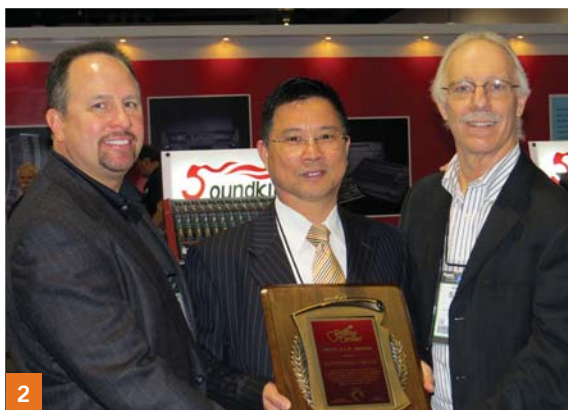


The Official **NAMM** Show Publication

# UpBeat

60TH ANNIVERSARY

DAILY



**M**any of the exhibitors we've spoken with report that business has been rocking in high gear since the opening of this year's NAMM Show. Excitement levels are way up, orders are being written at a furious rate and the overall vibe has been extremely groovy. Here are a few key scenes encountered by the UpBeat Daily staff:

**1.** Zildjian's Craigie Zildjian (left) and Debbie Zildjian commemorate the company's 390th anniversary with a cymbal-shaped cake. **2.** Guitar Center's Kevin Roundtree (left) and Steve Kitay (right) present the company's 2012 VIP award to Xiang-Gui Wang, president and CEO of the Soundking Group. **3.** L.R. Baggs' Mike Newsom (left) and Tommy Linn show off the Lyric Acoustic microphone. **4.** Bruce Egnater with the new Detroit

Series amps built in the United States. **5.** Chris Martin with the first D-28 Martin guitar ever made (left) and the new, authentic reproduction of that classic guitar. Actor Richard Gere owned the original and Martin bought it back when Gere sold his guitar collection at Christie's. **6.** Kawai's Hiroataka Kawai (far left) and Naoaki Mori (far right) present a Dealer of the Year Award to Schmitt Music's Wayne Reinhardt, Duane Norton and Tom Wennblom.



**Breakfast Session**  
Boost Your Sales  
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**See Paul's Guitar**  
★ Page 4



**Graph Tech's Ratio**  
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**Saga's Regal Resonator**  
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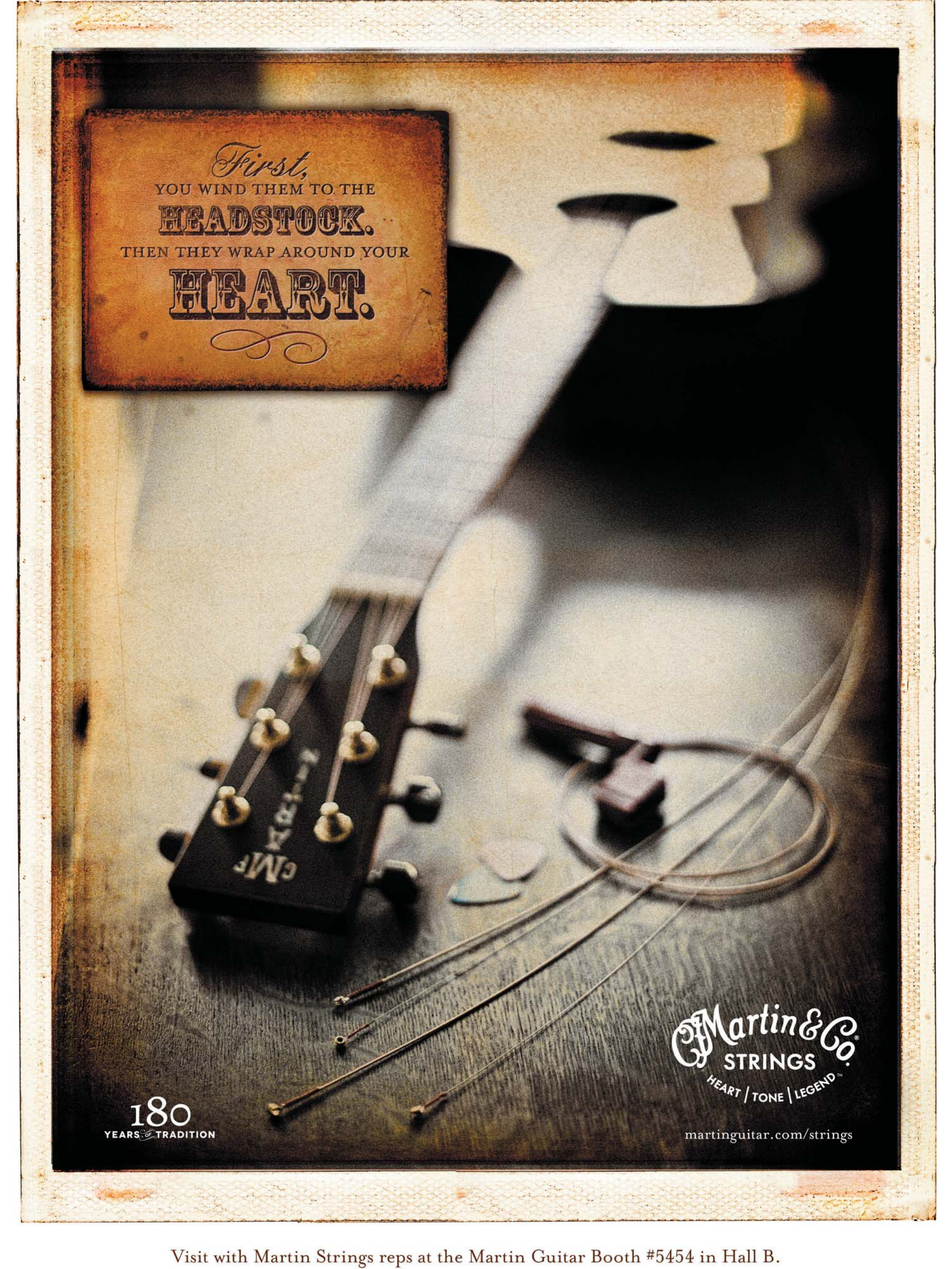
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Visit with Martin Strings reps at the Martin Guitar Booth #5454 in Hall B.





## Moku Harvests Select Spruce Series Ukes

Moku has introduced the Select Spruce series, handmade ukuleles constructed with select tone woods. The solid spruce top models, in gloss finish, have solid African mahogany back and sides. They are available in soprano, concert, tenor and tenor cut-away. The tenor cutaway model is equipped with a Fishman Sonitone pickup system.

All Moku Select models have East Indian rosewood fingerboards, abalone inlaid sound holes, Aquila strings, bone nut, bone compensated saddle and precision tuners with koa buttons.

🛒 **Moku (mokuukes.com)**

## Buffet Group Poised for Expansion

During a Thursday morning press conference, Antoine Beaussant, Buffet Group CEO, outlined a number of initiatives and additions to the company, noting that Buffet is poised for growth in 2013.

At the top of that list is the completion of the purchase of B&S, Germany's leading brass instrument manufacturer. The company has teamed with Foundations Capital, which became the majority shareholder of the Buffet Group in 2012, now owning 80 percent of the company's stock.

With the addition of B&S, Buffet now has products in every category of wind instruments, except for flute, which Beaussant said would be forthcoming.

"All of this proceeds from the same vision, which is being the world reference in wind instruments," Beaussant said. "That is the Buffet vision, the Buffet mission."

## Get 'Paul's Guitar' from PRS

PRS Guitars is introducing "Paul's Guitar" and "Paul's MDT" amplifier — both designed to Paul Reed Smith's specifications and built to match his own gear.

PRS has a foundation that was laid from Smith's experience as a skilled guitar maker and musician and continues to grow based upon his experiences in the studio and on the stage.

"These guitars have a highly musical tone and beautiful new look that I love," said Smith. Carrying on the Modern Eagle tradition, Paul's Guitar is a production version of the Private Stock guitar Paul Reed Smith has been playing in his studio and on the stage. With exclusive "brushstroke" bird inlays and two narrow 408 pickups, every appointment has been specified by Smith from the wood selection, inlay design and pickups to neck



SKB's Justin Toebe (left) presents On the Road Marketing with the 2012 Top Sales award on Friday morning at the SKB booth.

## SKB Names Top Dealers

SKB Cases handed out its annual dealer awards at its booth on Friday morning. On the Road Marketing received the award for 2012 Top Sales. Other winners included the Joseph Group for 2012 Rep of the Year, Audio Source for 2012 Most Units and Aldridge Marketing for 2012 Overall Growth.

Also during the press conference,

product and OEM manager Will Stevens introduced some of the case company's latest gear, including a utility bag that comes in five sizes.

"This bag is great because it fits mixer bags, small light panels, recording interfaces — everything," Stevens said.

🛒 **SKB Cases (skbcases.com)**



Buffet Group executives with the newly acquired B&S brass instruments.

Reference means quality."

The B&S purchase was made via a stock swap whereby Gerhard Meinl, B&S's CEO and principal shareholder, took stock in Buffet to complete the purchase. Meinl has joined Buffet's supervisory board.

"This acquisition, executed nine months

after Foundations Capital's investment in Buffet Group, is a major step to consolidate Buffet Group's market leadership while maintaining the reputation of excellence of its music instruments," said Xavier Marin, CEO of Foundation Capital.

🛒 **Buffet Group (buffet-group.com)**



shape, a new proprietary finish and newly designed stoptail bridge.

"We've been experimenting with a new stoptail bridge with brass inserts that will first be seen on this model," Smith said. "The bridge is still our aluminum straight bridge, but the point at which the string starts vibrating, it's brass to promote the musical

high-end of the guitar."

Paul's MDT amp takes Smith's favorite PRS amplifier model and adds a Cinemascope transformer, midrange and presence controls, and a clean/dirty switch. These additions create a single-channel amp with two distinct voices echoing clean and gain tones.

🛒 **PRS Guitars (prsguitars.com)**



Hannah Bliss and Giles Orford of Focusrite show off an image of the company's new RedNet system.

## American Music & Sound Launches Wide Variety of Gear

American Music & Sound unveiled additions in keyboards, pro audio and studio monitoring on Friday morning.

Kurzweil introduced the KORE64 ROM Expansion Sound Card. The KORE 64 adds more than 300 programs, including new synths, electric guitars, horns, drums and percussion.

The Nord Electro 4 HP has twice the memory capacity of its predecessor. The organ section has been upgraded to the latest tone wheel engine from the dual manual organ Nord C2D, including a new 122 Rotary speaker simulation and drive.

Focusrite's RedNet ethernet-based interface system consists of a range of remote-controlled interfaces that connect via standard ethernet to a computer running music-recording software. The system provides multi-channel analog and digital I/O and Focusrite mic pre-amps.

The Vestax Spin2 DJ MIDI controller is an all-in-one two-channel DJ controller designed together with Algoriddim.

Fostex announced that the company's first two-way powered studio monitor system, the PMO.3, is now shipping.

Allen & Heath also introduced the ICE-16, a 16 I/O audio interface and beyerdynamic Custom One Pro headphones for studio or home.

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

## Hit The Venue for Real-world Lighting, Sound Solutions

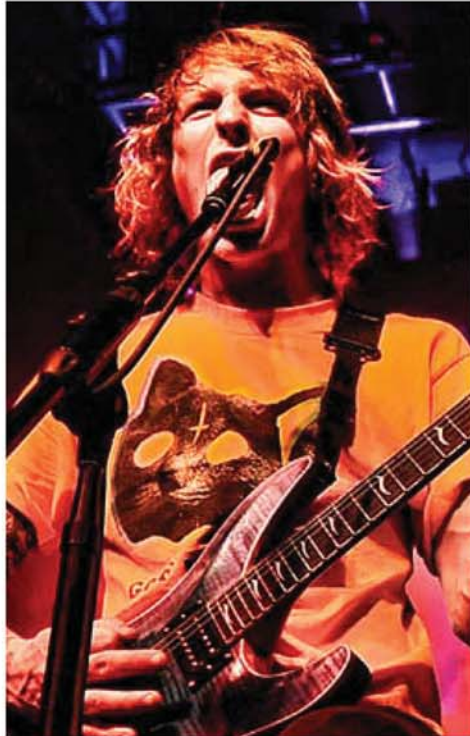
Check out the best in stage production solutions as they take center stage at The Venue, located inside the convention center Arena.

The Venue is a new NAMM Show feature for buyers involved in stage production — whether it is entertainment, nightclubs, leisure attractions or house-of-worship. This high-tech, high-energy arena houses the innovations in lighting, touring and sound. Visitors can check out everything imaginable to take productions to the next level.



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The PRS Artist Package program is an exclusive platform for PRS core electric guitars, amplifiers, and acoustics that offers expanded options on select models. Simply choose your model and pick from the available upgrades to create the most distinctive instruments and amplifiers available from the PRS Core production line.

Speak with a PRS salesman at NAMM in Room 210A to learn more.  
Some model specific limitations and exclusions apply.

**The 2012 PRS Artist Package is available on the following models:**

### Electrics:

Custom 22	408
Custom 24	513 Maple Top
SC 245	Santana
Tremonti	P22
DGT	Hollowbody II
Studio	Singlecut Hollowbody II

### Acoustics:

Angelus  
Tonare Grand

### Amplifiers

Sweet 16:  
head and 1x12 combo  
PRS 30:  
head and 1x12 combo  
Two Channel H:  
head and 1x12 combo

### Speaker Cabinets:

1x12 closed back, pine  
2x12 'big mouth' closed back  
2x12 closed back, pine  
4x10 open back, pine  
4x12 closed back, birch





Visit us in rooms 210 A and 210 B

PRS @ NAMM  
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} { { }

Paul Smith®

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## ★ BRIEFS ★

**Warwick RockBass Gets a 'W'**

During its 30th anniversary celebration last year, Warwick received a present from one of its distributors — a bass with a body shaped like the Warwick logo “W.” Inspired by the idea, Warwick designers decided to put the model into production.

The “W”-body is made of mahogany, with a maple neck laminated with eking veneer stripes.

The rosewood fingerboard has a 30th anniversary inlay, and features 24 extra-high jumbo nickel-silver frets with a 32-inch scale.

🛒 **Warwick (warwick.de)**

**Bari Distributes Trevor James Signature Saxes**

Bari Woodwind Supplies recently announced it will exclusively distribute Trevor James Signature Saxophones in the United States.

The Trevor James brand is a product of Worldwind Music Ltd, based in Lenham, U.K.

“These are competitively priced, professional saxophones that directly compete with all well-known industry brands,” said Jim Cavanaugh, president of Bari Woodwind Supplies. “We are excited to offer our customers. Trevor James is a truly better and more profitable instrument.”

🛒 **Bari Woodwind (bariwoodwind.com)**

**St. Louis Music Redesigns Alvarez Yairis Line**

St. Louis Music recently redesigned the Alvarez Yairis line.

The new Yairis models are hand-made by the same skilled artisans in Japan. Long-time devotees of the Alvarez-Yairi will have more to look forward to with the new models.

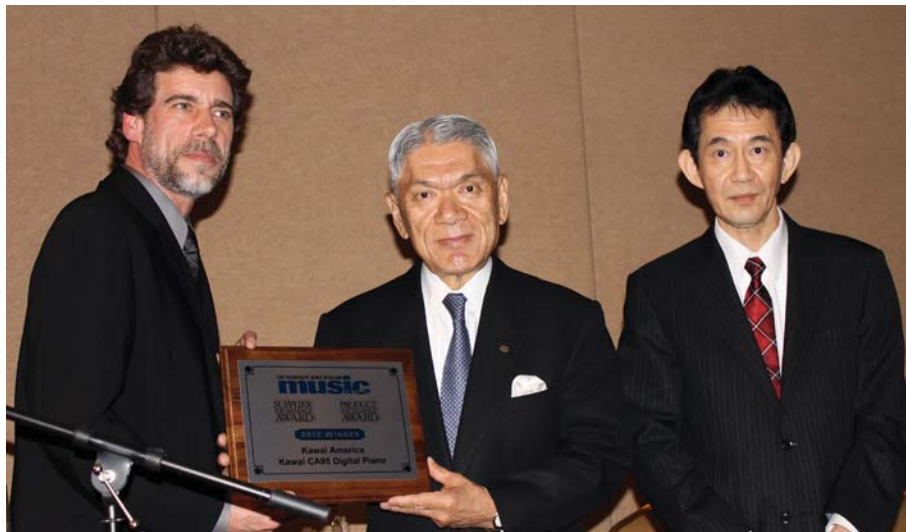
🛒 **St. Louis Music (stlouismusic.com)**

**Davies Retires From American DJ**

Scott Davies, vice president of marketing at the American DJ Group of Companies, recently resigned from his position and retired from the firm after more than 25 years of service. Davies, who joined the company after it was founded by his brother, Chuck Davies, served ADJ in a variety of positions through the years and was involved in many of its achievements.

“Scott made many invaluable contributions to this industry and this company,” said Chuck Davies. “He had a deep understanding of the lighting and DJ business and a deep appreciation of our customers and their needs.”

📄 **American DJ (americandj.com)**



Music Inc.'s Tom Burns (left) presents a 2012 Excellence Award to Kawai's Hirotaka Kawai and Naoki Mori.

## Kawai America Celebrates 50 Years of Piano Success

There was plenty to celebrate during Kawai America's Golden Anniversary Awards Reception, held Thursday night at the Sheraton Park Hotel.

In addition to recognizing nine retailers as 2012 Pinnacle Award Winners, the company received a plaque from *Music Inc.* to commemorate two wins in the magazine's 2012 Excellence Awards: Kawai was honored with a Supplier Excellence Award, and a Product Excellence Award for its CA95 digital piano.

Kawai Senior Vice President Brian Chung recapped for dealers some of the key features of the company's GX line of grand pianos, which were launched at the The NAMM Show on Thursday morning.

Kawai was founded in Japan in 1927 by Koichi Kawai, and Kawai America

Corporation was founded in 1963.

Reflecting on the company's origins and its golden anniversary, Chung said, “Gradually, over five decades, a fledgling little upstart of a company would find itself one of the leading musical instrument companies in North America, and the largest foreign component of a global company that would become the third largest of its kind in all the world. That's our story. And because you are part of our family, it's your story, too.”

Hirotaka Kawai, president of the Kawai Global Group, said, “We have worked hard to create competitive lines in each of our product categories, and are extremely proud of our new GX series of grand pianos that have been introduced at this show.”

📄 **Kawai (kawaius.com)**



Tore Mogensen of TC Electronic shows off the Ditto Looper on Thursday.

## TC Electronic Focuses on Singers, Guitarists

TC Electronic executives and product managers hosted a jam-packed press conference on the show floor Thursday, unveiling the company's expanding line of products for guitarists and vocalists of all types.

The Ditto Looper, a compact pedal effect, combines simplicity and sound quality with a feature-set and functionalities designed, as product manager Tore Mogensen said, “by guitarists for guitarists.”

Among other products being shown was the new VoiceLive Touch 2. Featuring a reworked user interface, the VoiceLive Touch 2 provides a complete suite of production-quality vocal effects, including Harmony. Its new Touch Matrix interface with Slider FX

allows precise real-time control and modulation, and the VLOOP Performance Looper adds loop-specific effects to the mix. The company presented the TonePrint Editor, free software that lets guitarists and bassists craft their own version of a TonePrint effect pedal.

Also announced was a partnership between TC-Helicon and Sennheiser. The companies have created two bundles that include Sennheiser's new e 835 fx, a special version of its evolution e 835 microphone with an effects control button, and an option of either the VoiceLive Play vocal effects unit for singers or the VoiceLive Play GTX for singer/guitarists from TC-Helicon.

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

## Crescent's Clicks & Bricks

Crescent Cymbals has implemented a new delivery process called Clicks & Bricks that combines the best aspects of traditional brick and mortar delivery with an online sales model, in full cooperation with its dealer network. Crescent will generate HD audio and video files of cymbals from its vault and post them to a dedicated YouTube channel. Dealers may embed these files into their own web portals, enabling them to dramatically expand the number of Crescent cymbals they may offer to their customers. The program is only available through participating dealers, who will broker every sale.

🛒 **Crescent Cymbals (crescentcymbals.com)**



## Graph Tech Launches Ratio

Graph Tech's new Ratio is the first machine head on the market to incorporate the string gauge into the tuning equation. Balancing the gear ratios for each string standardizes the tuning process making tuning faster and easier.

Dave Dunwoodie, Graph Tech's founder and president, had the idea to develop a tremolo bridge that would also retune the guitar to several open tunings. Dunwoodie discovered that because each string on a guitar is different, they don't all tune the same. “It crossed my mind back then, and I thought, balancing machine head gears to each string would be an awesome way to tune a guitar,” Dunwoodie said.

Ratio machine heads fit most major acoustic and electric models in both 3 + 3 and 6-in-line headstock configurations. Players can choose from popular button styles: standard, contemporary, vintage or contemporary mini — all with durable triple-plated finishes including chrome, gold, black or nickel. Unlike other machine heads, Ratio gears are made from hardened steel to precision tune for years and years.

🛒 **Graph Tech (graphtech.com)**



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## ★ BRIEFS ★

### Cordoba Builds Boutique Luthier Series

Cordoba Guitars has launched the Luthier series, which expands on the C9, C10 and GK Pro models.

Aimed at players looking for an all-solid, concert-level instrument at a reasonable price, Luthier series guitars are handmade by a small team of builders in a boutique workshop using traditional Spanish construction techniques and carefully selected premium woods.

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

### DJ-Tech Visa 400 Wireless P.A. Goes Anywhere

DJ-Tech recently introduced the Visa 400 portable wireless P.A. system.

The Visa 400 integrates a four-channel mixer that includes a wireless mic, wired microphone or guitar, Bluetooth receiver and RCA line input.



It also integrates a Bluetooth receiver. Just stream your music from any Bluetooth device like an iPhone or iPad, computer or Android phone and bring your music anywhere. The plastic enclosure will withstand the toughest outdoor conditions.

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

### Eastwood Guitars Resurrects Airline Bobkat

Eastwood Guitars has brought the Airline Bobkat back to life.

Based on the Harmony Bobkat model, which was produced from 1963–1966 and was also branded by Airline, Su-pro, Kay and many others,

the Bobkat was the “go to” model for students and pros. The Airline Bobkat targets that same market.

🛒 **Eastwood Guitars** ([eastwoodguitars.com](http://eastwoodguitars.com))



### Seymour Duncan Designs Whole Lotta Humbucker

More than a year ago, Seymour Duncan launched the Whole Lotta Humbucker set as a limited-edition U.K. exclusive. The set was based on Duncan's experience working at the Fender Soundhouse with artists like Jeff Beck, Eric Clapton, Jimmy Page and others.

🛒 **Seymour Duncan** ([seymourduncan.com](http://seymourduncan.com))



Doug Doppler of Orange Amps explains the new VT1000 during a press conference on Thursday.

## Orange IDs Bad Valves

Orange Amps debuted its VT1000 valve tester during a press conference on Thursday morning.

Doug Doppler of Orange Amplification explained the new features of the VT1000 and what it took to create the product.

“We are passionate about gear, and when you are this passionate, the things you create

are motivated by that,” Doppler said.

The VT1000 tests valves over the course of their life cycle. The VT1000 identifies the worn, mismatched or faulty power-amp valves that compromise headroom, causing a reduction in dynamics, touch sensitivity and volume. The VT1000 is portable and easy to operate.

🛒 **Orange** ([orangeamps.com](http://orangeamps.com))

## Budda Amps Skolnick Model

Budda Amplification has released the AS Preceptor Alex Skolnick signature guitar amplifier, a three-channel amp that marries tonal quality and versatility.

Known as the guitarist for the multi-platinum band Testament, Skolnick is a versatile musician performing in a variety of projects including his jazz trio, The Alex Skolnick Trio, and a forthcoming world music project, Planetary Coalition. The new Budda AS Preceptor suits his need for a versatile amp.

“For years, I’ve dreamed of an amp that brought together the quality of a fine vintage amp with modern hi-gain technology, user friendliness, reliability and diversity; an amp not locked into classic tones, easily allowing guitarists to hone in on their own sound and that players of any genre could appreciate,” Skolnick said. “After much collaboration between myself and the amazing



team at Budda Amplification, I’m happy to say it’s finally here: The Budda AS Preceptor is that amp.”

The Budda AS Preceptor was crafted to both Budda and Skolnick's standards, resulting in an amplifier that can range from searing to pristine and everything in between.

With three completely independent channels, a 120-watt power section driven by four EL-34 tubes, and a preamp consisting of seven dual triode 12AX7 tubes, the AS Preceptor also features dual 5U4 rectifier tubes and a solid-state rectifier. Budda's patent-pending PowerPan variable rectification control allows



## Toca Introduces Wooden Rattles

Toca recently introduced Wooden Rattles in three different configurations that provide the player distinctive sound and maximum flexibility when adding rattles to a percussion setup. Featuring hand-tied pods made of Siam oak, the rattles are available on a string, on a handle or as part of a wrist/ankle band.

The Wooden Rattle on a string produces a unique waterfall-like sound effect. The Wooden Rattle on a handle offers a robust rattle sound. The ankle/wrist Wooden Rattle is affixed to an elastic beaded band and provides a great accompaniment to cajon, djembe, guitar or dance. MSRP: \$39–\$98.

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

players to open uncharted tone territory by selecting tube rectification, diode rectification or anywhere between the two.

All three of the AS Preceptor's independent channels — clean, rhythm and lead — include separate three-band EQ, reverb, resonance, presence and true bypass effects loop with send and return levels. Each channel also features Over-Boost, a stomp-box-style lead boost that engages an additional tube-driven gain circuit to give players a supercharged boost. The effects loop on channel 2 can also be used as a global loop in effects routing.

🛒 **Budda Amplification** ([budda.com](http://budda.com))

## Axiom AIR Models Extend M-Audio Controller Line

M-Audio has added three new Axiom AIR models to the upper echelons of its Axiom USB/MIDI keyboard and pad controller lineup: the Axiom AIR 61, Axiom AIR 49 and Axiom AIR 25.

Created in conjunction with AIR Music Technology, these keyboards were designed to deliver a high level of integration with a broad array of music software titles. These new models join the previously released and compact Axiom AIR Mini 32.

Unlike other keyboard controllers that include trial and demo versions of music software, M-Audio's partnerships with AIR Music Technology and Avid allow each Axiom AIR

61, 49 and 25 model to come complete with two exclusive and complimentary music creation applications: Ignite by AIR and Pro Tools Express from Avid.

By removing many of the hurdles associated with computer-based music making, Ignite delivers a streamlined means to quickly capture your best musical ideas. According to AIR product manager Samara Winterfeld, “Ignite was designed from the ground up to provide instant integration and controller mapping with Axiom AIR and every M-Audio keyboard. This is one less thing a musician has to worry about when inspiration strikes.”

From Ignite, musical ideas can be easily

migrated to the included copy of Pro Tools Express, providing customers with access to the production capabilities of the industry-standard DAW software. Pro Tools Express includes the required iLok USB key, a \$49.99 retail value.

The bold white and brushed metal design of the Axiom AIR series features many aesthetic and ergonomic enhancements not found in previous generations of controllers. These features include illuminated knob and pad controls, angled backlit display, longer throw faders and clearance under the body providing a path for cabling, keeping studio and workspace tidy.

🛒 **M-Audio** ([m-audio.com](http://m-audio.com))





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## ★ BRIEFS ★

### Cort Guitars Announces Sunset NY

Cort Guitars has added the Sunset NY to its Sunset series of guitars. The Sunset series was initially introduced in 2012 with the Sunset I and Sunset II models. Each achieved success and was favored for their chambered bodies, woods, components and features.

🛒 **Cort Guitars** ([cortguitars.com](http://cortguitars.com))

### Radial Gold Digger Selects the Best Mic

Radial Engineering has introduced the Gold Digger, a device that enables studio engineers to quickly compare and select the best-sounding microphone to suit the character and tonal qualities of a particular voice. MSRP: \$400.

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

### New Classics from Monarch Drums

Based on the drums of the 1930s, '40s and '50s, Monarch drums from the RBH Drum Co. are more than vintage drum replicas.

The new drum line incorporates several advances in drum building that take the art beyond the legendary drums of the past.

Monarch drums employ the time-honored mahogany-poplar-mahogany shell configuration recognized as one of the most important developments in the transition from single-ply to multiple-ply drums.

🛒 **RBH Drums** ([rbhdrumsusa.com](http://rbhdrumsusa.com))

### Rotosound Preserves Guitar, Bass Strings

Rotosound has introduced a new string cleaner. Regular use ensures your strings last three or four times longer.

The easy-clean microfiber pads in the Rotosound String Cleaner remove dead skin, dirt, oil and other debris. There is no need for solutions or chemicals that could cause your fingerboard or finish damage.

Simply open the Rotosound String Cleaner, slide it underneath the strings, close and secure it, and slide it back and forth.

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



From left: NAMM Young Professionals' Pre-NAMM Workshop with moderator Ryan West (left) and panelists Danica Levy, George Quinlan Jr. and Lauren Haas Amanfoh.

## NAMM YP Holds Half-day Workshop

NAMM Young Professionals (NAMM YP) held a half-day Pre-NAMM Workshop on Wednesday afternoon at the Marriott Anaheim. The workshop included keynote speaker Tom Bedell, of Bedell Guitars, as well as a panel discussion entitled "Bridging the Generational Gap" moderated by Ryan West of West Music.

Panelists included Danica Levy of Levy's Leathers, George Quinlan Jr. of Quinlan & Fabish and Lauren Haas Amanfoh of Royalton Music Center.

The panelists discussed how to motivate different generations, who should update a

business' social media and how to manage when you don't see eye-to-eye with fellow employees.

"Sometimes I've encountered problems with [co-workers of different generations] seeing and understanding my ideas," Levy said. "But I put in the time, argued to back up the ideas and gave it all my strength, and I got my idea somewhere."

The panel discussion was followed by roundtable discussions on technology, marketing, finance and recruiting. The workshop was topped off by a networking mixer.

INFO **NAMM YP** ([namm.org](http://namm.org))

## Yamaha Debuts New Pro Line of Saxophones

Yamaha has unveiled the YAS-62III and YTS-62III "New 62" professional saxophones.

Ideal for concert band, jazz band and other solo and ensemble settings, these updates to the YAS-62II and YTS-62II professional alto and tenor saxophones feature a newly designed "62" neck for ease of playability and greater control. The new 62s additionally feature a backpack-style case that offers contemporary looks and greater ease of transport as well as a redesigned low B-C# connection. Available in lacquered and silver-plated finish options, these models replace the YAS-62II and YTS-62II.

"The neck of the New 62 is specifically designed to appeal to a broader range of saxophonists," said Brian Pettersen, Wind Instrument assistant marketing manager at Yamaha. "The new YAS-62III and YTS-62III models also feature a newly redesigned B-C# connection that allows for more precise key adjustments. Also, a newly designed case provides extra storage in an outside pocket for music and supplies, along with backpack straps and a shoulder strap for maximum portability."

MSRP: YAS-62III, \$4,344; YTS-62III, \$4,514.

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

## Loud, CMI Announce Australian Distribution Agreement

Loud Technologies and CMI recently established a new distribution agreement whereby CMI will serve as the exclusive Australian distributor for Loud's Ampeg and Mackie brands.

"Ampeg and Mackie each have very loyal, established, Australian dealer and customer bases, so we spent significant effort to ensure our new partner could provide world-class support as well as had the muscle to continue growing these legendary brands," said Alex Nelson, Ampeg and Mackie president. "CMI's industry standing and powerhouse

team make them the ideal partner, and we look forward to seeing them take support and brand awareness to new levels throughout Australia."

CMI will dedicate brand management teams to each brand to ensure continuity, branding, marketing and merchandising.

"We are honored to represent Ampeg and Mackie, each legendary in their respective markets, and look forward to further building the brands throughout Australia," said Peter Trojkovic, CEO of CMI.

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

## JodyJazz Wins Product Excellence Award

JodyJazz was recently named a winner of the 2012 *Music Inc.* magazine Product Excellence Awards. The only woodwind product to receive the award, typical voter remarks included comments such as, "Great margin for the dealer, great brand story and a great face behind the product in Jody Espina."

"What makes this award so special is that it is the result of a vote by retailers," said Jody Espina, company founder and president. "So I am particularly proud of this award. I want to thank all the retailers who voted for us, and I commit to you that we will keep doing what we've been doing and strive to be even better by making the best mouthpieces that money can buy."

The flagship of the JodyJazz range is the JodyJazz "DV" series mouthpiece. These mouthpieces offer several exclusive and patented design innovations. First, their design utilizes "Phi"

Proportions, also known as the "Golden Section" proportions. These are the proportions that occur throughout nature and have appeared regularly in the course of history.

🛒 **Jody Jazz** ([jodyjazz.com](http://jodyjazz.com))

## D'Angelico Expands Brand

D'Angelico Guitars has expanded its line of authorized archtop reissues with the introduction of four new Standard reissues, a D'Angelico bass and an exclusive, limited-edition USA Masterbuilt series.

The Standard models, reissues of John D'Angelico's iconic Excel archtops, include single cuts in natural and sunburst and double cuts in cherry, white, natural and sunburst. All feature the spruce top, maple back and stairstep pick-guard and tailpiece that are quintessential D'Angelico. The bass, an entirely new guitar inspired by classic D'Angelico design, is available in black, white, natural and sunburst.

The limited-run USA Masterbuilt series is being built for D'Angelico by Premier Builders Guild (PBG), under the direction of PBG Chief Master Builder Gene Baker and Senior Master Builder Art Esparza, at the PBG guitar workshop in Arroyo Grande, Calif.

🛒 **D'Angelico Guitars** ([dangelicoguitars.com](http://dangelicoguitars.com))







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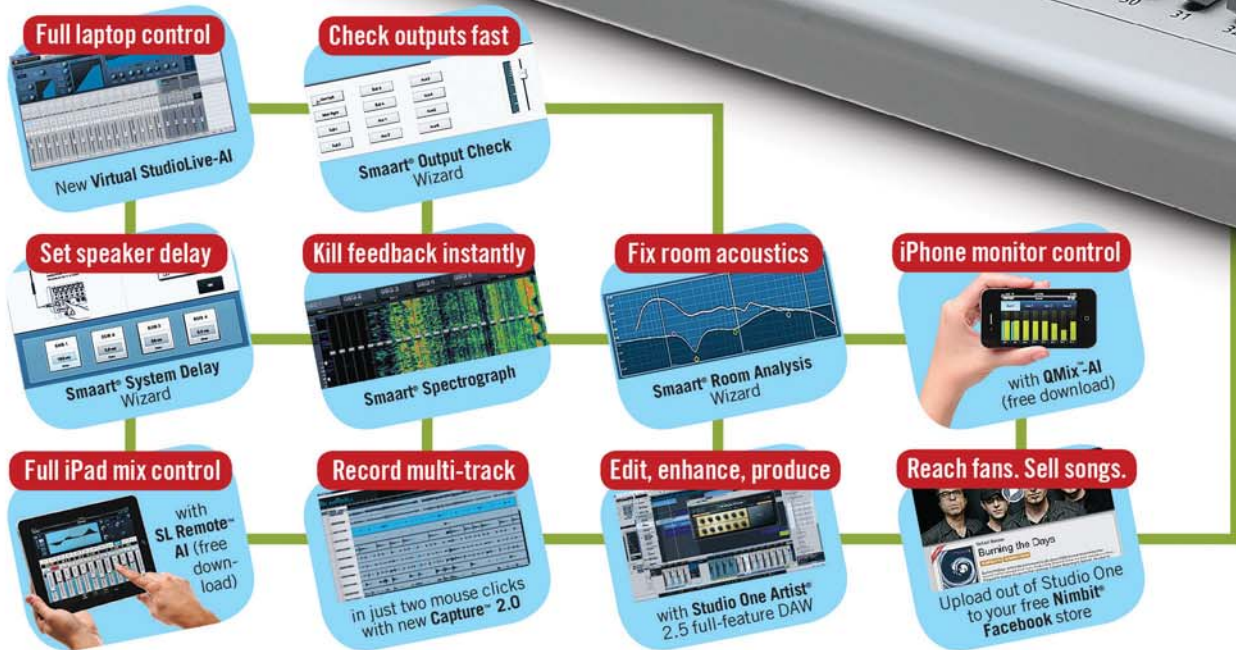
To do that requires a real computer. So Active Integration is based on a cutting-edge OMAP™ 5 multi-core, 2 GHz Cortex-A computer-on-a-chip. With a 32-bit, 96 kHz multi-stream CPU, Wi-Fi, 100 Mb Ethernet, USB 2.0, and lavish amounts of 532 MHz LPDDR2 SD RAM, it's the perfect host for PreSonus' current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



### Saturday @ the PreSonus Booth

10:30	New Mixers, AI PA Systems, Studio Monitors
11:00	Chris LeBlanc, David Haynes, and Rolan 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	Randy Emata and Friends with Miss Monet, Vocalist with Boz Scaggs and Donald Fegan, Introduce...
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 Rolan 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 DAW w/Steadyb & Friends
3:30	David "Fingers" Haynes and Bassist Hadrien Feraud
4:15	Riff to Release with Nimit – featuring Chris LeBlanc
5:00	L'Angelus – Cajun Family Band Introduce...
5:15	... The New StudioLive 32.4.2AI Digital Mixer and the Active Integration Ecosystem



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StudioLive™ 32.4.2



# HALL A BOOTH 6800

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## Four 32-bit DSP effects engines

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**Six Mute Groups** with All On and All Off functions.



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**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.



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**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.

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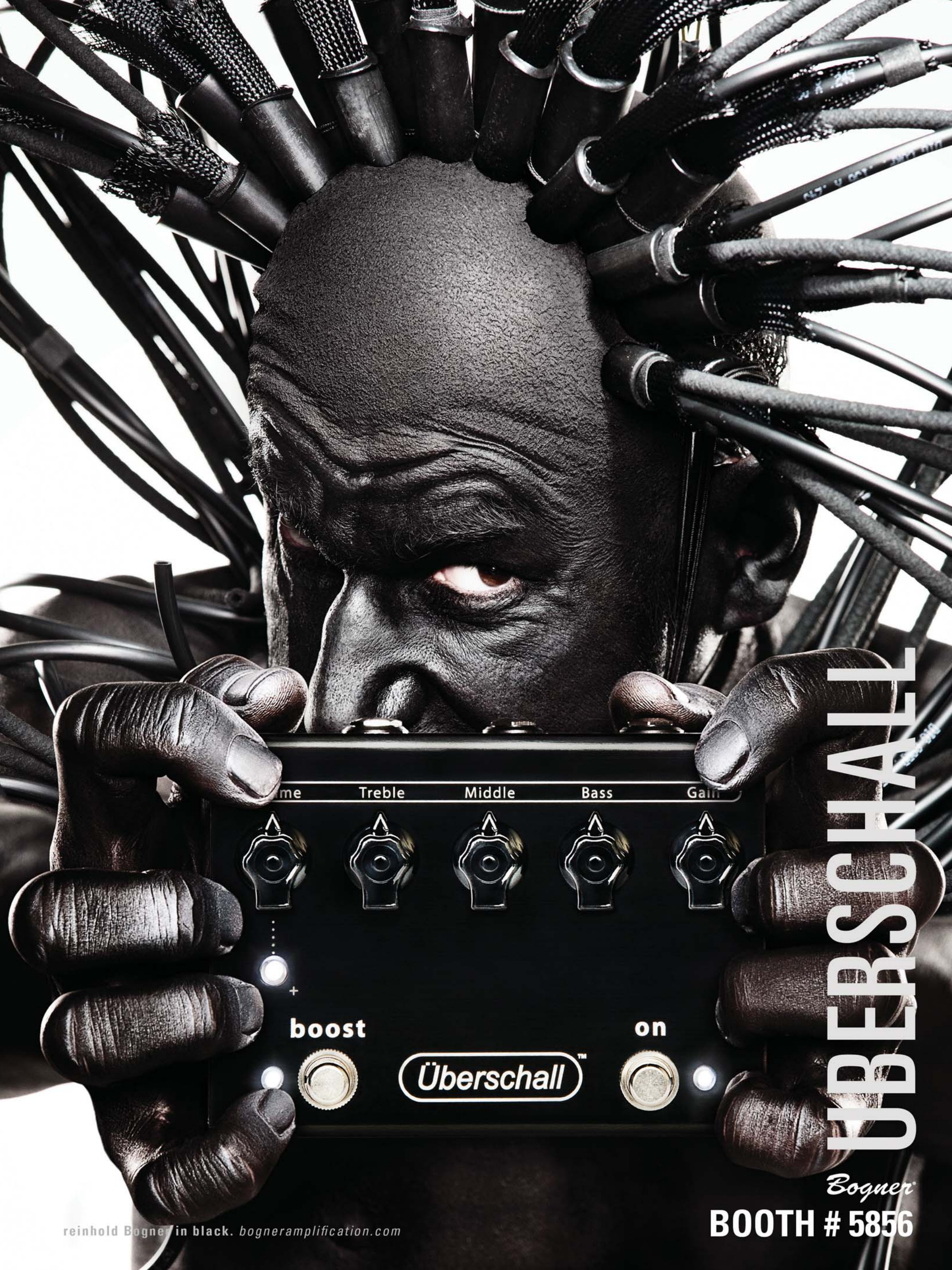
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## Ibanez Rolls Out Jazzy Artstar Hollow Bodies

After decades of building guitars for legends like George Benson, John Scofield and Pat Metheny, Ibanez has launched its latest hollow body, Artstar.

“Our slogan for Artstar is ‘Hollow Bodies Of the Highest Order,’” said Product Manager for Ibanez USA Electric Guitar Pro Junji Hotta. “With Artstar we intend to answer the needs of the working jazz player.”

Musicians who know their old-school jazzboxes will grasp Artstar’s influences: bone nut, smokey flamed maple tops, and Ibanez’s signature Super 58 pickup.

“In other words, the concept is pure jazz-box — both well-built and inspiring,” Hotta said. MSRP: \$1,377.76.

🛒 **Ibanez (ibanez.com)**



## DR3 Goes Esoterik

Esoterik Guitars has launched the DR3, the third model in Dave Reffett’s signature series guitars. This lightweight model is designed to deliver maximum speed, response and clarity. The DR3 is capable of bone-crushing rhythms and searing leads, while offering the clear, clean tones and everything in between.

The DR3 features a lightweight alder body, neck-through design, a five-piece walnut and figured maple neck, 24 easily accessible jumbo frets and a 25.5-inch scale length.

All Esoterik Guitars are designed and hand-crafted in San Luis Obispo, Calif.

MSRP: \$3,595.

🛒 **Esoterik Guitars (esoterikguitars.com)**



## LPD Launches Nu-X Processors, Boxes & Amps

LPD Music International has launched Nu-X multi-effects processors, stomp boxes and amplifiers.

Nu-X has a wide range of analog and digital products to satisfy the professional singer/songwriter, hobbyist or weekend warrior.

Nu-X multi-effects processors maximize sophisticated modeling technology to create classic amp, cabinet and effect sounds with up to 48 models and 56 effects. Nu-X multi-effects processors offer seamless and quick preset switching with up to 70 second phrase loops with sound on sound. Auxiliary jacks make it easy to practice alone with MP3, CD and other inputs.

The stomp boxes by Nu-X include the Force and Core Series.

Features include a modeling amplifier simulator, modeling stomp simulator, multi-modulation effects, and multi digital delay. The Core Series features two multi-effects stomps, three single effects stomps, and two overdrive pedals.

Nu-X also offers the Frontline Series Guitar Amplifiers and the Mighty Amp Series. The Frontline Series features up to six amp models, mic in-put, headphone out-put, built-in tuner, and CD/MP3 in-put. digital effects, CD/MP3 in-puts, pedal jack and more.

🛒 **LPD Music (lpdmusic.com)**



## Fender Expands Amp Lineup

Fender has introduced seven new amplifier models, each designed with a different player in mind.

The '57 Bandmaster amp now joins Fender’s Custom series, with all-tube hand-wired circuitry and premium components. The classic 5E7 circuit has been reproduced and pumps about 26 watts through three 10-inch alnico-magnet speakers.

The Mustang series are back with new features, a new look and all the flexibility of a Fender Mustang. The new Fender Mustang V2 amplifier series raises the standard for modern guitar versatility and muscle, including five new amp models, five new effects and intelligent pitch shifting.

The Mustang I (V2) is a 20-watt amp featuring one 8-inch Fender special design speaker. The Mustang II (V2) is a 40-watt amp with one 12-inch Fender special design speaker. The Mustang III (V2) pumps

out 100 watts through one Celestion G12T-100 12-inch speaker. The Mustang IV (V2) is 150 watts and features two 12-inch Celestion G12P-80 speakers, while the Mustang V Head (V2) is 150 watts in stereo. The Mustang V 412 Cabinet is 200 watts with four Celestion Rocket 50 12-inch speakers.

The Acoustasonic 15 amplifier offers portable amplification for acoustic or electric guitars and a vocal microphone. The amp offers enough simplicity and flexibility for a variety of musical performance and basic public address uses.

The 15-watt unit features one 6-inch special design full-range speaker with whizzer cone for enhanced high-frequency response, two channels with individual volume controls, Chorus effect with level control, and on/off switch, bass, middle and treble tone controls.

🛒 **Fender (fender.com)**

## Kala, Aquila Corde Team for Silver Rumbler Strings

Kala U-Bass and Aquila Corde have collaborated to produce Silver Rumbler, a proprietary string engineered specifically for Kala’s award-winning portable U-Bass instruments.

Using Aquila’s patented technology and materials, Silver Rumbler strings are a blend of Aquila’s Nyglut compound and calcium carbonate which gives them increased density, stability and the ability to resonate tone at very low frequencies. Silver Rumbler will be included as standard on Kala’s new U-Bass, the Rumbler. Kala offers three additional string choices for U-Bassists that include the original polyurethane strings and pyramid silver-plated, copper wound and Aquila Thundergut strings.

🛒 **Kala (kalabrand.com)**



## Nady Introduces Portable Sound System

Building on the PSS-150, Nady’s PSS-300 is ideal for church and school use, as well as live music, DJ and public address applications.

The PSS-300 includes two full-range 8-inch speakers and an eight-channel 300W class D stereo powered mixer. Features include: Recessed speaker mount for easy transport; 8-inch woofer and 1-inch titanium, high-frequency driver; XLR mic and stereo RCA inputs (all with bass, treble, reverb controls); separate left and right 7-inch master output; adjustable digital reverb with built-in peak limiter; and storage compartment for cables and accessories built into speaker.

The PSS-300 is lightweight — only 21 pounds assembled — and set up is quick and simple. Developed in collaboration with experienced sound engineers and working musicians, the PSS-300 provides a combination of high-quality audio and ease of use.

🛒 **Nady (nady.com)**



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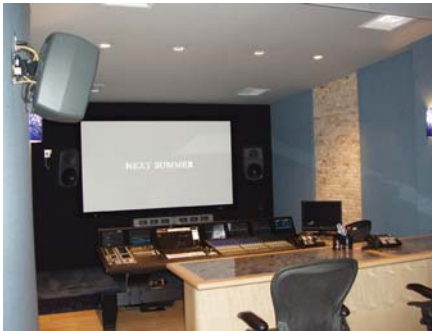
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## SSI Upgrades Audio Monitoring to 7.1 with Genelec

SSI recently purchased a new 7.1 monitoring system by Genelec.

The system consists of three Genelec 8260A Tri-Amplified Active Monitors for the L-C-R array, four Genelec 8250A Bi-Amplified Active Monitors for the rear and side surrounds, and a Genelec 7271A Active Subwoofer, and was chosen to help SSI expand its role as a post-production resource for top Hollywood films, including "The Hobbit" and "Cloud Atlas." All three of these products reflect Genelec's Smart Active Monitor (SAM) concept, which lets monitors be controlled with digital networking to enable the building of flexible computer-controlled systems of monitors.

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



## Korg Kaossilator Goes Pro

Korg has added to the Kaoss family with the Kaossilator Pro+ Dynamic Phrase Synthesizer/Loop Recorder. The Kaossilator Pro+ is packed with 250 programs, including more of the cutting-edge synth sounds for which Korg is known.

Like all Kaoss-based products, Kaossilator Pro+ offers creative musical possibilities and intuitive control over multiple parameters simply by moving a finger across the X-Y touchpad.

The onboard sounds have been inspired by current musical genres, including familiar leads and synth basses, along with sound effects for DJ use. Updated drum PCM includes sounds from Korg's Wavedrum percussion synth for greater performance variety.

🛒 **Korg USA** ([Korg.com](http://Korg.com))



## Gator Keeps the X32 Safe

Gator Cases' latest G-TOUR road case features a unique 360 Arm System for the popular Behringer X32 mixing console.

Behringer's X32 mixing console is a 32-channel digital mixer with a bevy of built-in effects and features. Gator Cases offers a custom fitted G-TOUR road case featuring the 360 Arm system and designed specifically for the X32 console.

The G-TOUR X32-ARM features thick, heavy-duty plywood construction and a tough laminated PVC exterior. The interior is lined with specialized EVA foam padding to safely secure and protect the X32.

The doghouse section is what makes this case particularly appealing. Not only does it provide easy cable routing and full rear access, but the integrated 360 Arm system turns this case into a fully functional

recording workstation. The Arm system features a versatile mounting tray for laptops, tablet devices, or even a Vesa-mount LCD monitor, while the arm itself, mounted through port holes on the doghouse lid, provides full 360-degree motion. This creative solution allows users to determine their optimal setup without sacrificing valuable desk-top space.

The foam-lined breakaway lids and heavy-duty casters ensure that the console is protected during transport. Each G-TOUR X32-ARM case includes Gator's signature red recessed twist latches, spring-loaded handles and commercial-grade plated hardware.

Models are also available to fit the popular Presonus Studioline 16.4.2 and 24.4.2 consoles.

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



## Protection Racket Conga Cases Offer Snug Fit

Protection Racket's conga cases are shaped to fit congas more snugly. The cases have been re-designed and are now available in 10-inch Requinto, 11-inch Quinto, 11.75-inch Conga, 12.5-inch Tumba and 14-inch Super Tumba sizes. The new cases have padding throughout and include heavy-duty nylon zippers. All cases come with padded rucksack straps, an ergonomic carrying handle and two side handles at the lid providing a variety carrying options. The cases are waterproof.

🛒 **Protection Racket** ([protectionracket.co.uk](http://protectionracket.co.uk))



## Martin Delivers Mayer Signature Model

Martin and John Mayer have joined forces again to create a new version of the cowboy guitar, the 00-42SC John Mayer Custom Signature Edition. Conceived as a direct follow-up to the 00-45SC John Mayer Stagecoach Edition, the new model has been created to be a more affordable option to collectors and Mayer fans alike.

"We are proud to continue the Martin tradition of partnering with John Mayer," said Chris Martin, chairman and CEO of Martin. "For over a decade, John has been a devoted fan of our custom models. Our last collaboration was a rousing success both in sales and fan reception. We are

confident that we will repeat that pattern with the 00-42SC."

"I am absolutely stunned by my Stagecoach guitar every time I play it," Mayer said. "It has the charisma that very few guitars have."

The 00-42SC John Mayer Custom Signature Edition maintains many elements reminiscent of the original 00-45SC, including the 45 rosette inlay. Golden Era-style 42 snowflakes and CFM block inlay are in blue paua pearl. Dense cocobolo is retained for the back and sides, creating complex bass and generous mid-range.

🛒 **Martin Guitar** ([martinguitar.com](http://martinguitar.com))

## Innovative Percussion Debuts Legacy Series Drumsticks

Innovative Percussion's Legacy Series drumsticks feature a traditional teardrop bead on several of the company's existing drumset models. The L7A, L5A, L5AL, L5B, L5BL, and L1A are all constructed with the bead that drummers have used for over a century, creating countless hits and legendary live performances. Also within the series are the L3A and L8A, which are built with a barrel tip.

MSRP: \$15.25.

🛒 **Innovative Percussion** ([innovativepercussion.com](http://innovativepercussion.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](http://www.4wrd.it/4i6inamm) to learn more.



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## Superlux Delivers Home Recording Mic

Superlux has developed the E205, a condenser microphone designed for home and professional studio applications, as well as live performance. The E205 side-address, super-cardioid studio condenser delivers detail and low noise. With its rugged construction and high-performance specifications,

the E205 provides a high level of consistency from model to model. It comes equipped with a protective pouch and a pivoting stand mount. A related model is the E205U, featuring a USB connection, 48 kHz sampling rate and volume control.

**INFO** Superlux ([superlux.com.tw](http://superlux.com.tw))

## Chauvet Teams With Trusst Systems

Trusst, a manufacturer specializing in efficient and economical trussing and related components, recently launched its first line. Under the corporate umbrella of Chauvet & Sons, Trusst produces aluminum truss systems built with care for exhibitions, entertainment, production and retail applications.

The first line of Trusst, backed by Chauvet, is a 12-inch square truss that uses a conical connector system and mates with other major brands of truss of the same size and connector style.

Trusst offers modular components that combine to create limitless configurations and increase design flexibility. Built for convenience and ease of use, Trusst is available



in six lengths and seven types of corners. Base plates are available in four sizes, while easy-to-install connectors and accessories simplify setup.

**Trusst** ([chauvettrusst.com](http://chauvettrusst.com))

## Peavey Presents Michael Anthony Bass Amplifier

Peavey Electronics has launched the Michael Anthony VB-MA signature tube-powered bass amplifier. This 300-watt all-tube head packs a low-end punch and weighs in at 38 pounds.

Anthony has toured the globe and performed for millions of fans. He currently plays with the supergroup Chickenfoot and has used the Peavey VB-3 amplifier exclusively.

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



## A Match Made in Paris.

When players pair the new Masters mouthpiece with the custom-fit Masters MIO ligature, they experience a revolutionary quality that only the craftsmen at Vandoren can create. Even response. Crisp articulation. Enhanced musical expression. It's the perfect balance of richness, stability and projection. A custom fit for high-caliber performance.



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# HIGH PERFORMANCE BRANDS... HIGH PERFORMANCE RESULTS

**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.



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<sup>TM</sup> HEARING PROTECTION



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## 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.





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Today, our focus and determination is the same as it was 50 years ago. To make a great product that feels better, sounds better and inspires you to play your best.



## AKG Introduces DJ TIËSTO Headphone Line

AKG has released a signature headphone line by DJ TIËSTO entitled AKG by TIËSTO, comprised of the K67 (high-performance), K167 (professional) and K267 (reference).

"I've been involved with every element of the headphones, from the sound quality to the look and feel," TIËSTO said. "I've been using the headphones when playing around the world over the last 6 months. During that time I've worked closely with the AKG technical team to make sure they deliver the perfect sound. The AKG-by-TIËSTO range provides quality I can really rely on, whether in a club or a stadium, or in the studio."

The K267 TIËSTO offers an over-ear, closed-back design, with an oversized low resonance driver, providing a higher SPL, while still maintaining a matched low



frequency bass response. Its user-adjustable bass boost keeps sound neutral or maximizes deeper sub-bass frequencies when prompted. The K267's dual plug-in feature allows the user to attach the cable to either

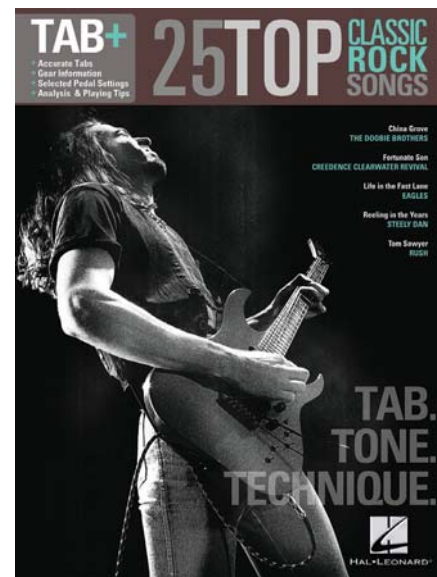
side for maximum comfort. In addition, each set boasts 3D-axis folding mechanisms for optimum fitting and flat storage.

The K167 TIËSTO is an over-ear, closed-back design for high comfort and maximum noise rejection. Suitable for multiple applications, the headphones offer impressive sound quality, even in loud environments. Its 40mm driver allows for higher sound pressure levels, while its roadworthy design provides maximum reliability.

The K67 TIËSTO models are designed for a wide range of applications from live sound to studio work.

The compact design delivers convincing and powerful sound wherever necessary, even outdoors.

**AKG (akg.com)**



## Hal Leonard TAB+ Rocks

Hal Leonard has released new TAB+ songbooks that let players learn dozens of songs in several styles. Making their debut are *25 Top Hard Rock Songs*, *25 Top Metal Songs* and *25 Top Classic Rock Songs*.

These collections aim to help guitarists master authentic-sounding renditions. The books boast inside info on the equipment guitarists used in studio sessions.

MSRP: \$19.99.

**Hal Leonard (halleonard.com)**



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[sales@graphtech.com](mailto:sales@graphtech.com)

**Visit us : Hall C-Booth 4769**



## DJ Tech Releases iCube 65 HD PA

The DJ Tech iCube 65 HD is a max 50W wireless P.A. system with an integrated three-channel mixer which accepts an iPod/iPhone/iPad, microphone or guitar.

This wireless P.A. system features an intelligent iPod/iPhone/iPad docking bracket, which allows users to dock any iPod, iPhone or even iPad and start the party or speech. The iCube 65 HD is totally mobile, wireless, and, with a rechargeable battery, lasts up to 12 hours.

The MDF wood and epoxy painting will withstand the toughest outdoor conditions. It's available in red, blue, orange and white. The integrated wheels and telescopic handle increase mobility.

**DJ Tech (djtechpro.com)**



# Celebrating an incredible 20-year journey.



In 2013, Toca celebrates twenty years of creating hand drums and percussion for musicians world-wide. In honor of this milestone, Toca has created special, limited edition versions of the three instruments that have helped forge Toca's reputation and ongoing legacy.

The Toca Limited Edition 20th Anniversary Congas, Bongos and Djembe exemplify a brilliant combination of the company's origins and its vision for the future.

All of the drums feature hand-painted shells, natural calfskin heads, black mirror hardware and a specially designed 20th Anniversary Commemorative Badge and head graphics.

These instruments are true collectables that sound as beautiful as they look. They epitomize Toca's proud twenty-year tradition of creating the most stunning hand drums the world has ever known.



VISIT TOCA PERCUSSION AT NAMM BOOTH 5720



## MI Amp Releases Retro Combos

MI Amplification has released four new unique combo designs, giving classic amplifier designs a 21st century twist.

The Apache is a 30-watt combo designed with a nod to the classic 1960s jangly sound made famous by the British invasion. Covered in wine-red tolex and black/silver grill cloth, the cabinet oozes a charm and style that will stand out on any stage.

Aquarius, a single-channel, quad 6V6, 30-watter is a tribute to the classic Fullerton tones of the 1950s and '60s.

Three modes (classic clean, fat boost and tone stack bypass), a phase-inverter design giving either a Tweed-era cathodyne or Blackface-era long-tail phase-inverter, and three power-amp modes (fixed-bias and two cathode-bias) provides impressive and flexible clean tones.

The Crystal Lattice is an affordable boutique amplifier. Dual-channels (with boost for each channel) provide the flexibility of a four channel amp with round, blues-y cleans to smooth, harmonic, mid-rich fusion drive to flat-out, rock power.

The Duchess is a dual EL-34, 45-watter that draws inspiration from the British Plexi designs of the '60s. The vintage clean channel has one input – but with the ability to blend internally-jumpered dark and bright channels. Plug in and feel the mojo of one of the nicest cleans around, with top-end extension.

🛒 **MI Audio** ([miaudio.com](http://miaudio.com))



## LP Sound Platform Helps Projection

Latin Percussion's new Sound Platform gives conga players more projection for their floor-standing drums. Featuring a 13-inch wooden base with built-in carrying handle, the LP Sound Platform has a textured non-slip star-pattern rubber pad that firmly holds a conga in place while allowing sound to resonate from the bottom of the drum.

"The LP Sound Platform gives floor-mounted congas the kind of powerful sound one would obtain from a rack-mounted drum," said Victor Filonovich, director of product for Latin Percussion. "The platform is lightweight and convenient to set up."

MSRP: \$69.

🛒 **Latin Percussion** ([lpmusic.com](http://lpmusic.com))

## D.A.S. Debuts 2nd Generation Artec Speakers

D.A.S. Audio has announced the introduction of the second generation Artec series loudspeakers. Available in both powered and passive configurations, the new Artec series loudspeakers encompass 10 models designed to address a wide range of sound reinforcement applications.

The most notable differences with the second generation Artec series loudspeakers is the inclusion of five self-powered models: the Artec 506A, 526A, 508A, 510A and S15A subwoofer.

Featuring Class D, 720-watt peak power amplifiers in all models except the Artec S15A (which has a Class D, 2000-watt peak), the new Artec series powered loudspeakers deliver the point source performance Artec loudspeakers have long been recognized for while eliminating the necessity of external power amplification.

The passive Artec series models include the Artec 506, 526, 508, 510, and S15 subwoofer. The new series includes a wide range of transducer complements designed to address almost any sound reinforcement application.

The Artec 506/506A uses a 6-inch LF transducer with a 1-inch HF compression driver while the Artec 526/526A uses two 6-inch LF transducers and a 1-inch HF compression driver. The Artec 508/508A include an 8-inch LF transducer with a 1-inch HF compression driver.

🛒 **DAS Audio** ([dasaudio.com](http://dasaudio.com))



# A New Wave of Plug-ins Has Arrived

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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.



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## Alfred Now Distributing Uke Star Daniel Ho

Alfred is now distributing the works of the Daniel Ho Creations label, from artist Daniel Ho, with ukulele, guitar, and piano music books.

Musicians and Hawaiian music fans alike will enjoy the wide variety of books and DVDs now available.

"I wanted to share my knowledge with other musicians in a way that would be valuable and fun," Ho said. "Alfred was the best choice to bring these products to the masses."

Beginning ukulele players will benefit from the highly informative *'Ukulele: A Beginning Method* DVD and the best-selling method series *Discovering the 'Ukulele* and *Exploring the 'Ukulele*, all of which cover ukulele basics, practice techniques, playing techniques, chords, and exercises with traditional Hawaiian and original songs. For more experienced players, the album-matching songbook to *Polani* – the first ukulele album to receive a Grammy nomination – is also available in standard music notation and TAB.

Daniel Ho Creations also offers several books for guitar, covering various aspects of Ho's approach to guitar theory and technique. In addition, pianists will enjoy *E Kahe Malie: Hawaiian Piano Instrumentals*, the songbook to the first Hawaiian piano album to receive a Grammy nomination for "Pop Instrumental Album of the Year."

🛒 Alfred Music Publishing (Alfred.com)



## Affordability Drives Ibanez Artcore 5-String Basses

Ibanez has expanded its Artcore hollow and semi-hollow basses.

"We know a lot of players think of 5-string basses when they think of Ibanez, so a 5-string Artcore semi-hollow body seemed an obvious next step," said Mao Nakamura, Hoshino USA bass manager. The AGB-205DVS sports a dark violin sunburst finish,

framed by a clean, white binding that silhouettes the instrument. Core elements of all Artcore basses include expertly crafted set-in-body construction with 3-piece mahogany/maple necks. The ACHB pickups made for Artcore basses offer responsive feel, warm tone and feedback minimization.

🛒 Ibanez (ibanez.com)

## Look High and Low for the Complete NAMM Show Experience

Some of the show's most innovative finds are located on Levels 2 and 3, as well as in Hall E, located down the escalator.

Brands now on the second floor include Paul Reed Smith, Peavey and Schecter. The H.O.T. Zone features a variety of free pro-audio educational sessions led by

Grammy winners of all sorts. Roland is now located on Level 3. Lounge 88 has relocated near the center of the floor. Hall E, also known as "Innovation Alley," showcases up and coming companies, next wave gear and the App and Gaming Pavilion.

INFO NAMM (namm.org)

## Apogee's Next 'One' Packs Mic, Audio Interface

Apogee has launched the next generation of One, a microphone, 2-In x 2-Out audio interface and headphone amp for creating professional recordings on iPod Touch, iPhone, iPad or Mac.

Using Apogee's AD/DA conversion, One captures music, podcast, and voice-over recordings while also delivering audiophile quality sound to headphones or speakers.

One offers three input options: a built-in omnidirectional condenser microphone; XLR input for dynamic, condenser or ribbon microphones; and instrument input for electric guitars, keyboards or any instrument with an electric pick-up. One now offers the ability to record two of the three input options simultaneously (instrument plus built-in mic or external mic). The updated AD/DA converters and mic preamps deliver professional sound quality to capture and playback recordings with clarity and detail.

"We have revolutionized One, incorporating highly anticipated features — iPad and iOS compatibility, simultaneous recording of guitar and a microphone, enhanced sound quality, and a much desired metal chassis," said Betty Bennett, Apogee CEO and co-founder. "This is a innovative interface ideal for the musician who wants an all-in-one solution they can count on for ease of use and professional studio quality results, no matter where they are."

🛒 Apogee Electronics (apogeedigital.com)

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sakaedrums.com

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## Fishman Redesigns Loudbox Performer Amp

Fishman is shipping its redesigned Loudbox Performer acoustic instrument amplifier, which features increased power, improved bass response and enhanced features in a lighter, more efficient form factor.

Fishman's most powerful amp in the Loudbox series, the Performer features 180 watts of clear bi-amplified acoustic sound and two flexible mic/instrument input channels that accept both 1/4-inch and XLR sources. Each channel includes Fishman three-band EQ (shelving bass and treble with resonant-style midrange), feedback-fighting phase switch and notch filter controls, and a new dual digital effects section with reverb, chorus, flanger, delay, echo and slap echo.

The Performer's three-way speaker design delivers clear, full sound with additional

low end to balance the premium neodymium tweeter and dedicated midrange driver. The lightweight cabinet design features a built-in 10-degree tilt with an improved, integrated kickstand design that allows the Loudbox Performer to be tilted back 50 degrees for optimal sound projection.

Enhanced features for the Performer include independent channel and effects level controls, an auxiliary stereo input with level control plus 1/4- and 1/8-inch connectors,



balanced XLR D.I. outputs on each channel and main mix, and channel mute to silence both input channels.

The Performer also features a headphone output, a dedicated effects loop for each input channel, a footswitch (available separately) to control channel mute or chorus mute, and 24V phantom power for condenser microphones. The 1/4-inch and XLR inputs include a 10dB pad and clip indicator.

 **Fishman** ([fishman.com](http://fishman.com))



## Koloa Adds to Uke Lines

Koloa has added nine new models to its lineup of ukuleles and updated the entire Koloa line with revamped bracing, neck profiles and wood thicknesses for improved tone and projection.

The all new 300-series ukes are assembled with solid mahogany tops and mahogany backs and sides, complemented by resonant matte finishes. The KU-300 soprano has a traditionally constructed fretboard that ends at the neck joint to allow the top to vibrate more freely. The tenor model KU-340-CFE has a cutaway as well as a Fishman Kula pickup with three-band EQ and LED tuner, making it an ideal uke for amplified live performance. The remaining two models, the KU-320 concert and KU-340 tenor round out the line for players looking for traditional styling in a high-value instrument.

MSRP: \$89.99 and up.

 **Koloa** ([koloaukulele.com](http://koloaukulele.com))



## BAM Comps Paris Style

BAM's new L'ÉTOILE line of instrument cases was inspired by the fashion flair of Paris, and the company followed the French tradition of fine leather goods. The leather and aluminium ABS mix is a combination of modern elegance and classic shape. The BAM hightech shell makes the case ultra light and offers highest security because of its sandwich technology. All metal fixtures are in an aluminium finish.

 **BAM** ([bamcases.com](http://bamcases.com))

## Made from all-natural stuff —like the smoke at last night's show



At Goby Labs, we believe in better living through (legal) chemistry. Whether changing our minds or our guitar strings, we only use gentle, all-natural ingredients.

### Guitar Polish GLP-104

Wax-based polishes are for furniture. Goby Labs Guitar Polish is water based, so it lifts dust, fingerprints, and other contaminants from your guitar without wax buildup. Now even satin and nitrocellulose lacquer finishes can be restored to the luster of your new leather pants.

### Fingerboard Conditioner GLC-104

You know where your fingers have been. Powered by orange oil, Goby Labs Fingerboard Conditioner lifts that stuff from frets and fingerboard alike, making your guitar look and play as fast as the day you bought it. Now your guitar will be ready when 'inspiration' kicks in.

### Metal String Wipes GLW-130

Let's face it—changing guitar strings is a chore. Make your metal guitar strings last longer with Goby Labs Metal String Wipes. They dissolve oxidation and corrosion almost instantly, restoring brightness to old, tired strings. Now you'll have more time for your special, pre-show ritual.

So to keep your guitar in peak condition, regardless of your own condition, choose Goby Labs guitar care products. The next time your guitar speaks to you, it will thank you.



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## Apogee Ships Quartet Desktop Recording Solution

Apogee Electronics has announced that Quartet, a desktop audio interface and control center for Mac, is now shipping worldwide.

With ample input and output connections, the signature single control knob, QuickTouch pads and Apogee's conversion technology, Quartet delivers sound, functionality and usability. Quartet connects to any Mac via USB 2.0 high-speed for extremely low latency and stellar performance. From MacBook Air to Mac Pro, Quartet easily connects at high speeds no matter the machine or sample rate.

Quartet's four combination inputs offer microphone, instrument and line input with a gain range of up to 75 dB, leaving plenty of headroom for demanding microphones and sound sources. Quartet's eight digital inputs create the option of connecting an external interface, like the Apogee Ensemble. Using Apogee's Maestro software, the outputs will also split into three stereo pairs for connecting three speaker sets for auditioning mixes across studio monitors.

 **Apogee** ([apogeedigital.com](http://apogeedigital.com))



## Anthem Soprano Sax Offers Straight, Curved Necks

Anthem Musical Instruments has introduced the A-2000 soprano saxophone.


The A-2000 comes standard with straight and curved necks and features needle springs, a high F# key, a strap hook, high-quality brown leather pads, a Rico Royal B5

mouthpiece, a lightweight cordura case and a clear lacquer finish.

Via Anthem's Freedom Pricing policy and exclusive territories, dealers are free to set their own prices.

Anthem markets and distributes a

quality line of student band instruments that are sold through an exclusive team of independent music retailers. Internet sales are prohibited.

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

## Akai Announces Premium MPC Headphones

Akai Professional has introduced MPC Renaissance Headphones, MPC Studio Headphones and MPC Fly Earphones, premium personal audio devices each designed for professional music production with Akai Professional's newest line of MPCs.

Akai Professional's new MPC headphones and earphones are designed to match each new MPC in design, quality and purpose. Each is designed to give producers the ability to hear their tracks and hone their craft with clarity and precision. In addition, MPC

headphones and earphones provide an exceptional experience for simply listening to a personal music library. MPC Renaissance Headphones feature 50-mm drivers and an over-the-ear design for isolation and comfort.

 **Akai Professional** ([akaipro.com](http://akaipro.com))

## DW Adds Cherry Shell Option to Collector's Series

Drum Workshop has added a new shell configuration to its line of industry-standard Collector's series drums. The all-cherry wood shells feature HVLT shell technology, which provides a wider sonic range to a wood that can be described as a happy medium between maple and birch.


The drums also possess a slightly

truncated note that is excellent for both recording and live applications. The new shell can be custom ordered in any DW Custom Shop FinishPly color choice, natural lacquer and in any of five available drum hardware color options: chrome, black chrome, satin chrome, black nickel and 24-karat gold.

"Cherry is another flavor to get drummers

excited," said John Good, DW executive vice president and drum designer.

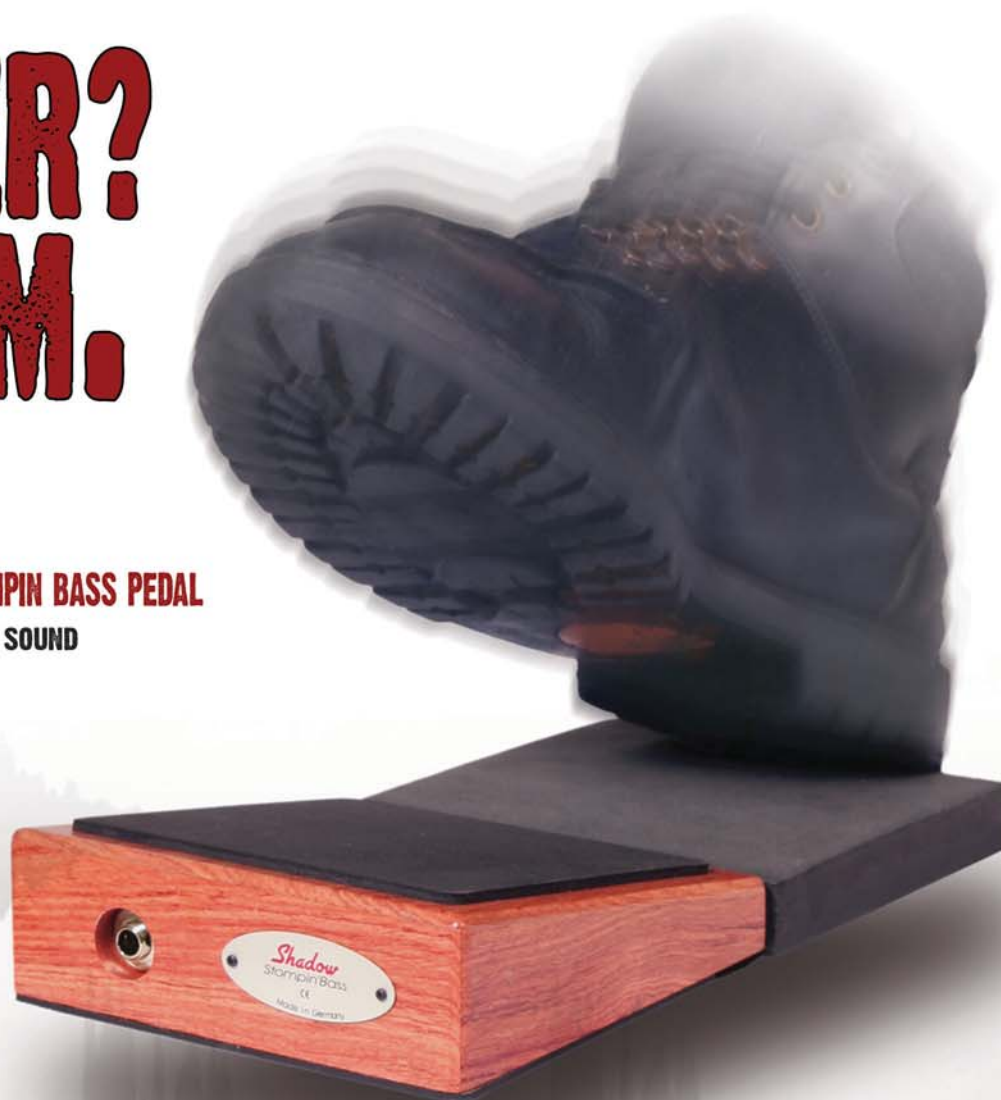
"We're really pushing hard to make sure guys have every possible sound they could ever want. During our early years, we only had one shell but these days we have so much more to offer."

 **Drum Workshop** ([dwdrums.com](http://dwdrums.com))

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## Grundorf Releases G-Series Screens

Grundorf has released the new G-Series Lycra façade pre-lit LED screens. Designed for DJs, performing musicians and others looking to upgrade their onstage visual aesthetic, the new G-Series LED screens significantly enhance the visual experience for the audience by adding a classy, stylish ambience to the room. Available in four-, five- and six-panel configurations — either pre-lit or without LED lights installed — the new panels give performers the option of selecting the setup that best suits the nature of their act.

The new Grundorf G-Series LED screens are available in black or white professional grade, textured painted finishes. As an industry first, the flagship pre-lit models include LED lights installed around each panel. These lighted models include the power supply and a wireless remote control to adjust the lights to every color in the rainbow beyond the standard red, green and blue.

🛒 **Grundorf** ([grundorf.com](http://grundorf.com))

## Pensacola Christian College Adds Harman Studer Consoles, BSS Audio Processors

Florida's Pensacola Christian College recently upgraded its 6,200-seat Crowne Centre auditorium with two Harman Studer Vista 9 digital audio consoles, nine BSS Audio Soundweb London BLU-160 signal processors and five BLU-BIB break-in boxes. Architecturally striking with its tall, jewel-like faceted glass front sections and ultramodern curved interior featuring a 110-foot rotating stage and dual wedding chapels, the Crowne Centre is used for services, concerts, weddings and special events.

The Crowne Centre was built in 2001 but the sound system recently began showing its age. The auditorium is used almost daily, and after 11 years of constant use the mixing console and other components began to exhibit failures and glitches. Commercial audio contractor All Pro Sound was chosen to bring the audio system back to the high-quality standards required by the college.

"We didn't just want this to be a glorified repair job — we wanted the system to be more powerful and user-friendly, to be future-proof and to provide many years of reliable service," said John Fuqua, vice president



of All Pro Sound. "We have worked with Pensacola Christian College for over 25 years and have a great understanding of their expectations for quality and function. As the original system designer and installer, All Pro Sound was able to provide a comprehensive

plan that met both function and timeline."

The Crowne Centre uses two Vista 9 consoles for front of house and in the broadcast suite. Both have 42-fader mixing surfaces and are running a total of 212 inputs.

📄 **All Pro Sound** ([allprosound.com](http://allprosound.com))

## Full Scale AV to Distribute MicW Products

MicW Audio USA Inc has signed an agreement with Full Scale AV that sees the Nashville-based company take on exclusive distribution of the manufacturer's professional microphone range in the U.S.

"We are delighted to be working with

Full Scale AV in our roll-out of MicW products across the U.S.," said MicW Audio USA's Paul Wishart. "MicW's innovative technology combined with Full Scale AV's experience in the field means that we can look forward to a bright future delivering an exciting range

of products to audio professionals."

"iOS has revolutionized how and where production happens," said Jeff Mac, president of Full Scale AV. "MicW is on the forefront of delivering professional solutions."

📄 **MicW** ([mic-w.com](http://mic-w.com))

GROW WITH

**AER TANGLEWOOD T-REX ASHDOWN HAYDEN HISCOX PROEL**

The collage features a variety of audio gear. On the left, there's a large black amplifier with a silver faceplate. In the center, a collection of colorful guitar pedals (T-Rex, Octavious, Twister) is shown. Below the pedals is a yellow acoustic guitar. To the right of the guitar is a red electric guitar in its case. Further right is a black speaker with a silver grille. The background is dark with a subtle grid pattern.

**AER** The Acoustic People **T** Tanglewood Guitar Company Inc. **T-REX** **Ashdown Engineering** **Hayden** **HISCOX CASES** **PROEL** TECHNOLOGY AS ART

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## eMedia Music Releases EarMaster Pro 6

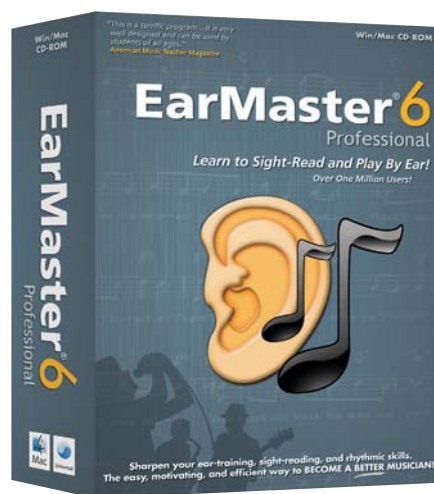
eMedia has released the EarMaster Pro 6 through its partnership with EarMaster ApS of Denmark. The new version adds hundreds of new features to the ear-training program, as well as new activities, such as real-time sight-singing exercises and singing back melodies by ear.

Building upon the previous versions, the overhauled EarMaster Pro 6 has been designed for all musicians and singers at any level. It includes more than 2,000 new lessons available through two complete courses: a standard course (all styles) and a jazz course (with swing rhythms and jazz chords). The activities included in EarMaster Pro 6 enable trained and untrained musicians to practice their abilities to identify by ear, transcribe, sight-read, and play back intervals,

chords, scales, rhythms and melodies. Most of the new features and improvements are the result of user requests from musicians of all levels, including students at leading music schools such as Berklee College of Music, where students use the program.

EarMaster Pro 6 has been vastly reworked and now packs a new sound playback engine using SoundFonts, lower latency for rhythm clapping, and a new real-time pitch detection algorithm provided by Mu Technologies. All these enhancements will boost users' productivity and efficiency.

EarMaster Pro 6 licenses are Windows and Mac compatible. It is available in six languages: English, French, German, Spanish, Italian and Danish. The developer is aiming to eventually make EarMaster available in at



least the same 25 languages as were available with version 5.

MSRP: \$59.95.

**eMedia (emediamusic.com)**

## Propellerhead Gets Radical Once Again

Propellerhead has released Radical Keys, a new rack extension instrument for Reason that faithfully re-creates three classic electromechanical keyboards — Rhodes, Planet and Wurlitzer. Based on the same technology as Propellerhead's Radical Piano, Radical Keys goes beyond emulation by enabling users to sculpt their own instruments from the originals.

Using Grammy Award-winning audio engineer Niklas Flyckt, Propellerhead captured the original instruments in full detail at Sveriges Radio in Stockholm. Nothing was left to chance, from the careful selection of the amplifier to the separate recording of key and pedal noises. Radical Keys even replicates the instruments' sympathetic resonance. The result is an incredibly playable virtual instrument, delivering all the nuances of the originals.

Radical Keys goes beyond traditional sampling, thanks to Propellerhead's Radical Engine, which combines sampling with advanced synthesis. The Radical Engine enables an exaggerated dynamic range and creates controls for timbre manipulation and sympathetic resonance.

Keyboard players are invited to blend between three signal paths for each keyboard. The built-in effects — tremolo, overdrive, phaser, chorus, EQ and spring reverb — are unique to this instrument and designed specifically for electric pianos. They deliver extra sound-sculpting possibilities, which are perfect for any song or performance, from intimate solo parts to crunchy rock comping.

MSRP: \$99.

**Propellerhead (propellerheads.se)**



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## Gibraltar Debuts Port Hole Protector

Gibraltar's new head protector and optional port hole cutter provide drummers with new tools for creating and maintaining a port hole in front bass drum heads.

Head protectors are dual rings that interlock on the bass drum head for durable, long-lasting protection. They are available in 4- and 6-inch diameters. The port hole cutter is available separately and makes inserting a port hole quick and easy, enhancing the bass drum sound and allowing proper microphone access. Gibraltar head protectors are available in 4-inch diameter in chrome, black or white. Head Protectors are also available in 6-inch diameter in chrome, black or white.

MSRP: Head protectors 4-inch, \$15.50–\$16.50; head protectors 6-inch, \$17.50–\$18.50; Port hole cutter, \$16.95.

**Gibraltar (gibraltarhardware.com)**





PERFECT



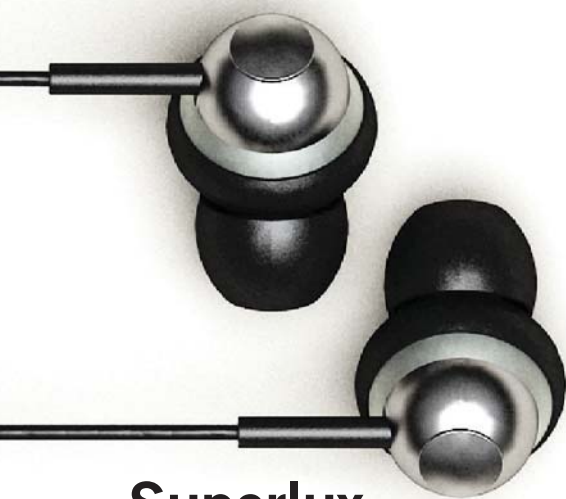
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## Superlux Powers HD385 Headphones

The Superlux HD385 in-ear headphones feature a metallic appearance, and deliver a crystal-clear and balanced sound profile that presents the detailed character and richness of each instrument.

Perfect for all types of music, the HD385 is ideal for capturing vocal sounds, as well.

The headphones also have a comfortable, personalized fit with superior noise isolation to ensure your complete enjoyment, and comes with an i-version of HD385i, featuring smart in-line control with microphone, which is ready for use with most smart phones.

**INFO** Superlux ([superlux.com.tw](http://superlux.com.tw))



## Warwick, Framus Technology No Illusion

When it comes to building a first-class instrument, one hundredth of a millimeter can often be a deciding factor, especially with a guitar fingerboard.

The idea of creating the ideal fingerboard has occupied Warwick and Framus engineers for years. The goal was to find a way to minimize tolerance margins and to develop better solutions for crucial details in order to lend optimal support to the player's creativity.

Enter Invisible Fretwork Technology, which has allowed Warwick and Framus to raise standards and craftsmanship on its products.

The IFT system allows for fret installation with greater precision and quality. Compared to traditional fretting techniques, the fret slots are not cut across the entire fingerboard. Instead, two millimeters of wood remain on each side. This results in a "U" profile that increases neck stability against twisting and improves the transfer of vibrations into the instrument. Next-generation engineering and measurement techniques ensure perfect accuracy when laying the frets. This not only allows for high precision, but also prevents frets from extending beyond the edges of the fingerboard.

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

## Roland Salutes American-made V-Guitar

Roland had developed the G-5A-CAR VG Stratocaster, a new addition to the line-up of V-Guitar instruments. Manufactured in the Fender factory in Corona, Calif., the G-5A-CAR is an authentic American Standard Stratocaster guitar with Roland's COSM technology built in, providing players

revolutionary tonal versatility in a top-level instrument. The G-5A-CAR represents the latest development in the ongoing partnership between Roland and Fender, which aims to enhance and expand the potential of the guitar through the seamless integration of familiar, world-class instrument design

and leading-edge digital processing. Fender's American Standard Stratocaster is renowned among guitarists for its classic tone, playability and U.S. craftsmanship. The G-5A-CAR is a genuine American Standard Strat — from pickups to tone woods to hardware.

**Roland** ([rolandconnect.com](http://rolandconnect.com))



## Ultimate Unveils Hypermount QR

Ultimate Support recently introduced the HyperMount QR Dual Mount Laptop Stand.

The HyperMount QR is a laptop stand that mounts to any 5/8-inch threaded stand, such as a microphone stand or an Ultimate Support APEX AX-48 Pro keyboard stand, but also sits on a desktop with the included T-stand adapter.

The stand features angle-adjustable telescoping support arms that support laptops, small mixers, groove production electronics and drum pad controllers. A key feature of the HyperMount QR is the patented Quick-Release adapter.

MSRP: \$129.99.

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

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# ★ ★ ★ MOVERS+SHAKERS ★ ★ ★



From left: NAMM's Betty Heywood and Joe Lamond with Patrick, Brigitte and Jerome Selmer

## Selmer Receives NAMM Award

Patrick Selmer, president of Henri Selmer Paris, has received the NAMM Lifetime Achievement Award. "Patrick's legacy is not only his esteemed family name and product, but also his passionate advocacy for music education," said Joe Lamond, NAMM president and CEO. Selmer, who is also president of the French music association Chambre Syndicate de la Facture Instrumentale, was instrumental in starting Orchestre à l'école. This program that reinstitutes ensemble music making in French state schools grew over the last decade from one school orchestra to nearly 750. Orchestre à l'école is now supported by the French Ministry of Education.

## McCallian Named Dean Markley CEO

Lori McCallian has been named CEO of Dean Markley USA and Ultrasound Amplifiers. Prior to joining Dean Markley,

McCallian served in the insurance and financial services industries, as well as consulting on turn-around strategies and business plan execution.

## Harman Promotes Robbins

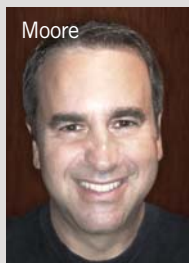
Scott Robbins has been promoted to executive vice president of sales for Harman Professional. Robbins assumes worldwide responsibility for sales operations including management of Harman regional sales programs, its target market sales programs and all technical service and support. Robbins is a 12-year veteran of Harman. He worked for Crown International when it was acquired by Harman in 2000.



Robbins

## ESP Promotes Moore

Jeff Moore, who joined ESP Guitars as vice president of sales in 2011, was recently named senior vice president. Moore spent the last 12 months overseeing domestic and



Moore

international sales for the ESP and LTD brands. Moore started at ESP in 2011 after holding sales and management positions in both manufacturing and retail, including nine years at Fender. Most recently, Moore was vice president of sales and marketing for Breedlove and Bedell Guitars.

## Faucher Becomes PreSonus CIO

Patrick Faucher has been appointed to the newly created post of chief information officer at PreSonus. Faucher will oversee the streamlining and unification of the company's communications infrastructure, including both internal communication and end-user interface. Before joining PreSonus, Faucher was CEO and co-founder of Nimbit (now a part of the PreSonus family), where he helped create the company's direct-to-fan platform for musicians.



Faucher

## Stairs Celebrates 30 Years at Sabian

Peter Stairs is celebrating his 30th anniversary with Sabian. Stairs joined in 1982

as a cymbal tester before transferring to customer service in 1989. He has served as Canadian artist relations manager, manager of Canadian sales and director of sales, and currently is the vice president of sales. Stairs was a Sabian employee during the company's start-up era when all employees learned every facet of the business. As a result, a typical work day would involve testing cymbals, picking them, stamping them with the logo, packing them and shipping to the customer.



Stairs

## O'Brien Joins Ultimate

Paul O'Brien has joined Ultimate Support as international sales manager. Prior to joining the company, O'Brien was a retail and distribution manager with Avid Technology. He has also worked for M-Audio/Midiman and Roland UK.



O'Brien

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## SYSTEM 10 DIGITAL 2.4 GHz HIGH-FIDELITY WIRELESS



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### FEATURES

- Digital 24-bit/48 kHz wireless operation for ultimate sound quality & dependable performance
- 2.4 GHz range – completely free from TV interference
- 3 levels of diversity assurance: frequency, time, & space
- Automatic frequency selection for seamless, interference-free operation

  
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## MakeMusic Releases Garritan Harps Sound Library

The virtual harp revolution began with GigaHarp more than a dozen years ago, and Garritan Harps represents the next step of evolution. New technologies allow for soundbox impulses for swappable harp bodies, a variety of strings and techniques, glissando emulation, sampled acoustic spaces and much more.

"The harp has held a special place in my heart since early childhood," said Gary Garritan, MakeMusic director of instrumental sciences, and himself a long-time harp performer. "Garritan Harps make the special magic of the harp available to everyone."

Garritan Harps is the only library of its kind to offer a choice of multiple harp soundboxes representing different types of harps, including concert harps, Celtic and Irish harps, South American harps, Asian harps, and more.

Special features include full-ranged harp articulations — traditional angelic-sounding harp plucks, harmonics, picked, dampened, and other types of playing techniques. These articulations can be combined with different harp body impulses to create all types of harps.

Garritan Harps is designed to be an addition to music notation-based programs, like Finale, as well as to all sequencers and digital audio workstations.

🛒 **Make Music (makemusic.com)**



## Ibanez Expands Affordable AEG Series

Building on the success of its AEG series, Ibanez has expanded with seven new models. Among the additions are two new AEG20IIs, three AEG10IIs, and two nylon-stringed AEG10IIs.

Combining the slim, ultra-playable AEG single-cutaway body with flamed sycamore

or spruce tops, the new models are built on a foundation of professional-grade components.

"We've also paired a Fishman Sonicore pickup with our AEG-FT1 preamp and on-board tuner to really elevate the value of these incredibly affordable guitars," said Frank

Facciolo, Ibanez acoustic guitars product manager. "They look great and sound better in both acoustic and amplified settings."

The new AEG20II and AEG10II models feature classically styled solid or sunburst high gloss finishes.

🛒 **Ibanez (ibanez.com)**

## AER Introduces Next Generation of the Compact 60

AER's third generation Compact 60 is a powerful little acoustic amp that has become a trusted solution for such pro players as Tommy Emmanuel, Joe Robinson and Al Di Meola. The Compact-60/3 features a smaller and lighter cabinet, representing a 15-percent reduction in weight, while offering the same performance. The latest version also boasts a slight voicing-modification to the overtones, resulting in an improved response



to modern percussive styles.

🛒 **Musiquip (musiquip.com)**

## Sakae Introduces Drum Hardware

Sakae Drums has debuted a line of hardware, including cymbal stands, hi-hat, snare and tom stands. The cymbal and snare stands feature a stepless tilter, and the legs on the hi-hat stands are movable to any angle for comfort

🛒 **Sakae Drums (sakaedrums.com)**



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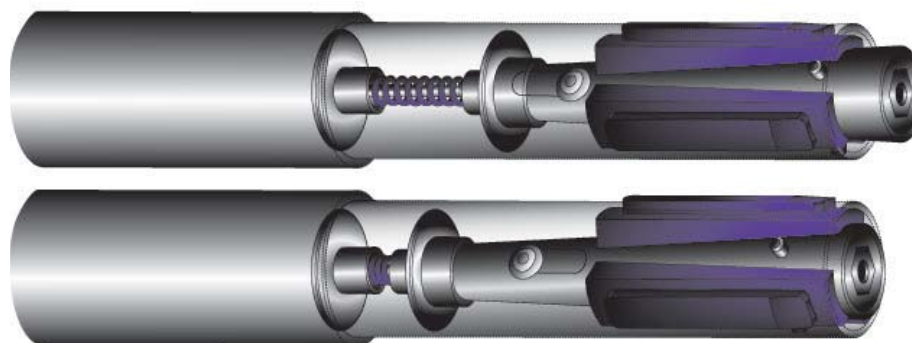
## Gibraltar Oversized Drum Throne Has Lumbar Support

Gibraltar has introduced an adjustable-height drum throne. The Gibraltar 9908 features a four-point base with a spindle height adjustment and an oversized 17-inch motor-cycle-style seat with contoured lower lumbar support and stylish accent stitching. It also features double-braced legs.

"Gibraltar's new moto-style throne is one of the most comfortable thrones available," said Ken Fredenberg, director of product.

MSRP: \$290.

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



## On-Stage Stands New CAB-LOK Speaker Stabilizer Fills The Gap

On-Stage Stands has released the CAB-LOK Speaker Adapter. Designed to stop speaker wobble, the CAB-LOK is an effective, affordable solution to a problem exhibited with all speakers-on-sticks setups.

The CAB-LOK is a universal accessory that works with all On-Stage Stands speaker stands/poles and most other stands with the industry standard 1 3/8-inch diameter. Installation is as simple as sliding the CAB-LOK over the stand's existing pole and tightening

it in place with its oversized thumb screw. Once in place, any speaker with a 1 3/8-inch insert can be mounted as usual. The weight of the speaker drives a spring-loaded mandrel against three pressure pads, essentially filling the gap between the pole and the speaker mount. The result is a straight, steady speaker system with a professional look. Removing the speaker is the same as if there was no CAB-LOK at all — just lift.

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

## Nektar Panorama P6 MIDI Controller Helps Users Switch Between Modes

Nektar recently rolled out the Panorama P6, a 61-note USB MIDI controller keyboard with the same Reason integration as the Panorama P4.

Like the P4, the P6 features four modes that let the user switch between mixer, instrument and transport mode and a fourth internal mode with 20 user presets, each

configurable for control of external hardware, ReWired DAWs or other software.

A motorized fader, solo and mute buttons give channel control in every mode, as do the extended transport buttons, with no less than 11 functions that are simply a button push away. MSRP: \$659.99.

🛒 **Nektar** ([nektartech.com](http://nektartech.com))



## Audio-Technica Offers System 10 Wireless System

Audio-Technica's high-fidelity System 10 2.4 GHz digital wireless system is suitable for a wide range of applications. The System 10 offers reliability and ease of use, along with functions comparable to those of systems costing thousands of dollars more.

Operating in the 2.4 GHz range, immune to TV and DTV interference, System 10 makes frequency hunting a thing of the past. System 10 offers accurate sound and easy operation with instantaneous channel selection, sync and set up

Up to eight channels can be used together without any frequency coordination problems or group selection issues. System 10 receivers and transmitters offer an easy-to-read digital ID display.

System 10 ensures clear communications by providing three levels of diversity assurance: frequency, time and space.

The single-channel System 10 includes the ATW-R1100 single-channel receiver and either a body-pack transmitter or handheld microphone/transmitter.

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



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## Alfred Music Publishing Rocks, Again

Alfred has released second editions of its Rock Guitar methods for beginning, intermediate, and advanced guitarists. Designed for those who want to master their craft, these books are packed with essential information organized in easy-to-master segments. These new editions have been revised to include new examples in the styles of the hottest guitar players, new CD performances, and brand new videos demonstrating the examples in the book.

*Beginning Rock Guitar* is an extremely thorough method for beginning rock students. The book includes lessons on rock theory, left-hand techniques, improvising with the pentatonic scales, power chords, and rhythm guitar, with a newly added chapter on drop D tuning. Also included are licks in the styles of such greats as Chuck Berry, Van Halen, AC/DC, Led

Zeppelin and John Mayer.

*Intermediate Rock Guitar* is great for guitarists who have completed *Beginning Rock Guitar* and are ready to take the next step. Everything from harmonization to triads, chord embellishments, composite scales, and improvising with the modes are included. Additional scale fingerings have also been included.

*Mastering Rock Guitar* is meant for guitarists who have completed *Beginning Rock Guitar* and *Intermediate Rock Guitar*, and are ready to expand their skills and technique. In-depth lessons on pentatonic extensions, major and harmonic minor scales, arpeggios, triads, chords, and modes are included, complete with new examples on string skipping and combining scale patterns.

🛒 **Alfred Music Publishing (alfred.com)**

## Zildjian Launches Larger ZBTs

Zildjian recently launched three new, larger size ZBT models – the Medium Thin 17- and 19-inch ZBT Crashes and the Medium 22-inch ZBT Ride. In addition, the entire ZBT line will have an enhanced look, with lathing on both sides of the cymbals and an updated logo. The new 17-inch ZBT Crash and 22-inch ZBT Ride will be featured in the ZBTX390 Box Set beginning in May 2013.

Also in 2013, Zildjian will introduce an updated logo for its entire ZHT line that mirrors the graphic style of the company logo.

🛒 **Zildjian (zildjian.com)**



## Vic Firth American Classic Line Expands With Reach and Leverage

Vic Firth has introduced the American Classic X8D, X55A and X55B drumsticks.

For more than 30 years, the American Classic drumstick series has been the choice of many drummers.

"As successful as the American Classic series has been, players throughout the world continue to request longer versions of some popular models," said Neil Larrivee, Vic Firth director of education and product development. "We took those requests into consideration, along with some new ideas, and developed prototypes to share."

The American Classic Extreme 8D was built for the 8D player looking for more reach and leverage with a length of 16 1/2 inches, with a .540-inch diameter.

American Classic Extreme 55A is an extended version of the 5A/5B hybrid, the 55A with a 16 1/2-inch length and .580-inch diameter.

American Classic Extreme 55B has increased shaft thickness and length creating leverage and power with feel. The 55B is 16 1/2 inches long with a .610-inch diameter.

🛒 **Vic Firth (vicfirth.com)**

## Enter the Top 100 Dealer Awards

NAMM will be taking entries for the Top 100 Dealer Awards recognizing the most creative, savvy and proactive members in the industry. The awards winners will be announced during Summer NAMM in Nashville this summer.

Dubbed the "retail Oscars" by *Music Inc.* magazine, NAMM's Top 100 Dealer Awards was created to spotlight the very best industry retailers and share their strategies for success. In addition to choosing the Top 100, an independent panel of anonymous industry judges also selects winners in seven "Best Of" categories, as well as the prestigious "Dealer of the Year" award.

"No one works harder than the local community music store," said Joe Lamond,



NAMM president and CEO. "And it's an honor to pay tribute to those who go out every day and help customers realize their musical dreams." Retailers can begin submitting entries for the Top 100 on March 1, 2013.

📄 **NAMM (namm.org)**





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[www.electrovoice.com/zlx](http://www.electrovoice.com/zlx)



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## Regal Resonates With Refinement

Saga's Regal RD-30 Resonator Guitar Series has been re-designed and upgraded to include professional features and a new body design.

With vintage appeal and a well-proportioned shape, the new Regal is lighter with stronger tone and carrying power. The sunburst pattern resembles a pre-war guitar with a semi-gloss finish. A select mahogany body

and neck give the RD-30 a tone that is mellow, yet bright enough to cut through any mix.

Each model in the series is also available in a traditional squareneck design for Hawaiian-style or bluegrass players, in addition to the standard roundneck model's slim, comfortable neck.

🛒 **Saga** ([sagamusic.com](http://sagamusic.com))

## Roland Amps Up With Compact Cube Lite

Roland has introduced the Cube Lite Guitar Amplifier and Cube Lite Monitor, compact amplifiers with built-in audio interfaces for Apple's iOS devices. With a 2.1-channel sound, the Cube Lite amps let musicians play and record comfortably at home through an iPhone, iPad or iPod Touch.

Roland's newly developed i-Cube-Link audio interface provides simple, convenient communication with iOS devices through a single cable included with the Cube Lite.

Plugging into the i-Cube-Link jack lets users play iOS music through the amplifier, and also record the amp sound directly into any iOS audio app.

Featuring a 2.1-channel audio system, the Cube Lite amplifiers are great for both playing instruments and listening to music. The stereo speakers and integrated subwoofer deliver amazingly rich and full sound in a compact footprint. For silent practice, users can plug in headphones.

🛒 **Roland** ([rolandconnect.com](http://rolandconnect.com))

## Tama Launches Silverstar Kits

Following a popularity spike in gospel, pop and hip-hop, Tama looked at the genres' most influential players to see what they needed from a drum set. The result is the new Tama Silverstar Limited Edition Hyper-Drive kits.

Offering the tight, focused attack and positioning ease of the company's Hyper-Drive configuration in an affordably priced

package, the VK and VL series kits are built for the modern performer.

"Playing pop and gospel music today means finding a big, punchy sound that blends well with electronic instruments and works at all dynamic levels," said Charlie Hayashi, Tama product manager. "These drums have that in spades."

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

## Vandoren Trial Cases Help Dealers Keep Mouthpieces, Ligatures On Hand

Vandoren has made selling woodwind mouthpieces and ligatures easier with Vandoren Trial Cases.

Vandoren Trial Cases offer an opportunity for retailers to keep an assortment of Vandoren's ligatures on hand for customers to try and buy with no hassle. The ligature case includes an assortment of the Optimum and new M/O ligatures (for clarinet, alto sax, or tenor sax) and the mouthpiece case (currently only for clarinet) includes the new Masters CL4 and three more mouthpieces of the store's choosing.

Both cases are attractive, brush-finished black plastic and include inserts that describe the features of the included products.

"These cases are the perfect sales tool," said Andy Blanco, Vandoren brand manager for Dansr. "They work in any sales situation: behind the store counter, with road reps at



schools, on step-up nights. Plus, the information on the products is right there."

🛒 **Dansr** ([dansr.com](http://dansr.com))

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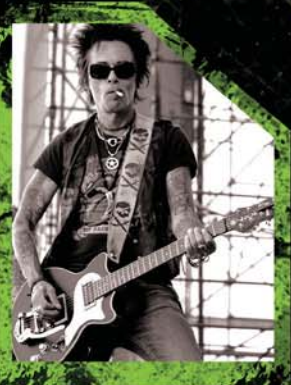
For more information please visit: [www.TASCAM.com](http://www.TASCAM.com)  
 Visit us at NAMM - Booth#: 6491



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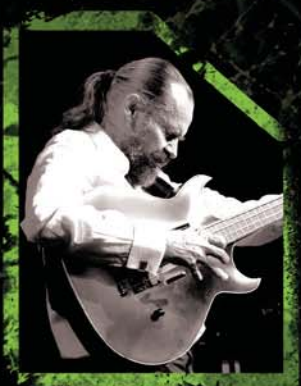
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MEC® Pickups

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the  
**NAMM**  
show<sup>13</sup>

**Booth #**  
**Hall C**  
**4576**



## M-Audio M-Track Interfaces Have Deep Features Sets

M-Audio has introduced the M-Track series of USB Audio/MIDI interfaces. Offering three distinct models, the M-Track series combines a robust feature set with ease of use to create versatile audio/MIDI interfaces.


Starting with phantom-powered XLR jacks, line inputs with guitar-level switching, TRS audio inserts and latency-free monitoring, the M-Track series provide a comprehensive range of inputs, outputs and connection options designed to work efficiently in the modern studio or on the go. Simple controls, effective metering and rugged chassis make the M-Track series suitable for withstanding the rigors of day-to-day use. From the entry-level M-Track to the pro-line M-Track Quad, each model offers a reliable platform that can accommodate the myriad of devices that can

come and go in a changing project studio.

"With a deep feature set and solid build, the M-Track series provides each musician with the best value in audio interfaces available today," said Dan Steinberg, M-Audio product manager. "Each model continues the M-Audio tradition of delivering a level of versatility, performance and value that sets new standards among audio/MIDI interfaces. In addition, each interface includes Ignite by AIR music creation software. The Plus and Quad models also include AVID Pro Tools Express — complete with iLok — providing a tremendous advantage."

M-Track is an entry-level model that offers two-channel operation. Each channel provides both XLR and 1/4-inch inputs. Phantom power (48 volts) and guitar-level

switching are provided. Professional audio converters and discrete preamp design deliver up to 24-bit, 48-kHz digital audio for use with virtually any software. Four-segment LED metering and multiple status lights provide real-time visual feedback. A single USB cable provides both power and data, making setup a snap. Intuitive controls include individual gain knobs, a convenient zero-latency mix knob, plus a headphone output with its own level knob. MIDI in and out jacks are provided, in addition to the balanced main 1/4-inch outputs. At home in the more advanced digital studio, the step-up M-Track Plus is built on the M-Track's foundation, with the addition of coaxial S/P DIF digital input and output jacks.


 **M-Audio (m-audio.com)**

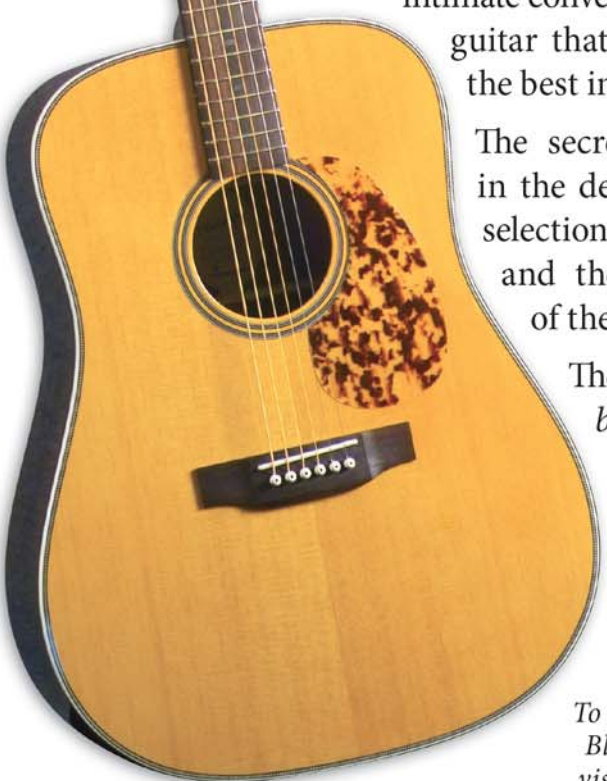


## HK Audio Expands Elements Line Array Range

HK Audio has expanded its Elements line of modular portable line array, with Elements Plus modules. The new modules expand the capabilities and applications of the Elements system. They also reduce the number of components needed for fixed installations.

The Elements system merges the benefits of modern line array technology with the portability and easy handling of ultra-compact P.A. systems. Users can configure a system for any situation with components that are lightweight, compact and easy-to-combine. With the proprietary E-Connect integrated signal routing system, even large setups are performance-ready.

 **HK Audio (hkaudio.com)**

**W**hen 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.

The secret of tone lies in the details of design, selection of materials and the skilled hand of the craftsman.

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**Saga Music**

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## SKB Houses Neumann Mics

SKB has developed the custom iSeries injection molded watertight case, specifically designed for the Neumann KM-180 Series Microphones, called the 3i0907-4-KM18 Neumann KM-180 Mic Series case.


SKB's iSeries injection molded Mil-Standard Watertight Cases are molded of ultra-high-strength polypropylene copolymer resin, featuring a gasketed, water and dust proof, submersible design.

 **SKB Cases (skbcases.com/music)**

## Framus Updates Akkermann Signature Model

The Framus AK 1974 S is a modern rendition of the Framus Jan Akkermann guitar, built in the mid-1970s at the Framus factory in Bubenreuth, Germany as the Signature model of the renowned Dutch guitarist.

The new hollow-body AK 1974 S comes with mahogany neck-through construction and provides strong playability.

 **Framus (framus.com)**



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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.

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CF Series pianos are in a  
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### b Series—Acclaimed Style, Sound and Performance

As part of our worldwide Total Piano Project strategy, Yamaha has introduced the complete family of the b Series Upright Pianos. Joining the recently introduced 43" b1 Continental style console are the 45" b2 upright and the 48" b3 upright. The real value, however, is in the sound and performance of these fine pianos. All models are also available as Silent Pianos.

### The Ultimate All-In-One Portable PA Systems

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—making music. With STAGEPAS, setting up the PA properly is a snap. The 1-Knob Master EQ optimizes the equalizer for speeches, musical performances or bass-heavy events, and the Feedback Suppressor kills feedback with the simple push of a button, ensuring flawless results.







## 20th Annual Muriel Anderson All Star Guitar Night

**Tonight! January 26, Marriott Grand Ballroom**  
**Doors Open at 7:15PM, Concert at 7:30PM**

### Music Inc. Product Excellence Award —THR10—

Yamaha Guitars is honored to accept  
Music Inc.'s Product Excellence award for 2012

Tickets available at Yamaha booth on first-come, first-served basis  
Tickets also available for \$20 at the door



### Introducing "New 62" Alto and Tenor Saxophones

The YAS-62III and YTS-62III "New 62" professional saxophones are ideal for concert band, jazz band & other solo and ensemble settings. These updates to the legendary YAS-62II and YTS-62II professional alto & tenor saxophones feature a newly designed "62" neck for ease of playability and greater control.

### New V3 Violin and VC3 Cello are Perfect for Beginners

The V3 violin and VC3 cello outfits are perfect for beginning student string musicians. The brand new series features three affordable violins: V3SKA12, V3SKA34 and V3SKA44 in one-half, three-quarter and full sizes, respectively. It also features VC3S12, VC3S34 and VC3S44 cellos. Shop adjusted to MENC specifications, the V3 violin outfits also feature Yamaha's Five-Year Limited Warranty.



## Drum and Guitar Artist Autograph Sessions!

**Saturday, January 26 @ Marriott Marquis Ballroom**

### Drum Artists: 11AM

Tommy Aldridge, Bobby Blotzer, Ndugu Chancler, Phil Ehart, Steve Gadd, David Garibaldi, Xavier Muriel, Jamie Oldaker, and more!

### Guitar Artists: 1PM

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

### Customized Software Apps for Yamaha Music Production

Come by the Yamaha booth at Winter NAMM 2013 and check out all the new software releases for Yamaha Music Production products. From KarmaLab, ([www.karma-lab.com](http://www.karma-lab.com)) there is a new version of KARMA Motif software (adds support for the MOX6 and MOX8, the Motif Rack-XS and compatibility with MAC OS X Lion and Mountain Lion). Check out the new Vycro MX Performance Editor available for free download at <http://vycromx.com>. Plus there are many new Yamaha iOS apps for iPad including Synth&Drum Pad, Tenori-on, Visual Performer and more!



### 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](http://Yamaha.com/NAMM) to learn more.



Scan for Yamaha NAMM content



## Recording King Introduces USA Banjo Custom Shop

Recording King has announced its new USA Custom Shop, which produces hand-made collector's banjos. The instruments will be available exclusively through The Music Link.

The USA Custom Shop is led by Greg Rich, who built his reputation designing deco-style banjos from the late 1980s through the early 1990s. The USA Custom Shop builds individual handcrafted works of art that stay true to the classic prewar style and sound but have their own look and


presence.

The Avalon maple banjo is the current Custom Shop model, combining hours of hands-on effort with quality parts.

It features a curly maple neck with a radiused ebony fingerboard, deco block inlays, and hand-inlaid pearlwork on the Recording King headstock. It's assembled with classic American-made 24K gold-plated top tension hardware — including a return to the

historic top-tension resonator — and a impressive one-piece, hand-carved maple resonator back.

Sonically, the instrument is powered by a Recording King pre-war style tone ring, and a hand-turned, hand-fitted three-ply maple rim. Rich's engraving of the arm-rest and tailpiece give the Avalon Maple a unique look.

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



## LP Offers Heritage Cuban Cowbells

Latin Percussion has debuted its new LP Heritage series Cuban cowbells. Each Heritage series Cuban cowbell is made in the U.S. from premium-quality steel using specially developed tooling.

The cowbells feature a stylized Cuban flag, which is located on the broad side of the bell.

MSRP: Handheld salsa cowbell, \$59.99; mountable timbale bell, \$49.99.

 **Latin Percussion** ([lpmusic.com](http://lpmusic.com))


## ChordBuddy Featured on ABC's 'Shark Tank'

ChordBuddy founder Travis Perry first appeared on the ABC TV show "Shark Tank" last February, and ABC aired an update episode in December to give viewers the opportunity to see the company's progress over the last year.

During his initial appearance on "Shark Tank," a show allowing entrepreneurs to pitch their inventions to a group of business investors, Perry was presented with four different investment opportunities. He partnered with one of the "Sharks," Canadian businessman Robert Herjavec.

Released in October 2010, the ChordBuddy is a guitar learning aid for people of all ages and musical abilities. By attaching the device to the neck of most guitars, the ChordBuddy lets player use buttons to learn the primary chords of G. In time, the player can begin removing the buttons and play the chords without using the device. The ChordBuddy is sold with a book of songs, an instruction manual and a two-month lesson plan DVD.

Perry said being on "Shark Tank" has given him the opportunity to grow his business.

 **ChordBuddy** ([chordbuddy.com](http://chordbuddy.com))

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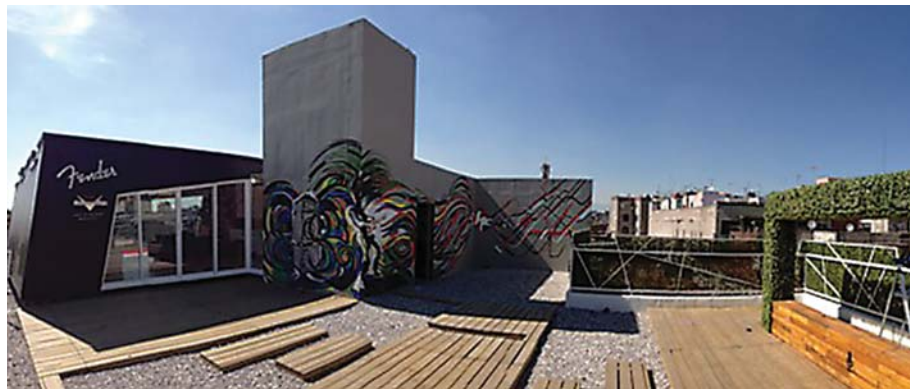


## Fender Opens Custom Shop in Mexico City

Fender's Dream Factory celebrated the grand opening of its first-ever Custom Shop showroom in Latin America with the addition of a new facility in Mexico City.

Independently owned and operated by music store Holocausto Music, the showroom is located on the rooftop of the store's building and overlooks skyscrapers, historic buildings and high-rise rooftops in Mexico City's historic center.

"Opening a showroom in Mexico City is a step closer to our goal of having the finest instruments available to international consumers and artists," said Mike Elred, director of marketing for Fender Custom Shop. "It



Fender's Custom Shop showroom on the rooftop of Holocausto Music in Mexico City

joins four other Fender Custom Shop Showrooms in the world, including Germany, Italy, Tokyo and Korea."

Artists, such as singer-songwriter Mijares, pop-punk band Allison, and members of rock bands Moderatto, Fobia and Caifanes attending the grand opening last

December.

The Mexico City Custom Shop showroom is open by appointment only.

Visitors who would like to schedule a visit can do so on the Holocausto Music website.

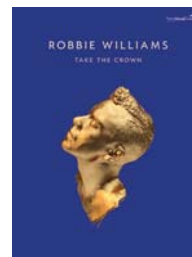
 **Fender** ([fendercustomshop.com](http://fendercustomshop.com))

## Faber Releases Robbie Williams Songbook

Faber Music has introduced *Take The Crown*, which includes arrangements of songs for piano and vocal with guitar chords off the similarly named Robbie Williams album.

The songbook contains all the songs from the standard album, including the lead single, "Candy." MSRP: \$13.50.

 **Alfred Music Publishing** ([alfred.com](http://alfred.com))



## Hammond Rolls Out Console Organ

Hammond Organ has released its Console Organ and reintroduced vintage and brand new cabinet finishes.

The XK Traditional Vintage Xk-3c comes finished with flat black end panels more aesthetic integration into the Traditional Vintage cabinet. The Traditional Vintage features the turned, four poster legs of the Hammond B-3 organ.

The XK Traditional Vintage appears to be a Vintage B-3, but the proposed price tag — less than \$10,000 — makes it a far more economical choice. The XK Traditional Vintage is ideal for even seasoned

B-3 player. The playing experience/feel is virtually identical, as is the quality sound.

The B-3mkII and Mini-B Consoles will now be available by special order in various new finishes, including the resurrected Vintage Provincial and Cherry styles. Black, white and distressed finishes are also available. The Traditional Vintage can be special ordered in those finishes, as well.


Leslie speakers in the same finishes are available to match both the B-3mkII and Mini-B Consoles.

 **Hammond Organ** ([hammondorganco.com](http://hammondorganco.com))



## Aphex Introduces Desktop Computer Interface

Aphex has rolled out the IN2 Desktop Computer Interface, a single desktop-unit interface. IN2 boasts an extensive feature set, including two analog inputs and outputs, two SPDIF digital inputs and outputs, two Class A microphone pre-amps, and mono/stereo dim controls. The IN2 Interface comes with Aphex's optical compression and HeadPod4 technology.

 **Aphex** ([aphex.com](http://aphex.com))

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# 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.



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[KATPERCUSSION.COM](http://KATPERCUSSION.COM)





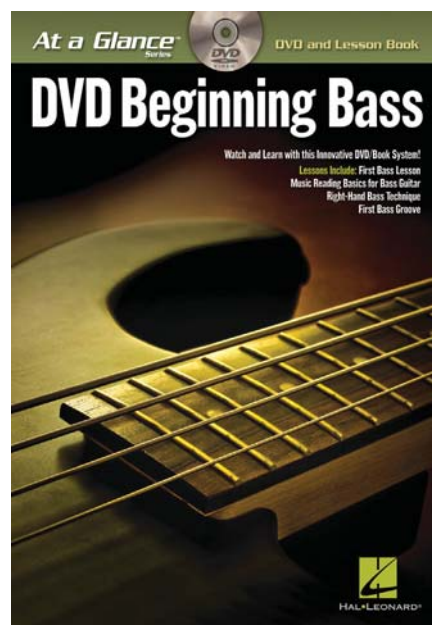
# Hal Leonard Teaches Beginning Bassists

Hal Leonard has released five new *At a Glance* book/DVD packs for bass players. Each book/DVD features several lessons pertaining to one topic. The hi-def DVD lessons feature on-screen music, and the lessons are loaded with valuable tips and information. To round out these packages, lots of examples from popular songs help to demonstrate the concepts in action. Each title is taught by a professional bass guitarist/educator. *Beginning Bass* teaches novices their first bass lesson, music-reading basics for bass guitar, right-hand bass technique and first bass groove. *Scales & Modes for Bass* features lessons such as major and minor scale shapes,

pentatonic scale shapes, and the seven modes for bass and mixolydian bass grooves. *Rock Bass* teaches essential rock-bass scales and shapes, rock-bass techniques, how to lock in with the kick drum and must-know bass grooves. *Bass Fretboard Theory* instructs on fretboard layout, interval workouts, scale construction, scale shapes and groove boxes. *Funk and R&B Bass* contains lessons such as the soul bass style, basic slap and pop techniques, and advanced slap and pop techniques.

MSRP: \$9.99.

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



## Korg Expands Pitchblack Tuner Line

Korg has added to the Pitchblack family of tuners with the Pitchblack portable hand-held polyphonic tuner for guitar and bass.

The Pitchblack Portable offers high visibility in any environment via a large, horizontal LED display. It comes with a string-seeker function, which automatically detects the string that's being tuned. An integrated cable checker lets cables be quickly and easily checked for functionality.

Polyphonic tuning is ideal for players using a floating tremolo system. By displaying the tuning status of all strings at once, the Pitchblack makes it easy to identify the troublesome string.

The Pitchblack portable's extra-large display work in traditional single-string tuning mode. The display can be set to one of three selectable meter modes: regular, strobe or half-strobe.

The Pitchblack Portable is housed in a road-ready, durable die-cast aluminum case for extra reliability. Color choices include black as well as limited editions of silver and red.

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

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## Vestax Rolls Out Spin2 DJ MIDI Controller

Vestax has introduced Spin2, a DJ MIDI controller certified by Apple to control applications on Mac, iPad, iPhone and iPod touch.

Spin2 is an all-in-one two-channel DJ controller designed together with Algoriddim, the creators of the music-mixing djay app. Spin2 plugs in and plays with each app from Algoriddim, skipping complicated setups to immediately mix songs from iTunes libraries in its own media libraries.

Spin2 is bundled with djay for Mac. DJs can access desired parts of songs instantly with the touch-strip control, jump to cue points, trigger loops, add effects, play samples, scratch with jog wheels, instantly sync the BPM of songs and record their mixes from the controller.

Spin2 supports the new multi-channel and multi-route audio features of Apple's latest iOS 6 and lets DJs cue and output their mixes in full stereo with their iPad, iPhone and iPod Touch. Spin2 also supports previous iOS versions by splitting the stereo channel into two mono signals and sending each to master and cue. MSRP: \$399.

🛒 **Vestax** ([vestax.com](http://vestax.com))





# Ampeg

## NEW AT NAMM 2013

**VISIT  
AMPEG  
DEMO ROOM  
209 A/B**



### Heritage

#### NEW HERITAGE B-15N DRESSED TO KILL

Designed and assembled in the U.S.A., the Heritage B-15N delivers the sought-after B-15 performance in a new, all-tube design featuring reliable PCB architecture and a beautiful black finish. The Heritage B-15N features distinct 1964 and 1966 channels, Ampeg's flexible Baxandall EQ and selectable bias modes for ultimate tone control. The high-quality flip-top, double-baffle cabinet is covered in black diamond tolex and factors heavily into the amazing tone of the iconic original. Built to exacting standards, the Heritage B-15N meticulously recreates the world's most recorded bass tone.

### Portaflex

#### THE POWER OF PORTAFLEX

The all-new PF-800 delivers the superior performance of Ampeg's Portaflex Series bass heads in an ultra-compact 800-watt design perfect for power-hungry bassists that demand uncompromising tone.



The ideal head to drive a pair of Portaflex cabs, the PF-800 has exceptional headroom and can hold its own on stage, offering the flexibility and features needed for venues large and small. Classic hi/lo boosts and 5-position midrange control offer a wide choice of tone and onboard compression delivers tighter, cleaner tone at higher volumes.

#### BUILD YOUR HIGH-POWER PORTAFLEX RIG

Pair the new PF-800 with your two favorite Portaflex cabs for a rig that's right for you. The PF-410HLF and PF-115LF extension cabs are perfect with the PF-800, delivering the power you demand in shelf-ported designs that hit hard and low. The PF-800 is also compact enough to mount to the flip-top lids of the original PF-210HE and PF-115HE designs.

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"PURPLE MONSTER" FOR A CHANCE  
TO WALK AWAY WITH A FULL  
PORTAFLEX BASS STACK!  
(THURS – SAT)**

### Ampeg

[www.ampeg.com](http://www.ampeg.com)





## Toca Introduces Origins Rope-Tuned Djembes

Toca has released its Origins series djembes. The hand drums feature a motif that honors the tribal heritage of the instrument. Made in four sizes, Origins djembes are handcrafted from a single piece of plantation-grown mahogany. The interior of each drum employs additional lathing and carving that help eliminate unwanted overtones. Origins series djembes are fitted with a traditional rope-tuning mechanism, a natural goatskin head and a tribal mask finish.

MSRP: \$72–\$345.

 **Toca** ([tocapercussion.com](http://tocapercussion.com))



## RapcoHorizon Offers Full-Line Company Catalog

RapcoHorizon recently debuted a full-line company catalog in both digital and printed formats to its network of dealers. The directory helps customers distinguish between each of the company brands, which include RapcoHorizon, RoadHog, RAT, StageMaster and Momentum.

Available as an app or a 90-page color printed booklet, the catalog includes all the necessary specs for every RapcoHorizon product. It also provides details on each product's ideal applications and features a

full custom section detailing each brand's unique capabilities.

"This catalog is something that our dealers have been telling us they want," said Lucas McCulley, marketing specialist for RapcoHorizon. "It not only helps dealers differentiate between each of our retail brands but also makes searching through The RapcoHorizon Company's vast line of products and capabilities easy to negotiate and understand."

 **RapcoHorizon** ([rapcohorizon.com](http://rapcohorizon.com))


## PreSonus Creates Customer Satisfaction Group

PreSonus has formed its Customer Satisfaction Group. PreSonus CEO Jim Mack said the idea behind the Customer Satisfaction Group is to move the concept of customer support to another level.

"The old model of simply reacting to people's concerns or problems — no matter how well you do it — is no longer enough," Mack said. "It's a connected world, and communication is instantaneous. We're reaching out to establish an ongoing, two-way conversation with our customers to find out about their entire user experience — about what they're doing with their gear and about what works for them and what doesn't."

The Customer Satisfaction Group initiative will be led by PreSonus Global Service Manager Jon Ross and will combine aspects of the company's technical support, global-service and quality-assurance departments.

"From testing and verifying the functionality of new products, reviewing the documentation and packaging, and providing both pre- and post-sales support, the Customer Satisfaction Group will be in an ideal position to truly understand, influence, and enhance the entire end-user experience for our customers," Ross said.

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

## Ashdown Introduces Lightweight ABM NEO Models

Ashdown has launched the ABM NEO range of cabinets and combos for bassists.

The ABM-NEO-210 combo and NEO-115 combos are both fitted with Ashdown high-frequency horns and custom Italian Sica neodymium drivers. Three new NEO cabinet options are available: the ABM-NEO-408, ABM-NEO 210 and ABM NEO 115.

The ABM EVO III pre-amp offers three straightforward rotary tone controls. The EQ can be switched in or out via footswitch, as can the pre-set solid-state and dual-triode pre-amp stage and the onboard compressor. A sub-harmonic generator precisely tracks the main signal and reproduces it an octave



lower. It also features a front-panel-mounted balanced DI out, sub-bass and tuner outputs, and an FX loop.

 **Ashdown** ([ashdownmusic.com](http://ashdownmusic.com))

  
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Weighing in at a mere 7.1 lbs., the EPS-12C delivers the highly sought after classic pedal steel tones: a full low end, neutral mids, and is bright and clear.

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AND DAVID EAGLE of OHM,  
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**ROBBY PAGLIARI**  
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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.

**DigiTech**  
by HARMAN



# Gretsch Grounds Roots Collection

Gretsch has debuted five additions to its Roots collection of banjos, mandolins, resonator guitars, ukuleles and Rancher acoustic guitars.

Faithful to the Gretsch "Rex" parlor guitars of the 1930s, '40s and '50s, the G9500 Jim Dandy Flat Top parlor-style model is crafted with select guitar woods and is fully lined and braced for warm and pleasing tone, with a 24-inch scale for endless hours of playing comfort.

When playing chunk rhythm, finger-style or bottleneck slide, the all-mahogany deluxe-appointed G9240 Alligator Biscuit Roundneck resonator guitar projects distinctively swampy tones. Like all Gretsch resonators, the vital feature of the G9240 is the

Gretsch Ampli-Sonic diaphragm, which is hand-spun in Eastern Europe from nearly 99-percent pure aluminum.

The G9101 NYC Camp Uke is a faithful recreation of the circa 1925–1935 Gretsch Camp uke. Features include maple top, back and sides; nato neck with 14 frets clear of the body; wooden nut and saddle; 13.5-inch soprano scale length; friction tuning pegs; Aquila Nylgut strings; and distinctive vintage semi-gloss "over-all" blue sunburst finish.

With its powerful 6-inch biscuit resonator cone, Gretsch's G9112 Resonator-Ukulele flaunts a rosewood biscuit bridge puck with maple saddle; mahogany top, back and sides; one-piece mahogany neck with bone nut; rosewood fingerboard with 16 frets;

15-inch scale length; Grover 4B Sta-Tite deluxe tuning pegs; Aquila Nylgut strings and open-pore, semi-gloss finish.

With six strings tuned in standard guitar intervals, the tenor-sized G9126 Guitar Ukulele is ideal for extended-range uke arrangements and for the younger player. It sports a solid quartersawn mahogany top; laminated mahogany back and sides; one-piece mahogany neck with bone nut; 19-fret rosewood fingerboard with snowflake position markers; 17-inch scale length; rosewood bridge with bone saddle; Grover State-Tite tuners, Aquila strings; and open-pore semi-gloss finish. It also comes with a deluxe fitted gig bag.

🛒 **Gretsch** ([gretschguitars.com](http://gretschguitars.com))

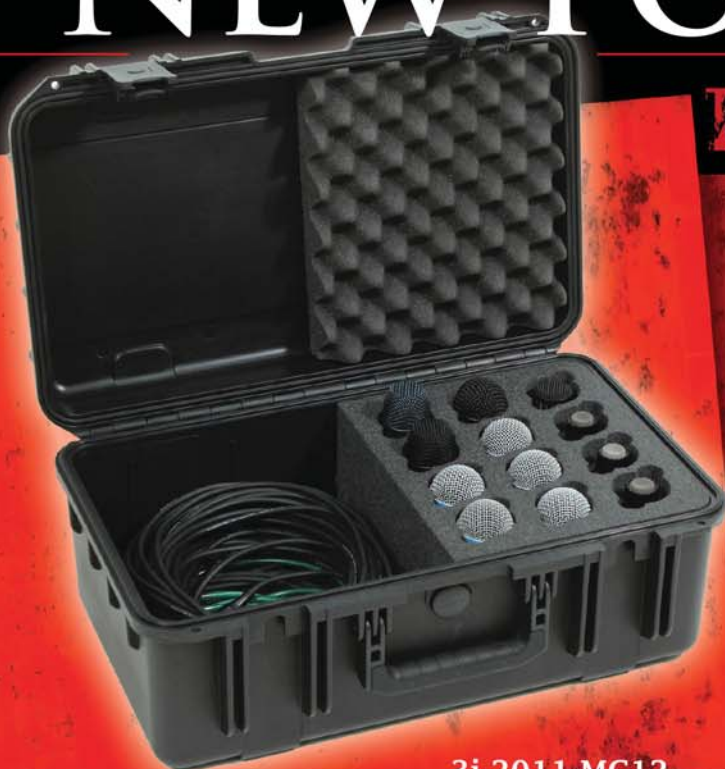
## Cherry Lane Presents *Best of Metallica* for Uke

Cherry Lane's has released *The Best of Metallica* for players looking to get heavy on their ukes. This folio features 18 of Metallica's best, arranged specifically for the ukulele. Titles include "Battery," "The Day That Never Comes," "Enter Sandman," "Fade To Black," "For Whom The Bell Tolls," "Jump In The Fire," "King Nothing," "Master Of Puppets," "The Memory Remains," "Nothing Else Matters," "One," "Ride The Lightning," "Sad But True," "Seek & Destroy," "The Unforgiven," "Until It Sleeps," "Welcome Home (Sanitarium)" and "Wherever I May Roam." MSRP: \$16.99.

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

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# i series



Left to right: Eduardo Streeter, Home Studio Sales; Daniel Vinagre (seated), Audio Division Manager; Cristián Osorio (standing), Live Sound Sales; Víctor Muñoz, Audio Pro Sales; and Sebastián Alvarez, Audio Support Engineer.

## API Announces New Dealer, Distributor in Iceland, Chile

API has announced that Tónastöðin will serve as its dealer in Iceland, and VGL (above) will serve as its distributor in Chile.

Tónastöðin's customers initially recommended that the firm start carrying API gear. The company will begin selling API rack equipment and 500-series modules.

VGL is an audiovisual system integrator, and its audio division specializes in professional, high-end equipment for recording studios and broadcast studios as well as live sound and installed sound applications.

"Like our customers, we are passionate about audio and so we have a deep appreciation for their needs," said VGL's Daniel Vinagre. "In addition to our sales team, we have a customer support team that is ready to provide after-sale assistance."

VGL will distribute the entire API line, from the smallest 500-series module to the small-frame 1608 console to the grand API Vision and Legacy consoles.

📄 **API** ([apiaudio.com](http://apiaudio.com))



**AAX FREQ CRASH**

**AAX AIR SPLASH**

# **CYMBAL VOTE WINNERS**



**AAX X-PLOSION HATS**

**AA BASH RIDE**

In September and October 2012, drummers around the world voted on which new cymbals SABIAN would release in 2013. Sets of the 12 new cymbal models were shipped to the finest drum shops around the world, where drummers were able to play them before voting. The results are in!

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**NAMM BOOTH #3254**



## A-T Opts for Red 'Phones

Audio-Technica's ATH-M50RD Professional Studio Monitor Headphones are a red limited-edition version of the company's flagship headphones. Based on input from end-users looking for an alternative to the ATH-M50's existing color schemes, the ATH-M50RD headphones offer the same comfort and audio quality as their standard counterparts.

"We decided to inject some color into the studio with the limited-edition ATH-M50RD," said Gary Boss, Audio-Technica's U.S. marketing director. "Discerning engineers and musicians can add a little fun to their sessions while maintaining the audio quality they have come to expect from our



original M50s."

MSRP: \$209.

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

## JamHub Works in the Cloud

JamHub has launched a Kickstarter project to fund the BandLab cloud-based digital audio workstation.

Musicians will be able to record rehearsals and upload, edit, mix, and leave comments from a laptop, tablet or mobile phone.

BandLab users can upload full multi-track files to the cloud, where they will remain safe from computer crashes, hardware changes and upgrade incompatibility. BandLab's notification and feedback systems facilitate creative conversations that make recording and mixing more like the collaborative

songwriting process.

"JamHub Studios allowed musicians to play better because they could hear each other better, and play anywhere silently," said Steve Skillings, president and CEO of JamHub. "With BandLab, JamHub will help musicians record and collaborate like never before. It's a straightforward recording system that never asks you to compromise your creativity or stifle your schedule. With today's gear, musicians are restrained by one computer, one user."

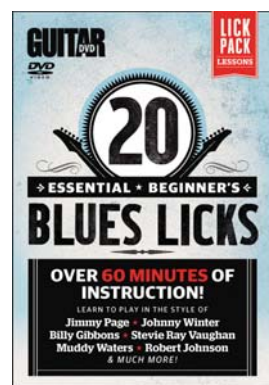
**JamHub** ([jamhub.com](http://jamhub.com))

## Alfred Adds to Licks Collection

Alfred has begun distribution of *Guitar World* instructional DVDs for beginning and experienced guitarists, including *How to Play Blues in the Style of Albert King*, *20 Essential Beginner's Blues Licks*, *Bluegrass Licks* and *Acoustic Rock Licks*.

The *Guitar World: How to Play Blues in the Style of Albert King* DVD demonstrates everything about King's signature blues style, such as bends, phrasing, vibrato, patterns and tricks.

The *Guitar World: 20 Essential Beginner's Blues Licks* DVD is a guide for blues beginners wanting to cover the styles of the blues greats. The lick pack teaches classic 12-bar shuffle rhythm patterns, walking bass lines, adding fills to rhythm patterns, hybrid picking, palm muting and classic blues



turnarounds. It also shows how to master expressive elements such as finger slides, sweeps and bends.

For guitarists interested in bluegrass, the *Guitar World: 20 Essential Bluegrass Licks* DVD contains lessons to master the basics of bluegrass. Topics include standard strum-accompaniment patterns, alternating bass lines, walk-ups, hammer-on and pull-off embellishments, flat-picking melodies, and banjo-style rolls.

The *20 Essential Acoustic Rock Licks* DVD exhibits techniques from such players as Pete Townshend, Jimmy Page and Neil Young. It instructs on rhythm patterns, arpeggiated open chords, open suspended chords, and hammers and pulls. MSRP: \$9.99-\$14.95.

**Alfred Music Publishing** ([alfred.com](http://alfred.com))

## Audiofly Headphones Come Certified

Audiofly has added a certified Apple MFi cable to bring added functionality to its in-ear headphones.

The Audiofly in-ear headphone product line boasts four headphones geared for musicians and discerning music lovers that value authentic, detailed sound. The AF33, AF45,

AF56 and AF78 models feature custom-voiced dynamic drivers and durable components.

The AF33i, AF45i, AF56i and AF78i feature a Certified Apple MFi Cable. Pricing and colors will be available in the first quarter.

**Audiofly** ([audiofly.com](http://audiofly.com))

**Superlux®**

## EVO Series

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The EVO Series is the next evolution of Superlux successful monitoring headphones, resulting in a more natural, smoother tone. With its variety of models, the EVO Series will satisfy sound engineers, video gamers, smart phone users and music lovers.



### HD681 EVO

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**HMC681U** Headset for PS3®, Xbox360®, PC or MAC



### HD662 EVO

Professional monitoring headphones (closed-back type)



### GA42

2.4G Wireless Audio Tx/Rx, transform Superlux headphones into a wireless headphone (Headphone is not included)



### E901i

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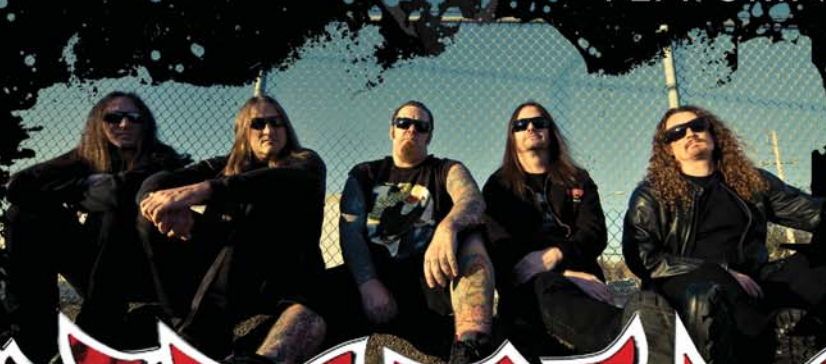


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SCAN CODE TO  
VIEW THE FULL  
2013 SCHECTER LINE



## Warwick Vampyre Darklord Reigns

Warwick has unveiled the RockBass Vampyre Darklord, which features an alder body, bolt-on maple neck with laminated eking veneer stripes and a rosewood fingerboard with 24 extra-high jumbo nickelsilver frets.

The long scale length of 35 inches gives the Darklord a diabolic sound character, especially for super-low tunings.

Active MEC TJ/J pickups and active two-way electronics also drive the Darklord, which is available in black high polish finish.

The RockBass Vampyre comes as a four-string, left- or right-handed model.

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



## Zildjian Launches Ringo Starr Drumstick

Zildjian recently collaborated with Ringo Starr to create the Zildjian Ringo Starr Artist Series Drumstick.

Starr helped Zildjian design a versatile stick with 5A-type dimensions, an elongated oval tip, and Zildjian's DIP coating in a vibrant purple color. The stick is imprinted with the artist's signature and his trademark star.

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



## Schilke Adds Trumpet Mouthpiece to Symphony Series

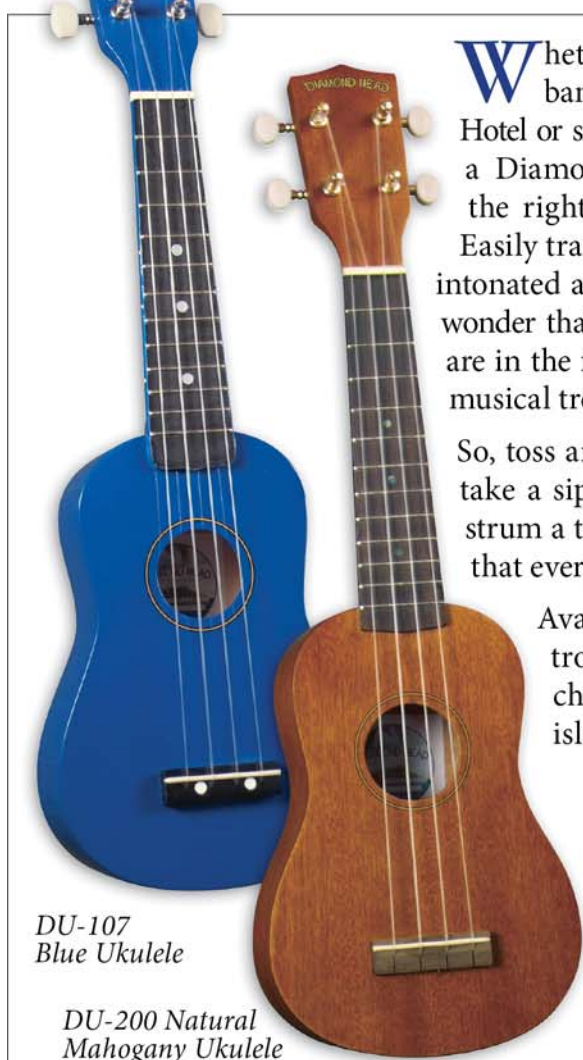
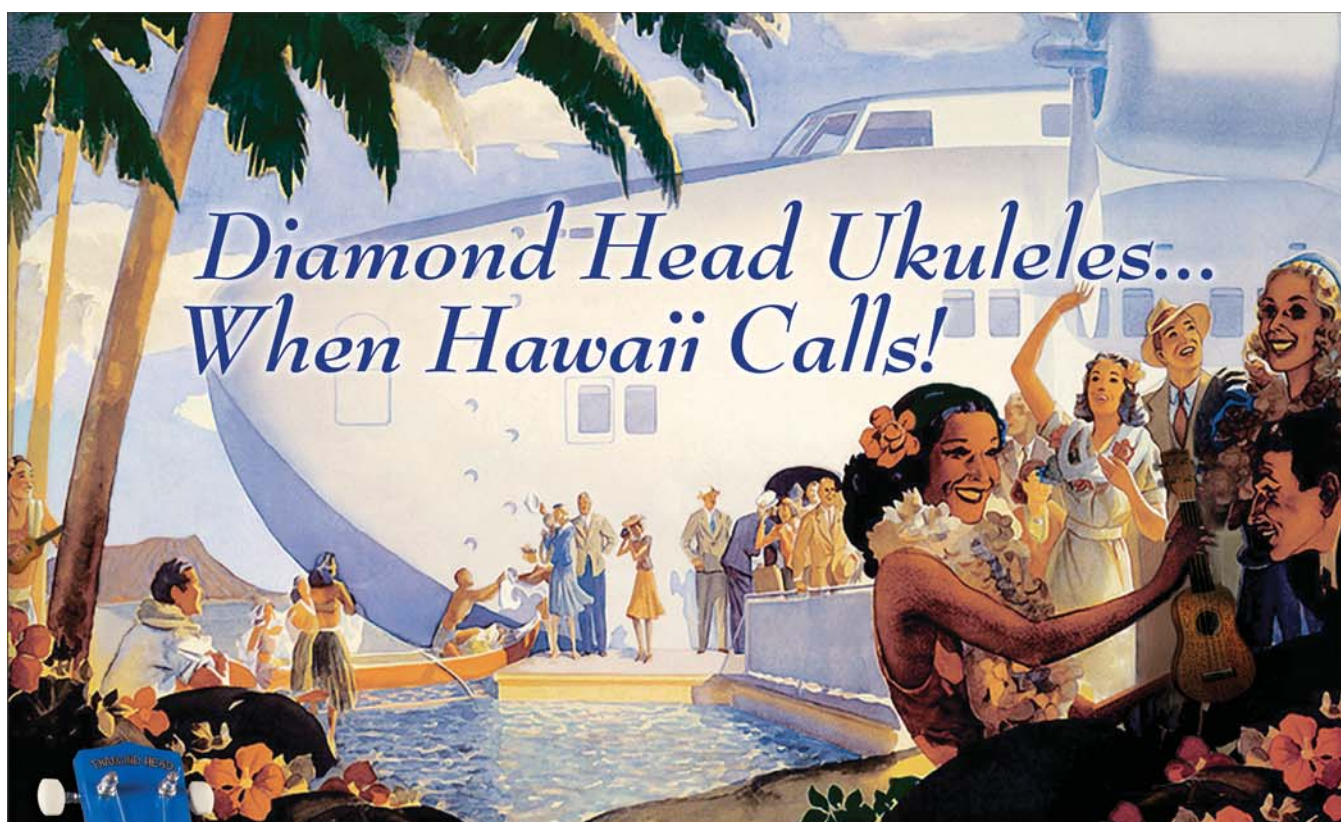
The Schilke custom mouthpiece division has broadened the Schilke M4C Symphony series with a mouthpiece for trumpet.

The M4C provides a viable alternative for any player looking for a transitional mouthpiece between small and large inside diameters.

The M4C offers a comfortable rim profile and provides a full, vibrant sound. Slightly larger in size than the M5C model, the M4C features a standard bowl-shaped C cup with a tighter #27 throat and Schilke C backbore.

Also available in larger sizes — M1C, M150C, M2C, M3C and M5C — the models provide more resistance than Schilke's standard Symphony Series trumpet models for a clear, balanced and focused tone.

🛒 **Schilke** ([schilkemusic.com](http://schilkemusic.com))



DU-107  
Blue Ukulele

DU-200 Natural  
Mahogany Ukulele

**W**hether 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.

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## Alfred Swings With Jazz Method Book

Alfred Music Publishing has released new editions of *Complete Jazz Guitar* methods, available for beginning, intermediate and advanced jazz guitarists. The editions are packed with essential information in standard notation and without tablature.

*Beginning Jazz Guitar* is a great start for anyone with knowledge of basic chords and guitar scale fingerings. The chapters are clearly divided into harmony and improvisation lessons, with every new concept accompanied by etudes and songs for practice.

For guitarists who have learned the basics of jazz harmony and improvisation, *Intermediate Jazz Guitar* continues the format of *Beginning Jazz Guitar* with topics such as the ii-V-I progression, solo lines, altered chord formulas and comping in various jazz feels.

The chord-melody section of *Mastering Jazz Guitar* picks up where *Intermediate Jazz Guitar* leaves off, addressing subjects such as integrating melody and harmony, developing bass lines, chord enhancement and composing solos, as well as touting an improvisation section. The book is also loaded with easy-to-read scale diagrams, sample phrases and arrangements of traditional melodies.

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



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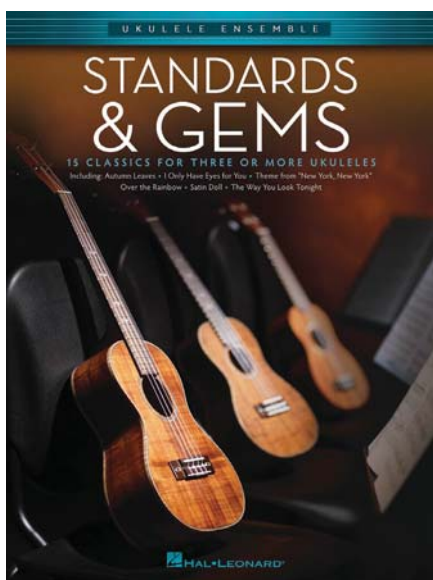
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## Hal Leonard Compiles Uke Ensemble Series

Hal Leonard has released an ensemble of ukulele books for intermediate players. The collections are playable by any combination of ukuleles, soprano, concert, tenor or baritone. Each arrangement features the melody, a harmony part and a bass line.

*Standards & Gems* features 15 classics arranged at the early intermediate level, including "Autumn Leaves," "Cheek To Cheek," "Easy To Love (You'd Be So Easy To Love)," "I Only Have Eyes for You," "It Had To Be You" and "Over the Rainbow."

MSRP: \$9.99 each.

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



## Allen & Heath GLD Mixing System Gets User-Friendly

Allen & Heath has debuted its GLD digital mixing system, a user-friendly, cost-effective and scalable live digital-mixing system that is conceptually based on the digital iLive series. A fully expanded GLD system is capable of up to 112 inputs and 88 outputs when outfitted with the optional port I/O card.

At the heart of the system is the GLD-80 mixer, providing 48 processing channels, eight stereo FX returns fed by iLive's FX emulations, 30 configurable buses, 20 mix channels and DSP power to provide full processing without compromise. The GLD-80 connects to a range of plug-and-play I/O racks to build 28, 36 or 44 mic-input systems. A primary AR2412 rack (24 XLR inputs, 12 XLR outs with built-in monitor port) and up to two AR84 expander racks (eight XLR inputs, four XLR outs each) can be connected over 120m CAT5 runs using A&H's dSNAKE protocol. dSNAKE provides control to the remote pre-amp, and all mic pre-amps are scene-recallable. The AR2412 includes a monitor port connection for personal monitor systems.

Allen & Heath ([allen-heath.com](http://allen-heath.com))

## ESP Offers 20 New Basses

ESP's Signature series has a new endorsee for 2013. The ESP Tommy Stinson-4 and LTD TS-4 were created to the specifications of Tommy Stinson, bassist for Guns N' Roses and formerly of The Replacements. Two models were introduced for current ESP players Tom Araya of Slayer (the LTD TA-334, featuring ESP's new active pickups) and Frank Bello of Anthrax (the LTD FB-204).

Basses are also part of ESP's new LTD Elite series premiere. These models are made in Japan by ESP's team of luthiers and include the four-string J-4 ELITE and the five-string J-5 ELITE. These J-style basses have luxury features, including quilted maple body and headstock and Seymour Duncan Basslines



pickups with onboard EQ.

LTD's Xtone series of acoustic and acoustic-electric instruments now includes bass models. The four-string LTD Xtone ACB-14E S and five-string ACB-15E S are jumbo acoustic basses that feature solid sitka spruce tops, mahogany back and sides, and rosewood fingerboard and bridge. The basses include a Fishman Isys onboard pre-amp system.

The company also has added models and updates to its standard LTD line. The LTD BB-4 is a model based on ESP's Bottom Bump bass model that's available in Japan. The BB-4 differs with an open-pore finish, and ESP's newly designed active/passive pre-amp system and three-band tone controls. Pickups on the BB-4 are Seymour Duncan Basslines.

ESP Guitars ([esp guitars.com](http://esp guitars.com))

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## Yamaha Offers DTX400 Series Electronic Drum Sets

Yamaha's DTXdrums electronic lineup now includes two new sets, the DTX450K and DTX400K kits, which offer pro-level sounds and features at entry-level prices.

Both drum sets come with the DTX400 module, which features 169 professional-level drum sounds, 128 instrument voices and 10 customizable kits. Newly designed 10-inch hi-hats, crash and ride cymbals offer realistic feel and the 7 1/2-inch drum pads have been re-designed for greater durability and playability. Both sets are upgradable with the XP80 DTX-PAD snare. The streamlined, easy-to-use module also offers 10 interactive training functions with voice guidance that turn practicing into game-like fun. Each drum kit fits into a compact box that is easy to ship and take home.

The DTX450K drum kit features newly



designed drum pads, including a three-zone snare pad for head, rim-shot and side-stick sounds. The Yamaha belt-drive foot pedal offers true-kick feel and the realistic hi-hat

controller allows for half-open, pedal and splash sounds. The steel rack provides a solid playing experience, and the floor tom bar easily accommodates an extra cymbal (purchased separately). Cymbal attachments on the DTX450K feature chrome hardware.

The DTX400 drum kit comes with a steel rack and the beater-less KU100 kick unit for whisper-quiet bass drum operation. The DTX400 is upgradable with the TP70S three-zone snare pad, the XP-80 DTX-PAD snare and the FP110 belt-drive foot pedal, included with the KP65 kick pad.

Yamaha has created a free DTX Lessons iPhone and iPad app.

MSRP: DTX400K, \$499.99; DTX450K, \$699.99.


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



## PreSonus and Fulcrum Partner for Speakers

When PreSonus decided to add P.A. speakers and studio monitors to its product line, its team was determined to deliver outstanding quality through design that took advantage of the latest technology. To accomplish that, PreSonus teamed up with the speaker-design experts at Fulcrum Acoustic, a professional loudspeaker manufacturer known for its unique approach to high-end loudspeaker design.

The first results of the collaboration between PreSonus and Fulcrum Acoustic include the StudioLive AI-series P.A. speakers and Sceptre CoActual-series studio reference monitors. Both systems employ Fulcrum Acoustic's acclaimed TQ Temporal Equalization technology powered by PreSonus' 32-bit, 96 kHz, dual-core-processor Active Integration technology.

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

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## Gretsch Badge Adorns Deluxe Snare Bag

Gretsch Drums has introduced a snare drum bag adorned with the classic Gretsch Round Badge "T-roof" logo. The new padded bag is black with white text and orange trim. Attached to every Round Badge snare drum bag is a leather drum key holster embossed with the logo.

Available in 5 1/2- by 14-inch and 6 1/2- by 14-inch sizes, each bag includes a padded shoulder strap with a stitched Gretsch logo. Other features include reinforced walls, a padded handle and heavy-duty zippers.

MSRP: \$119.

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



## Manson Guitar Works Exhibits M-Series Range

Manson Guitar Works has launched its M-series range of guitars. The guitars come in two different models, offering a wide choice of options incorporating Manson's personal attention to detail, individual craftsmanship and use of quality materials.

The MA-1 guitar features a new body shape and finishes, Seymour Duncan pickups, Schaller two-piece fixed bridge, Gotoh machineheads and various upgrade options. It comes equipped with an alder body and hard American maple neck, with a choice of rosewood or maple fingerboard options. The classic profile guitar is comfortable,



well-balanced and stylish.

The MA-2 guitar takes the MA-1 model as a basic platform and fits it with a signature design along with U.K.-made MBK pickups, CTS pots and high spec capacitors.

Each guitar goes through an intense final inspection, assembly and wiring and is shipped together with the deluxe logo gig bag.

Manson Guitar Works' offer a comprehensive list of custom options on the MA-1 and MA-2 guitars, ranging from small tweaks right through to the addition of a genuine USA Z-Vex internal Fuzz Factory installation or a Fernandes humbucker sustainer system.

🛒 **Manson Guitar Works** ([mansonguitar-works.com](http://mansonguitar-works.com))

## Hohner Hernandez Accordion Makes an Impression

Hohner has announced the Jorge Hernandez Signature series accordion, which comes in two colors and two key combinations: Yellow Tiger Stripe GCR and White Tiger Stripe in F, Bb and Eb.

Hernandez's band, Los Tigres del Norte, have taken the century-old tradition of "corrido" and made it their own powerful vehicle with the current music marketplace. Known as the godfathers of the Norteño genre, Los Tigres have towered in the realm of Latin music, bringing the polka-rooted Norteño sound to a new audience.

MSRP: \$4,995.

🛒 **Hohner** ([playhohner.com](http://playhohner.com))

## It turns every guitarist into a triple threat.

**Introducing TriplePlay**, the wireless guitar controller that lets you turn your electric guitar into any instrument that you want – and compose, perform and record like never before. Includes a comprehensive software suite from PreSonus, Native Instruments, Notion Music, and IK Multimedia.

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## Hayden Introduces Dr. Green Guitar FX Pedals

In conjunction with Hayden amplifiers, Dr. Green has launched its first guitar effects pedal range.

The Hairy Tongue is a dynamic pedal filled with thick, lush fuzz tones ranging from light boost to fat fuzz.

The Black Death distortion delivers everything from light to rich overdrive with real dynamics and clarity.

The Booster Shot boost pedal lets players add high-end boost and full-signal boost to their tone.

The Waiting Room is a player-friendly delay pedal that ranges from a light analog delay to full-bodied, tape-like sounds. Its tonal transparency keeps the original signal intact.

The Dr. Green Cubicle is an ideal pedal for adding reverb.

The Life Support smoothes out tone and compresses high-input signals while boosting low-input signals without degrading original tone.

🛒 **Hayden** ([haydenamps.com](http://haydenamps.com))





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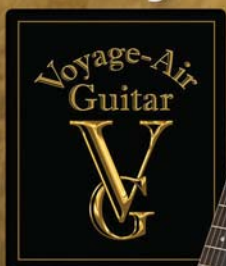
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## On-Stage Stands Resurrects 1980s Tune-Up Tuner

On-Stage Stands has revitalized the battery-powered stroboscopic "Tune-Up" tuner of the early 1980s with the introduction of the GTA6000 Tune-Up.

The GTA6000 is the latest addition to the lineup of On-Stage Gear tuners, including the CTA7700 Clip-On Tuner, GTA7600 Chromatic Tuner and the True Bypass Pedal Tuner.

The GTA6000 features a tactile transducer that clips onto most instruments, including electric and acoustic guitars, basses, horns, and woodwinds. The Tune-Up's strong clip offers rubber contact points that will not mar instrument finishes.



A three-color LCD screen with an oversized display makes the Tune-Up very easy to read. The entire screen glows red when flat, green in tune and yellow when sharp. A single button permits simple navigation through four operating modes: chromatic, guitar, bass and ukulele. MSRP: \$21.99.

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

## Eastman Produces Thinline Electric

Eastman has released the T185MX thin-line electric guitar.

Available in 14-, 15- and 16-inch body styles, the flamed maple T185MX boasts a double venetian-style cutaway with hand-carved solid maple top, back and sides. It comes complete with dual Seymour Duncan 59 humbucker pickups. The figured mahogany neck is coupled with an ebony fingerboard sporting pearl dot inlays. Controls include two volume knobs, two tone knobs and a three-way selector switch. Other appointments include a fixed, tunable chrome Gotoh bridge, chrome Gotoh tuners and a chrome stop tailpiece.

The T185MX is offered in classic and



classic/sunburst finishes, and D'Addario XL strings are included.

MSRP: \$2,075.

**Eastman Guitars** ([eastmanguitars.com](http://eastmanguitars.com))

## MiPro Rings Up MA-303 Portable Wireless PA System

MiPro has launched the MA-303, a lightweight wireless PA system.

The MA-303 features 60 watts of output power thanks to a high efficiency, Class-D amplifier driving a two-way loudspeaker, a 1-inch tweeter and a 5-inch woofer with level limiter. Available with one or two wireless receivers, the MA-303 includes 16 auto-scannable channels, built-in USB music player and recorder with LCD screen, a 3.5-mm line input for iPod/MP3, and alarm warnings.

A built-in lithium rechargeable battery provides nine hours or more of standby time per charge, and the unit touts a four-level



battery meter for accurate reading.

**MiPro** ([mipro.com.tw](http://mipro.com.tw))

## T-Rex Introduces Next-Generation Pedals

T-Rex has debuted the Møller 2 and Sweeper 2 in the North American market.

Named after Danish guitarist Knud Møller, the Møller 2 delivers classic analog overdrive and features a voice toggle switch and readable control-knob graphics. The pedal is armed with a 0–20 db clean boost and a mix control.

Like the original Sweeper, Sweeper 2 is an intuitively designed pedal that produces a chorus effect for bass. It offers upgrade to its algorithm, meaning bassists get a warmer, more vintage sounding chorus effect no matter what depth or rate at which the pedal is set.

MSRP: Møller 2, \$399; Sweeper 2, \$269.

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



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A black and white photograph of Glenn Hughes, a rock musician, smiling and looking down. He is wearing a black leather jacket, sunglasses, and has long, dark hair with a purple streak. He is holding two Samson Q8 Dynamic Microphones in his hands. He is also wearing several rings and a beaded bracelet. The background is dark with some metallic structures visible.

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## Kahuna Uke Blossoms

The Kahuna KUS70MP-E acoustic-electric soprano ukulele features a pearl mahogany body and top, comfortable mahogany neck and smooth rosewood fingerboard. It offers etched floral-pattern sound holes and also features a built-in active Fishman Electronics EQ and tuner so players can be heard over the band or in large space. The uke comes with stock Aquila Soprano strings and a deluxe padded soft case with neck reinforcement for added protection.


 **API (apintl.com)**



## Levy's Debuts Classical Guitar Strap for Pinless Axes

Levy's Leathers has released a padded classical guitar strap designed exclusively for guitars and ukuleles without strap pins. Each

strap is constructed with neoprene padding, leather backing and a sound-hole hook.

 **Levy's Leathers (levysleathers.com)**




## Fender Custom Line Expands

The Fender Custom Shop's 2013 Custom Collection now offers eight new guitars and two basses.

The collection includes the Custom Deluxe Stratocaster with Okume body, flame maple veneer top, maple neck with a mid-'60s oval C back shape, Custom Shop Fat '50s pickups with modern Strat wiring; the Custom Deluxe Telecaster with ash body with flame maple veneer top and Twisted Tele pickups; Closet Classic Stratocaster Pro with ash body, maple neck with early-'60s C back shape and Custom Shop Fat '50s pickups; Closet Classic Telecaster Pro with ash body, maple neck with early-'60s C shape and Twisted Tele pickups with Custom Tele wiring; Closet Classic Precision Bass Pro with alder body, maple neck and Seymour

Duncan Stacked 1951 P Bass pickups with vintage jazz bass wiring; 1972 Closet Classic Telecaster Custom with ash body, maple neck, wide-range humbucking and Twisted Tele pickups and original three-bolt neck-joint design with Micro Tilt; 1951 Relic Precision Bass with slab ash body, maple neck with a '51 P Bass U Back Shape and Seymour Duncan Stacked Precision Bass pickup; 1952 Relic Telecaster with ash body, one-piece maple neck with a 10/56 large V back shape and Twisted Tele pickups; 1956 Relic Stratocaster with ash body and Custom Shop Fat '50s pickups; and 1959 Relic Esquire with alder body, Twisted Tele pickups and Modern Tele wiring with Eldred Esquire Modification.

 **Fender Custom Shop (fendercustomshop.com)**

## Korg Stocks Headtune


Korg has announced Headtune, the latest addition to its line of clip-on tuners. Headtune is a fun, easy-to-use tuner that's shaped like the headstock of a guitar, bass or ukulele, depending on the model. Headtune features an extremely compact and lightweight body that easily fits into the pocket of a guitar case for effortless transportation.

When a single note is played, Headtune's built-in piezo pickup will instantly detect the pitch of the vibrating string. An LED meter indicates the pitch, and a string-indicator LED denotes the peg location. Because of its design, Headtune enables an instrument to be tuned without remembering the note names of each open string, making the product especially useful for beginners.

Headtune offers the same clip used on Korg's Pitchclip tuner. The tuner will securely attach to an instrument's headstock, and the display angle can be adjusted to a maximum of 120 degrees.




The string-indicator LEDs and LED meter offer high contrast and easy visibility even in dimly lit locations, as well as a wide viewing angle, letting users tune from a natural, comfortable position.

 **Korg (korg.com)**

## Cort Upgrades AD810 Standard Acoustic

Cort Guitars is now offering its Standard series acoustic guitars with coated strings, and they are also now available in a black satin finish. The new upgrades are available to retailers and distributors now and will be on store shelves worldwide by early spring.

The AD810 features a dovetail neck joint, spruce top and mahogany back and sides. The Standard series is also available in natural glossy, natural satin finishes.

 **Cort Guitars (cortguitars.com)**



## Cordoba Targets Educational Market

Cordoba Guitars has developed Protégé by Cordoba, a line of beginner instruments created to provide aspiring young guitarists with a comfortable first guitar that's easy to learn on and play. The guitars are offered in full, half, three-quarter and quarter sizes. The Protégé by Cordoba models feature spruce tops with mahogany backs and sides, rosewood bridges, rosewood fingerboards, a Hauser-style wood-inlaid mosaic rosette, nickel tuning machines and a high-gloss polyurethane finish. All models also include a two-way truss rod and Cordoba gig bag. MSRP: \$159–\$169.

 **Cordoba (cordobaguitars.com)**





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## Cort SFX Series Sports Exotic Features

Cort has launched its line of three SFX Series guitars, which sport exotic woods, built-in electronics and slim body construction. All of the guitars also offer dovetail neck-joint construction, rosewood fretboard, advanced scalloped X-bracing and ceramic pickups.

The SFX-AB features ash burl top with ash burl back and sides and mahogany neck with white dot inlay. The SFX-DAO's features include a dao top with dao back and sides and mahogany neck with white dot inlay. On the SFX-FM is a flamed maple top with maple back and sides, mahogany neck and white dot inlay. MSRP: SFX-AB, \$375; SFX-DAO, \$350; SFX-FM, \$419.50.

**Cort Guitars (cort.com)**

## Line 6 Unveils JTV-89F Guitar

Line 6 has introduced the JTV-89F guitar, the newest member of the James Tyler Variax family. It offers a Floyd Rose-licensed double-locking tremolo system by Graph Tech, all-new Variax HD technology and the ability to virtually tune down a whole octave without impacting playability or intonation.

"JTV-89F is a killer addition to the James Tyler Variax family," said Max Gutnik, vice president of product management for Line 6. "Many players of heavier styles have been asking for a Variax with a double-locking tremolo, and we heard them — even over all the shredding."

With all-new Variax HD technology, the James Tyler Variax is a recording guitar that can sound like an assortment of instruments.



It delivers a wide range of tones within a single guitar.

The Floyd Rose-licensed, double-locking tremolo system is designed for stability. The custom-designed bridge includes built-in piezo crystals that accurately translate the Variax guitar tone and dynamics. The precision piezos are housed

inside a set of Graph Tech String Saver saddles, which are highly resistant to rust, corrosion or perspiration.

The JTV-89F also features a six-in-line headstock configuration that enhances tuning stability. It is available in black, Blood Red and other paint finishes.

**Line 6 (line6.com)**



## Buffet Group Debuts Orfeo Professional

Buffet Group USA recently debuted the Orfeo professional oboe at the 2012 International Double Reed Society Conference at Miami University in Oxford, Ohio. The Orfeo oboe totes all-new bore design and tone-hole placement, giving it a warm, focused

sound with outstanding response throughout all registers.

Featuring a Green Line body, silver-plated keywork, new thumb rest design, and cork and GT pads throughout, the Orfeo is the latest in professional oboes for Buffet

Crampon.

The Orfeo was unveiled at a VIP reception during the conference that featured a performance by John Snow, associate principal oboe of the Minnesota Orchestra.

**The Buffet Group (buffet-group.com)**

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## Hohner Launches Blues Harp Learning App for Android

Hohner has released the "Learn to Play the Blues" application for the Android operating system. The app is now live on both the Google and Amazon app stores and available for purchase.

"Although there are many free YouTube videos available that teach basic blues harmonica licks, our app is the only resource that integrates the teaching of blues licks with pre-arranged play-along jams, a comprehensive listing of harmonica artists with their histories and a description of iconic Hohner harmonica products all in one place," said Scott Emmerman, director of marketing and sales for Hohner.

For a purchase price of \$1.99, Android phone users can learn how to play a 12-bar blues lick on their harmonica by following on-screen animation and audio/video demonstrations. Users can then play the newly learned licks and jam along with included grooves.

Users can also play live sampled harmonica notes on a virtual onscreen harmonica. Another feature of the app is the "Gallery of Greats." The area offers pictures and information on the greatest harmonica players of all time. Android users can also explore a virtual catalog of the top-selling blues harmonica models and learn about the history of the Hohner company.

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




## Recording King Offers RJJ-116 Jumbo body

Recording King's RJJ-116 guitar has a solid-top jumbo body with 16-inch lower bout, offering great volume and projection that can withstand a strong rhythmic attack from players.

The RJJ-116 is assembled with a solid

AA-grade sitka spruce top and mahogany back and sides. The 24 3/4-inch scale and 1 11/16-inch nut gives players ample room for chording or fingerstyle while delivering powerful volume. Its contemporary C-profile neck strikes a balance between vintage

and modern shapes, which is great for electric players or acoustic players. The vintage-style Grover tuners keep the RJJ-116 in tune under hard strumming. The RJJ-116 is available in natural gloss finish. MAP: \$599.99.

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

## Sher Music Unveils Single-Note Technique Series

Sher Music has released *Line Games*, an organized series of practical studies for the simultaneous development of single-note guitar technique and jazz vocabulary.


Many examples are transcribed from the recorded solos of jazz guitarists such as Wes Montgomery, Pat Martino and Joe Pass. The book also gives readers the tools to develop

complete fluency in creating similar lines on their own.

Developed by Randy Vincent, *Line Games* covers topics such as basic six-note scales commonly used by the jazz greats; how to use all of the chromatic notes and make playing inside the chord changes sound more interesting and melodic; triad

pairs for modern-sounding lines; exercises that give users the tools to create many interesting chord extensions from a few simple arpeggios; how to build long lines across many chord changes; and how to use thematic development for more cohesive solos.

MSRP: \$30.

 **Sher Music** ([shermusic.com](http://shermusic.com))

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Learn more about Gretsch Drums.



## Dynamicx Drums Steam-bends Unibody Solid Snares, Hoops

Dynamicx Drums, a division of Black Swamp Percussion, recently rolled out its Unibody Solid snare drums.

The Unibody Solids feature a steam-bent solid shell that is machined at the company's Holland, Mich., factory by owner Eric Sooy.

By utilizing traditional bending methods and advanced CNC equipment, the Dynamicx Unibody Solids are crafted to exacting standards to ensure the most musical drum shell possible.

The Unibody Solid Hoops are thick steam-bent maple hoops with a unique shape.

"I first ventured into steam-bending 20 years ago when I started making the Black Swamp solid ash tambourines," Sooy said. "I'm excited to apply the knowledge and experience I've gained since then to create



superior-sounding solid shell drums."

Unibody Solids are available in a variety of woods such as maple, ash, walnut, cherry, bubinga, mahogany and cocobolo. Unibody Hoops are only available in maple.

MSRP: \$1,299.

**Dynamicx Drums (blackswamp.com)**



## Ibanez's J. Custom Line Delivers 8-String Model

Ibanez is offering limited availability of its J. Custom instruments. The J. Custom designation represents every advance in design and technology Ibanez has developed over the last 20 years — from woods, neck and fret treatments to pickup combos and tremolo systems.

For 2013, Ibanez has introduced the J. Custom JCR813BGA and JCR813BOP, handcrafted, eight-string guitars that bring performance options to the most discerning metal musicians. For the traditional metal/hard-rock player, J. Custom has released the JCRG613BSZ and JCRG613RBS six-string models.

"Ibanez leads the industry when it comes to designing eight-string guitars," said Bill Reim, president of Ibanez. "When our master builders showed us their J. Custom

treatment of our popular eight-string, RG-inspired guitars, it was obvious that they had once again set the bar even higher for these guitars."

The JCRG813 eight-string guitars feature flamed maple tops on ash bodies, J. Custom Maple/Wenge Wizard-8 necks, a pair of EMG 808 pickups for commanding metal tones with punch and precision, and fixed Edge III-8 bridges for outstanding sustain.

The JCRG613 six-string guitars boast solid mahogany bodies capped with quilted maple tops. They deliver tone from a trio of classic DiMarzio humbucking pickups: ToneZone in the bridge, a Air Norton pickup at the neck and a middle True Velvet pickup.

All J. Custom instruments include a hard-shell case and authenticity certificate.

**Ibanez (ibanez.com)**

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**MS432B**



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The HERCULES Stage Series Speaker Stands are shipped in matching pairs and are sold with a sturdy carrying bag for easy transportation. The unique patented Smart Adaptor can convert from 35mm to 38mm poles without the need changing the sleeve so you can secure your speaker on the stand quickly and easily.



**SS200BB**



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STANDS

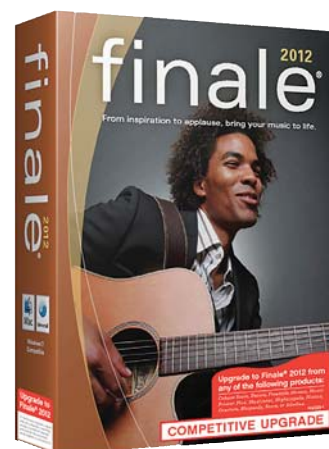
[www.herculesstands.com](http://www.herculesstands.com)



## Finale Offers Competitive Upgrade Deal

MakeMusic has made a Finale competitive upgrade offer aimed at owners of competing music notation software products. Under the terms of the offer, owners of eligible products can upgrade to Finale 2012, which has a list price of \$600, for just \$139.

"We've made it incredibly easy for users of other music notation software products to upgrade to Finale," said Justin Phillips, Finale senior product manager. "In addition to upgrade-level pricing, we



don't require they surrender their current software, and Finale's integrated MusicXML support means that files created by more than 150 different programs can be transferred directly into Finale."

Owners of the following programs are eligible: Cubase Score, Encore, Freestyle, Mosaic, Music Printer Plus, Musicator, Nightingale, Notion, Overture, Rhapsody, Score and Sibelius.

**MakeMusic (finalemusic.com/switch)**

## Save the Dates for Future NAMM Shows

NAMM now has three distinctive trade shows to look forward to — be sure to plan ahead for these important industry events.

NAMM Russia will be held from May 16–19 in Moscow. In an effort to grow new markets and encourage professional development and music education in the region, NAMM is once again co-producing two trade shows in Russia with Messe Frankfurt. NAMM Musikmesse Russia will focus on the musical instrument sector, while the Prolight + Sound NAMM show will concurrently represent pro audio, lighting and event technology.

Summer NAMM will be held from July 11–13 in Nashville, Tenn. This mid-year

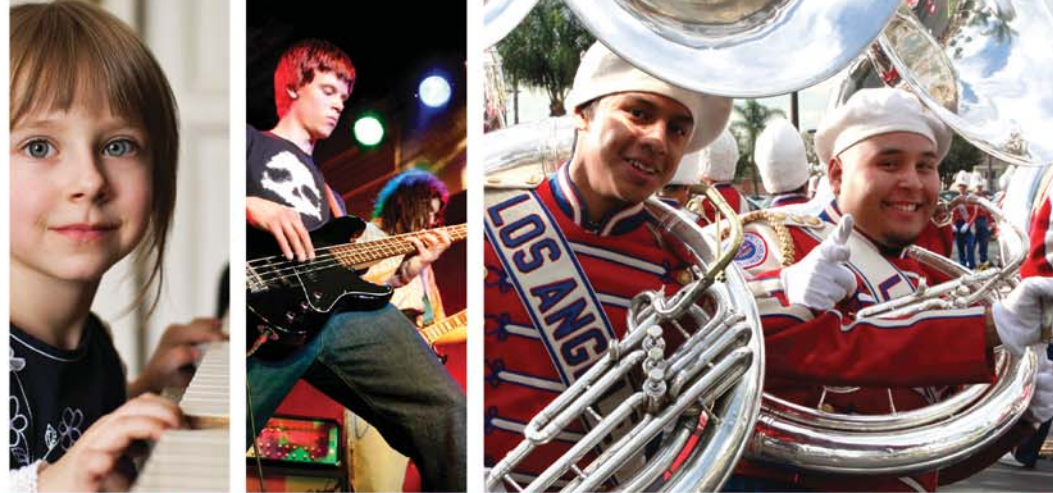
show celebrates the importance of the local community music store and honors the industry's Top 100 Dealers. Many people prefer this show's slower, friendlier pace, which provides more quality time for conducting business.

Next year's NAMM Show will be held from Jan. 23–26, 2014, in Anaheim, Calif. The world's largest industry-only music products trade show, The NAMM Show is attended by more than 95,000 people from around the globe.

For more information about exhibiting at these shows, email [tradeshowsales@namm.org](mailto:tradeshowsales@namm.org).

**NAMM (namm.org)**





## Stop By The New NAMM Member Center in the Convention Center Lobby

Members rave about the excitement of the NAMM Show—but the energy, support and connections don't stop there. NAMM Membership is your 24/7/365 link to fresh ideas, business tools and resources, and a community of people with a shared passion for music.

Make the most of your time in Anaheim by visiting the Member Center, booth 138, where NAMM staff will be available to answer questions, update your profile, provide additional information about exclusive programs, guide you through the NAMM website and more. And, if you're a **2012 Top 100 Dealer Award** Winner, stop by to pick up a ribbon for your badge!

### NAMM Member Center Features

#### Tech Corner

Visit with members of NAMM's Technology Committee about NAMM technology standards, which can increase your company's profitability and efficiency.



#### R&B Lounge

Exclusive for red and blue badge holders to conduct business and take a break from the show floor.



#### NAMM-Endorsed Business Service Providers

Meet with the NAMM providers that can save your business money!



#### NAMM Foundation

Learn more about the NAMM Foundation's efforts to advance active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs.



#### Why Do You Belong to NAMM?

Stop by the Member Center and tell us for a chance to win free membership for a year and pick up your NAMM Member Swag.

#### NAMM Member Center

Convention Center Lobby, Booth #168

Thursday: 10 a.m.–6 p.m.

Friday: 10 a.m.–6 p.m.

Saturday: 10 a.m.–6 p.m.

Sunday: 10 a.m.–5 p.m.



# MARKET FOCUS

BAND & ORCHESTRA ★ GUITARS & AMPS ★ DRUMS & PERCUSSION ★ PIANOS & KEYBOARDS ★ AUDIO & RECORDING ★ PRINT & MULTIMEDIA



## Ahead Offers Strap-On Practice Pad

The Strap-On practice pad from Ahead has been developed to offer a more portable alternative to conventional practice pads, as well as a reduced-volume practice instrument for drum sets, concert and marching drumming.

Featuring a gum-rubber playing surface that provides a natural feel, the pad's stick response and controlled volume lets drummers and teachers focus greater attention on technical and musical development while also supporting hearing protection.

🛒 **Ahead (bigbangdist.com)**



## Korea's Core Launches in North America

Core Drums, Korea's first full-line drum company developed by Korean drummer and businessman BongJo Lee, has launched in North America.

"Our name represents the original English spelling of our country 'Corea,' as well as our commitment to advancing the art of drum building," Lee said. "However, the word 'core' also has a deeper meaning for every drummer because we know that rhythm is the heart of all music."

Lee and his long-established music business, Drum-Net, have designed Core Drums' multiple drum lines from the ground up at their Seoul, Korea, headquarters using both traditional and newly developed drum-crafting technologies. Although the Core Drums catalog features eight different series of drums, the Apex and Bedazzle series stand out.

Bedazzle drum kits are custom-shop-quality drums, made using hand-selected North American maple shells with reinforcing hoops. They are available in more than 10,000 different high-gloss lacquer finish, hardware, and drum size and kit configuration combinations. The Apex series drum sets incorporate a choice of clear or colored acrylic shells with laser-etched graphics and Core's Xyzy LED internal lighting and control module to create a limitless variety of tonal and visual effects.

Core Drums' additional Collision, Destiny, Echo, Frontier and Glare drum lines fill drummers' and dealers' needs for entry-level and midrange instruments. The company plans to introduce a wide selection of pedals, hardware, world percussion and accessories this year.

🛒 **Core Drums (coredrums.co.kr)**



## Porter & Davies Launches Saddle Style BC2 and BC Gigster Thrones

Porter & Davies has launched a saddle-style throne for its BC2 and BC Gigster personal drum monitor systems. In keeping with the original round-top and bench-style thrones, this ergonomic saddle shape lets users feel, experience and hear the bass drum.

The Saddle throne features an ergonomic contoured seat shaped to promote good posture, and the cutaway saddle design improves circulation and reduces leg fatigue. Porter & Davies offers all its throne styles in a choice of black or British Racing Green velvet, and the throne tops fit all 7/8-inch diameter throne bases.

🛒 **Porter & Davies (porteranddaves.co.uk)**



## Latin Percussion Offers Jingle Kick

Latin Percussion has introduced an alternative to the conventional bass drum beater with the LP Jingle Kick. The durable, high-impact plastic jingle stick attaches to most bass drum pedals as a beater head. Six pairs of nickel-plated steel jingles provide a crisp, unique sound.

In addition, owners of the LP Fusheki pedal bracket can now replace the maraca with the LP Jingle Kick in minutes.

"The LP Jingle Kick allows drummers to layer their bass drum sound with the bright sound of jingles," said Victor Filonovich, director of product for Latin Percussion. "Installing it is as easy as changing the beater on your bass drum pedal." MSRP: \$39.

🛒 **Latin Percussion (lpmusic.com)**

## Evans Picks Up the Tempo

Evans recently announced two display configurations for dealers and distributors.

In support of the Evans Black Chrome series launch, a Black Chrome featured product display and merchandising kit has been created to help retailers promote this series of drumheads in their store. Along with the assortment of Black Chrome drumheads ranging from 10 to 16 inches, retailers will be provided with Evans, pop-up featured product display, a sign kit that can either be used on the display or hung on the wall, five salesman laminates, and tension rod hang tags.

A complimentary set of Evans Black Chrome drumheads is included for display on an in-store kit.



The G14 featured product display and merchandising kit features a product assortment of clear and coated G14 drumheads ranging from 10 to 16 inch. Retailers will be provided with an Evans pop-up featured product display, a sign kit that can be used either on the display or hung on a wall, five salesman laminates and tension rod hang tags.

"The new displays are attention-grabbing, consumer-friendly and are the perfect way to showcase Evans' G14 and Black Chrome Drumheads," said Dick Markus, D'Addario percussion manager. "At less than two square feet each, the displays practically sell the product themselves."

🛒 **Evans Drumheads (evansdrumheads.com)**

## DrumFire Introduces DA-26P Mount

DrumFire has released the DA-26P percussion mount with spline.

Born from the elliptical enveloping clamp design first found on the u-Mount Tablet Mounting System, the DA-26P percussion mount is a natural adaptation of this versatile system. The clean design mounts to any round hardware tubing from 16–25 mm without the need for clumsy bolts and catches.

A single oversized thumbscrew secures the mount in seconds. Once clamped, the internal spline allows for 360 degrees of pull-and-turn rotation in 26 locking increments.

Constructed of chrome-plated steel, the DA-26P seamlessly complements standard drum hardware, matching existing cymbal, hi-hat and tom stands.

🛒 **DrumFire (onstagestands.com)**





# IRON LABEL

## METAL TO THE CORE

Introducing Iron Label. The renowned Ibanez RG and S guitars take on their most vicious metal form yet.

Built on the chassis of the original RG and S bodies, Iron Label is made to drive hard all night. Fast, full throttle necks. Road tested matched DiMarzio® or EMG® pickups. Seasoned woods with a stark black-and-white aesthetic that eschews standard metal glitz for Metalcore swagger.

You know where you're going, and Iron Label is ready to roll.



Check out the Iron Label feature at [ibanez.com](http://ibanez.com)

**Ibanez** BOOTH 4634



## Aphex Releases Project Channel

Aphex has introduced the Project Channel, a channel strip loaded with Aphex's patented audio-processing technology.

The Aphex Project Channel offers such processing tools as the Aphex Class A microphone pre-amp, Aphex's optical compressor, and Aphex's signature Aural Exciter processor and Big Bottom low-frequency processor. It also boasts analog and digital (SP/DIF) inputs and outputs and LED metering.

 **Aphex** ([aphex.com](http://aphex.com))

## No Doubt Guitarist Collaborates With Zora


While No Doubt has been touring in support of its new studio album *Push And Shove*, the band's guitarist, Tom Dumont, has been playing a newly designed guitar called Zora, which is now available to music stores.

During No Doubt's recent television appearances and live performances, Dumont has been seen and heard using three different prototypes of the Zora built by Orange County, Calif.-manufacturer GJ2 Guitars. The Zora is designed by GJ2 co-founder Grover Jackson with technical and aesthetic



input from Dumont.

Zora prototypes have been made using mahogany and sapele wood and are built to maximize stability, sustain and tone. The company's own Habanero pickups, as well as the volume and tone knobs, are all made in-house. "Grover is amazing," Dumont said. "He's made me three guitars so far, and they all play beautifully."


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

## Drum Guru Teams With DeLucia

Dennis DeLucia, legendary marching percussionist, has created several packs for the hit new educational drum app Drum Guru. Created by Rob Wallis, founder of Hudson Music and DCI Music Video, Drum Guru is currently available in the app store for iPhone and iPad and features content from some of the world's most famous drum set artists and educators.

For Drum Guru, DeLucia has created several packs of lessons. The first four packs contain instruction and exercises for learning the 40 standard rudiments, divided into packs of 10 lessons each. These packs contain clear explanations along with custom patterns written by DeLucia to develop facility with each rudiment. DeLucia is joined by snare drummer Jeff Prosperie, who demonstrates each rudiment. Also available is the Ultimate Warm-Up pack, which contains more exercises from DeLucia aimed at all drummers, and the Basics of Drumming pack, which details the essential techniques and strokes of all drumming.

"We are absolutely thrilled to have teamed up with Dennis, who is rightly considered a giant in his field," Wallis said. "Players, teachers and students can take advantage of this great format and are able to watch world-class artists on their iPhone or iPad, anywhere they want and at any time."

 **Drum Guru** ([drumguru.com](http://drumguru.com))




## Italia Celebrates With DiVill

In honor of its 15th anniversary, Italia Guitars has created anniversary finishes for some of the brand's original guitar models, such as the Maranello gold mist sparkle, Torino white pearl and Mondial metallic purple.

Italia has also reissued its collectable Muira model. The Muira has a maple body and neck, hollowbody construction, rosewood fingerboard and cigar-shaped, acoustic bridge pickup with a sparkle metallic red finish.

The company will also unveil its DiVill by Italia line. This line features lower price points as well as new body styles, pickup designs and configurations. These design elements and features offer new styles while maintaining Italia's retro look, feel and tone.

 **LPD Music** ([lpdmusic.com](http://lpdmusic.com))

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## Rotosound Repackages Instrument Cables

Rotosound recently repackaged its extensive range of instrument cables, which now come in a choice of more than 30 specifications.

The packaging enhances the company's collection of varied and versatile high-quality instrument cables. Featuring pure copper cable for superior signal transmission and audio excellence with world-class straight or angled jacks, these cables are precisely manufactured for consistency, strength and sound clarity.

The range includes a choice of lengths up to 45 feet in both straight or curly cables, which includes XLR, MIDI, patch, Speakon, extension and phono leads. All cables are 100-percent hand-inspected and finished in non-toxic PVC sleeves.

Engineered to high specifications, these cables are made tough for long-lasting use, both for live and studio applications.

**Rotosound** ([rotosound.com](http://rotosound.com))



## PreSonus Unveils PRM1 RTA Measurement Mic

With PreSonus' PRM1 measurement microphone and the company's free Virtual StudioLive mixer-control software with Smaart Measurement Technology, StudioLive 24.4.2 and 16.4.2 digital mixer owners can have a complete, powerful and affordable audio-analysis-and-correction system. A measurement or reference, microphone is a special type of condenser microphone that is designed to provide an accurate reproduction of a room's sound characteristics for use with audio-analysis tools, such as real-time analyzers (RTAs) and spectrographs.

The PRM1 employs a pre-polarized

electret-condenser capsule and delivers a linear frequency response between 20 Hz and 20 kHz. Sensitivity is rated at -37 dB/Pa, EIN at 26 dB, S/N ratio at 70 dB, dynamic range at 106 dB and maximum SPL at 132 dB SPL.

The mic has an all-metal chassis and comes with a clip, foam windscreen, and hard case. Virtual StudioLive's Smaart System Check Wizards step StudioLive 24.4.2 and 16.4.2 users through the process of viewing the frequency-response trace of a venue, calculating and setting delay-system timing, and verifying output connectivity.

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



## Toca Refinishes Djembes

Toca has created a finish for its line of Freestyle II rope-tuned and mechanically tuned djembes. Lightweight, durable and weather-resistant, the antiqued, hand-painted Spun Copper djembes will shine in any drum circle.

Freestyle II rope-tuned djembes have additional rope runners for more precise tuning. Mechanical-tuned djembes come complete with tuning wrench. The Freestyle II Djembe in Spun Copper finish is available in 9-, 10-, 12- and 14-inch sizes.

**Toca** ([tocapercussion.com](http://tocapercussion.com))

## Loud, CMI Announce Australian Distribution Agreement

Loud Technologies and CMI Music and Audio have announced that CMI will serve as the exclusive Australian distributor for Loud's Ampeg and Mackie brands.

"Ampeg and Mackie each have very loyal, established, Australian dealer and customer bases, so we spent significant effort to ensure our new partner could provide world-class support as well as had the muscle to continue growing these legendary brands,"

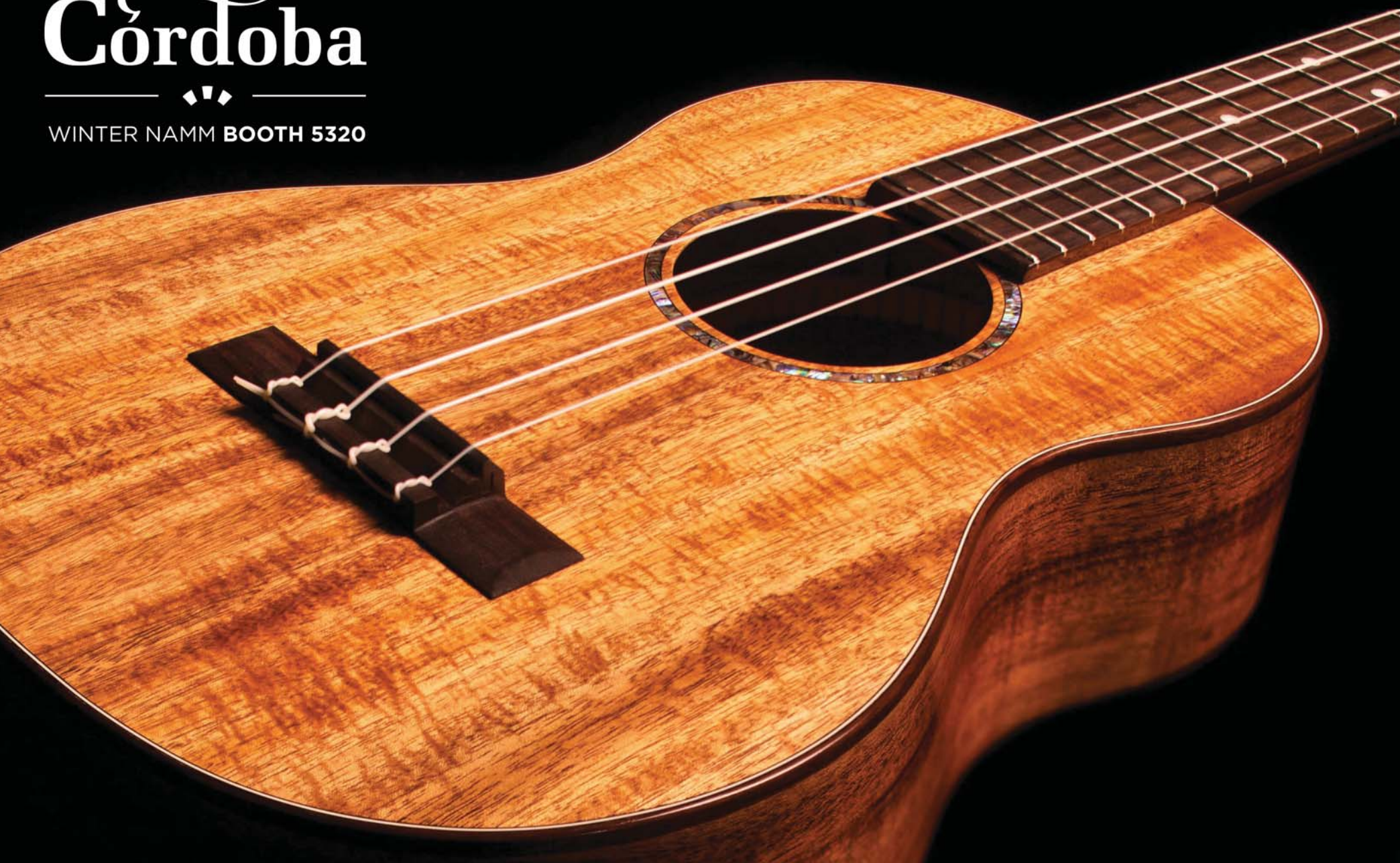
said Alex Nelson, president of Ampeg and Mackie.

CMI will dedicate brand-management teams to each brand to ensure continuity in support and distinctive branding, marketing and merchandising. "We are honored to represent Ampeg and Mackie and look forward to further building the brands throughout Australia," said CMI CEO Peter Trojkovic.

**Ampeg** ([ampeg.com](http://ampeg.com))

# Córdoba

WINTER NAMM BOOTH 5320





## Sabian Opens Factory Museum to Celebrate 30-Year History

As part of its yearlong 30th anniversary celebration, Sabian has opened a museum at its factory in Meductic, New Brunswick. Designed to house artifacts, awards and memorabilia from the past 30 years, the museum will serve as an introduction to the cymbal-maker's history for factory visitors and employees. The museum also features important photographic records of the factory's past. The photographs in the gallery capture an era that extends back to the 1970s and show the very first artisans at work in the factory, using traditional manufacturing processes still used today.

"It's easy for important moments in any company's history to be forgotten as time



The Sabian brand family opened its factory museum in celebration of its 30th anniversary this year.

passes, so it was important for us to start the process of archiving those moments now," said Sabian Manager of Canadian Sales and Artist Relations Terry Ryan, who headed up the museum committee. "In our case, the

history of the factory is very closely tied to the history of the community. We have families who at this point have had three generations working at Sabian."

**Sabian (sabian.com)**

## Nord Introduces Electro 4 HP

The Nord Electro 4 HP has twice the memory capacity of its predecessor, the Electro 3 HP, letting users fit more sound from Nord's piano and sample library.

The organ section has been upgraded to the latest tonewheel engine from the dual manual organ Nord C2D, including a 122 rotary speaker simulation and drive. The hammer-action portable keyed offers expressive, fully weighted keys. MSRP: \$2,799.

**Nord (nordkeyboards.com)**

## Royer Labs Releases SF-2 Active Ribbon Mic

Royer Labs has unveiled its SF-2 Active ribbon microphone. Designed for use in classical-performance applications or to capture acoustic instruments, the SF-2 has an output level of -38 dB. This enables the microphone to be used with a wide variety of mic pre-amps.

The SF-2's magnet/pole piece transducer structure provides a wide, uniform frequency response with no substantial peaks or dips, and the 1.8-micron ribbon element delivers superb transient response. Its off-axis



coloration is negligible.

All of the microphone's higher output is the result of its large, specially wound toroidal transformer, which provides an additional 14 dB of free gain. The phantom powered

system operates at less than unity.

Due to its low-impedance output, the SF-2 can be used on extremely long cable runs with minimal signal loss.

The ribbon element sees a perfect

impedance at all times, and it cannot be damaged by phantom power, electrical glitches or incorrectly wired cables.

The Royer Labs SF-2 Active Ribbon Microphone ships in an aluminum presentation case with an SFS-2 shock mount, mic sock, documentation, and owner's manual. There is also an optionally available SF-2 Deluxe Package with Paddock wood presentation case, 20-foot microphone cable and RSM-24 shockmount. MSRP: \$2,495-\$3,295.

**Royer Labs (royerlabs.com)**

## 30 SERIES UKULELES

Developed by renowned luthier, Pepe Romero Jr., Córdoba's new 30 Series ukuleles are completely handmade using traditional Spanish guitar methods: a larger and slightly deeper body, Spanish heel neck joint, lightweight fan bracing, widened fingerboard for better playability, and a hand-rubbed finish. Each model also features an abalone rosette, premium all solid woods, Grover tuning machines, and includes a deluxe Córdoba polyfoam case.



**30T** | \$499 MAP



**32T** | \$549 MAP



**35T** | \$599 MAP



**35TS** | \$599 MAP



## Roland Backs BK-3 Keyboard

Roland has introduced the BK-3 Backing Keyboard, the latest member of the BK-series instruments with intelligent backing track technology.

The BK-3 features a 61-note keyboard, global array of intelligent music and rhythm accompaniments, and a built-in stereo sound system. Master programmers from around the world have created special rhythms for the BK3, putting a wide range of colorful, authentic music under the user's fingertips.


The BK-3 is outfitted with a Roland sound engine, providing more than 800 sounds, drum and percussion kits to choose from. The front panel makes navigation easy



with clearly labeled buttons, dedicated controls and a LCD display.

Users can play external backing formats via USB memory, including WAV and MP3 audio, SMF, and Roland rhythms. A Center Cancel function reduces the volume of vocals in commercial WAV/MP3 audio files, ideal for karaoke singing and minus-one playing.

The BK-3 is compatible with Roland Wireless Connect, which lets users communicate with an Apple iPhone or iPad over a wireless network. The app for iPhone/iPad integrates with the BK-3, including Air Recorder, music-sharing on social networks, and a lyrics display for SMF songs (with embedded lyrics) played on the BK-3.

 **Roland** ([rolandus.com](http://rolandus.com))



## Recording Academy Wing Names Steering Committee

The Recording Academy Producers & Engineers Wing has announced its 2012-2013 Steering Committee, which researches and recommends solutions for technical and economic issues affecting the music-production sector.

The committee will build upon the legacy established by prior steering committees and work to identify and evaluate key issues confronting music production professionals, with the goal of finding meaningful solutions and suggestions for the industry moving forward.

The P&E Wing 2012-2013 Steering Committee includes the following members: Chuck Ainlay, Carlos Alvarez, Eric Boulanger, Richard Burgess, Ed Cherney, Mike Clink, Bob Ludwig, James McKinney, Phil Nicolo and Dan Workman.

Steering Committee Co-Chairs Clink and McKinney will remain in their current positions as the P&E Wing continues to advocate for excellence in sound recording, audio technologies and education in the recording arts. The committee will also address the rights of music creators in general.


 **The Recording Academy** ([grammy.com](http://grammy.com))

## MakeMusic Plans iPad Version

MakeMusic has previewed an iPad version of SmartMusic at the New York State School Music Association Winter Conference and The Midwest Clinic.

Like the desktop version of SmartMusic, the app includes quality practice tools, assessment and accompaniment features as well as access to the entire content library with a SmartMusic subscription.

MakeMusic plans to stay true to its company mission of developing solutions that transform how music is composed, taught, learned and performed.


 **MakeMusic** ([makemusic.com](http://makemusic.com))

## Superlux Unveils HD631 Professional DJ Headphones

Superlux has expanded its headphone line with the company's first professional DJ model, the HD631.

The HD631 headphones are developed specifically for professional DJs. They are designed to emphasize the beat of the music as well as capture its more subtle nuances. With its 51-mm diaphragms, the HD631 delivers a balanced sound profile while giving extra punch to low-end frequencies. The HD631 features an exceptionally rich low-mid response.

The swivel mechanism of the ear cups can turn 180 degrees for more convenient single-ear, on-shoulder and other monitoring styles.

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


A black and white photograph of Jona Weinhofen performing on stage, playing a blue electric guitar, with a large crowd of fans in the foreground reaching out towards him.

Jona Weinhofen with Angelus CL13

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## Leslie Speakers Get Smaller

Hammond Organ USA has rolled out a series of Leslie speakers.

Joining the line is the smallest-ever dual-rotor Leslie intended for general applications, the Leslie Studio 12. It is the same size and weight as the popular G37 Guitar Leslie with which it shares a common cabinet. Since the release of the G37, keyboard players have asked for an ultra-portable Leslie that had a true Leslie horn and rotor, and Hammond has now delivered it.

With a tube pre-amp driving a 100-watt, solid-state power amp, the Studio 12 is at home on a rock stage or in a jazz club. Its input options let any instrument connect, and a standard footswitch handles fast and slow speeds. Leslie's Gas Pedal, which allows custom Leslie speeds and expressive swells, may be fitted to the Studio 12.

A series of modern and vintage finishes have been also introduced to the traditional Leslie line.

 **Hammond** ([hammondorganco.com](http://hammondorganco.com))



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## Daisy Rock Drops a Shorty for Shorties

Daisy Rock Girl Guitars has introduced the Comet Electric Short Scale guitar, one of its newest 22-inch scale guitars. The Comet Electric is a takeoff of the classic Star model, constructed with Daisy Rock's trademark "Slim & Narrow" neck and a lightweight design. Younger players and girls with small hands will find the slightly smaller-sized body extremely comfortable.

The Comet Electric is made of select wood and includes die-cast chrome tuners to ensure solid tuning, as well as a Daisy Rock Humbucker pickup and a volume control knob. The maple neck and rosewood fingerboard with dot inlays round out the guitars' appealing look, sound and feel.

The Comet Electric is available in Platinum Sparkle and Atomic Pick finishes. Backed by a limited lifetime warranty, the guitar arrives set up and ready to play.

MSRP \$279.

**Alfred (daisyrocks.com)**

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## Outpost Digital Chooses Genelec Systems

Genelec has announced that the New York City audio and video post-production company Outpost Digital recently upgraded their audio system with the installation of three new 5.1 surround monitoring systems from Genelec.

Outpost Digital's two main coloring and mastering studios each have a Genelec 5.1 monitoring system consisting of five 8240A Bi-Amplified Active Monitors and a 7270A Active Subwoofer.

The Pro Tools editing suite is equipped with a Genelec SE Smart Active Monitor

(SAM) System and a 5.1 system using five 8130A Bi-Amplified Active Monitors and an SE7261A Active Subwoofer.

All of these Genelec monitoring systems employ the company's proprietary Smart Active Monitor (SAM) concept that includes Genelec Loudspeaker Manager and Automated Calibration software technologies. SAM lets monitors be controlled with digital networking to enable the building of highly flexible computer-controlled systems of monitors.

**Genelec (genelecusa.com)**

## Zildjian Offers Trade Essentials

The Avedis Zildjian Company has launched a trade support initiative called Trade Essentials.

Trade Essentials was developed to help Zildjian partners achieve their business objectives. By using data collected throughout the years and considering specific customer needs by market, Zildjian can offer informed recommendations about the right breadth and depth of product offerings.

The Trade Essentials catalog, available in print and digital formats, provides dealers with Zildjian SKUs by product line, including Essential Metal, Essential Box Sets, Essential Innovation (Gen16), Essential Wood



and Essential Accessories & Gear. The program also provides stocking and inventory recommendations and marketing resources.

**Zildjian (zildjian.com)**

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## Eiosis Goes Beyond Analog With AirEQ

Fabrice Gabriel, the algorithm designer of Slate Digital: FG-X, VCC, VTM and VBC, has rolled out the AirEQ by EIOSIS.

The Character Control of AirEQ allows transparent, tight boosts. It cuts in the digital domain by adding a new control to the standard parametric equalizer.

The Character Control features three curve shapes: Water, which is transparent, open and natural sounding; Fire, which cuts while maintaining a tight phase-response; and Neutral, which boasts standard analog equalization curves.

AirEQ also sports two special equalization bands. The Air band brings up the high frequencies naturally for an easy one-knob air boost, and the Earth band creates deep and solid sub-lows.

The AirEQ Premium adds continuously variable Water/Fire/Neutral curves; a curve display and frequency analyzer; and multi-channel M/S and L/R features.

Technical features include proprietary AMLT analog matched curves and zero-delay, low CPU.

All Eiosis products are available as a 30-day unlimited demo and can be downloaded from eiosis.com or purchased at audio dealers worldwide.

MSRP: AirEQ, \$219.99; AirEQ Premium, \$349.99.

**Eiosis (eiosis.com)**



## Ibanez Asks, Alexandria Says 'Yes'

Ibanez has tapped British metalcore band Asking Alexandria to collaborate on one of its new signature model axes.

The band has taken the United States by storm with its summer 2012 Reckless & Relentless tour and spanned two continents since 2003, but its two central figures are a constant: guitarists Ben Bruce and Cameron Liddell.

The Ben Bruce Ibanez BB1 offers metal players a unique style, boasting a mahogany body that yields dark, heavy tone. The factory setup and tuning is drop-D.

The guitar also includes a kill switch for strobe effect. Every Ibanez BBM will ship with a certificate of authenticity personally signed by Bruce.

**Ibanez (ibanez.com)**



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## Bands Vie for SchoolJam Title

Eight teen bands from across the United States will compete tonight in the annual SchoolJam USA competition in the Downtown Disney District.

SchoolJam USA highlights teens' musical talent and promotes active participation in school music education programs, awarding more than \$50,000 in cash and prizes to the finalist teen bands and their local school music programs.

The groups were chosen by a combination of 260,000 votes and a panel of music industry judges.

"Twilight" sensation Booboo Stewart (Seth Clearwater) and his sister Fivel will co-host the event with Channel One News anchor Scott Evans. The siblings, who are also musicians, will take a break from hosting to entertain with a selection of original hits.

The 2013 SchoolJam USA finalists playing their original music tonight are: Beyond Doubt (Louisville, Ky.), Cheating Daylight, (Vacaville, Calif.), Ergo We Play (Knoxville, Tenn.), Fools And Sages (Los Angeles),

Harlem Shuffle (Salt Lake City), Premium Blend (San Diego, Calif.), Romance Of Thieves (San Francisco, Calif.) and Synergy (Springville, Utah).

Each band is guaranteed to receive at least \$1,000 in funding for their school music program. The winning band will walk away with the grand prize, which includes the title of Best Teen Band in the USA, a trip to perform at the original SchoolJam festival in Frankfurt, Germany, a private music video recording session on the John Lennon Educational Bus, \$1,000 toward the purchase of new gear and \$5,000 for their school music program.

SchoolJam is an established music initiative originally developed by MM MusikMedia Germany to promote popular and rock music in schools throughout Germany. The program has provided thousands of music-loving young adults with the opportunity to perform and network with peers, encouraging them to become active musicians.

**INFO SchoolJam USA (schooljamusa)**



## Vic Firth Introduces Pete Lockett Signature Stick

Vic Firth has debuted the Pete Lockett DrumJammer signature stick.

Lockett is one of the most versatile and prolific percussionists in the world. He is renowned for his multicultural collaborations and cultural inclusions, and his trademark stick reflects this same diversity, both in design and performance.

"I chose the name 'DrumJammer' for my new signature stick because it represents the fun and passion of music and drumming for me," Lockett said. "It also hints at the true versatility this stick provides. With what I do for a living, having a stick that can jam on anything is a must."

The Pete Lockett DrumJammer signature stick is crafted in hickory and features a very small round bead that creates an extremely defined sound, which is ideal for all types of percussive setups.

Designed as a double-ended stick for multipurpose use, the DrumJammer works great for drum set, electronic kits, metallic percussion, timbales and frame drums.

MSRP: \$16.50.

**INFO Vic Firth (vicfirth.com)**



## Framus Ups Diablo Frets

Framus has given the classic Diablo ax an upgrade for 2013. The guitar is now available from the Framus Custom Shop with 24 frets.

All Framus guitars are fretted using the company-patented Invisible Fret Technology and dressed with plek Technology as well as Framus' fluorescent side dots.

**INFO Framus (framus.com)**

## Sabian Names New Australian Distributor

Sabian has appointed the Australis Music Group as the exclusive distributor of Sabian cymbals and accessories in Australia.

Australis Music Group is one of Australia's largest musical instrument distributors. The company is actively engaged with more than 90 percent of all music stores in the country as well as stores in the Pacific Islands. Australis represents a wide range of brands such as Ibanez, Tama and Laney.

Established in 1973 by the late Peter Hayward, Australis' corporate headquarters is located in Sydney along with its company warehouse.

**INFO Sabian (sabian.com)**

A photograph of a Kyser Quick-Change guitar. The guitar is dark-colored with a white pickguard and a white bridge. The Kyser logo is visible on the body. The guitar is shown from a front-three-quarter view.

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## Takamine Produces 'Peak' Models

Takamine has unveiled the LTD2013 SE and LTD2013 "Peak" limited-edition acoustic-electric guitars.

Only 51 LTD2013 SE guitars will be offered, celebrating more than half a century of the Takamine acoustic guitar-making tradition.

THE LTD2013 SE's New Yorker 12-fret parlor-style body design features a solid bear claw spruce top and Hawaiian koa back and sides. Other ornamental touches include climber inlays, maple body binding and a spalted maple and cocobolo rosette. The LTD2013 SE also features Takamine's TLD Line Driver pickup system.

The LTD2013 model features a solid spruce top and sapele back and sides. The instrument also features a climber fingerboard motif, along with ivory binding and an abalone rosette. The LTD2013 features



Takamine's Palathetic pickup and CT4B II pre-amp system.

MSRP: LTD2013 SE, \$5,099.99; LTD2013, \$2,449.99.

**INFO Takamine (takamine.com)**





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## Indy Custom, Mossy Oak Introduce T-Style 6-String Electric

Indy Custom has released the MO-T1 T-style electric guitar, which features an infinity break-up pattern (exclusive to Mossy Oak) on the body and headstock of this rugged T-style guitar.

Features include an alder body, maple neck, rosewood fretboard with pearl dot inlay markers, sealed die-cast tuners, T-style bridge, black hardware, two single-coil pickups, a three-way switch and a clear pickguard to show off the Mossy Oak finish. The package includes a specially designed Indy Custom black guitar strap as well as a rugged fitted case. MSRP: \$449.95.


 **Indy Custom**  
(indycustomguitars.com)



## JBL Releases EON515XT

JBL Professional is showing the EON515XT powered portable loudspeaker, engineered for durability, high performance and ease of use. The new EON515XT offers increased input sensitivity, a lowering noise floor than its predecessor and user-selectable EQ. The entire system has been optimized for peak performance and enhanced audio precision.

The two-way EON515XT incorporates a JBL 2414H high-frequency neodymium compression driver and a 15-inch JBL 265F-1 differential drive dual-voice-coil woofer perfectly matched to a proprietary Crown class D amplifier. The system has been re-voiced from previous models for better clarity and frequency balance and now delivers a stout 132dB maximum SPL. The input sensitivity has been increased by 10dB to accommodate keyboards, musical instruments, drum machines, and lower output sound reinforcement and DJ mixers. The EON515XT now offers user-adjustable EQ with individual bass and treble controls and a simplified three-channel mixer configuration.

 **JBL** (jblpro.com)



## CAD Releases MH510 Sessions Headphones


The Sessions MH510 professional headphones from CAD Audio have been designed for performers in recording and live audio environments, as well as audio enthusiasts who want to experience their favorite recordings exactly as the artist intended.

The MH510 headphones produce a wide frequency response with extended lows, smooth mids and articulate, lifelike highs for accurate and natural reproduction. The MH510's high SPL capability delivers ample volume while the design provides exceptional isolation that ensures a private listening experience that virtually eliminates bleed-through into the playback environment.

In addition to professional specifications and performance, the Session MH510 phones are available in a distinct and modern cosmetic design in four colors: black, white/red, black chrome and black/orange.

The MH510s feature exceptional power-handling capability along with high-quality construction to stand up to the most demanding use without sacrificing extended listening comfort. Each headphone is supplied with two cables (coiled and straight) and two sets of earpads to satisfy changing user demands.

MSRP: \$159.


 **CAD Audio** (cadaudio.com)



## A-T Unveils Condenser Mic

Audio-Technica recently debuted its AT2020USB+ cardioid condenser microphone, which is equipped with a USB output and is designed for digitally capturing music or any acoustic audio source. The AT2020USB+ offers studio-quality articulation and intelligibility ideal for home studio recording, field recording, podcasting and voiceover use.

The AT2020USB+ features a built-in headphone jack with volume control that lets users directly monitor their microphone signal in real time, and a built-in high-output internal headphone amplifier.

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

## Radial Wins 'Best of Show' at AES 2012

Radial Engineering was awarded Best of Show at the 133rd AES Convention in San Francisco for two products: the Gold Digger (mic selector) and the Cherry Picker (pre-amp selector).

These products were recognized for their ability to improve studio workflow, while also benefiting the artist's performance. The Gold Digger lets users compare up to four microphones and quickly switch between them using radio-style push-button selectors. It features a trim control to balance the mic outputs and straight-wire connectivity using relays for zero distortion. It also generates phantom power thus eliminating any switching noise.

The Cherry Picker Preamp Selector lets

users compare up to four pre-amps and includes a ground lift on each channel to eliminate hum and buzz and, like the Cherry Picker, is built with straight-wire connectivity and generates its own phantom power.

Awarded by *Pro Sound News* and *Pro Audio Review* magazines, Best in Show products are singled out during the show by the magazines' editors who comb the show floor for new and noteworthy products.

"We always enjoy the AES show," said Radial President Peter Janis. "It gives us a chance to sit down and chat with all types of audio engineers and enthusiasts. To win a Best of Show makes the show twice as exciting." MSRP: \$400 each.

 **Radial Engineering** (radialeng.com)



## Universal Audio Announces Windows 7 Support


Universal Audio has released UAD powered plug-ins v6.4 software, delivering long-requested features for PC-based audio engineers and producers on 64-bit Windows 7 operating systems.

UAD powered plug-ins are now 64-bit for Windows 7 64-bit edition operating system users. The UAD-2 satellite FireWire DSP accelerator is now compatible with

Windows 7 64-bit edition operating systems, using a qualified PCIe-to-FireWire 800 adapter card. The Apollo audio interface is now compatible with Windows 7 64-bit edition operating systems, using a qualified PCIe-to-FireWire 800 adapter card.

"After the launch of Apollo earlier this year, we've devoted much of our

engineering resources to solidifying the UAD powered plug-ins platform on the PC side," said Universal Audio CEO and founder Bill Putnam Jr. "I'm happy to announce the release of 64-bit plug-ins for Windows 7, as well as Windows 7 FireWire drivers for the UAD-2 Satellite and our popular Apollo Audio Interface."

 **Universal Audio** (uaudio.com)



# The Cobra Never Sleeps



## 600

### The Restless Innovators At Tama Strike Again

The continual innovation of Iron Cobra manifests in 2013 as the HP600—featuring the patent-pending Duo-Glide reversible cam. Once again Tama finds another way to give drummers a way to shape their pedal experience around their own approach to their instrument.

New Duo-Drive switchable cam lets you choose between "power-stroke" feel, or "smooth n' consistent."



**TAMA**

BOOTH 4634



## Hosa Technology PWL-400 Extends Power Reach

Hosa Technology's PWL-400 series power extension cords are equipped with IEC C14-to-IEC C13 connectors. The PWL-400 is the ideal accessory for daisy-chaining multiple units off a single power receptacle or for extending the reach of a power cord. It works with lighting effects, guitar amplifiers, audio interfaces, wireless audio receivers and similar equipment.

Many types of equipment, such as lighting effects units used by DJs and houses of worship, are outfitted with both IEC in and out jacks for the purpose of daisy-chaining these devices off a single power outlet. Long-length cables on stage frequently create an unsightly mess, but the PWL-400 extension cord eliminates this situation. This cable is designed to connect an electrical device equipped with a C13 outlet to one with a C14 inlet. With extension cord lengths as short as 1.5 feet, a stack of lighting effects, for example, can be



daisy-chained together with all cables safely out of view.

Most devices commonly used in the lighting, audio and data industries require an IEC C13 power connector.

When the cable supplied by the equipment manufacturer is simply too short to reach the wall outlet, the Hosa PWL-400 extension cord provides the valuable extra length necessary to reach it — without having to sacrifice the equipment's preferred placement. A guitarist, for example, may find the ideal placement for his amplifier to be short of reaching the wall receptacle.

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

## Allen & Heath Updates Firmware

Allen & Heath has updated its GLD digital mixing system firmware to V1.1 with special enhancements.

V1.1 now fully integrates with Allen & Heath's newly launched ME personal mixing system, letting users connect a ME-1 personal mixer or ME-U connection hub to GLD's AR2412 monitor port and automatically transfer channel names during system setup. The enhanced firmware also supports the GLD OneMix personal-monitoring app, which gives musicians wireless control

of their monitor aux mix, and GLD MixPad iPad app, allowing wireless remote control of all mixes in GLD.

All GLD mix outputs offer four Graphic EQ emulations with accurate modelling algorithms: classic third-octave Constant-Q, industry standard Proportional-Q, Digi-Q for minimal band interaction and a new asymmetric Hybrid. Features include the addition of user permission scene access and MIDI control of aux and FX send levels.

🛒 **Allen & Heath** ([allen-heath.com](http://allen-heath.com))

## MIPRO Offers MA-100

MIPRO has launched the MA-100, a compact, lightweight wireless portable P.A. system. It is smaller than an iPad 4 yet powerful, with 50-watt output power thanks to a class-D amplifier driving a 5-inch loudspeaker with level limiter.

The MA-100 is available in one- or two-wireless receivers options with 16 auto-scanable channels, built-in USB music player and recorder with LCD screen, 3.5 mm line-input for iPod/MP3 playing and alarm warnings. The built-in lithium rechargeable battery provides 10 to 12 hours of standby time per charge, along with a four-level battery meter for accurate reading.

It can be carried via the built-in handle, on a shoulder strap or mounted on a stand



for all situations where users need to raise the volume of their voices to communicate with a small audience.

It can be used for indoor or outdoor gatherings, classrooms, meetings, presentations and paging as well as fire-fighting and law-enforcement scenarios, daycare activities and playground duty.

🛒 **MIPRO** ([mipro.com.tw](http://mipro.com.tw))

## Lucas Nano

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\*pictured with optional HK Audio stands

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## PDP Announces Limited Edition 20-Ply Birch Snare

Drum Workshop has added a boutique-inspired snare drum to its cost-conscious snare drum lineup.

Available in 5.5- by 14-inch and 6.5- by 14-inch sizes, the all-birch drums come in a neutral flat black lacquer finish to match any drum set color. The versatile two-ply all-birch shell offers a round, throaty tone and can be tuned up high for hip-hop or down low for rock.

"In many ways, our PDP line borrows from our Custom Shop drums with True Pitch and MAG throw-off, and lots of things we do on our high-end instruments are brought over so that more drummers can enjoy these advancements," said John Good, DW executive vice president and drum designer.

"That said, it's nice to be able to do things that are only for PDP. This is one of them. We probably wouldn't consider a 20-ply drum



for DW's Collectors series, but it fits perfectly in the PDP line, and everyone that's heard it is absolutely blown away."

The limited-edition snare comes standard with Concept series dual-turret lugs, MAG throw-off, True Tone snare wires and True Pitch tension rods.

"The PDP LTD line has been a massive success," said Scott Donnell, director

of marketing. "We can do small production runs of out-of-the-box ideas, and drummers really seem to appreciate that. They also seem to really appreciate the price. The sound and build quality of these drums is truly impressive at any price. I think we'll be seeing more limited-edition product in the future."

MSRP: \$363.99.

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

## Mackie Updates Master Fader Control App

Mackie has made another update to the Master Fader control application for the DL1608 and new DL806 digital live sound mixers. Master Fader v1.4 has launched for iPad with a host of features for DL mixer users, including a selection of channel plug-ins and improved snapshot operation driven by customer interaction.

"Try adding an entirely new EQ or dynamics section to your average mixer," said Ben Olswang, Mackie product manager. "You're going to need more than a screwdriver. With a Mackie DL series mixer, it's as easy as updating the app from your iPad."

Master Fader v1.4 features an entirely new selection of vintage processing. After extensive analysis, development and testing, the vintage EQ, compressor and gate deliver the sought-after musical characteristics of your favorite industry-standard processors. The vintage compressor and gate provide a lightning-fast attack, non-linear attack/release and program-dependent release, making them great for drums and other transient sources. The vintage EQ captures the unique interactions between the shelving bands and the gain and frequency-dependent Q structure of the parametric band to deliver the clarity and sheen of classic EQ designs.

In addition, a huge update to the show management and overall snapshot operation makes DL mixers even better for users with complex shows and multiple wireless devices.

With DL series mixers, the users can snap a photo of the band with their iPad camera or choose from a selection of handy icons and use this as channel ID.

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

## Lexicon Showcases MPX Native Reverb Plug-In

Lexicon has introduced the MPX Native Reverb Plug-In, which brings industry-standard Lexicon digital reverb to a wider range of users.

The MPX Native Reverb Plug-In offers seven different Lexicon reverb types and more than 100 studio presets, all accessible via a single-screen interface.

The MPX Native Reverb Plug-In offers seven classic Lexicon reverb types including Small Plate, Large Plate, Small Hall, Large Hall, Small Chamber, Large Chamber and Room. More than 100 studio presets are provided in useful categories, including



exclusive artist pre-sets.

The PC- and Macintosh-compatible MPX Native Reverb Plug-In is designed to work with popular DAWs such as Pro Tools, Logic and Nuendo, as well as with any other VST, Audio Unit or RTAS-compatible host.

Its streamlined user interface provides ready access to key parameters with an

intuitive layout of virtual knobs, buttons and menus. A color display provides real-time visualization of the frequency spectrum and a wide range of parameter adjustments are available. The MPX Native Reverb Plug-In makes it easy to fine-tune and personalize pre-sets, which can then be saved in a DAW-independent format and loaded into a different DAW. A Compare button allows instant comparison of pre-sets and user-modified sounds. The Lexicon MPX Native Reverb Plug-In is Native only, and requires iLok2 authorization.

[Lexicon \(lexicon.com\)](http://Lexicon.com)



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## Dynamicx Releases Backbeat Series Snares

Dynamicx Drums, a division of Black Swamp Percussion, has introduced the Backbeat series snare drum line.

The drums feature a U.S.-made maple/poplar/maple shell with a re-ring, reminiscent of a classic shell-construction formula. The snare drums are acoustically tuned with vintage-style bearing edges to produce a warm tone with enhanced sensitivity.

The eight-lug drums also feature Dynamicx's Arch style tube lug and RCK throw-off. Standard finishes include a variety of exclusive pearl and strata wrap finishes, and sizes range from 5 by 14 inches to 6.5 by 14 inches. Triple-flanged hoops (2.3 mm) are standard, but the drums are also available with solid steam-bent maple vintage hoops.

MSRP: \$549.

[Dynamicx \(blackswamp.com\)](http://Dynamicx.com)



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## Radial Offers Power Rack

Radial Engineering's SixPack is the latest power rack designed for the popular 500 series module format.

The SixPack is a six-slot power rack designed to accommodate all 500 series modules, including older ones made by API. It features 1600 milliamps of current for more than 265 milliamps average power per slot. This lets users mix and match solid-state and tube modules without concern about powering. The external supply also provides 48V phantom power for mic pre-amps. Protective circuitry in each slot safeguards the Six-Pack and other connected modules against malfunction or short circuits. The design includes 14-gauge steel construction for added durability and improved shielding against noise. Extra connectivity includes quarter-inch TRS connectors wired in parallel with the XLRs for cross-patching and parallel processing. These are also wired in parallel to a set of D-Sub connectors for easy patching.

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



## DPA Debuts Vocal Mic

DPA recently announced the release of the d:facto II vocal microphone. The latest addition to the d:facto line offers a natural sound with high separation and extreme SPL handling of 160 dB.

In addition to the wired DPA handle, the d:facto II's adapter system operates with many professional wireless systems, including Shure, Sony, Lectrosonics and Sennheiser.

"The wireless systems currently available deliver very limited power to drive the capsule, so getting the sound quality we wanted was nearly impossible," said Christian Poulsen, CEO of DPA. "We had to be creative and put a huge amount of work and thought into the electronic circuit of the adapter solution."

As with all DPA mics, the d:facto II provides superior gain before feedback and a robust three-stage pop protection grid to remove unwanted noise.

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



## Aphex Microphone X Makes a Mark

Aphex recently unveiled the Microphone X cardioid condenser USB microphone. Microphone X comes complete with integrated analog processing, including optical compression, Aphex Aural Exciter and Big Bottom, and HeadPod 4 technology.

The Microphone X is configured to put all of the key analog processing used for recording the voice before the conversion to digital.

The processing power can be controlled via input trim, headphone output level, and individual controls for the Aural Exciter and Big Bottom. By utilizing Microphone X, users can record an optimized signal right into their DAW from a USB.

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

## NS Design Gets Electric

NS Design has introduced the NS Fretted Electric Violin series. Created by designer Ned Steinberger, the fretted models are available in both the NXT series, which features a self-powered pickup system, and the CR series, which boasts active electronics. The CR and NXT models are both available in four- and five-string configurations.

The violins offer a warm, sustained sound. As guitarists know, where some damping would normally occur is where the string is in contact with the finger, but the fret provides a "hard stop."

These violins also respond well to traditional techniques, providing a glissando effect when desired. The models also feature the Polar pickup system.

NS Design ([thinkNS.com](http://thinkNS.com))

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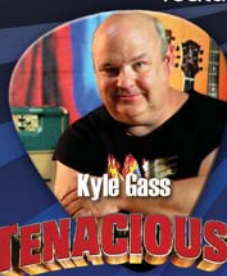
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## Vintage Unveils Oliver Signature Model Ax

Last year, Vintage unveiled the Graham Oliver VS6GO, a double cutaway built in co-operation with the founding Saxon guitarist. Now, Oliver's iconic V-shaped instrument is available in the Vintage RelIssued line.

The guitars help continue Oliver's legacy as one of the leading lights of the new wave of the British heavy metal genre, as they are equipped to deal with the heavy rock styles he pioneered decades ago and still plays today.

The VV60GO's specs and features are a measure of quality, with the little Vintage flourishes — an innovative lower comfort contour on the body, for example — making it an instrument perfect for the professional working musician who needs an affordable guitar he can rely on night after night.

"My Signature VV60GO model just blows me away," Oliver said. "How do you



improve perfection, playability, looks and performance? This does it in spades, and as soon as you strap it on it makes you strike a pose and feel armed and ready."

The VS6GO has also had an update for 2013, with a new body shape being brought in for added comfort and cool styling.

**Vintage ([jhs.co.uk](http://jhs.co.uk))**

## Alesis 'Elevates' Monitor Speakers

Alesis recently introduced Elevate 3 and Elevate 5 bi-amplified monitor speakers. Sold in pairs, these active monitors provide a smooth, rich sound in a space-saving format.

Designed for multimedia, gaming, desktop audio or for use with a mobile device, the Alesis Elevate series monitors combine technology borrowed from professional Alesis monitors along with advanced components to create a smooth, solid sound, without taking up valuable studio or setup space.

The Elevate 3 and Elevate 5 provide thoughtful options for creating a custom listening environment. "Our new Elevate series monitors have it all: They sound great, look great and they are easy on the wallet," said Alesis Project Manager Walter Skorupski.

The front panel provides an easy-to-reach volume control. This control knob also serves as a power switch and comes paired with a blue LED indicator.

**Alesis ([alesis.com](http://alesis.com))**

## IK Multimedia Optimizes AmpliTube App for iPhone 5, iPod Touch

IK Multimedia has released AmpliTube 2.7, a new version of the guitar-and-bass multi-effects and recording app for iOS. The new version features an enhanced user interface that's been optimized for the 4-inch display on iPhone 5 and the new iPod Touch.

AmpliTube 2.7 takes advantage of the extra screen size and the Retina Display to deliver stunning graphics, which accompany IK's industry-standard sounds and features.

The app comes with 24 gear models, including five amps, five cabinets, two mics and 11 stompboxes. It lets the user set up a signal chain containing an amp, cabinet and mic, along with three simultaneous stompboxes. AmpliTube's gear lineup can be expanded via in-app purchase with dozens of additional components including officially certified models of Slash's amps and



emulations of gear from world-class brands such as Fender, Soldano, Ampeg, T-Rex and others.

Guitarists and bassists can connect their instruments to their iPhone, iPad or iPod Touch using IK's iRig interface or the new iRig Stomp, which is the first stompbox-style interface for iPhone, iPad and iPod Touch.

MSRP: \$19.99.

**IK Multimedia ([ikmultimedia.com](http://ikmultimedia.com))**

## Alto Professional Slims Down Live Sound Mixers

Alto Professional has added five slim-line mixers to its live sound product lineup. The added mixers include an eight-channel and a 12-channel two-bus model, plus 12-channel, 16-channel and 24-channel four-bus models. These mixers are united by their modern look, low-profile design, USB audio/connectivity, built-in compression, Alesis DSP effects and extensive EQ.

"Offering professional features like quality mic pres, analog compression, EQ and flexible routing in a familiar, user-friendly format, these new mixers from Alto

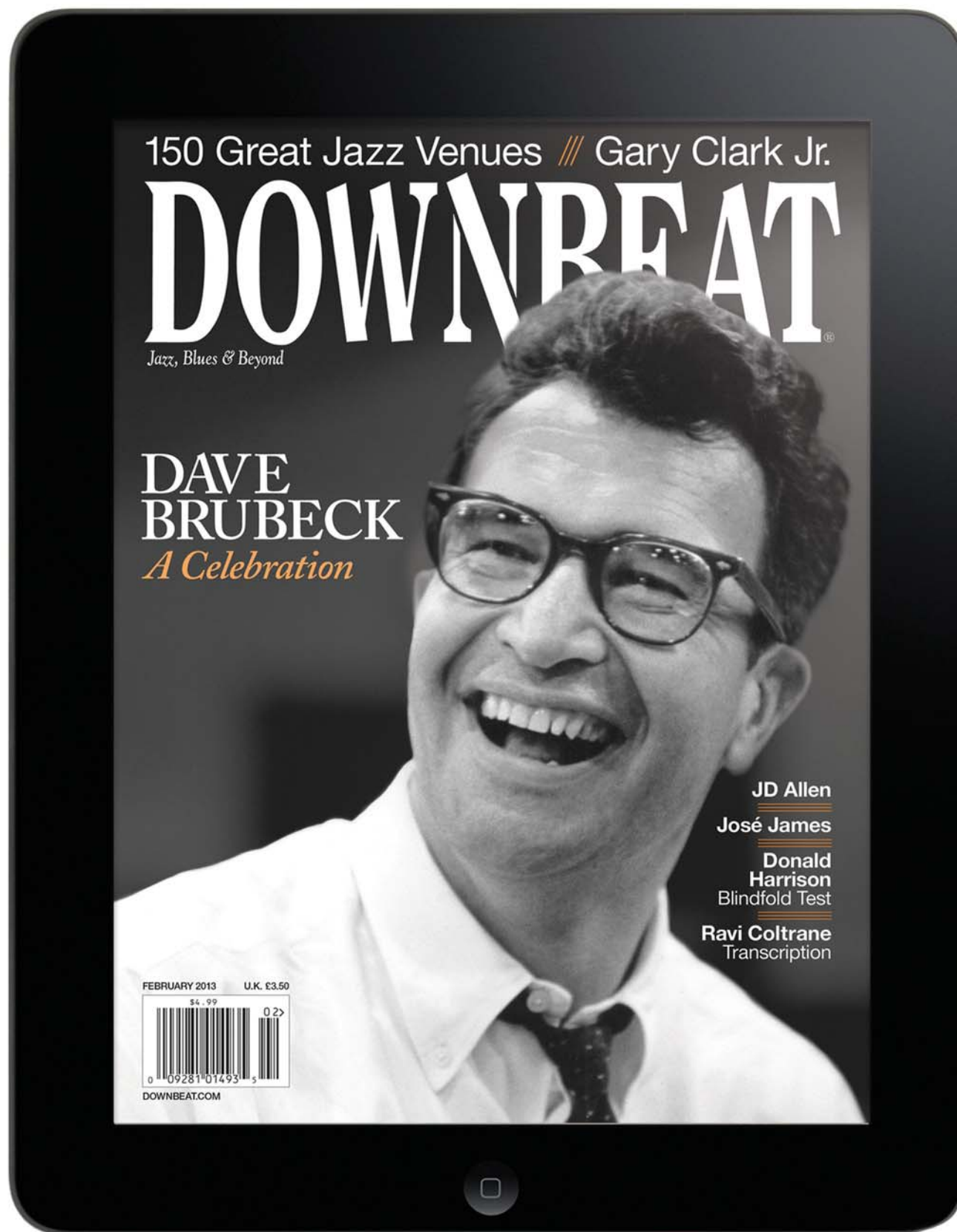
Professional allow a perfect mix to be set up quickly and easily by anyone, from the live sound novice to the experienced sound engineer," said Paul Gallo, Alto Professional product manager. "A host of onboard and built-in features will allow anyone to shape up a great-sounding mix quickly and easily."

The panel graphics are clear and easy to understand. Each channel is equipped with its own three-band EQ, and there's a nine-band graphic EQ that can be applied to the main or monitor mix.

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



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## Hohner Takes Cajun IV Accordion Down Home

Hohner has introduced the Cajun IV one-row accordion, designed for beginning and advanced players.

The affordable, mid-priced model offers a combination of tradition, reliability and performance features. A one-row diatonic button accordion, the Cajun IV salutes traditional design with an individual register stop for each set of treble reeds. It features a tactile fingerboard, wooden casing and 10 bass/chord buttons.

"The Cajun IV produces a sound that is reminiscent of Southern Bayou dancehalls," said Gilbert Reyes, product manager for Hohner. "In designing the Cajun IV, Hohner



salutes the rich musical culture of Louisiana while adding its own 150-year history and experience in designing exemplary accordions." MSRP: \$999.

🛒 **Hohner** ([playhohner.com](http://playhohner.com))

## CharterOak SCL-1 Tops *Billboard* Jazz Songs Chart

CharterOak's SCL-1 stereo compressor made it to the *Billboard* Top 10 Jazz Songs chart last October, occupying both the No. 1 and No. 2 spots simultaneously.

"On Your Feet" by Julian Vaughn and "Magical" by Jonathan Fritzen were both mixed by saxophonist and producer Darren Rahn, who produced both albums. The CharterOak SCL-1 compressor was used across the main stereo buss on both projects in the final mixing process.

"It's exciting to hear from producers and musicians that are achieving notable success with the SCL-1 and other CharterOak products," said Jennefer Wason, CharterOak vice president and marketing director.

"Now I want to leave this thing glued to the mix buss and get a second unit to use on individual tracks," Rahn said. "CharterOak has really brought something new and exciting to the table here with the SCL-1."

🛒 **CharterOak** ([charteroakacoustics.com](http://charteroakacoustics.com))

## ★ CLASSIFIEDS ★

### AUDIO-TECHNICA SENIOR TERRITORY MANAGER, PROFESSIONAL PRODUCTS

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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.

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Karla Kakias, Director of Human Resources,  
Audio-Technica U.S., Inc. 1221 Commerce Drive, Stow, Ohio 44224



## Kinsman Amps Suit Pros

John Hornby Skewes & Co. recently announced a range of Kinsman guitar and bass amplifiers.

Comprising four guitar and four bass combos, the series provides professional-quality tones at affordable prices, with a range of volume levels and features to suit players of any type or ability.

The largest of the line is the 100-watt, 2x12 Kinsman K100GFX. The K100GFX is easily loud enough for any gig and comes ready to rock. The K100GFX features two channels that will take you from shimmering clean tones to extra-thick distortion, as well as eight 24-bit digital FX. Like all the Kinsman guitar combos, the K100GFX features a blue jewel power indicator light, chrome effect control knobs and vintage-style cloth grille.

The 50-watt Kinsman K50GFX features a 10-inch speaker, two channels and 24-bit digital effects. The lead channel has two high-gain pre-amp choices, and both



channels share common bass, middle and treble EQ controls. Other features include an external speaker jack, headphone jack and a CD/tape input.

The Kinsman K25GFX offers 25 watts of power and an 8-inch speaker, making it perfect for rehearsals or smaller gigs.

For bassists, the 25-watt Kinsman K25B and the 15-watt K15B feature 8-inch speakers, active EQs and a built-in, circuit-protecting limiter.

🛒 **JHS** ([jhs.co.uk](http://jhs.co.uk))

## Kemper Profiling Amplifier Software Version 1.5 Features CabDriver

Kemper Amps recently released Version 1.5 for the Kemper Profiling Amplifier featuring CabDriver.

The Profiling Amp was originally designed to recreate the sound of a tube amplifier, the corresponding cabinet and the microphone in front of it. For recording or stage P.A. situations, this is the perfect solution for getting the full guitar amp sound reproduced. But the Profiler still needed a solution for playing through a standard guitar cabinet. The CabDriver feature now allows that. CabDriver retains the tube power amp characteristics and speaker action of the original amp, which is coded in the profile, and translates it perfectly to the speaker cabinet. No additional tweaking of the sounds is required.

To get the perfect "amp in the room" sound on stage or in the rehearsal room, simply amplify the signal from the Profiling Amplifier's monitor output with any neutral solid-state power amp into a standard guitar cabinet. You can run the full profile to the main P.A. of the venue while simultaneously "cabdriving" your guitar speaker cabinet for monitoring on stage. This makes the Kemper Profiling Amp the ideal solution for any guitar player who travels from the rehearsal room to the studio and to the stage.



Version 1.5 also features a new method to load amps, cabs or stacks from any other rig into the rig that is actually loaded. When browsing in the cabinet section, users can now choose to scroll through all the other rigs and pick the cabinet included in those. Following the same principle, you can also select an amp or complete stack from any rig. That makes it easy to combine amplifier profiles with cabinet profiles.

The software Version 1.5 is a free download from the Kemper Amps website.

🛒 **Kemper Amps** ([kemper-amps.com](http://kemper-amps.com))

## D'Addario Launches Training Site

D'Addario recently launched its new online training website designed to educate retail store sales associates on D'Addario products.

Through a collection of training blogs, sales associates can learn about new D'Addario products while they interact with a community of their colleagues and pose questions directly to D'Addario sales reps. The blogs, which are divided by brand, are regularly updated with exclusive product videos, quizzes, downloadable fact sheets, high-resolution images and other rich media that can be shared, commented on and promoted by associates. Additionally, those who

complete product training quizzes will qualify for a sample or a discount coupon for the corresponding product.

"It's a great way to reward sales associates for taking the time to learn what truly differentiates D'Addario products" said Steve Loud, e-commerce manager for D'Addario.

The website also includes a Dealer Hall of Fame to celebrate winners of the monthly D'Addario display contest (in which dealers who design and set up the most creative D'Addario product display win discounts on their next order) and dealer success stories.

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

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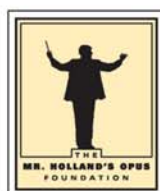
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## Community Gains EN54-24 Compliance for Loudspeakers

Community recently gained EN54-24 certification for its R series R1, R2 and R6 loudspeaker systems. EN54-24 is the harmonized EU standard for loudspeakers for use in fire detection and fire alarm systems. R1, R2 and R6 loudspeakers are able to provide the full bandwidth and high-level music and voice reproduction required in such venues as stadiums, sports facilities and convention centers. With EN54-24 certification, installations will no longer need to utilize a separate voice evacuation system for listening areas covered by these R series loudspeakers.

 **Community (communitypro.com)**


## Deering Goodtime Banjo Turns Sweet 16

Deering Banjo Company has created the limited-edition Goodtime “Sweet 16” banjo to commemorate the 16th anniversary of the Goodtime series launched in September 1996. The central design was chosen from James Horvath, winner of a logo contest that Deering held during the summer of 2012. The unique peghead logo is a combination of flowing swirls surrounding a “Sweet 16” motif at the center.

 **Deering (deeringbanjos.com)**

## Numark Updates Mixtrack Controller

Numark’s Mixtrack Pro II is an updated and enhanced version of the Mixtrack Pro DJ controller. Mixtrack Pro II features a streamlined design and an expanded layout of professional controls, including 16 backlit multifunction drum pads and illuminated touch-activated platters. Hot cues, looping and effects controls are all on board, along with a built-in professional DJ audio interface. Building upon Numark’s partnership with Serato, Mixtrack Pro II comes with Serato DJ Intro.


 **Numark (numark.com)**

## Win an Ampeg Portaflex Stack

Ampeg is giving away two high-powered custom Portaflex bass stacks during NAMM. Each rig features a PF-800 head plus the PF-410HLF and PF-115LF enclosures.

For a chance to win the rig, visit the “Power of Portaflex Giveaway” app hosted on Ampeg’s Facebook page and fill out the form. The giveaway begins on Jan. 24, and a winner will be drawn on Feb. 28.

Visitors to The NAMM Show can enter a separate on-site contest to win the second rig. Visitors can enter to win by playing a “purple” song on the “Purple Monster” at Ampeg’s booth. A winner will be named on Saturday.

 **Ampeg (ampeg.com)**

★ ★ ★

★ ★ ★

★ ★ ★

★ ★ ★

# APPEARANCES

### SATURDAY

#### ACE PRODUCTS/ REUNION BLUES

Tony Campos and Tosin Abasi autograph signings, 1 p.m.

#### AIAIAI

Young Guru demo. See booth for time.

#### ALFRED

Neon Trees autograph signing. See booth for time.

#### AMERICAN MUSIC & SOUND

Mengesha Mystro Francis appearance. See booth for time.

#### APHEX

Alan Parsons appearance, 2 p.m.

#### ARTIST SERIES GUITAR

Greg Harrison, 11 a.m.; Demon Hunter, 2:30 p.m.

#### CAD AUDIO

Ajoa Skinner demo, 2 p.m.; Lisa Nemzo demo, 3 p.m.

#### CARVIN

Brian Bromberg, 11 a.m.; Neil Zaza, noon; Craig Chaquico, 1 p.m.; Allan Holdsworth, 2 p.m.; Steve Oliver, 3 p.m.; Sekou Bunch, 4 p.m.; Shane Gibson with DC700/800 demo, 5 p.m.

#### D&H GUITARS

Dustin Thompson and John Cruz demo. See booth for times.

#### DEERING BANJOS

The Kruger Brothers, noon, Anaheim Convention Center Main Stage.

#### DIGITECH

Adrian Belew, 10 a.m.

#### EBS SWEDEN

Etienne Mbappé & friends, 11:30 a.m. and 12:30 p.m.; Michael Devin, Bjorn Englen and Marten Andersson autograph signings 2:30 p.m.; Dirty Loop’s Henrik Linder, 4 p.m.

#### EC CUSTOM SHOP

Omer Avni, 2 p.m.

#### EMG

Gary Holt, Richie Falker, Rob Barrett, Rusty Cooley and Mario Rubio, noon; Eric Calderrone, 4 p.m.

#### F-PEDALS

Eddie Kramer, 2 p.m.

#### FARMER MUSICAL INSTRUMENTS

Molly Gene, Hipps and Ricco, and Lonesome Joseph. See booth for times.

#### GRAND ILLUSION PIANO SHELLS

Kenny Metcalf as Elton of “Elton, The Early Years,” 10 a.m.

#### IFG MUSIC

Demos with The Phil Ranelin Jazz Ensemble, noon and 3:30 p.m.; Chyla Anderson and Alex Astrahle, 4 p.m.

#### ILIO

Nick Smith, former keyboardist with the Tonight Show Band, 11 a.m.; Jordan Rudess, 1 p.m.; Mike Garson, 2:30 p.m.

#### JZ MICROPHONES

Jordan Rudress, 11 a.m.; Eric Bass, 3 p.m.; Thom Russo, 4 p.m.

#### KALA UKULELES

James Hill and Bakithi Kumalo demo and performance. See booth for times.

#### KORG USA

Performances and signings by Steve Smith, Tom Coster and Victor Wooten, 1:30 p.m. and 3:30 p.m.; Jordan Rudess and Rod Morgenstein, 2:30 p.m.; Stéphan Forté from The Shadows Compendium performs, 4:30 p.m.

#### LEWITT

E&G Lewitt All-Star Band, 11 a.m., 2 p.m. and 4:30 p.m.

#### LPD MUSIC INTERNATIONAL

Styx bassist Ricky Phillips appearance, 3 p.m.

#### THE MUSIC PEOPLE

Day Above Ground and singer/songwriter Rod Washburn perform. See booth for details.

#### MASON & HAMLIN/PIANODISC

Jarrold Radnich appearance, noon.

#### ORANGE AMPLIFICATION

Bassist Glen Hughes appearance, 1 p.m.

#### P. MAURIAT

Appearances by Marcus Strickland, Adam Larson and Jason Palmer. See booth for times.

#### PAISTE

Appearances by Nicko McBrain, 3 p.m. and 4 p.m.; Aquiles Priester, Jeremy Spencer and Eloy Casagrande, 4 p.m.

#### PEAVEY

Michael Anthony, Alex Skolnick and Hartley Peavey, 3 p.m.

#### PEDULLA BASSES

Doug Johns appearance, 11 a.m. and 3 p.m.; Mark Egan, 1 p.m.

#### PERRI INK. CUSTOM GUITARS

Matt Sorum, 1 p.m.

#### PJLA MUSIC SALES/MARKETING

Dakota Saxophone demonstrations by Rick Keller, Jack Prybilsky, Deon Yates, Zdany Chisholm, Eddie Berg, Nelson Garcia, LaDarell Johnson, Jonathon Kilgore, Doug Webb and Paul Navidad. Phaeton trumpet demos by Omar Peralta, Melvin Miller, Dave Perrico and Fanell Newton. See booth for times.

#### RANE

Appearances by D Styles, DJ-JRocc and DJ Badu, 2 p.m.; DJ Revolution, 4 p.m.

#### RAPCO/HORIZON

Foreigner autograph signing, 1 p.m.

#### ROCKETT PEDALS USA

Tim Pierce autograph signing, noon;

Mark Sampson, 1:30 p.m.; Allan Holdsworth, 3:30 p.m.

#### ROVNER PRODUCTS

Steve Wilkerson demo. See booth for times.

#### RS BERKELEY

Eddie Daniels and Tim Ries autograph signing. See booth for times.

#### SJC DRUMS

Chris “Drama” Pfaff appearance, 3 p.m.

#### SONOR DRUMS

Los Lobos, 2:30 p.m.; Aaron Harris, Dino Campanello, Ed Uhdus, Nathan Walker, Danny Carey, and Tal Bergman, 12:20 p.m.; Garrett Borns, noon; Darell Mansfield, 1 p.m.

#### SOURCE AUDIO

Dubstep Organic Bass Wobble clinic with Nathan Navarro, bassist for Pinn Panelle, 2 p.m.; Jesse Remignanti clinic, 3 p.m.

#### SPECTOR

All-star appearance session with Doug Wimbish, Rex Brown, Billy Sherwood, Chris Keal, Chris Zukas, Alex Webster, Dave Fowler, Lance Eric, Mark Mitchell, Nicki Tedesco, PJ Farley, Ra Diaz, Rachel Bolan, Tim King, Jeanne Sagan Athena Kottak and Bobby Brown, 4:30 p.m.

#### SPL

David Reitzas and Howie Weinberg autograph signing. See booth for details.

#### STUDIO DEVIL

Rob Balducci performance, 11:30 a.m., 1 p.m. and 4 p.m.

#### TC ELECTRONIC

Søren Andersen, 11 a.m. and 3 p.m.; Janek Gwizdala, noon; Carlos Del Puerto, Eric Smith and Kern Brantley, 2 p.m.; Nathan East, 4 p.m.

#### TC-HELICON

Georgia Murray demo, 10 a.m.; 1 p.m. and 5 p.m.

#### THE EFFECT RACK

Lance Reegan-Diehl demo, 11 a.m.

#### VISION MUSICAL INSTRUMENTS

Uncle Zac the Ukulele Aficionado, 11 a.m.

#### WD MUSIC PRODUCTS INC.

Kent Armstrong,10 a.m.

#### WITTNER

Elizabeth Pitcairn signing. See booth for time.

#### YAMAHA CORP. OF AMERICA

Yamaha drum artist signing, including Tommy Aldridge, Bobby Blotzer, Ndugu Chancler, Phil Ehart, Steve Gadd, David Garibaldi and more,11 a.m.; Yamaha guitar artist signing, including Michael Anthony, Nathan East, Jack Gibson, Steve Lukather, Lee Ritenour, Billy Sheehan, Phil X and more, 1 p.m.

#### YORKVILLE SOUND

Tommy Thayer autograph signing, 2 p.m.





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**Saturday**  
January 26, 2013

Featuring the 2013 TEC Awards!

## This Morning's NAMM U Breakfast Session:

### Get Unstuck: Boost Your Sales

**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**

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.

## NAMM Annual Meeting of Members

Let your voice be heard! The meeting takes place today at **11:30 a.m. in the Pacific Ballroom of the Hilton Anaheim Hotel**, where NAMM Members will vote in a new slate of eight Board Members.

## 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 Learning Lounge, located on Level 2 of the Hilton.

- **9 a.m.** Welcome Reception and Continental Breakfast
- **9:30 a.m.** Performance Featuring Mariachi Sol de Mexico
- **10 a.m.** Plenary Session hosted by NAMM Foundation Executive Director, Mary Luehrsen
- **12 p.m.** "Broadening Your Base: From Zero to Mariachi!"
- **1 p.m.** "The Perfect Time for Guitar Programs in Our Schools"
- **4 p.m.** The Crane Institute for Music Business Presents the Sandy Feldstein Industry Roundtable

## Tonight in the Grand Plaza

Stop by the Main Stage, located in the beautiful new Grand Plaza, to catch **California Transit Authority**.

## Catch the SchoolJam USA Finals Tonight!

Drop by Downtown Disney after the show to watch the top 8 finalists battle it out to be named the best teen band in the nation. All of the

finalists win money toward the purchase of new music gear at their local music stores—as will their school music programs. A win-win! Not to mention, the top band gets to perform at SchoolJam Germany in Frankfurt and will receive a private music video recording session on the John Lennon Educational Tour Bus.



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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 124



Menzie Pittman

**3:30 P.M.**

### The Secret to Building a Successful Program For Your Store

**Menzie Pittman, Contemporary Music Center**

Why do some programs work, and others fail? How is it that music stores that are just miles apart can have such different results? Don't miss this session with Menzie Pittman of Contemporary Music Center, who successfully launched a branded Rock Camp program to the praise of the community, parents, students and teachers. Pittman's recent cover story feature in *Music Inc.* magazine dubs him the King of Rock Camp. Pittman divulges what steps he took and what he believes to be the secret to any successful program — understanding your niche. Learn how to use your specialized knowledge to build the kind of programs that will succeed and gain recognition.

**4 P.M.**

### Why You Should Reinvent Your Lesson Program

**Liane Rockley, Rockley Music Center**

Are you currently running a music lesson program or looking to start a new one? Liane Rockley brings a fresh perspective to this planning process, as she recently finished recreating her store's music lesson program and learned a lot in the process. By listening in on her experiences and insights gained through practical application, you can avoid some of the challenges and put a new spin on all things related to lessons.

**4:30 P.M. (Double Session)**

### Top 10 Smart Things to Do in 2013

**Alan Friedman, CPA partner, and Daniel Jobe, Friedman, Kannenberg & Co.**

When things go financially wrong, it's human nature to want to hang out in that warm happy place called denial. But, eventually it's time to come to grips with retailing reality and do something positive for your business. Some of these fixes are easy, and some require swallowing a big spoonful of fiscal medicine. Join industry accountants Alan Friedman and Daniel Jobe to learn what many retailers are doing wrong in the fiscal management of their stores, and how to fix these costly and recurring mistakes with the least amount of time and effort.

**5 P.M.**

### SchoolJam USA Finals

**Downtown Disney**

Check out the best teen bands in the land rocking Downtown Disney. Eight finalists

compete for more than \$50,000 in cash and prizes, including funding for school music programs. Booboo Stewart, from the *Twilight* films, and his sister Fivel Stewart host the event.

**5 P.M.**

### Leogun

**Anaheim Convention Center Main Stage**

Don't miss this rock trio from Britain, presented by Yamaha.

**6 P.M.**

### CTA (California Transit Authority)

**Anaheim Convention Center Main Stage**

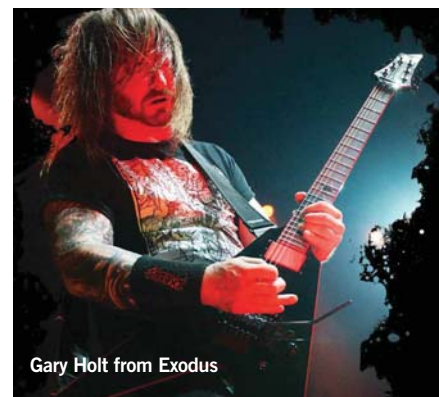
Drummer Danny Seraphine, known for his work with the band Chicago, with guitarist Marc Bonilla, bassist Travis Davis, vocalists Wes Quave and Will Champlin, and keyboardist Ed Roth will perform on the convention center's main stage. Presented by Drum Workshop, Zildjian, Aquarian Drum Heads and the Fender Music Foundation.

**6 P.M.**

### Victor Wooten's Night of Film and Music

**Anaheim Hilton, Grand Pacific Ballroom**

See the documentary, *Haiti 10*, and hear Victor Wooten perform during this very special NAMM event. *Haiti 10* tells the story of Benson Pierre, a young bass player, and his family caught in the horror of the Haiti earthquake in 2010, and how a visit from his hero, Victor Wooten, helped his community. The film was made by Jon Moyer, a former NAMM employee, industry veteran Josh Vittek, and NAMM's Pete Johnston, Kindra French and Joe Brandi. The film is scheduled for release in late 2013. Presented by Dean Markley USA, Hartke and Cort USA. See sponsors for tickets



Gary Holt from Exodus

**7 P.M.**

### Schecter Guitar Research 11th Annual NAMM Party

**The Grove of Anaheim**

This year's Schecter party features Exodus, Prong, Jeff Loomis and Ohm (featuring Chris Poland). Stop by Schecter's booth for ticket details. The event benefits the non-profit animal charity Take Me Home.

**7:30 P.M.**

### Muriel Anderson's All-Star Guitar Night

**Anaheim Marriott, Platinum Ballroom**

A NAMM Show staple, this year's edition features Anderson, Robben Ford, Stanley Jordan, Victor Wooten, Ian Ethan Case, Mimi Fox, James Hill, Andrew Ford, Bakithi Kumalo, Adam Levy, Gil Parrisi, Massimo Varini, Bernie Williams, Phil X, Danny Gottlieb, Stu Hamm and more.



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# SCHEDULE



## SATURDAY, JANUARY 26, 2013

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.

### BREAKFAST SESSION

8 A.M.

#### Get Unstuck: Boost Your Sales

*Hilton Anaheim Hotel, Pacific Ballrooms*

**Barry Moltz, small business author**

What you have done to build your business is not what you need to take it to the next level. Business growth requires different actions as the market changes. Barry Moltz has identified how businesses get stuck, causing their growth to slow. By making basic changes, businesses can flourish again. Learn how to boost revenue and avoid the traps that keep businesses struggling for years.

10:30 A.M.

#### How To Use Mobile Marketing To Drive Sales in 2013

**Angelo Biasi, InTunePartners.com**

Mobile marketing continues to expand, yet many brands and retailers of all sizes still have not embraced it. Essential resources like time, skill set and finances are often to blame. With some tips on best-practice concepts and using top tools, your business can start implementing this powerful marketing channel now. Angelo Biasi, NYU instructor of mobile marketing, will focus on mobile marketing strategy and execution of key concepts, as well as three best-in-class marketing tools that are efficiently priced or free, and require little to no skill set to implement.

11 A.M.

#### How To Sell To Your Local "Pros"

**Bob Popyk, founder of Bentley-Hall**

Find out easy ways to sell to the local "pro" musicians who come in looking for an additional discount or feel they deserve preferential treatment because they play out in public. Find out how to incorporate these musicians with your various store events, including clinics and concerts, so they are part of your fan base, and so they support your store. Session attendees will receive a free DVD on "How To Find Gigs That Pay Big Bucks" (courtesy of the American Federation of Musicians), to show in your store.

11:30 A.M.

#### Get Unstuck: Boost Your Finances

**Barry Moltz, small business author**

This session gets personal. Moltz lost \$1 million in the sale of his last company because he did not understand how to read his own balance sheet. Over the years, Moltz has found that 90 percent of small business owners can't read their financial statements. Learn the importance of accurately reading financial statements and the essential elements that need to be tracked to be profitable.

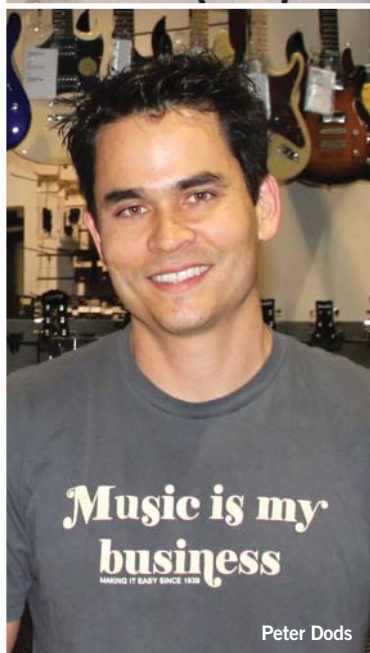
Noon

#### Get Unstuck: Boost Your Productivity

**Barry Moltz, small business author**

The constant flow of information and the 24/7 world is burning out some business professionals. Learn how to be productive and not just busy. Join Moltz for an eye-opening session on how to have a

Brian Reardon



Peter Dods

greater impact on your business by actually doing less.

12:30 P.M.

#### How to Manage Customer Flow

**Peter Dods, Easy Music Center**

The team at Easy Music Center strives to create a fun atmosphere for both customers and employees. The concept has helped the company develop a following of gear buyers, a community of musicians who stop in to have a good time and sometimes jam with others. This increase in foot traffic tripled sales over the past seven years, but led Easy Music Center to see large, unpredictable waves of customers. In this session, Dods compares the sales floor to the host family at a holiday party — preparation, greeting and mingling are all part of the effort to maintain good customer service during busy times. Dods will go over his service strategies for different customer flows, so your store is ready and stocked, your staff is trained in productive conversation and your processes are set so that sales can be made quickly.

1 P.M.

#### How to Create Your Own YouTube Channel

**Michelle Esposito, PR and social media manager, NAMM**

With 800 million users worldwide and the second largest search engine to Google, if



Victor Wooten and Bekenson Pierre



Muriel Anderson



Liane Rockley

your business isn't on YouTube yet, perhaps it should be. In this session, you'll learn how to create your own YouTube channel from start to finish and begin sharing your message with the world. Walk away with YouTube best practices. Join Esposito — who has worked on a network TV multi-million dollar YouTube channel partnership — and gain valuable insight into what makes videos popular, and how you can create compelling videos with confidence.

1:30 P.M.

#### How To Turn an In-Store Event into Profits

**Brian Reardon, Monster Music**

Whether it's a manufacturer's clinic, an open mic night or a student performance showcase, Brian Reardon aims to have an in-store event once a month, and turns each into a conversation with customers. For example, showcases spark discussion about the song they'll play, the benefits of keeping kids in lessons, and the fun of sending people to his web site to see event photos afterward. Other clinics and events can be made exclusive and exciting with relatively simple steps, too. Reardon will demonstrate how to create energy around these events, make customers feel appreciated and understand how getting to know customers can pay off in future sales.

2 P.M. (Double Session)

#### Marketing to Maximize Repeat and Referral Business

**John Arnold, marketing and sales author and trainer**

In this two-part session, learn techniques for building a profitable opt-in customer list and selling products and services through email, social media and mobile subscribers. Also learn how to leverage customer lists to gain more referrals, repeat business and loyal customers.

3 P.M.

#### Moving Inventory: Choose the Winners, Lose the Others

**Donovan Bankhead, Springfield Music**

Are you feeling weighed down by excess inventory, but indecisive when it comes to how to move it? Donovan Bankhead puts you on the path to making wise decisions when it comes to determining strongest performers. He'll explain what metrics and reports you should run to separate the winners from the losers. But be prepared for some surprises — you might be shocked to learn the things we love the most aren't always the things that sell the best.

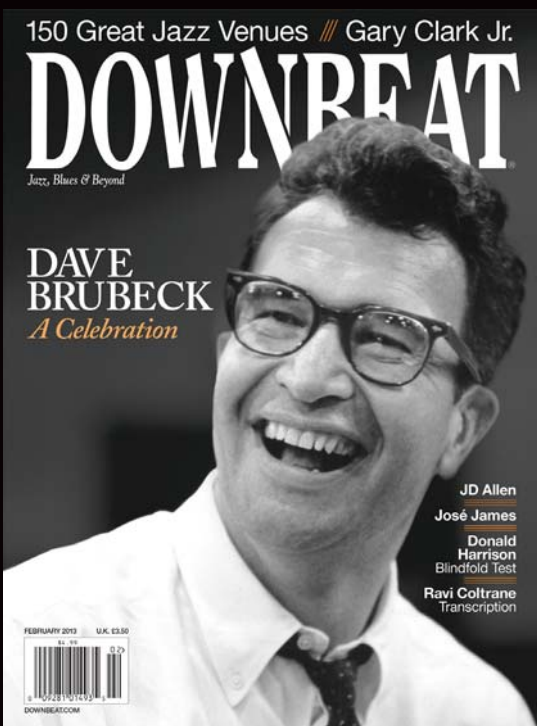
CONTINUED ON PAGE 122





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Visit Booth 4950 in Hall C to watch daily demos of the MS-100BT.

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