

60TH ANNIVERSARY

The Official NAMM Show Publication

# UpBeat

DAILY

# HEADLINE

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# rolandconnect.com

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- + Three frequency settings
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## Roland Debuts Trigger Pad

Roland's latest BT-1 Bar Trigger Pad is a compact device that attaches to nearly any V-Drums V-Pad or acoustic drum.

The BT-1 is ideal not only for playing sounds in a Roland V-Drums module or SPD-series percussion pad, but also for convenient control of a variety of useful functions.

The BT-1 is a single-trigger pad with a compact, curved shape. It directly attaches to the hoop of most drums using a tension rod or a standard rod-type mount with the included attachment parts. The internal design eliminates false triggering due to crosstalk while playing surrounding drums and/or pads.

Plugging the BT-1 into a trigger input on a V-Drums module or SPD-series percussion pad lets users play any sound or trigger a wide variety of functions.

For V-Drums players, the BT-1 makes it easy to incorporate additional triggers without adding more pads.

For acoustic drummers, the BT-1 offers an easy and affordable way to integrate electronics with their kits.

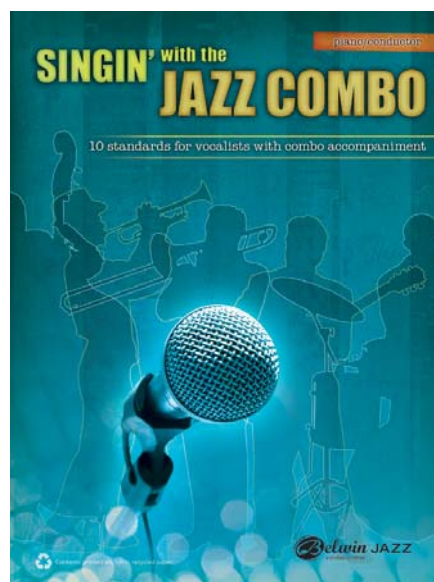
🛒 **Roland (rolandconnect.com)**

## Alfred Jazz Book Sings

Alfred's *Singin' with the Jazz Combo* features 10 jazz standards for the solo vocalist with a nine or 10-piece combo. Arranged for intermediate to advanced levels, the songs are in a variety of styles and tempos to provide flexibility.

Ideal for singers who need arrangements for a small ensemble, *Singin' with the Jazz Combo* contains jazz standard classics like "At Last," "Mack The Knife," "Polka Dots And Moonbeams," "S Wonderful" and more. The instrumentation consists of trumpet, alto sax, tenor sax, trombone, baritone sax (optional), guitar, bass, drum set and piano with conductor cues for the horns. The optional baritone sax part adds additional color and texture.

Also available for vocalists is the *Singin' with the Big Band* book and CD set, featuring 11 big band vocal arrangements like "How About You?," "Summer Wind," "When I Fall In Love" and "Everything." To help vocalists improve their vocal skills, style,



interpretation and confidence, the CD has a professionally recorded demo track and sing-along track for each song.

The books are printed on 100-percent recycled paper.

MSRP: Complete set, \$103.99; sold separately, \$10.99-\$12.99.

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

## Lanikai Unveils Merchandising for Ukes

Complimenting the launch of its UkeSB Ukuleles, Lanikai is now providing new in-store merchandising solutions. Included with every UkeSB Ukulele is a "USB shout-out tag." The tag is suspended under each instrument and promotes that the ukulele is

equipped with a USB plug that is compatible with iPad, PC, Mac, webcams and all digital audio workstations. The merchandising includes a wall-mounted three-dimensional POP in the shape of a laptop.

🛒 **Lanikai (lanikaiukes.com)**

## Hudson Music, Derek Roddy Team Up for Drum DVD

Derek Roddy and Hudson Music have released *Playing With Your Drums*, a DVD for drummers of all styles and levels.

The one-hour-and-20-minute program discusses the ins and outs of setting up and getting comfortable on your drum set. Joined by a panel of three other professional drummers, Roddy delves into detail on such topics as seat height, position/angle of the drums, using available space on stage, setting up pedals, creating an ergonomic setup, proper positioning of hardware, placement of the hi-hat, how to position toms, and even the importance and proper use of a drum carpet.

The program will provide all drummers with useful tidbits that can be put to direct use on your next gig or practice session. Although Roddy is known for his metal playing, his approach to these topics applies to all styles. As a bonus, the program includes footage of Roddy playing along to five tracks, and an improvised drum solo.

"We are excited to team up with Derek again," said Hudson Music Senior Editor Joe Bergamini. "He has become a world authority on extreme metal, but Derek is a well-rounded drummer with an amazing approach to the instrument, and here he presents material that is usable by all drummers, in a fun, conversational manner, like a hang at your local drum shop."

MSRP: \$12.99.

🛒 **Hudson Music (hudsonmusic.com)**

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## EVO Series

*A great headphone gets even better*

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.



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### HD662 EVO

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GA42 has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.

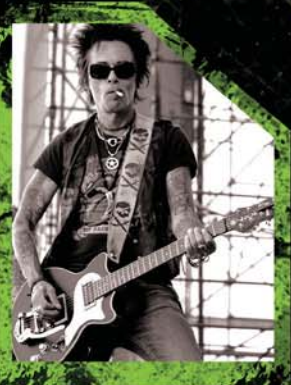
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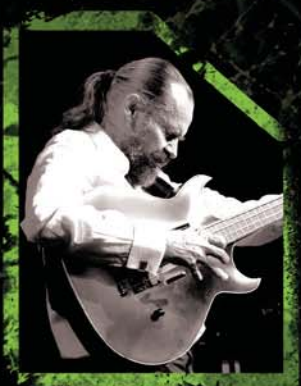
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**Booth #**  
**Hall C**  
**4576**



# Peavey's Elements Handle Weather

Peavey has introduced the Elements weather-proof loudspeakers.

The American-made, durable Elements enclosures combine innovative cabinet construction and proven, weatherized components designed for direct contact with the elements in the most demanding climates.

The Elements C series composite enclosures are constructed from an advanced composite fiberboard material that is dimensionally stable in wet conditions and resists contamination, yet has the resonant properties of wood. This light and durable material ensures unmatched sonic performance while providing reliable service year after year. The aluminum grills of the



Elements C series enclosures feature a barrier membrane that repels water yet allows moisture to escape without affecting the sonic performance of the loudspeaker.

The Elements M series enclosures feature rugged molded cabinets and a variety of speaker sizes and horn options. All cabinets feature an IP45 environmental rating, thanks to stainless multi-fly-point hardware, sealed terminal connections, weather-repellant grills and weatherproof speaker cones. The cabinet and hardware designs combine to form a system that can be used in almost any application. The Elements M series array hardware and cabinet design lets cabinets be mounted in either vertical or horizontal arrays in 5-degree increments. Lighting and power pole mounting hardware is available to accommodate both the M and C series cabinets.

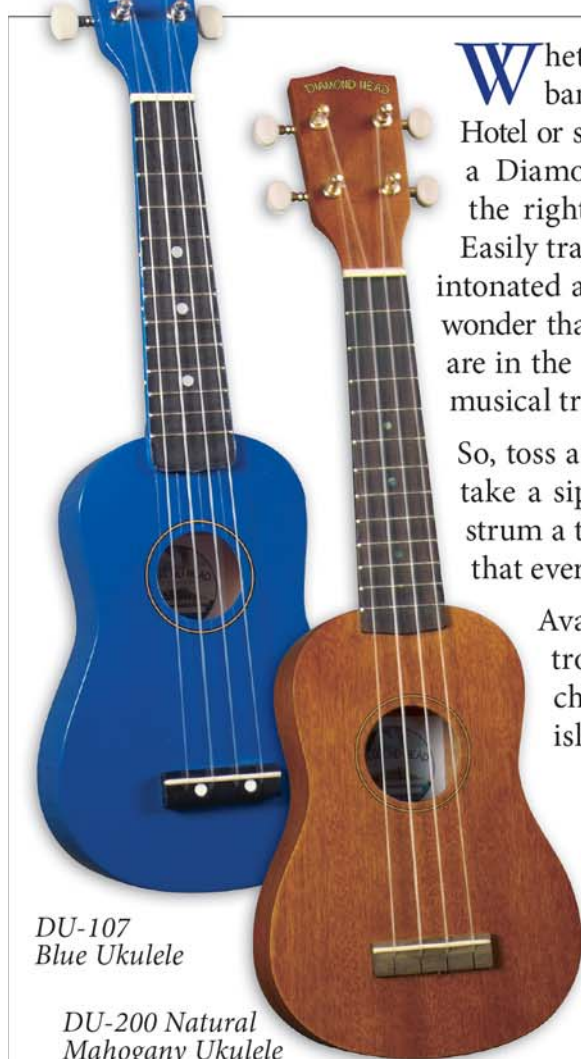
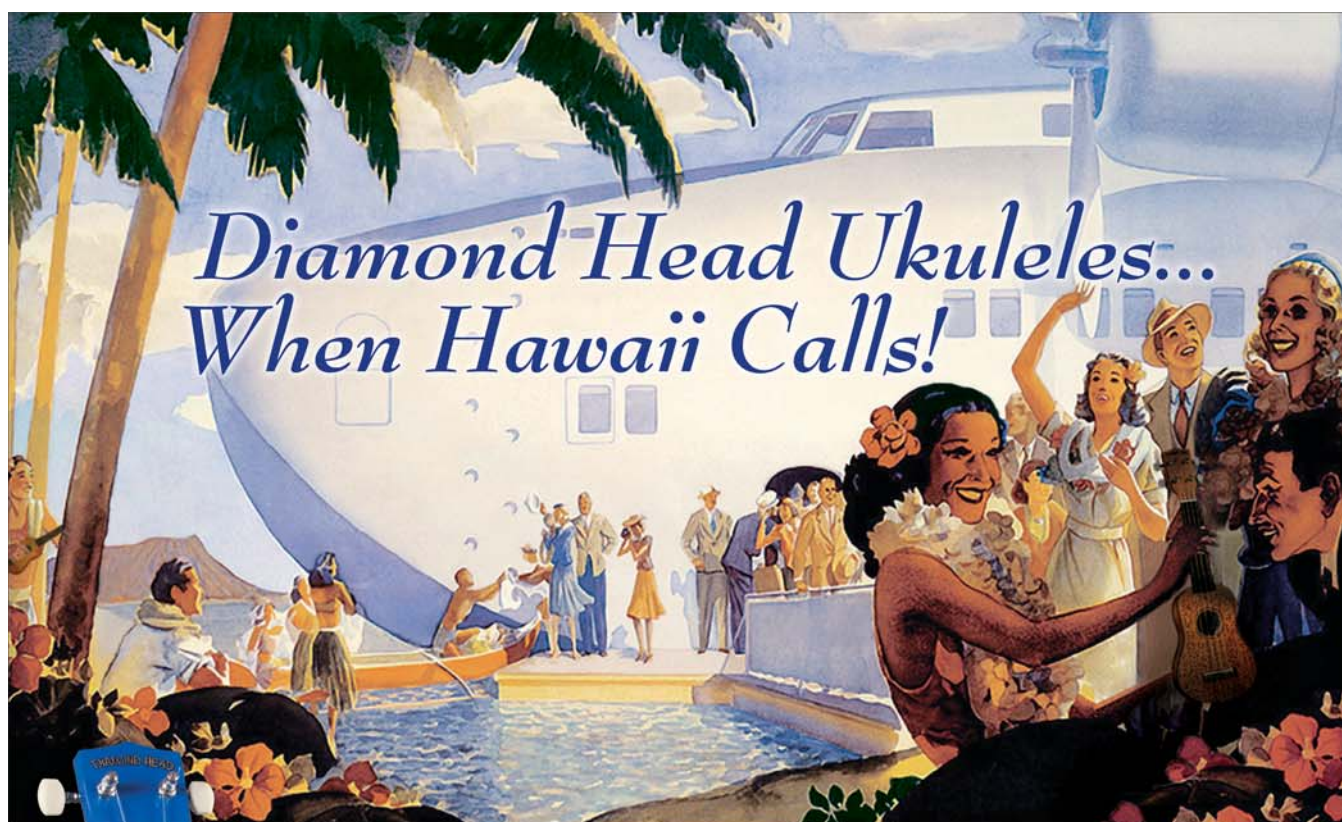
🛒 **Peavey Electronics (peavey.com)**



## Sakae Travels Flat

Sakae Drums has introduced the Flat-Base hardware series including straight cymbal, hi-hat, snare and taller tom stands. Extremely lightweight and compact, the center cymbal tilter holds the cymbal stable.

🛒 **Sakae Drums (sakaedrums.com)**



DU-107  
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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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## Recording King Adds to Madison Banjo Line

Recording King has added two banjos to its Madison line: the RK-R36 tone ring banjo with mahogany resonator and neck, and the RK-OT25, an open back with a scooped fretboard.

The Madison line is ideal for anyone looking for a high-quality instrument at an affordable price. The RK-R36 is built with a Mastertone-style bell brass cast tone ring and one-piece flange just like the RK-R35, but with a select mahogany resonator and neck. The 24-hook brass tension hoop allows the head to be adjusted to the perfect tension, and the nickel-plated hardware matches vintage Mastertone-style specs at a fraction of the price.

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

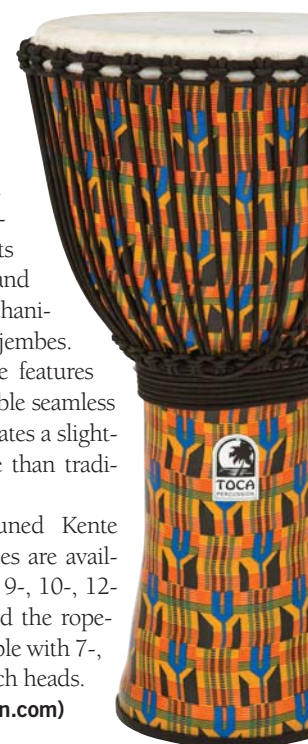
## Toca Offers Kente Cloth Freestyle Djembe

Toca has added a Kente Cloth design to its line of Freestyle djembes.

The vibrant silk and cotton fabric design stays true to its West African roots and adorns Toca mechanical and rope-tuned djembes. Each Freestyle djembe features a lightweight but durable seamless synthetic shell that creates a slightly higher-pitched tone than traditional wood djembes.

The mechanical-tuned Kente Cloth Freestyle djembes are available in four sizes with 9-, 10-, 12- and 14-inch heads and the rope-tuned version is available with 7-, 9-, 10-, 12- and 14-inch heads.

🛒 **Toca (tocapercussion.com)**







## RockBass Corvette Now Available in 5-string Model

Last year, Warwick introduced the RockBass Corvette short- and medium-scale model range, geared for beginners or bassists who prefer a shorter-scale length. The RockBass Corvette Medium Scale is now available in 5-string models. The length of the RockBass Corvette Basic 5 Medium Scale is 32 inches. It features an alder body and a bolt-on maple neck with eking veneer stripes.

Warwick (warwick.de)

## AP International Is Now on ProActive Network

AP International has joined ProActive website's e-Commerce network.

Dealers can now get a new website preloaded with all authorized products from all AP International brands. Dealers may fill orders from their own stock or upload the order to AP International for drop-shipping.

AP International (shop.apintl.com)



## Eastman Debuts Three Ukes Models

Eastman Guitars has debuted three ukuleles: the Traditional series EU3S soprano ukulele, EU3C concert ukulele and the EU3T tenor ukulele. The craftsmen at Eastman have studied instrument samples of models from what is widely perceived as the era when the most desired ukuleles were being manufactured.

Each uke features all-solid wood construction with the top, back and sides made from mahogany finished in a high-gloss nitrocellulose lacquer, and the fretboard is inlaid with abalone pearl snowflakes.

Eastman Guitars (eastmanguitars.com)

## Allen & Heath Rolls Out iLive Version 1.9 Firmware

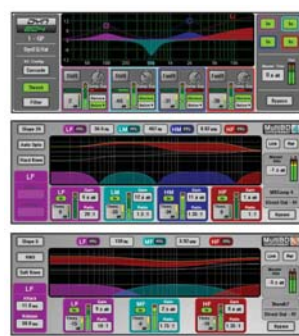
Allen & Heath recently released the latest version of its iLive firmware, V1.9, featuring a range of enhancements including new GEQ, dynamic EQ and multi-band compressor emulations, increased MIDI control options, and improvements to the functionality in the supporting iLive Editor software and MixPad app.

All 32 mix outputs now benefit from extra graphic EQ low frequency bands and a choice of four GEQ emulations with accurate modelling algorithms: classic 1/3 octave Constant-Q, industry standard Proportional-Q, Digi-Q for minimal band interaction and a new asymmetrical hybrid — plus display of the resulting frequency response and a superimposed RTA view. This is a first in live audio as the four models are available at the

touch of a button and can be audibly and visually auditioned in real time with no patching or recall needed.

Added to the library of outstanding FX emulations are two Multi-Band compressors (three- and four-band) and a powerful four-band dynamic EQ. Both additions give sound engineers a tool kit for ultimate control over dynamic range in mix mastering or tone shaping applications, including dealing with vocals.

Among the many new developments, V1.9 includes an array of improvements to functions such as mix bus coherency, bank



linking preferences on larger iLive surfaces, stereo input channel width control with modes such as M&S, configurable input meters source point, channel and mix delay bypass and extended MIDI functionality.

There are also specific improvements for permanent installations, such as enhancements to user permissions and networking flexibility. These include new audio synchronisation and routing options and full control of audio networking cards when fitted in an xDR-16 expander.

Allen & Heath (allen-heath.com)

# NEW FOR 2013.

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



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## Toca Offers Jr. Rainstick

Toca has released the Toca Jr. Rainstick, a lightweight and portable tube designed to replicate the sound of falling rain.

At only 18 inches long, the Toca Jr. Rainstick is 20 inches shorter than the full-size Toca Rainstick. The Jr. Rainstick is made with a durable synthetic shell in a unique blue-on-black design. MSRP: \$40.

🛒 **Toca (tocapercussion.com)**



## Cherry Lane Releases 'Best of The Black Keys'

Cherry Lane recently introduced the *Best of the Black Keys*, a book compiling 18 of the most popular songs from the Black Keys' first 10 years.



The book includes such songs as "Everlasting Light," "Girl Is On My Mind," "Gold On The Ceiling," "Just Got To Be," "Lonely Boy," "Psychotic Girl," "Thickfreakness,"

"Your Touch" and more.

MSRP: \$19.99.

🛒 **Hal Leonard (halleonard.com)**

## American DJ Matrix Beam LED Enlivens Mobile Productions

American DJ's Matrix Beam LED is a 5-by 5-foot square panel that can be set up anywhere to create electrifying blinder and/or chase effects for stages and mobile productions. Featuring 25 warm white Cree LEDs, arranged in five rows of five, the matrix-like effect emits intensely bright spots of light that move to built-in chase sequences and can even produce alpha-numeric characters via DMX control.

Whether used as a backdrop for a DJ booth, an eye-popping chase effect in a club or beaming out from the stage as an audience blinder, the Matrix Beam LED will add dramatic illumination to any venue or production. The effect offers three operational modes — auto (program run) mode, sound active mode and DMX-512 mode — providing a large degree of flexibility and user



options. Set it in sound-active mode, and it will run through exciting chase programs in sync with the music. Use a DMX controller to spell out names or promotional messages, and it becomes a billboard in lights for a performer or establishment.

The Matrix Beam LED even has an easy-to-use latch system for linking multiple panels together, so you can display your lighting

designs over larger areas.

"The Matrix Beam LED is one of the coolest-looking effects American DJ has introduced in recent times, and also one of the most versatile," said Alfred Gonzales, national sales manager for American DJ. "Any DJ, club or mobile production can now easily create professional-looking blinder and chase effects that will immediately grab attention. The panel's brilliant white LEDs, amazing built-in chase programs and ability to produce custom designs — even letters and numbers — make this a must-have effect for your lighting tool chest."

Emitting a 2-degree beam angle, the Matrix Beam LED includes such user-programmable features as a variable speed strobe effect and 0–100 percent electronic dimming.

🛒 **American DJ (americandj.com)**

## Aphex Introduces Xciter App for Android Devices

Aphex recently released the Audio Xciter app for Android devices (previously only available for iOS). Audio Xciter is a music player app that dynamically improves the sonic quality of music, audio books and podcasts on mobile devices through its patented Aphex DSP.

Since 1975, musicians from Paul McCartney to Led Zeppelin, as well as today's top artists including Flo Rida, Bruno Mars and Rihanna have relied on the technology behind Audio Xciter for audio mastering. This technology now lets listeners experience the detail and richness of an artist's original sound created in-studio on their mobile

devices.

The patented Aphex technology behind Audio Xciter restores missing harmonics to music and voice. Unlike EQ apps, which typically add gain and distortion, Audio Xciter is gain-neutral, resulting in increased brightness, clarity, spaciousness and presence.

"In this era of HD video and 4G download speeds, I'm amazed that smart phones and tablets still deliver compressed audio that sounds flat and boring," said David Wiener, Aphex CEO



and founder of DWV Entertainment, Aphex's parent company. "The quality of music downloads and streams has not improved in more than a decade. Consumers have been fooled into buying music that's only good enough, not great. Audio Xciter turns compressed audio into a new listening experience by exposing the 'quality gap' — now vocals are clear and airy, the bass hits harder and you'll hear instruments and voices appear that were previously buried in the mix."

🛒 **Aphex (AudioXciterApp.com)**

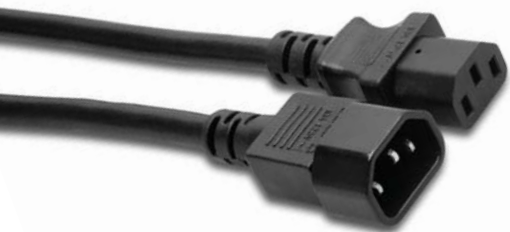
# Standard Size Keys, Hurrah!

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## Hosa High-speed Cables Feature Pivoting Connector

Hosa Technology has introduced the USB-200FB Series High Speed USB Cables with Pivoting A Connector.

Ideal for DJs, musicians and audio professionals who find themselves having to make connections to an elevated laptop computer and related equipment in cramped quarters, the USB-200FB USB cables offer a pivoting connector designed to conserve valuable space in tight surroundings.

MSRP: USB-203FB, \$8.95; USB-206FB, \$10.95; USB-210FB, \$11.95.

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



## Passport by Fender Debuts Mini P.A.

Passport by Fender has released the Passport Mini, the latest addition to its line of public address systems. The system offers convenient amplification for any instrument or microphone. It's ideal for performances by street musicians and students, as well as a basic public address system for events and presentations. It goes anywhere thanks to its dual AC- or battery-powered capabilities. It can even be used as a music playback system.

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



## The Music Link Now Distributing LR Baggs

The Music Link is now distributing LR Baggs pickups and electronics.

"Our dealers are looking for ease and consistency," said Scott Thompson, The Music Link's vice president of sales. "Combining LR Baggs quality with our industry-leading customer service gives them both."

**The Music Link** ([themusiclink.net](http://themusiclink.net))

# Ibanez Fans Get Artcore Wish

Ibanez has answered demand for its Artcore hollow and semi-hollow basses by expanding its offerings. Included is the return of an old favorite with some Artcore fan-influenced upgrades.

"The Artcore AS body style developed a following, and some of those players communicated their wishes regarding what they'd like to see in the future," said Mao Nakamura, Hoshino USA bass manager. "The most drastic change is 30.3-inch short scale neck that many bassists find more playable."

The original Artcore had a standard 34-inch neck. The pickups got a distinct upgrade as well. A neck and a bridge pickup have replaced the original single pickup.

"The new ACHB-3 neck pickup is a



meatier humbucker and, in combination with the ACHB-2 bridge pickup, provides wider range sound projection with punchy and fat sound character," said Nakamura.

The ASB180BS features a select-grade

maple top, back and sides. The fretboard is bound, rich rosewood contrasted by pearl dot inlays.

MSRP: \$688.88.

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



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## Innovative Offers Leather Bag

Innovative Percussion's DSB-2 Synthetic Leather Stickbag features six interior pockets that can accommodate drumsticks, brushes, and other accessories. An inside zippered pocket stores drum keys, cymbal felts and other items. Charts can be stored in a rear exterior pocket. MSRP: \$70.

🛒 **Innovative Percussion** ([innovativepercussion.com](http://innovativepercussion.com))

## Alto Professional TS115MP3 Loudspeaker Features Built-in USB Media Player

Alto Professional has introduced the TS115MP3, an 800-watt loudspeaker with a built-in USB media player.

Less than one year from hitting the market, Alto Professional's Truesonic series has three speakers in the top 10 of MI Sales Trak's Powered Speaker category. Building upon that success, Alto Professional unveiled the Truesonic Wireless

series at Summer NAMM in July and is now set to expand the Truesonic series even further.

"The Truesonic series is all about power and practical functionality," said Paul Gallo, Alto Professional product manager. "The TS115MP3 builds upon that but with the added flexibility of an MP3 player."

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

## Roland Records With CD-2u, SD-2u

Roland has developed the CD-2u SD/CD and SD-2u SD, two all-in-one portable recording devices. Both units record CD-quality audio to SD/SDHC cards, and include many useful features for music practice and education.

The CD-2u offers identical features to the SD-2u, with the addition of CD burning/playback capability. Compact and ready to travel, the CD-2u and SD-2u are built for such applications as mobile audio recording as well as learning music and languages.

Both the CD-2u and SD-2u feature an integrated, high-quality stereo microphone to capture audio anywhere. Built-in, high-performance stereo speakers provide convenient sound playback of recordings, music and lesson material.

The CD-2u and SD-2u also provide connections to integrate external devices for various applications. Two XLR/TRS combo jacks allow users to connect their own microphones, with phantom power available if needed.

There's also a stereo mini-mic jack with Plug In Power, plus stereo RCA Line In jacks for connecting an instrument, music player or other audio sources.

In addition to SD/SDHC recording, the CD-2u also offers recording direct to CD and CD-RW discs. Standard audio CDs can be played as well, letting users burn and play audio CDs anywhere without a computer.

Both recorders are equipped with powerful features for manipulating audio playback.

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

## Win a Technology-Packed Portable P.A. from Mackie

Mackie has announced a chance to win a P.A. system that includes the DL1608 and a full DLM system complete with subwoofers.

This year at the NAMM Show, Mackie has added to the DL series mixer family with the introduction of the eight-channel DL806. DLM series powered loudspeakers are showing at NAMM for the first time and aim to change the shape of sound with their innovative form factor, hefty power ratings and the first-ever onboard digital mixer with a host of channel mixing tools and system processing.

Visit Mackie's official Facebook page and check out the "Simply Advanced Sweepstake" app to enter.

The Facebook giveaway begins on Jan. 24, and the winner will be randomly drawn from all eligible entries on Feb. 28. Filling out the form on the app is the primary entry method. However, once entered, users will be offered a unique URL to share with their Facebook friends. Entrants will earn an extra entry each time a friend uses that link to enter.

The grand prize includes a DL1608 16-Channel Digital Live Sound Mixer, two DLM 12-inch 2,000-watt powered loudspeakers and two DLM12S 2,000-watt powered subwoofers.

To visit Mackie's Facebook page and enter today, visit [facebook.com/Mackie](http://facebook.com/Mackie).

🛒 **Mackie** ([mackie.com](http://mackie.com))



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## JodyJazz Supports Savannah Festival

Jody Espina, saxophonist, founder and president of JodyJazz, was a major musical contributor to the 2012 Savannah Jazz Festival in Savannah, Ga., performing on several nights. Espina appeared with his own quartet featuring Howard Paul (president of

Benedetto Guitars), bassist Delbert Felix and special guest Claire Fraiser. But the highlight of the festival was the Savannah Jazz Orchestra, with Espina playing lead alto sax at the Saturday night concert in Forsyth Park.

**INFO** JodyJazz ([jodyjazz.com](http://jodyjazz.com))

## DJ Tech Offers DIF-1S Scratch Mixer

The DJ Tech DIF-1S is a professional DJ scratch mixer with integrated Mini innoFADER from scratch fader manufacturer Audio Innovate.

Inherited from the original innoFADER, it provides smooth and robust feeling to scratch DJs. The contact-less design gives a long life of more than 4,000,000 cycles. The cut-in position can be adjusted by users with simple calibration steps to fit a user's taste and the reverse switch allows users to do different style of scratch skill. The mixer is also



compatible with the original innoFADER for future upgrade.

The DIF-1S's time-code mode makes a user's life easier switching between ordinary turntable setup and DVS setup. Just switch to the time-code channel on the top panel and it is ready to use as a DVS setup.

The DIF-1S serves as a full-feature two-channel mixer: three-band EQ, mic input, both 6.35mm and 3.5mm headphones outputs, and a booth output with volume control.

**INFO** DJ Tech ([djtechprousa.com](http://djtechprousa.com))

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## Summer NAMM Gets New Digs

This year Summer NAMM moves into Nashville's Music Center — filling it with the latest musical instruments and products just in time to prepare for the fall and holiday selling season.

From the successful Retail Boot Camp to the Top 100 Dealer Awards and a series of business-building NAMM U sessions, Summer NAMM will be a mid-summer opportunity to learn new strategies, revitalize inventory and maintain the momentum gained during the NAMM Show — all geared to help retailers have a prosperous fourth quarter.

Make Summer NAMM hotel room reservations on March 27 and register for badges starting April 16.

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



## Trekking Line Goes to Extremes

BAM's New Trekking line is an evolution of the line the company has been producing for more than 15 years. These shaped ultra-compact backpack cases are built for the extreme. BAM designed the cases slimmer and smaller by cutting unneeded spaces and rearranging the inner order of the cases. A hard shell relief was added to better protect against accidental shocks to the case and the instrument. The shaped outer look makes a statement for the musician.

The new cases are made for alto and tenor Saxophone, Bb clarinet, and double Bb and A clarinets. They're made of a cordura-ballistic fabric, which offers a strong resistance to tearing and comes in two colors: black and silver-grey.

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



## UA Plug-Ins Work the Room

Universal Audio, a leading manufacturer of professional audio recording hardware and software, has debuted the Softube Vintage Amp Room, Metal Amp Room, Bass Amp Room and Acoustic Feedback Deluxe plug-ins for the UAD Powered Plug-Ins platform and Apollo High-Resolution Audio Interface.

With the addition of renowned Softube Amp Room plug-ins to the UAD platform, owners of UAD-2 DSP Accelerator hardware now have guitar and bass amp modeling at their fingertips. And, when used with the award-winning Apollo Audio Interface, the Softube Amp Room plug-ins let musicians and producers jam, write and record through stunning guitar or bass sounds with near-zero latency.


 **Universal Audio (uaudio.com)**

## Hohner Releases Blue Midnight Pro Pack in 3 Keys

Hohner recently announced the Blue Midnight Pro Pack, a new addition to its family of Pro Packs. The Pro Pack includes three Blue Midnight harmonicas in the keys of C, A and G in a colorful box. The Blue Midnight combines the precision and quality of hands-on German manufacturing with great value. Named after the landmark blues instrumental “Blue Midnight” by Rock and Roll Hall of Fame member “Little Walter” Jacobs, the Blue Midnight is value-priced between the Big River and the Blues Harp.

With a trademark blue plastic comb that features a comfortable mouthpiece for ease of playing and a durable material that will never swell, the Blue Midnight offers high performance and lasting value.

MSRP: \$113.99.


 **Hohner (hohnerusa.com)**



## Takamine Signs Toby Keith Model

Takamine has launched the EF250TK Toby Keith Signature acoustic-electric guitar, designed in cooperation with the top-selling country music star, and crafted to his specifications. Based on Keith's longtime workhorse acoustic, the Takamine TF250SMC-SB, the EF250TK features a jumbo cutaway body, a solid spruce top with scalloped “X” bracing and flame maple back and sides.

MSRP: \$3,599.99.

 **Takamine (takamine.com)**




## Ibanez Expands Performance Series

One of Ibanez's most successful product lines expands with eight new Ibanez Performance (PF) series models. With a full spruce top, AEQ200T preamp and onboard tuner, the new PF15ECETBS demonstrates why

the series, built around professional appointments and dreadnought bodies, has become popular.

“We wanted to make sure the new additions offered something for everyone, so

we've included single-cutaways, 12 strings, and left-handed models to this already successful brand,” said Frank Facciolo, Ibanez acoustic guitar product manager.

 **Ibanez (ibanez.com)**

## A Match Made in Paris.

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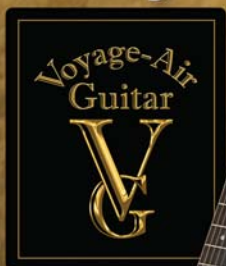
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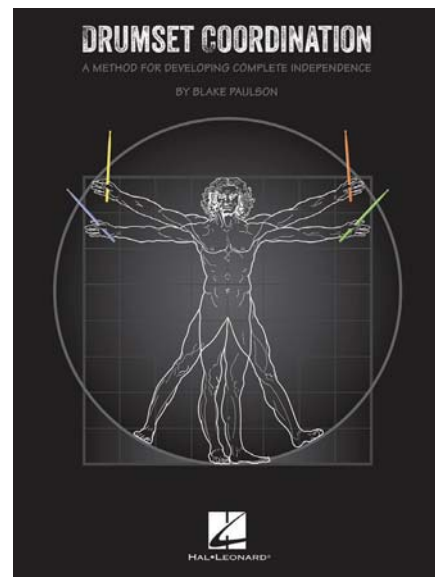
## New Drum Titles Work Coordination, Syncopation

Hal Leonard recently released new instructional books to help drummers master two essential subjects: drumset coordination and drumset syncopation.

*Drumset Coordination: A Method for Developing Complete Independence* is written by Blake Paulson, a professional studio/touring drummer and music educator. This enjoyable and challenging exercise system will elevate a drummer's body to entirely new levels of coordination and independence on the drum set.

Through the use of ostinatos, drummers will work their way through a system of common patterns and rhythms for each hand and foot. Not only will the book unlock a drummer's muscles, it will open their mind to many new playing possibilities.

*Drumset Syncopation: Advanced Techniques and Studies for Playing Between the Beats* by



drum instructor Bruce Patzer picks up where beginning drum methods leave off, providing the intermediate drumset player with practical studies that can be applied to real-life playing situations.

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

## Fender Competition Pedals Give Inspiration

Fender has introduced its Competition series, a line of effects pedals designed and built to provide inspirational tones in a reliable package at an affordable value.

The Fender Distortion pedal drives tube or solid-state amps into thick distortion and singing sustain, evoking the edgy hard-rock tones of the 1970s and '80s. Great with many different amplifiers, it is responsive enough that a guitar's volume control can be adjusted to the exact amount of distortion desired, from aggressive crunch to full-on saturation. It can be used to create a distorted tone or as a boost for higher-gain

rhythm and solo tones.

The Fender Drive pedal creates a warm overdrive reminiscent of classic 1960s and '70s rock and blues tones. It can be used to push tube or solid-state amps, creating harmonically rich crunch and sustain. With an old-school design that matches its vintage warmth, it will suit musicians looking for rich, harmonic overdriven tone.

The Fender Chorus adds sparkle to clean open chords, to animate strummed passages and to thicken distorted power chords.

🛒 **Fender** ([fender.com](http://fender.com))

## Alfred Publishing Slays Rock 'Giant'

Alfred recently debuted *The Giant Classic Rock Piano Sheet Music Collection*, a 300-page book with some of the most memorable songs of the 1960s, '70s and early '80s arranged for piano, vocal and optional guitar. Musicians who are classic rock fans can apply their talent to more than 40 enduring songs made famous by The Beatles, David

Bowie, Journey, Led Zeppelin, Pink Floyd, The Rolling Stones, Rush, The Who and many more.

The arrangements feature piano parts that accurately reflect each song's familiar original recording.

MSRP: \$19.99.

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

## The Music Link Distributes Clayton Picks, Accessories

The Music Link is now distributing Clayton guitar picks and accessories.

Steve Clayton has become a respected name in the guitar accessory market thanks to his use of unique materials in his guitar pick designs. From wood to horn to coconut shell to Ultem, Clayton has a pick that fits any playing style. In addition to a variety of picks, The Music Link is also distributing other Clayton accessories, like slides, capos and guitar polish.

"We appreciate the uniqueness of Clayton products and the margins they allow us to offer," said Chris Lekas, The Music Link's director of sales. "We have some of the most forward-thinking dealers in the country, who want to offer their customers the most



effective and high-value tone tools available. The new accessories from Clayton will be just what they're looking for."

📄 **The Music Link** ([themusiclink.net](http://themusiclink.net))

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

## The NAMM Foundation Learning 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 today's highlights:

- **9 a.m.** Welcome Reception and Continental Breakfast
- **9:30 a.m.** Performance Featuring Ukulele Virtuoso James Hill and Bassist Bakithi Kumalo
- **10 a.m.** Robert Gupta, Violinist L.A. Philharmonic: Music Education Days Keynote Address
- **12 p.m.** "Using Technology to Enhance Your Music Classroom" \*Anaheim Hilton, Avila Room
- **1 p.m.** "Tips for Success: Secrets Revealed from Leading Instrumental Music Educators" \*Hilton, Avila Room
- **2 p.m.** "2013 Best Tools for Schools" Awards \*NAMM Idea Center, Booth 5501, Anaheim Convention Center

## Wrap Up Your Show with a Uke and a Smile

Join us for NAMM's third annual **Ukulele Circle today from 3:30 p.m. to 4:30 p.m.** in the Venue, located in the Arena Plaza. Kala will provide the ukuleles—all you need to bring is your island spirit!

## This Afternoon at the Grand Plaza

Say adios to the 2013 NAMM Show with a lively performance by the **Mariachi Divas**, appearing **at 3:30 p.m. on the Main Stage** in the beautiful new Grand Plaza.

## Relive the NAMM Show Online



If you missed anything at the show or want to share your experience with staff, family and friends back home, check out our daily coverage at [namm.org/thenammshow](http://namm.org/thenammshow) to view pictures, video highlights, daily recaps and more.

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## Guitar Tech Has Picks for All Occasions

Guitar Tech has broadened its range with its latest selection of picks for guitarists of all persuasions.

The new GT selection has something for everyone, whether players like to dig into the strings for down-tuned riffs, or pick country tunes hybrid-style. The new standard Guitar Tech picks are available in different thicknesses and designs, and come in practical packs of six. Players can choose from .71-, .96- and 1.2-mm gauges, and

tortoiseshell, black, mixed pearl and confetti color schemes.

For acoustic players and country and fingerpicking fans, Guitar Tech has also brought out a selection of thumb and finger-picks. Choose from a pack of six GT thumb picks (with a medium loop, 1.5-mm gauge) in mixed pearl colors, or a thumb/finger pick set (again containing six picks, medium loop and 1.5-mm gauge) in tortoiseshell.

**JHS (jhs.co.uk)**

## Iron Cobra Uncoils New Cam

The Tama Iron Cobra family recently expanded with the addition of the new HP600D and HP600DTW. Tama has expanded the Iron Cobra's appeal by adding a new changeable cam.

"The Duo Cam lets you switch between our 'Rolling Glide' and 'Power Glide' cams by simply switching the sprocket — players can adjust the action to fit their style, as well as the style of music they're playing," said Charlie Hayashi, Tama Product Manager.



Another new feature, the Speedo-Ring, streamlines the pedal's rocker motion by incorporating a smooth, high-quality ball bearing. Iron Cobra also includes the double-chain drive lauded by the drum gear press on the HP900 series.

The Iron Cobra also includes the new HP200P and HP200PTW pedals, which offer a lighter take on the Iron Cobra's feel

**Tama (tama.com)**

## SHS Reduces Its Carbon Footprint — Again

SHS reclaims used cardboard for shipping purposes. This year, SHS has enlisted the help of German manufacturer, HSM. The HSM ProfiPack425 appliance will help take the cardboard that previously required HSM to pay someone to reclaim and recycle, and use it as perforated, corrugated packing material. The device itself has a small physical footprint, so it's easy to use, convenient, and mostly out of the way

when it's not being utilized.

Bryan Beckman, SHS shipping manager, says that the driving motivation was a disturbing trend of paper packing materials going up in price due to availability. he added that while packaging pricing might not go down, the company would be able to continue to maintain affordable packaging without an increase in handling charges.

**SHS (shsrecycling.com)**

## Yamaha Expands THR Amp Series

Building on the buzz created by the THR10 and THR5 guitar amplifiers and recording interfaces, Yamaha has introduced three more powerful and portable THR models.

The THR10X is designed to deliver commanding high-gain distortion and the response of a cranked, high-output stack — even at low volumes. Built for classic rock and extreme metal, the THR10X features five channels from three amps.

Providing the unmistakable response of a boutique tube combo, the THR10C enhances picking dynamics and playing style and includes five different amp models.



The THR5A offers a new way to experience acoustic-electric guitars (including the Yamaha Silent models) by providing simulations of classic tube condenser and dynamic mics, combined with studio-grade effects.

**Yamaha (yamaha.com)**



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# SCHEDULE



## SUNDAY, JANUARY 27, 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.

#### Best in Show — This Year's Hottest Products

**Hilton Anaheim Hotel, Pacific Ballrooms**  
**Frank Alkyer**, publisher of *Music Inc.* and *Upbeat Daily*, and panel

Join Alkyer and his panel of expert retail buyers who have searched the aisles to bring back the best products, ideas and trends. See this year's picks in four categories: Best Add-On or Accessory, Gotta Stock It, Companies to Watch and Best in Show. It's 60 minutes of what's hot at NAMM with Donovan Bankhead, Springfield Music; Brad Boynton, Rhythm Traders; Billy Cuthrell, Progressive Music Center; Alan Friedman, Friedman, Kannenberg & Co.; and, Jonathan Lipp, Full Compass Systems.

8:30 A.M.

#### Musician's Chapel

**Hilton Hotel, Avila Room, 4th Floor**

Join NAMM attendees for encouraging music and a short devotional message. The Musician's Chapel is a non-denominational, Christian-based meeting of Music Industry members. Service ends at 9 a.m. sharp.

9 A.M.

#### Get-A-Life Marching Band

**Anaheim Convention Center Main Stage**

10:30 A.M.

#### Essential Purchasing Tips

**Mike Guillot, Mississippi Music**

Join Mike Guillot, director of purchasing for Mississippi Music, as he delivers focused ideas on tuning up and buttoning down your store's purchasing practices. According to Guillot, most of us wouldn't think about walking out of a retail store without our receipt, yet when it comes to business, do you know exactly what you're spending? Purchasing decision-makers need to know exact numbers — price per item, payment terms and the responsibility for freight payment. Guillot offers a guided tour through good record-keeping and communication strategies.

11 A.M.

#### The Wrecking Crew

**Anaheim Convention Center, room 204B**

Catch a NAMM screening of *The Wrecking Crew*, the acclaimed documentary about the legendary session musicians of Los Angeles from the 1960s and '70s. The Wrecking Crew are the musicians behind some of the greatest music in pop history — including The Beach Boys, The Monkees and Nancy Sinatra. Created by filmmaker Denny Tedesco, the screening is free to all NAMM attendees. The showing is sponsored by Heil Sound.

11 A.M.

#### How to Use Showcases to Grow Your Lesson Program

**Pete Gamber, Music & Arts, Music Inc. columnist, and former owner of Alta Loma Music**

Find out how easy and effective student



Rick Carlson,  
1:30 p.m.



Mike Guillot,  
10:30 a.m.



Danny Rocks,  
11:30 a.m.



NAMM Summer Session's BIS Panel



The Wrecking Crew,  
11 a.m.

showcases can be. Take it from Pete Gamber, former independent retailer for 35 years, as he shares how to make your lesson numbers grow.

11:30 A.M. (Double Session)

#### How to Decide Which Social Media Works for You

**Danny Rocks, The Company Rocks**

Do you need to be active on Facebook, Twitter and YouTube? What about Pinterest, FourSquare and Yelp? Are you unsure where to begin, and how to manage your social media activities? Most music retailers ask these questions on a regular basis. Danny Rocks will help you to evaluate the "pros and the cons" for each of the social media outlets that you are currently using or are thinking about using. Learn how to develop a system for evaluating your time and resources spent on social media against the results that you can realistically expect to achieve.

12:30 P.M.

#### Understanding The Tablet Music Market

**Hugh Sung, AirTurn, Inc.**

An estimated 68 million Americans will own tablets as of the close of 2012, which translates into more than 10 million tablet musicians in the United States alone. This is a powerful market opportunity for retailers. Hugh Sung of AirTurn delivers an overview of the tablet music market and what retailers need to know to get up to speed to meet the demands of today's tablet musicians.

1 P.M.

#### Haiti 10: A Film About Faith, Love and Music

**Pete Johnston, NAMM Video Director**

Join the makers of the upcoming film *Haiti 10*, a story about how one family is making a difference in their community through faith, love and music. Five-time Grammy award-winning musician Victor Wooten stars in the film — and is also responsible for the film's music. Watch as Wooten travels with the independent filmmakers to meet a family in Haiti — and one young man whose dream is to make his community stronger through music. Get an insider's look at independent film making, and share in the powerful common thread that unites — music.

1:30 P.M.

#### How to Start and Run a Strum and Drum Program

**Rick Carlson, moderator, and panel**

Join Rick Carlson and a panel of retailers and musicians to learn how to create a low-cost successful event, a sense of community, and positive customer experiences through a strum and drum program in your store — plus, attract new customers and increase sales.

2 P.M. (Double Session)

#### 2013 Best Tools for Schools Awards

**Symphony Publishing Group, Moderated by Rick Kessel, publisher**

of *School Band & Orchestra Magazine*

Symphony Publishing editors and guests host the announcement of winning products in the annual Best Tools for Schools Awards. Come see what students and leaders in music education and business have chosen at the 2013 NAMM Show as the most relevant and innovative products for classroom use.

3 P.M. (Double Session)

#### Practice Personalities: Effective and Efficient Ways to Practice According to Your Personality

**Thornton Cline, Clinetel Music**

This session is a must for instrumental musicians, students, teachers, parents and retailers. Nine practice personalities are presented — based on observations and interviews with more than 1,000 music students and 25 years of teaching experience. Join Thornton Cline, as he shares his principles from his book of the same name *Practice Personalities: What's Your Type?* (Centerstream/Hal Leonard Publications). You will hear powerful strategies to motivate and inspire musicians to practice more effectively and efficiently based on their personality type.

3:30 P.M.

#### Anaheim Convention Center Main Stage

Mariachi Divas, Grammy Award winners, come out to close the show with great musicianship and dancers.



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