lug snare drum. Finishes include new Ocean Twilight, Copper Sparkle and Galaxy Black Sparkle.

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

Audition MusicPRO Earplugs at Etymotic

Etymotic Research is demonstrating MusicPRO electronic earplugs and introducing a new In-Store Audition Program during NAMM.

MusicPRO Electronic Musicians Earplugs, designed for music professionals, music educators and music enthusiasts of all ages, combine two of Etymotic's passive custom earplugs for musicians — the ER-9 and ER-15 Musician's Earplugs — in a single active device.

The result is intelligent, high-fidelity, adaptive earplugs. The circuitry automatically changes output levels as sound input levels change. Hearing is natural as if nothing is in the ears, until sound exceeds safe levels. As sound levels increase, earplugs gradually provide 9- or 15-dB sound reduction. Natural hearing is restored when sound returns to safe levels.

The 9-dB setting provides additional boost for soft sounds if desired.

With the In-Store Audition program, Etymotic offers retailers a special demo kit, eartip kit and fitting instructions to demonstrate the benefits of MusicPRO earplugs so consumers can try them before buying.

"We feel that offering in-store demonstrations of this hearing protection and



enhancement product will enable consumers to experience and appreciate these devices for practice, performance, music education, listening or working in a loud music environment," said Mark Karnes, managing director of consumer products for Etymotic.

🛒 [Etymotic Research \(etymotic.com\)](http://Etymotic Research (etymotic.com))

PreSonus Active Integration Powers Next-Generation Product Ecosystem

PreSonus has unveiled a line of Active Integration products, which combine 32-bit floating-point DSP, wireless and wired communication, and proprietary software to solve real-world live sound and studio problems.

Active Integration products employ OMAP 5 multi-core ARM 2GHz Cortex-A processors. These 32-bit, 96-kHz multi-stream CPUs include an operating system, wireless and 100-Mb Ethernet communications, USB 2.0 and 1.1, and lavish amounts of 532-MHz LPDDR2 SD RAM.

The PreSonus StudioLive 32.4.2AI digital mixer and StudioLive AI-series loudspeakers include powerful wireless remote control over a variety of features. For the AI-series loudspeakers, massive DSP enables the use of Fulcrum Acoustics' high-end TQ Temporal Equalization algorithms to produce coaxial speaker systems with exceptional clarity and coherence.

The StudioLive 32.4.2AI mixer now has 64 times the processing power and 10,000 times more RAM than the previous StudioLive 24.4.2.

🛒 [PreSonus \(presonus.com\)](http://PreSonus (presonus.com))

LEGENDARY SOUNDS

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KingKORG
SYNTHESIZER

MS-20 mini
MONOPHONIC SYNTHESIZER

From the company that has redefined the synthesizer market for 50 years come two instant classics: the new KingKORG and MS-20 Mini. KingKORG is the ultimate modeling performance synthesizer, capable of recreating classic sounds using models of sought-after synth filters. It's also your secret weapon for sculpting your own new sounds, with intuitive knobs and displays that make sound design easy and fun. On the more retro side is the true analog MS-20 Mini featuring the circuitry from the legendary MS-20. Patch, tweak and twist your way into the next generation of music creation with Korg.

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Apogee's Duet Goes Anywhere with iPad

Apogee Electronics has launched an updated version of Duet, the company's 2-in x 4-out audio interface, headphone amp and MIDI interface.

The latest version delivers a direct digital connection to iPod Touch, iPhone, iPad and Mac, including a MIDI connection and the same sound quality as the Duet 2 for Mac.

Duet records vocals, acoustic or electric instruments, and line-level sources. It also features a version of Apogee's Maestro control application for iOS devices, offering control of Duet's inputs and outputs and a mixer function.

🛒 **Apogee Electronics**
(apogeedigital.com)



Line 6 StageSource Family Grows

Line 6 has expanded its StageSource series with the StageSource L2m and L2t loudspeaker.

StageSource L2m is an 800-watt, two-way, bi-amped speaker system. StageSource L2t adds an onboard mixer that provides effects, acoustic guitar modeling and feedback suppression. Both can be integrated with other Line 6 live-sound products, such as a StageSource L3m- or L3t-based system or L3s subwoofer.

Both L2-series speakers feature six powerful DSP-based Smart Speaker modes. Onboard accelerometers and pole-mount sensors detect the speakers' orientation. In situations requiring two or more speakers, the StageSource L2 and L3 series use a proprietary digital-networking protocol called L6 LINK to simplify setup. Loudspeakers will automatically self-configure, pan stereo signals and adjust Smart Speaker modes.

🛒 **Line 6** (line6.com)



Recording King 12-Fret Guitar Hits the Slopes

Recording King has added 12-fret Slope Shoulder guitars to its lineup.

The 12-fret instrument delivers traditional slope shoulder sound but benefits from the additional warmth that comes from the bridge placement and 12-fret neck joint.

Assembled from all-solid tonewoods, the RAJ-122 starts with a solid AA-grade Sitka spruce top and solid African mahogany back and sides. The 1 11/16-inch bone nut is the perfect spacing for strumming, fingerstyle or flatpicking. It is finished in

vintage sunburst with a classic black pickguard, ivory Golden Age tuning machines and the Recording King headstock. Players will enjoy the vintage tone and appointments of the RAJ-122 slope shoulder, as well as its affordable price.

Recording King also offers a solid top version of the 12-fret Slope Shoulder, the RAJ-112, with mahogany back and sides and vintage-style Grover tuners. It's available in a natural gloss finish. MAP: RAJ-122, \$799.99; RAJ-122, \$599.99.

🛒 **Recording King** (recordingking.com)

JBL M2 Master Reference Monitor Integrates 'Super Drivers'

JBL Professional has introduced the M2 Master Reference Monitor.

The largest speaker in JBL's studio monitor line, the M2 integrates JBL transducer technologies in a freestanding, two-way system that can be placed in any production environment.

The M2 Master Reference Monitor design leverages JBL's newly designed D2 Compression Driver, which uses two annular diaphragms and two voice coils for extended high-frequency response and very low distortion at a very high SPL. The D2 is mated with JBL's new 2216ND Differential Drive 15-inch woofer, also with dual voice coils. With these two drivers as the engine, the M2 Master Reference Monitor delivers extended in-room response of 20 Hz–40 kHz for today's high-resolution recording formats, and 123 dB SPL at one meter.

A patent-pending "Image Control" waveguide enables neutral frequency response on- and off-axis in the vertical and horizontal planes, all the way down to the M2's 800 Hz crossover point.

Harman's Crown I-Tech power amplifiers provide more than a kilowatt of clean



power to the 2216ND woofer, and more than enough power for the D2 driver. Digital signal processing in the Crown I-Tech or BSS Soundweb London processor permits implementation of an ideal crossover. Harman HiQnet System Architect software allows central control of system calibration and tuning.

🛒 **Harman** (harman.com)

Innovative Percussion Rolls Out Wackerman Signature Model

Innovative Percussion has debuted the CW-1 Chad Wackerman signature drumstick. The model is constructed of Heartwood Hickory and measures 16 inches in length and 0.605 inches in diameter. The stick also features an elongated barrel bead.

Jazz and rock drummer Chad Wackerman's professional career began in 1978 with the Bill Watrous band. Since then, he has amassed a remarkable body of work that includes a seven-year association with Frank Zappa. His long association with guitar legend Allan Holdsworth spans decades, and has he has appeared on six of his records. Wackerman has recorded numerous albums and toured with an eclectic list of artists, including James Taylor, Barbara Streisand, Men At Work and Steve Vai.

MSRP: \$16.50.

🛒 **Innovative Percussion**
(innovativepercussion.com)



David Kelley Launches Kelley Percussion

Industry veteran David Kelley has announced the launch of a drum-focused, U.S.-based distribution company, Kelley Percussion.

The company marks a major expansion of Kelley's international distribution business as well as an increased commitment to serving the needs of the market.

Kelley Percussion features a catalog from up-and-coming companies such as Drum-Craft, Black Widow, Sonic ReVision, Cymbag and Cympad as well as established brands such Vater, Innovative Percussion, Mike Balter and Regal Tip. Kelley is also the exclusive U.S. distributor of the full line of electronic drum and keyboard instruments from Medeli Electronics.

"Our goal is to develop and distribute popular and profitable drum products quickly, efficiently and economically," Kelley said. "In addition to being able to ship from our warehouses in Chicago and Miami to anywhere in the country, our team includes a talented group of inside and outside sales reps with years of hands-on experience in serving drummers and drum dealers."

🛒 **Kelley Percussion** (kelleypercussion.com)

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Kurzweil KORE64 ROM Expands Sonic Potential

Kurzweil has introduced the KORE 64 ROM expansion sound card for PC3 and PC3K libraries.

KORE 64 adds more than 300 new programs. With KORE 64 installed, the PC3/K built-in program library now totals more than 1,400 presets.

The KORE 64 sound card features 50 sound setups. More than 200 drum grooves in multiple styles are offered, along with dance and hip-hop setups for triggering and controlling beats in real time.

The card also includes several new synth sounds that are modeled after the Oberheim SEM, ARP Chroma, TX802, CZ1 and legacy waveforms from the K series. Along with the variety of synth sounds are more than 100 new synth programs and sounds




for popular electronic musical styles such as house, trance and dubstep.

Users have access to more real-time controls, beat-synced modulations and envelope control without having to hit the edit button. The product's atmospheric and cycling pads are voiced for performing, producing and scoring.

KORE 64's guitar samples are modeled after Gibson Les Paul and Fender Stratocaster axes. Sounds consist of palm-muted and

sustained articulations that are playable in a picked or legato style. Other guitar-inspired offerings are instant-shredder arpeggiator patterns, whammy bar effects and realistic feedback emulations. Users can also tap into preset sounds in styles from rock to metal.

Brass instruments such as alto, tenor and baritone sax, as well as trumpet and trombone, are sampled on the KORE 64 sound card. The expansion card comes equipped with solo instruments and custom sections of instrument combinations. The unit samples drums from Yamaha, Ludwig, Pearl, DW, Rogers and Gretsch, full cymbal arrays from Zildjian, Paiste and Sabian, and scratches and industrial sounds. MSRP: \$299.

 **American Music & Sound**
(americanmusicandsound.com)



Toca Celebrates 20 Years With Special Editions

Toca has marked its 20th anniversary with a series of special-edition drums, including an 11-inch quinto, an 11.75-inch conga, a 12.5-inch tumbadora, 7- and 8.5-inch bongos, and a 12-inch rope-tuned Free-style II djembe. All congas and bongos feature a commemorative badge and "Black Mirror" hardware. They feature calfskin heads and clear resonance resin sprayed onto the inner shell. Bongo shells are contoured to maximize comfort.

MSRP: Quinto, \$549; tumbadora, \$649; bongos, \$399.

 **Toca** (tocapercussion.com)




Expressionist Guitars Paint Bright Picture for Ibanez

Ibanez has introduced an upgraded version of its Artcore series: Artcore Expressionist.

Expressionist builds on Artcore's foundation, including its wide range of hybrid and jazz-box designs. The line is built with tone woods selected for their beauty and musicality and covers the wide range of styles suited to Ibanez hollow- and semi-hollow-body guitars.

Of the four new Artcore Expressionist models, the series' biggest head-turner is Ibanez' first seven-string AFJ957VSB jazz box. MSRP: \$1,102.21.

 **Ibanez** (ibanez.com)



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Ashdown Redefines Acoustic Amplification

Ashdown Engineering has launched the Ashdown Acoustic amp range.

The Ashdown Acoustic range consists of the AA-100 100-watt combo; the AA-40-Cube 40-watt combo; the AA-Power-Cube 40 40-watt powered extension cube; and the AA Pre-amp Pedal. All amps are made in the U.K. with high-end Latvian birch ply cabinets. They are finished with a natural gloss lacquer to ensure durability.

Ashdown will also be introducing more affordable versions of the new Ashdown Acoustics in a rugged black finish made offshore. A heavy-duty, black gloss spatter finish is applied to 12-mm plywood cabinets,



giving a protective layer of paint.

🛒 **Ashdown Engineering**
(ashdownmusic.com)

SKB Rolls Out Conga Case

SKB recently introduced its the new 1SKB-D3217 Universal Conga case, which will accommodate quinto, conga or tumbadora conga drums that are 28 to 32 inches in height.

The Universal Conga Case is roto-molded of linear low-density polyethylene with molded-in exterior bumpers and inverted bumpers to hold the conga in place. Two metal, sure-grip handles with 90-degree stops provide for easy lifting. The congas are stored with the head down to lower the center of gravity, making the product more balanced when being rolled. The interior of the Universal Conga case features foam padding in the base and lid. MAP: \$229.99.



🛒 **SKB Cases** (skbcases.com/music)

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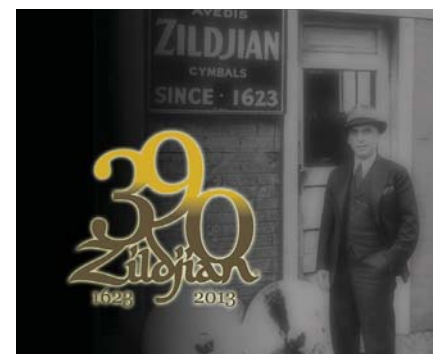
Hot Hand 3 Universal Wireless Effects Controller brings motion-controlled effects to the masses. Hot Hand's three-axis accelerometer translates motion into a precise expression output that works with any expression compatible effect pedal or rack system.

HOTHAND USB

The Hot Hand USB brings motion control directly to your Mac or PC. Control audio parameters in Ableton, Reason, Cakewalk, and more.

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Zildjian Turns 390

Zildjian has commemorated its 390th anniversary with a special display.

The exhibit celebrates recordings featuring Zildjian cymbals, including Miles Davis' *Kind Of Blue* with Jimmy Cobb; The Beach Boys' *Pet Sounds* with Hal Blaine and Earl Palmer; The Beatles' *Sgt. Pepper's Lonely Hearts Club Band* with Ringo Starr; and Jimi Hendrix' *Are You Experienced?* with Mitch Mitchell.

🛒 **Zildjian** (zildjian.com)



Schecter's Damien Returns With a Vengeance

Schecter Guitar Research has brought back the Damien with the introduction of the Damien Platinum Collection.

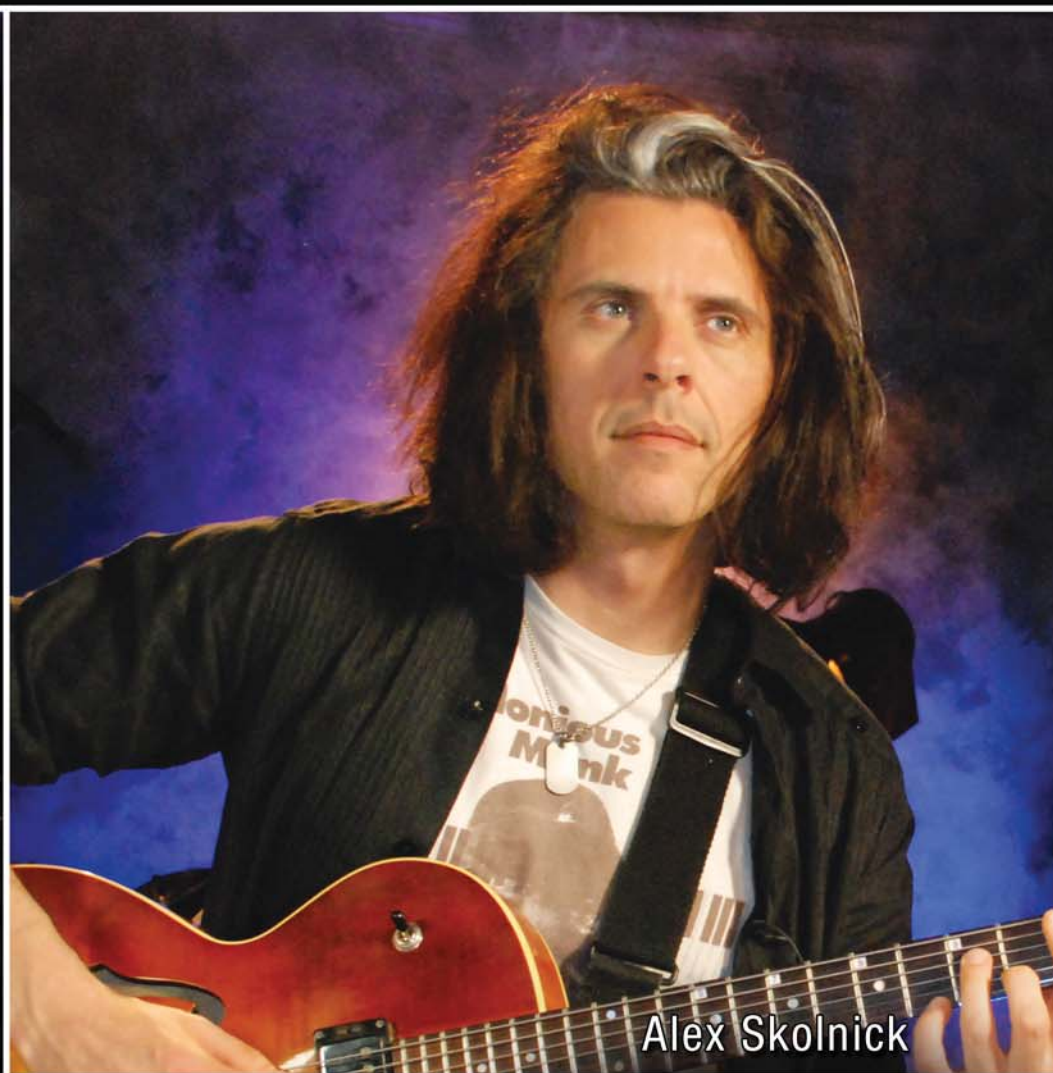
Designed on Schecter's C-1 body style, the 2013 Damien features a set-in three-piece mahogany neck, EMG 81/85 combo active humbuckers, silver binding throughout and the Damien bat inlay pattern. Its sinister Satin Black finish is enhanced by Satin Chrome hardware. MSRP: \$789.

🛒 **Schecter Guitar Research**
(schecterguitars.com)

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Gibraltar G-Class Bass Pedal Lets Players Customize the Action

Gibraltar Hardware has added the G-Class single bass drum pedal to its Turning Point hardware line.

The G-Class pedal is designed for the high-performance player and boasts a sculpted single-pillar frame, two cam drive adjustment points and a variable-weight beater. The pedal also includes an updated mounting system and independent adjustments for footboard height and beater angle. For changes on the fly, each G-Class pedal has an on-board tool kit.

The G-Class bass drum pedal is supplied



with a sling-style molded travel case with shoulder strap. MSRP: \$349.

🛒 Gibraltar (gibraltarhardware.com)

Cordoba Engineers Acoustic Fidelity System

Cordoba has fitted select guitar models with the Acoustic Fidelity System (AFS), a high-fidelity acoustic pickup and pre-amp system.

Inspired by the tradition of hi-fi analog sound reproduction, the AFS has been tuned to retain all the inherent acoustical properties of the original instrument without resorting to digital renderings.

The AFS is offered as a one-way or two-way pickup depending on the guitar model. Both versions include a digital on-board

tuner and six piezo elements that enhance the clarity and separation of the strings. This eliminates the common imbalance in volume and quality of sound that occurs with a traditional under-saddle piezo strip.

The two-way pickup also includes a high-fidelity microphone strategically placed to avoid feedback and comes tuned to augment the open, airy sound of an acoustic instrument.

🛒 Cordoba (cordobaguitars.com)

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Amptweaker Bass TightFuzz Pedal Tweaks Low Tones

Amptweaker has introduced the Bass TightFuzz, a carefully tweaked version of the TightFuzz. Tweaks include extended lower range of tight and tone controls and added dry low knob. The tone control and edge switch help tame fuzzy edges, and the tight control varies the attack from smooth and thick to tight and aggressive.

Low gain tones are easy to achieve thanks to the auto bias that adjusts with the fuzz control. Bass Tightfuzz also has a germanium/silicon switch and a 1960s/70s switch.

🛒 Amptweaker (amptweaker.com)

Lanikai Equips Ukes With USB Port

Lanikai has introduced six models of USB-equipped ukuleles in response to the popularity of ukulele videos on YouTube. The UkeSB interfaces with PCs, Macs and iPads.

Available in all four uke sizes, the LK series features a koa top, back and sides, a high-gloss finish, and mother-of-pearl inlays. Tenor- and concert-sized LKS models sport a solid spruce top, koa back and sides, a high-gloss finish, and mother-of-pearl inlays.

"We have found that most ukulele players are eager to record their chosen instrument," said Drew Lewis of Lanikai. "However, for many of them, the ukulele is their first instrument and they have not amassed the plethora of gear required to record audio with professional quality."

🛒 Lanikai (lanikaiukes.com)

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DRUM KIT AT THE GRETSCHE NAMM BOOTH 5720.

Learn more about Gretsch Drums.



Floyd Rose Crafts Tremolo for 8-Stringers

Floyd Rose has introduced the Floyd Rose eight-string tremolo.

The FR-8 was first used by Schecter for its Hellraiser C-8 FR and is now available to all eight-string players. The eight-string tremolo features the same classic specs of the original and is constructed with hardened steel.

The kit includes the FR-8 tremolo bridge, locking nut, springs and claw, pivot screws, and all necessary hardware for installation. It is available in chrome, black, gold and black nickel.

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

DigiTech Reveals Next-Generation Whammy with Chordal Pitch-Shifting

DigiTech has announced its next-generation Whammy pedal, featuring chordal Whammy pitch-shifting, additional Whammy intervals and true-bypass operation.

The new Whammy retains its signature, original Whammy sound while adding never-before-available sonic capabilities.

"Guitarists worldwide have embraced the original Whammy, and now our new Whammy's chord-shifting and classic pitch-bending modes make it one of the most musically expressive pedals ever," said Scott Klimt, marketing manager for DigiTech. "We're excited about the many creative sounds that this pedal brings to artists, and a number of pros have already adopted the new Whammy as an integral part of their tone."

The Whammy lets guitar and bass players raise and lower their tuning by up to two octaves, creating pitch shifts from subtle to extreme and dramatic musical effects. It incorporates pitch-shifting technologies that enable the player to bend entire chords up or down while keeping all the notes in the chord perfectly in tune. The Whammy also keeps its classic single-note mode that has made the pedal one of the most recognizable in rock and contemporary music, along with nine harmony two-note interval settings and two de-tune modes.

The true-bypass specification allows the guitar to be completely unaffected by the Whammy when it's switched off. The purity of the guitar signal is maintained when



the player doesn't want anything altering his or her sound, especially when using a lot of pedals on a pedalboard.

The Whammy also includes quarter-inch inputs and outputs, a MIDI input that allows control of the pedal from an external MIDI device and a 9-volt DC power input. The Whammy employs high-quality 24-bit/96-kHz analog-to-digital and digital-to-analog converters for clean, smooth pitch-bending sound. An on/off switch engages and disengages the Whammy effect, and a classic/chords switch lets players select either mode. The Whammy is built to withstand the rigors of the road, with a rugged all-metal chassis, pedal and foot-switch with a bold Whammy logo.

🛒 [DigiTech \(digitech.com\)](http://DigiTech.com)



BAM Gives Hightech Cases a Splash of Color

BAM has launched Colors, a line of limited-edition, colorful Hightech cases.

BAM designers created the pattern as a color mix of violet, green and grey, giving BAM Hightech cases a fashionable appearance. All BAM Hightech cases are offered in the Colors pattern.

The Hightech case is constructed from a combination of high-performance materials. It sports a three-ply structure with AI-REX core for extreme lightness. It also has a shock-resistant ABS exterior over a PVC inner layer, which comes lined with velvet, as well as a molded interior suspension system.

Other features include anti-slip and anti-wear rubber patches and soft-touch latches or number combination locks.

🛒 [BAM \(bamcases.com\)](http://BAM.com)

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Opportunity Knocks With Vandoren

Dansr has debuted the new Vandoren Opportunity Center, a merchandising program for music retailers to make the most of their wall space with the world's finest reeds, mouthpieces and accessories.

The Vandoren Opportunity Center is a beautifully designed slatwall-mounted display that contains Vandoren's best-selling woodwind products, including the most popular strengths of reeds and mouthpieces, like the B45 clarinet mouthpiece and AL3 alto saxophone mouthpiece.

INFO Vandoren (dansr.com)



Hammond Adds Two to Sk Series

Hammond Organ has rolled out two new models to its Sk series of stage/performance keyboard instruments. The Sk1-73 and Sk1-88 models are 73- and 88-note keyboards, respectively. The two new models join the original Sk1 and the Sk2 keyboards. All four models share the same specifications.

The Hammond-style waterfall keyboards accommodate proper organ playing, but are

semi-weighted to facilitate comfortable piano play.

The Sk series features an authentic Hammond organ sound with digital Leslie speaker, as well as acoustic and electric grand pianos, electric pianos, clavinet, accordion, transistor organ, synth, and orchestral voices.

INFO Hammond Organ Co. (hammondorganco.com)



Orange Amplification Launches Custom Shop 50

Orange Amplification has introduced the Custom Shop 50 amplifier.

Each of these amplifiers is built using only high-grade materials and components. They are crafted in the Orange Custom Shop.

The amp can switch between 50 watts Class A/B and 30 watts Class A. The 30-watt class A mode has all the jangle, chime and clarity you could ever want in an amp. Flipping the switch to the 50-watt class A/B mode unleashes British Rock tone. The gain, bass, treble and master controls offer absolute control, and there's an optional foot-switchable sustain boost.

INFO Orange Amplification (orangeamps.com)



Seymour Duncan EMTY Blackout Pickups Accommodate 7-Stringers

Seymour Duncan has announced that Mick Thomson EMTY Blackout pickups are now available for seven-string guitars.

"Blackouts have a lot more tone than your typical active pickup," Thomson said. "They sound more real. It's a bigger sound, with richer harmonics and a wider frequency range."

EMTY Blackouts maintain those qualities, but they're custom-voiced to suit Thomson's signature low tunings. Seymour Duncan has tightened the bass response for better low-end articulation. Thomson also requested more high-end "cut" without added harshness.

INFO Seymour Duncan (seymourduncan.com)

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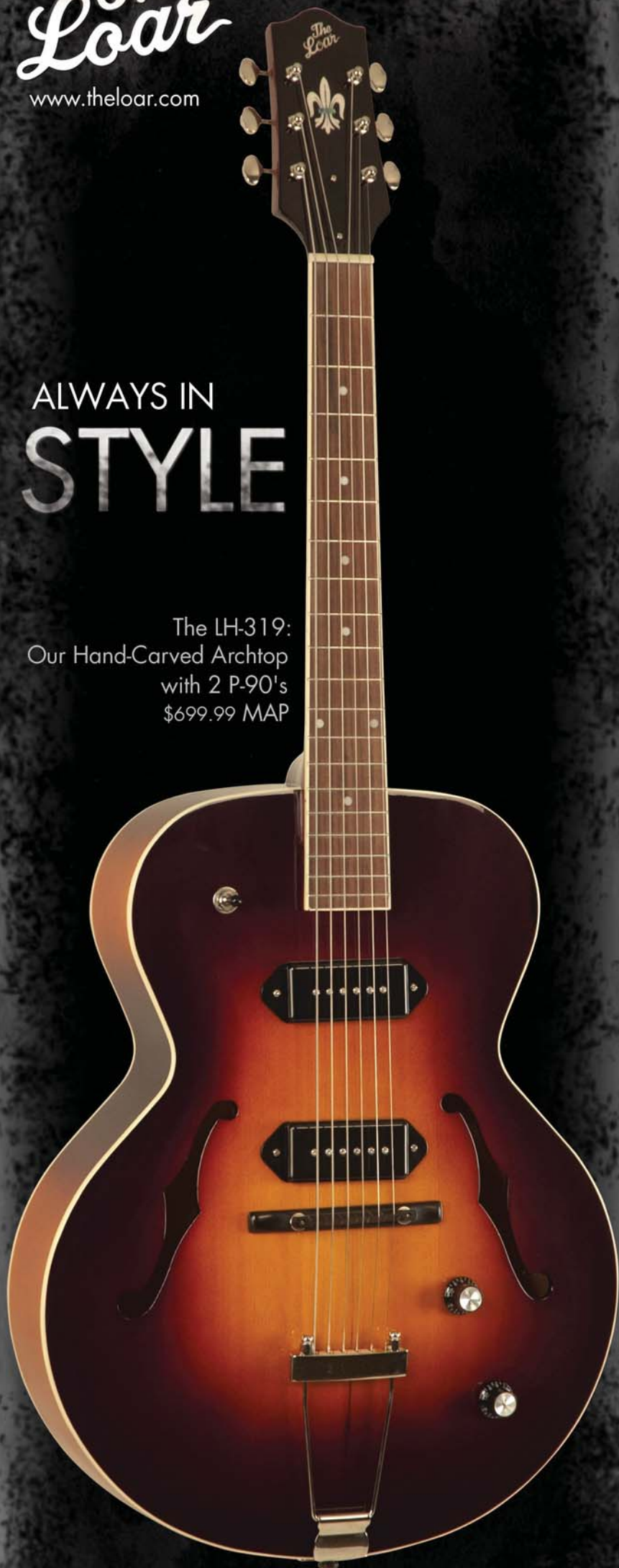
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Gator Cases Goes Big


Gator Cases has unveiled a line of large-format mixer cases that provide road-worthy protection for a variety of consoles, including the popular PreSonus StudioLive 24.4.2. The G-TOUR road case not only protects this board during transport but is outfitted with Gator's 360 Arm mounting system.

The G-TOURPRE242-DH-ARM case features heavy-duty plywood construction and a tough, laminated PVC exterior. Specialized EVA foam padding lines the interior to safely secure and protect the board. The doghouse section provides easy cable routing and full rear access, and the integrated 360 Arm system turns the case into a fully functional recording workstation, featuring a versatile tray for mounting either a laptop, tablet



device or Vesa-mount LCD monitor.

This solution lets users determine their optimal setup without sacrificing valuable desktop space. The G-TOURPRE242-DH-ARM case also boasts break-away lids and heavy-duty casters, ensuring valuable consoles are protected.

 **Gator Cases** (gatorcases.com)



Samick Unveils New Lineup

Samick has revamped the Greg Bennett Design acoustic-guitar lineup.

Following the successful launch of several new acoustic models within the Greg Bennett Design line over the last 18 months, the revised collection will be more streamlined to help showcase guitars for every level of player, giving customers a greater set of options to choose from.

"Samick is very proud to present the newly redefined Greg Bennett acoustic guitar

line," said Robert E. Lee, vice president of Samick's MI division. "The entire guitar line, from top to bottom, has had a makeover. We have packed a tremendous amount of value into this line in materials and craftsmanship, making it one of the best values in its class. As a result, it is now much easier for salespeople and consumers to select the right guitar for their needs and ability while also getting a great value."

 **Samick** (smcmusic.com)

Kakehashi, Smith Receive Technical Grammy

The Recording Academy has announced that it will award a Special Merit Technical Grammy to Roland founder Ikutaro Kakehashi and Dave Smith, former president of Sequential Circuits, for their contributions to the development of MIDI technology and its widespread use in the music industry.

Technical Grammy Award recipients are voted upon by The Recording Academy's Producers & Engineers Wing advisory council and chapter committees, as well as The Academy's




Ikutaro Kakehashi

trustees. The award is presented to individuals and companies who have made contributions of outstanding technical significance to the recording field.

A special invitation-only ceremony will be held during Grammy Week on Saturday, Feb. 9, and a formal acknowledgment will be made during the 55th Annual Grammy Awards, which will be broad-

cast live at Staples Center in Los Angeles on Sunday, Feb. 10.

 **Roland** (rolandus.com)

Shubb's Next Generation

Shubb Capos' C-series, nickel-plated capos have been upgraded to include design features formerly available only on Shubb's deluxe, stainless steel models. The features include roller design for smoother action, wear resistance, improved geometry, contoured lever and rounded edges for softer

touch. The upgrade is available at no additional charge.

Shubb is also adding these features to its Capo Noir black chrome line as well as introducing a new brushed nickel finish, an elegantly modern, satin-nickel coating.

 **Shubb Capos** (shubb.com)

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daCarbo Presents Toni Maier Signature Trumpet

The daCarbo Signature Toni Maier B-flat trumpet has an exchangeable lead pipe, tuning slide and bell, making it easy to customize details of the design such as the water keys and finger supports.

The trumpet's valve section is built using first-class piston valves. The carbon fiber bell has a diameter of 139 mm.

The Toni Maier has an incredible response because the large bell enables a powerful projection in the upper registers. The sound is also reflected back to the trumpeter. The low resistance airflow makes the instrument's ML bore feel like an L bore.

🛒 [daCarbo \(dacarlo.ch\)](http://www.dacarlo.ch)

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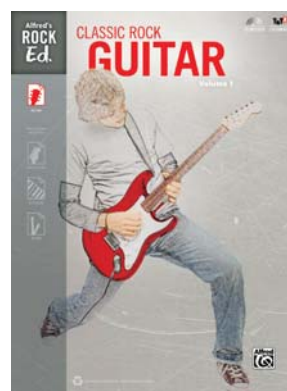
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New Alfred Edition Rocks

Alfred recently introduced *Classic Rock Guitar Vol. 1*, a series designed for rock camps and schools where students learn and perform in the context of a real rock group. With editions available for guitar, bass, keyboard and drums, the books help create an authentic experience for students in such programs.

This release features full arrangements of "Communication Breakdown," "Gimme Some Lovin'" and "Money" with full sound-alike recordings for practice.

Printable vocal charts are also included, as well as Alfred's new TNT2 custom-mix software. TNT2 provides a professional



6-channel mixer interface that lets musicians create their own play-along mix, solo their own part so they can really hear what they need to play, loop sections, and even slow down or change keys, an especially useful feature for vocalists.

The Teacher Edition provides educators with a full rock score for each song, individual instrument-specific parts, lesson material and full recordings.

As part of Alfred's ongoing commitment to improving the environment, these books are printed on 100-percent recycled paper.

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

Vox Mini5-RV Modeling Amp Goes Mobile

Vox Amplification has added the Mini5-RV to its amplifier lineup.

By combining Vox modeling technology, flexible battery or AC power, effects and rhythm patterns, the 5-watt Mini5-RV is suitable for any performer in need of a portable, full-featured amplifier.

The Mini5-RV provides 11 highly accurate amplifier models, starting with the coveted Vox British tone and including classic historic amps, intense high-gain amps and rare "boutique" amplifiers. A clean, non-distorting amp model preserves the natural quality of any acoustic instrument and can also accommodate a keyboard. Effects include a compressor, chorus, flanger and tremolo, plus two reverbs and two delays. One effect and one reverb/delay can be operated simultaneously. A tap tempo feature makes it easy to set the delay time. The amp's rhythm section can be used to help keep the beat or as a rhythm trainer. It includes 99 rhythms and metronome patterns.

The Mini5-RV also offers a separate



microphone input that allows the Mini5-RV to function as a portable P.A. system. A convenient aux input is provided for jamming along to a CD or MP3, or for use with any audio source. The headphone output can be used for private practice, as a line out for recording or as a personal monitor when hooked to larger sound system.

🛒 [Vox Amplification \(voxamps.com\)](http://www.voxamps.com)

Intimidator, Scorpion, Freedom Lead Chauvet Charge

Chauvet DJ has launched Core series fixtures, additions to the Intimidator series of moving heads and scanners, the Freedom series of fixtures, and the SlimPAR series of low-profile wash lights. Other headlining products include the Intimidator Beam LED 350, Geyser RGB, Scorpion Burst GB, MegaStrobe and the SlimPAR Quad IRC.

Intimidator Beam LED 350 uses a 75-watt LED to project a concentrated beam. A frost filter converts the beam into wash light.

Geyser RGB generates an illuminated CO2 cannon and pyrotechnic-like effect. It blasts a vertical stream of safe, water-based fog while simultaneously illuminating it with 21 high-power, 3-watt RGB LEDs.

Scorpion Burst GB's blue and green lasers project up to 24 integrated graphic effects as a burst filter replicates and projects the effect.

MegaStrobe FX12 is a high-power strobe light powered by 12 3-watt white LEDs and



six sections of control. It also projects effects and functions as a wide area wash.

The SlimPAR Quad IRC series features two low-profile, high-power LED Par. SlimPAR Quad 12 IRC is fitted with 12 quad-color (RGBA) LEDs, and SlimPAR Quad 6 IRC is fitted with 6 quad-color (RGBA LEDs), eliminating multicolored shadows.

🛒 [Chauvet DJ \(chauvetlighting.com\)](http://www.chauvetlighting.com)

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Auralex Keeps It Quiet

Auralex Acoustics is celebrating its 35th anniversary with a number of new products.

The HoverMat is a sturdy, slip-resistant 6- by 4-foot drummers' rug that improves acoustical isolation and clarifies drum tone. With its Auralex SheetBlok Sound Barrier, the HoverMat permits high-performance decoupling from hollow stages and floors.

Auralex ProPADs are useful for decoupling monitor speakers and reducing structural vibrations. They feature a durable, three-layer damped construction that provides isolation from the vibrations and resonant energy created by studio monitors.

The ProPAD XL speaker-isolation product is a larger version of the award-winning ProPAD. It is designed to work with horizontally faced monitors and provides the same isolation qualities found in the popular ProPAD with a more contemporary look.

Auralex has also introduced three new portable, lightweight, highly effective absorption treatment solutions for quick-and-easy setup and teardown: updated ProMAX Panels, DeskMAX and ProGo Panels.

[Auralex Acoustics \(auralex.com\)](http://www.auralex.com)

Kala Adds Color to Exotic Mahogany Series

Kala recently added several color models to its Exotic Mahogany ukulele series. The newly added colors include blue, green and magenta and are available in both soprano and concert sizes. The Exotic Mahogany series is made from specially selected wood that is cut in a unique fashion, producing a series of distinctive grain patterns.

The top, back and sides are made of exotic mahogany wood, which is highlighted by a satin finish. Features consist of black binding on the top and back, a rosewood



fingerboard and bridge, silver nickel frets, die-cast tuners, and a Graph Tech Nubone nut and saddle. All models come strung with Aquila strings. MSRP: \$132.

[Kala \(kalabrand.com\)](http://www.kalabrand.com)

Reverend Designs Deadly Modern Axes

Reverend Guitars has introduced the Bayonet and the Kingbolt.

The Bayonet is a set-neck model with a longer, thinner body shape. The body also features bevels for more precision playing. The ebony fretboard adds to the percussive attack, and Railhammer pickups complete the package. The Bayonet is available with a Wilkinson tremolo in Satin Deep Sea Blue and Satin Wine Red. The hard-tail version comes in Satin Army Green and Satin Black.

The Reverend Kingbolt is a bolt-on guitar with the same sleeker body shape as the Bayonet with three pickup options. The Kingbolt with uncovered Reverend Zebra humbuckers is available in metallic orange and metallic blue. The Kingbolt RA has a Railhammer Anvil bridge pickup and a Railhammer Hyper Vintage neck pickup and comes in black and metallic gold burst. The Kingbolt RA-FM has the same Railhammer pickups along with a flame maple top in Satin Violin Brown and Satin Turquoise.

Reverend offers a Gil Parris Signature model with two humbuckers and a Lace Sensor Burgundy single-coil pickup. The versatile guitar has a five-way switch and the Reverend Bass Contour.

Reverend guitar bodies are made from korina wood for consistency and clarity. Every guitar features locking tuners and the Reverend Bass Contour, which adjusts low frequencies.

[Reverend Guitars \(reverendguitars.com\)](http://www.reverendguitars.com)

Aphex Boots Up USB Line

Aphex has launched a new line of USB products. The USB 500 Rack is a four-slot API 500 Series rack that connects 500 Series modules to digital audio workstations via USB. Any configuration of processors installed in the rack can be applied as inserts into a DAW via USB, letting the Aphex USB 500 Rack act as a computer audio interface.

The IN2 Desktop Computer Interface is a desktop-style interface with two analog

inputs and outputs, two S/PDIF digital inputs and outputs, two high-quality Class A microphone pre-amps, volume, mono/stereo dim controls, optical compression, and HeadPod4 technology. The Microphone X is a cardioid condenser USB microphone with integrated analog processing, including optical compression, Aphex's Aural Exciter and Big Bottom, and HeadPod 4 technology.

[Aphex \(aphex.com\)](http://www.aphex.com)

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A-Designs Audio Recasts JM-3001 as 'Ventura'

A-Designs Audio has re-released its JM-3001 mic pre-amp/EQ/D.I. under a new name, Ventura.

The A-Designs Ventura features a cream-colored faceplate with black nomenclature for improved visibility in low-light environments. The single-rack-space unit features a transformer-coupled mic pre, instrument input and a three-band parametric equalizer inspired by the classic Quad Eight consoles from the 1970s. Engineers that avoid using equalization while tracking can use this EQ for midrange punch on guitars or snare without the sound becoming harsh.

The EQ can be accessed via its own insert return. The separate quarter-inch instrument input section enhances the response of any active or passive guitar/bass pickup or other



instrument with a high impedance output.

The discrete transistor operational amplifier operates on high-voltage rails. The op-amp is a high gain, fast-slew, stable audio block with virtually no DC offset over the audio spectrum. The mic pre-amp itself is a single-stage, transformer-coupled design with balanced I/O and is equipped with phase reverse, a -20 dB pad, +48V phantom power.

The Ventura's three-band parametric equalizer features 33 frequencies with three bands of overlapping ranges from 50 Hz-15 KHz. Each band has a Q switch with three

fixed positions: sharp, wide and narrow. The shelving switch disables the Q feature on high and low bands only.

Separate from the mic pre is the instrument-input section, a single-stage, single-ended, high-impedance pre-amp that also benefits from its own discrete op-amp. It includes a front-panel, quarter-inch jack and gain pot. This section also feeds the EQ and pre-amp output mult simultaneously via the input selector switch for extra flexibility during studio or live applications. MAP: \$2,095.

🛒 **A-Designs (adesignsaudio.com)**



Audio-Technica USB/XLR Mic Makes Connections

Audio-Technica has introduced the AT2005USB cardioid dynamic USB/XLR microphone. Ideal for recording instruments and vocals, the handheld dynamic microphone has USB and XLR connections, enabling use with a computer or a P.A. system.

The AT2005USB offers a low-mass diaphragm, a convenient headphone output with volume control and a cardioid polar pattern to reduce pickup of unwanted sounds from the sides and rear. MSRP: \$149.

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

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Gibraltar Partners with Dunnett on Drum Accessories

Gibraltar has announced its continued partnership with drum maker Dunnett, offering professional-level custom drum parts for players looking to accentuate the look of their drums.

Expanding on their line of snare drum throw-offs, Gibraltar and Dunnett now offer options such as drum hoops, drum keys and floor tom legs.

🛒 **Gibraltar (gibraltarhardware.com)**



MOD Kits DIY Offers Reverb Pedal


MOD Kits DIY has debuted the Verb Deluxe Reverb Pedal kit, which is built around the Belton Digi-Log Mini Module.


Features include dwell and mix controls, allowing the dry signal to be blended with the processed signal from just a hint of reverb to deep, cavernous echoes. A pre-drilled enclosure and all necessary parts are included.

🛒 **MOD Kits DIY (modkitsdiy.com)**

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ZILDJIAN.COM


SOUND LEGACY

SKB's Mix Masters

SKB has expanded its mixer transportation solutions with five new padded universal mixer and equipment bags.

Each bag is constructed of a durable 600-denier padded exterior with heavy-duty dual zippers, an adjustable padded shoulder strap and double-stitched carrying handle. The bags also include a double-zippered, padded accessory compartment. The 1SKB-UB0909 Mixer Bag handles smaller equipment like the Behringer Xenyx 802, Mackie 402-VLZ3, Boss DR-3, and Avid Mbox Mini Ultra Compact. The 1SKB-UB1212 Universal Bag holds the Behringer Xenyx 1002B, Mackie 1202VLZ, Akai MPD26 and Yamaha MG822CX.

The 1SKB-UB1515 Universal Bag accommodates mixers such as the Peavey PV10,



Allen & Heath Xone DB4 and Mackie DL 1608, and an iPad in the padded pocket. The 1SKB-UB1818 Universal Bag holds the PreSonus StudioLive 16.0.2, Behringer Xenyx X2222USB and Mackie 1604-VLZ3. The 1SKB-UB2020 Universal Bag houses larger gear such as the Allen & Heath Zed-14, Mackie Onyx 1620i and Yamaha EMX5014C.

🛒 **SKB Cases** (skbcases.com/music)

New Ashdown MiBass 2.0, MiBass Interface Inspire Players to Plug in

Ashdown has produced the MiBass 2.0 bass amplifier head, which recreates bass tone in a simple-to-use, highly compact package.

The MiBass 2.0 utilizes a 640-watt peak (400-watt RMS) power section paired with a three-band EQ and a gain control that enables the player to go from clean to overdriven.

A useful MP3 input and level control lets players mix in a backing track. Players can simply plug it in and enjoy the tone of their instrument with minimal fuss and enough power to handle any gig when paired with the right cabinet.

The new MiBass Interface is a bass-specific audio device that can connect the user's



bass to their computer for direct recording. It can also be used to link to the Ashdown ABM app (available from Agile Partners) via iPad/iPhone or be used as a headphone amp for silent practicing.

The Interface also has a DI-out, so it can be used to plug the user's bass directly to the P.A. at a gig or into a mixing console for easy recording.

🛒 **Ashdown** (ashdownmusic.com)

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Daisy Acoustics Built for Girls

Daisy Rock Girl Guitars has introduced the Sophomore Series, a new line of acoustics designed especially for girls.

The Sophomore guitar is a full 25.5-inch scale instrument and features a lightweight design manufactured with Daisy Rock's trademark "Slim & Narrow" neck, making it easier for girls with smaller hands to play. Its matte finish ash body and glossy mahogany top produce a rich tone, and the guitar's slightly smaller size makes it comfortable while performing. Die-cast chrome tuners ensure solid tuning, and a mahogany neck with rosewood fingerboard and dot inlays round out the guitar's look.

The series is available in Pep Rally Purple, Boyfriend Blue and Summer Lovin' Red. Each Daisy Rock Sophomore Acoustic guitar arrives ready to play and is backed by a limited lifetime warranty. MSRP \$279.

🛒 **Daisy Rock** (alfred.com)

Gretsch Billy Duffy White Falcon Guitar Bewitches

Gretsch has unveiled the G7593T Billy Duffy White Falcon guitar.

The Cult guitarist's instrument has several aesthetic differences that separate it from other Falcons, such as its '70s Baldwin-era styling, pure white gloss nitrocellulose lacquer finish, V-shaped Falcon headstock, Silver Sparkle binding and custom-wound hot "Black Top" Filter'Tron pickups with three-point, adjustable '70s-style metal bezels.

It sports a 17-inch wide, 2.75-inch-deep single-cutaway maple body with a three-ply maple arched top and back, two spruce parallel tone bars and sound post, three-piece maple neck with ebony fingerboard, chrome-plated truss rod cover featuring Duffy's signature, a chrome-plated output jack plate, pearloid wide-block fretboard inlays, '70s-style aluminum "G" arrow knobs, and a gray-speckled Billy Duffy case.

🛒 **Gretsch** (gretschguitars.com)



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Cort Teams With Scorpions' Matthias Jabs

Cort Guitars has unveiled the Arena 1, the second signature guitar from Scorpions guitarist Matthias Jabs. The guitar features the Scorpu pickups, also designed by Jabs, with his humbucker/single-coil/humbucker specs.

"The idea was to provide guitars to musicians of all levels, giving them an instrument that could grow with them from their first garage band to their latest arena tour," Jabs said.

Key features include a Full Force switch, which provides a direct-out option to bypass electronics and send the signal directly to a pre-amp, and an Easy Grip Tone Pot. It comes in black and candy apple red.

MSRP: \$949.

 [Cort Guitars \(cortguitars.com\)](http://CortGuitars.com)




Cympad Adds Red, Purple Chromatics

Cympad has expanded its line of Chromatic cymbal washers, adding red and purple options to its current range of orange and blue models.

The durable, colorful, 40- by 15-mm cymbal washers are made from an advanced, cellular-foam material. Like Cympad's Optimizer series, they provide an easy, affordable method of improving the sound and performance of all cymbals. Chromatics are available in convenient five-packs.

MSRP: \$12.95.

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

JBL Debuts PRX400 Series

JBL Professional has launched the PRX400 series of passive portable loudspeakers. The series includes the 15-inch PRX415M, 12-inch PRX412M and dual 15-inch PRX425 loudspeakers, as well as the 18-inch PRX418 subwoofer.

The PRX415M and PRX412M can be used as mains or monitors, and when used with the PRX418 subwoofer, provide a sat/subwoofer system capable of delivering 135 dB of sound. The PRX425 dual-15-inch, two-way speaker is suitable for DJs and bands that require powerful low-frequency extension from a standalone cabinet.

JBL PRX400 loudspeakers work hand-in-hand with Crown Audio's XTi2 Series amplifiers, which incorporate enhanced pre-set performance tunings for PRX400

series loudspeakers. These include crossover points for a sat/subwoofer setup, and optimized parametric filters.

JBL PRX400 series loudspeakers utilize tour-tested drivers and components to deliver clear, detailed and dynamic sound for touring and installed sound applications. They boast Neutrik SpeakON combination connectors and are built from lightweight 18-mm birch/poplar multi-laminate hardwood with DuraFlex covering. All PRX400 series models have rugged 16-gauge steel grilles.

All full-range models incorporate 12 M-10 suspension points and hardened steel eyebolts for safe hanging in light-duty installations. Dual-angle, pole-mount sockets enable the PRX415M and PRX412M to



be mounted straight out or at a 10-degree downward angle. In addition, all PRX400 models feature ergonomic handles made from road-tough, lightweight glass-filled nylon.

All PRX400 models also incorporate JBL's Sonic Guard speaker protection circuit, which automatically attenuates the signal going into the high-frequency section of the speaker if too much input signal is detected.

 [JBL Speakers \(jbl.com\)](http://JBLSpeakers.com)

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JodyJazz Wins 2012 TAG Excalibur Award

JodyJazz has been named the winner of the 2012 TAG Excalibur Award in the small business category. Winners were recognized at the 2012 Excalibur Awards ceremony on Oct. 26 at the Renaissance Waverly Hotel.

The TAG Excalibur Awards are presented annually by the Technology Association of Georgia (TAG), an association dedicated to the promotion and economic advancement of Georgia's technology industry, in collaboration with the Business and Technology Alliance of TAG (B&TA). The award acknowledges JodyJazz's adoption of new technology in expanding its in-house manufacturing, increasing quality

and production capacity, and facilitating more effective designing and prototyping of new models.

"We believe celebrating these tech-enabled companies and organizations strengthens our message of Georgia's emerging position as a national leader in technology," said Tino Mantella, president and CEO of TAG.

President and founder of JodyJazz Jody Espina added, "We are honored to receive this award as it acknowledges some of the important advancements we have made that will maximize our productivity and improve the overall experience of our customers.



JodyJazz's Jody Espina (left) and TAG'S Tino Mantella

Since moving the business to Georgia in 2008, we have had ready access to many new technologies, and we are proud to be representative of the innovation happening in our state every day."

INFO JodyJazz (jodyjazz.com)



EHX Enhances Bass Big Muff

Electro-Harmonix has updated the Deluxe Bass Big Muff Pi with the company's latest bass-specific effects.

The new pedal adds to the Bass Big Muff's volume, tone and sustain controls, beginning with a pad on the input that is switchable between 0 dB and -10 dB. The pedal is equally effective with passive and active pickups.

The pedal also sports a blend feature, three outputs, a built-in noise gate, and a foot-switchable crossover section with a variable low-pass filter on the dry signal and a variable high-pass filter on the distorted signal. MSRP: \$153.20.

EHX (ehx.com)

Grund Audio Packages 'Top Box' With Subwoofer

Grund Audio Design has created the STP-8/STP-5S loudspeaker combination.

Designed as a loudspeaker pair consisting of a pole-mounted "top box" and a subwoofer, the STP-8 and STP-5S form a compact, portable sound reinforcement solution.

Designed to be pole-mounted over the STP-5S subwoofer, the Grund Audio Design STP-8 loudspeaker utilizes an 8-inch low-frequency (LF) transducer mated with a 1-inch high frequency (HF) compression driver to form a compact, two-way design. The enclosure is rated at 300 watts (program) at 8 ohms and includes a pole cup for convenient mounting.

The Grund Audio Design STP-5S subwoofer utilizes a horn-loaded 15-inch transducer in a compact enclosure. Like the STP-8, it adds a pair of handles for easy transport.

The Grund Audio Design STP-8 loudspeaker and STP-5S subwoofer produce frequencies from 50 Hz-18 kHz.

Both the Grund Audio Design STP-8 and STP-5S loudspeaker enclosures feature multi-layer pine wood that is solidly braced for cabinet rigidity. The exteriors of each enclosure are covered with an easy-care, durable black carpet finish that is easy to clean and retains its appearance for years.

"The system is equally well-suited for use in churches and A/V conference facilities, thanks to its ability to move easily and setup quickly," said Frank Grund, president of Grund Audio Design.

Grund Audio Design (grundaudio.com)



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Takamine Hand-Crafts Pro Series 4, 5, 6 Guitars

Takamine has debuted the Pro series 4, 5 and 6 acoustic-electric guitars.

The eight new steel-string Pro series models include the P6JC jumbo cutaway, P6JC-12 jumbo cutaway 12-string, P6N NEX-body, P6NC NEX-body cutaway, P5DC dreadnought cutaway, P5J jumbo, P5JC jumbo cutaway and P4DC dreadnought cutaway.

Takamine's solid spruce top Pro series instruments feature a Palathetic pickup. Pro Series 5 and 6 guitars sport the CT4-DX four-band pre-amplifier with two feedback-reducing notch controls and a flexible dual-pickup mix control. MSRP: P4DC, \$1859.99; Pro series 5, \$2349.99-\$2449.99; Pro series 6, \$3129.99-\$3329.99.

Takamine (takamine.com)

Yamaha Clavinova CVP-600 Series Integrates With iPad

Yamaha Keyboard Division has launched the Clavinova CVP-600 series of digital pianos.

From the grand piano touch of the Graded Hammer 3 keyboard to the intuitive touch-panel user interface of top models, the CVP-600 series Clavinovas put users in touch with their inner musician. The Clavinova CVP-600 series digital pianos lineup empowers a single player to sound like a jazz trio or a 100-piece orchestra, and Super Articulation 2 Voices offer realistic, expressive-sounding instrument voices.

The CVP-605, CVP-609 and CVP-609GP enhance the playing experience with wireless iPad integration. Exclusive Yamaha iOS apps let users share their music online, browse performance settings or download their favorite new songs into their Clavinova.

Yamaha's Real Grand Expression sound



engine delivers realistic synergy between touch, tone and pedals. The line also features Yamaha Mega Voice technology.

MSRP: \$5,399-\$19,999.

Yamaha (yamaha.com)



The Music Link Distributes Shadow Electronics

The Music Link has been named exclusive distributor of Shadow Electronics products in the United States.

Shadow was founded by Joe Marinic in 1971 and its acoustic and electric pickup systems are known for their use of advanced signal transducers.

In addition to specialized pickups for acoustic, classic and electric guitar, violin, cello, upright bass, mandolin and banjo, Shadow Electronics builds the E-Tuner, a humbucker frame tuner. Mounted on the player's side of humbucker pickup covers, the E-Tuner sits inconspicuously inside a humbucker frame, making it invisible to everyone but the player.

"Recognizing that electronic accessories bring high margins to dealers, and that players are always seeking the latest technology, we saw an opportunity," said Scott Thompson, vice president of sales at The Music Link. "We felt The Music Link could fill a market niche that would be a win-win for everyone by expanding the Shadow brand through our strong U.S. dealer network."

The Music Link (themusiclink.net)

Levy's Uke Straps Sport Hawaiian Design

Levy's has released Hawaiian design ukulele straps that are inspired by the loud shirts for which the islands of Hawaii are famous.

Each 1-inch-wide, sublimation-printed polyester strap has a plastic soundhole hook and tri-glide adjustment.



Pictured is model MP23, which is available in seven original designs. The straps are also available in a half-inch width.

Levy's (levysleathers.com)


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MXR Feels Like You Do

Dunlop's MXR team has fine-tuned the classic Talk Box effect for modern gigging convenience and tone sculpting, all while maintaining the sonic character that made the effect legendary.

With its own amp and speaker driver, the MXR Talk Box is compact and pedalboard-friendly — users don't have to lug around a separate rig or patch into an amp's speaker output. Volume, tone and gain controls help shape and add texture to the Talk Box voice.

Like all MXR pedals, the MXR Talk Box is built into sturdy, rugged housing to endure the rigors of the road. It includes an 18-volt power supply, an 8-foot surgical tube and a mic-stand clip.

[Dunlop \(jimdunlop.com\)](http://Dunlop.com)



Framus Wolf Hoffmann Signature Howls

Framus has launched the new Wolf Hoffmann Signature model.

The guitar's Maple body is curved three-dimensionally, which suits the right hand and reduces the weight of the guitar. The fretboard is made of tigerstripe ebony with block/pyramid inlays. The 24 nickel silver frets are installed with Framus' Invisible Fret

Technology and dressed by plek technology.

The Wolf Hoffmann model comes with an active EMG 81 bridge pickup, an EMG SA neck pickup and passive electronics with a single-coil boost in the electronic compartment. It features a Floyd Rose bridge system with Floyd Rose upgrade parts.

[Framus Guitars \(framus-vintage.de\)](http://FramusGuitars.com)

Avid Launches Sibelius Certification

Avid has launched the Sibelius Training and Certification Program, which is offered through Avid's Learning Partner (ALP).

"The expanded program, which will be offered at Avid's current network of partner schools and taught by Avid Certified Instructors, underscores the company's commitment to education and ultimate goal to provide students and users with valuable

credentials to meet their professional goals," said Andy Cook, training partner program manager for Avid worldwide training.

Featuring Sibelius-specific course materials and certification exams, the expanded ALP program is the first in a series of Sibelius and Scorch updates and events to be announced this year.

[Avid \(avid.com/training\)](http://Avid.com/training)



Mackie DL/DLM System Delivers

With the debut of the DL806 and DLM series powered loudspeakers, Mackie presents a technology-packed, live-sound solution: the DL/DLM system.

A DL/DLM system can work for a wide variety of applications. The form factor of the DLM series alone reduces size by one-third and eliminates nearly 20 percent of the weight compared to traditional loudspeakers. Features include wireless mixing, choice of channel plug-ins, robust recall system and multi-band feedback elimination.

Mackie's DL series digital live-sound mixers include the DL1608 16-channel mixer and DL806 8-channel mixer for iPad. The My Fader control app can be used with an iPhone or iPod touch. The DLM8 and DLM12 are full-range, 2,000-watt powered loudspeakers with an integrated digital mixer complete with 16 effects and robust system processing.

[Mackie \(mackie.com\)](http://Mackie.com)

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—Paul White,
Sound On Sound, November 2012

“THE M20d MAY FINALLY BE THE EPIPHANY THAT WILL CHANGE ONE’S MIXING LIFESTYLE.”

—Strother Bullins,
Pro Audio Review, November 2012

“EVERYTHING ABOUT THE M20d WAS BRILLIANTLY DESIGNED AND EXECUTED—ESPECIALLY FOR A HOUSE OF WORSHIP.”

—Doug Doppler,
Christian Musician Magazine, September/October 2012

“LINE 6 HAS MADE THIS DIGITAL MIXER A VERY USER-FRIENDLY AND INTUITIVE PIECE OF EQUIPMENT FOR ALL LEVELS OF EXPERIENCE.”

—Evan Hooten,
Front of House, September 2012

“...DELIVERS AMAZING HIGH QUALITY SOUND AS THOUGH AN OLD PRO SET IT UP, CONFIGURED IT, AND IS SITTING AT THE CONTROLS.”

—John McJunkin,
contributor to *Church Production Magazine*,
January/February 2013

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LINE 6

Warwick Hosts Bass Camp 2013

Warwick will host Bass Camp 2013 in cooperation with *Gitarre & Bass* magazine. After a successful first edition last year, Bass Camp 2013 promises to offer world-renowned artists, a variety of workshops, and serious educational opportunities for bassists of every age and level.

The Warwick Bass Camp 2013 will take place from Sept. 2-7 at the Warwick & Framus headquarters in Markneukirchen, Germany.

Upon arrival, Bass Camp kicks off with a group dinner, then features an array of workshops hosted by Warwick's world-class artists and teachers, culminating in a final concert where campers show off their



new skills.

The complete package for Bass Camp 2013 includes six overnight stays, food and

a party held at the end of the last day. Cost is 599 euros, and 699 euros after July 1.

🛒 [Warwick \(warwickbass.com\)](http://Warwick (warwickbass.com))



Orange You Glad There's a Giveaway

In celebration of the Signature #4 Jim Root Terror Head being named the 2012 "Amp of the Year" at the U.K.'s Music Industries Association, Orange Amplification will be giving away four signed amps at its booth.

Each of the four days of the show, an Orange Golden Ticket will be randomly hidden in a giveaway bag. Everyday, one visitor has a chance of finding the ticket and winning an autographed Signature #4 Jim Root Terror Head. If you find one of the tickets, turn it in before 5 p.m. that day to collect your prize.

📄 [Orange \(orangeamps.com\)](http://Orange (orangeamps.com))



Ultimate Support's Ultimate Stand

Ultimate Support recently released the HyperStation QR 3-in-1 Professional Laptop Stand.

The new laptop stand is ideal for the working DJ or traveling musician. The HyperStation QR features angle-adjustable telescoping support arms that support laptops, small mixers, groove production electronics and drum pad controllers, and features a height-adjustable second tier. The stand folds down flat into one piece, fitting into a gig bag, while still maintaining its durability.

🛒 [Ultimate Support \(ultimatesupport.com\)](http://Ultimate Support (ultimatesupport.com))

Radial ChainDrive Module Bridges Installation Gap

Radial Engineering has announced the ChainDrive 1-by-4 distribution module and line driver, the latest in the company's range of 500 series modules.

The ChainDrive accepts either a balanced or unbalanced source via the 500 series power rack input and distributes the signal to four front-panel 0.25-inch TRS outputs. Four front-panel level controls make it easy to optimize signal-to-noise levels for best audio. For those equipped with a Radial Workhorse, the Omniport is set up as an unbalanced-to-balanced converter for manipulating hi-Z signals in the pro-audio domain. MSRP: \$350.

🛒 [Radial Engineering \(radialeng.com\)](http://Radial Engineering (radialeng.com))



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JamHub Launches Cloud-Based Workstation

JamHub has unveiled BandLab, a full-featured cloud-based DAW designed to give musicians secure, plentiful storage for multitrack recording sessions and the option to upload, edit, mix and leave feedback from any device, such as laptops, tablets, or mobile phones. BandLab is different from traditional single computer home recording, as it gives bands the freedom to collaborate in a new and exciting way.

BandLab's primary features include the ability to safely upload full multitrack files to the cloud and a full-featured cloud-based DAW. With BandLab, the whole band is free to participate in the mixing process from their own devices. BandLab's notification and feedback systems facilitate creative conversations that make recording and mixing more like the collaborative songwriting process.

🛒 [**JamHub \(jamhub.com\)**](http://JamHub (jamhub.com))

AKG Redesigns Limited-Edition C451 Mics, K702 Headphones

AKG's has continued the celebration of its 65th anniversary with the release of redesigned, limited-edition K702 headphones and C451 microphones.

The limited editions of these new products are perfect for sound engineers, producers and musicians. Each is individually tested and numbered to ensure the highest quality.

AKG's C451 65th Anniversary Edition condenser embodies sound from the C451 EB with the CK1 capsule. Since its introduction in 1969, the C451 has been continuously improved and has demonstrated its durability under the harshest on-stage environments. The C451's transformer-less preamp enables high sound-pressure capability, permitting close miking of high-energy sound sources up to 155 dB SPL without distortion.

The reference small diaphragm captures the tiniest details of any instrument due to its lightweight membrane and sophisticated acoustic design, which makes it suitable for accurately capturing drums, percussion, acoustic guitar and overhead miking.

The K702 Anniversary Edition headphones boast a newly designed genuine leather headband and soft velour ear pads for maximum comfort during long



recording and listening sessions. With its patented Varimotion two-layer diaphragm and flat-wire voice coil, K702 delivers pristine sound with incredible impulse and treble response. K702's reference-style headphones boast an over-ear, open-back design. Its sophisticated technology allows for spacious and airy sound.

"In our seventh decade of setting the industry standard, raising the bar in recording and live audio, AKG is proud to offer our dedicated customers an opportunity to help celebrate our milestone with the limited edition C451 and K702s," said Thomas Stubics, product marketing manager of recording and broadcast for AKG. "With the limited-edition C451 and K702, users with these extraordinary pieces of equipment will enjoy AKG's ever-evolving history, with a sound experience they will never forget."

AKG's C451 and K702 65th Anniversary Limited Edition sets both feature a Titan semi-gloss finish. MSRP: \$599-\$649.

🛒 [**AKG \(akg.com\)**](http://AKG (akg.com))



D'Addario Solves String Tension Issues

D'Addario has introduced XL Nickel Wound Balanced Tension string sets.

Responding to consumer demand, D'Addario XL Nickel Wound Balanced Tension sets have been optimized to have a comparable tension string to string, permitting greater dynamic control and a more evenly balanced effort. Consisting of mathematically optimized string gauge combinations, each Balanced Tension set was tested to ensure that it retains all of the inherent properties of a D'Addario XL nickel-wound set.

Six sizes of Balanced Tension string sets are now available: three for electric guitar and three for electric bass.

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

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Hohner Adds Discovery 48 to Chromatic Harmonica Line

Hohner has released the Discovery 48, the latest addition to the company's chromatic harmonica line, which is manufactured in Trossingen, Germany.

The Discovery 48 was designed mainly for beginners and hobbyists. This ergonomic harmonica features a seamless transition from mouthpiece to covers. This convenient design creates a sense of comfort that will allow the player to enjoy playing for hours at a time.

The Discovery 48 is an easy harmonica to maintain because of the two-part slide package and screw-together assembly. The ABS body provides resilience, making this instrument reliable under any climate conditions. For lefties, the Discovery 48 offers easy conversion of the slide for left-handed use. The Discovery 48 cover and mouthpiece/slide package is compatible with the Chromonica 48 and 270 Deluxe, allowing the player to upgrade the instrument whenever they are ready. MSRP: \$180.

 [Hohner \(playhohner.com\)](http://Hohner.com)



ESP Introduces LTD Elite Range

ESP Guitars has announced a new range of guitar and bass products under the brand name LTD Elite.

The LTD Elite line is being made at the same manufacturing facility in Japan as the company's high-end ESP branded instruments.

ESP has unveiled nine LTD Elite models, including seven guitars and two basses. The LTD Elite ST-1 (Duncan) and LTD Elite ST-1 (EMG) employ bolt-on construction at 25.5-inch scale and alder bodies with natural binding. They feature high-end appointments, including quilted maple tops, Gotoh tuners and Floyd Rose bridges.

The LTD Elite Eclipse-1 (Duncan) and LTD Elite Eclipse-1 (EMG) are classic single-cutaway shapes with set-neck construction at 24.75-inch scale. Both guitars have mahogany bodies with flamed maple tops and mahogany necks with rosewood fingerboards.

They also include Gotoh Magnum Lock tuners and Gotoh TOM bridges and tailpieces.

The LTD Elite Horizon-3 NT and LTD Elite Horizon-3 FR have neck-through-body construction at 25.5-inch scale, with alder bodies and flamed maple tops, and maple necks with ebony fingerboards. Both guitars feature Seymour Duncan Custom-5 and Jazz pickups.

The LTD Elite M-II has neck-through-body construction at 25.5-inch scale, an alder body and flamed maple top with maple neck and ebony fingerboard. It includes black hardware including Gotoh tuners and Floyd Rose bridge, and features an EMG 81 active pickup set.

The LTD Elite J-4 and LTD Elite J-5 basses offer bolt-on construction at 34-inch scale and have chambered ash bodies with quilted maple tops.

 [ESP \(espguitars.com\)](http://ESP.com)



DJ-Tech iCube 95 Takes Tunes on the Go

DJ-Tech has released the iCube 95 HD, a wireless PA system with an integrated five-channel mixer that accepts an iPod/iPhone/iPad, microphone, or guitar.

This maximum-80-watt wireless system offers an intelligent iPod/iPhone/iPad docking bracket that lets you dock any iPod, iPhone, or iPad. The iCube 95 HD is totally mobile and has a rechargeable battery that lasts up to 12 hours. Four colors are available.

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

Córdoba

cordobaguitars.com



C9 CD
\$799 MAP



C9 DOLCE
\$799 MAP



C10 SP
\$999 MAP



GK PRO
\$1,399 MAP



C12
\$1,599 MAP

Regal RD-40VS Gets New Shape

The next generation of Regal RD-40VS has been improved to redefine the way players look at professional-quality resonophonic guitars.

The body outline is a Saga original and the back, sides and neck are made of select mahogany with a top of close-grained spruce. The traditional mahogany square-neck shape has been refined to have a comfortable width for slide playing. The fingerboard is select rosewood and uses traditional frets made of highly polished nickel-silver. A high-gloss sunburst finish covers the entire guitar, including the neck, just like vintage originals from more than 80 years ago.

🛒 [Saga \(sales@sagamusic.com\)](mailto:sales@sagamusic.com)



Meet NAMM's Friends of Music Making

Drop by the NAMM Member Center today, 4–5 p.m., for a reception in honor of the organizations that share our industry's mission to increase opportunities for people of all ages to learn and make music.

Those organizations include Fernando Pullum Community Arts Center, Guitars in the Classroom, Les Paul Foundation, Little Kids Rock, Mr. Holland's Opus Foundation, Museum of Making Music, Music Teachers National Association, National Association

of Music Parents, National Music Day Foundation, New Horizons International Music Association, Percussion Marketing Council, Percussive Arts Society, Rock School Scholarship Fund, TERI, The Starving Musicians Program, The Young Americans and VH1 Support the Music Foundation.

NAMM thanks these organizations for their dedication to enriching people's lives through music and music making.

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

Zoom's MS-100BT Is Bluetooth Ready

Zoom's new MS-100BT MultiStomp guitar pedal combines the power and flexibility of a multi-effects pedal and amp modeler with Bluetooth technology in a single stompbox design.

The MS-100BT lets players use Zoom's free iOS StompShare app to browse, sample, purchase and download additional effects for the pedal from various iDevices. Once users buy an effect via StompShare, it can be transferred directly to the MS-100BT in seconds via Bluetooth and used like any of the pedal's preloaded effects.

The MS-100BT's single stompbox design features a large LCD, single footswitch and analog-style cursor keys/parameter knobs. MSRP: \$149.99.

🛒 [Zoom \(zoom.co.jp\)](http://zoom.co.jp)



Alto Professional Kick15 and Kick12 Keyboard Amps Reach 400-Watt Peak

Alto Professional has introduced the Kick15 and Kick12 four-channel, 400-watt instrument amplifier/P.A. systems.

The Kick15 and Kick12 each represent a new amplifier design for keyboardists, drummers and anyone in need of a personal P.A. Both feature class-leading wattage, a true bi-amped design, a custom-tuned electronic crossover and an integrated four-channel mixer with built-in Alesis effects. Every component has been optimized for maximum efficiency.

"We felt the keyboard amp was a neglected category," said Paul Gallo, Alto Professional product manager. "So we started from scratch, using the components and technology we think today's musicians expect."

The two new models each incorporate modern circuitry. Their true bi-amped designs provide 400 watts of peak power. They're both multifunctional amplifier systems, able to be used in a wide variety of applications.

🛒 [Alto Professional \(altoprofessional.com\)](http://altoprofessional.com)



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A man with a beard, wearing a dark, long-sleeved shirt, is playing a blue Ibanez AEG acoustic guitar on stage. The background is a purple and blue patterned curtain. The lighting is dramatic, highlighting the musician and his instrument.

Play Acoustic
Feel Electric

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Demand for the stage-ready Ibanez AEG continues to grow. Super-comfortable body size. Feedback-resistant shallow depth. Performance upgrades for 2013 include easy playing satin neck finish and shorter scale length. With a wide variety of eye-catching finishes, Fishman® Sonicores Pickups and Ibanez AEQ-FT1 Preamps w/built-in tuners, all at a price that won't break the bank. Classical models too!

Ibanez
ibanez.com

BOOTH 4634

Black Widow Drum Web Provides Portability

Kelley Percussion has announced that it will distribute the Black Widow Drum Web, a versatile drum mat that increases kit security and makes transportation easy and efficient.

The patented drum essential utilizes super-gripping Velcro to anchor the drum pedals and immobilize the drum set along with a lightweight yet durable nylon cloth that folds quickly into its 12- by 15-foot case.

The Black Widow is designed to accommodate a variety of acoustic, electronic



and hybrid drum kits and can be used in virtually every drumming style and situation. This combination of advantages and applications makes the Black Widow both

ergonomic and economical.

The Black Widow drum mat is distributed exclusively by Kelley Percussion.

🛒 **Kelley Percussion** (kelleypercussion.com)



Gretsch Adds Bass Drum to Catalina Club Rock Series

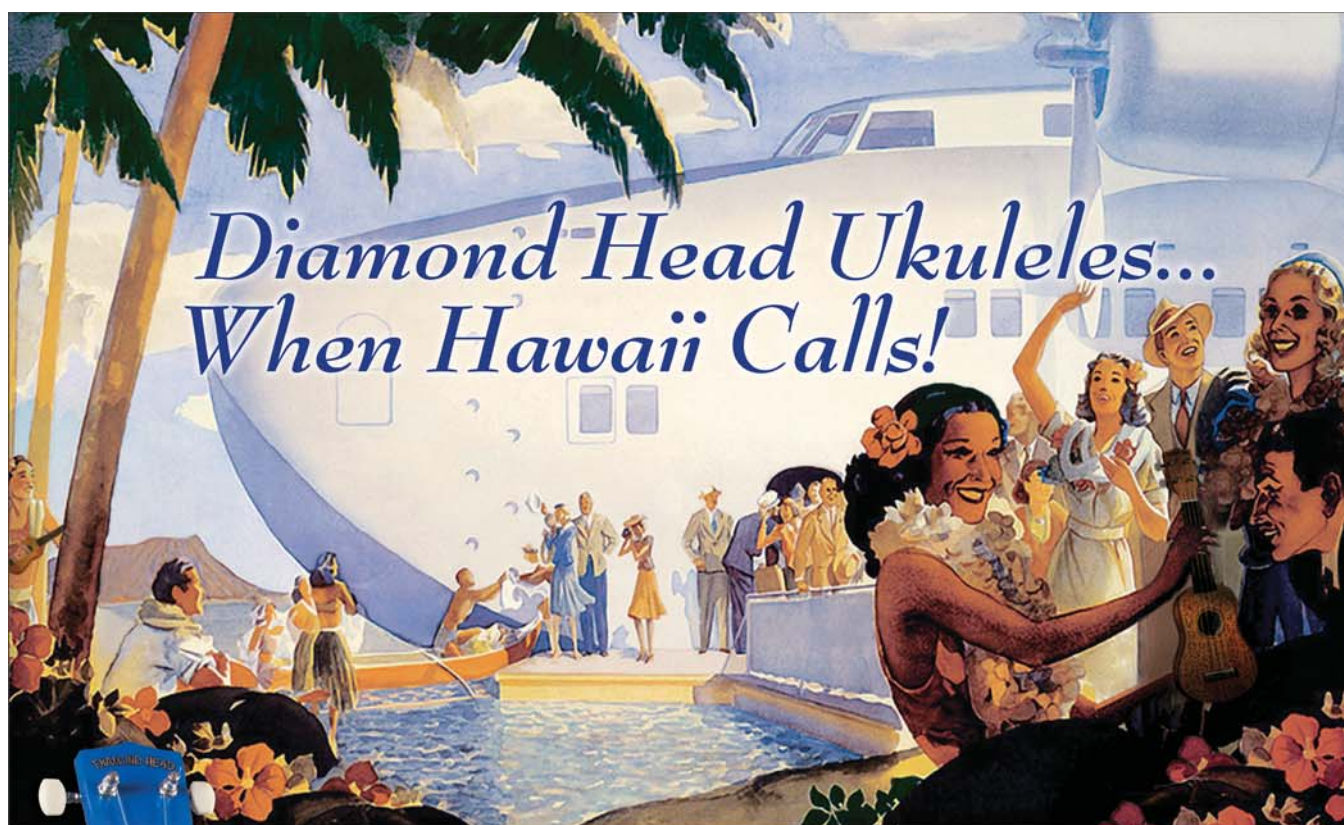
Gretsch Drums has added a new configuration to its Catalina Club Rock series.

The kits include mahogany shells, a 30-degree shell bearing edge, 1.6-mm triple-flange hoops and virgin bass drum with in-tom mount.

New Ocean Twilight and Mirror Chrome finishes are available.

The Gretsch Catalina Club Rock series includes a 14- by 24-inch bass drum, a 9- by 13-inch rack tom, a 16- by 16-inch floor tom and a 6.5- by 14-inch snare drum.

🛒 **Gretsch Drums** (gretschdrums.com)



DU-107
Blue Ukulele

DU-200 Natural
Mahogany Ukulele

Whether you're under the banyan tree at the Moana Hotel or snowbound in Calumet, a Diamond Head uke is just the right companion for you. Easily transportable, accurately intonated and fun to play, it's no wonder that Diamond Head ukes are in the forefront of the hottest musical trend of the decade.

So, toss another log on the fire, take a sip of that Mai Tai and strum a tune on the instrument that everyone can play!

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- Hand-crafted from select tropical hardwoods
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Saga Music

Saga Musical Instruments
P.O. Box 2841 • So. San Francisco, California
Connect with us on [f](#) [t](#)

Los Cabos Welcomes Spanish Distributor

Los Cabos Drumsticks has added a new distributor: Backline Imports will introduce the Los Cabos Drumsticks line to retailers in Spain.

The announcement marks the sixth new distributor to be carrying Los Cabos Drumsticks since January 2012. Over the past year, the Los Cabos team has announced new distribution deals in Australia (Dynamic Music), South Korea (Drum Korea), New Zealand (Hawkes Bay Agencies), Japan (TMC) and in Canada (Yorkville).

📄 **Los Cabos Drumsticks**
(loscabosdrumsticks.com)



Hit Like A Girl 2013 Celebrates Female Drummers

Hit Like A Girl 2013 will begin accepting online video entries on Feb. 1. Entries will close on March 31, when finalists will be selected and judged by a panel of renowned drummers for drum and accessory prizes totaling up to thousands of dollars.

The drumming contest for females attracted nearly 400 contestants and more than 400,000 online votes last year.

📄 **Hit Like A Girl** (hitlikeagirl2013.com)



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OF PASSION &
PERFORMANCE



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—Yamaha Corporation of America—**

Yamaha Corporation of America is honored to accept
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Join your friends at Yamaha as we celebrate our 125th anniversary. Our innovative, finely crafted products, sold through the finest dealers in the country, have made us the leader in the MI industry. Visit us at the Marriott Marquis Ballroom to see the products, the programs—and the partner—that will help drive your business in 2013 and beyond.

Where To Find Us:

**Keyboards, B&O and
Pro Audio & Combo in the
Marriott Marquis Ballroom**

**Bösendorfer and Yamaha
CF Series pianos are in a
listening salon, Marriott
Orange County Ballroom**



YDP-142

Excellent Touch with Concert Grand Tone

The new Arius YDP-142 and YDP-162 digital pianos provide excellent piano touch with a weighted Graded Hammer Standard action. PureCF sampling delivers Yamaha's CFIIIS concert grand piano tone while built-in USB allows connection to a variety of devices like a computer or iPhone/iPad. The YDP-162 offers Synthetic Ivory keytops that give a tactile surface, making them easy to grip.

Dialing in 3 More THR Award-Winning Amps

THR5A is optimized for use with electric-acoustic and Silent Guitars. Utilizing advanced modeling technologies developed by Yamaha, THR5A offers simulations of classic tube condenser and dynamic mics combined with studio-grade effects to create recording-studio tone direct from your guitar and everywhere you are.

THR10C takes the personal-amp concept to a new level of audio fidelity. The finest tube amps respond to a player's every touch – with picking dynamics and playing style adding as much to the tone as your guitar and pickups. Using Yamaha's exclusive VCM (Virtual Circuitry Modeling) technology, THR10C perfectly recreates the unmistakable response that only a boutique tube combo can provide.

THR10X is dedicated to guitarists that want more gain, more distortion and the unmatched response of a cranked high-output stack. With 5 different channels from 3 amps, all delivering dynamic, intense distortion, THR10X perfectly delivers the subtle yet different distortion characteristics of each amp or channel to give a tone and response perfectly suited for everything from classic rock to extreme metal.



YAMAHA'S 125TH ANNIVERSARY DEALER CONCERT

ELTON JOHN

LIVE AROUND THE WORLD

HISTORY WILL BE MADE
JANUARY 25TH, 2013 · 8PM
DISNEY'S CALIFORNIA ADVENTURE PARK'S HYPERION THEATER



MX Series: MOTIF Sounds and Xtensive Controller Integration

The MX series synthesizers feature carefully selected sounds taken from the Yamaha MOTIF XS. That powerful sonic palette is packed into sleek packages (available in 49- and 61-note versions) that fit today's on-the-go lifestyle. But the MX Series aren't just synthesizers; they are designed to bridge the gap between hardware and software. By adding extensive audio and MIDI USB connectivity, advanced DAW and VST controller features and a suite of powerful music production software, the MX integrates hardware reliability with controller flexibility to give you the best of both worlds at a ground breaking level of affordability.



4th Annual Night of Worship @ NAMM

Thursday, January 24, Hilton Pacific Ballroom
Doors Open at 6:30PM, Concert at 7:00PM
Admission is Free

Sponsored by Yamaha and the Worship Arts Technology Summit

Live Custom: Geared to Groove

The new Live Custom Series is designed with a greater focus on playing in live situations. Delivering a sound with greater strength and depth, the Live Custom Series provides rich, expressive power that exceeds your imagination and features hardware designed with new innovations that deliver incredible stability and reliability, even in the demanding environment of the stage.



MMR's Best Supplier Website Yamaha.com/Paragon

Yamaha Customer Experience Group is honored to accept MMR's Best Supplier Website award.

The Hub of All Things Yamaha

Yamaha is celebrating its 125th anniversary in grand style with new apps and technologies introduced for the first time in the United States at the 2013 NAMM Show. The all-new Yamaha Hub website brings together live HD video feeds, photos, social media, interactive panoramas, press releases and more. Access details about the latest gear, chat virtually with Yamaha product experts and enjoy guest interviews and appearances.

Yamaha will also introduce the U.S. debut of INFOSOUND, which transmits digital information as sound signals. Use the Yamaha Hub app for iPhone® to explore the Yamaha exhibit like never before by accessing multimedia content detailing rare historical instruments in the Yamaha booth. Visit Yamaha.com/NAMM to learn more.



Scan for Yamaha NAMM content





Nord Electro 4 SW73 Doubles Up on Memory

The Nord Electro 4 SW73 has twice the memory capacity of its predecessor, Nord Electro 3 Seventy Three, and fits more sounds from the Nord piano and sample libraries. The organ section has been upgraded to the latest tone wheel engine to

include a 122 rotary speaker simulation and drive.

The Nord Electro 4 features the B3 tone wheel organ engine from the flagship organ Nord C2D and boasts a redesigned key click simulation, as well as the rotary speaker

simulation of a vintage 122 unit. The percussion model now offers increased control over the percussion levels when playing near-legato. MAP: \$2,399.

🛒 **American Music & Sound** (americanmusicandsound.com)

BSS Audio Broadens Network Interoperability

In a move to broaden network interoperability of its Soundweb London audio networking and processing platform and provide integrators with more comprehensive choices, Harman's BSS Audio has added Audinate Dante-enabled processors. As a result, Harman and BSS Audio now provide deeper technology solutions for legacy projects, current large-format fixed installations and progressive AVB-enabled networks in the pipeline. The BLU-806 offers the same configurable signal-processing capability as the existing BLU-800 device. It has configurable inputs and outputs and is compatible with all Soundweb London input and output card options.

🛒 **Harman** (harman.com)

Game Changer.



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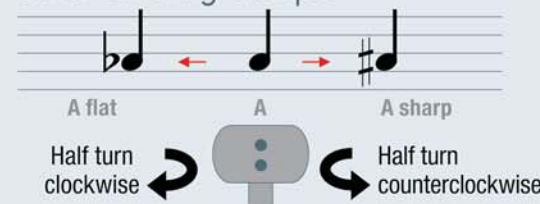
* international patents pending

Ratio[®] Tuned Machine Heads incorporate the string gauge into the tuning equation. We balanced the gear ratios to each string and dramatically simplified tuning. No more overshooting the G string or twisting away on the high E string. With Ratio, each half key turn equals one semitone change on all strings! Quicker, more accurate tuning on every string. Available for 6 string electric or acoustic guitars.

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- ▶ 6-in-line or 3+3 headstock configurations
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Guitar 5th string example:



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D.A.S. Audio Deploys New Convert 15A

D.A.S. Audio's Convert 15A arrayable loudspeaker is a powered, multi-function system that provides user-definable dispersion characteristics, letting the system be deployed as a curved source array or used individually as a point source.

The horizontal and vertical dispersion characteristics of the system can be converted to meet the specific requirements of almost any application. This is achieved using the proprietary Digitally Convertible Dispersion preset, which modifies the horizontal dispersion of the Convert 15A from 20 degrees to 40 degrees.

Vertical dispersion can also be altered using a combination of dispersion panels and digital presets to achieve 60 degrees, 75 degrees asymmetrical or 90 degrees of coverage. The wide frequency range and impressive output of the Convert 15A is possible thanks to the D.A.S.-designed-and-built transducer components.

🛒 **D.A.S. Audio** (dasaudio.com)

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BOOTH #6464, HALL A - AMERICAN MUSIC & SOUND

ALLEN & HEATH



Allen & Heath are pleased to announce a new revolution in digital mixing, the ME-1. Several new additions to the popular GLD series will also be on display.

nord




Nord is dedicated to continue to develop amazing instruments according to our principles and philosophy; to serve the performing musician.

beyerdynamic



Since the Eugen Beyer electrical engineering factory was founded in 1924, beyerdynamic has been synonymous with German-made applied high technology in the professional audio electronics sector.

KURZWEIL



For decades, Kurzweil Music Systems has been known as an innovative leader in the music tech industry, developing world-class musical instruments.

Vestax



Vestax manufactures the finest and most innovative DJ gear on the planet such as the popular new VCI-380 MIDI DJ Controller.

Fostex




The new HP-A8C is Fostex's flagship 32bit DAC / Headphone Amplifier model and features finely designed Analog and Digital circuitries as well as the epoch-making DSD audio playback function.

XONE



Always on the cutting edge of DJ Mixers and Controllers taking bits from its acclaimed Allen & Heath iLive brethren. Xone, The future of DJing.

studilogic



The Sledge, an analog modeling synthesizer modeled after the classic Minimoog layout featuring 3 oscillators, 2 LFOs plus many additional envelopes and effects processors.

ALPINE™ HEARING PROTECTION



Musicians run a considerable risk of damaging their hearing - as do frequent concert goers. MusicSafe earplugs feature special filters designed for musicians that allow you to protect your hearing while still being able to clearly hear the music.

Wharfedale Pro



Since 1932, Wharfedale has been at the forefront of loudspeaker technology - these seventy-five years of experience in the design and manufacture of audio systems make Wharfedale Pro Products second to none.

Harman to Acquire Martin Professional

Harman recently reached an agreement to acquire Martin Professional A/S of Denmark, a provider of lighting solutions for the entertainment, architectural and commercial sectors, for 110 million euros. The deal is subject to regulatory approvals and customary closing conditions, and is expected to close early in 2013.

"We look forward to welcoming the talented employees and dynamic innovations of Martin Professional to the Harman organization," said Dinesh C. Paliwal, Harman chairman, president and CEO. "This acquisition will be an excellent complement to our professional business serving all our global markets including the fast-growing BRIC nations. We look forward to unlocking this new business potential."

"We are excited at the prospect of a strong integrated solution incorporating Martin Professional's products with Harman's professional audio brands and technologies," said Christian Engsted, Martin president. "Our intelligent lighting solutions for touring, events, theatre and installations are a natural and perfect complement to Harman's pro audio business."

Founded in 1987, Martin Professional is headquartered in Aarhus, Denmark. Recent Martin lighting installations include concerts by Lady Gaga, Lenny Kravitz and Linkin Park and such productions as The X Factor and the MTV Music Awards.

INFO Harman (harman.com)



Schilke Rolls Out New Trumpet

The original design concepts of Renold O. Schilke are the foundation for Schilke's new Handcraft Bb trumpet. The new instrument offers the definitive classic sound that helped define an American art form. The fit and precision of the Handcraft Bb lets an

artist's flexibility control timbre with the response and intonation associated with Schilke designs. Bell options available include yellow brass or copper bell in either silver-plate, lacquer or gold-plate finishes.

🛒 Schilke (schilkemusic.com)



Direct Sound Headphones Now Made in U.S.

Direct Sound, makers of Extreme Isolation headphones, has begun making its products in the United States.

The in-sourcing phase began in early 2011 and was successfully completed by July 4, 2012, as a way of honoring America.

"Being made in the U.S. gives us better control and greatly enhances new product development, while creating many new jobs for U.S. workers," said Steve Rois, senior vice-president.

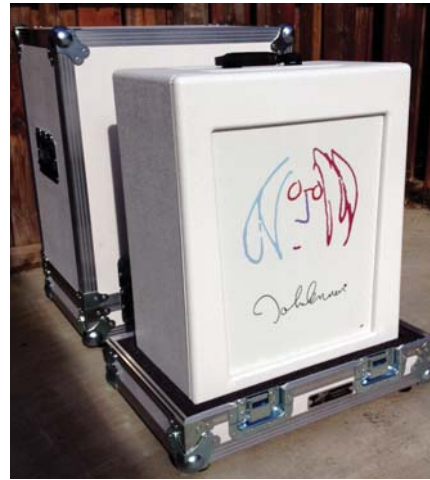
🛒 Direct Sound (extremehdphones.com)

Fargen Imagines Lennon Line

Fargen Amplification has launched a line of John Lennon guitar amplifiers and effect pedals. The line pays tribute to Lennon's signature tone with his world-renowned artwork.

Built with custom white components, the limited edition Artist series features an acoustically transparent and UV-protected grill cloth that serves as the canvas for Lennon's artwork. Five Lennon designs are now available in limited numbered editions of 11 each. MSRP: \$4,999.

🛒 Fargen Amplification (fargenamps.com)



On mic boom



On a stand



For square tubes



For desktop

A 360° BALL-JOINT TO HOLD YOUR TABLET EASILY AND FUN!

'TabGrab' TABLET HOLDER DON'T MISS WHAT'S NEW @ BOOTH 5420

The HERCULES 'TabGrab' tablet holder can pivot a full 360 degrees without any tools. The modern clamp design fits quickly and securely on microphone stands and it only weighs 340g (0.75 lbs), a breeze to carry! Another great feature is the holder can also be used on table tops or any flat surface, allowing you to enjoy using your tablet everywhere – on stage, in the studio or even relaxing at home.



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Auralex ProPAD Quiets Studios

Auralex Acoustics has released the ProPAD Monitor Isolation Pad, the latest product in its Instant Sound Optimizer (ISO) line. The ProPAD is a premium-performance variant on Auralex's MoPAD.

Compared to the MoPAD, ProPAD has increased durability and structural integrity and provides superior isolation from the vibrations and resonant energy created by studio monitors. The ProPAD prevents this energy from being transmitted into the supporting furniture, which can color the monitors' sound and degrade their imaging.

The ProPAD is sold in stereo pairs and is designed to work with nearfield monitors employing up to 8-inch woofers. ProPAD's updated design features a 0.75-inch layer of laminated black MDF covered with a thick



layer of Auralex's proprietary IsoPuck isolation material, which is made of recycled rubber. Six stick-on feet, also made from IsoPuck material, are supplied for flat or angled applications.

The ProPAD is useful for decoupling monitors and reducing structural vibration in all sound-critical spaces.

🛒 [Auralex Acoustics \(auralex.com\)](http://AuralexAcoustics.com)

Live Music Kicks Off Grand Plaza Debut

The NAMM Show Main Stage has been moved onto the Anaheim Convention Center's new Grand Plaza.

Join Anaheim Mayor Tom Tait and the NAMM Executive Committee today at 9:30 a.m. for a special ribbon-cutting ceremony for the Plaza. Running between the Hilton and Marriott hotels and leading to the main entrance of the center, this courtyard features 100,000 square feet of outdoor meeting and event space.

Following the ribbon-cutting, the 1st Marine Division Band from Camp Pendleton will perform. This 50-piece band will

then march through the aisles of the Anaheim Convention Center, serenading showgoers with patriotic songs. Because of the activities planned around the new plaza, the Fernand L. Petiot All-Industry Memorial Marching Band, which traditionally opens the show, will not perform. At 5:30 p.m., the Main Stage will be home to the annual "In Memoriam" Tribute honoring industry leaders who passed away in the last year. Tower Of Power, who is known for its soulful urban vibe and powerful horn section, will also perform on the plaza.

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

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Universal Transport Bags
Fits many popular mixers, drum machines, recording interfaces, MIDI controllers, light panels, and other equipment.

1SKB-D3217 Conga Case
Fits most Quinto/Conga/Tumba Conga drums that are 28"-32" in length.



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Watertight. Fits four light bars up to 36.75" in length.



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show^B



Hayden Updates Classic Amps

Hayden's Classic Lead 80 head now sports an updated look centered around the new backlit cast-metal logo and a reduction in size. Rated at 80 watts from four EL34s, the Classic Lead 80 goes from vintage breakup tones of the 1970s to modern saturated tones.

Hayden's newly designed Compact Cabinet range completes its Custom Shop offerings. The range contains Celestion Vintage 30 drivers and consists of 2x12 flat and 4x12 flat cabinets. The exclusive personalization program will continue to grow this year. Developed specifically for players wishing to create a tailor-made amplifier, the program continues the tradition of letting players customize their stock amplifiers.

🛒 [Hayden Amps \(haydenamps.com\)](http://HaydenAmps.com)

Genelec App Now for Android

Genelec's SpeakerAngle app is now available for Android devices. This version is functionally identical to the iOS version released in August 2012 and is already in use by thousands of audio professionals and home-studio and theater owners. It works on all Android smartphones and tablets running OS 2.3 or later and is equipped with a gyroscope chip. Additionally, Genelec has announced the availability of SpeakerAngle version 1.2 for iOS devices as a free update at the Apple iTunes Store. This latest version offers improved functionality that indicates when speakers are angled at +/- 3 degrees of 30.

🛒 [Genelec \(genelecusa.com\)](http://Genelec.com)

Introducing KAT Digital Drum Sets

Feature-packed, incredibly playable,
surprisingly affordable



Meet the all-new KAT digital drum sets. Generous libraries full of high-quality drum, cymbal and percussion sounds, plenty of preset and configurable drum sets and connectivity to MIDI, USB and dozens of other input and output devices.

Choose from two models, the feature-packed KT1 and the high-performance and expandable KT2. KAT kits feature natural-feeling drum and cymbal pads, quick and easy set-up and are designed to be among the quietest kits available.



VISIT US AT NAMM BOOTH 5720.
KATPERCUSSION.COM

Visit us at NAMM
Booth 6862



Ampeg PF-800 Feeds Power-hungry Bassists

Ampeg has added a high-powered flagship head to its Portaflex series: the PF-800. The PF-800 delivers the high performance of Ampeg's Portaflex series bass heads in an ultra-compact, 800-watt design suitable for any high-power bass rig.

The PF-800 has exceptional headroom and can handle its own on stage, offering the flexibility and features needed for large

and small venues. Classic hi/low boosts and five-position midrange control offer a wide choice of tone, and onboard compression delivers tighter, cleaner tone at higher volumes. It attaches right to the flip-top lid of the PF-115HE or PF-210HE cabs and is perfect for the ported PF-410HLF and PF-115LF extension cabs. MSRP: \$839.99.

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

Sabian Adds Leather Cymbal Straps

Designed in response to requests from orchestral and marching percussion endorsers, Sabian has added Premium Leather Cymbal Straps.

Made from top-grain leather and considerably thicker than current cymbal strap offerings, the straps have been designed to fill the needs of percussionists. The ends are tapered to fit through the cymbal and have

been branded on both sides of the straps for percussionists who prefer to play with the rough side out.

"With the addition of these premium cymbal straps, we can say with confidence that we carry straps for players at all levels, and at all price points," said Nick Petrella, Sabian director of education.

🛒 [Sabian \(sabian.com\)](http://Sabian.com)



Martin Pays Homage to History, Tradition With New Instruments

Martin is celebrating its heritage with several new instrument series. The iconic acoustic guitar maker has unveiled its New Authentics guitar series. The company is also showcasing its recently introduced Retro series, which pays homage to the brand's long and storied history.

At NAMM, Martin will also preview the D-180 in honor of the brand's 180th

anniversary in 2013, as well as the popular Custom series that includes two Artist Custom Signature models from John Sebastian and Israel "IZ" Kamakawiwo'ole.

Martin has expanded its Authentic series with five new Authentics guitars that transport fans to the Golden Era. All five models feature historically accurate specifications.

🛒 [C.F Martin & Co. \(martinguitar.com\)](http://C.FMartin.com)

Warwick Delivers Big Sound, Little Package

To respond to musicians' needs for lightweight bass amplifiers, Warwick has entered the field with the 8-pound, 1,000-watt LWA 1000.

The LWA 1000 is feather-weight light but heavy with low-end tone, according to Warwick executives. It features two individual channels with 4-band EQ and compressor, FX loop, DI out, and tuner out — all in a



compact package.
🛒 [Warwick \(warwick.de\)](http://Warwick.com)

The Superstar
in the band

This is what a cult classic looks like: microphone stands from K&M. Why, you ask? Because professionals all over the world know they can rely on their solid mechanics, tough clamping elements and large footprint. No compromises when it comes to stability. High-end accessories for singers & Co.

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www.electrovoice.com/zlx



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- **PRESENCE** - Stunning enclosure design

HEAR ZLX IN ACTION

AT NAMM'S BEST IN-BOOTH DEMO ROOM!
HALL A - BOOTH 6567



Gibraltar GCP Turns Cajon Into Acoustic Bass Drum

Gibraltar has introduced the GCP Cajon Pedal, which attaches to any cajon and enables hands-free playing.

The GCP Cajon Pedal comes with a master pedal connected to a C-clamp via cable. The soft-pad beater on the C-clamp is height-adjustable, allowing for different tones at different positions. The pedal also features spring adjustments on both pedal components to maintain action and cable tension. Adjustable cam arms on the pedal can also be calibrated to the player's desired feel.

MSRP: \$169.99.

Gibraltar (gibraltarhardware.com)



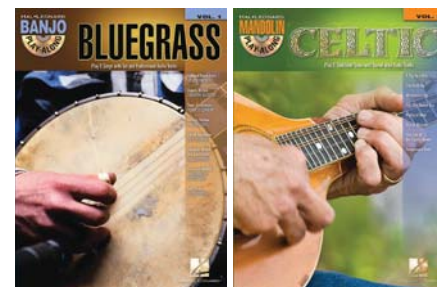
Ibanez BTB Bass Given Premium Treatment

Ibanez' Premium line of guitars and basses has expanded to include the BTB bass series.

The bass' longer 35-inch scale means slightly increased tension, particularly to the lower strings, negating any sense of string floppiness. The super-deep cutaway provides access to an entire higher octave.

The company applies precision-crafted, through-neck construction in the manufacturing of the basses. Another Ibanez touch is the neck, a seven-piece maple/bubinga/walnut design. The U.S.-built Nordstrand "Big Single" pickups deliver fat single-coil tone.

Ibanez (ibanez.com)



Hal Leonard Rolls Out New Play-Alongs

Hal Leonard has introduced two play-along series, *Banjo Play-Alongs* and *Celtic Play-Alongs*.

As the ukulele remains one of the darlings of the MI world, even more Americana-influenced acts and instruments are taking center stage. Both series let musicians play their favorite songs quickly and easily. All they need to do is follow the written music, listen to the demo tracks on the CD to hear how the banjo and mandolin parts should sound, and play along with the live backing tracks. These tracks will help them sound like bona fide pros. The melody and lyrics are included in the books in case users want to sing or follow along.

The CDs for both series are playable on any CD player. To facilitate learning, they are also enhanced so Mac and PC users can adjust the recordings to any tempo without changing the pitch.

Each book in both series features eight songs.

MSRP: \$14.99.

Hal Leonard (halleonard.com)

Korg Wavedrum Global Edition Heard Around the World

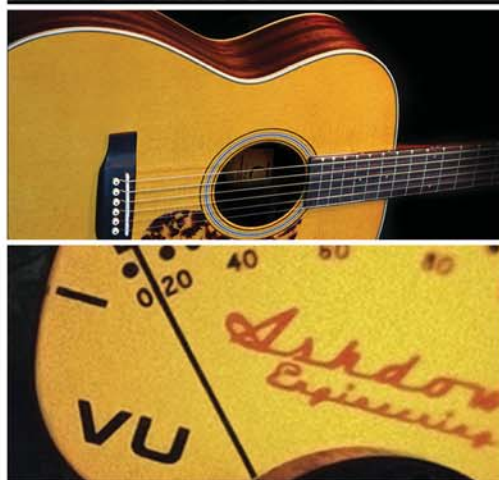
Korg has added the Wavedrum Global Edition to its line of percussion synthesizers. The new addition brings a large palette of sounds and features percussion sounds from around the world. The new unit contains 60 percussion models that are driven by onboard transducer microphones which, when combined with its real drumhead, offer a realistic playing experience.

Korg (korg.com)



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math.

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daddario.com/balanced-tension



Visit us at booth #4834




Available for electric guitar and electric bass.



Adam Audio F Series Targets Wide User Base

Adam Audio has introduced the F Series of professional monitors. The line consists of the F5 and F7 nearfield monitors and the SubF dedicated subwoofer.

Both the F5 and F7 employ the company's new ART tweeter, which provides performance similar to ADAM's X-ART tweeter in a smaller size to fit the new form factor with the same clarity and resolution as its predecessor. Designed for smaller rooms, the compact F5 features the new ART tweeter, which is powered by a 25-watt A/B amplifier, and a 5-inch midwoofer also powered by a 25-watt A/B amplifier. The F7 features a 7-inch woofer and a 60-watt (rms) A/B amplifier to produce a low and tightly defined bass response.

 **ADAM Audio** (adam-audio.com)



Blackstar ID: Series Amps Feature True Valve Power

All models in Blackstar's ID: Series of programmable guitar amplifiers are now available.

The series includes six amps and two cabinets ranging from 15 watts through 100 watts. Designed by the same team responsible for the Blackstar tube amps, each amp in the series has a control set similar to a traditional amp, but coupled with versatile programmability and USB connectivity. In addition, proprietary True Valve Power technology ensures that the amps will deliver in a live environment at the same performance level as a tube amp.

Blackstar's True Valve Power mode

reproduces six distinct power tube responses: EL84, 6V6, EL34, KT66, 6L6 and KT88. When engaged, it delivers the response, dynamics, sag and breakup characteristics of a tube amp and the same power output as an equivalent tube power amp.

The Voice control offers a selection of six channels. Deep editing and storing of up to 128 patches can be easily accomplished using the supplied Blackstar GUI software and USB connector. Patches can then be shared and uploaded or downloaded via the online community.

 **Blackstar Amplification** (blackstaramps.com)

Hohner Value Advantage System Focuses on Improvements

Hohner has improved the construction quality of its guitars, and as a result, they deliver more volume, better playability, enhanced tone and sustain, and longer instrument life.

The Hohner Value Advantage System (HVA) strategically focuses on 20 improved processes, redesigned parts and vital production details that maximize the performance of the company's lower-priced instruments.

Hohner started with basic material upgrades requiring higher standards of properly cured wood for the top, back and sides as well as the neck, neck block, end block and bracing, producing a more stable, reliable instrument. The use of well-grained wood is crucial not only for external appearance but for the internal build to magnify volume and enhance tone.

Hohner guitars are now equipped with a specially designed neck block that enhances overall tone and projection.

Fret size and installation techniques have been refined to improve instrument tactile performance, permitting better intonation.

 **Hohner** (playhohner.com)

Ready for  ?!

The neXt generation of professional music keyboards is coming!

NICKCRESCENZO
THEDEARHUNTER



TOUGH COOKIE.

FALCON
HARDWARE



BOOTH 3220

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Evans Level360 Drumhead Fits

D'Addario has announced the Evans Level360 Drumhead collar, an exclusive feature of Evans drumheads that will let drummers spend more time playing and less time tuning. "Drummers have long appreciated the benefits of tuning, tonal range and overall sustain that is made possible with extended collars found on modern timpani heads," said Dick Markus, Evans' product manager. "The Level360 collar ensures that Evans drumheads fit on the drum's bearing edge with greater ease, resulting in faster, more accurate tuning, with more tonal sustain."

🛒 [Evans \(evansdrumheads.com\)](http://Evans (evansdrumheads.com))



New Toca Conga Cajon Triples Tones

Toca has created the Triple Conga Cajon, a wood-top drum with fiberglass bowl that is compartmentalized to produce three distinct conga tones. The Triple Conga Cajon is a solution for applications that require multiple drums and a small footprint. With its height-adjustable stand, the unit offers three rich tones in a space less than 36 inches in diameter. "For performances in which space is an issue, the Triple Conga Cajon produces amazing sound and is fast and easy to pack up and transport after the gig," said Victor Filonovich, director of product for Toca.

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



Remo's New Versa Drums Offer a World of Sound

Remo has introduced Versa Drums, a new line of world percussion products designed to encourage and enhance the use of drumming in recreational music-making, education, medicine and social settings.

Lightweight and compact, the Versa Drum features Remo's latest innovation: taper-fit drum coupling. This technology is engineered to create an easy, self-sealing fit with the Versa pre-tuned drumheads, giving the Versa Drum rich bass tones and an overall high quality of sound.

The Versa Drum is offered in three large body-shaped drums — the Djembe, Timbau and Tubano — all with the same

bearing-edge diameter and each with a corresponding drumhead.

Easily remove the drumhead and play it like a frame drum, or switch the heads and transform the sound of the drum. For easy portability and space-saving storage, the Versa Drums can be nested.

The Versa Skyndeeep Drumhead is available with four distinct sounds. TF 10 has a high pitch (standard on the Djembe), TF 15 has a medium pitch (standard on the Timbau), TF 20 has a low pitch (standard on the Tubano) and TF NSL is suitable for not-so-loud applications.

🛒 [Remo \(remo.com\)](http://Remo (remo.com))



Sakae Hybrid Uses Two Woods

Sakae Drums recently released the Celestial Chamber Specific Technology (CST) Hybrid series. Sakae's original transmit lug develops the conduction of sound vibration, and the cradle mount system reinforces the low tone. The Hybrid shell includes North

American maple and exotic African bubinga wood. By having bubinga at the bearing edge, the most profound properties from the bubinga wood can be obtained. The ply number and bearing-edge angle varies.

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



Tama Studio Maple S.L.P. Snare Makes Mics Happy

After the launch of the S.L.P. snare line last year, Tama's R&D team went back to the lab to start working on the next batch of affordable upgrades for the working drummer.

Now, Tama's S.L.P. family is growing with the addition of the LMP1465F Studio Maple. With a clean, round tone and no unwanted harshness, this 14- by 6.5-inch snare is perfect for the weekend warrior and studio stalwart alike.

The six-ply, 5-mm all-maple shell is given extra clarity with the addition of Sound Focus Rings on both top and bottom.

"What really sets this drum apart, though, are the 100-percent maple hoops," said Tama Drums Product Manager Charlie Hayashi. "There just aren't other drums at this price point that come with that kind of upgrade. We think this particular drum is a recording engineer's dream. And as far as the S.L.P. line goes, we going to continue to grow it into an even wider range of all-star snares."

🛒 [Tama \(tama.com\)](http://Tama (tama.com))

Zildjian Celebrates With Box Set

Zildjian has released its 390 Box lineup in honor of the company's 390th anniversary. The packs include different types of cymbal sounds that Zildjian has used through the years.

The 390 K Custom Hybrid Pack features blended K Custom Hybrid cymbals developed in conjunction with Akira Jimbo. This pack includes the 14.25-inch K Custom Hybrid hi-hats, 17-inch K Custom Hybrid crash and 21-inch K Custom Hybrid ride. The dry, shimmering 390 K Zildjian Pack offers sounds reminiscent of 19th century Turkish cymbals, which are distinguished by their dark, expressive overtones and unique hammering patterns. The 390 A Zildjian pack is characterized by its bright, focused overtones and volume. The 390 ZHT Pack is bright-sounding, melodic and versatile, sporting a signature B12 alloy.

🛒 [Zildjian \(zildjian.com\)](http://Zildjian (zildjian.com))

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in hardware from Gibraltar.



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Fender 'Selects' 7 New Models

Fender has introduced its lineup of seven Select series instruments for 2013.

The Fender Select Carved Maple Top Jazzmaster is a high-end version of the Fender classic. It boasts a pair of new Wide Range Special humbucking pickups and a "channel-bound" rosewood fingerboard — a new Fender innovation in which the compound-radius rosewood fingerboard is inlaid into the C-shaped maple neck.

The 2013 edition of the Fender Select Stratocaster HSS features a channel-bound rosewood fingerboard, a flame maple top with traditional contours and a stained Tobacco Sunburst finish.

The Fender Select Telecaster HH is



powerful and light, with a pair of Wide Range Special humbucking pickups, chambered alder body, Malaysian blackwood top, comfortable back contour and natural gloss lacquer finish.

The Fender Select Carved Blackwood-Top Telecaster HS offers a chambered alder body, carved Tasmanian blackwood top and hand-stained natural finish.

The Fender Select Telecaster Thinline

boasts a semi-hollow ash body with a flame maple top and hand-stained Violin Burst finish with gloss lacquer topcoat. The Fender Select Telecaster Thinline with gold hardware offers the same specifications with the additional touch of gold.

The Fender Select Active Jazz Bass includes an alder body with a flame maple top and a hand-stained Tobacco Sunburst finish.

🛒 **Fender (fender.com)**



MI Audio Debuts Flex SmartAmp

MI Audio has developed the Flex SmartAmp, which encompasses a pure vacuum tube amplifier circuit that can be digitally controlled to build a virtually limitless number of amplifiers. "The Flex SmartAmp is an all-analog path, vacuum tube amplifier like all of the classic designs before it," said Michael Ibrahim, MI Audio founder.

All of the users amps, designs and presets are stored in a device and can in carry-on luggage. Just hire a Flex SmartAmp at the destination, and the sounds will be ready to go.

🛒 **MI Audio (miaudio.com)**

Faber Releases Best of Grade

Faber Music has debuted *The Best of Violin Grades 1-5*, a set of collections that bring together much-loved pieces for each level of player. Containing fresh editions of folk and classical masterpieces alongside contemporary favorites, the



books have been researched and arranged by violin expert Jessica O'Leary. A CD of performance and accompaniment tracks is included, as are useful practice tips.

Songs include "Largo From The New World Symphony," "Waltz From Sleeping Beauty," "Overnight Mail Express" and more.

MSRP \$13.50.

🛒 **Faber Music (fabermusic.com)**

Download 2013 NAMM Show App

Trying to find a booth or want to know which artists are appearing at the show? Download the free NAMM Show Smartphone App.

The 2013 NAMM Show app helps you navigate your way around the exhibit floor, find out about concerts and events, and view the schedule of NAMM U, H.O.T. Zone and Learning Lounge sessions. It also helps you to learn more about the exhibiting companies by making it easy to download their e-brochures. Simply search for "NAMM" in your mobile device's app store.

📄 **NAMM (namm.org)**



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Ovation Models Boast a Blend of Materials

Ovation has introduced new 2098 and 1798 Figured Koa Elite model acoustic-electric guitars, which are koa-topped takes on traditional Ovation design.

Both instruments are handcrafted in Ovation's New Hartford, Conn., facility using a blend of natural and alternative materials. Production for each model will be limited to 30 pieces. The Ovation 2098 and 1798 feature 5A flame koa tops with quintad T-shaped spruce top bracing.

The 2098 boasts a deep-contour cut-away Lyrachord body, and the 1798 features a mid-depth contour body.

Both models provide a clean, focused sound, with a large bass-side oval sound hole.

MSRP: \$5,199.99.

[Ovation \(ovationguitars.com\)](http://ovationguitars.com)



Recording King Six-String Banjo Plays Like a Guitar

Recording King has introduced the six-string Madison banjo.

The banjo combines guitar-style playability with banjo appointments. Based on the banjo designs of the Madison series RK-R25, the Madison six-string is assembled with a maple resonator, tube-and-plate style

two-piece flange and dual coordinator rods.

The 1 3/8-inch nut allows for comfortable banjo picking, but is still narrow enough to fret chords comfortably. The bone nut and maple/ebony bridge deliver a percussive sound. MAP: \$649.99.

[Recording King \(recordingking.com\)](http://recordingking.com)

Levy's Gets Classy With Super-Soft Guitar Straps

Levy's Leathers Super-Soft guitar straps feature three layers of garment leather. Each strap comes finished with contrasting double-stitching, giving the comfortable strap a classy look.

Pictured is model M17SS in black and red. The straps are available in six other colors.

[Levy's \(levysleathers.com\)](http://levysleathers.com)



Ibanez Creates Iron Label Guitars

Ibanez recently launched its Iron Label line of guitars.

Built on the chassis of the original RG and S bodies, the new Iron Label guitars rely on a formula of full-throttle necks, road-test-matched DiMarzio or EMG pickups, choice seasoned woods and a stark black-and-white aesthetic.

Tuned to the needs of the metal idiom, the super-thin, ultra-playable Wizard neck has been recalibrated to facilitate the drop-kick-hard riffs.

Six-string and seven-string models offer three-piece maple/bubinga neck construction for stability and sustain, while eight-string models move to five-piece maple/walnut construction to provide extra fortification against the added stress eight-string necks inflict.

The models are finished off with the requisite kill-switch and a choice of Gibraltar or Edge-Zero fixed- or locking-trem bridges.

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

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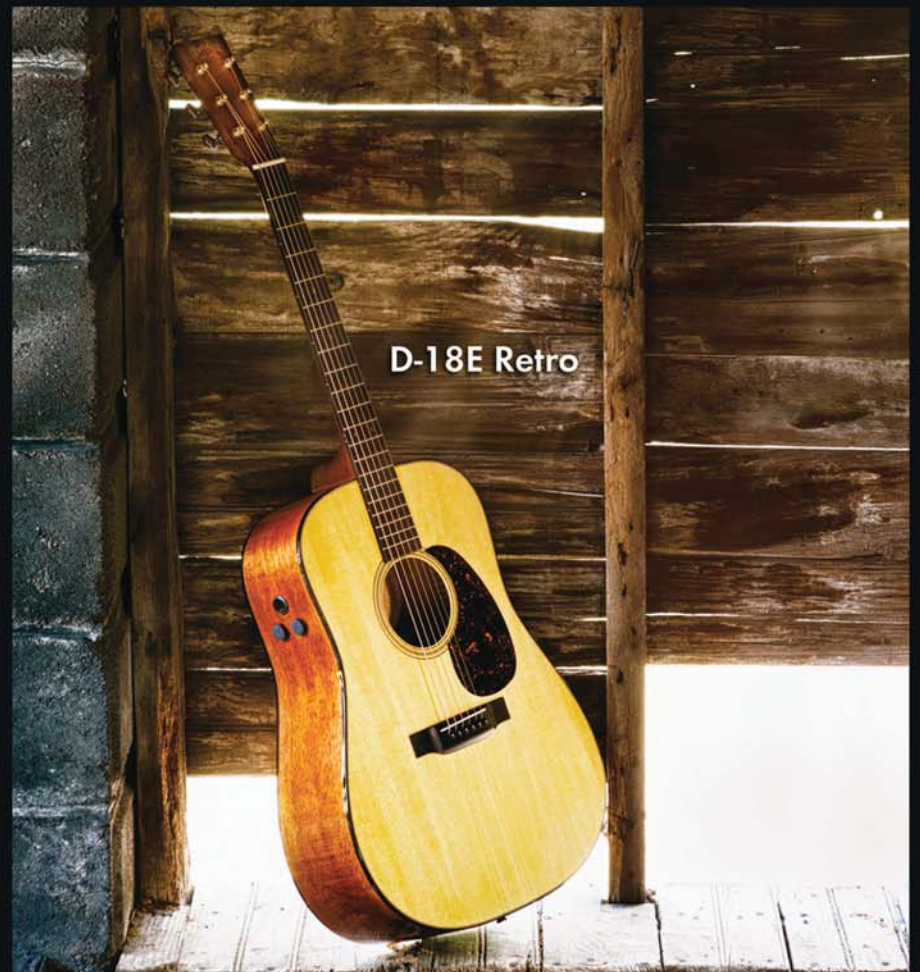
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NAMM Booth #5454, Hall B

TRX's CRX Cymbals Cover Range of Modern Styles

TRX has introduced CRX Cymbals, a range of quality, handcrafted cymbals developed for a wide range of modern drummers.

The series includes a full selection of ride, hi-hat, crash and effects cymbals in three different tonal/performance categories: Classic, Rock and Xtreme. Because CRX Cymbals are created from B20 bronze, all three series are ideal for any combination or musical situation.

"Our goal with CRX was to maintain the



dark, medium, bright sonic spectrum along with the quality and consistency that remain the foundation of TRX but to do so at a more accessible price point," said TRX President David Levine.

"While TRX Cymbals will continue to

be the choice of many of today's top professionals, we are confident that the sound and performance of CRX Cymbals will more than meet the needs of young drummers and part-time players."

🛒 [TRX Cymbal Co. \(trxcymbals.com\)](http://TRXCymbalCo.com)



Ahead Marching Drumsticks Shine in Custom Colors

Based on designs that integrate an advanced aluminum core and handle and a resilient polyurethane shaft, Ahead Drumsticks' marching models are now available with gloss white handles as well as custom finish options.

The sticks offer uniformity and consistency in terms of weight, size, balance and tone.

They also boast increased durability, comfort and shock absorption, making them suitable for drum corps, Winterguard and other types of marching drum lines.

Now, with a full spectrum of custom handle colors available for any school, team or group through special order — and a 90-day warranty — their physical, musical and visual performance gives them a competitive advantage over conventional sticks on the field and off.

The Ahead marching drumsticks are available in three models with white handles and shafts.

The models include: the M1W, which is 17 by .695 inches and features a short taper; the M2W, which is 16.875 by .695 inches and boasts a long taper; and the M3W, which measures in at 17 by .695 inches and sports a long taper.

🛒 [Big Bang Distribution \(bigbangdist.com\)](http://BigBangDistribution.com)



Gretsch Breeds Swamp Dawg Snare Drum

Gretsch Drums has released the Swamp Dawg snare drum.

The Swamp Dawg uses a deep, 8- by 14-inch six-ply mahogany shell with eight tube lugs, 2.3-mm chrome triple-flange hoops and 42-strand snare wire.

"When the Swamp Dawg is tuned low, the sound has a throaty, low-fi timbre, reminiscent of historic recordings from the '70s," said Joe Mazza, product manager for Gretsch snare drums. "At mid and higher tunings, this snare cuts with saturating attack and full body."

The Gretsch Swamp Dawg has a satin natural finish with a 30-degree shell bearing edge.

MSRP: \$615.99.

🛒 [Gretsch Drums \(gretschdrums.com\)](http://GretschDrums.com)

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At Goby Labs, we believe guitars are much more than instruments. A good guitar can save your soul. Shouldn't you return the favor?

Universal Guitar Stand GBU-300

Finally, there's a stand that cradles your guitar the way you do. We gave our Universal Guitar Stand a patent-pending neck catch that locks in both open and closed positions, so you can do a quick-change set with two guitars or lock down your favorite.

A-Frame Guitar Stand GBA-300

The beauty of an A-frame guitar stand is its simplicity. Our A-frame Guitar Stand consists of a robust, mandrel-bent steel frame and all-metal locking hinge. We designed it to be opened and closed with one hand, so your axe need never touch the floor.

Guitar-hook Thingy GBX-302

Wouldn't it be nice if you could hang your guitar from your mic stand? Now you can! We designed our Guitar-hook Thingy around a patent-pending pole lock that forms a closed loop around a mic stand for strength. Now you have room for that stack you've always wanted.

Some might say, of our plethora of innovations, we thought of everything. Nope, we just listened to the Gods of Rock.

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Movek Ships myMix Control

Movek's myMix Control is now shipping. Control is a web-based browser that allows for remote control of myMix systems. With Control, users can myMix via the device of their choice: iPad, Kindle, Surface, PC or Mac. It can also be used via wireless or wired connections. MyMix was created a networked personal monitoring and multi-track recording system. It has become a monitoring solution for a variety of settings, including houses of worship, theaters and recording studios.

 [myMix \(mymixaudio.com\)](http://mymixaudio.com)




CAD Audio StagePass Minimizes Multipath Interference

CAD Audio's new StagePass WX1200 wireless system with 16-channel frequency-agile VHF boasts an increased operating range and the flexibility to scan, select and link to the optimum channel in any performance setting.

In addition to diversity operation that minimizes multipath interference, StagePass features CAD's Scan-Link technology that instantaneously scans all of the channels in the RF environment, then selects the clearest one. The receiver then automatically looks

for and links to the transmitter to lock in that channel.

The series systems are available as the WX1200 handheld, WX1210HW condenser hypercardioid headworn system, WX1210LAV cardioid condenser miniature lavalier system and WX1210GTR body pack guitar system. StagePass WX1200 handheld (TX1200) and body pack (TX1210) transmitters have soft touch multi-function switches with multi-color LED indicators.

 [CAD Audio \(cadaudio.com\)](http://cadaudio.com)




PreSonus Shows Next Generation StudioLive Mixer

PreSonus has introduced a second-generation model of its StudioLive series digital mixers: the StudioLive 32.4.2AI 32-channel performance and recording digital mixer.

The mixer's Active Integration dual-core computing engine packs more than 64 times the processing power and 10,000 times more RAM than the previous StudioLive 24.4.2. Its integral communications also makes wireless control of the mixer possible without requiring an external computer.

StudioLive 32.4.2AI features 32 Class A XMAX mic preamps with individually switched phantom power, 32 line inputs, 14 aux mixes, four subgroups with variable output delay, Fat Channel dynamics processing and parametric EQ, and a 48x34 FireWire S800 audio interface.

The latest StudioLive also incorporates the same Fat Channel features as its predecessor, including routing, panning, a high-pass filter and polarity reverse on every channel, and a full-feature gate, full-featured compressor, limiter and four-band fully parametric EQ on every channel, aux, subgroup and effects bus. Taking advantage of the Active Integration engine's massive processing power, the new mixer lets users create two complete sets of EQ and dynamics settings for a channel and then make quick A/B comparisons with the Alt EQ/Dyn button. Also new in this model are six mute groups with all on/all off switches. MSRP: \$4,999.

 [PreSonus \(presonus.com\)](http://presonus.com)


Soundcraft Si Performer Integrates DMX Lighting Control

Soundcraft recently rolled out the Si Performer range of mixers, which, thanks to the integrated DMX functionality, adds lighting-control options.

The Si Performer builds upon the Si Compact range, providing almost twice as much DSP power and increased functionality, with an input capacity of 80 inputs to mix on all models. The built-in I/O does not disappoint: Si Performer 2 with 24 mic and eight line inputs, and the Si Performer 3 with 32 mic and eight line inputs, plus the four FX return channels. The provision of two option card slots allows I/O expansion via any of the Soundcraft stageboxes and option cards from the Soundcraft ViSi Connect range, giving the possibility of patching up to 80 inputs to mix, or from CobraNet, AVIOM or AES inputs via the appropriate cards.

The integration of a DMX-512 port offers core lighting control. The first release of software provides four scene masters with

associated slave channels on the ALT fader layers. Individual color intensities or parameters are set on the slave faders with an overall master level fader, which itself may be assigned to any of the main fader layers for simultaneous access to audio and lighting levels. To automate the process, DMX settings may be stored alongside audio settings in the snapshot system, so both may be recalled automatically by a single button-press or via an external MIDI command.

 [Soundcraft \(soundcraft.com\)](http://soundcraft.com)




Aviom Mixer Gets Personal

Aviom has debuted its next-generation personal mixer, the A360.

The A360 brings new levels of control and customization to the personal-monitoring experience with a number of new features that give new options to performers on the stage and in the studio.

Aviom has been known for its "little blue mixers" since it introduced the original A-16 in 2002. The A360 Personal Mixer maintains the simplicity and flexibility while also incorporating advanced control options.

The A360 features an advanced 36-channel mix engine that can be used to mix up to 17 mono or stereo channels plus mono or stereo ambience. For each of the A360's standard mix channels, users can adjust volume, tone and reverb. The A360 also includes a Stereo Placement pan-spread control that lets the width of a stereo channel's image be controlled independent of its left-right placement in the stereo field. This channel can be used for additional mix content.

 [Aviom \(aviom.com\)](http://aviom.com)



New Mipro Goes Digital

Mipro's two new digital wireless microphone systems, the ACT-818 single-channel and the ACT-828 dual channel, are designed for users who demand transparent sound quality, digitally encrypted technology and reliable performance at affordable analog prices.

The EIA standard 1/2U and 1U rack-mountable metal receivers are equipped with full-color VFD (vacuum fluorescent display) for clear viewing of all parameters. All controls are intuitive and easily accessible, allowing for quick and easy system setup via a single rotary control.

The ACT-818 and ACT-828's digitally-processed RF circuitry and DigitnamicPlus technology eliminates compander noise.

 [Mipro \(mipro.com.tw\)](http://mipro.com.tw)



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Using LINKFREQ and next gen battery technology, the GLX-D line of wireless systems will propel you into a new era of wireless ease and precision.

A photograph of a musician with long hair, wearing a blue and white striped t-shirt and dark pants, playing a blue electric guitar on a stage. The musician is leaning forward, focused on the instrument. The background is dark with green and blue stage lighting. A large black speaker is visible in the foreground on the right.

SHURE[®]



DJ-Tech iVisa 500 BT Goes Mobile With Bluetooth

The DJ-Tech iVisa 500 BT is an all-in-one Bluetooth PA system for iPod, iPhone and iPad. The unit features a seven-channel mixer that accepts an iPod/iPhone/iPad, microphone, guitar, UHF wireless microphone, USB MP3 player, Bluetooth and CD player.

This wireless P.A. system features an intelligent iPod/iPhone/iPad docking bracket that allows you to dock any iPod, iPhone or iPad.

The iVisa 500 BT is totally mobile thanks to the rechargeable battery, which lasts up to 12 hours.

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

Vienna Symphonic Library Presents Innovations at ILIO Booth

The Vienna Symphonic Library has released library and software updates that will be presented at the ILIO booth, the company's North American distributor.

The VI PRO Remote App comes with a customized, wireless touchpad remote control app for both iOS and Android tablet PCs. Articulation switches and fader movements for various parameters, such as master volume, velocity crossfade, expression and tuning, can be controlled and recorded instantly in real-time, and multiple faders can be moved simultaneously. When the APP Sequencer is activated, additional control options for switching chords, voicings and patterns become available. Both Vienna MIR PRO and Vienna MIR PRO 24 come as universal plug-ins in the formats AU, VST, AAX Native and RTAS, letting users run them directly into a DAW without the need for the proprietary cross-platform MIDI and audio host software Vienna Ensemble PRO 5.



🛒 [Vienna Symphonic Library \(vsl.co.at; ilio.com\)](http://ViennaSymphonicLibrary.com)

JZ Microphones Designs HH1 With Dynamic Capsule for Live Shows

JZ Microphones has introduced the HH1, the company's first product with a dynamic capsule. The HH1 is mainly designed for live applications.

This professional dynamic microphone provides users with extended frequency range to suit most vocal and instrumental

miking needs. The neodymium magnet-equipped supercardioid capsule is housed in a handcrafted, all-metal body with advanced shockmounting technology.

A pouch and a microphone clamp are included in the package.

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



LP Castanets Add Snappy Sound to Cajon Beat

Latin Percussion has added a new dimension to cajon sound with the introduction of the LP Cajon Castanets.

Available in low-pitch and high-pitch versions, the LP Cajon Castanets add a solid crack to a cajon's sound and easily attach to the side of any cajon with Velcro. They are constructed of durable ABS plastic.

"LP's new Cajon Castanets have a unique O-ring design for rope-free tension and are quick and easy to install," said Victor Filonovich, director of product for Latin Percussion.

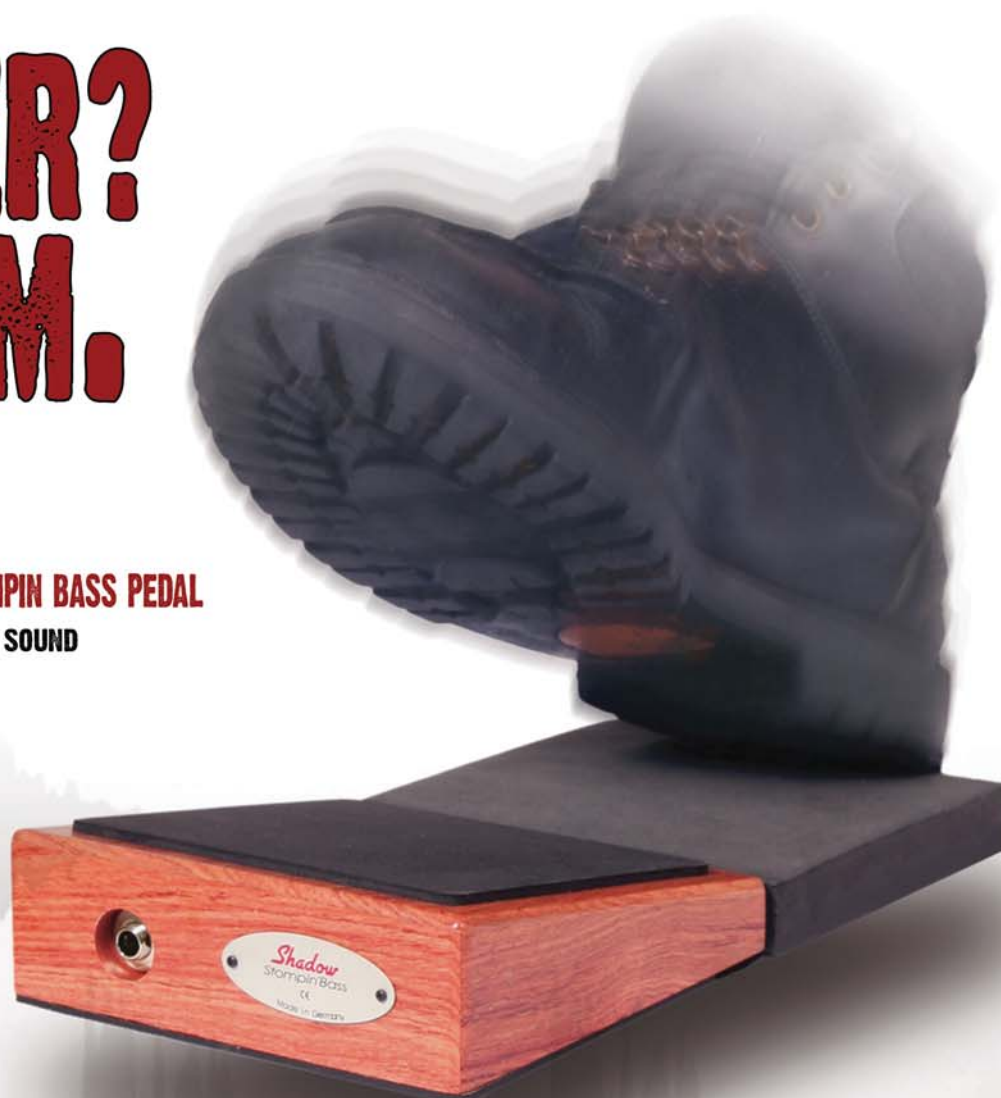
MSRP: Low-pitch, \$17.99; high-pitch, \$15.99.

🛒 [Latin Percussion \(lpmusic.com\)](http://LatinPercussion.com)

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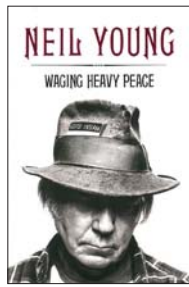
At the core of the MX series synthesizers are carefully selected sounds taken from the world famous Yamaha MOTIF XS. That powerful sound arsenal is packed into a slim and sleek package (available in 49- and 61-note versions) that fit today's on-the-go mobile life style. But the MX models aren't just synthesizers; they're designed to bridge the gap between hardware and software. By adding extensive audio and MIDI USB connectivity and advanced DAW and VST controller features, the MX integrate hardware reliability with controller flexibility to give you the best of both worlds at a ground-breaking level of affordability. For more product information, please visit www.4wrd.it/mx49 or scan the QR code below.



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- VCM Effects
- One Touch LAYER & SPLIT
- 128 notes Maximum Polyphony
- USB Audio/MIDI Integration
- DAW Remote
- CUBASE AI included
- Portable Audio Player Input
- Lightweight
- QR Code

Alfred Distributes Neil Young Memoir

Neil Young: *Waging Heavy Peace*, the first memoir from the legendary singer/songwriter, is now being distributed by Alfred.



The book details events throughout Young's life, from his childhood in Ontario where his father instilled in him a love for the written word, to falling in love with his wife, Pegi, and the birth of his three children. Young fills the text with descriptive tales and also recounts his rapid rise to fame with Buffalo Springfield and what it was like going solo after their breakup. He also discusses the writing of several classic songs.

🛒 Alfred (alfred.com)



Fender 'Pawns' 4 Odd Axes

Fender has introduced four out-of-the-ordinary models to its Pawn Shop series, including the Pawn Shop '70s Strat Deluxe, Pawn Shop Super-Sonic, Pawn Shop Mustang Bass and Pawn Shop Bass VI.

The Pawn Shop '70s Strat Deluxe is an unusual take on the archetypal electric guitar, with a pronounced 1970s style and vibe.

The Pawn Shop Super-Sonic model resurrects an unusual, short-lived and increasingly collectible ancestor of the late 1990s,

the Squier Vista Series Super-Sonic guitar.

With its racing stripe and short scale, the new Pawn Shop Mustang Bass evokes the original Mustang Bass of the early 1970s.

The Pawn Shop Bass VI marks the return of the Fender Bass Guitar, also known as the Bass VI. This updated version of the baritone classic features the short scale (30 inches) and is armed with a Special Design Hot Jaguar single-coil neck.

🛒 Fender (fender.com)



Aphex 500 Series Revs Up Modules

The 500 series modules from Aphex now includes the J PRE 500 Mic Pre; EQF 500 Parametric Equalizer; DUAL RPA 500 Mic Pre; A PRE 500 Mic Pre; the COMP 500 Optical Compressor; and the newly released EX BB 500 Aural Exciter/Big Bottom module.

The J PRE 500 mic pre is inspired by the flagship Aphex 1788A remote-controlled preamp. They both feature a Jensen JT11K8 nickel input transformer.

The EQF 500 reissue is a modern take on the classic Aphex EQF-2 500 series three-band equalizer, with a Jensen output-balancing transformer.

The DUAL RPA 500 mic pre is a two-channel solid state/tube hybrid pre-amp. The solid-state front end provides a fast transient response. The A PRE 500 mic pre is inspired by the popular Aphex 188 eight-channel pre-amp. They both use a custom-designed Aphex input Transformer.

The COMP 500 module is an optical compressor. It features an electronically balanced input and uses a Jensen JT-11DL nickel output-balancing transformer.

The EX BB 500 is a mono, 500 series module version of the Aphex Aural Exciter and Optical Big Bottom processors.

🛒 Aphex (aphex.com)

PreSonus Eris Studio Monitors Deliver Accurate Response

PreSonus has unveiled its Eris series studio reference monitors.

The ultra-affordable, two-way, bi-amped monitor speakers deliver accurate response with a tight bass and clear upper end. They can also be user-adjusted to the acoustic space, letting users create a more accurate listening environment or simulate different common listening environments — a feature not typically provided by studio monitors in this price point.

The Eris E8 features an 8-inch Kevlar low-frequency transducer driven by a 70-watt Class D power amplifier and a 1-inch silk-dome high-frequency tweeter with a 60-watt Class D amplifier. It can offer up to 105 dB SPL, peak. Frequency response is rated at 45 Hz to 22 kHz. The compact Eris E5 sports a 5.25-inch Kevlar low-frequency driver mated with a 40-watt Class D amplifier and a 0.79-inch silk-dome tweeter.

🛒 PreSonus (presonus.com)



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HD681 EVO

The next evolution of the HD681 professional monitoring headphones features a brand-new look and a smoother, more neutral treble tone.

(semi-open type)



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HMC681X Headset for Xbox360®

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HD662 EVO

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Toca Freestyle II Djembes are the ideal take-along drum. Their lightweight synthetic shells are durable, weatherproof and they sound fantastic.

Choose from a variety of beautiful finishes, including the new hand-painted Spun Copper.

tocapercussion.com





New Line From A&S Case Company is a Slam Dunk

A&S Case Company has introduced its new line of Slam racks and cases. The line includes both shock mount and non-shock mount racks, workboxes and cable trunks. Both the shock mount racks and the non-shock mount racks include the exclusive air-rack system, designed to improve air flow around the gear they house. All cases are made using European birch plywood that eliminates the need for a laminate on the case's exterior. The American-made Slam line also eliminates all twist latches.



A&S Case Company (ascase.com)

StuDiomaster Offers Portable P.A.

StuDiomaster is now shipping its high-performance, ultra-portable XPX series P.A.

Available in both active and passive variants, the injection-molded P.A. is the company's most advanced, powerful portable reinforcement series ever. The two-way trapezoidal cabinets feature either 12-inch or 15-inch lightweight neodymium LF drivers, with 3-inch and 0.75-inch compression HF drivers, respectively. The weight and portability of these cabinets belies their high power rating and SPL capability. The self-powered variants feature Class D bi-amplification with switch-mode power supply, delivering 500 watts RMS LF and 100 watts RMS HF power in both the XPX12A and XPX15A.

"We have developed the XPX series as a cabinet of unusually high quality and performance," said Patrick Almond, marketing manager for Soundking Group Europe.

StuDiomaster (studiomaster.com)



Vic Firth Rings in 50

Vic Firth has debuted eight limited-edition products to celebrate its 50th anniversary.

Company founder Vic Firth used to label each stick personally with a branding iron, and the company has reintroduced Firth's branded products as limited-time collector's items. The commemorative sticks and mallets are available in Firth's eight original models: American Custom SD1 & SD2

snare drum sticks and American Custom T1-T6 timpani mallets. The company uses advanced technology to wood-brand the sticks like Firth's original products.

"I hear stories every day from countless players and teachers who recall my first sticks with the branded logo," Firth said. "Many still have these special sticks and cherish them to this day." MSRP: \$14.50-\$50.

Vic Firth (vicfirth.com)



Source Audio Broadens Hot Hand Compatibility

The new Hot Hand 3 from Source Audio expands significantly on the breakthrough technology of the original Hot Hand, broadening its compatibility to include non-Source Audio pedals and adding another axis of control.

Hot Hand 3's receiver base station features a standard quarter-inch expression output compatible with such pedal brands as Boss, Electro-Harmonix, Line 6, Pigtronix and Eventide.

"We were upgrading the wireless Hot Hand system to add a number of features and functions while keeping it simple to use and improving the robustness of the mechanical design," said Jesse Remignanti, vice president of engineering at Source Audio. "We had many requests from customers over the years looking for a simple way to use the Hot Hand with third-party effects. The Hot Hand 3 answers that request allowing for seamless connection to a wide variety of processors and pedals from other manufacturers in addition to all of our Soundblox and Hot Hand effects." MSRP: \$209.

Source Audio (sourceaudio.net)



Introducing Audiofly Performance Series In-Ear Monitors

With a deep respect for music, Audiofly are here to shatter your preconceptions about the sound quality possible through headphones. We're a team of designers, craftsmen and musicians who love the classic gear of the past, supported by the technology of today.

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Keep your band in the loop.



>>> The all new DigiTech **JamMan SoloXT** now features exclusive **JamSync** technology. Using a 1/8" cable, users can sync loops on up to 25,000 JamMan SoloXT pedals. Theoretically, that means the whole town you grew up in can synchronize their independently produced loops. Or, at least a keyboardist, a couple of guitarists, and a percussionist or two would have no problems syncing up. Check out the possibilities for yourself.

Come by demo room #211B to visit DigiTech and check out the new JamMan SoloXT.



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Fishman Includes Free Software

Fishman has launched its Triple Play wireless guitar controller with a comprehensive suite of full-version software from PreSonus, Native Instruments, Notion Music and IK Multimedia. Triple Play's slim, intuitive form factor lets guitarists have an unlimited palette of instruments and sounds at their fingertips, all with the freedom of wireless control. Triple Play empowers guitarists to write music in guitar tab or notation for lead sheets and sheet music and play it back instantly with real instrument samples and an audio track of their work.

 **Fishman** (fishman.com)



Hagstrom Viking P Sets Sail


Hagstrom has introduced the Viking P guitar, based on the Hagstrom Viking with its semi-hollow maple-ply body, maple set neck and the Hagstrom Trapeze tailpiece.

The guitar features matching "Custom P-50" P-90 pickups that complement the Viking's clear and natural accent, resulting in a rich and harmonious tone without any

discoloration of the Viking's tonal spectrum.

The Hagstrom Viking P has the ability to produce strong yet organic clean tones, which will win the hearts of many blues and jazz players.

The Hagstrom Viking P also produces bold arena-rock tones.

 **Hagstrom Guitars** (hagstromguitars.com)



VHT Melo-Verb Pedal Recreates Vintage Effects

The VHT Melo-Verb is a pedal recreation of the fabled tremolo and reverb effects that were first introduced as built-in amplifier features in the 1960s. The two effects sections are completely independent with separate true-bypass switching.

The VHT Melo-Verb's all-analog Tremolo section features classic speed and intensity controls. For additional flexibility, the shape control adjusts the tremolo character — everything from retro floating undulations to modern square-cornered chop. When the Tremolo is engaged, the level control can be set for added boost to help the effect stand out more in the mix. With the depth control turned down, the Tremolo section can also serve as a clean boost pedal, with up to 9dB of boost from the level control.

MAP: \$119.99.


 **VHT** (vhtamp.com)



Ibanez Designs Modern Analog Delay Pedal

In an appeal to analog delay fans, Ibanez has debuted the ES2 Echo Shifter.

Along with its golden-age-of-analog design, the unit combines true analog sound quality with digital-like flexibility — such as a tap-tempo footswitch that allows on-the-fly tempo adjustment. The ES2 also offers a variety of sonic possibilities with features such as an oscillation switch, feedback control and a new type of modulation depth control that will provide hours of creative experimentation.

 **Ibanez** (ibanez.com)

Hal Leonard Strikes Gold With New Guitar Lesson Packs

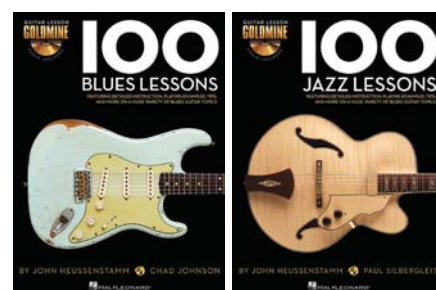
Hal Leonard's new *Guitar Lesson Goldmine* series of book and CDs, includes acoustic, blues, country, jazz and rock packs.

Guitar Lesson Goldmine titles feature 100 self-contained tutorials taught by a tag-team of highly regarded authors. The packs cover an array of essential topics with detailed instruction and playing examples presented in standard notation and tablature. Guitarists learn useful tips, all aspects of the style and the signature techniques of key artists. Scale diagrams, chord grids and photos reinforce the learning experience, and the CD features performance demos of every example in the book. The lessons aren't progressive, so players can jump around from topic to topic.

The *100 Acoustic Lessons* title is written by Chad Johnson and Michael Mueller and covers strumming techniques, basic to advanced chords, chord embellishments, basic to advanced fingerstyle, alternate tuning, hybrid picking, Carter style, percussive techniques, Travis picking, block-chord style and fingerstyle arranging.

The book *100 Blues Lessons* by John Heussenstamm and Chad Johnson delves into 12-bar blues, turnarounds, soloing, hammer-ons and pull-offs, boogie rhythms and more, plus analysis of the styles of Stevie Ray Vaughan, Albert King, B.B. King, T-Bone Walker and Robben Ford.

In *100 Country Lessons*, Chad Johnson and Troy Nelson give players a dose of




authentic styles and techniques, including open-chord licks, rhythm techniques, pentatonic scales, arpeggios, double- and triple-stop licks, standard bends, pedal-steel bends, Travis picking, hybrid picking, fingerstyle country and chord embellishments.

The *100 Jazz Lessons* title by John Heussenstamm and Paul Silbergleit examines modes, arpeggios, basic comping, blues comping, turnaround improvisation, chord tones, tritone substitution, scale sequences, pentatonics, sus chords and polyphonic harmony.

Chad Johnson and Michael Mueller's *100 Rock Lessons* covers common chords and progressions; guitar tricks and effects; string bending and legato techniques; altered tunings; shredding; genres such as punk, grunge, prog rock, pop and hair metal; and styles of the Beatles, Eric Clapton, Jimi Hendrix, Jeff Beck, Van Halen and Metallica.

MSRP: \$24.99.


 **Hal Leonard** (halleonard.com)

ChordBuddy Helps Music Education Programs

ChordBuddy visited Enterprise High School in Enterprise, Ala., to work with a class of beginning guitar students.

The inventor of ChordBuddy, Travis Perry, taught the students how to properly use the device, and within minutes the first-time guitar players were able to properly play a song. The ChordBuddy attaches to the neck of the guitar and lets students play chords by pushing color-coded buttons.

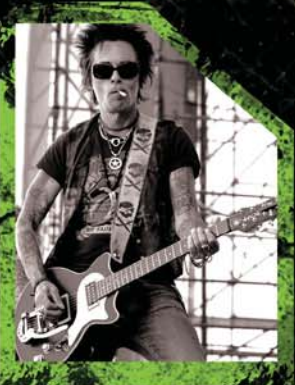
Adam Brumberg, instructor for the beginner guitar class at Enterprise High School, said ChordBuddy has been an excellent teaching tool. "The ChordBuddy is an innovative new tool that makes teaching and learning the guitar an exciting and rewarding experience," Brumberg said. "Students begin to make music the very first time they use it."

 **ChordBuddy** (chordbuddy.com)

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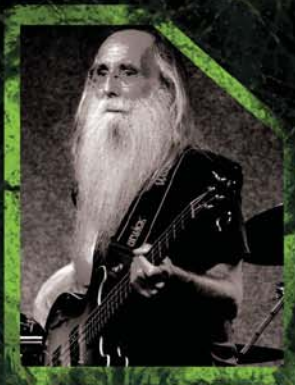
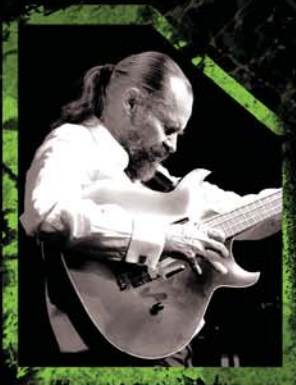
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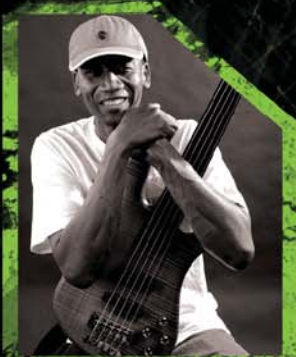
Wolf Hoffmann



Jonas Hellborg

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Alfonso Johnson

Guy Pratt

Ryan Martine

MEET & GREET

3 PM

we also expect Robert Trujillo, Divinity Roxx, P-NUT, Dave Roe, TM Stevens, Bootsy Collins, Verdine White, Troy Sanders, Sam Rivers, Hansford Rowe, Stuart Zender, John B Williams, Andy Irvine, Regi Wooten, Ralphie Armstrong, Mike Inez, Larry Graham and more

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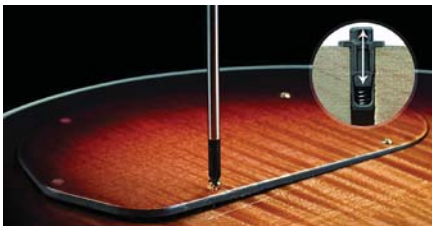
Warwick® 2-piece
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4576



Framus Perfects Electronic Compartments

Framus has upgraded the electronics compartments of its guitars, now covered using the same woods employed in crafting the bodies of its instruments. The compartments are matched with the same finishes as the guitars.

In addition, the compartments come equipped with special springs fitted below the covers, which press the cover upward automatically. As a result, they can be accessed in seconds by applying a minimal amount of pressure, simplifying maintenance.

🛒 **Framus (framus-vintage.de)**

Superlux Debuts HD681 EVO Monitoring Headphones

Superlux's HD681 headphones have just gotten better. A headset with rich bass, crystal-clear high resolution and accurate sound-field positioning, the HD681 EVO comes as an upgraded version with a more slender shape and a smoother, more neutral, treble tone. The HD681 EVO meets the requirements of stage and studio professionals for a high-quality sound in monitoring headphones.

🛒 **Superlux (superlux.com.tw)**



LP Rolls Out Durian Wood Congas, Bongos

Latin Percussion has introduced LP Durian Classic drums, a series of congas and bongos fashioned from exotic durian fruitwood, a common material in Southeast Asia.

With a rich, projecting sound similar to that of some mahogany blends, LP Durian congas are 25 percent lighter than LP Classic series congas and are made from Siam oak.

Durian wood bongos include contoured shells featuring Comfort Curve rims for ease of playing in any setting.

Durian drums feature a dark, high-gloss finish and black mirror-chrome hardware. The drums are also fitted with extended collar rims and pre-fitted slide mounts for quick, convenient setup.

LP Durian Classic series bongos are fitted with 7.25-inch and 8 5/8-inch heads.

"The look of these Durian wood drums is absolutely striking," said Victor Filonovich, director of product for Latin Percussion. "This exotic wood offers a warm, open sound that can stand on its own or integrate seamlessly with a large percussion setup."

🛒 **Latin Percussion (lpmusic.com)**

Numark's New NS7 II Packed With Control Surfaces

Numark has introduced NS7 II, an enhanced and updated version of the NS7 motorized DJ controller. NS7 II features four channels, 16 backlit RGB velocity-sensitive Akai Professional MPC pads, expanded effects controls and comprehensive integration for Serato DJ.

With NS7 II, Numark is pushing the modern DJ's performance capability further,

incorporating technology from Akai Professional, the company behind the MPC. NS7 II's 16 MPC pads can be instantly assigned to control five dynamic performance features in Serato DJ: cue, loop, mode, slice and sample.

Each pad features RGB illumination, allowing for a large amount of color variations, all of which are assignable via MIDI.

🛒 **Numark (numark.com)**

Galli Strings Suit Extreme Tunings

Designed for guitarists that use drop tuning, the D-tuned series from Galli Strings are ideal for guitars looking to tune down.

The D-Tuned series has been created to meet the needs of specialist guitar players and instruments such as baritone, 6-drop and 7-drop guitars.

The special tension makes these strings



perfect for drop-D and drop-C tuning instruments. They are also suitable for bass guitars and don't cause any buzzing effects.

🛒 **Galli Strings (gallistrings.com)**

DJ-Tech
FPL-080DA
FPL Series Professional Line Array Systems

DJ-Tech
Live Sound

4MIX
4 Deck USB DJ Controller with Integrated Audio Interface

DF-1S
Professional 2-CH DJ scratch mixer with integrated innoFADER

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Cherry Lane Teaches Tunes by Haynes, Bonamassa

Two new *Legendary Licks* book and CD packs from Cherry Lane fill guitarists in on the secrets of playing like guitar greats Warren Haynes and Joe Bonamassa.

The *Legendary Licks* series from Cherry Lane presents the music of a band or artist in a comprehensive play-along package. Each book contains note-for-note transcriptions and detailed performance notes on how to play a multitude of classic licks, fills, riffs and solos, complete



with recorded demonstrations. Slowed-down versions are also on the CD for the fast and tricky passages, as well as software for both Mac and PCs that lets users adjust the tempo without changing the pitch. *Warren Haynes Legendary Licks* includes note-for-note transcriptions from 13 of his songs, including: "Banks Of The Deep End," "Beautifully Broken"

and "Blind Man In The Dark."

🛒 **Hal Leonard (halleonard.com)**

Ibanez Steve Vai Models Go to 7th Heaven

Ibanez has debuted the seven-string JEM 747, the latest product in the guitar-builder's collaboration with ax master Steve Vai.

The JEM 747 sports a five-piece maple/wenge JEM-7 Prestige neck featuring Vai's trademark "Tree-Of-Life" inlay, which is made from pearl abalone vine.

Seven-string fans will be fond of the guitar's other high-end appointments, including DiMarzio Blaze pickups that are designed to leverage the 747's low-end power without allowing the lower-mids to turn to "sludge." They instead provide a well-defined sonic shape.

Ibanez has also released the UV70P. Vai fans may recall the Universe ax from its smart black with fluorescent green accents, just like the



instrument he sported on the cover of *Guitar World* magazine more than two decades ago.

The introduction of the seven-string UV70P also marks the first signature model of Ibanez's Premium line of guitars and basses.

"Given how long Ibanez and Steve have been working together, it's fitting that our first Premium signature guitar should be associated with him," said Junji Hotta, Ibanez USA electric guitar product manager.

🛒 **Ibanez (ibanez.com)**

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LA Studio Master
Joey Waronker

Innovative Percussion JW-1 Joey Waronker ...

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JAMES GADSON

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20
YEARS



Crossrock 06 Series Gig Bags Pad Your Ax

Crossrock has introduced the 06 series of gig bags with four levels of padding.

Offering 5 mm, 10 mm, 20 mm or 30 mm of high-density foam, players can choose how much protection they want. Each tier adds such useful features as additional pockets and a neck block at the 306 level. Black fabric with gray accents gives a stylish look and is a great alternative to basic black.

Quality touches include anti-snap panels in the lining at the headstock and bridge, and reinforced strap-peg area at every level. The 06 series even offers bags in hard-to-find sizes for 0.5- and 0.75-size guitars at some levels.

🛒 **Crossrock (kingstarintl.com)**



Portable PA for People Who Just Want to Play

The new Yamaha STAGEPAS 400i (400 watts) and 600i (680 watts) are the perfect systems for performers who don't want to become sound experts but still want to sound great. Both systems come with two speakers and a compact powered mixer, which set up easily and quickly so you can concentrate on your passion — music.



Feedback Suppressor. Kills feedback with the simple push of a button



1-Knob Master EQ. Optimizes EQ for speeches, musical performances or bass-heavy events



SPX Digital Effects. Adds high-quality reverb to any, or all, channels with the twist of a knob



Digital Connection. Accepts music from your iPhone or iPod and charges the unit while you perform

Expandability. Permits you to add a subwoofer or connect to a large installed sound system



STAGEPAS 600i
STAGEPAS 400i

Visit www.4wrd.it/4i6inamm to learn more.



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Hohner, Harmonikids Reach Out to Special-Needs Kids

Hohner and Harmonikids have launched the Harmonikids harmonica. Portions of the proceeds from sales of these harmonicas will fund musical instruction to children around the world who have been beset with physical, emotional or economic challenges.

In teaching children to play the harmonica, Harmonikids provides therapeutic healing to those who have experienced physical and emotional hardship.

Harmonikids is a non-profit organization that has been providing music therapy to special needs children since 1985. Missions have included visits to those traumatized by such natural disasters as the tsunami in Indonesia, Hurricane Katrina in Louisiana, child

slavery and earthquakes in Haiti.

"When I was a kid, my grandfather gifted me his own Hohner harmonica in a magical moment that changed my life," said Gary Allegretto, founding director of Harmonikids. "I still have and cherish it. Now, many years later I am so very proud and honored to be announcing my own Hohner Harmonikids model harmonica. My deep heartfelt thanks to Hohner for their fine products, generosity and humanitarian spirit."

Allegretto's work has been recognized by the Blues Foundation's "Keeping the Blues Alive Award" and by the radio program eTown's "E-chievement Award."

🛒 **Hohner (hohnershop.com)**



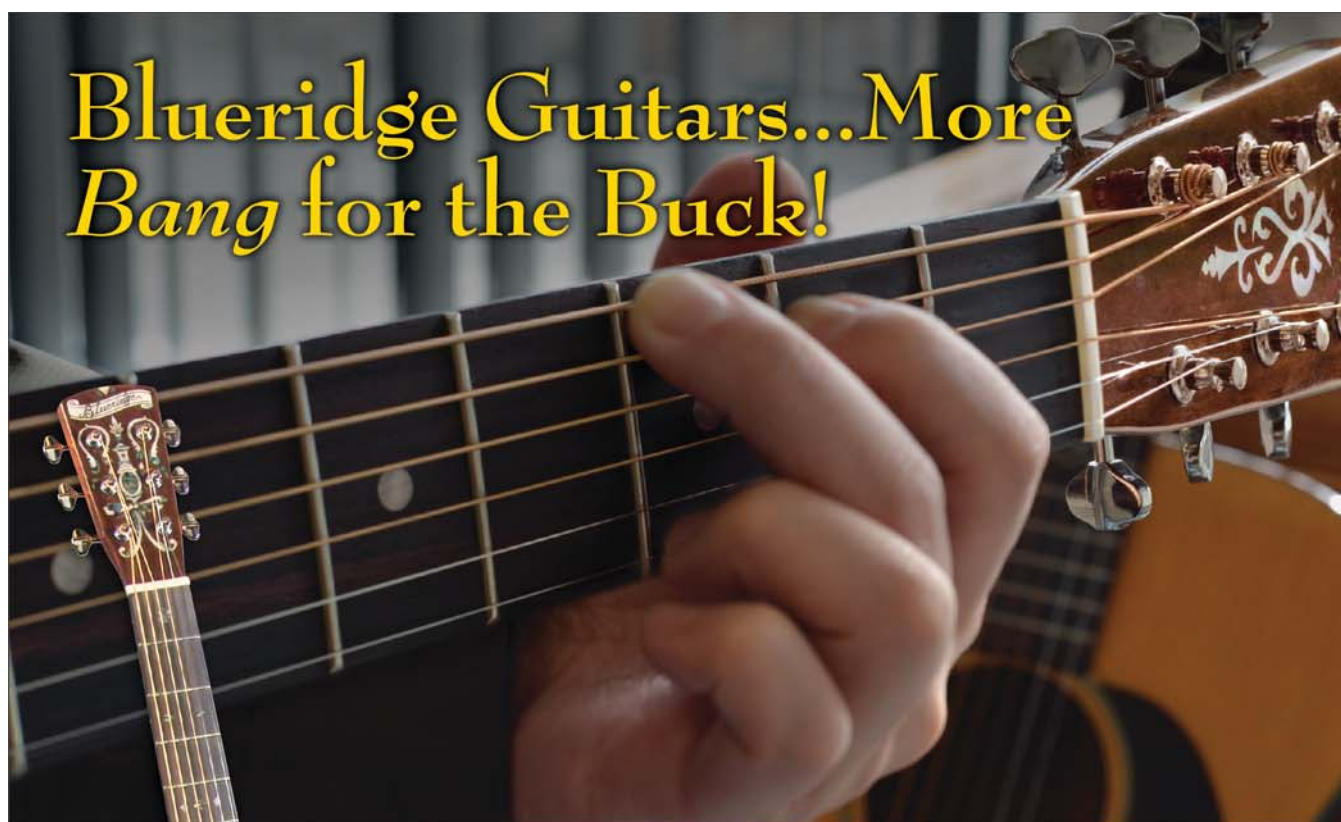
VocalizeU Releases Desktop Version

VocalizeU has launched the desktop version of its vocal training app, which lets retailers engage with every vocalist's musical experience and serves as a leverage point to cross-sell or upsell bigger-ticket items.

The program has a large group of professional users including Natasha Bedingfield and is utilized by leading educational institutions and entertainment brands as core vocal curriculum. Mobile editions are currently available from the iTunes App Store.

MSRP: \$69.99.

🛒 **VocalizeU (vocalizeu.com)**

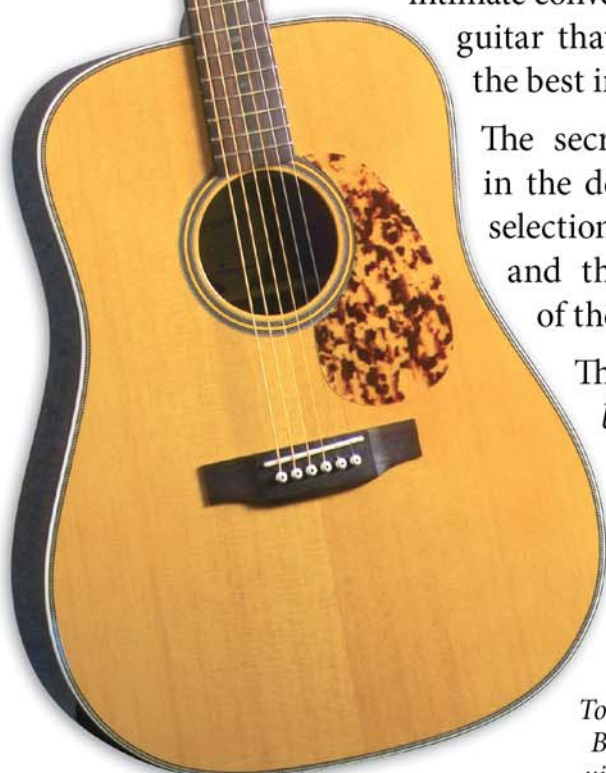


Blueridge Guitars... More Bang for the Buck!

When it's your instrument that's holding you back, it's time for a change. We invite you to stop by your local Blueridge Dealer and have an intimate conversation with the guitar that will bring out the best in you.

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The result is more *bang...period!*



BR-160 Dreadnaught

To learn more about Blueridge Guitars, visit **Booth 5760** or www.sagamus.com

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Blueridge BR-160 Dreadnaught

- Select, aged, solid Sitka spruce top with traditional herringbone purfling for tone and beauty
- Expertly handcarved top braces in authentic, pre-war, forward-X position
- Select, solid East Indian rosewood back and sides for deep, rich tone
- Carved, low profile, solid mahogany neck and dovetail neck joint for strength and stability

Saga Music

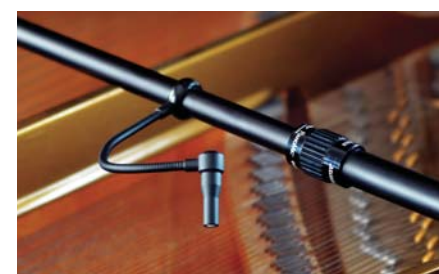
Saga Musical Instruments
P.O. Box 2841 • So. San Francisco, California
Connect with us on [f](#) [t](#)

Dean Markley Shows Allegra Drums

Dean Markley is displaying Allegra Drum Crafters high-end drums at its NAMM booth. Dean Markley will distribute the drums domestically and internationally in 2013. Acknowledged as the "Best Custom Drum Builder" by *Drum* magazine in 2011, Allegra Drum Crafters was founded in 1996 by Dave Peterson in Portland, Ore.

The revitalization of Dean Markley can be credited to its recent purchase by private equity group Blackhawk Management. Combined with the acquisition of Ultrasound Amplifiers, Blackhawk looks to expand its role by adding top-shelf product to its distribution network.

🛒 **Dean Markley (deanmarkley.com)**



Earthworks Teams With Ravenscroft

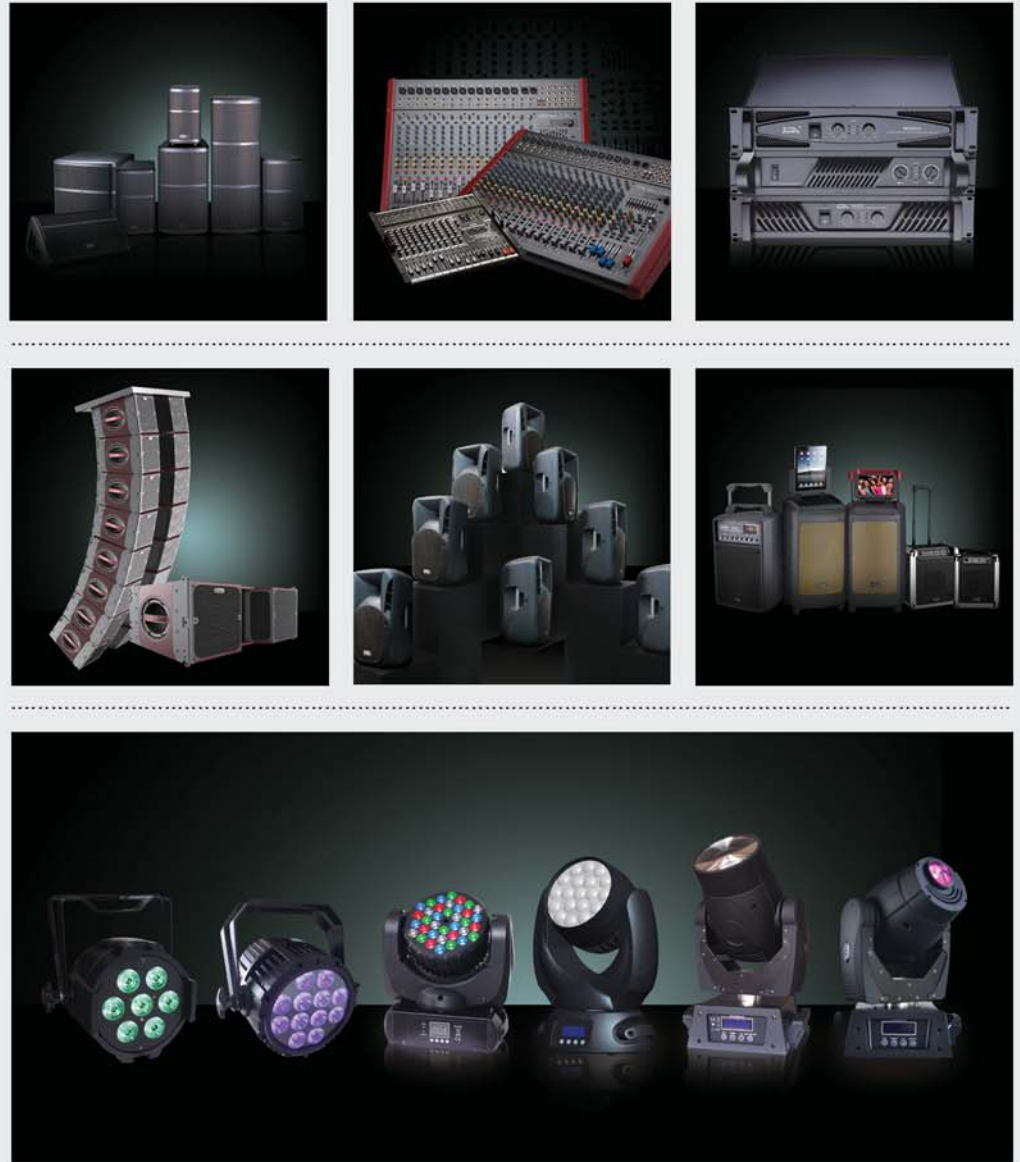
Earthworks, manufacturer of the PianoMic System, and Ravenscroft Pianos, designer of custom handcrafted performance pianos, have joined forces at this year's NAMM. The 7-foot-3-inch Ravenscroft model 220 will be on display at the Earthworks booth. Attendees can listen to the meticulously sculpted sound the piano produces through the Earthworks PM40 PianoMic System and Earthworks 1022 Zero Distortion Preamp. The PianoMic System combines realism through two random-incidence omni microphones.

🛒 **Earthworks (earthworksaudio.com)**

Soundking Group Co. Ltd. was established with the budget of 20000 yuan in August, 1988. After 24 years of development, it becomes a flagship corporate group with more than 2000 employees and net asset more than \$300 million, covering 185000 square meters. The group keeps innovating and merges multiple international famous brands and introduces advanced international technologies. At present, Soundking products cover 12 prime categories over 4000 models, which are famous and sold to more than 90 countries and regions.

Soundking shoulders the responsibility to promote China Audio Industry and to establish China Audio Brand. After 24 years of development in the fierce competition, Soundking is awarded honorable titles: Key National Hi-Tech Enterprise, National Cultural Industry Demonstration Base, Key National Export Enterprise, China Famous Trademark, Top 20 of China Performing Equipment Industry, Zhejiang Patent Demonstration Enterprise, etc.

In 2012, Soundking was announced by US magazine Music Trades to be the 38th in the list of Top 225 Global Music Instruments & Loudspeakers Suppliers.



Soundking[®]

Soundking Accessories Brand --Sincerely Searching for the Global Distributors Cooperation



Eastman Embraces Tradition

Eastman has launched the Traditional E series of dreadnought guitars.

The E10D dreadnought has been crafted using the same time-honored methods and materials employed during the 1930s and '40s. The E10D features a solid Adirondack spruce top and the warmth of a solid mahogany back and sides matched with hand-carved, scalloped X-bracing.

The E10D has dynamic response from soft picking to hard strumming, with a full-bodied tone and room-filling volume. The body is matched with a mahogany neck, ebony fingerboard inlaid with mother-of-pearl dots and ebony bridge. The guitar also features chrome vintage open-gear Gotoh



tuners, bone nut and saddle, and D'Addario strings.

🛒 **Eastman (eastmanguitars.com)**

L-Acoustics Uploads Videos to Web

L-Acoustics has uploaded two new product videos, "ARCS Wide and ARCS Focus," and "Constant Curvature Line Sources," onto its website.

In the "ARCS Wide and ARCS Focus" video, L-Acoustics Head of Application and Touring for the United States Scott Sugden presents the ARCS Wide and ARCS Focus constant curvature line sources. He reviews the main features of both enclosures and the



associated SB18m subwoofer, as well as discusses system deployments.

In the Constant Curvature video, Sugden gives a presentation on the physical principles and acoustic properties of L-Acoustics' WST constant curvature line sources.

📺 **L-Acoustics (l-acoustics.com)**

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Hammond Announces Latest Marketing Campaign

Hammond Organ's marketing campaign focuses on bringing a fresh, modern light to the brand's image while keeping the vintage flame alive. It highlights the advent of Hammond's Sk Stage Keyboard series, which couples high-definition piano and other essential keyboard sounds with a full-featured Hammond Organ and Digital Leslie, completing a comprehensive foundation keyboard instrument.

Adopting the slogan, "The Sound, The Soul, The One" and taking on a neo-retro look for its advertising campaign, Hammond integrates its long traditions in gospel, jazz, r&b, rock and soul into today's fast-paced music scene, as demonstrated by the scores of young artists who have embraced the Sk series instruments.

A musician-oriented website has also launched, featuring content designed to inform potential new customers and current Hammond owners alike. It features videos, sound examples, an expanded artist section and a comprehensive dealer locator. It also boasts extensive video FAQ section and a how-to of basic and advanced operation of all Hammond models has also been added.

A series of Gig-start videos, guides and extended user manuals — written by musicians for musicians — are also available to simplify the deep programming capacity of the Sk Stage Keyboard Series, with other Hammond Models to follow.

🛒 **Hammond Organ (hammondorganco.com)**



Kala Loses Weight With Lite Ukes

Kala has debuted its Solid Mahogany Lite series of lightweight ukuleles, featuring a solid wood design that is both light in color and mass.

Made of all-solid Okoume, the series consists of four models that include a soprano long neck, concert, tenor and tenor cut-away with custom Kala EQ. Other features include a rosewood fingerboard and bridge, mahogany neck, vintage chrome tuners, and a slotted headstock.

Okoume, also known as gaboon or combogala, is a plantation-grown African mahogany wood that is notable for its high strength-to-weight ratio. The wood complements Kala's designs with a rich resonant tone and attractive light grain.

🛒 **Kala (kalabrand.com)**

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Yamaha Live Custom Kits Deliver 'Massive Sound'

Yamaha has launched Live Custom drum kits, a new generation of the renowned Oak Custom kits.

Designed to deliver a massive sound that projects onstage, Live Custom kits feature 100-percent oak shells.

Live Custom is the first high-end drum set to come out of the new Yamaha-owned-and-operated factory. Yamaha conducted extensive R&D, as well as consulted with artists, retailers and consumers, to develop the Live Custom look and sound.

"Oak has always delivered a booming sound, but the slightly thicker Live Custom shell gives the drums even more depth, projection and clarity than the current Oak

Custom kit," said David Jewell, marketing manager for Yamaha Drums.

The new Live Custom features black nickel-plated hardware and lacquer finishes.

The snare drum includes a redesigned throw-off and butt plate with stronger, smoother action.

Yamaha has enhanced a variety of the kit's details, including the floor tom leg bracket with a stronger vertical bolt, and the bridge design has no adverse effect on the tone.

Moreover, the sturdy, lightweight bass drum pipe-clamp mount takes up a lower profile than the previous model.

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

Alfred Titles Classically Rock

Alfred recently unveiled its new *Ultimate Easy Play-Along* series featuring guitar tabs, sound-alike tracks, free video lessons and specialized music software. The first two releases are *The British Invasion: 1964* and *Led Zeppelin*. Designed for both novices and pros, each book includes easy-to-play arrangements of the guitar parts to classic songs. Guitarists will learn these classics by listening to, watching and emulating included videos and play-along tracks.

Each book provides free YouTube-style videos that teach and demonstrate all the critical guitar parts, up-close and slowed-down. Also included is Alfred's TNT2 Custom Mix software.

The British Invasion edition contains arrangements of the 1964 British Invasion



music revolution, led by The Beatles. Seven pivotal early Beatles songs are included, such as "Do You Want To Know A Secret" and "From Me To You."

The Led Zeppelin edition features eight arrangements, including "Stairway To Heaven" and "Immigrant Song."

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

American DJ Receives Judgment in 2010 American Audio Trademark Case

In December, American DJ received a final judgment against defendants V2Go Technology and American Audio Laboratory, in the amount of \$619,391.91 plus interest, for the defendants' infringement of the federally registered American Audio trademark. The judgment also included a permanent injunction against the defendants and their officers from infringing upon the American Audio trademark in the future.

This lawsuit was filed in 2010 after V2Go Technology, American Audio Laboratory, Wal-Mart stores, DBL Distributing and Laser Karaoke, began to manufacture, market and distribute audio equipment under

the name "American Audio." Wal-Mart, DBL and Laser Karaoke settled the respective claims made against them by American DJ. The defendants recognized American DJ's rights to its trademark and agreed to discontinue any further use. V2Go and American Audio Laboratory closed their doors following the filing of the lawsuit.

Kenneth L. Sherman, lead counsel for American DJ, made the following statement: "This final judgment vindicates American DJ's claims in this matter, recognizing American DJ's rights ... and terminating the substantive phase of this matter."

📄 [American DJ \(americandj.com\)](http://American DJ (americandj.com))

Zildjian Sounds Off

Zildjian has launched the Zildjian Sound Lab social web community for drummers.

Set to launch in February 2013, the Sound Lab lets online visitors build their own virtual cymbal setups from a library of Zildjian cymbal sounds and share setups with friends on Facebook and Twitter.

Visitors can choose from nine drum setups with their own configuration of cymbals or select from a library of pre-set genres or Zildjian artist setups. They can also compare cymbals side-by-side, select cymbals that instantly appear on a kit and strike individual cymbals to produce up to two different



sounds. Zildjian's Sound Lab includes a variety of wallpapers for drummers to customize their kits and print out setups to take to a local dealer.

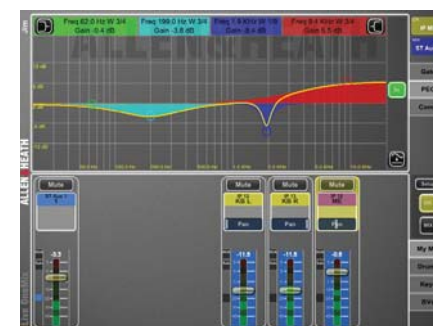
📄 [Zildjian \(zildjian.com\)](http://Zildjian (zildjian.com))

Allen & Heath OneMix App Provides Personal Monitoring

Allen & Heath has launched the iLive OneMix, a cut-down version of the iLive MixPad app.

The new version locks control to a single aux mix. Multiple iPads may be set up by the admin user to give each musician customised personal monitor control via Wi-Fi connection to iLive without the risk of affecting the other monitors or the front-of-house main mix.

🛒 [Allen & Heath \(allen-heath.com\)](http://Allen & Heath (allen-heath.com))



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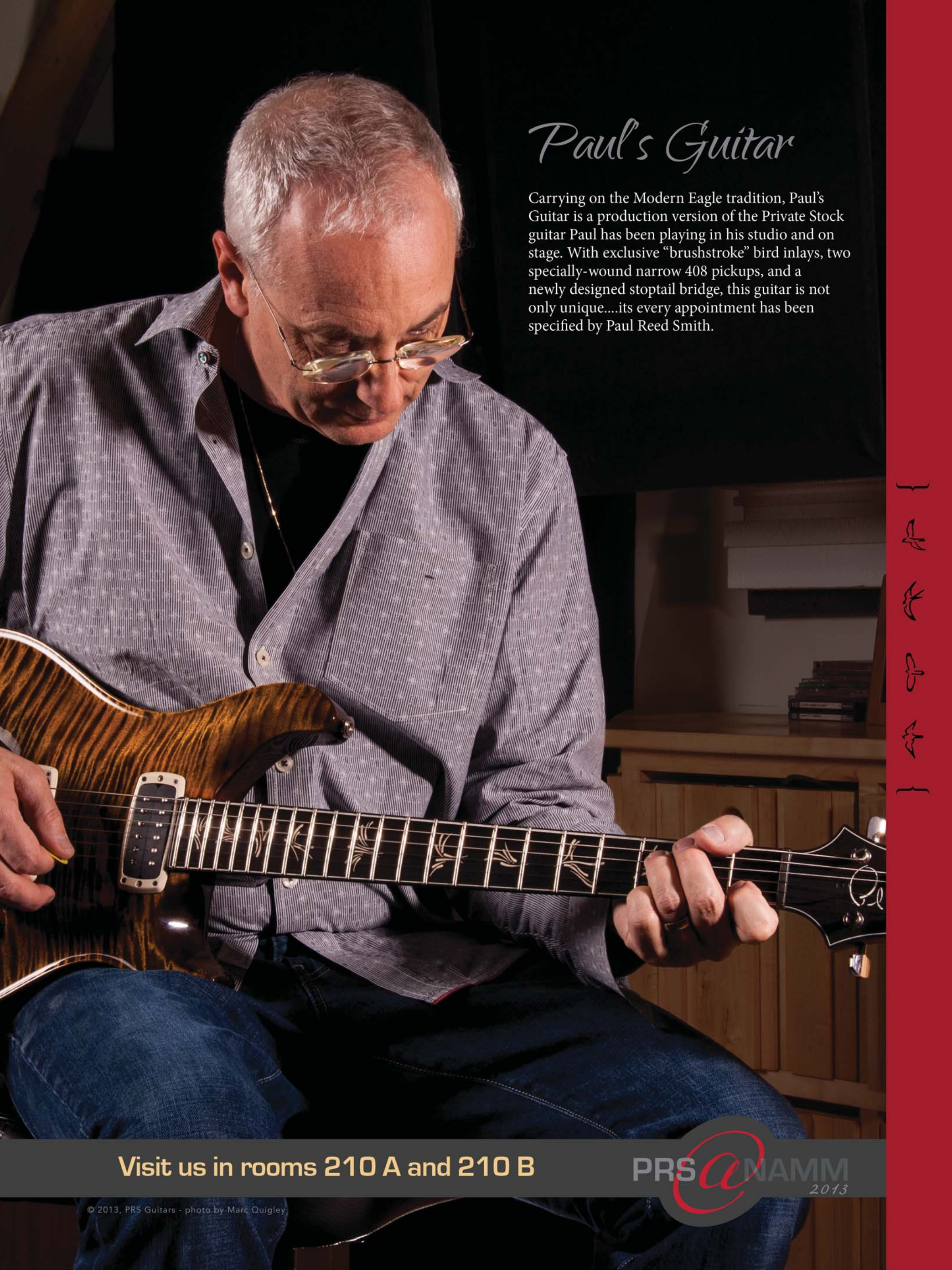
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A man with short grey hair and glasses is seated, playing a PRS electric guitar. He is wearing a light blue and white striped button-down shirt over a black t-shirt and blue jeans. The guitar has a tiger-stripe finish on the body and a fretboard with bird inlays. The background is dark, with a wooden cabinet visible on the right. The lighting is dramatic, highlighting the man and his instrument.

Paul's Guitar

Carrying on the Modern Eagle tradition, Paul's Guitar is a production version of the Private Stock guitar Paul has been playing in his studio and on stage. With exclusive "brushstroke" bird inlays, two specially-wound narrow 408 pickups, and a newly designed stoptail bridge, this guitar is not only unique...its every appointment has been specified by Paul Reed Smith.

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dbx's PMC Gives Players 'More Me'

Harman's dbx has unveiled the PMC Personal Monitor Controller, a remote control located near the performer that lets him or her easily set up and control a personal mix of up to 16 channels of audio. The dbx PMC Personal Monitor Controller is a solution for musicians everywhere who ask their soundman for a more individualized sound.

"Our Personal Monitor Controller gives performers real-time control over their individual mixes, right from their position on stage," said Noel Larson, market manager for portable P.A., tour and recording. "As anyone who's performed live knows, your on-stage needs are always changing. With the PMC,



each musician can now dial in their mix exactly the way they want it — and when you hear yourself better, you play better."

The dbx PMC lets users precisely dial in the levels of up to 16 channels of audio and tweak each channel with EQ, panning, stereo width control and effects, including a choice of built-in Lexicon reverbs.

Harman (harman.com)

Audio-Technica Debuts Line of Studio Condensers

Audio-Technica has launched its 50 series of elite studio microphones with the AT5040 cardioid condenser microphone.

The AT5040 employs four ultra-thin, rectangular diaphragms that function together to provide combined surface area unachievable in a standard round diaphragm. Designed as a first-choice vocal microphone with smooth top end and controlled sibilance, the AT5040's large-diaphragm characteristics and fast transient response also make it suitable for recording acoustic instruments such as piano, guitar, strings and saxophone.

A-T engineers developed a four-part rectangular element. The matched diaphragms function together as a single



high-performance element.

MSRP: \$2,999.

Audio-Technica (audio-technica.com)

Jona Weinhofen with Angelus CL13

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New Toca Cajon Resonates Deep

Toca has introduced the ash wood front plate cajon.

Measuring 12.5 inches wide by 20.5 inches high by 13 inches deep, the cajon is larger than standard cajons and boasts a rugged North American ash wood front plate that creates a full-bodied bass and vibrant sound from the fixed internal snares. The body is made of Siam oak and features a padded seat. "This cajon's ash wood front plate provides players with a darker, richer texture, and the larger size produces enveloping bass and slaps that really crack," said Victor Filonovich, director of product for Toca.

Toca (tocapercussion.com)

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NAMM pays tribute to the industry innovators and leaders who left us in 2012. As members of the music products community, they each played an important role in helping us build our business and bring the joy of music making to the world. We hope you will join us for this very special event featuring the L.A. Scots Pipe Band.

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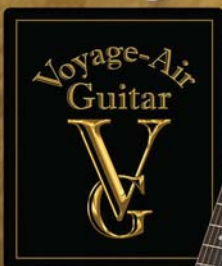


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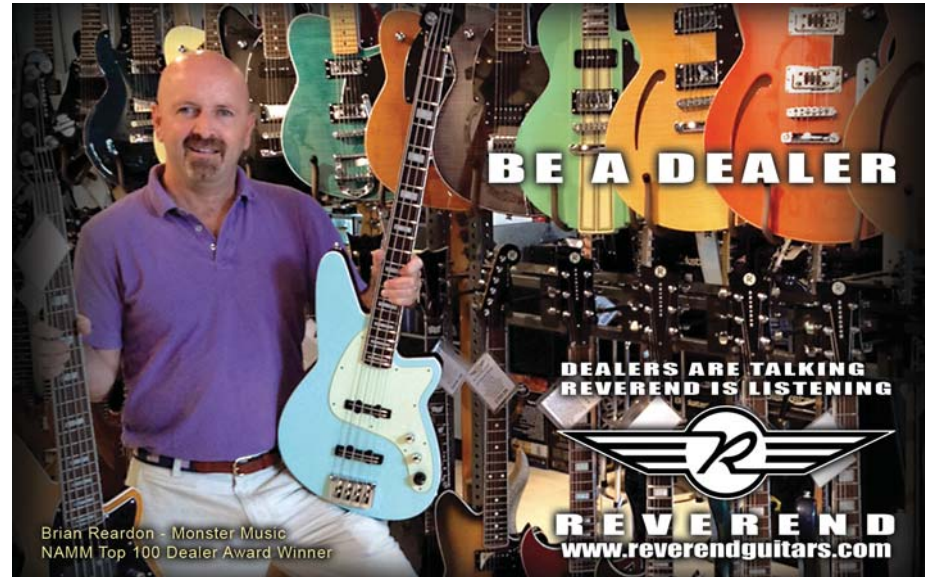
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Kaifat Electronic PPA8M Sound System Goes Anywhere

Kaifat Electronic has introduced the PPA8M, a portable sound system that consists of an 8-inch speaker, amplifier, audio inputs and wireless Bluetooth technology. It also features a handle and wheels for easy transport.

The built-in battery with charge indicator provides up to eight hours of cordless sound,

or you can use the included power cord and rock out as long as you want.

The PPA8M features enhanced bass output to create a full and rich sound that also has the ability to amplify your guitar, keyboard or CD player. The system is an all-in-one solution.

🛒 **Kaifat Electronic** (kaifatelectronic.com)

Sabian Set to Announce Cymbal Vote Winners

Last September and October, drummers from around the world voted for their favorite cymbals as part of Sabian's annual Cymbal Vote. The four winning models will be announced at 10:15 a.m. Thursday at the Sabian booth.

In 2012, multiple sets of the 12 new cymbals developed by the Sabian Vault team were shipped to select dealers worldwide, allowing customers to try them firsthand. With 300 tour stops in a dozen countries worldwide, the cymbals were played a lot, and as a result, total voting nearly doubled over last year's Cymbal Vote.

For those who were unable to get out and



play the cymbals in person, the Cymbal Vote website featured performance video of top Sabian artists such as Mike Portnoy, Tomas Haake and Tony Royster Jr.

With Cymbal Vote, Sabian lets its customers choose their annual product offering.

📄 **Sabian** (cymbalvote.com)

Book Your Booth at NAMM Russia

Following successful debuts last year, the NAMM Musikmesse Russia and ProLight + Sound NAMM Russia Shows will provide even more educational and product opportunities in 2013.

The Russian market is full of possibilities for growth with more than 140 million consumers, a growing middle class and numerous infrastructure needs, and a recovering economy with GDP growth at 4 percent in the first quarter of 2012. Russia's long-awaited admission to the WTO will liberalize trade with the rest of the world and create opportunities for international exports and investments as well as more than 5,000 music schools for children.

Between 2012 and 2018, the state program of support for the national culture plans to invest 5 billion euros into the development of Russian culture, including music instruments and equipment.

Exhibitors can expand their global channel by exhibiting at 2013 NAMM Russia.

Interested companies should book exhibit space by Jan. 27. Take advantage of the following discounts and promotions: 3 percent discount on raw space rental; catalog advertisement; promotion every hour on six video displays throughout the show; inclusion in radio promotions airing once each day for four days; an additional 2 percent discount on raw space rental if company takes part in fringe program; 5 percent discount on conference hall rental; inclusion of company logo on show hall guide and banners; information about the company highlighted online with an active link to your company's website and a translation into Russian is included; and promotional mailing one month before the show inviting attendees to visit your company's booth.

To learn more about exhibiting at NAMM Musikmesse Russia and ProLight + Sound NAMM, visit Booth 170.

📄 **NAMM** (namm.org/russia)

Warwick Adds BC 10 Microamp

Warwick Amplification has debuted a Microamp with guts in the BC10.

An addition to the BC series of combo amps, the BC10 offers a smaller offshoot of the BC20. Featuring the same super EQ and punchy sound, the BC10 is noise-free and transparent, but in a smaller, more



convenient package.

🛒 **Warwick** (warwick.de)

Fret-King Expands Black Label Range

Fret-King has expanded its Black Label line, originally launched last year.

The Black Label standard models include the Ventura 5, an offset ax featuring a full-blown humbucker and two mini humbuckers, along with a Wilkinson vibrato bridge. The Fret-King Esprit will join Black Label in four varieties. The Esprit bass will feature a Wilkinson bass pickup, and there will be three different Esprit six-string guitars with a choice of one stacked P90, two humbuckers or three stacked P90s.

Meanwhile, the Country Squire Semitone Deluxe will suit guitarists of all styles with its semi-hollow, single-cutaway body, rosewood fingerboard and humbucker, single-coil and mini humbucker pickup configuration. Another addition to the line is the Country Squire Special FKV21SAGB, a single-cutaway, ash green burst model featuring a neck



humbucker and single coils at the middle and bridge positions.

The artist model Corona JV, designed in cooperation with U.K. blues legend John Verity (above), also takes the stage, as does a collaboration between Trev Wilkinson and Gregg Wright, Michael Jackson's former guitarist. Wright's artist model features two single coils and a stacked bridge P90 as well as a matching white headstock.

🛒 **Fret-King** (jhs.co.uk)

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★ APPEARANCES ★

THURSDAY

AIAIAI

Young Guru demos. See booth for time.

APPLIED MICROPHONE TECHNOLOGY

Applied Microphone Technology endorses sign autographs at 3 p.m.

BACKUN MUSICAL SERVICES

Eddie Daniels demos throughout Thursday and Friday. See booth for times.

CARVIN

Sekou Bunch demo, 11 a.m.; Steve Oliver demo, noon; Brian Bromberg demo, 1 p.m.; Neil Zaza demo, 2 p.m.; Shane Gibson demo 3 p.m.

D'ANGELICO

Bernie Williams performs, 3 p.m.

D&H GUITARS

Dustin Thompson and John Cruz demonstrate D&H Guitars throughout the day.

DAVID ALLEN PICKUPS

Andy Andersson, FUEL guitarist, 2 p.m.

GRAND ILLUSION PIANO SHELLS

Sebastian Sidi, 11 a.m.–4:30 p.m.

HELL GUITARS

Robert Renman demos and answers questions. See booth for times.

IFG MUSIC

Chyla Anderson, 1 p.m.; The Campfire Boyz (Steve Rishle and Bill McDonald), 3 p.m.; The Project, 9 a.m. and 4 p.m.; Ming Drums artist demo, 5 p.m.

ILIO

Jordan Rudress performing on Synthology's World Class pianos, 11 a.m.; Nick Smith, 1 p.m.; Mike Garson, 2 p.m.

GJ2

No Doubt's Tom Dumont meet and greet. See booth for time.

JOHN LENNON BUS STAGE

Smiles, winners of the John Lennon Songwriting Contest, perform, noon; Tinsel Korey, from "Twilight," performs, 1 p.m.

JZ MICROPHONES

Engineer/producer Rafa Sardina, 3 p.m.

KALA UKULELES

James Hill and Bakithi Kumalo demo/performance. See booth for times.

KORG

Keyboardist Dereck Sherinian performs, 2:30 p.m.; Stéphan Forté, from The Shad-ows Compendium, performs, 4:30 p.m.

KURZWEIL DIGITAL PIANOS

Pianists David Nevue, Joe Bongiorno, Louis Landon, Joe Yamada, Michele McLaughlin, Joseph Akins, Philip Wesley, Gary Girouard and others sign autographs, 5 p.m.

LEWITT

Erick Walls, Gordon Campbell, Ethan

Farmer, Eddie Brown perform, 11 a.m., 2 p.m. and 4:30 p.m.

MASON & HAMLIN/PIANODISC

Ron Tanski performs, 11 a.m. and 3 p.m.; Elida Dakoli performs, 1:30 p.m.

THE MUSIC PEOPLE

Day Above Ground and singer/songwriter Rod Washburn perform. See booth for details.

NAMM

Tower of Power performs on the NAMM Main Stage, 5:15 p.m.

P. MAURIAT MUSIC

Bob Reynolds, saxophonist for John Mayer, demo. Saxophonist Greg Osby demo. See booth for details.

PEAVEY

Laura Whitmore performs, 1 p.m.

PJLA MUSIC

Dakota Saxophone demos by Rick Keller, Jack Prybilsky, Deon Yates, Zdany Chisholm, Eddie Berg, Nelson Garcia, LaDarell Johnson, Jonathon Kilgore, Doug Webb and Paul Navidad. Also, Phaeton trumpet demos. See booth for times.

RANE

DJ Faust and DJ Shortee demo, noon; DJ Spider demo, 3 p.m.; DJ Melo-D and DJ MR Choc, 5 p.m.

ROVNER PRODUCTS

Woodwind master Steve Wilkerson demo accompanied by Andrea Baker on guitar and vocals. See booth for times.

RS BERKELEY

Demos and autograph signings by clarinetist/saxophonist Eddie Daniels and saxophonist Tim Ries. See booth for times.

SOURCE AUDIO

Pinn Pannelle bassist Nathan Navarro clinic, noon. Jesse Remignanti Motion-Sensing MIDI Controller clinic, 1 p.m.

STUDIO DEVIL

Rob Balducci signing and demo, 11:30 a.m. and 1 p.m.

TC ELECTRONIC

Søren Andersen demo, 11 a.m., 2 p.m. and 5 p.m. Autograph signing session with Steve Morse from Deep Purple and Guthrie Govan from The Aristocrats, 4 p.m.

TC-HELICON

Georgia Murray demo, 10 a.m., 1 p.m. and 3:30 p.m. Emma Hewitt demo, noon.

TECH 21

Larry Mitchell Band performs, 7 p.m., Anaheim Marriott Hotel.

THE EFFECT RACK

Lance Reegan-Diehl demos, 11 a.m.

TREM KING

Rusty Bickford demos, 9:30 a.m.

WD MUSIC PRODUCTS

Kent Armstrong intros Rory Gallagher pickups, 10 a.m.

Crown Audio's VRACK Ready to Tour

Crown Audio has added to its VRACK amplifier management solutions with the introduction of the VRACK 4x3500HD.

The new version incorporates three of Crown's flagship I-Tech 4x3500HD DriveCore series four-channel power amplifiers in a single road-ready plug-and-play rack, providing a versatile, turnkey multi-channel amplifier solution for tour, rental and installed sound applications.

Designed to work hand-in-hand with JBL VTX and VERTEC series models with upcoming support planned for JBL VRX

and STX models, the VRACK 4x3500HD includes three built-in Crown I-Tech HD series 4x3500 DriveCore power amps, analog and digital connections and a globally universal power distribution system that can be set to meet U.S. and international power standards.

All the components are housed in a wheeled rack with a captive suspension system that enables it to be flown in the same manner as a line array loudspeaker system. Multiple VRACKs can be linked together for integrated operation in larger systems.



🛒 Crown (crownaudio.com)



Gretsch Expands White Falcon Cult

Gretsch has debuted the G7593T Billy Duffy White Falcon guitar, named after the famed lead guitarist for The Cult. The Duffy White Falcon features period-correct '70s Baldwin-era styling, pure White gloss nitrocellulose lacquer finish, V-shaped Falcon headstock, Silver Sparkle binding, custom wound hot "Black Top" FilterTron pickups with three-point adjustable '70s-style metal bezels and Duffy's preferred Bigsby tailpiece.

In addition, Duffy's signature model features a single-cut-away, three-ply maple body, with a three-ply maple arched top and

back as well as two spruce parallel tone bars and sound post. The Falcon also features a three-piece maple neck with ebony fingerboard and a chrome-plated truss rod cover with Duffy's signature emblazoned on it. Other features include a chrome-plated output jack plate, pearloid wide-block fretboard inlays, '70s-style aluminum "G" arrow knobs and a gray speckled "Billy Duffy" case.

"This guitar is very personal to me," said Duffy. "It's hard to separate the guitar from the evolution of (The Cult's) sound."

🛒 Gretsch Guitars (gretschguitars.com)

Hal Leonard Releases 'The Real Book' With Backing Tracks on USB Drive

Hal Leonard recently released *The Real Book, Vol. 1* packaged with a 2-GB USB flash drive containing 240 backing tracks.

Designed for gigging musicians seeking convenience, Hal Leonard's first USB product works in both Macs and PCs, and with all editions (C, E-flat, B-flat and Bass Clef) of *The Real Book, Vol. 1*, which features standards, such as "Autumn Leaves," "Black Orpheus," "Bluesette," "Body And



Soul," "Bright Size Life," "Don't Get Around Much Anymore," "Epistrophy," "Falling In Love with Love," "Giant Steps," "Have You Met Miss Jones?" "How High The Moon," "Lullaby Of Birdland," "Misty," "My Funny Valentine," "Satin Doll," "Stella By Starlight," "Take Five," and hundreds more.

MSRP: \$79.99. The USB drive can be sold separately for \$50.

🛒 Hal Leonard (halleonard.com)

Alesis Makes Drum Sets for iPad

Alesis has introduced the DM Dock Kit and the DM7X Kit, two electronic drum sets.

The DM Dock Kit is a six-drum, four-cymbal drum set based around the DM Dock, a drum module for iPad unveiled by Alesis last year. The set features four toms, a snare, the Alesis Stealth Kick drum trigger, a hi-hat, two crash cymbals with choke and a three-zone ride cymbal with choke. The DM Dock Kit's rugged steel rack is adjustable

with hinged quick-release clamps holding the drum pads and cymbal arms that are easily converted from boom-style to straight.

Building upon the design of the Alesis iO Dock, the DM Dock drum module harnesses the power of the iPad for drummers, giving them a stage-ready device with 13 professional trigger inputs and balanced 1/4-inch stereo main outputs.

🛒 Alesis (alesis.com)

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PreSonus Studio One 2.5 DAW Gets Updated

PreSonus has released Studio One 2.5, an update to the Studio One 2 DAW. This free (to Studio One 2 users) update adds nearly 100 enhancements and features, as well as many bug-fixes.

All versions of Studio One 2 have been updated, including Studio One Artist, Producer, Professional and Free.

Although the update adds some entirely new features, it mostly builds on existing Studio One 2 features, completing and enhancing functionality based on PreSonus' original vision and on user feedback.

Studio One 2.5 includes comping improvements. With this feature, automatic beaming into parts makes comping much faster and more powerful.

Also improved was folder track editing. This feature lets you edit directly on the folder track, with a waveform preview for all tracks in the folder.

🛒 [PreSonus \(presonus.com\)](http://PreSonus.com)



Radial Tossover Divides Bands

Radial Engineering has introduced the Tossover, a 500 series module that enables users to divide the frequency bands of an audio signal to separately process lows and highs or combine the two in series to create a band-pass filter.

"Today, bringing innovative recording tools to market is all about nurturing the creative spirit," said Radial Senior Engineer Dan Fraser. "As a manufacturer, our task is to find ways of opening the door to new processes by pioneering innovative products that will enable the more adventurous engineer to find new sounds that, in turn, will enhance and enthrall the audience. The Tossover is a clever tool that can be used to process high or low frequencies separately so that various effects can be applied to a specific frequency region. Most important, devices like the Tossover are fun to use." MSRP: \$400.

🛒 [Radial Engineering \(radialeng.com\)](http://RadialEngineering.com)

Vintage Giltrap Acoustic Now in Deluxe Version

The original Vintage Gordon Giltrap signature acoustic guitar wowed players and went on to win the U.K.'s Music Industries Association Award for Acoustic Guitar of the Year. Now Vintage, Gordon and British luthier Rob Armstrong have worked together to create a deluxe limited edition of the guitar to Giltrap's specifications.

The Vintage GG Deluxe features a solid cedar top, solid rosewood back and rosewood sides, mahogany neck with ebony fingerboard, ebony bridge, NuBone nut and saddle and a U.S.-made, top-of-the-range Fishman Rare Earth pickup. The guitar is also supplied in a Kinsman Gordon Giltrap Signature hardshell case.



"My Deluxe GG Signature model has all the sonic qualities of its earlier cousins and more, giving a wonderful warmth to the tone with the solid rosewood back and sides and the crispness of cedar," Giltrap said. "The

choice of wood is my favorite combination — the warmth of the rosewood and the immediacy of the cedar make for a wonderfully crisp, bright sound."

🛒 [Vintage \(jhs.co.uk\)](http://Vintage(jhs.co.uk))

Budda Adds New Boutique Pedals

Budda Amplification is displaying its new line of guitar effects pedals — the Samsara Delay, the Om Overdrive, the Karma Chorus, the Chakra Compressor, and the Zenman Overdrive/Boost.

The pedals are housed in a built-to-last, heavy-duty steel casing decorated with Budda's Eastern-inspired original artwork. Features include true-bypass for transparent signal output when the pedal is not engaged, and in and out jacks placed in the back of each pedal so that they can be placed against one another and save space in a pedalboard.

The Samsara Delay provides from 20 to 600 milliseconds of delay time. Vintage sound and simple controls help guitarists dial in the right amount of delay, from a bit of slap-back to U2-inspired ambiance. The tone control allows users to mimic the low-fi sound of an old analog delay or crisp up the highs for a more modern tone. Other



controls include time, feedback and level.

The Om Overdrive helps guitar solos cut through the mix. It has plenty of gain for modern music, but also focuses the EQ

in such a way to make sure solos can be heard. The gain knob controls the amount of distortion.

🛒 [Budda \(budda.com\)](http://Budda.com)



Sabian Launches Jojo Mayer Hoop Crasher

Fans of Jojo Mayer may have grown impatient waiting for the latest collaboration between the groundbreaking artist and Sabian. Close to three years of research and development went into the Hoop Crasher, though prototypes have been played by Mayer at his sold-out clinics throughout this time period,

not to mention by other Sabian artists who ended up with the popular device in their cymbal bags after a visit to the factory.

Designed by Mayer, the dual-ring effects device offers versatility and a massive palette of sound.

🛒 [Sabian \(sabian.com\)](http://Sabian.com)



Rotosound Reissues 1960s Fuzz Pedal

Rotosound has reissued its Vintage Fuzz Pedal, using the same circuit configuration as the original 1960s design, combined with modern resistors and capacitors. The original prototype pedals were only available in limited numbers and never released for general sale. Nonetheless, they were found all over the place — there is even a picture of Led Zeppelin's Jimmy Page using one.

MSRP: \$379.

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

The logo for the NASMD 2013 Convention is centered at the top. It features the letters 'NASMD' in a large, stylized font. The 'S' is a thick green curve. Above the 'S' is a red star. Below 'NASMD' is the text '2013 CONVENTION' in green. To the right of the 'S' is 'SAN ANTONIO, TX' and below that is 'MARCH 13-16, 2013' in brown. The background of the top half of the page is a photograph of a river scene with a boat and outdoor seating.

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For more information about the National Association of School Music Dealers, call 972-233-9107, x204 or email 972-490-4219



Moku Crafts Select Mahogany Series Ukes

Moku recently introduced the Select Mahogany series of handmade ukuleles constructed with select tone woods.

The Solid Khaya African mahogany models (matte finish) are available in soprano, concert, tenor and tenor Cutaway models. The tenor cutaway is equipped

with a Fishman Sonitone pickup system that sounds great plugged in or acoustic.

All Moku Select models have East Indian rosewood fingerboards, abalone inlaid sound holes, Aquilla Strings, bone nut, bone compensated saddle and precision tuners.

🛒 **Moku Ukuleles (mokuukes.com)**

Save Money at Summer NAMM

If you've been to Summer NAMM, then chances are you're familiar with the Renaissance Nashville, the show's headquarters hotel.

NAMM is once again offering rooms at a special price — but only during the show.

Book now, and you'll get in for \$174 — the discounted room rate for NAMM

members. After The NAMM Show, these rates increase.

Additionally, rooms on the Concierge Level that usually cost \$214 are now just \$204.

Visit namm.org/summer, download the "Early Bird" form and return it by Jan. 28.

📄 **NAMM (namm.org)**

★ CLASSIFIEDS ★

AUDIO-TECHNICA SENIOR TERRITORY MANAGER, PROFESSIONAL PRODUCTS

Stow, Ohio

Audio-Technica, a pioneer in the design and manufacture of high performance audio equipment, is now seeking a Senior Territory Manager, Professional Products. This position will be located at Audio-Technica's U.S. headquarters in Stow, Ohio. Responsibilities include: achievement of sales objectives; development and performance of all sales activities in assigned rep territories; managing independent representatives; implementing plans and strategies to optimize the dealer base; managing and participating in the development of training for dealers and sales reps; and maintaining/expanding business relationships within the assigned channels and territories.

Ideal candidates will have 5+ years of experience in sales management; college degree in a related field or equivalent industry experience; experience with enterprise software solutions; excellent organizational and written communication skills; strong understanding of customer and market dynamics and requirements; strong product knowledge in the MI, Pro Audio, Broadcast and Installed Sound markets; ability to travel as needed in the U.S. (approximately 50%); and proven leadership ability to drive sales teams to consistently achieve objectives. SAP, CRM experience a plus.

Audio-Technica is devoted to the design, manufacture, marketing and distribution of problem-solving audio equipment, high-performance microphones, headphones, wireless systems, mixers and electronic products for home and professional use.

See www.audio-technica.com ("About A-T; Employment Opportunities") for full job description, and application.

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Karla Kakias, Director of Human Resources,
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audio-technica



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Yamaha CX Series Grand Pianos 'Sing'

In conjunction with its 125th Anniversary, Yamaha has launched the CX series acoustic grand piano.

Replacing its professional quality "C Series" pianos worldwide, the CX series includes six models, ranging from the diminutive C1X to the C7X semi-concert grand. Characterized as "pianos that truly sing," CX series instruments embody many features of the CFX Concert Grand Piano.

The C3X and higher models in the series are equipped with soundboards based on the soundboard technology of the CFX. To project a richer resonance, the dimensions and



the design of the back posts and hammers have also been improved. The sophisticated design of the CX series was influenced by the appearance of the CFX.

The CX series builds on the legacy of "pianos that truly sing," the concept Yamaha pursued when developing the CFX.

🛒 **Yamaha (yamaha.com)**



Eastman Archtop Features Classic Florentine Cutaway

Eastman Guitars has debuted the AR371CE electric archtop.

Featuring vintage tone with superior midrange and volume, the AR371CE has a classic Florentine cutaway design. Parallel-braced sunburst top, back and sides crafted from laminated maple coupled with a single mounted humbucking pickup eliminate sonic troubles due to feedback.

The AR371CE also features a three-piece solid maple neck, rosewood fingerboard with split block inlays, compensated rosewood bridge, pickguard, vintage-style tuning machines and a vintage-style tailpiece. D'Addario roundwound strings and hard-shell case included.

MSRP: \$1,000.

🛒 **Eastman Guitars (eastmanguitars.com)**

Lyric From LR Baggs Mics Acoustic Guitars

LR Baggs' Lyric is a microphone designed especially for capturing the sound of an acoustic guitar in live performance.

Without a pickup, Lyric's microphone accurately transports your guitar's actual voice to a live audience for realistic and inspiring sound.

The featherweight microphone mounts to the underside of the bridge plate with simple peel-and-stick adhesive to preserve the integrity of your acoustic guitar. Unlike other attempts to use an internal mic, Lyric



employs TRU MIC technology for balance and clarity with higher feedback resistance on stage. It is paired with an all-discrete, hi-fidelity mic preamp to create a world-class microphone system.

🛒 **LR Baggs (lrbaggs.com)**

Morgan Monroe Electrifies Mandolin

The MMT-1E Solid Body Electric Mandolin has taken center stage among the Morgan Monroe line of mandolins.

The new electric mandolin gives you not only a great steel-string mandolin tone but the convenience and reliability of a solid-body instrument.

The benefit in a live situation is not having to run a dedicated secondary channel just for mandolin parts. Instead, plug directly into any guitar amp without it feeding back or getting out of control — all without

changing a single setting on your amp.

Equally at home on the stage as it is in the studio, the Morgan Monroe MMT-1E sports a pair of great-sounding single-coil pickups that are controlled by a three-way switch feeding a single volume and tone control. The all-maple neck is joined to a slab of alder that's finished in a mellow sunburst capped off with binding on both front and back that gives it a vintage guitar vibe.

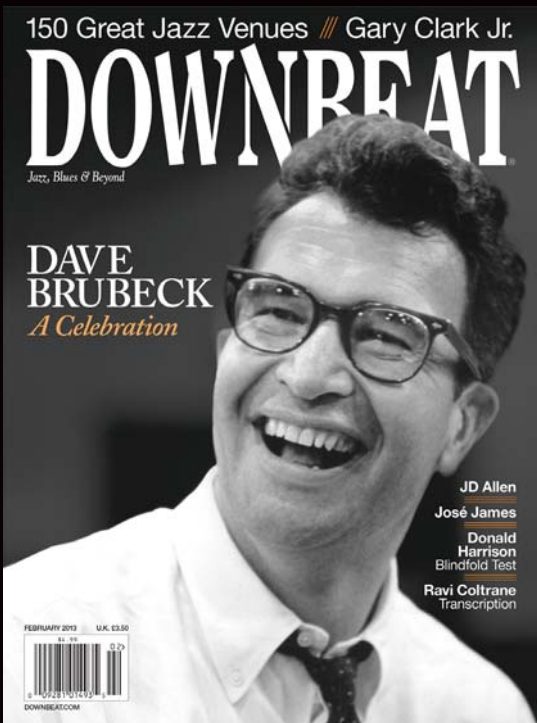
MSRP: \$414.95.

🛒 **Morgan Monroe (morganmonroe.com)**



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Thursday
January 24, 2013

Featuring the 2013 TEC Awards!

This Morning's NAMM U Breakfast Session:

Breakfast of Champions

FREE Breakfast (First Come, First Served): 8 a.m.–8:30 a.m.
Main Session: 8:30 a.m.–9:30 a.m.
Pacific Ballroom, Hilton Anaheim Hotel

Leaders never stop learning, and this year's Breakfast of Champions is focused on our industry's leaders who are committed to continued growth and success. Join NAMM President/CEO Joe Lamond as he sits down with these champions for up-close and personal discussions about the importance of leadership, how to lead through the best and the worst of times, and how to stay focused on the future.

This session is a great way to start the NAMM Show with some powerful perspectives on the industry's current challenges and opportunities—plus, enjoy breakfast, music performances, connecting with colleagues, and insights and takeaways you can use to grow your business in 2013.

The NAMM Foundation Lounge— Today's Highlights

NAMM is pleased to host a variety of music educators and music industry students at the show, where they will meet, learn and network. Here are highlights of today's sessions in the NAMM Foundation Lounge, located on Level 2 of the Hilton. NAMM Members are welcome to attend these inspiring sessions:

- 9:30 a.m.** Generation Next: Morning Motivation with John Wittmann of Yamaha U.S.
- 10 a.m.** Generation Next: Student Success Stories
- 4 p.m.** NAMM Foundation Partner Reception (Member Center)

Tonight in the Grand Plaza



Tower of Power

Afterward, NAMM is honored to present the legendary **Tower of Power**. Known for its soulful, urban vibe and powerful horn section, this performance is sure to be a highlight in NAMM Show history.

Please join us tonight at **5:30 p.m.** at the Main Stage in the new Grand Plaza for the **Industry Tribute**, as we remember the music industry professionals we've lost over the past year with a moving video accompanied by live bagpipe music from the Los Angeles Scots Pipe Band.

Visit NAMM.org to See All of the Show Happenings

Whether you're trying to find a booth, hear some great live music, network with your peers or catch a glimpse of your favorite artists, you'll find all the latest show coverage, updates and schedules online at namm.org. You can also access the info on the **2013 NAMM Show Smartphone App**, available for free download by visiting your mobile device's app store.

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★ SCHEDULE ★

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.

CONTINUED FROM PAGE 134

2:30 P.M. Best Facebook Marketing Examples You Can Use

Michael Newman,
Michael Newman Consulting

Michael Newman presents top Facebook marketing examples for small businesses, including the best Facebook pages, strategies and tools to be effective. Learn the latest tactics and tips for retailers on limited budgets and resources. A focused session for music retailers, Newman delivers real-world examples that demonstrate results. Seasoned social marketers may also learn a tip or two. Bring your own Facebook questions for the Q&A period.

3 P.M. How to Become a Customer Whisperer: A New Way to Succeed with Customers

Greg Billings, Steinway Piano Gallery
of Naples and Grant Billings, Billings
Piano Gallery

The salesman's tricks of old don't necessarily work on today's tech savvy consumers. Becoming a Customer Whisperer entails a more sincere, calm-yet-assertive approach to help clients make good buying decisions faster. Learn simple techniques based on the science of why people buy to gently guide your customers toward making the purchase today.

3:30 P.M. Creating Promotions That Really Reach Customers

Lauren Haas Amanfoh,
Royalton Music Center

Customers appreciate when you think of their specific needs. But first you need to understand the right way to reach, retain and grow your sales from customers of all demographics — and do it while standing out from the crowd. Lauren Haas Amanfoh details ways she has catered to a varied customer base through diversified goodies and creative advertising campaigns — both of which have led to record sales, lesson enrollment and rental contracts.

4 P.M. Everything I Learned, I Learned from My Fellow Retailers

Danny Rocks, The Company Rocks,
and panel

When you have questions about how to manage, market and merchandise a retail music store, where do you go to find the answers? It probably doesn't come from a book or an online search. Rather, most successful retailers ask fellow dealers how they faced similar problems or similar opportunities. Danny Rocks will moderate a panel discussion sharing specific lessons that learned from peers.

4:30 P.M. (Double Session) Give Credit Where Credit Is Due

Alan Friedman, CPA and partner,
Friedman, Kannenberg & Co.,
with panel

It's almost impossible to run or grow a music store without some degree of bank financing, floor planning and/or vendor credit. Yet the wrong kind of financing and credit can seriously hurt your business. Join music industry CPA Alan Friedman, as he leads a panel of seasoned credit managers from some of our

Greg and Grant Billings on how to become
a Customer Whisperer, 3 p.m.



The L.A. Scots pipe during NAMM's
In Memoriam Tribute, 5:30 p.m.

industry's most prominent suppliers. Learn how to identify, request and obtain the "right" type of credit for your store, as well as how to avoid some of the pitfalls that cause the denial of loan and credit requests. Q&A to follow.

5:30 P.M. NAMM "In Memoriam" Tribute Grand Plaza Main Stage

Join industry friends for the annual video tribute to industry stalwarts who passed away during the past year. The presentation will be accompanied by the LA Scots, one of the premier pipe bands in the U.S.

6 P.M. Tower of Power Grand Plaza Main Stage

End the first day with Tower of Power. The band has played together since the late 1960s when it, alongside such bands as Santana, the Grateful Dead and Jefferson Airplane, helped define "The San Francisco Sound."

7 P.M. Night of Worship @ NAMM Anaheim Hilton, Pacific Ballroom

The fourth annual Night of Worship @ NAMM is free to the public and features Brenton Brown, the jazz fusion Norm Stockton Group, Peter Furler (former frontman for the Newsboys) and a special guest appearance by the legendary Al Perkins. Ticket holders are let in at 6:30 p.m. and the general public at 6:45 p.m. Get concert tickets at the booths of Night of Worship Sponsors — Yamaha, Shure, Elation, Elite Core and *Worship Musician!* magazine.

9 P.M. The Rock Roast The Grove of Anaheim

Guitar World and *Revolver* magazines present the second annual Rock & Roll Roast with Dee Snider in the hot seat. Join the Twisted Sister star as he is skewered by roastmaster Penn Jillette and metal-loving luminaries like Zakk Wilde, Anthrax' Scott Ian, Lita Ford, WWE legend Mike Foley and That Metal Show host Eddie Trunk. Sponsored by Epiphone and Monster Energy Drink, a portion of the proceeds go to MusiCares. For ticket information, go to rockandrollroast.com or stop by the *Guitar World* booth.



Percussion Marketing Council

Get Involved with PMC and Create More Customers in the Percussion Industry

ATTENTION MANUFACTURERS, DISTRIBUTORS, AND RETAILERS: the PMC is a non-profit organization providing marketing and advertising campaigns, programs and activities that bring increased public awareness to drumming. These activities and programs are focused on creating growth by promoting drumming to new players and bringing new customers into your stores. Make a difference in your local community, get involved with PMC today!



Visit the PMC Kiosk at the NAMM Foundation booth to see how you can make a difference.

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SCHEDULE



THURSDAY, JANUARY 24, 2013

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.



Breakfast of Champions, 8 A.M., where Joe Lamond interviews top executives like Line 6's Marcus Ryle.

BREAKFAST SESSION

8 A.M.

Breakfast of Champions

Hilton Anaheim Hotel, Pacific Ballrooms
Joe Lamond, NAMM president and CEO, and guests

Leaders never stop learning, and this year's Breakfast of Champions is focused on industry leaders committed to continued growth and success. Join Joe Lamond for up-close and personal discussions about the importance of leadership, leading businesses through the best and the worst of times, and their focus on the future. Start the NAMM Show with powerful perspectives on the industry's current challenges and opportunities.

9:30 A.M.

Ribbon Cutting Ceremony

Anaheim Convention Center Grand Plaza

Join Anaheim Mayor Tom Tait and the NAMM Executive Committee for the official launch of the new Grand Plaza at the NAMM Show. Following the Ribbon-cutting, the 50-piece, 1st Marine Division Band from Camp Pendleton will perform and march.

10:30 A.M.

Successful Tips from a Top 100 Dealer

Rand and Cindy Cook, The Candyman Strings & Things

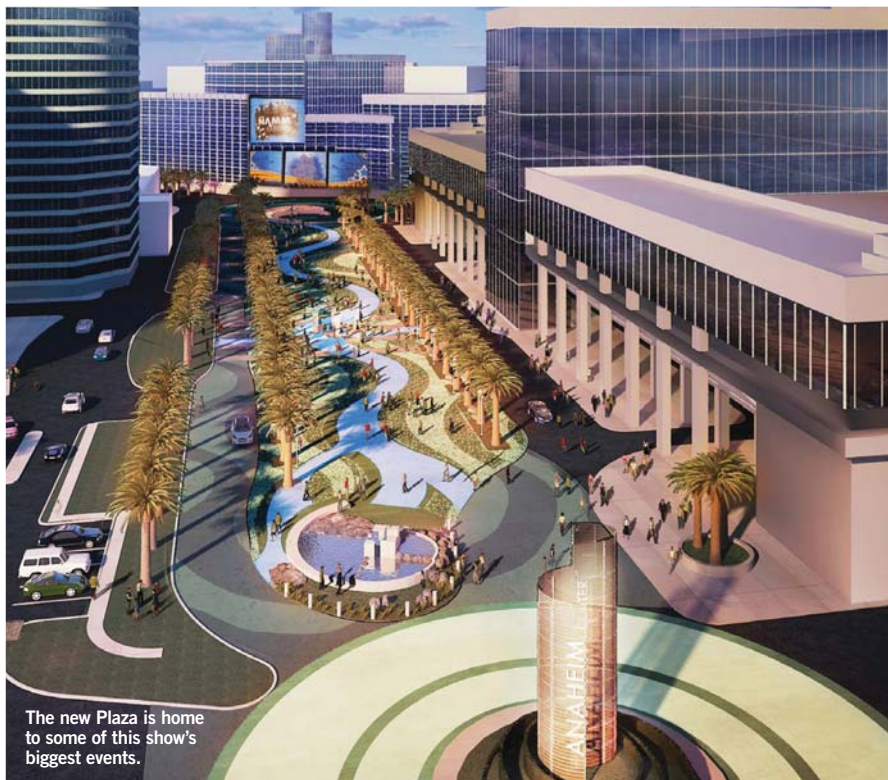
NAMM's Top 100 Dealer Awards have highlighted many top-performing, innovative retailers. The Candyman Strings & Things shined in the "Best of" categories in 2011 and again in 2012! Over the past two years, it has picked up awards for Best Use of Social Media, the Wanna Play Dealer Award, the Best Rock School and Camps and the Best Merchandising & Display. Owners Rand and Cindy Cook will share their philosophy for success and their learning experiences along the way, as well as their favorite tips, proven practices and other insights on how to boost store creativity, profitability and sense of community.

11 A.M.

Jump Start Your Lesson Program

Pete Gamber, Music & Arts, Music Inc. columnist, and former owner of Alta Loma Music

Have you ever considered that you may be doing a lot of really cool stuff with your music lessons, but your numbers aren't increasing? You may be missing some really basic — and easy to fix — details. Join Pete Gamber, former independent retailer for 35 years, for a quick "Music Lesson Program" tune up and find out how to make your music lessons soar!



The new Plaza is home to some of this show's biggest events.



Pete Gamber on jump starting your lessons program, 11 a.m.



Donovan Bankhead on time management, noon



Tower of Power

11:30 A.M.

Making Every Word Count — Employee Communication That Gets Results

Colleen Billings, Billings Piano Gallery

You've tried everything to keep your staff informed. Team meetings, one-on-ones, emails, texts, notes on the communal fridge. Why don't they get the message? This session explores techniques to help deliver effective messages that drive results in your business. With a few simple adjustments, you can transform the way messages are received, strengthen relationships and improve the bottom line.

Noon

What to Do When You Have Too Much To Do

Donovan Bankhead, Springfield Music

Do you find yourself saying things like, "I have too many things to do to worry about being productive!" Donovan Bankhead explains how he uses online tools to stay ahead of his workload. A combination of resources like Gmail, Google calendar and other apps keep him on track, even in a sea of responsibilities. Learn how managing time is easier than you think — and how it impacts your bottom line.

12:30 P.M.

How Spending \$250 Can Triple Your Sales and Turn Old Inventory

Raegan Michelle Medeiros, John Michael's Music

Raegan Medeiros took \$250, paired it with creativity and collaboration and created a sale that tripled her store's Saturday income — all the while, turning old inventory. How did this add up? By partnering with local radio stations, manufacturers reps and regional bands, they created an event with plenty of appeal for customers. They reconfigured their store layout, upped their outreach via phone calls, emails and social media, and brought in a "wheel of fortune" to turn up the excitement. Learn how to set up a similar event.

1 P.M.

How to Drive Sales with Digital Marketing

Jeff Hawley, Yamaha, and Peter Giles, Giles Communications

Wondering about getting real results with social media and online marketing? In this session, Jeff Hawley and Peter Giles will take you beyond the basics of digital marketing, and share meaningful dealer success stories. Learn how to align digital and social marketing to your business goals, how to effectively drive traffic to your website and into your store, how to use powerful digital tools available at little or no cost, and most importantly,

Dee Snider Gets Roasted, 9 p.m.



how to measure and analyze your results.

1:30 P.M.

Social Media Simplified: Stories Build Brands

Jen Lowe, BoomBoom Percussion

Want to know the secret to social media? The secret is ... there is no secret. There is no special sauce, no prescription. Social media success develops from your experience. Join Jen Lowe to learn to tell your store's story on social media. This session will deliver the tips and tools needed to grow your store's audience through Twitter, Facebook and beyond.

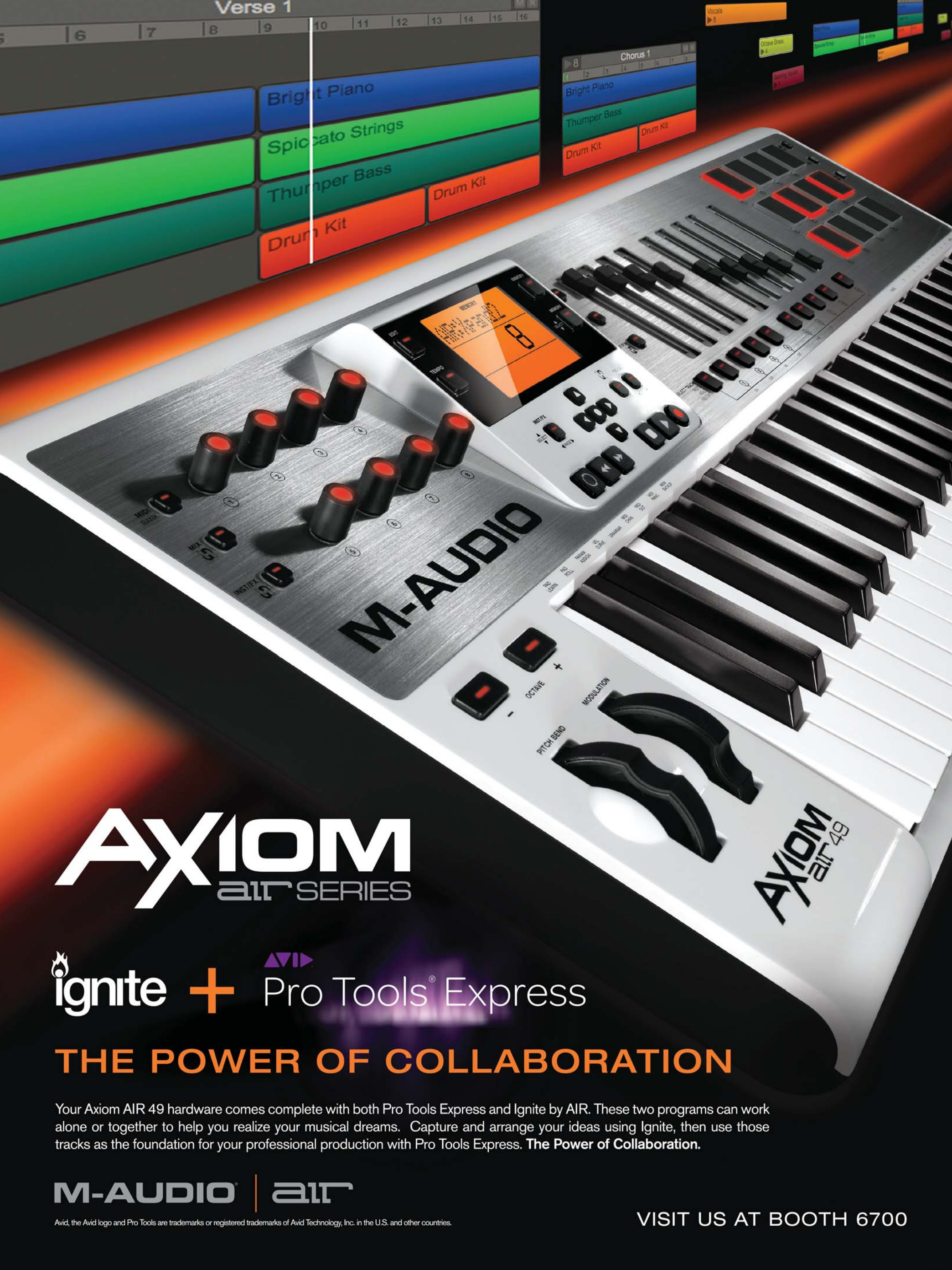
2 P.M.

How to Sell Products, Not Boxes

Joy Jazz Armento, International House of Music

Selling a product means giving the personalized help and attention to go with it — making sure your customer is educated and satisfied with the product and your business. Selling a box is like calling a customer by number, instead of by name. Joy Jazz Armento shares real-life experiences from her store with more than a century of successful sales. Learn how her staff is trained for any situation — installation, assembly, production promotion and repair — and keeps a community of customers coming back for more.

CONTINUED ON PAGE 132



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