

UpBeat

The Official **NAMM** Show Publication

DAILY



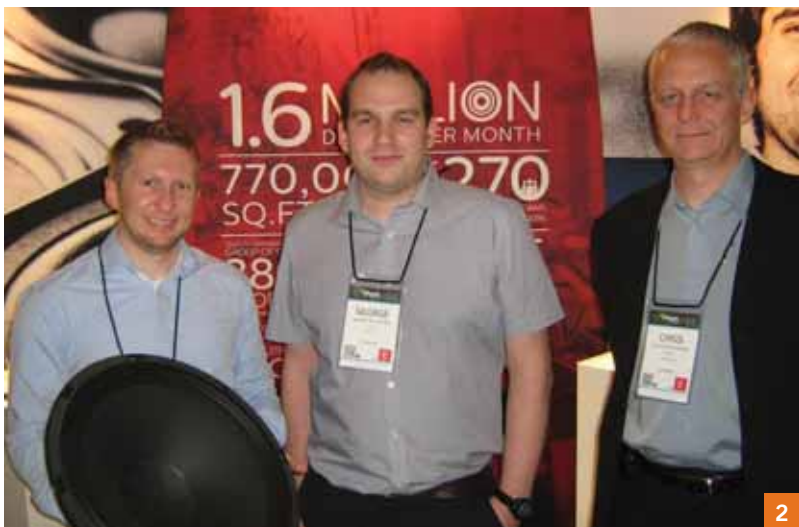
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POSITIVE VIBES

It's been a great start to The NAMM Show, and notice how the mood on the show floor has become dramatically more positive. It's

a good sign that the industry is heading in a good direction for 2014. Here are a few companies spreading those positive vibes on the show floor.

1. Team Alfred was on the show floor yesterday ready to prove they've got a book (or a uke) for everyone! From left: Alfred's Andrew Surmani, Daisy Rock's Tish Ciravolo, Alfred's Steve Raft, Ron Manus and Antonio Ferranti. **2.** Tymphany is bringing its 85-year-old Peerless brand of high-performance, affordable transducers into the pro-audio market with a first-time NAMM exhibit. Shown with the FSL-1830 18-inch woofer are Tymphany's Phil McPhee (left), George Bullimore and Chris von Hellermann in the company's showroom yesterday morning. **3.** QSC hit the NAMM floor Thursday with the much-anticipated launch of the TouchMix compact digital mixer line. The mixer offers the power and capability of a large-format console

in a very portable, affordable package. Ready for the launch are, from left, QSC's Mike Burke, Jon Graves, Gerry Tschetter, Ray van Straten and Joe Pham.

4. Hanser Music Group's Debbie Malave (left) and Richard Cimarik with the new Michael Kelly 1950s series of single-cut guitars. See page 14. **5.** Backun's Joel Jaffe (left) and Jeremy Backun with the Backun Protege B-flat clarinet and the MoBa Cocobolo Gold professional clarinet on the show floor Wednesday.

6. From left: Taylor Guitars CEO and co-founder Kurt Listug, Master Builder Andy Powers and President and co-founder Bob Taylor celebrate their 40th anniversary with the new 800 series models at the company's booth yesterday.

NAMM BREAKFAST SESSION



Jeffrey Hayzlett, host of Bloomberg Television's "C-Suite," offers a no-nonsense approach to ensure your business is focused and relevant in an era of rising e-commerce and economic pressures.

Are You Relevant?
Page 102



PRS Adds Rose Tremolo
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Hosa's Super Speed Cables
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Peavey XR-AT Boasts Portability
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MXR's Bass Preamp
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HP508

DIGITAL PIANO



Level 3 - 303C Home Piano Exhibit

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NAMM SHOW NEWS



Strat Museum

Fender's Justin Norvell powers up in front of the Stratocaster wall at the booth commemorating the Stratocaster's 60th anniversary. Check out the museum of rare Strats, special displays and videos at the Fender booth up on the second level.



Tannoy's Product Manager Peter Jeppesen shows off the Reveal series of personal studio monitors.

Tannoy's Musician-Friendly Reveal Monitors

TC Group's Tannoy brand announced its Reveal series of personal studio monitors on Thursday.

The speakers come in three different models: a 4-inch model with a 4-inch woofer and 3/4-inch tweeter; a 5-inch model, which is exclusive for Guitar Center and Musician's Friend; and an 8-inch model.

The Reveal monitors feature new driver, amp and cabinet designs by Dr. Paul Mills. The monitors come with a new Aux Link feature, which is ideal for personal studio use.

"A lot of musicians want something that's not too expensive but sounds great," said Peter Jeppesen, Tannoy's product manager.

Correction: In Thursday's edition, UpBeat Daily published an incorrect photo of TC Helicon's VoiceLive 3. To learn more about the VoiceLive 3, go to tc-helicon.com/voicelive-3.

TC Group (tcgroup.tc)

Kawai Focuses on 'Family' at Annual Awards Event

Kawai held its annual awards ceremony on Thursday night at the Sheraton Park Hotel. During the ceremony, Kawai America Senior Vice President Brian Chung touched on how Kawai's dealer network is like a family.

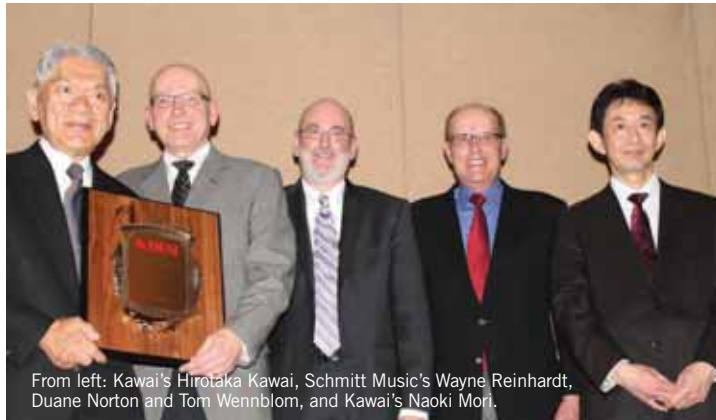
"We've known so many of our dealers for such a long time that our relationships often transcend business and become friendships that feel like family," Chung said. "That feeling may not always be there for everyone in our dealer network, since all families have squabbles and disagreements at times, and relationships take years to grow. But our desire is that, over time, every one of our dealers will feel like part of the Kawai family."

Kawai President Hiroataka Kawai also expressed gratitude to the dealers.

"There is no way for any manufacturing company like ours to achieve international

success without faithful partners who are willing to trust in our people and invest in our brand," Kawai said. "Many of you in this room have made that commitment to us over many years. We would not be here today without you."

During the event, Kawai handed out many awards to "family members," including



From left: Kawai's Hiroataka Kawai, Schmitt Music's Wayne Reinhardt, Duane Norton and Tom Wennblom, and Kawai's Naoki Mori.

Dealer of the Year (USA), which went to A. McBain/Carnes Piano Company of San Jose, Calif., and Dealer of the Year (Over 5 Locations), which went to Schmitt Music Company of Brooklyn Center, Minn.

Kawai (kawaius.com)



Mackie Product Manager Ben Olswang demonstrates the DL series mixer yesterday.

Mackie Touts Updates to Road-Tested DL Series Mixer

Mackie showed off recent updates to its DL series mixers at the company's booth yesterday.

"The DL series has been on the market, on the road and in use for a year-and-a-half," said Ben Olswang, Mackie's product manager. "Over 1.5 million shows have been mixed on the DL mixers."

The DL series utility mixers come in 16- and eight-channel options. The hardware mixer is used in combination with software controlled by an iPad or other iOS device.

With Apple's frequent updates to the iOS operating system, Olswang said Mackie is able to quickly bring new features to the DL series' software, which is now in version 2.0. "We're continuing the DL series with very rapid software updates," said Olswang.

Another feature of the DL series mixers is an attractive color touchscreen. Users can mix wired or wirelessly for up to 10 iPad devices.

Mackie (mackie.com)



From left: Gregory Hutchinson, Alex Gonzalez, Paiste CEO Erik Paiste and Jason Sutter

Drummers' Input Shaped Paiste's New Cymbals

Paiste showcased additions to its Signature Precision, Masters and Rude series of cymbals at the Hilton on Thursday. The cymbals were developed in collaboration with drummers Jason Sutter, Gregory Hutchinson and Alex Gonzalez.

Sutter highlighted the new heavier models in the Signature Precision line, which are now offered at a lower price point. Sutter said, "These cymbals are now going to bridge the gap and fill that space for drummers like myself who are playing heavier, aggressive rock, heavy rock and metal."

Hutchinson introduced the Dark Crash and Dark Hi-Hat additions to the Masters series. Gonzalez demonstrated the three new models in the Rude series: the Basher, Shred Bell and the Blast China.



Hitoshi Fukutome, president of Yamaha Corp. of America, speaks at the annual Yamaha keyboard dealer meeting yesterday morning.

Yamaha Meeting Offers Retail Tips

The annual Yamaha keyboard dealer meeting on Friday morning was an exciting combination of musical performances, helpful advice on best practices in retailing and important updates about company activities.

Hitoshi Fukutome, president of Yamaha Corp. of America, discussed the company's partnership with its dealers. He said, "It is essential that our efforts are coordinated and our message is consistent. Without this, neither of us will gain the customer's trust, and we will not convince them that our products are the best choice for them."

Keynote speaker Brian Wilkerson, CEO of Revolution Advisors, delivered a condensed version of his presentation "Surfing the Tsunami," which examines the current wave of changes in consumer behavior.

Pianist Nadejda Vlaeva played the Disklavier DC6X at the meeting, and pianist Craig Knudsen played the Clavinova CVP-609.



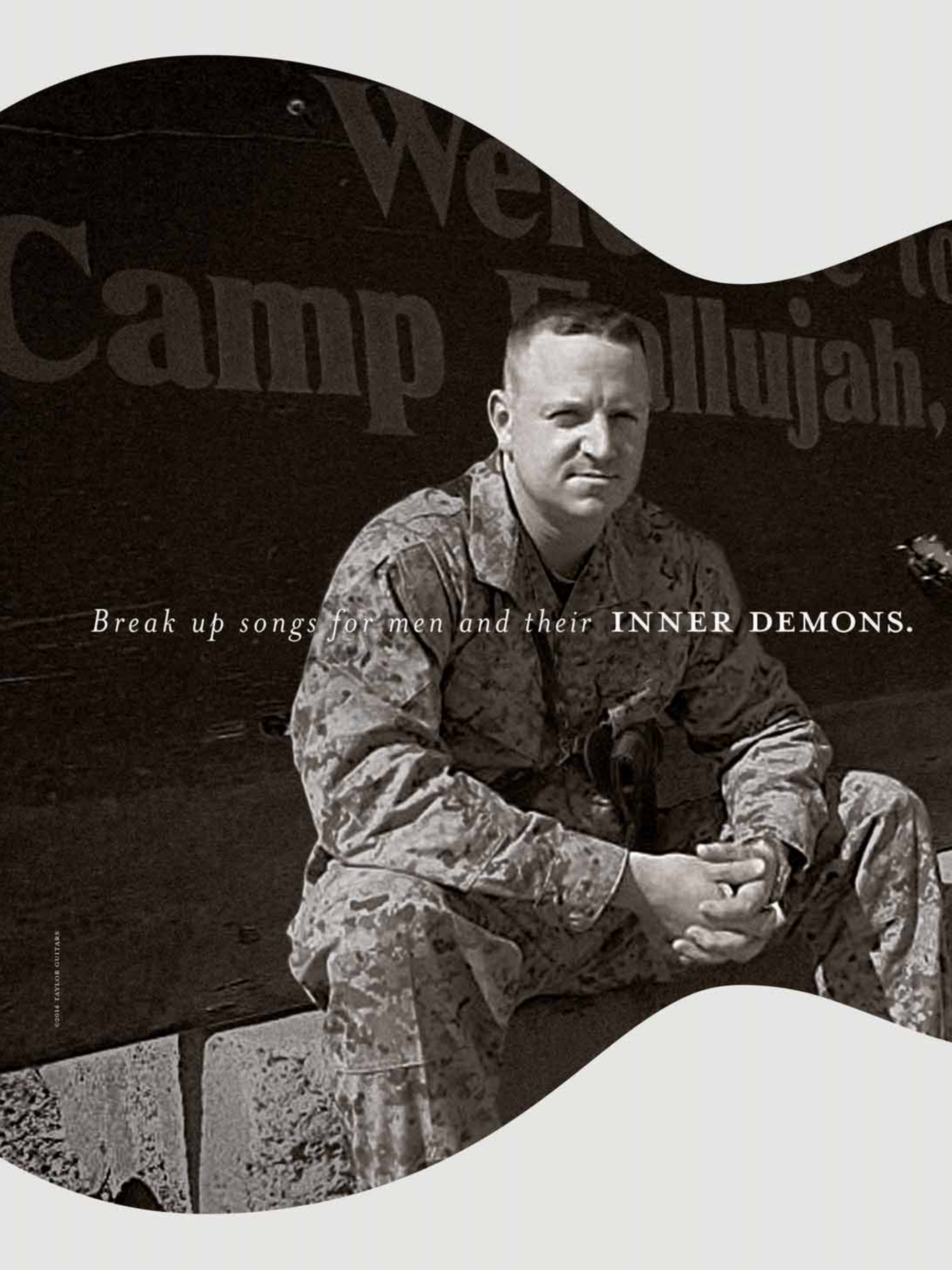
*Passion
and excellence*

NAMM 2014 • Booth 6320

More than just connectors. We put 35+ years of experience and our passion into our products. Whether it's a rock band, stage lighting, or a broadcast studio – Neutrik offers innovative connector solutions, mating passion with perfection.

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NEUTRIK



Break up songs for men and their **INNER DEMONS.**



MIKE, A COMBAT-SEASONED MARINE, HAD ALWAYS BEEN BRAVE. BUT IT WASN'T UNTIL HE RETURNED HOME FROM HIS TOUR IN IRAQ, THAT HE REVEALED JUST HOW FEARLESS HE REALLY WAS. BECAUSE AS SOON AS MIKE STEPPED BACK ONTO U.S. SOIL, HE STEPPED OUT ONTO A HUGE LIMB BY WRITING AND PERFORMING SONGS THAT UNEARTHED THE KIND OF SUBJECT MATTER MOST RETURNING SERVICE MEN AND WOMEN NEVER WANT TO TALK ABOUT—REOPENING WOUNDS IN ORDER TO HEAL THEM. AND THOUGH MIKE REALIZED HE WOULD STIR UP A LOT OF ANGER, DARKNESS AND PAIN, HE ALSO KNEW HE COULD HELP HIS FELLOW SERVICE MEMBERS COPE WITH THEIR DEMONS IN A WAY THAT WAS A LITTLE LESS DAUNTING. THROUGH MUSIC, MIKE REMINDS US THAT WHETHER YOU'RE A GUITAR PLAYER OR A GUITAR BUILDER, THE WORLD NEEDS MORE PEOPLE LIKE HIM. FOR MORE ABOUT MIKE AND OTHER STORIES THAT INSPIRE US, *visit taylorguitars.com*

Step forward. MUSIC IS WAITING.



BRIEFS



Alba Lights Up GT-50 Tube Amp

Alba-Technology has unveiled a new type of vacuum tube guitar amplifier. The GT-50 is a 50-watt, two-channel amp that offers three voices and includes independent three-band equalizers for each channel. The LED, edge-lit front panel can be seen in any lighting condition. The amp weighs 20 pounds.

Alba-Technology (alba-technology.com)

MMA To Host Conference

The MIDI Manufacturers Association (MMA) will host a developer conference Sunday to discuss three new areas of interest for MIDI technology: audio/video bridging (AVB), low-power wireless (Bluetooth) and Web browsers (HTML5).

The conference begins at 1:30 p.m. at the Anaheim Marriott, Orange County Ballroom. Advance registration is required. Please email 2014namm@midi.org, or visit the MMA booth.

MMA (midi.org)

Amptweaker Adds BigRock Pro Pedal

After receiving requests for a rock version of its TightMetal Pro distortion pedal, Amp-tweaker has introduced the BigRock Pro.

Unlike most distortion pedals with a single boost, the BigRock Pro includes two boost knobs, one before and one after the distortion, so it's easy to boost the gain and volume. Patch your favorite delay into the boost effects loop, and you've got one-stomp control of your rock rhythm and lead.

Added switches on the pedal allow players to get tones from Amptweaker's TightRock and FatRock distortion pedals.

Amptweaker (amptweaker.com)

Sony Creative Joins Xchange Market

Xchange Market Corp. has added Sony Creative Software to its list of vendors. This enables Sony Software dealers to access hundreds of titles of creative content including ACID, Sound Forge, Vegas Pro and Movie Studio. The platform also enables dealers to eliminate the risk of stocking hard copies, save on freight costs and storage space, reduce packaging waste, and offer the most current content to customers.

Xchange (xchange market.com)



Line 6's Paul Foeckler and Yamaha's Tak Nakata shake hands during the press conference.

Yamaha Formally Announces Acquisition of Line 6

Yamaha formally announced its acquisition of Line 6 during a press conference at Yamaha's booth on Thursday afternoon.

"By combining our strategic vision, I believe that Yamaha and Line 6 can achieve far greater penetration in the current market," said Tak Nakata, Yamaha president.

"I can tell you that the Line 6 team is most excited about the merger because we found that both Yamaha and Line 6 share a very similar culture and a very similar

overall business goal, and that is enriching the lives of people in the world and musicians through music," said Paul Foeckler, Line 6 president and CEO.

"Having an alignment like this at the highest level [is] when everything feels really great. And that is how it feels for us today with Yamaha and Line 6 coming together."

Yamaha; Line 6 (yamaha.com; line6.com)

Jazz Saxophonist Bowen Bebops for Vandoren

Dansr presented some serious bebop at its booth on Thursday afternoon. During a demonstration intended to generate interest in Vandoren's newly expanded V16 metal tenor mouthpiece line, New York-based saxophonist Ralph Bowen performed in a duo with bassist Mark Sorlie for an attentive crowd of retailers and jazz fans.

A longtime Vandoren endorser, Bowen said he currently plays a medium-chamber metal V16 that produces a focused sound reminiscent of the 1950s jazz scene. The new metal V16 line also includes a large-chamber model that facilitates a broader sound with a 1940s jazz aesthetic as well as a small-chamber model that's virtually identical to Vandoren's original metal V16.

"This is an American-designed French mouthpiece that was created in collaboration with U.S. artists like Ralph, and it's characteristic of a number of different sounds that are common in the jazz medium," said Michael Skinner, president of Dansr, which distributes Vandoren. "It's a very free-blowing mouthpiece cut from one piece of bell metal brass and finished in 24-karat gold."

Unlike some of Vandoren's older mouthpiece designs, the revamped metal V16s have no baffle and noticeably less edge. "That's

gone now," said Skinner. "It's open and very dark, a beautiful round sound — as you can tell when you hear Ralph play."

Skinner pointed out that new metal V16 is competitively priced at \$499. "It not only



Jazz saxophonist Ralph Bowen plays a Vandoren metal V16 mouthpiece at the Dansr booth Thursday.

gives an opportunity for professional players," he said, "but a lot of high school kids now have their first opportunity to play a pro-quality tenor mouthpiece at a price they can actually afford."

Bowen, who also performed at Wednesday night's VandoJam, uses Vandoren Java Red #3 1/2 reeds and a Vandoren harness neckstrap. His V16 has a size 5 tip opening.

Dansr (dansr.com)

Casio Enters DJ Controller Market

Casio's new XW-J1 is the company's first foray into the DJ controller market.

"At this show, we are entering a completely new category with the XW-J1," said Mike Martin, general manager of marketing, at the Casio booth on Thursday. "The XW-J1 is for the DJ who is most likely spinning electronic dance music, and this product is



Casio's Mike Martin with the XW-J1, the company's first DJ controller, on the show floor Thursday.

designed specifically to work with iPads and iOS devices. It uses an app called djay, the number-one DJ app in the iTunes store, and we have the best integration with that application in a piece of hardware."

The XW-J1 has dedicated EQ controls and high-resolution touch-sensitive jog wheels.

"I've been amazed at how many people are interested in the XW-J1," added Stephen Schmidt, vice president. "We partnered with Vestax, which has been making DJ controllers for many years."



Former Arkansas governor Mike Huckabee speaks at the Percussion Marketing Council's all-member meeting yesterday morning.

Huckabee Advocates School Music at PMC

The Percussion Marketing Council's (PMC) annual all-member meeting yesterday included a keynote speech from former Arkansas governor Mike Huckabee. Board members discussed the council's programs and campaigns aimed at creating new players.

"I can sum up the PMC pretty simply: We want to make more players," said Brad Smith, senior sales and marketing manager for Hal Leonard. Smith and other board members detailed the PMC's outreach programs including Drums Across America, Percussion in the Schools, and Roots of Rhythm.

Huckabee, a bass player and advocate of arts and music education, emphasized that "music is a vital part of our culture," and should be part of the education experience for American children. "The arts in general and music specifically is not extra-curricular, it's not extraneous and it's most certainly not expendable," Huckabee said.

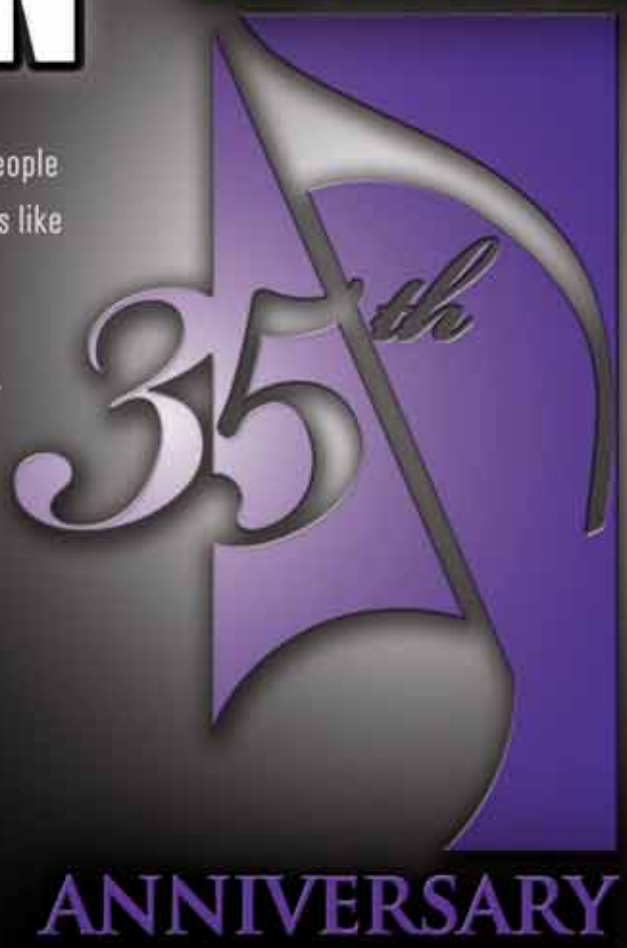
PMC also announced that International Drum Month will move from November to May to switch the campaign from the busy holiday season to the slower summer months.



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*Dave Phillips
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Line 6 Introduces Amplifi, Amp & App With Cloud Connection and Tone-Matching

Paul Foeckler, president and CEO of Line 6, introduced the company's new music playback and standalone amp, Amplifi, on Thursday.

Line 6 introduced its first digital modeling amp at The NAMM Show in 1996 and has sold over 1 million amps to guitarists.

Foeckler said Amplifi is inspired by the rise of smart devices. "The average person today checks their smart device over 150 times a day," said Foeckler. "Wow. Let's be honest: None of those things are nearly as fulfilling as listening to music and enjoying it by playing the guitar."

Amplifi provides a new platform for guitarists to experience music. In addition to being a standalone guitar amp, users can wirelessly stream and jam along with tracks from any Bluetooth-enabled device. The amp comes in 150- and 75-watt versions and has a wide range of DSP effects.

The amp also matches a track's guitar tones. When users connect to the cloud with the Amplifi Remote app, they can rate tones and share them, adding a social element.

Max Gutnik, senior vice president of products and marketing at Line 6, demonstrated Amplifi by matching tones and playing along with AC/DC's "Back In Black" and The Eagles' "Life In The Fast Lane."

To recreate the tone from Bruno Mars' "Locked Out Of Heaven," Gutnik matched the guitar sound from The Police's "Roxanne," which has a similar tone, then saved it to his library.

"There are millions of songs out there; we'd like to see millions of tones matched to them," said Foeckler.

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



Max Gutnik demonstrates the tone-matching feature of Line 6's Amplifi.



Recording King Adds Tenor Banjo to Dirty 30's Line

Recording King has introduced the Dirty 30s tenor banjo. The tenor banjo first came to prominence in the early 1900s, and its C-G-D-A tuning is especially well suited for folk, Celtic and Dixieland music.

The Dirty 30s tenor banjo has the same road-ready styling as the rest of the Dirty 30s guitars and banjos. It features a narrow 19-fret neck, and the 23-inch scale delivers a combination of feel and clarity. The open-back rim features 16 brackets holding down a Remo Fiberskyn head for the classic period-correct tenor sound.

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

Wireless Karaoke

HDKaraoke has introduced the HDK Box karaoke machine. The machine incorporates a powerful Sigma Design processor and offers full support for ethernet and wireless connections. It features a 1080p full HD video output and iPhone, iPad and Android control applications. Working like a remote control, the HDK box's apps for iPhone, iPad and Android let users download and stream the latest licensed and high-quality karaoke music videos.

🛒 [HDKaraoke \(hdkaraoke.com\)](http://hdkaraoke.com)

Córdoba

Hand crafted ukuleles with all solid premium woods.
Now available with cutaway and LR Baggs pickup.



Zoom Launches iQ5 Stereo Microphone for iOS Devices

Zoom has announced the iQ5 mid-side condenser microphone for the iPhone, iPad and iPod Touch.

The iQ5 attaches to the iOS device's Lightning connector and provides two microphone elements in a mid-side configuration.

The iQ5 can be used in either portrait or landscape mode and has a rotating mechanism that ensures correct left-right stereo orientation. It offers 16-bit, 44.1-kHz recording and provides an analog-type mic gain wheel for precision adjustment of input level, along with three auto gain presets, built-in limiting, an automatic recording function and a dedicated headphone jack.

The iQ5 works with any iPhone (5 or later), iPod Touch (5th generation or later), iPad (4th generation or later) or iPad mini (running iOS 6.0 or newer).

It can be used in conjunction with most iOS apps that support audio input from an external

microphone, including Camera, GarageBand and video streaming apps, as well as Zoom's free Handy Recorder app, which allows the width of the soundstage to be altered in post-production, as well as adding editing capabilities and effects such as compression, EQ and reverb.

"The iQ5 allows anyone to make great-sounding recordings on their smartphones and other iOS devices," said Eric Battin, product manager at Zoom. "It opens up a whole new world of possibilities for creators looking to add high-quality audio to their videos."

🛒 [Zoom \(zoom-na.com\)](http://Zoom.com)



Historic Cowbell

Latin Percussion is marking its 50 years with the release of a limited edition, gold Black Beauty cowbell. Heard across decades of recordings, the Black Beauty produces bright sounds with moderate overtones.

"The gold powder-coated bell is constructed from the same steel as traditional Black Beauties, which ensures you will hear that familiar sound from every cowbell," said Victor Filonovich, director of product for Latin Percussion.

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



Mapping New Technology

Founded by Cornell undergrads, Thinkplay has developed a patent-pending technology that lets musicians map audio and video clips to notes on their instruments. EDM on a guitar, hip-hop on a violin, techno harmonics and custom visual music are all now possible. Thinkplay also provides a network for users to share and sell their creations via "ePedals" — brandable, virtual effect pedals that house audio and videos clips.

🛒 [Thinkplay \(thinkplayaudio.com\)](http://Thinkplay.com)



LM Introduces Belt Quality Series of Straps

LM has released its new Belt Quality series of straps. The new strap line is designed to fit just like a perfect belt. The strap's leather is almost 1/4-inch thick for strength and durability. The leather has a natural aged look and comes in both black and cognac colors. LM's Belt Quality series includes five models — from a no-frills basic model to ones with sheep fleece.

For a little more flair, the Cryptic Art models from the Belt Quality series use the same high-quality leather with the addition of unique, deeply debossed artwork.

🛒 [LM \(lproducts.com\)](http://LM.com)



BRIEFS

Super Stand

Hamilton Stands has introduced the compact Super Guitar Stand, based on a modified A-frame design. The stand has three legs and a hinged back support, which allow it to fold into a small size for convenient transport and storage.

The back support arm and cushion rotate up for use, providing a higher support position.

MSRP: \$26.99.

 **Hamilton Stands**
(hamiltonstands.com)



In Memory: KMC Music's Ed Miller

Ed Miller, former president of KMC Music, passed away on Jan. 15. He was 66.

Starting in finance at Kaman, Miller became president in 2007. He led KMC's transition to the Fender Musical Instruments Corp. (FMIC) and kept steady watch over the division until his retirement in December 2012.


"Ed Miller was a key executive of KMC for more than 40 years," said Larry Thomas, FMIC CEO. "He was instrumental in the successful acquisition and integration of KMC into FMIC in 2008. He was well known and loved within the company, and was admired across our industry."



Sabian, Crescent Forge Cymbal Alliance

To meet customer demand, Cymbal Masters of Kennesaw, Ga., now offers select Crescent models in North America, handmade to its specifications by Sabian.

"This new relationship offers Crescent the chance to expand our sound palette with production on two continents, taking advantage of the best craftsmanship in both the old and new worlds," said Michael Vosbein, Crescent's CEO.

 **Crescent Cymbals**
(crescentcymbals.com)

Ravi Demonstrates 'Geo-Fencing'

Ravi will discuss and demonstrate how mobile marketing with "geo-fencing" technology lets retailers reach customers when they are most likely to purchase.

Ravi will present "Attract Customers with Mobile Marketing" in NAMM's Idea Center (Hall B) Sunday at 11:30 a.m.

There is a geo-fence around the convention center for the entire week. Using the iRavi mobile app, attendees who opt-in will automatically receive deals and discounts from participating exhibitors. Opt-in now by texting "RAVI" to 313131.

 **Ravi (iRavi.mobi)**



Sonuus Turns Up Voluum

Sonuus Limited has introduced the Voluum stomp box. More than a volume pedal, the Voluum is a volume-based analogue multi-effect with a digitally controlled, high-fidelity, pure-analog signal path for guitar and bass.

The Voluum combines sonic performance with flexibility and control. Constant high-voltage analog power rails ensure high-headroom with low distortion and low noise for maximum signal clarity. Intuitive modulation lets the effects be controlled by the foot pedal, signal envelope or MIDI. While other stomp boxes are either on or off, Voluum gives users glitch-free continuous control to enhance musical subtleties.

The effects in the Voluum — noise gate, compressor, LFO (tremolo), volume and limiter — can be used simultaneously or in any combination. Users can combine a

transparent noise gate with smooth compression for clean sustain, running into an envelope-controlled tremolo and using the pedal to control the overall volume of the effect.

When used purely as a volume pedal, Voluum offers superb control. Players can start by adjusting the cut or boost or optimizing the feel of the pedal using one of 28 response curves. They can then explore the smooth fades and triggered ADSR sound-shaping envelopes.

With both USB-MIDI and standard five-pin MIDI connections, Voluum was designed to be connected. Use MIDI to change presets, control effects, record automation data, or send MIDI clock to sync the LFO. Users can connect to the flexible Windows/OSX editor to visually configure the effects.

 **Sonuus (sonuus.com)**



PRS Adds Floyd Rose Tremolo to Custom 24 Guitar

PRS has updated its Custom 24 electric guitar with a Floyd Rose tremolo system in both the Core and SE product lines.


For the Core series, the new Custom 24 is equipped with the Floyd Rose Original tremolo system and PRS's \m/ pickups.

The Floyd Rose Original tremolo and locking-nut tuning system is a double-locking design made from high-quality steel. The system allows players to lock the guitar in tune at the nut and at the bridge.

PRS will also offer an SE model of the guitar featuring Floyd Rose's Korean-made 1000 series tremolo. The guitar has SE HFS and SE Vintage Bass pickups paired with a push-pull tone control and three-way blade pickup switch for coil tapping.

Core models are available in PRS's six new maple top colors: Aquableux, Blood Orange, Faded Whale Blue, Leprechaun Tooth, Obsidian and Violet.

The Custom 24 will continue to be offered without the tremolo in both the Core and SE lines.

 **PRS Guitars (prsguitars.com)**

Universal Audio Apollo Twin Brings Pro Analog Studio to Desktops

Universal Audio has put all of the components of its Apollo audio interface into a high-resolution desktop form factor with the new Apollo Twin, which was introduced during a press conference at the UA booth Thursday afternoon.

"About two years ago, when we announced Apollo, it was at the nexus of our analog and digital heritage," said Bill Putnam Jr., CEO and founder of UA.

"It brought them both together in one product. The next step is the Apollo Twin, which brings a professional analog recording studio to your desktop — and that was our vision."

The sleek 2x6 Thunderbolt audio interface for Mac combines the 24/192-kHz audio conversion of the original Apollo with onboard Realtime UAD Solo or Duo Processing.

It lets Mac users record in real time at near-zero latency through the full range of UAD-powered plug-ins.

"Apollo Twin really is the sound of analog on your desktop," said Lev Perrey,

UA's director of product management. "All the things you find on Apollo that make it sound great — from the mic preamps, to the A-to-Ds, to the digitally controlled analog monitoring outputs — we've brought to the Apollo Twin."

The new Apollo Twin gives users the ability to run UA plug-ins inside of any DAW.

"If you've got Logic, ProTools, Cubase or Ableton Live, you can actually run our plug-ins inside your DAW while you're tracking, editing or mixing," Perrey said.

 **Universal Audio (uaudio.com)**




Lev Perrey, Universal Audio's director of product management, at Thursday's press conference

Roland, QSC Announce Marketing Partnership

Roland Corporation and QSC Audio Products have begun a new marketing partnership promoting the concept of electronic and hybrid percussion as a whole and showcasing the pairing of V-Drums and K series amplification as a total solution.

In order for drummers to access the full capabilities of their V-Drums instruments, proper amplification is key.

"The combination of a Roland V-Drums percussion system and a QSC K series instrument amplifier are made for each other and are one of the recommended amplification systems by Roland," said Roland Corporation's U.S. Vice President Paul Youngblood.

 **Roland, QSC**
(rolandus.com, qscaudio.com)

DESIGNED FOR IMPECCABLE SOUND.



INTRODUCING THE NEW VICKICK BEATERS™

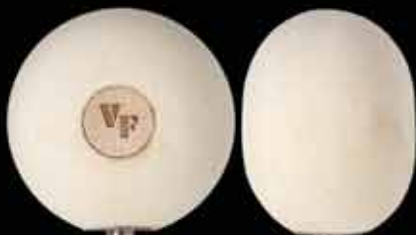
From the first beat, you'll hear a difference. That's because the new VicKick Beaters™ were designed with sound quality as the number one priority. Each features a spherical head for a consistent striking surface, and provides a distinct level of articulation, all with an enhanced low-end. So whichever model you choose, and whatever style of music you play, VicKick Beaters™ will deliver a sound you didn't think was possible.

FELT

Dual striking position for multiple sound & feel options. Clear articulation with a full low-end sound.

FLAT

RADIAL



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VKB1

WOOD

Dual striking position for multiple sound & feel options. Super rhythmic clarity with a big low-end.

FLAT

RADIAL



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FLEECE

Crafted with an oval felt core, covered in fleece for an incredible full & warm sound.



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VKB3



VIC FIRTH
THE PERFECT PAIR™

BRIEFS



DaCarbo Crafts Carbon Fiber 'Bone

DaCarbo's new carbon fiber trombone, the Victoria, has been tested by well-known trombone players in genres from classical to jazz. The instrument is easy to play, with a full sound that's well-balanced over all registers. The carbon fiber slide is light and manufactured with higher precision than what's possible with traditional materials. The bell and the outer slide are completely dent resistant and will not bend.

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

Get the True Concert Experience

The best in lighting, touring and sound solutions take center stage inside The Venue, located inside the ACC Arena.

If you're a buyer involved in stage production, whether it's entertainment, nightclubs, leisure attractions or house-of-worship, then The Venue was created especially for you. This high-tech, high-energy arena houses the latest innovations in lighting, touring and sound. Be sure to catch some of the live electronic music playing outside The Venue arena on The Venue Stage.

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

Rock-Solid Audio Partners Born

Unity Audio has launched the active Pebble and Bam Bam. Like the existing Rock, Boulder and Avalanche sub-woofer monitor models, the Pebble has a sealed cabinet for fast, accurate bass reproduction and features the same internal aperiodic vent as the Avalanche sub-woofer for extended low frequency range.

🛒 [Unity Audio \(unityaudioproducts.co.uk\)](http://unityaudioproducts.co.uk)

Brubaker Upgrades Electric Basses

Brubaker has released upgraded MJX and MJXSC single cut basses. Both series come with a coil selection switch. With the flip of a switch, Brubaker's humbucker splits in two,

letting musicians choose from different single-coil and humbucker pickup configurations. The basses feature a two-band equalizer. The MJXSC design comes in merlot, matte black, tobacco burst and natural finishes. The MJX design comes in white, black, satin tobacco burst, satin blue burst and natural finishes.

🛒 [Brubaker \(apintl.com\)](http://apintl.com)



5 New Michael Kelly Guitars Pay Tribute to 1950s Designs

Michael Kelly Guitars' new 1950s series of single-cut guitars is available in five models, all of which feature an exotic wood top and contoured arm cut, master volume and master tone controls, a three-way pickup selector and coil taps.

The highlight of the series is the 1955. Priced under \$1,000 with real flamed maple body binding, the guitar also offers a unique pickup configuration with a Rockfield humbucker in the bridge and mini humbucker in the neck position. The swamp ash body with quilted maple top includes a white pickguard and chrome hardware.

The 1952 is a basswood body with a flamed maple top outfitted with dual humbuckers, chrome hardware, white body binding and no pickguard. It's available in deep cherry red and natural gloss finishes.

The 1953 is an alder body with a flamed maple top outfitted with a stacked single coil

pickup in the bridge and a Tele-style pickup in the neck position, chrome hardware, alder body binding and a white pearl pickguard. The caramel burst and black vapor finishes come with a rosewood fretboard, while the blue jean wash finish comes with a maple fretboard.

The 1954 is an alder body with a quilted maple top outfitted with a Rockfield SWC humbucker in the bridge and Tele-style pickup in the neck position, black hardware and white body binding.

The 1957 features a swamp ash body topped with a quilted maple top, chrome hardware and a white pearl pickguard housing a Seymour Duncan Little '59 in the bridge and a Rockfield humbucker in the neck position. The 1957 is available in black wash and amber translucent finishes.

🛒 [Michael Kelly Guitars \(michaelkellyguitars.com\)](http://michaelkellyguitars.com)



TKL's Limited Edition Series Expands to Include Banjo Cases

TKL's Limited Edition series has recently expanded to include cases for five-string resonator and open-back banjos. The line now includes 24 models covering acoustic guitars, electric guitars, bass, banjo and mandolin.

TKL's Limited Edition series cases feature a Retro Black Durahyde textured exterior, Providence Forge chrome hardware and combination lock, a vintage blue plush interior and a comfort grip handle.

🛒 [TKL \(tkl.com\)](http://tkl.com)



Higher Fidelity Recordings

Apogee Electronics' new MiC 96k is a professional digital microphone for iPad, iPhone and Mac that records vocals, voiceovers, acoustic guitar, piano or drums.

The MiC 96k, which features the same look and portable form factor as the original MiC, now makes higher fidelity recordings and includes an iOS lighting cable as well as a microphone stand adapter.

The MiC 96k also boasts an iOS 30-pin cable, Mac USB cable and table-top tripod stand.

🛒 [Apogee Electronics \(apogeedigital.com\)](http://apogeedigital.com)



Nady Systems Adds Studio Mic to SCM Series

Nady Systems' SCM-1200 is the most recent addition to the company's SCM series of large diaphragm condensers that includes the SCM 800, 900, 960 and 1000. The cardioid-pattern SCM-1200 is ideal for recording studio vocals, acoustic instruments, orchestras, choral groups and ambient instrument audio as well as live sound.

The SCM-1200 features a large back electret condenser with FET preamplifier and provides rich warmth and crisp, transparent audio.

The microphone also features compact machined housing and a protective mesh grill, internal shockmount construction, transformerless low-noise/high dynamic range output and a basemount mic holder. The SCM-1200 requires 48 volts phantom power.

🛒 [Nady Systems \(nady.com\)](http://nady.com)



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The new ETX family builds upon the industry-leading innovation and 85-year heritage of Electro-Voice audio engineering to offer the most advanced professional-grade portable powered loudspeakers available today.



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- EV's FIR-Drive utilizes the latest Finite Impulse Response (FIR) filter technology to optimize transducer linearity. Advanced limiter algorithms for independent peak and thermal transducer protection.
- Complete full-function DSP control via a single-knob interface. LCD screen for easy system set-up and monitoring: location/application EQ presets, limiter status, input level controls/meters and master volume control to ensure optimal gain structure. Subs feature a preset for true cardioid performance.
- EV-patented Signal Synchronized Transducers (SST) waveguide design provides precise and consistent coverage across all system configurations. Waveguides are custom-designed and optimized per ETX model.

www.electrovoice.com/ETX

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APPOINTMENTS

D'Addario Names Don Click Artist Relations Specialist

Don Click has assumed the role of educator and artist relations specialist at D'Addario. Click will be directly involved in supporting educator and artist relations across D'Addario's percussion brands, including artist and educator order processing, account maintenance and clinic program

management. He will serve as a social media specialist, where he working closely with social media manager Don Dawson.

Click will also work with D'Addario's percussion business unit to support key outreach and product initiatives as well as assist with marketing support.



International Soloist, Educator She-e Wu Joins Mapex

Internationally renowned percussion soloist and educator She-e Wu has joined Majestic and Mapex concert percussion as an artist and clinician. While serving as Associate Professor of Music and Director of the Percussion Program at Northwestern University's Bienen School of Music, Wu has maintained

an active schedule as a marimba and percussion soloist, composer and clinician.

As a child in Taiwan, Wu demonstrated musical talent at 3-and-a-half years old when she began piano lessons at a KHS Music School.



Loud Appoints Mark Altekruze as Regional Sales Manager

Loud Technologies has appointed Mark Altekruze as the western regional sales manager for the Ampeg and Mackie brands. Altekruze will utilize his background in pro audio sales and marketing to manage and collaborate

with Loud's independent rep force and support the two brands' dealer network in the western half of the U.S. Altekruze will be based out of his home office in San Jose, Calif.



US Music Corp. Hires Jason Gano as Marshall's VP of Sales

Jason Gano has joined US Music Corp. as vice president of sales for Marshall USA. Gano has more than 25 years of experience in the MI industry, primarily in instrument sales with companies that include Korg USA

and St. Louis Music.

"We are pleased to have Jason join us at a time when we have such positive momentum for Marshall Amplification," said Barry Ryan, president of US Music Corp.



Samson Welcomes Bob Caputo as Head of Sales

Bob Caputo has been named Samson's new head of sales. Previously at Adam Audio USA in Hicksville, N.Y., Caputo will now spearhead all of Samson's North American sales efforts.

Caputo brings over 25 years of experience in the music and pro audio industries. His

career has encompassed Technical Management at Atlantic Records, General Management at Casio USA and most recently President of Adam Audio USA. Caputo's experiences will elevate Samson's sales efforts and realize the potential of the company's brands.



McNally Named Pearl's Brass & Woodwind Marketing Manager

Pearl Corporation has welcomed Dr. Dan McNally as its new brass and woodwind marketing manager.

McNally holds a Doctorate of Musical Arts in Trumpet Performance and Pedagogy from the University of Southern Mississippi.

He has a Master's in Trumpet Performance from the University of Louisville and a Bachelor's in Music Education from Austin Peay State University. McNally is joining Pearl after many years as a successful high school band director.



Natal Drums Assigns Touchton as National Sales Manager

Natal Drums has appointed Josh Touchton to the position of national sales manager. He brings with him more than 20 years of experience in the music industry.

Touchton has served in sales, marketing, and research and design positions at Mapex,

Slingerland and Evans Drumheads. His practical application experience includes drum tech, clinician and professional drummer. He most recently was division director for Ddrum Percussion and will be residing in Murfreesboro, Tenn.



Mark Posgay Brings 20 Years of Experience to New Role

Sennheiser has appointed Mark Posgay to the position of vice president of sales and marketing.

In his new role, Posgay will report directly to Sennheiser USA President Greg Beebe.

Posgay has 20 years of industry expertise. "Mark brings an ideal mix of audio industry knowledge, customer insight and management expertise to lead our professional systems team as we implement our strategic growth initiatives into 2014 and beyond," Beebe said.



Bigger DDQ Family

LD Systems has added two active cardioid subwoofers to the DDQ series, providing a tight, punchy bottom end for the line's satellite speakers.

The new models, the DDQ Sub 18 and the DDQ Sub 212, are powered by two high-performance Hypex Class D amplifier modules sharing a high-efficiency SMPS. They deliver 700 watts continuous each and a total of 2,800 watts peak power. The DDQ subwoofers have been designed to complement the series' fullrange speakers, and their compact, 18-mm ply cabinets are set up for convenient castor mounting. The DDQ Sub 18 is equipped with an 18-inch FatialPRO woofer, while the DDQ Sub 212 is loaded with dual 12-inch custom neodymium drivers.

🛒 LD Systems (ld-systems.com)



Rob Papen Soundware Packs More Punch

Rob Papen Soundware has unveiled PunchBD-RE, a bass drum synthesizer for Reason's Rack Extension.

PunchBD-RE is based on the bass drum module in Papen's Punch drum synthesizer-sampler software instrument. The Rack Extension version of Punch features the same high-quality algorithms.

Through Reason's Rack Extension, third parties can develop their own plug-ins. Papen has previously released virtual effects for Rack Extension including Predator-RE, SubBoomBass-RE, PR-Verb RE and PR-Distort RE.

"What we face as a developer is having to have a PC version and a Mac version, and if you run them in your regular host, you can crash your host," said Rob Papen, company founder. "That's a real, big battle. People, if they use Reason, learn that things are connected. It's cross-platform; everything works. It's a major leap forward for Reason, and productions coming out of Reason will sound totally different. Reason remains Reason, but now it's open."

PunchBD-RE features a click/noise module and a sample module, which includes sample-based bass drum sounds as well as an assortment of creative controls.

MSRP: \$59.

🛒 Rob Papen Soundware (robpapen.com)



Schecter's Banshee Guitar Line Wails on

Schecter has unveiled new additions to its Banshee line.

The Banshee six-, seven- and eight-string models are available with active EMG 81/85 or passive Seymour Duncan Nazgul and Sentient pickup configurations. The guitars feature the the USA Hipshot Bridge — also available with a Floyd Rose bridge on certain models — and are available in Trans Black Burst, Trans Purple Burst, Crimson Red Burst and Faded Vintage Sunburst.

🛒 Schecter (schecterguitars.com)



Breedlove Stage Guitar Plugs in

The Stage series Concert acoustic-electric guitar from Breedlove is ready to be plugged in and played live. The Stage Concert's distinct voice is built on the original Breedlove Concert body shape, while the electronics let players control their sound. A semi-gloss neck allows for hours of comfortable play.

The Concert works well when played fingerstyle, as vocal accompaniment, or at a full strum. The Breedlove Bridge Truss relieves stress on the top, allowing use of a thinner, graduated top, providing for greater sustain and balance, more expression from the instrument and greater structural integrity.

🛒 Breedlove (breedlovemusic.com)

STUDIO BLISS.



RESOLV RXA STUDIO MONITORS.

Resolv RXA monitors deliver the sonic elements that are essential to any studio setup. Featuring Samson's newly developed *Air Displacement Ribbon Tweeters™* for extended high-frequency response and increased dynamic range to the speakers precise low end coverage. These monitors will produce smooth, natural response which will provide accurate mixes.

Sold individually in 5 and 6-inch models, RXAs are the answer for authentic and critical sound reproduction.

Tama Throne is 1st Class Seat

Tama has rolled out the 1st Chair throne, a soft seat at a low price.

The throne's round top rider features the same heavy-duty construction, double-braced tripod base, memory-locking adjustments and a comfortable top similar to the rest of Tama's 1st Chair family.


 **Tama (tama.com)**



API 1608 Travels 'Round the World

API's 1608 console can now be found in studios around the world.


In Paris, musician-engineer David Chalmers' 32-channel API 1608 fits perfectly in his semi-private space. Virginia's oldest commercial studio, Virginia Arts, opted for a 16-channel API 1608 with P-Mix automation. And Eric Emery chose a 16-channel automated API 1608 to represent Emery Recording Studios in Novelty, Ohio.

 **API Audio (apiaudio.com)**

Santana Receives Kennedy Honors

Paul Reed Smith Guitars congratulates Carlos Santana, a PRS Signature Artist, as one of five recipients of the 2013 Kennedy Center Honors.

Santana's relationship with Paul Reed Smith Guitars began in 1981 when he borrowed a PRS guitar to use on his *Zebop!* album. He has collaborated with the company on the design of Santana model instruments and SE Santana guitars.


 **PRS (prsguitars.com)**



Christian Church Uses Sennheiser

Real Life Christian Church, an Orlando, Fla.-based ministry with five locations, is utilizing Sennheiser microphones and wireless systems. At each of its campuses, the church features live music and video teaching while a volunteer production staff handles most of the AVL duties. The system is outfitted with several channels of Sennheiser evolution wireless G3 systems and microphones.

Real Life also uses Sennheiser equipment to facilitate Real Life TV on Good Life Broadcasting, a regional broadcast network.

 **Sennheiser (sennheiserusa.com)**


Sabian Heads Into Accessories

Sabian's new division, Sabian Performance Accessories, is committed to creating products that solve the real-world challenges of active drummers.

Performance Accessories will offer products like bags, cases, felts, practice pads and

even snare wires.

Band & Orchestral accessories also get a fresh look by the new division. Watch for new accessories to debut under the Sabian Performance Accessories label this year.

 **Sabian (sabian.com)**



Leading Engineers, Producers Use Audio-Technica Vocal Microphone

Grammy Award-winning producer and engineer Joe Chiccarelli recently employed the AT5040 Cardioid Condenser Studio Vocal Microphone.

"I was quite impressed with its clear and honest high end," said Chiccarelli.

Audio engineers Al Schmitt, David

Reitzas and Richard Chycki have also recently used Audio-Technica microphones in their professional work.

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



Frank Filipetti Uses Audio-Technica Mic to Capture Motown Sound

When the cast album for the Broadway hit show *Motown The Musical* was ready to be recorded, the show's producers called on Grammy Award-winner Frank Filipetti to co-produce, record, edit and mix.

In turn, Filipetti called on the new AT5040 Cardioid Condenser Studio Vocal

Microphone from Audio-Technica.

"The vocals just came alive," said Filipetti.

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



D'Addario Joins Cult of Vernon Reid

D'Addario welcomes Vernon Reid, lead guitarist of Living Colour and a co-founder of the Black Rock Coalition, to its artist roster. Reid plays everything from hard rock and punk to funk, R&B and avant-garde jazz and is known for his lightning-fast solos.

Reid creates his unique tone from a variety of D'Addario string sets including Pure Nickel Blues/Jazz/Rock Electric Guitar Strings, Bronze Light Acoustic Guitar Strings and Coated 80/20 Bronze Light Acoustic

Guitar Strings.

"D'Addario strings are the voice of my guitar—weeping, speaking, laughing or screaming," said Reid, who also uses Planet Waves accessories including the Custom Series Cable Line and the Cable Station Pedal Board Kit.

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




'Blue Lou' Marini, Tom 'Bones' Malone Endorse JodyJazz Sax Mouthpieces

"Blue Lou" Marini and Tom "Bones" Malone have joined the JodyJazz family of artist endorsers.

Saxophonist Marini's credits include Eric Clapton, Aretha Franklin, Stevie Wonder and The Rolling Stones. Marini is playing the JodyJazz DV Alto 7 and the HR* Alto 6M mouthpieces.

"I recorded last week with the DV Alto 7 and was delighted with the sound, intonation and articulation," said Marini.

Saxophonist-trombonist Malone is playing the JodyJazz DV Baritone 9 and the DV Tenor 9*. Malone is known for his work with The Blues Brothers, the "David Letterman Show" and "Saturday Night Live."

 **JodyJazz (jodyjazz.com)**



Josh Marunde Joins Pearl's Roster

Pearl Drums welcomes Josh Marunde of Pop Evil to its artist roster. Since the band's inception, Pop Evil has constructed a rock empire of catchy hooks and sing-along choruses. Pop Evil is currently touring to promote its most recent studio album, *Onyx*, on eOne Records, which features the singles "Trenches" and "Deal With The Devil."

Upon signing onto the roster, Marunde turned to the warm and deep tones of the six-ply, all-maple Masters MCX series drumset, finished in the Shamrock Green lacquer.

 **Pearl Drums (pearldrums.com)**




Schecter Starts a Riot

Schecter Guitar Research has added the Session Riot as a new bass line.

The Session Riot has a swamp ash body and active EMG 35DC and EMG 35J pickups. It features an aged natural satin finish and a Canadian hard maple fretboard with ebony side block inlays.

A unique body shape gives the Session Riot a modern vintage look.


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



Tycoon Criollo Cajon Sports Peruvian Style

Tycoon Percussion has rolled out the Criollo Cajon.

The traditional-sounding drum is Tycoon's first snare-less Peruvian-style cajon. With the combination of its deep, warm, booming bass tones and clean and bright slaps, the Criollo Cajon is suitable for a variety of musical genres. It's constructed from environmentally friendly solid oak wood.

 **Tycoon Percussion (tycoonpercussion.com)**



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With their tremendous power, Yamaha DXR Series Speakers and DXS Series Subwoofers cover huge audiences with high definition sound, effortlessly expanding your music and reputation. Yamaha collaborated with the king of touring loudspeakers – NEXO – to develop the DXR's new approach, which delivers high SPL, stunning clarity, and unsurpassed reliability.



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Active Loudspeakers
DXR Series
Active Subwoofers
DXS Series

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SOUND ROOM



Audio-Technica Unveils ATH-M50x Pro Headphones

Audio-Technica has introduced the ATH-M50x Professional Monitor Headphones, part of the company's remastered M series of headphones.

The ATH-M50x has the same sonic signature as the original ATH-M50 headphones and adds refined earpads and three detachable cables. From the 45-mm large-aperture drivers to its sound-isolating earcups, the ATH-M50x is suitable for recording, broadcast, DJ and live sound environments.

ATH-M50x headphones have exceptional power handling and very high SPL capabilities while delivering clear, natural, accurate sound with deep bass and high-frequency extension.

MSRP: \$239-\$259.

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



CAD Audio Expands Acousti-Shield Line of Enclosures

CAD Audio has added the AS22 and AS16 to its line of Acousti-shield stand-mounted acoustic enclosures.

The Acousti-shield 22 is a foldable enclosure that provides added portability to the Acousti-shield line. Constructed of 16-gauge perforated stainless-steel shield-mated to 53-mm high-density micro-cell acoustic foam, it enables a mobile, dry recording environment to be created for miking situations at home and on the road.

The AS16 combines durable construction and high-density micro-cell acoustic foam to facilitate an isolated recording environment.

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

Shure SRH1540 Extends Headphone Portfolio

Shure has introduced SRH1540 premium closed-back headphones.

Featuring an expansive soundstage for clear, extended highs and warm bass, the lightweight headphones extend Shure's SRH headphone portfolio, offering a comfortable circumaural design for professional mastering and audiophile listening.

Powered by 40-mm neodymium drivers, the SRH1540 headphones deliver superior acoustic performance available in a closed-back headphone model. A design developed with aluminum alloy and carbon fiber construction as well as Alcantara ear pads, the SRH1540 is built to withstand the rigors of everyday use while still ensuring maximum sound isolation and comfort. The Alcantara ear pads are integral to the headphones' acoustic tuning, positioned to optimize driver performance.

The SRH1540 was inspired by the recently released SRH1840 open-back headphones.



"The SRH1540 offers a pronounced bass response and the widest overall frequency range, while retaining the same level of craftsmanship as our open-back SRH1840," said Matt Engstrom, category director for monitoring products at Shure. "The SRH1540 headphones feature a diaphragm developed with APTIV Film for improved linearity and lower total harmonic distortion."

[Shure \(shure.com\)](http://shure.com)



Tannoy Reveal Monitors Widen the Sweet Spot

Tannoy has introduced Reveal 402, 502 and 802 active studio monitors. The new line is voiced to bring a massive sweet spot to personal studios.

Now musicians can move around their workspace and share their mix while maintaining a precision listening experience. The new range consists of an ultra-compact 4-inch, a versatile 5-inch and a powerful 8-inch model.

MSRP: Reveal 402, \$139.99; Reveal 502, \$179.99; Reveal 802, \$279.99.

[Tannoy \(tannoy.com\)](http://tannoy.com)



Sony DWX Digital Wireless System Transmits Signals Clearly, Securely

Sony Electronics' DWX series digital wireless microphone system is designed for a range of professional audio applications, including live sound, field production, broadcast, theater and sound recording.

"The DWX series is designed to offer audio professionals the flexibility necessary to handle wireless transmission in nearly any type of environment," said Karl Kussmaul, senior product manager for pro audio, Sony Electronics. "It offers the perfect combination of sound quality, stable transmission, performance and durability."

The digital wireless microphone system transmits and receives high-quality 24-bit/48-kHz digital audio. Using Sony's original WiDIF-HP codec, the system delivers a wide dynamic range of more than 106 dB, a wide frequency response of 20 Hz to 22 kHz, and an excellent transient response.

The DWX series enables highly stable wireless transmission that's free of unwanted interference. In addition, the system

transmits and receives digitally modulated and encrypted data to minimize the risk of interception.

Some of the newest DWX series components include:

- DWM-02 handheld transmitter with interchangeable mic capsules (CU-C31, CU-F31, CU-F32). A choice of microphone capsules allows operators to capture sound depending on their individual requirements plus supports the use of third-party mic capsules.

- DWR-R02D dual-channel rackmount receiver. The new model adds support for electric guitar and bass amplifier connections by adding 1/4-inch unbalanced phone outputs with attenuation control function. The new version also adds support for 100-volt to 240-volt AC and 12-volt DC power.

- DWR-S02D portable receiver. A wide bandwidth of up to 72 MHz gives users a higher probability to find unoccupied frequencies in congested metropolitan areas.

[Sony \(sony.com/proaudio\)](http://sony.com/proaudio)



Steinberg Updates Cubase Systems

Steinberg Media Technologies has made significant updates to its Cubase and Cubase Artist music production systems.

Version 7.5 incorporates important workflow enhancements, version updates to its instruments and new effects to further the impressive feature set of Cubase and increase professionals' productivity when producing music.

"The mix of highly effective editing and workflow enhancements, new instruments and studio-grade effects makes 7.5 one of the most beneficial Cubase releases since SX 1," said Helge Vogt, product marketing lead at Steinberg. "I'm confident that this version will boost the creative output of our users and underline its position as DAW of choice for the most renowned producers today"

At the top of the new features list is TrackVersions for creating, renaming and managing multiple versions of one or more audio, MIDI and instrument tracks.

[Steinberg \(steinberg.net\)](http://steinberg.net)



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The Original DriveRack PA revolutionized audio for bands all around the world by providing all of the processing you needed between your mixer and amplifiers to optimize and protect your loudspeakers. The **all new** DriveRack PA2 takes it to a whole new level. A brand new Wizard allows for faster and easier set-up, new AutoEQ and AFS give you professional touring quality room EQ and incredibly accurate Advanced Feedback Suppression (AFS™) and finally all can now be controlled on the fly with your mobile device or Laptop using Ethernet control via an Android®, iOS®, Mac®, or Windows® device. The DriveRack PA2 continues the DriveRack legacy of great-sounding, powerful, and affordable loudspeaker management processors, for a whole new generation. For more information, contact your dbx dealer today or visit www.dbxpro.com.



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AKG



dbx

DigiTech



Lexicon

Martin

Soundcraft

HARMAN
PROFESSIONAL

Recording King M5, M7 Banjos Hand Built in United States

Recording King has introduced two U.S.-production banjo models, the M5 and M7.

The M5 banjo is hand-built from top-shelf woods, including the curly maple one-piece neck and curly maple resonator.

The original fan-style fretboard inlay and hand-rubbed nitrocellulose lacquer round out the M5's set of professional features:

- Original Recording King peghead with ebony overlay;
- Two-way adjustable truss rod;
- Three-ply maple Recording King rim;
- 20-hole bell brass flathead tone ring;
- Prewar-style pot metal flange.

The M7 banjo is also hand-built State-side. With high-end features like a one-piece

mahogany neck and a one-piece mahogany resonator, the M7 will hold its own against any top-shelf banjo.

The custom-designed diamond-and-square fretboard inlay and hand-rubbed nitrocellulose lacquer elevate the M7 to another level. Features include:

- Original Recording King peghead with ebony overlay;
- Two-way adjustable truss rod;
- Three-ply maple Recording King rim;
- 20-hole bell brass flathead tone ring;
- Prewar-style pot metal flange.

The M5 and M7 come with Recording King vintage hardshell cases.

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



R&B Debuts 4 New Guitars

R&B Guitars has expanded its line of guitars to include several new styles modeled after American classics, including three new electric guitars and an acoustic model.

The R&B CB300VS is a hollow-body electric guitar, with a flamed maple top, maple neck and rosewood fret board, complete with a vintage sunburst finish.

On the electronics front, accompanying two humbuckers, it features two volume knobs, two tone knobs and a three-way switch — stretching the tone from treble-heavy rockabilly to a warm and punchy jazz sound, and anywhere in between. Chrome hardware and diecast tuning machines complete the instrument.

The R&B ST300, available in classic tobacco sunburst, black and cream finishes, has a spruce body, maple neck and Indian rosewood fret board. The R&B JP120 has a flamed maple top, maple neck, rosewood fret board and three classic finishes (cherry burst, black and gold top).

R&B's new 36-inch dreadnaught comes in three finishes: natural basswood, vibrant pink and sky blue.

🛒 **AP International** (apintl.com)

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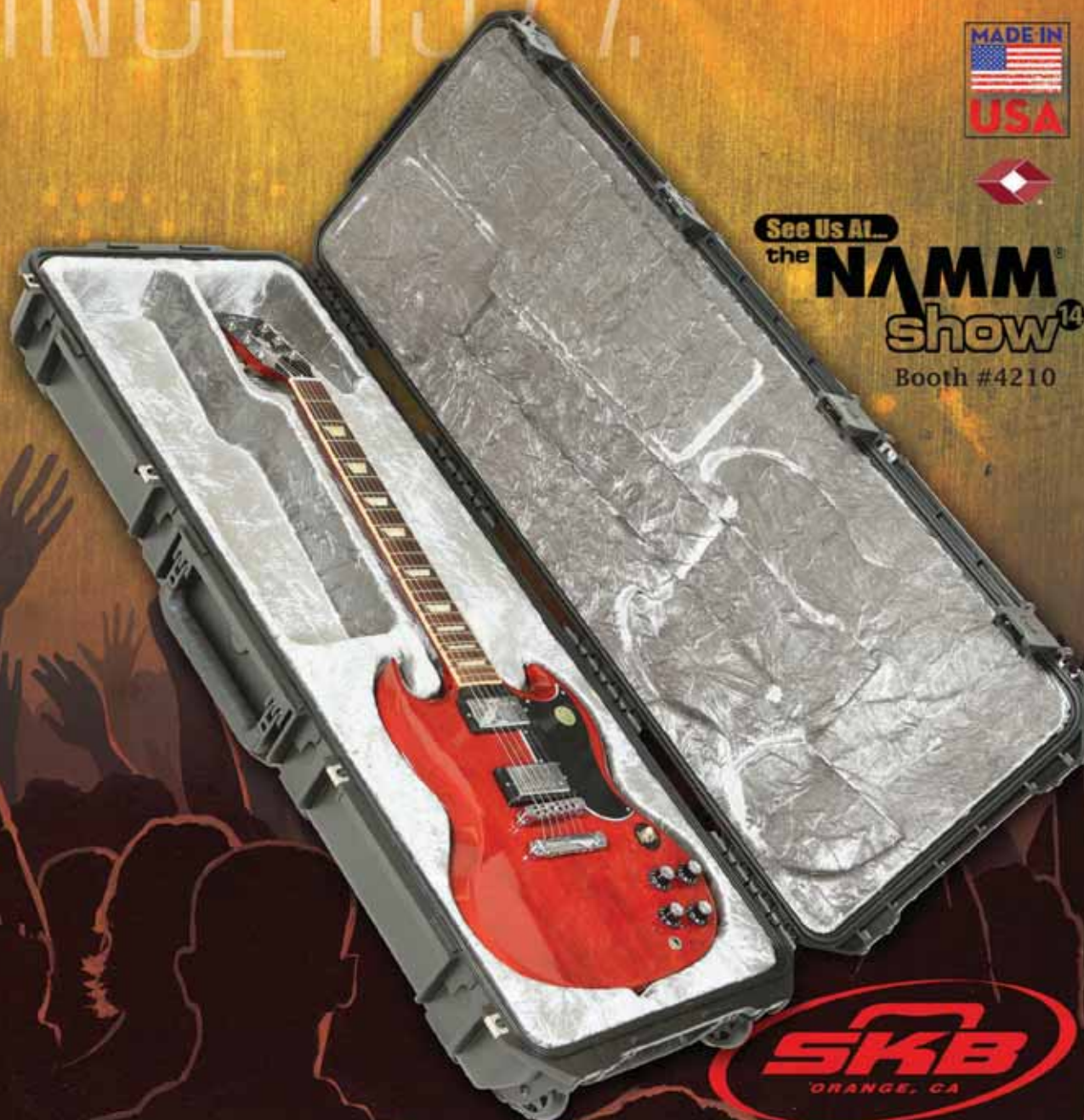
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Allen & Heath is pleased to announce a new addition to its popular QU series. In addition to this groundbreaking new digital mixing system, the flagship GSR-24M recording desk and new ICE-16D USB Multi-Track recorder will also be on display.

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BAND ROOM

Vandoren Expands Masters Line

The Masters clarinet mouthpiece line by Vandoren has been expanded with the addition of the "13" series, which is pitched at A = 440. Previously available in two distinct models, Vandoren has also added the CL6 model to the "13" series as well as the standard A = 442 series.

The Masters line was introduced in 2011 and features a unique exterior shape and chamber design that allows for a resonance and tone color unlike any other Vandoren mouthpiece. It has the performing

characteristics of an expensive, handmade mouthpiece at a fraction of the cost.

The CL6 is designed for clarinetists preferring a slightly more open mouthpiece. Vandoren has also added an entire line of 13 Series Masters mouthpieces pitched at A = 440 for American orchestral players and anyone seeking a slightly lower pitch.

🛒 **Dansr (dansr.com)**



Jupiter Introduces 'Wave-Line' Flutes

The Jupiter product development team collaborated with several music educators, including Prof. Barbara Gisler-Haase from the University of Music and Performing Arts in Vienna, to create the Jupiter 509S and 510ES, two flutes for younger players.

The 509S and 510ES address problems with ergonomic concerns that many instructors experience while teaching beginning flute students. The "Wave-Line" design and shortened length is more ergonomic and keeps the headjoint in line with the body, promoting correct playing posture.

The 509S model is designed for children from 5 to 8 years of age. It has assisted



fingering key cups and a specially designed low D body without trill keys to reduce the flute's weight. The 510ES model is fully equipped with trill keys, split E mechanism and engraved alignment indicators.

🛒 **Jupiter Music (jupitemusic.com)**

Piccolo Trumpet Mouthpieces Join Schilke's Symphony

Expanding its Symphony series mouthpiece line, Schilke has added three new mouthpieces created specifically for the piccolo trumpet.

Schilke's new piccolo trumpet mouthpiece choices come in both cornet or trumpet shank. Rim diameter options have been expanded to smaller sizes 6 and 7 within the Symphony series line. Now available in three rim sizes, the P5X, P6X and P7-X models feature modified, comfortable rim and cup shapes with the traditional Schilke "X" piccolo backbone. These models provide



a balanced, even feel with a clear, resonant sound.

🛒 **Schilke (schilkemusic.com)**



Yamaha Reconfigures Professional Flutes

Yamaha's new line of professional flutes includes the YFL-577HCT, YFL-587HCT, YFL-677HCT, YFL-687HCT, YFL-777HCT and YFL-787HCT.

Yamaha's reinvented flutes contain a hand-finished, sterling silver A-cut headjoint that provides rich, colorful tone and a wide, dynamic range.

On the 600 and 700 series models, heavywall body construction contributes to a warm sound and resonance.

To accommodate Straubinger Phoenix

Pads, which provide a precise seal and smooth response, Yamaha reconfigured its toneholes and pad cups.

The flutes are designed to meet the needs of musicians involved in a range of performance settings and to provide students with quality instruments at affordable prices.

"Yamaha flutes stand out for their exacting specifications and high level of quality," said Brian Petterson, marketing manager, Wind Instruments, Yamaha Corp. of America.

🛒 **Yamaha (usa.yamaha.com)**

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D'Addario Foundation Fosters Music Education

The D'Addario Foundation is a non-profit organization committed to inspiring and assisting the growth and appreciation of music throughout the world by partnering with passionate music educators.

Through the generous support of D'Addario and Company, the D'Addario Foundation awards grants and product donations to educational programs that offer sustained opportunities for active participation in music making in under-served communities.

The Curtis Institute of Music became a recipient of a D'Addario Foundation grant in 2013. It provides full-tuition scholarships to all of its students, ensuring that admissions are based solely on artistic promise. Curtis provides complete and diversified musical


training, plus liberal arts courses.

W.O. Smith/Nashville Community Music School is also a first-time recipient of a D'Addario Foundation grant. Established in 1983, this school has expanded from 45 students to serving over 600. Students are charged a mere 50 cents per lesson and receive weekly group or private instruction, including course work in music theory for all beginners.

Rock the Autism is a 501(c)3 non-profit organization dedicated to bringing a lifetime of music to those living with autism by putting instruments and microphones in the hands of autistic and special-needs children, allowing them to be



free to express themselves. Music instruction is provided for free to kids and parents.

 **D'Addario Music Foundation**
(daddariofoundation.org)




Dave Smith Instruments Born, Raised in USA

A made-in-the-USA success story, polyphonic synthesizer manufacturer Dave Smith Instruments designs and builds its instruments in San Francisco.

"We take the craftsmanship of our instruments very seriously," said company founder and designer Dave Smith. "So every one of our products is built in San Francisco, California. Unlike other companies, who may build some products in the USA but bring in others from China, even our low-cost instruments are built here. Our synthesis technology, developed over the last 40 years, allows us to hit great price points, have the most advanced features, build only with metal and wood — no plastic cases."

Smith is responsible for producing the pre-eminent Prophet-5, the world's first programmable polyphonic synthesizer.

 **Dave Smith Instruments**
(davesmithinstruments.com)

GearLode Offers Customized Dealer Websites

GearLode.com, the online instrument and equipment rental website, is offering customized website integration services so that dealers can create their own branded identity within the GearLode platform for enhanced brand building and increased rental traffic.

"We offer three levels of customization for a dealer's presence on GearLode's platform," said Mike Dawson, GearLode cofounder. "With Level 1, any rental ads you put on GearLode will appear on your store's profile page that can be linked from your own website. With Level 2, you get a subdomain, for

example, 'your-business.gearlode.com,' which goes to a homepage with your color scheme and logo and all your rental ads. Level 3 includes your own microsite at your subdomain."

 **GearLode**
(gearlode.com)





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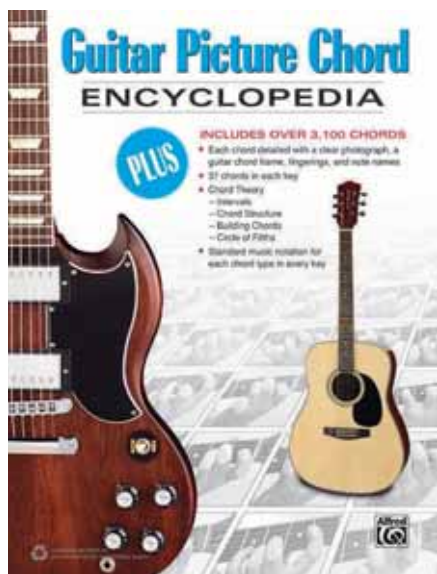


VI SERIES

The new Alesis VI series keyboard controllers put the virtual music production universe at your fingertips. A single USB connection is all it takes to start crafting melodies, launching audio clips or tweaking plug-ins. From concept to finishing touches, the VI series gives you the controls to create at a price that's nice.

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GUITAR WALL



Alfred Volume Lists 3,100 Chords

Alfred's *Guitar Picture Chord Encyclopedia* lists every chord that a serious guitarist would ever need.

Co-written by Alfred Music editors Link Harnsberger and Nathaniel Gunod, the *Guitar Picture Chord Encyclopedia* is a comprehensive collection of over 3,100 chords that feature crystal-clear photographs, chord frames and standard music notation. Chord fingerings are shown along with note names, and chords are listed alphabetically and chromatically for easy reference. Chord construction, intervals, inversions, altered chords and music theory are explained using simple language to give the reader a complete understanding of the chords.

🛒 **Alfred (alfred.com)**

ESP Launches New Bass Guitars

ESP has added models to its line of basses, including four-, five- and six-string instruments under the company's ESP Original, E-II and LTD brands.

The new ESP Original line includes the Stream and Stream CTM basses. The ESP Original Stream is a bolt-on bass at 34-inch scale with a white ash body, a maple/walnut/paduak neck and rosewood fingerboard. It includes Hipshot tuners and bridge, EMG 35J (bridge) and EMG 35P4 (neck) pickups, and is available in black and two-tone burst finishes. The Stream CTM adds a flamed maple top and comes in Marine Blue and See Thru Black Cherry.

ESP's new E-II brand includes the AP-4 (four-string) and AP-5 (five-string) bolt-on basses at 34-inch scale, with a white ash body and maple neck with rosewood fingerboard. Components include Gotoh tuners and bridge, and Seymour Duncan SMB-4d (AP-4) and SMB-5d (AP-5) pickups with active EQ. Available finishes for the AP-4 include See Thru Black, See Thru White and Tobacco Sunburst.

The ESP Stream bass is available in black and Snow White finishes. Also, the E-II Stream FM provides the bass in a flamed maple top with See Thru Black finish. The E-II Vintage-4 PJ/M (maple fingerboard, black finish) and E-II Vintage-4 PJ/R (rosewood fingerboard, three-tone burst finish) are a classic bolt-on basses with alder bodies and maple necks.

🛒 **ESP (espguitars.com)**



Ovation Revamps Celebrity Series of Acoustic-Electrics

Ovation's new Celebrity Standard series of acoustic-electric guitars is replacing the existing Celebrity series and consists of two tiers: Celebrity Standard and Celebrity Standard Plus models.

The line features eight finish options, and the new models have a classic mid-depth Lyrachord cutaway body style and an improved quartersawn scalloped X bracing design.

Available in sunburst, natural, black and

ruby red gloss finishes, the Celebrity Standard features a solid spruce top and pearloid microdots on a rosewood fingerboard, a pearlloid rosette and the Ovation OP-4BT preamp with Ovation slimline pickup.

For a more exotic look, the Celebrity Standard Plus features figured tops and upgraded abalone appointments.

MSRP: Celebrity Standard Plus, \$649.50; Celebrity Standard, \$529.50.

🛒 **Ovation Guitars (ovationguitars.com)**



Savannah Redefines the \$99 Guitar

Savannah has introduced six guitars at a MAP of \$99 each. The new instruments give music stores the ability to deliver great-sounding instruments to their customers at a hot price point while taking advantage of The Music Link's dealer-friendly margin.

The SGD-12 dreadnought, SGO-12 000 and SGP-12 0 offer players on a budget a variety of options. A basswood top and carved Sitka spruce braces give these guitars the

full, warm sound of higher-priced instruments. Each has a classic 25.4-inch scale for volume and punch on a comfortable thin C neck with 1 11/16-inch nut width. A bound rosewood fretboard, ivory body binding and nickel-plated hardware help to give the D, O and P guitars some extra refinement.

All three shapes are offered in natural gloss or black gloss finishes.

🛒 **Savannah (savannahacoustic.com)**

Washburn Travels Through Time with Paul Stanley

Washburn Guitars has introduced the Time Traveler series with model PS2012R, a classically inspired guitar. Designed in conjunction with Paul Stanley of Kiss, Time Traveler guitars are handcrafted and aged to look, feel and play as if they're 40 years old.

Built in the Washburn USA Custom Shop, the limited-edition Time Traveler models utilize premium woods and components. Each guitar feels and plays as if it were a worn and well-broken-in old friend. No two are alike, making each one a collectible in its own right (a certificate of authenticity is included with each). The Aged Nitro Cellulose finish is available in four colors: Pelham Blue, Polaris White, Golden Mist and Cardinal Red. MSRP: \$8,665.33.

🛒 **Washburn (washburn.com)**



Lâg Debuts T77PE Acoustic Guitar in the United States

Lâg Guitars has launched the T77PE guitar in the United States. This new model is part of Lâg's Tramontane line of acoustic and acoustic/electric guitars, which are distinguished by their use of fine woods, beveled corner bindings, proprietary preamp/pickup systems and a detailed rosette design.

The T77PE comes in a Traditional Parlor E style body (with a slot peg head), and offers a mahogany body with black and ivory radial edge binding. The bridge and fingerboard are made from Indonesian rosewood; the compensated saddle and nut are both black graphite. The mahogany body and dark mahogany neck all feature a French Satin finish.

A new preamp configuration, the DirectLâg Plus, is featured in this series. It consists of Lâg's proprietary DirectLâg preamp plus a built-in tuner. MSRP: \$329.99.

🛒 **Lâg Guitars (usa.lagguitars.com)**



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Allen & Heath Xone:23 Mixes Into DJ Market

Allen & Heath has launched the Xone:23, a two-channel DJ mixer packed with professional features normally found in the DJ booth of a top-rated club, including an enhanced version of the legendary Xone filter with resonance control, VCA faders, three-band total kill EQ, illuminated switches and a crossfader curve selector with styling inspired by the flagship Xone:DB4.

At the heart of the mixer is the analog Voltage Control Filter (VCF) system offering low-pass and high-pass filters, frequency sweep and "mild to wild" resonance control. There is also an FX loop to connect to third-party FX units, which route back in through the filter system.

The mixer's two stereo channels feature independent level controls for each input, enabling up to four stereo sources to be simultaneously routed to the mix, as well as the dedicated send and return system for external FX.

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



AKG By Tiësto Headphones Reject Noise, Boost Bass

Music superstar Tiësto was involved in every aspect of the design process for the AKG By Tiësto line of headphones.

The AKG By Tiësto K267 headphones offer 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. The user-adjustable bass boost keeps sound neutral or maximizes deeper sub-bass frequencies when selected.

For convenience and comfort, the K267's dual plug-in feature allows the user to attach the cable to either the left or right earcup. Each set has 3D-Axis folding mechanisms

for optimum fitting and flat storage.

Tiësto tours more than 200 nights a year, and for every show, his AKG By Tiësto K267 headphones are on his ears while he mixes and entertains onstage.

The AKG By Tiësto line of headphones has earned the internationally recognized Red Dot Design Award, given to the finest in technology and products from companies that strive for excellence in design.

Suitable for multiple applications, the K267 Tiësto is an over-ear, closed-back design that offers high comfort and maximum noise rejection.

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

See Big Brands on Levels 2 and 3, and in Hall E

While you're out looking for the show's best finds, expand your search to include Level 2, Level 3 and Hall E. Level 2 features brands like Paul Reed Smith, Peavey and Schecter, and Level 3 is where you can find Roland and Lounge 88. More exciting products are downstairs in Hall E's Music Metro, Innovation Alley, Electric Avenue, Acoustic Court and Wireless Way.

Hall E and the exhibits on Levels 2 and 3 open each morning at 9:30 a.m.

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



Kala Begins U.S. Production with Banjo Ukuleles

Kala Brand Music has released banjo ukuleles, the company's first ukuleles manufactured in the United States. The banjo ukuleles are the first in a series of acoustic and acoustic/electric instruments that Kala is producing at its headquarters in Petaluma, Calif.

Kala will feature two concert banjo ukulele models available in a custom-figured koa or maple shell.

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

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Hosa Technology Debuts Speedy USB 3.0 Cables

Hosa Technology has introduced the USB-300 series SuperSpeed USB 3.0 cables.

Featuring data transfer rates up to 10 times faster than USB 2.0, the SuperSpeed USB cables are ideal for musicians seeking to maximize the performance of their equipment.

Available in 3-, 6- and 10-foot lengths, the SuperSpeed USB cables are available in two configurations: the traditional Type A to B option commonly used to connect a PC to an audio interface, external hard drive or similar device; and the Type A to Micro-B



connector found on DSLR cameras, smart phones, tablets and portable drives.

Regardless of the connector type, Hosa SuperSpeed USB cables are fully compliant with USB 3.0 specifications, providing transfer rates of up to 5 Gbps.

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

Peavey Introduces RBN 12 Speaker Enclosure

Peavey's new RBN 12 speaker enclosure is driven by a highly efficient power amp designed for powered speaker enclosures.

Already used in studios, Peavey is bringing its ribbon driver to powered speaker enclosures designed for live applications. The 1,500-watt RBN 12 is equipped with a 12-inch, dual-voice coil neodymium Black Widow speaker. Incorporating modern digital signal processing, the RBN 12 enclosure features two XLR 1/4-inch combination inputs, a 3.5-mm input and a mic/line level selection. Each input features digital infrasonic high-pass filters, a nine-band graphic EQ



and delay. Each output features a sophisticated compressor/limiter and fourth order high-pass/low-pass filters.

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

Remo Heads Start a Quiet Storm

Remo has unveiled a new line of single-ply mesh drumheads for quiet practice applications.

The single-ply mesh material features a soft, spring-like feel at very low decibel levels. Offered in snare, tom and bass sizes, Silentstroke drumheads provide a unique practice alternative to standard acoustic drum volumes.

The Silentstroke line comes in a range of sizes, from 8-inch to 24-inch heads. They are ideal for drumming applications where standard drum set volume is an issue.

MSRP: \$23.25-\$72.50.

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



Reverend Debuts Balch Signature Axe

Reverend Guitars has introduced a signature model for Fu Manchu and Sun + Sail Club guitarist Bob Balch. Balch has been playing Reverend Senseis for years.

For his signature model, Reverend added body bevels, routed a tone chamber under the pickguard and loaded it with Railhammers. The all-new Bob Balch Railhammer pickup is in the bridge — a brass-covered

Railhammer with a ceramic magnet for smooth and clear tone.

The Railhammer Chisel in the neck position adds an aggressive tone with its cutting upper-mid range.

The Reverend Bob Balch signature model is Satin Transparent Brown and has a rosewood neck.

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



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Jean Baptiste is committed to providing the best value when it comes to brass and woodwinds. By value, we don't simply mean that 'our instruments are affordable', but more importantly, that they're of a quality that far exceeds our nearest competitors. We believe that starting with a quality instrument at an early age greatly increases the chances for a successful playing career.

Jean Baptiste is looking forward to the future with this year's introduction of our most robust product line ever. And most importantly, we hope to inspire students and educators to take their music to the next level.

VISIT US AT BOOTH 4410 IN HALL C

Focusrite Interfaces Compatible with Thunderbolt

Focusrite's Saffire FireWire interfaces are fully compatible with Thunderbolt ports on Mac computers.

Since the introduction of the first Focusrite Saffire interface in 2005, FireWire has been a favorite among Focusrite interface users. FireWire and USB allow users to have an audio interface on one type of bus and hard drives on the other.

On the latest Apple computers, FireWire 400 and 800 ports have been superseded by Thunderbolt — a high-speed serial interface developed by Intel and Apple.

It's easy to connect a Saffire interface to a Thunderbolt-equipped computer. All you need is the included FireWire 400-800 cable and a Thunderbolt-to-FireWire 800 adapter (sold separately). Saffire interfaces are



fully compatible with Thunderbolt using this adaptor, which provides up to 7 watts of DC bus power as well as full signal connectivity.

Focusrite will continue to fully support the Saffire range and will fully support the use of Thunderbolt/FireWire adaptors. If

users upgrade their computer to one with Thunderbolt, they can continue to use the Saffire interface as before. If they buy a new Saffire interface, it will work efficiently with any Thunderbolt-equipped computer.

🛒 **Focusrite (focusrite.com)**



Strukture Two-Tier Keyboard Stand a True Heavyweight

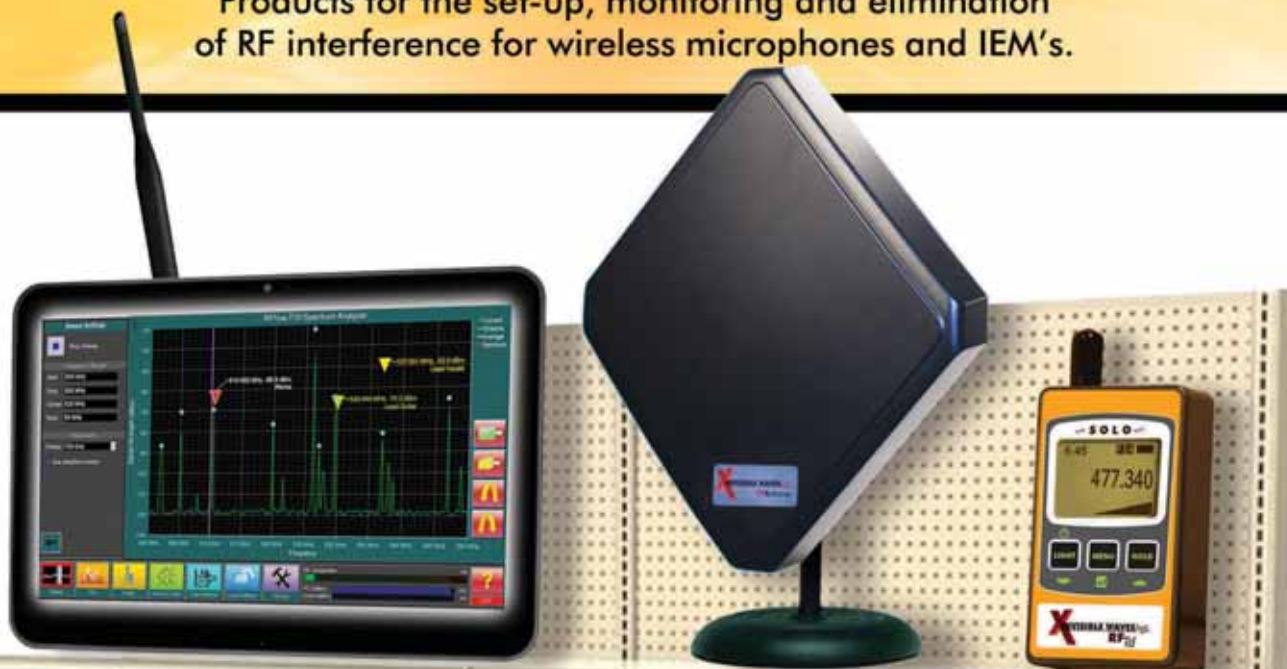
The new Megalith two-tier keyboard column stand is constructed of heavy-duty steel and lightweight aluminum for a durable yet portable design. Each stand includes two sets of height-adjustable arms for playing comfort, and all arms retract into the center column of the stand for easy storage. Each set of arms accommodates a keyboard up to 110 lbs, while legs provide structural stability and fold into the base. The stands include a threaded attachment for a mic clip or boom arm, as well as two D-rings that easily attach to the included carry strap. MSRP: \$229.95.

🛒 **Strukture (strukturegear.com)**

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Audiofly continues to advance detailed, full-spectrum sound technology with the addition of the AF140 to the Audiofly Performance series of in-ear monitors.

The AF140 integrates a dynamic driver with two balanced armature drivers, adding crossover circuitry.

"As gigging musicians, we crafted in-ear monitors that we want to use on stage," said Dave Thompson, CEO of Audiofly. "We also want to give all musicians the ability to perform like a pro, and music lovers the chance to experience music like never before. Our goal was to create an in-ear monitor with a warm, full bass response and detailed reproduction through the mids and highs. That's why we've combined the two driver technologies. We kept an eye on durability and long-term comfort, too, so you'll want to take your AF140s with you to enjoy music between gigs and while traveling."

🛒 **Audiofly (audiofly.com)**



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daddario.com



Grundorf Guitar Cases Stand Strong

Grundorf has unveiled two new guitar stand cases: the G-GSCB and PRO-GSCG.

Compact and easy to transport, both new cases hold as many as six guitars when open, yet they are compact and easy to transport and store. These guitar cases provide a secure means of holding one's instruments while performing on stage or in the studio.

When collapsed, the cases have a compact form factor designed for easy transport. These new cases are great for guitarists, recording studios, rehearsal facilities, and as backline supply for production companies and rental operations.

The G-GSCB guitar case features a vintage vinyl finish, while the PRO-GSCG employs aluminum extrusion edge protection

and a durable, impact resistant laminated finish that is resistant to scratches, weather, and other variables that flight cases typically encounter.

Both the G-GSCB and PRO-GSCG cases facilitate easy and secure setup and tear-down. The cases include padded adjustable spacers to customize the case for user specific acoustic or electric guitars and basses. The thick, plush interior provides excellent protection for the finish of one's prized instruments.

"Both the G-GSCB and PRO-GSCG guitar stand cases are a terrific accessory for today's guitarist as they provide a secure, protective means of holding one's guitars with a small footprint," said Frank Grund, president of

Grundorf Corporation. "Further, they eliminate having multiple lightweight, collapsible traditional guitar stands for each instrument, which provide less protection and occupy more space. Our new cases provide far better protection for one's guitars and, when the gig's over, they collapse quickly and travel well. I'm certain many guitarists and bassists will find these cases an invaluable accessory."

MSRP: G-GSCB, \$349.95; PRO-GSCG, \$429.95.
 **Grundorf (grundorf.com)**




EHX Slammi Pedal Has New Algorithm

The Slammi Polyphonic Pitch-Shifter/Harmony pedal from EHX combines a powerful new algorithm with EHX's revolutionary Next Step Effects platform to deliver a great tone, glitch-free operation and precision control.

The Slammi's MAX BEND control functions as an 11-position switch. It allows the player to set the pedal's maximum bend/interval to Detune for a lush chorus effect as well as 1/2 Step, Major 2nd, Major 3rd, Perfect 4th, Perfect 5th, Major 6th, Minor 7th, 1 Octave, 2 Octaves and 3 Octaves.

Bends can move up or down in relation to the original pitch, selectable with the pedal's Bend button. Maximum bend can be achieved in either the toe-down or heel-down position, allowing players to customize the pedal's response. The Slammi's controls include a thumb wheel for dry volume, which blends in the instrument's dry signal.

MSRP: \$191.66.

 **EHX (ehx.com)**




On-Stage Stands MBS5500 Arm Goes Anywhere

Responding to calls for a portable broadcast boom arm, On-Stage Stands has introduced the MBS5500 Studio Webcasting Boom Arm.

Now broadcasters, bloggers and budding DJs can turn any desktop into a true microphone station. Mics can be positioned precisely for consistent high-fidelity sound without taking up tabletop space.

The MBS5500 is a pro-level articulating mic boom intended for broadcast and webcast applications. Two pairs of springs provide just the right counterbalance for popular broadcast microphones, digital recorders, video cameras or other devices, including the new line of u-mount Snap-On tablet covers. Suitable for the professional or home studio environment, the MBS5500 allows for quiet, easy and repeatable positioning, even while on-air.

MSRP: \$129.99.

 **On-Stage Stands (onstagestands.com)**



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New Strap Mixes Two Leathers

Levy's Leathers has introduced the MD-17DP strap.

A patchwork combination of two leathers is the defining characteristic of this 2 1/2-inch wide guitar strap.

The strap features distressed leather patches and garment leather. It is available in black and white colors.

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

Line 6 StageScape M20d Software Enhances Live Sound Experience, Views

Line 6 has announced the availability of v1.2 software for the StageScape M20d smart mixing system.

The update enhances the StageScape M20d live sound experience by adding intuitive fader views and new signal-chain presets created by live sound engineers.

"The StageScape M20d mixing paradigm continues to evolve with v1.2 software," stated Max Gutnik, vice president of products at Line 6. "Now musicians can choose the mixer view they are most comfortable with, and quickly dial in professional-caliber live sound thanks to presets designed by experienced touring artists."

One of the new features of the software is the ability to alternate between the stage-based mixing view and a more traditional fader-based view.

The new fader screens emulate the look and feel of a conventional mixer, and can be used to control channel and group

levels, monitor sends, FX returns and outputs. Fader view also enables users to mix monitor sends on faders. Fader view is available on the StageScape M20d display as well as the StageScape Remote iPad app.

The v1.2 software introduces new signal-chain presets designed by engineers Brad Madix (Rush) and Daniele Di Giovanni (James Brown, Ray Charles, Dave Grusin, Lee Ritenour, Mike Stern).

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



Aphex IN2 Designed for Project Studios

Aphex's IN2 is a computer audio interface for project studios, musicians, production rooms and more.

The IN2 was conceived with the project studio in mind. Its pair of class A mic pre-amps provide clean gain for any type of microphone, while the built-in analog, optical compressors keep dynamic range in check. The IN2's headphone amp is based on Aphex's acclaimed Headpod 4. The IN2 uses a 12-volt external power supply. The IN2 also features two front panel instrument inputs.

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

Graph Tech's PrePlay Helps Neutralize Skin pH

Graph Tech Guitar Labs has released PrePlay, hand care for guitars. Human hands are naturally acidic and the oils can transfer dirt and grime to guitars which shortens string life and eats away at a guitar's hardware and finish. PrePlay balances skin pH to 7pH — neutralizing hand acid and protecting the instrument. The lubricating nature also adds slide, glide and a comfortable feel to the neck.

PrePlay contains natural ingredients and oil extracts, including sandalwood, lemongrass, black tea, mallow, clove, Irish moss, rosemary and chamomile.

🛒 [Graph Tech Guitar Labs \(graphtech.com\)](http://Graph Tech Guitar Labs (graphtech.com))

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AER AMPS

CRUSH DRUMS

GROW WITH TANGLEWOOD GUITARS

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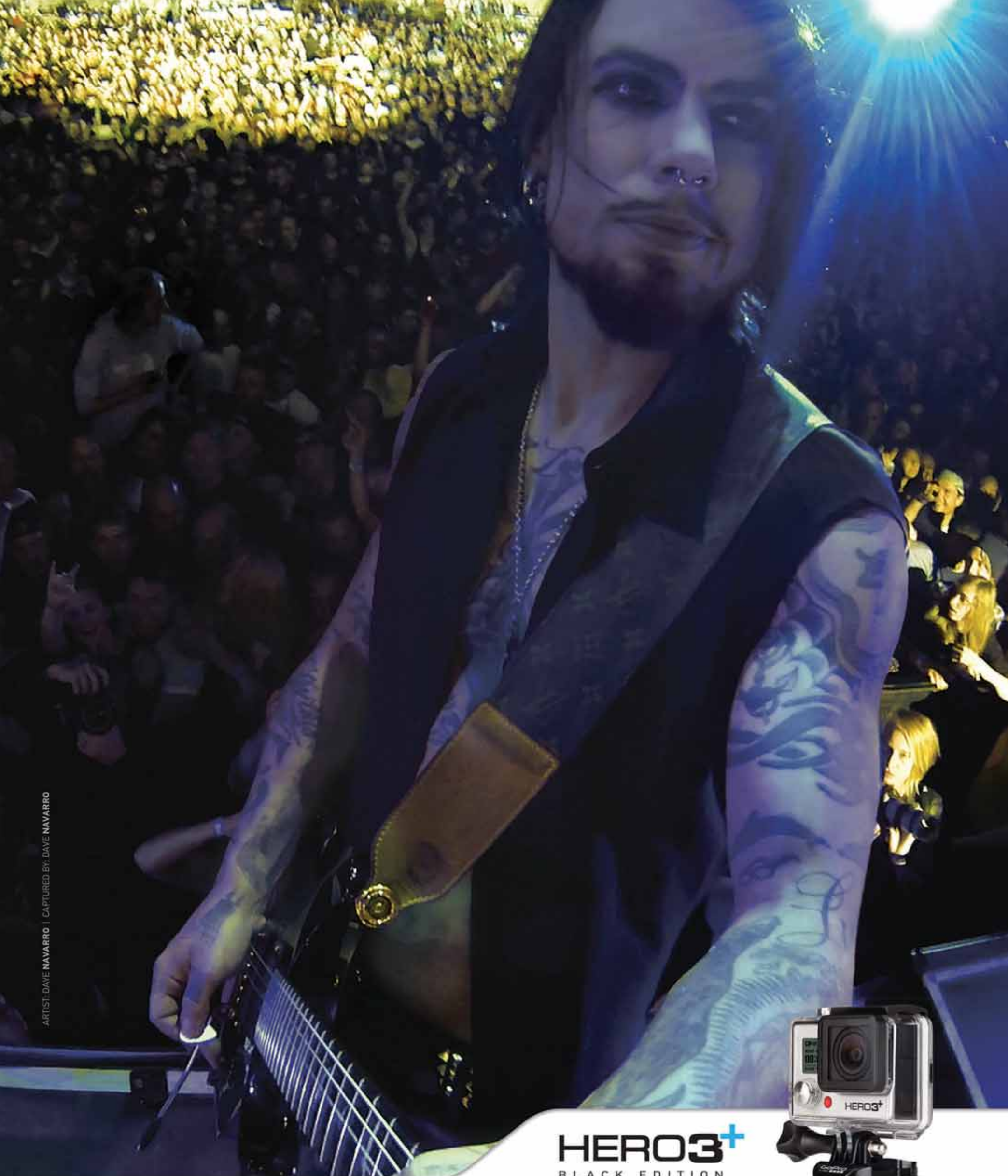
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Harman's USBX Works With iPad, iPhone

Harman's Crown has debuted the USBX, an accessory that enables Crown XTi, CDi and DSi series amplifiers with a USB port to be operated via an Apple iPad/iPhone using the "Powered by Crown" app.

The USBX allows Crown amplifiers equipped with a USB port to be controlled via ethernet. The USBX plugs into an AC outlet, and up to eight compatible Crown USB products can be connected to the USBX.


The USBX has built-in Wi-Fi, enabling wireless control of connected Crown amps via an iPad or iPhone and the "Powered by Crown" app without the need for a separate

wireless router.

The "Powered by Crown" app allows wireless control and monitoring of Crown ethernet-enabled devices and JBL loudspeakers that are equipped with DrivePack DPDA built-in amplifiers.

Because this app uses the same protocols as Harman's HiQnet System Architect, users can import custom control panels from System Architect into the "Powered by Crown" App for added functionality.

MSRP: \$249.99.

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



AP's Power Pins Never Need Replacement

AP International's Power Pins never need to be removed. With a quick and non-invasive installation that leads the string right through the pin, players can replace strings with the ease found only on electric guitars.

Experienced players will be surprised by increased bridge-to-soundboard contact, amplified tone and resonance, noticeably eased string action due to a shallower string break angle and protection of the bridge plate from the strings.

 [AP International \(apintl.com\)](http://APInternational.com)

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Will You Be in the 2014 Top 100?

Each year at Summer NAMM, the association recognizes the efforts of its most creative, savvy and proactive retailers. This year's competition opens March 1, 2014.

Dubbed the "retail Oscars" by *Music Inc.* magazine, NAMM's Top 100 Dealer Awards was created to share best practices and spotlight the very best retailers in our industry. An independent panel of anonymous industry judges will also select winners in variety of "Best Of" categories, including the prestigious "Dealer of the Year" award.

"Winning the 2013 Dealer of the Year was the proudest moment of my career," said Gayle Beacock of Beacock Music. "I felt so honored. You really get just a few of these moments in a lifetime, if you're lucky. That was mine!"

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

Peavey XR-AT Boasts Portability

Peavey Electronics' new XR-AT mixer incorporates a 9-channel mixer and 1,000 watts of power (1,500 watts peak) into a portable design. For the first time ever, the mixer includes Antares Auto-Tune pitch correction technology which can help anyone sing in key and is used throughout the world.

Ideal for use in small to medium-sized venues, the XR-AT includes Bluetooth wireless connectivity for audio playback, USB jump drive MP3 playback and a variety of digital effects. It also has exclusive features such as Mid Morph, Kosmos-C and FLS—Peavey's patented Feedback Locating System along with seven channels of compression.

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



ARCHON



The Archon was designed to leave you with just the essentials for killer tone. Five gain stages deliver a full and lush distortion while the clean channel's ample headroom is a perfect platform for pedals. The Archon is a powerful, imposing and articulate amplifier that caters to the needs of any player.

100/50W (Switchable)

2 Channels

6L6GC Tubes

Emil Werstler - Chimaira
Zach Myers - Shinedown
Dustie Waring - Between the Buried and Me
Mark Tremonti - Alter Bridge



PRS PAUL REED SMITH
GUITARS

Rooms 210A and 210B



EKO N(e)XT Guitar Stylish, Compact

EKO has debuted the N(e)XT Parlor entry-level guitar, which features a small shape and a stylish design with a gloss finish. The instrument is suitable as a first guitar, for lessons and for exercises, and is also recommended for children.

This guitar is part of the N(e)XT acoustic series from EKO. This entry-level guitar series has 10 models based on different body shapes, including full size and cutaway models, Gipsy and Parlor shapes, a nylon-string model and an acoustic bass.

Cutaway models have an in-house designed EKO preamp system, which features volume, bass, middle, treble, phase control as well as an onboard easy to read LED and LCD tuner.

🛒 **EKO** (ekoguitars.it)

Hal Leonard 'Roars' With Katy Perry

Hal Leonard has published Katy Perry *Prism* songbooks for Piano/Vocal/Guitar and Easy Piano, plus a Katy Perry Pro Vocal volume. Perry's best-selling album *Prism* spawned the hits "Roar" and "Unconditionally."

The Hal Leonard PVG and Easy Piano folios for *Prism* include all 16 tracks from the album: "Birthday," "By The Grace Of God," "Choose Your Battles," "Dark Horse," "Double Rainbow," "Ghost," "International Smile," "It Takes Two," "Legendary Lovers," "Love Me," "Roar," "Spiritual," "This Is How We Do," "This Moment," "Unconditionally" and "Walking On Air."

Hal Leonard also offers the Pro Vocal

volume featuring the best from this pop star. Vol. 60 – Katy Perry contains the melody, lyrics and chord symbols for eight hits: "California Gurls," "Firework," "Hot N Cold," "I Kissed A Girl," "Last Friday Night (T.G.I.F.)," "Part Of Me," "Teenage Dream" and "Wide Awake."

The playable CD contains demos for listening and separate backing tracks so users can sing along.

M S R P :
\$14.99–\$16.99.

🛒 **Hal Leonard** (hal.leonard.com)



DJ-Tech Mixer Features innoFader

The DJ-Tech DIF-4s is a professional four-channel DJ scratch mixer with integrated Mini innoFader from Audio Innovate.

Inherited from the original innoFader, it provides smooth and robust feeling to the scratch DJ. The contact-less design gives a long life of more than 4 million cycles. The cut-in position can be adjusted with simple calibration steps, and the "reverse" switch allows you to do different styles of scratching. The mixer is compatible with the original innoFader.

The DIF-4s serves as a full-feature four-channel mixer: three-band EQ, mic input, LED level meter for each channel, XLR output, 6.35-mm and 3.-mm headphones outputs, and a booth output with a dedicated volume control. Each channel on the DIF-4s has its own dedicated three-band isolator EQs and dedicated high-pass/low-pass filters.

The DIF-4s provide five high-quality digital performance effects.

🛒 **DJ-Tech** (djtechpro.com)

Alfred Music Teach Yourself Series to Include Drums, Guitar

Music has released three new self-teaching resources: Alfred's *Teach Yourself Drums 2nd Edition*, *Alfred's Teach Yourself Music History*, and Alfred's *Teach Yourself Rock Guitar*.

Teach Yourself Drums 2nd Edition teaches drummers about various parts of the drum set, playing basics, proper drumstick grips, and standard drum notation. The book covers playing different lines with different tempos, rhythms, and grooves. *Teach Yourself Rock Guitar* starts with the basics of electric guitar by introducing various types of guitars, how to care for a guitar, and standard music notation and TAB. Notes, chords, power chords, scales, and songs are

taught lesson-by-lesson. The accompanying DVD provides over two hours of video instruction, over 160 performances and play-along MP3 tracks.

Teach Yourself Music History is a concise overview of all major periods of Western music.

🛒 **Alfred** (alfred.com)



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MY FIRST NAMM

A handful of industry veterans look back on their introduction to the chaos of the showfloor

GERSON ROSENBLOOM

Sweetwater Sound
Chicago | 1964

The place was the Conrad Hilton Hotel. My dad was premiering Elger U.S.-Made Guitars (a precursor to what eventually became Ibanez), and I was a starry-eyed teenager walking from one hotel room to the next (that's where the exhibits were in those days) meeting musical heroes like Johnny Smith, Art Van Damme, Buddy Rich and Buddy

DeFranco. There are enough memories from that show to fill a book (or at least a good solid article!). One that stands out was joining my dad in a meeting with Henry Grossman (founder of Grossman Music, Trophy/Grover/Rogers) striking a distribution deal for our guitars.



PETER DODS

Easy Music Center
Anaheim | 2006

I was a brand new retailer, experiencing my first taste of success as a business owner. On the first night, after a long day of meetings, we took a trip into Los Angeles to go to the Viper room to see Paul Gilbert play. I was really fired up to be at NAMM, to be part of something bigger than just my small store, and to be at a Paul Gilbert show. And I guess I still hadn't really learned my lesson with alcohol. About halfway through the show I started yelling at the top of my lungs for Paul Gilbert to play "Terrible Man." Again and

again I screamed. Between sets, during sets, and after sets. The next day I had back-to-back meetings for the entire day. Fender was first. At the booth the heat and the pressure from the lights was staggering. Halfway through the meeting, I had to go into a back service hallway and lie down on the cold concrete floor. I've been very careful about not ever repeating that.



GREG BILLINGS

Billings Piano Gallery
Chicago | 1964

My first show was at the Palmer House in Chicago. I was 14. My dad chartered a Greyhound bus to take all the employees from Milwaukee, and I got to go along. I remember a Thomas Organ Company cocktail party where there were ice sculptures. I had never seen such a thing. The displays were in hotel

rooms on four of the floors. We went from room to room to see the gear. Most of the business was done at the hospitality suites on the top floors. It was an incredible experience, and I have been to almost all the summer and winter shows since. I still think the summer show should go back to Chicago, but maybe it is just nostalgia.



PETE GAMBER

Consultant
Anaheim | 1979

It was the winter show at the "old" Disneyland Hotel. I had been in business since June of 1978. I had no major lines of product. A musician friend of mine said, "Dude, you should be going to The NAMM Show!" So I drove down, got in line to register, got a badge and there I was. It was amazing! I had no idea something like this existed. Every ballroom, every suite, EVERYWHERE there were music products and demos going

on — even at the other hotels. I didn't have a store at the mall, I didn't wear a sport coat and my hair was too long, and trying to explain a music store that had a plan to sell product by teaching lots of music lessons was a definite sign that I was weird. But about a month afterward a new young sales rep for Chesbro Music dropped in and said, "We met at the show. Are you interested in stocking Ibanez?"



LAUREN HAAS AMANFOH

Royalton Music Center
Anaheim | 1991

At that time I would have only been about 6 years old, and my mom and grandmother (the owners of Royalton Music Center at the time) had promised to take me to Disneyland if I behaved at the show. I remember being overwhelmed at the sheer size of the hall, displays and booths, and the people who looked like rock stars with their eccentric

outfits. (We certainly didn't have that in suburban Ohio!) I kept up my end of the deal, and so did my mom and grandmother — although it rained when we were at Disneyland, and therefore we wore ponchos the entire time!



LESLIE FALTIN

Instrumental Music Center
Los Angeles | 1999

We hadn't yet opened our store. The show was downtown, so parking and getting to the convention was a quest in itself. I didn't have a music background, and had NO idea what most of the music gear did or who the suppliers were. I was impressed by the vibrant,

almost ComicCon energy of the show. I also was AMAZED at the huge selections of free magazines, and promptly filled my bags with magazines ... the first thing on the first day.

Yeah, I was that girl.



Hammond Organ Reimagines Classic Model

Hammond has released the A-162, an organ inspired by the original A-100, which was released in 1960.

The classic A-100 was a self-contained instrument, which needed no external speakers, providing the Hammond tone in a compact package.

The A-162 uses the same VASE III tonal engine as Hammond's B-3mkII, giving the new model the power and sound expected from a Hammond.

Some of the new organ's features include reverse-key presets, touch-response percussion, chorus-vibrato and twin waterfall keyboards with 25-note pedalboard.

It has a powerful 150-watt onboard sound system with five speakers, including a 15-inch woofer for rich pedal and bass tones.

The new system has a Digital Leslie, a feature not found on the original A-100. Users also have the option to attach a physical Leslie speaker to expand the tonal range.

🛒 [Hammond \(hammondorganco.com\)](http://Hammond(hammondorganco.com))



Hohner Launches Latin Stringed Instrument Line

H. Jimenez has unveiled a new series of Latin stringed instruments.

The line is the result of a direct collaboration with renowned bajo quinto and guitar luthier and player Hilario "Layo" Jimenez. His experience contributed enormously.

The line utilizes Jimenez's extensive knowledge of hand-built construction. H. Jimenez offers a range of products that are suitable for the beginning mariachi student or for gigging musicians in the Norteno or Tex-Mex music scenes.

The H. Jimenez series consists of eight bajo quintos in a variety of mica options, pickups and varying body thicknesses. The series also includes three nylon-string guitars, a vihuela and a guitarron.

🛒 [H. Jimenez \(hjimenez.com\)](http://H.Jimenez(hjimenez.com))



Line 6 Updates POD Multi-Effects

Line 6 has introduced the new POD HD Pro X guitar multi-effects processor and studio interface, replacing the POD HD Pro.

Like the recently released POD HD500X, POD HD Pro X features more DSP processing power than before, giving musicians even greater flexibility for creating complex signal paths and unique, intricate tones.

"POD HD Pro X makes the latest POD available in a rack-mountable form factor," said Max Gutnik, vice president of products, Line 6. "With a world-class collection of amps and effects, plus more DSP power than ever, POD HD Pro X represents the ultimate creative studio tool for guitar players."

POD HD Pro X features the same collection of HD amps as its predecessor. From vintage classics to modern powerhouses, each HD amp delivers incredible sonic depth, character and touch nuance.

🛒 [Line 6 \(line6.com\)](http://Line6(line6.com))



Roland HPI-50e Gets Interactive

Roland's HPI-50e digital piano is a compact upright that features interactive DigiScore education features.

The piano features Roland's SuperNATURAL Piano technology with enhancements including a new upright instrument tone, a Dynamic Harmonic function for fortissimo playing and Individual Note Voicing to customize the piano's sound to suit the user's playing style or home environment.

Roland's new flagship PHA-4 keyboard with Escapement and Ebony/Ivory Feel is outfitted with touch-detection technology and high-resolution sensing. The PHA-4's hammer-action mechanism produces less audible noise than previous designs.

With DigiScore technology, digital sheet music is displayed on the HPI-50e's large color LCD. Thirty-second notes and up to 48 measures of music can be displayed at once. With Auto Sync, the onscreen notation perfectly follows the user's performance. DigiScore also provides notation-based exercises and music games. Other education features include a graphical metronome, onscreen keyboard and a Finger Training program.

🛒 [Roland \(rolandus.com\)](http://Roland(rolandus.com))

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CADAC Appoints ETA to Handle Console Portfolio in Australia

In the continuing expansion of its distributor network, CADAC has aligned with newly formed Australian distributor Entertainment Technology Australia (ETA).

Founded in July by David Croxton, ETA has offices and warehousing in Sydney and Melbourne. ETA adds the CADAC console brand to a specialist portfolio that includes KV2 Audio, a brand with which Croxton has a long association. "I have been working globally for KV2 Audio since 2011, and prior to that held the line in my previous distribution company, Australian Audio Supplies, which I sold in 2006," Croxton said. "Having secured a group of brand partners early in 2013, ETA was born and officially launched at this year's Entech trade show in Sydney.

"ETA is only focusing on high-quality,

innovative brands, and currently our portfolio consists of SGM Lighting, KV2 Audio — in association with KV2's current Australian distributor, David Williams — and now CADAC. This gives us a broad and diverse product range, which has interesting products for many different market sectors, including CADAC's primary live sound and theatre production markets.

"CADAC's innovative new mixer technology was the primary attraction for us, and



we look forward to growing the brand's profile in Australia. Our number-one priority in selecting a mixer brand was audio quality."

🛒 **Entertainment Technology Australia**
(etaust.com)



The Loar LM-590 Mandolin Resonates With Players

The Loar's LM-590 mandolin is made for players who want the rich sound of a hand-carved instrument in a resonant thin-satin finish with ultra-clean aesthetics.

The LM-590's top is hand-carved from solid spruce, and the back and sides are hand-carved from solid maple. The flat fret-board extension provides maximum picking clearance so players can feel comfortable going all the way up the classic V-neck.

Other features include Grover reverse-gear tuning machines and a satin tobacco sunburst finish.

Despite its stripped-down vibe, the contemporary F-style LM-590 retains the essentials of a great-sounding mandolin. The solid hand-carved woods really open up under the thin-satin finish.

The LM-590 is also available as an A-model mandolin (LM-290) with identical specs.

🛒 **The Loar** (theloar.com)



Good



Better



Best



Hosa



Hosa Pro



Hosa Edge

Choosing the right cable can't be this delicious, but it can be this easy. Hosa microphone cables give you three clear choices. Now you can reward your ears without depriving your taste buds of a post-gig slice of pie.



Visit us at NAMM Booth #5590 or visit www.hosatech.com



Planet Waves Elliptical Endpin Secures Straps

Planet Waves has launched the Rotating Elliptical Endpin.

"Guitarists and bassists now have the option to easily change straps without worry," said Planet Waves Product Manager Rob Cunningham. "Since the design allows the endpin to rotate and lock, players have extra peace of mind that their instrument is secure. Now, all you have to worry about is playing the right notes."

Planet Waves' Rotating Elliptical Endpins were designed to secure the strap to your guitar or bass without any bulky hardware or without dedicating a single strap to a specific instrument. The oval-closed shape allows players to easily attach the strap to the instrument; at the same time, it provides a secure locking feature. Once the strap is on the instrument, simply turn the top half of the endpin into the open position. The design combines function and style by locking the strap in place while complementing the aesthetics of any guitar or bass.

MSRP: \$24.99.

🛒 **Planet Waves** (planetwaves.com)



Vandoren Honors the Tenor Greats with its Newly Revamped V16 Metal Mouthpiece Line

After over a decade of great music, the coveted V16 line of metal tenor saxophone mouthpieces by Vandoren is undergoing a redesign and expansion to appeal to an even wider range of tenor players.

The new exterior shape and interior

design evokes the sound of famous metal tenor mouthpieces of years gone by with the two additional chamber offerings: the Medium chamber for players seeking the 1950s jazz aesthetic and the Large chamber for players preferring the 1940s sound. The existing models are still available, now renumbered to a simpler system, akin to the Vandoren ebonite line as well as popular vintage mouthpieces.

"Tenor players have been telling us what they are looking for and we

listened," commented Dansr President Michael Skinner. "We've talked to the best: Branford Marsalis, Ralph Bowen, Scott Hamilton – the list goes on. Warmth and great subtone? These mouthpieces have that. Edge and power? They have that too. And unlike many of the custom mouthpieces, these metal mouthpieces sound great and are affordable, which for me is a huge breakthrough."

For more information, visit NAMM booth #3112 or Vandoren.com.

Optimum Performance with the New AL5 Optimum Alto Saxophone Mouthpiece from Vandoren

Vandoren has added another option to the best-selling Optimum line of alto saxophone mouthpieces with the new AL5.

Like the popular AL3 mouthpiece, the AL5 offers even intonation and



THE ALL NEW V16 METAL TENOR MOUTHPIECES
UNBELIEVABLE SOUND.
UNBELIEVABLE PRICE.



Made with the legendary "Bell Metal" brass, then plated with 24-karat gold.

Recapturing the sounds of the '40s, '50s, and beyond.



AVAILABLE IN 3 CHAMBERS:

- ▶ Small chamber (T6, T7, T8, T9): The original V16 model. A centered sound with a lot of projection.
- ▶ Medium chamber (T6, T7, T8, T9): Inspired by the famous mouthpieces from the '50s/'60s. A round and deep sound.
- ▶ Large chamber (T5, T6, T7): In the tradition of the '40s. The great vintage sound.



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Vandoren
PARIS
Demand Performance

ease of response. Its slightly more open tip and subtle interior changes provide a different color in the saxophonist's palette.

"When the AL3 was introduced, it quickly became the go-to mouthpiece for alto saxophonists and band directors around the world," offered Andy Blanco, Vandoren brand manager for DANSR Inc. "The AL5 builds on that success, combining what players love about the AL3 with a little added projection and tone color."

James Bunte of the University of Cincinnati College-Conservatory of Music added "I am honestly going to be recommending that my students check out the AL5. It seems to have that great dark core that the AL3 has, but the slightly wider tip opening makes it more dynamic, and able to take more air."

For more information, visit NAMM booth #3112 or Vandoren.com.

Moog's Expansion Pack for Animoog Includes 213 New Presets

Moog Music has released the Minimoog Model D Expansion Pack for its iOS synthesizer, the Animoog. The expansion pack includes 69 timbres extracted from a vintage Minimoog Model D analog synthesizer and 213 presets designed exclusively for Animoog's Anisotropic Synthesis Engine.

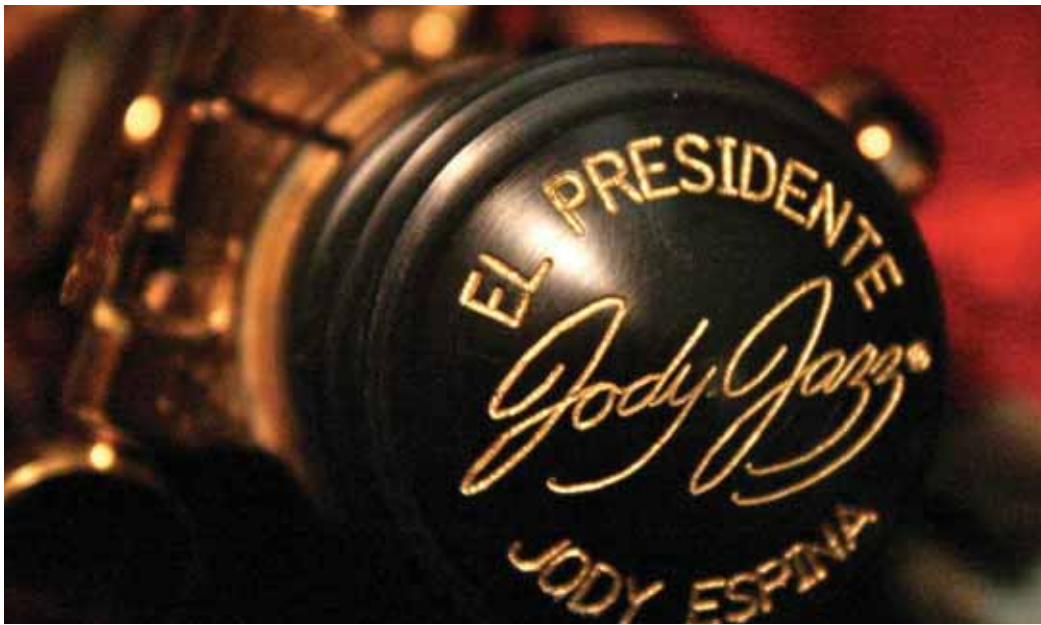
Presets were crafted by a set of designers including sound creation expert Kevin Lamb, timbre extraction and design pundit Drew Neumann, synthesist Adam Holzman, DJ/producer Dom Kane and Sonic Mayhem's

Sascha Dikiciyan.

"Animoog's Anisotropic Synthesis Engine is unique in that it uses timbres as evolving oscillators rather than as samples," said Cyril Lance, chief engineer for Moog Music.

The Minimoog Model D Expansion Pack is available now as an in-app purchase in the Animoog store for \$6.99.

🛒 **Moog** (moogmusic.com)



JodyJazz End-Plugs Feature Stylish Deep Black Finish

JodyJazz recently expanded its line of accessories with the introduction of the new JodyJazz Saxophone End-Plugs.

Saxophone end-plugs are used to protect the octave mechanism and neck socket of the saxophone while it is disassembled or in its case.

There are many different designs and types of end-plugs available, but the JodyJazz End-Plug offers a deep black finish with gold engraving, making it one of the most stylish on the market.

"I've wanted to create a really good-looking end-plug for a long time," said JodyJazz President Jody Espina. "Using an end-plug to protect your horn while in the case is so important. I think players will want to use our end-plug because they'll want to show off such a fine-looking accessory."

🛒 **JodyJazz** (jodyjazz.com)



MIDAS Expands the Potential of PRO1 Bundle

Midas' PRO1 expansion bundle exploits the full potential of the PRO1's processing power, at an affordable price, by selectively incorporating DL150 series stage boxes and the new Mixtender II iPad App.

The PRO1 features 24 mic inputs and 16 line outputs as standard on the control surface but with on-board processing for up to 40 inputs, 8 aux returns and 24 aux busses, in addition to left, right and mono. Adding a 16 mic input, 8 output DL153 stage box upgrades the "24/16" into a "40/24" PRO1 with the extra I/O being placed either on-stage or at FOH. Or, an additional 24 line output DL152 can be placed in the equipment rack to feed the loudspeaker rack and amplifiers.

As all six AES-50 ports on the PRO1 are now enabled, multiple stage boxes can be controlled by the PRO1 surface, FOH, monitor and broadcast consoles networked and up to 64 channels of recording are now possible. The new Mixtender II iPad App enables comprehensive control of the most important console functions remotely and includes an enhanced suite of effects.

🛒 **Midas** (midasconsoles.com)

TWO FOR ONE



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zoom-na.com

zoom

Randall RG13 Pedal/Amplifier Takes Tone on the Road

Randall recently released the RG13 Pedal/Amplifier, which makes it easy to have your sound through any amp or P.A., anywhere you travel.

Put it through your 4x12 and be blown away at what 1 watt can do.

Or, get a matching RG8 8-inch extension cabinet to practice with at home.

Use it as a gain, distortion, tone, or boost pedal in front of your

amp, or plug it into the FX return of any amp and listen to it take over and free you from backline tone.

The XLR speaker-emulated output is ideal for recording or sending your signal to the P.A./front of house. The loop is switchable with a level control and can switch to be an

output level boost/cut to control your level in the mix.

The RG13 comes in a heavy-duty metal enclosure with external power supply and external 9-volt power for pedals.

Randall Amplifiers
(randallamplifiers.com)



Cort MR600F Has Built-In Preamp

The MR series of acoustic guitars from Cort has traditionally been viewed as the company's finest line of instruments at affordable prices. This year, Cort has added the MR600F.

The new model is outfitted with the Fishman Isys Plus preamp and Sonicore pickup to provide a good-sounding acoustic guitar with built-in electronics at a price point affordable to the masses.

The MR600F is a dreadnought body with a Venetian cutaway. With mahogany back and sides, the body is topped with a solid spruce top and advanced scalloped X bracing. The 25.3-inch mahogany neck features the traditional three-on-three headstock, rosewood fretboard and dot inlays. Additional details include D'Addario USA EXP16 strings.

The Isys onboard preamp system is designed to offer maximum control, performance and quality in a small format.

Cort Guitars (cortguitars.com)

Why is JUNO® quickly becoming the student reed of choice?

It's simple

- It's a high performance reed made by Vandoren
- It's the same price as other entry level reeds
- It's not sold on the Internet

"We designed JUNO especially for the beginners. Same quality, different cut." - Bernard Van Doren



Students love them. Educators love them. You'll love them. See us at booth 3111 and learn more about the amazing new JUNO.

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BY VANDOREN SAS

www.junoreeds.com



Shadow Reduces Prices on Staples

Shadow Electronics has announced significant price reductions for the following staples in the Shadow product line:

- SH 330 single-coil passive soundhole pickup in maple finish (30 percent reduction);
- SH 145 (black or gold) active soundhole humbucker pickup (30 percent reduction);
- SH percussive stomp box to create natural rhythm (47 percent reduction).

"With these prices, we will see a large increase in sales that will generate more overall revenue," said Joe Marinic, founder and president of Shadow Electronics.

See the Shadow pickups at The Music Link's booth.

Shadow Electronics
(shadow-electronics.com)

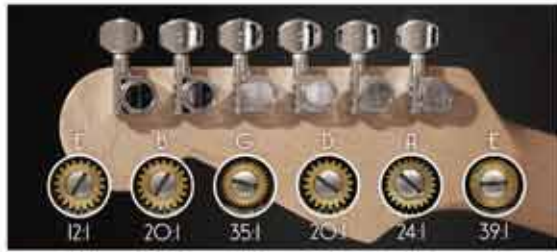
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This Changes Everything.

Predictable, Precise Tuning, Every String.



The gear ratio in each machine head is tuned to its string position so that every string responds the same to any tuning adjustment. One full turn equals one tone change on every string. Ratio: Tuned Machine Heads, with "balanced gear design" makes tuning a more precise, predictable, and enjoyable experience. Spend more time playing and less time tuning.

Take a Ratio Tune Test

Win A Guitar* Every NAMM Day



How to Enter

- 1 Come by the Graph Tech booth during Winter NAMM (Booth# B-5790).
- 2 Take a photo of yourself trying out the Ratio Tuned Machine Heads on Prize Guitar of the NAMM Day.
- 3 Post the photo on Facebook, Twitter, and/or Instagram with the hashtag of the day.

For complete contest details, visit: <http://graphtech.com/namm14/contest>

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LOCKING
RATIO®
TUNED MACHINE HEADS



For 2014, by customer demand Ratio: Tuned Machine Heads with easy locking mechanism are available for order on selected models.

Our Players Share

Testimonials

More testimonials at: <http://www.graphtech.com/ratio-testimonials>

"I found them to be very smooth and a joy to tune with. I find that I don't have to go with the 'that's as close as I can get it for now' attitude that I had with tuning this particular guitar up after drop D, or an alternate. It tunes precisely with plenty of 'travel' as it comes up to the desired note. Smooth, easy, and precise, are words that come to mind."

- Tim Mathews

"They have made a vast improvement to the guitars stability."

- Lachlan Hallam



"I enjoy playing this guitar much more now that it stays in tune for days without needing adjustments. Gives me more time playing and less time tuning. Thanks for making a great product!"

- Jeremy Werner

Roger Fisher - Founding guitarist of Heart
2013 Rock & Roll Hall of Fame inductee also loves Ratio!

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Where To Find Us:

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

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

Steinberg in the Yamaha booth



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

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



MMR's Product of the Year —Disklavier—

Yamaha Keyboard Division is honored to accept MMR's Product of the Year award.



Redesigned SILENT Brass™ Systems

The innovative, award-winning SILENT Brass systems provide musicians with the ultimate practice tool, ideal for use in any silent practice or warm-up situation. The popular SILENT Brass systems have evolved through innovative advances in sound technology and construction, now offering Brass Resonance Modeling™ technology. The new SILENT Brass systems are available for trumpet (SB7XC), trombone (SB5XC), flugelhorn (SB6XC) and French horn (SB3XC).

New Custom Xeno Bb Trumpets

The new Custom Xeno Bb trumpet series was born from insights gained during the development of Artist Model Xeno trumpets, helping to create inspiring instruments with extraordinary tonal flexibility. Featuring the YTR-8335 (ML bore) and YTR-8345 (L bore) models, specification updates include a revamped bell, a newly designed leadpipe, and a lighter valve casing and pistons. All new models offer outstanding power and projection with a refined resistance and response.



YTR-8335

YTR-8335G

YTR-8345S

YTR-8335RS

YTR-8335S

Drum and Guitar Artist Autograph Sessions!

Saturday, January 25 @ Marriott Marquis Ballroom

Acoustic Drum Artists: 11AM

Gorden Campbell, Phil Ehart, Russ Kunkel, Oscar Seaton, Dave Weckl and more...

DTX Drum Artists: 11AM

Kenny Aronoff, John Blackwell, Ray Luzier, Matt Sorum, Alan White and more...

Guitar Artists: 1PM

Nathan East, Steve Lukather, Lee Ritenour, Billy Sheehan, Phil X, and more...

20th Annual Muriel Anderson All-Star Guitar Night

Featuring the Yamaha All-Star Band
Tonight! January 25, Marriott Platinum Ballroom
Doors Open 7:15PM, Concert 7:30PM

Tickets available at Yamaha booth on first-come, first-served basis



P-255 Digital Piano with New Controller App for iOS

Slim, portable piano with premium Yamaha digital piano technologies enhancing both touch and tone for the performer. Every specification of its predecessor has been enhanced from Pure CF Sampling on its piano tone, to the GH action with Synthetic Ivory keytops for touch. Plus entirely new live performance features like a Sound Boost button, speaker kill-switch and the exclusive P-255 Controller app for iOS.



iOS P-255 Controller App

MOXF: A Universe of Sounds from a Decade of Motifs

The MOXF series combines a MOTIF XF sound engine, flash memory expandability, MIDI keyboard controller with extensive DAW/VST control, USB Audio/MIDI interfacing, onboard sequencing and an extensive DAW/VST software bundle. Portable and lightweight, the MOXF 6 is under 17 lbs, and the 88-key weighted action MOXF8 is under 33 lbs.



MOXF8



Cubasis

The most robust DAW available for iOS, Cubasis is Steinberg's streamlined, multitouch sequencer for the iPad. Specially designed for quick and easy operation, Cubasis makes recording, editing and mixing a breeze. You can also open your Cubasis projects in Cubase under Windows and OS X! Cubasis places touch-intuitive production tools in your hands, opening up a new world of possibilities for your creativity. Come see Cubasis and the many great apps from Steinberg at the Yamaha booth in the Marriott Ballroom.

DTX502 Series Electronic Drums: Laser Focused on Feel

The new DTX502 Series electronic drum kits feature numerous innovations, including redesigned tom pads, a lighter-weight steel rack, a laser-enhanced playing experience and a brand new drum trigger module that's more powerful than anything in its class. The DTX502 drum trigger module offers sound layering, sample import and the Groove Tools interactive training exercises.



DTX502K

Yamaha Takes Maple Shells on March

Yamaha has announced the 8300 and 9300 series marching drums.

After 30 years of building marching snares with birch drum shells, Yamaha brings maple shells to field competitions with new marching snare, tom and bass drum models. The entries feature the same popular maple shell design that has been tested with award-winning drum corps and indoor percussion organizations, and has proven to be a great performer, both physically and musically.

Directors and arrangers will appreciate the fact that these drums can provide depth and projection without overpowering the rest of the ensemble, yet still maintain the clear, articulate sound that has been the hallmark of Yamaha marching drums. Chrome

hardware is now standard on snare drums, offering improved durability and a more integrated look with the rest of the series.

"More than 10 years of product research and development have yielded one of the most significant changes to Yamaha Marching Percussion," said Troy Wollwage, marketing manager, Percussion Instruments, Yamaha Corporation of America. "This new series is about more than a

shell — it is about more of everything people love about the Yamaha sound."

Yamaha (yamaha.com)

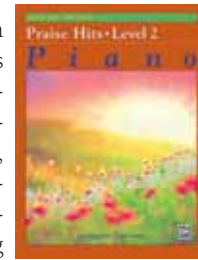


Alfred Praise Hits Motivate Students

Alfred Music has added two titles to its Basic Piano Course: *Praise Hits* levels 2 and 3. The books are filled with contemporary worship music, and each piece correlates page-by-page with the already established Alfred's Basic Piano Course.

"When pieces from the Praise Hits books are assigned in conjunction with the materials in the lesson book, new concepts are reinforced in a fun and motivating way, increasing the student's interest in piano study," said *Praise Hits* arranger Tom Gerou.

Alfred (alfred.com)



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- Perfect wireless range up to 30m in good environment



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Active amplification for active upright bass players



SHA-STOMP-BASS Pedal

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Source Audio Deals Hottest Hand Yet

Source Audio has debuted the Hot Hand USB wireless MIDI controller.

Bypassing traditional knobs and faders, the Hot Hand USB integrates with top-quality music production and recording software such as Ableton Live, Logic Pro, ProTools, Traktor Pro and Reason. It allows musicians to manipulate software parameters with wireless motion-control, engaging their audience by controlling sound through physical performance. Source Audio will be performing live in the Source Audio booth.

Source Audio (sourceaudio.net)



Rotosound Reduces Packaging, Adds Color

Rotosound has introduced its entire range of strings with color-coded ball ends in environmentally friendly, airtight packaging with new artwork.

The packaging provides a moisture barrier that ensures strings will not tarnish or fade, keeping them factory-fresh until ready for use. The packaging has also been reduced by an eco-friendly 90 percent.

All Rotosound strings now come with color-coded ball ends, and because they are British through and through, they are red, white and blue. The strings, still made at the Rotosound factory in the U.K., retain their pure, typically British tone, providing exceptional sustain with clear, bright sounds.

The new artwork on the string packs has been updated with a modern look, clean lines, bold colors and clear instructions.

Rotosound (rotosound.com)

new • innovative • unique • live sound solutions



Carlsbro EVO all valve amplifiers

all new CD compact drum kits

CD electronic drum kits and EDA monitor speakers



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www.soundking.com



Powered Mixers



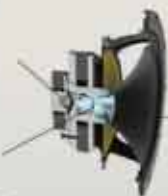
Passive/Powered Mixing Console Models:08|12|16|24

- FEATURES:
- > Built-in WiFi to receive/play
 - > 6-12 low noise wide dynamic mic pre-amp for selection
 - > +48V phantom power for condenser mic
 - > Built-in dual DSP of 16 programs
 - > Built-in USB record/play function
 - > 2x9 band graphic EQ
 - > 6x12 segment meter
 - > Gooseneck-lamp for lighting
 - > Universal power supply AC100V-240V
 - > 4groups, 4auxes, 1 mono and L/R outputs
 - > Built-in power amplifier: 2x500W/4Ω

Active Coaxial Loudspeaker KT SERIES

- FEATURES:
- > Unique shape, compact, light-weighted; durable silver environmental friendly paint;
 - > Solid plywood with slot-tongue structure cabinet to deliver robust tone;
 - > Dual coaxial driver MF/HF unit to offer optimal coverage and to improve sound clearness and resolution;
 - > Efficient Class D power amplifier with 1500W load capacity, stable performance, low distortion;
 - > 64bit/96KHz DSP; dynamic range 114dB; 10 band parametric EQ; delay function; supporting Ethernet & USB data control. Speaker cabinet status remote-controlled by PC;

HF unit is located at the rear part of the MF unit
HF energy spread via the center of MF cone



The two units completely combine to be a real point audio source



KT312A



KT312A rear panel

Active Coaxial Loudspeaker Models: Dual 8"|12"|15"|18" sub

Motorized Speaker & Microphone Stand



- SB101 FEATURES:
- Power operated, easy to rise and down without speakers moving by labor
 - New design durable PVC foot, make stand strong and steady
 - CE certification, your safety guarantee
- DDR100 FEATURES:
- Compact size, Low power consumption, Long distance remote

Keyboard Stands



- FEATURES:
- Foldable and compact but solid structure;
 - Supporting arms of adjustable height;
 - 6063T-6 Aluminum for the mast;
 - A360 Aluminum for connection parts;
 - plastic wire clip;

SK102

Telescopic Music Stand



- FEATURES:
- Telescopic plastic plate and tubing, easy carry and use
 - Strong clutch with locking knob, simple and useful
 - Leg housing with popular traditional Chinese red classic match colors

SM100

Touring Loudspeaker System



- FEATURES:
- > Two way 10 inch plastic loudspeaker (2x200W) features excellent tone, light weight, constant directivity HF horn.
 - > The powered mixer has 10 channel inputs, EQ, DSP, feedback compressor and power amplifier for convenient application.
 - > Class D power amplifier with high efficiency and low distortion and splendid tone.
 - > Universal 110V~230V switch mode power supply
 - > Ipad/iphone USB port to connect with cell phone
 - > High resolution DSP with 16 programs and effect depth.
 - > 3 band EQ to ix tone freely.
 - > Aux and sub outputs
 - > Footswitch control
 - > WiFi input
 - > Quick set up of the mixer

Ibanez Delivers Uppercut Series

Ibanez has unveiled its new Uppercut series, a made-in-Japan line of guitars featuring hand-wound Bare Knuckle Pickups made in the U.K.

Since 2003, Bare Knuckle has amassed a reputation for building handmade pickups from top-notch authentic materials.

The new line will launch with the FR6UCBKE, an FR-style guitar with a retro-influenced body shape and mahogany body. The guitar's electronics include a pair of matched Bare Knuckle Aftermath pickups designed to deliver accelerated bass response for tracking high-speed staccato riffing with increased focus in the mids and precise high-end articulation.

The next guitar in the line is the RG-D7UCISH, a seven-string that also has a pair of matched Bare Knuckle Aftermath pickups. The RGD model features a beveled body cut, extra horn cut and an extra long 26.5-inch scale for accurate intonation of the heavier strings used on down-tuned guitars.

Ibanez (ibanez.com)



Tycoon Adds Booming Surdos to its Brazilian Percussion Line

Alongside its pandeiros and tamborims, Tycoon Percussion is introducing a new line of Surdos to its Brazilian Percussion line.

The Brazilian drums play important roles in traditional styles of music such as Samba and Axé. Surdos have a deep, booming bass sound that projects and rounds out any percussive gathering. With the different variations in sizes, players can create different note groupings, and the surdos can be

fit to accommodate any players' setup. The Tycoon wood surdo produces a fuller more rounded tone, and the aluminum surdo is brighter and has more projection. Each Surdo has 10 lugs for precision tuning and comes with a mallet.

The Surdos are available with 16-, 18-, 20- and 22-inch head diameters.

Tycoon Percussion (tycoonpercussion.com)



Sakae Trilogy Series Drum Kit Lightweight, Resonant

Sakae Drums has released its new Trilogy series drum kit. Lightweight, resonant shells make this kit ideal for classic '50s jazz. With thicker drumheads, it creates the dry tones of early R&B and '70s rock.

A maple-poplar-maple three-ply shell configuration offers Sakae's unique take on the vintage sound. Four-ply North American maple reinforcement rings at the top and bottom of the shell help to dry the sustain and keep the ultra-thin shell perfectly rounded.

The Trilogy kit is available in a variety of drum diameters with

a choice of vintage-style oyster or pearl finishes. **Sakae Drums (sakaedrums.com)**



Levy's Gets Dark With New Skull Designs

Levy's Leathers has introduced three new straps featuring skull designs.

The 2-inch wide straps feature distressed leather ends and sublimation-printed designs by Danica Levy. The straps come in three variations: MDL8-014, -015 and -016.

Levy's Leathers (levysleathers.com)



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Over the past 40 years,

Dave Smith has designed more ground-breaking synthesizers than anyone, ever. Dave Smith Instruments has the largest line of analog and digital/analog hybrid synths in the world. Top to bottom, Dave Smith Instruments' award-winning, American-made product line includes a synthesizer for every need and budget, from the flagship Prophet 12 to the affordable and ultra-portable Mopho product family.

Dave Smith
Instrument Designer
Co-Creator of MIDI
Grammy® Winner



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in California

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INSTRUMENTS
davesmithinstruments.com

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AMP STACK

Fender's Rumble Amps are Lighter, More Powerful

Fender's all-new Rumble Series have been re-engineered from the ground up to be lighter, louder and more powerful. They feature a footswitchable overdrive circuit and a three-button voicing palette that delivers powerful tones. Additional upgrades include Eminence drivers and premium HF compression tweeters.

The line includes the Rumble 500 Combo, the Rumble 200 Combo, the Rumble 100, 40, 25 and 15. The new line also includes the Rumble 500 Head, the Rumble 200 Head and the Rumble 410 and 115 Cabinets.



[Fender {fender.com}](http://www.fender.com)

Win an All-White Ampeg Heritage B-15N Amplifier

Ampeg is giving away a white Heritage B-15N amplifier to celebrate another year at NAMM. The Heritage B-15N is designed and assembled in the U.S.A. out of premium components. It delivers the sought-after B-15 performance in a new, circuit-board based, all-tube design with a white finish.

For a chance to win the amp, visit the Legendary Heritage Giveaway app hosted on Ampeg's Facebook page. The giveaway begins on Jan. 23 and ends on Feb. 28.

[Ampeg \(amepeg.com; facebook.com/amepegusa\)](http://www.amepeg.com)

Peavey Rolls Out Free Vypyr Edit Amp Software

Peavey Electronics has launched new, free Vypyr Edit software for the Vypyr VIP series amplifiers.

After installing the free software, guitarists can connect to Vypyr Edit using the Vypyr VIP's USB bi-directional data and audio port. Once inside the software, users are given a complete virtual representation of their Vypyr VIP amplifier. Any adjustments made by the user within the software are directly shown on the amp, and any adjustments made to the amp are represented in the software. Vypyr Edit is available for both PC and Mac.

Guitarists can choose from a selection of instrument models, stompbox effects and Peavey amp models to create fully customized tones. Plus, Vypyr Edit lets users save and load their setting presets and preset banks and share them with the global Vypyr community. Vypyr Edit also contains backing tracks, letting users play along using any of their presets.

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



Ashdown Engineering PiBass-240 Amp Designed to Meet Pro Expectations

Ashdown Engineering has introduced the PiBass-240, a 240-watt digital bass amp that was designed to the exacting specs of bassist Wojtek Pilichowski.

The PiBass-240 is a great fit for the professional musician who needs a reliable, versatile, high-quality portable amplifier that can withstand the rigors of the road. Weighing in at just 7.7 lbs., it's small enough to fit in the front pocket of most gig bags and is well-suited for air travel.

Featuring an active/passive input select, a 3-band, semi-parametric equalizer with an

EQ in/out switch, master volume, headphone out and a DI output with a ground lift, the PiBass satisfies the fundamental demands of nearly any professional application.

When coupled with a small footprint, and an 8 ohm Ashdown speaker cabinet such as the Mi12 or ABM Mini 210 NEO, players can feel confident that the low end is deftly handled while the subtlety and nuance of the instrument is articulated with clarity and punch. This combination is perfect for gigging players looking to lighten the load.

[Ashdown \(ashdownmusic.com\)](http://www.ashdownmusic.com)



Orange Launches Three New Computer Models

Orange Amplification has unveiled three new models of its personal computer, the Orange OPC. The models give users serious computer power combined with all the software they need for a range of creative uses.

The OPC Models offer a choice of fourth generation Intel Core processors, memory and a dedicated graphics card that lets users decide the best specifications for their needs: OPC Studio (Intel i5 Processor, Memory 4GB RAM), OPC Professional (Intel i5 Processor, Memory 8GB RAM), OPC Ultimate (Intel i7 Processor, Memory 16GB RAM, Graphics card included).

All models come complete with Windows 8, IK Multimedia AmpliTube 3, PreSonus Studio One (Orange Edition), Acoustica Mixcraft 6, Toontrack EZdrummer Lite, and Lick Library Guitar Lesson Center software.

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



Marshall Adds Four Recreations to its Handwired Series

Marshall has expanded its Handwired series of all-valve amps with four new additions. The Handwired series features reissues of historical Marshall products that were originally wired by the human hand.

The 1962HW is a faithful recreation of the classic, Series II 1962, all-valve, 2-inch by 12-inch combo. This 30 watt, two-channel amp replicates the format and topology of the first production run.

The all-valve 2245THW is an exact replica of the extremely rare 'Bluesbreaker' 30 watt head. Specifications for the 2245THW are identical to the 1962HW 'Bluesbreaker' combo except for the speakers.

The 1973 18-watt, twin-channel, all-valve 2-inch by 12-inch combo with valve-driven Tremolo was originally produced from 1966 to 1968. The 1973X is an accurate replica of this EL84 valve-powered amp. Armed with

valve-driven tremolo and no negative feedback in its cathode-biased output stage, the 1973X is a straightforward amplifier.

Lastly, the 1958X is a handwired reissue of the rare 1958 model. The 1958X's specs are identical to that of the 1973X except that 2-inch by 10-inch Celestion G10F-15 16 Ohm 15 watt speakers have been selected for their tonal authenticity.

[Marshall Amplification \(marshallamps.com\)](http://www.marshallamps.com)

Check out Michael Anthony's
newest signature bass at the
Marriott Marquis Ballroom



ROCK SOLID

From Van Halen to Chickenfoot and all points in between, bass legend Michael Anthony continues to rock arenas worldwide with his tried and true Yamaha basses.

Yamaha is proud to unveil the latest Mad Anthony and Yamaha collaboration: the limited edition BB2024MA Michael Anthony signature bass. The perfect 4-string bass... handcrafted to capture Michael's rocking musical style and unique personality.

 **YAMAHA**

Yamaha L Series Now Features Solid Spruce Tops

Yamaha has introduced the redesigned L series handcrafted line of acoustic guitars.

All new models now feature solid Engelmann spruce tops that are treated with A.R.E. (Acoustic Resonance Enhancement), an original wood-reforming technology developed by Yamaha. Instruments made with this technology produce a tonal richness that can only be found in a vintage instrument. A. R. E. treatment provides outstanding tonal balance and eliminates the harsh edge common with younger guitars.

Another sound improvement comes from the redesigned bracing, introducing a lower bracing height and shape that improves the vibration of the top board and tonal transfer throughout the guitar.

Several other improvements allow for enhanced playability, including a refined thinner neck profile, lower string action and wider string spacing. A new five-ply neck design adds stability and additional tone enhancement.

In a first for the L series, these models come with an unobtrusive passive under-saddle Studio Response Technology (S.R.T.) pickup for live applications that does not affect the unplugged sound or detract from the guitar's finishes.

Previously constructed only with Rosewood back and sides, the L series now offers models with mahogany back and sides, in addition to the Rosewood models to meet the market demand. MSRP: \$849.99–\$1,699.

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

Humidity Under Control in D'Addario Facility

D'Addario Woodwinds has installed a reverse-osmosis humidification system in its Los Angeles manufacturing facility.

The state-of-the-art system constantly regulates the relative humidity in the reed factory to ensure a consistent manufacturing environment. A constant humidity level is maintained regardless of the outside ambient conditions with high reliability and energy-efficient humidification.

"This ensures that every reed is produced at the same relative humidity condition,"

D'Addario
WOODWINDS

said Gary Smith, D'Addario's vice president of West Coast operations. "It also allows for a constant and predictable environment to control reed strength and measurements to the strictest tolerances."

"This manufacturing improvement translates into a reed that plays and feels consistent from one box to the next," said Robert Polan, D'Addario Woodwinds product manager. "An added bonus is that this improvement increases D'Addario's production flow."

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

Sennheiser Receives Engineering Emmy

Sennheiser was honored with the Philo T. Farnsworth Award at the 65th Primetime Emmy Engineering Awards in Hollywood.

The Philo T. Farnsworth Award honors an agency, company or institution whose contributions over time have significantly impacted television technology and engineering. The award originated in 2003 as a means to recognize Panavision's years of contribution to the film and television industries. Unlike most other Emmy awards, it is not awarded every year. The award is named after the inventor of electronic television, Philo Farnsworth.

Seven Engineering Emmys were awarded

at the ceremony: the Philo T. Farnsworth Award, the Charles F. Jenkins Lifetime Achievement Award, Engineering Emmys for YouTube, Aspera's FASP Transport Technology, Josh C. Kline for creating Digital Dailies, iZotope RX Audio Repair Technology and Prevision Virtual Studio System (Lightcraft Technology), as well as two Engineering Plaques awarded to Lawo AG for their audio networking and routing system and Final Draft Screenwriting Software.

Daniel Sennheiser and Dr. Andreas Sennheiser accepted the Emmy statuette.

🛒 [Sennheiser \(sennheiser.com\)](http://Sennheiser (sennheiser.com))

On-Stage Stands Secures Tablets

On the heels of its TCM9150 Tablet Mounting System with folio case, On-Stage has added six new products to its u-mount line.

Each model uses a tough, protective Snap-On back cover to secure the tablet to a choice of mounting systems.

They include the following models: the TCM9160 Snap-On case for iPad 3 and 4, original mounting post system with the TCM9260 Snap-On case for iPad mini with the original mounting post system; the TCM9161 Snap-On case for iPad 3 and 4 with a quick disconnect with round surface mount; the TCM9261 Snap-On case for iPad mini with quick disconnect system and a round surface mount; the TCM9163 Snap-On case for iPad 3 and 4 with quick disconnect and a flat surface mount; and the TCM9263 Snap-On case for iPad mini with quick disconnect system and a flat surface mount.

The u-mount line was conceived to give musicians, moms, teachers, artists, engineers, retailers and everyone else a versatile way to mount their tablet computers.

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



Pro Tools 11

The new standard for audio production

Competition in the music industry has never been fiercer. With Pro Tools® 11, you have the industry's most proven and trusted tools at your fingers to make your mark. From the powerful new Avid® Audio Engine to 64-bit performance and offline bounce, you can take your music to a whole new level.



See Pro Tools 11 in action in the Avid booth (#6400, Hall A)

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The first reed they play could be their first step to greatness. Rico reeds have a perfectly balanced blank with a taper specifically designed for students. Plus, the thinner profile and easily vibrating tip helps students play right – right away.

Rico's commitment to continuous innovation, coupled with 85 years of experience, has fueled their passion for perfecting the reed-making process.

The result: students get the confidence they need and the edge you both want. So whether it's an audition, a competition or eventually first chair, Rico will be there to help students take first.

Learn more at daddario.com/rico

RICO

#TakeFirst





Kremona Pickup Amplifies Nylon String Sound

The NG-1 bridge pickup from Kremona amplifies the natural sound of nylon stringed guitars without modification. Utilizing the tension of tuned strings, NG-1 installs safely and securely on the classical or flamenco guitar tie block.

When changing strings or with an existing set loosened, the NG-1 is placed on the tie block with the input facing downward. Strings loop at the bridge around the tie block, holding the NG-1 in place as the strings are tuned to pitch.

A version for ukulele, the UK-1, is also available.

MSRP: \$79.

[Kremona \(kremona.com\)](http://Kremona.com)



Harman's dbx Unveils PS6 Power Supply

Harman's dbx has introduced the PS6 power supply for the dbx PMC16 Personal Monitor Controller. The PS6 can supply AC power for up to six separate PMC16 units.

The PMC16 is suitable for diverse settings, from house of worship systems with a single mixing console to large-scale orchestra installations of up to 60 PMC16 units.

The dbx PMC16 Personal Monitor Controller has a remote control design, allowing performers to set up and control their own personal mixes of up to 16 channels of audio. Each channel can be tweaked with EQ, panning, stereo width control and effects, including a choice of built-in Lexicon reverbs.

The PMC16 can be used with traditional onstage monitor systems, powered personal monitors, in-ear monitors, digital snakes and headphones.

"Since it began shipping, our PMC16 has been met with wide acclaim from users from a variety of backgrounds," said Noel Larson, market manager for portable PA, tour and recording at Harman Signal Processing. "We designed a high-quality multi-power supply that provides users with a functional and flexible option that will allow them to have a highly scalable setup as they add additional PMC16s."

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

Numark Unveils DJiO 2 USB Audio Interface

Numark's DJiO 2 USB audio interface offers studio-grade 24-bit/44.1 kHz audio quality, clean setup and easy recording. Numark's original DJiO audio interface offered DJs a simple and affordable way to get up and running with any DJ controller that lacked a built-in audio interface. The DJiO 2 is more affordable and includes the ability to send the mix and mic signals into a computer for recording.

"We've also made DJiO 2 much more compact," said Numark Product Manager Chris Roman. "Both in size and price, it's now easier than ever to fit it into your setup."

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

Hudson Music Launches Free Digital Bookstore

Hudson Music has released a free digital bookstore app that allows users to experience new and classic Hudson Music titles on Apple, Android, and Kindle Fire devices.

The app's features include: easy navigation that lets users flip the pages; quick zoom in and out; an interactive table of contents to quickly jump to chapters; instant playback of audio; and integrated video, including full screen playback.

[Hudson Music \(hudsonmusic.com\)](http://HudsonMusic.com)


NEW PRODUCTS FOR 2014

6" GUITAR SPEAKER
The little brother to the 820H, the 620H is a four ohm hemp cone speaker with warm, full, and clean tone that will make a small, thin amp sound bigger and fatter.

CV-75
Over ten years in development, we've captured the epitome of British tone. Complete tonal balance – grunt and punch in the lows, warm/tailored mids, and nice, clear, open/airy highs.

GA-SC64 HEAR IT SATURDAY @ 1:45
Vintage American ceramic magnet tone approved by legendary amp builder, George Alessandro. Well-balanced from top to bottom with tight, full lows, warm mids, and warm, but open highs.

LEGEND EM 12
A high power 12" guitar speaker featuring ultra-clean tone with big, round, punchy lows and warm, smooth mids and highs. A more neutral tone so you can hear more of your amp and guitar.



EMINENCE®
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LA850 SERIES
Three high-power, shallow cast frame Professional Series loudspeakers designed for tight-fitting horn loading or line array applications. A perfect replacement in EAW's KF Series.

DELTA PRO 12-450
A lighter weight version of our popular Delta Pro 12, this model is a perfect replacement for woofers in many portable PA cabinets, including Mackie's SRM450 cabinets.

KAPPA PRO 10LF
A low frequency enhanced version of our Kappa Pro 10. Excels in very compact vented or horn loaded bass guitar or subwoofer enclosures.

PSD:2013 AND PSD:3014 COMPRESSION DRIVERS
Two new compression drivers in 1" and 1.4" throat sizes.

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the NAMM show¹⁴ BOOTH 4334

SPECIAL APPEARANCES

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LEGENDARY METERS GUITARIST
LEO NOCENTELLI WITH PENNAL JOHNSON

SATURDAY @ 12:00
PETE ANDERSON

SATURDAY @ 2:00
CHRIS POLAND, ROBBY PAGLIARI
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Hear these amazingly talented tone masters in action:

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Gary Morse	Mat Gurman
Tomo Fujita	Alex Ivanov
Pennal Johnson	and more.



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ADD-ONS



Gator Introduces Les Paul, 335 Model Guitar Cases

Gator Cases' Journeyman series includes custom fit cases for Gibson Les Paul and 335 model guitars.

The elegant Journeyman series offers stylish cases for a variety of guitar styles. Moving away from the traditional black exterior, the Journeyman series provides a fresh look with its pebble weaved burlap wrapping and espresso brown trim. Antique brass hardware gives each Journeyman case a classic look.

A royal blue crushed velvet lines the interior and provides a soft cushioning for the instrument. An internal accessory storage compartment is great for straps, strings, capo, and related accessories. Each Journeyman case is constructed of thick plywood.

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



D&A Gigstand Designed With Musicians in Mind

D&A Guitar Gear has launched a line of guitar accessories with sophisticated aesthetics and reliable functionality. The company's flagship product, the D&A Gigstand, is a new generation of its portable guitar stands that unfolds with the whip of a hand and fits comfortably in a gig bag.

Designed to be ultra compact, lightweight and intuitive, the portable guitar stand easily integrates into the musician's workflow. Weighing less than your average guitar cable, the D&A Gigstand unfolds in two simple steps. It is covered in the soft polymer material TPE, making it safe for all guitar finishes.

Although small in size, the D&A Gigstand is rock solid. The lattice ribbing, adapted from the Eiffel Tower's structure, provides strength and support equal to more than three times that of the hollow material alone.

[D&A \(heydna.com\)](http://heydna.com)

Elixir Strings Co-Designs HD Light Set With Taylor Guitars

Elixir Strings has launched HD Light strings for acoustic guitar.

The product is the result of a collaboration with Taylor Guitars' master luthier Andy Powers, who wanted to create a string set that would bring a bolder high end and fuller, warmer low end to the guitar maker's Grand Concert and Grand Auditorium instruments.

Powers felt he could achieve this articulation by creating a unique tension profile at the bridge that allowed greater articulation of the treble strings without overloading the soundboard. "We talked with our friends at Elixir Strings about how the tone of these body shapes could be enhanced by experimenting with string tension," said Powers.



The resulting Phosphor Bronze with Nanoweb Coating set, known as HD Light, complements the construction of the Grand Concert and Grand Auditorium. "The increased tension of the treble strings improves their articulation, balancing their voice within the mix," said Elixir Strings engineer Justin Fogleman. "What was unexpected is that the interaction of the tension profile with the soundboard also adds to the harmonic content of the bass strings, creating a warmer, fuller sound. The articulation of the treble strings, while adding harmonic content at the bass end, provides a bold voice across all the strings, hence the name, HD Light."

After experimenting with blending heavier medium gauge strings for the top three (treble) strings with the bass strings of the regular light set, Fogleman said that they found that the optimum gauging for the HD Light set to be .013, .017, .025, .032, .042 and .053.

"The new HD Light sets are perfect for these narrow-body style guitars," Powers adds. "The hand feel is incredibly balanced. Knowing that I was going to get to use this string set actually influenced the way I braced and voiced the guitars, because I knew that they would create a unique tension profile."

Taylor has also announced that its most popular steel-string acoustic guitars are now being factory-strung with Elixir Phosphor Bronze Strings with Nanoweb Coating — including HD Light sets on the 300 to 800 Series.

[Elixir Strings \(elixirstrings.com\)](http://elixirstrings.com)



On-Stage Stands GS7800 Hanger Uses U-mount Clamp

Continuing to demonstrate the versatility of the patent-pending u-mount clamp, On-Stage has introduced the GS7800 mic stand guitar hanger, designed with u-mount technology.

The GS7800 joins On-Stage Stands' growing line of u-mount-equipped products, including the DA-26P percussion mount, the LS7720QIK quick-connect lighting stand, the LSA7700P lighting stand arms, and the comprehensive line of Snap-On and folio-style tablet covers with integrated mounting systems.

The u-mount elliptical clamp is at the heart of every u-mount product. The GS7800 combines it with a self-adjusting swiveling yoke, turning any standard tripod mic stand into a hanging guitar stand. Easy-on, easy-off, the single knob clamp secures to any shaft up to .75 inches in diameter. The swivel yoke accommodates most conventional headstocks, adjusting automatically so instruments hang straight. The yoke is lined with inert velveteen foam, and solid metal construction handles acoustic and electric instruments up to 8 pounds.

At the other end, an exclusive EVA bumper is included to stabilize and protect the body of the instrument. This bumper fits around the mic stand shaft and can be positioned in the best location for the particular instrument. A zip tie is included with the bumper for semi-permanent installation. A complete kit, allowing an existing tripod mic stand to pull double duty as a guitar stand, the GS7800 gives musicians new options in stage layout and equipment handling.

MSRP: \$16.95.

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

ORBIT Mounts Hold iOS Devices Secure

Triad-Orbit has released the iORBIT 1 and 2 mounts for all versions of Apple iPad and iPhone.

ORBIT mounts feature spring-loaded frames that gently but securely capture tablets and phones and CamCutaway™ for full-frame photos and video. Combining a Triad Stand, ORBIT O2 Dual-Orbital Boom and a iORBIT mount creates a secure platform for worship leaders as well as studio and performing musicians.



TRIAD-ORBIT
ADVANCED MICROPHONE STAND SYSTEMS

The O2 dual boom does double duty, anchoring a vocal mic and sheet music and charts on an iPad.

"Digital files displayed on the iPad are quickly replacing conventional paper sheet music, chord and lyric charts on stages and in studios around the world," said Marty Harrison of Access Products Group, parent company of Triad-Orbit.

"iORBIT mounts incorporate our exclusive MICROT™ stainless-steel ball swivel mechanism for an unparalleled range-of-motion, along with the IOTM Quick-Change Coupler for instant connectivity to all T-O stands and booms or conventional stands equipped with IO-RTM retrofit couplers," Harrison said. "The result is rock-steady stability and precise positioning of iPads and iPhones for viewing text, recording audio and video or remote control of application in any performance setting. With iORBIT, the world of iOS mobile computing is always at your fingertips."

Triad-Orbit Advanced Microphone Stand Systems work with all industry-standard components, from stand bases to mic clips.

[Triad-Orbit \(triad-orbit.com\)](http://triad-orbit.com)

Matt Greiner
AUGUST BURNS RED
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THE NEW MATT GREINER SIGNATURE STICK

Matt and the Vic design team have nailed it. Pick up a pair and you'll immediately notice a weight in your hand and a lightness up front that will help you speed around your kit. And with a lacquer-free, "dry-tumble" finish, you won't lose your grip even during your sweatiest performances! So get your hands on the new Matt Greiner Signature stick and feel where the inspiration takes you.

Check out the precise design features of Matt's stick, and all of Vic's Signature Series collaborations with the world's top players at VICFIRTH.COM

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DigiTech Jams With New Compact Stereo Looper

Harman's DigiTech's JamMan Express XT Compact Stereo Looper/Phrase Sampler is the size of a standard stompbox.

The JamMan Express XT offers a host of capabilities, including up to 10 minutes of stereo looping time and DigiTech's exclusive JamSync feature for synchronizing multiple JamMan pedals.

The JamMan Express XT is great for use with guitar, bass, keyboards and other instruments. Its control layout is simple yet versatile. A single pedal switch, three Record, Dub and Play LEDs and a Loop Level knob provide access to many looping functions.

Using the JamSync feature, players can synchronize the JamMan Express XT with other JamSync-enabled pedals to create multitrack loops or play loops with other musicians. MSRP: \$149.95.

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

Korg Reimagines the RK100S Synth/Controller

Korg has debuted the RK-100S synth/controller to celebrate the 30th anniversary of the original RK-100.

Housed in a solid-wood body, the battery-powered RK100S offers a number of additional updates from the original model. Equipped with a full palate of keyboard sounds from the built-in microKORG XL+ engine, it enables users to perform in a wide variety of music genres. It also functions as a USB/MIDI controller, as well as a vocoder.

There are 200 programs available in the onboard MMT sound generation system,

including a broad range of oscillator algorithms such as the characteristic sawtooth and square waves found in analog synthesizers, plus formant waveforms, noise, and classic PCM/DWGS waveforms.

In addition to the 37-note slim keyboard (as featured on the Korg MS-20 Mini), a short ribbon controller on the neck and a long ribbon controller in front of the key bed are included for controlling parameters such as pitch and filter. The long ribbon runs the entire length of the



key bed and can also be used to play scales over three octaves.

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

Banjo Exhibit to be Featured at the Museum of Making Music

Today the banjo is nearly everywhere. It's played on children's television, late-night talk shows and at the World Series. Even Grammy-winning artists, famous comedians and international megastars have placed the banjo at the center of their acts.

From March 28 to Sept. 28, The Museum of Making Music in Carlsbad, Calif., will explore this growing trend with a special exhibit, "The Banjo: A New Day for an Old Instrument." Learn how the banjo emerged from the plains of West Africa to plantations in the American South. Discover how it survived disturbing decades of blackface minstrelsy to eventually thrive under the bright lights of country, folk and bluegrass, and how it broke from its traditional roots to influence nearly

every genre of American popular music — from jazz to rock and from funk to punk.

Accompanied by an impressive array of historical instruments, as well as those made by today's companies large and small, the exhibition will tell a story of music made uniquely in America and how musicians, manufacturers, dealers, consumers, songwriters and publishers all interact in a musical ecosystem centered around the banjo. The exhibit will include a vibrant multi-genre series of live performances and interactive opportunities.

For more information, visit museumof-makingmusic.org or call the museum at 760-304-5809.

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



Vintage & Modern

Positive Grid's BIAS is a guitar amplifier modeler and designer. It's equipped with 36 replications of vintage and modern amps.

Key features include complete, accurate and versatile amp modeling; 36 factory authentic amp models (28 guitar, four bass and four keyboard/vocal) included with the introductory release; and the ability to custom-design a variety of new topologies.

[Positive Grid \(positivegrid.com\)](http://positivegrid.com)

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LEWITT LOUNGE
// NAMM 2014
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// **LCT 550**

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// Highly precise calibration of the capsule and the electronics – any two LCT 550s will always form a matched pair at +/- 0 dB

* 3 dB-A according to IEC 60268-1 due to Brownian motion (in simple terms: sound caused by the movement of air molecules ...)

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SHEL to Demo 'd:' Products at DPA Microphones

Folk pop band SHEL will once again be the headlining act for DPA Microphones at The NAMM Show. Longtime fans of the company, SHEL is made up of four sisters who will perform using DPA's d:vote 4099 Instrument Mics and d:facto II Vocal Microphones equipped with a variety of adapters. Additionally, the company is announcing a full product "d:" branding, which includes the absorption of the current 4060, 4071, 4080 and 4090 Miniature Mics into the d:screet Miniature Microphones group and the addition of the 4066 and 4088 Miniature Headsets to the d:fine Headset Microphone category.

In addition to watching full performances from the group, attendees will have the opportunity to hear the true quality of the mics employed in SHEL's setup at personal listening stations located throughout the DPA Microphones booth.

The unveiling of the new d:screet Miniature Microphone name is another step in the company's plans for full "d:" branding.

🛒 **DPA Microphones** (dpamicrophones.com)



Solid State Logic Builds Network in Denmark, Sweden

Solid State Logic has appointed Alfa Audio as the official SSL Live console dealer in Denmark. Arva Trading will oversee distribution in Sweden.

"With live equipment portfolios that perfectly complement SSL's Live console combined with a wealth of experience in the live market, both Alfa Audio and Arva Trading are ideally suited to partner with SSL in this new venture," said Tim Harrison, area sales manager. "The highly innovative new Live console has rightly generated high expectations from our prospective clients to deliver a sales support structure of the highest standard at the local level. This is accomplished through Alfa Audio and Arva Trading."

"We at Alfa Audio are very excited to add the SSL Live console to our product portfolio," said Morten Laulund Uldbæk, product manager, SSL Live, Alfa Audio A/S. "We have

already had several opportunities for hands-on experience with the new SSL Live. The layout, feature set and audio quality of the console are all perfect. We are convinced that SSL Live presents a whole new way of working and thinking about mixing live audio. The features of the SSL Live, combined with the natural expectation of the very high audio quality for which Solid State Logic is known, has attracted the attention of several key players in the Danish pro audio market."

"Arva Trading and Solid Stage Logic have longstanding and prosperous business relations for distribution of Solid State Logic's renowned analog recording and digital broadcast consoles, and we are very pleased to have the new SSL Live added to the roster," said Olof Arvidsson, managing director of Arva Trading.

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

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- 10" & 12" ABS model
- Tunable with limitless sound options

Surdos

- Booming bass with deep tones
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martinguitar.com

Visit us at NAMM Booth 5454

DRUM PADS

Vic Firth Designs Two Markworth Mallets

Vic Firth has introduced two new models to its series of Andrew Markworth Corpsmaster Signature Keyboard Mallets.

As an instructor, arranger, composer and show designer, Andrew Markworth's talents have been showcased with some of the very best ensembles.

The M231H is a 16 3/4-inch medium-hard model that offers a blend of warmth and articulation in all registers. It fits between the M231 and M232 in terms of hardness and features large birch shafts for increased articulation and sound projection.

The M232L is a 16 3/4-inch hard model suited for those who appreciate the M232 but want more agility and warmer tone at all dynamic levels. A special synthetic core coupled with 5/16-inch birch shafts provides enhanced comfort.

 **Vic Firth** (vicfirth.com)



Yamaha Stage Custom Birch Set Gets a Makeover

Yamaha has introduced the redesigned Stage Custom Birch drum set with several significant upgrades.

Many of the changes are subtle, yet substantial. Yamaha upgraded the shells with the same thicker-ply concept used on Live Custom and rounded the bearing edges for more head-to-shell contact, which provides a fatter sound. The Absolute style lug, which attaches to the shell using a single screw, requires fewer holes in the shell and less metal inside the drum, allowing the drums to resonate more fully. Die-cast claws and new spurs adorn the bass drum and the snare drum now includes 10 lugs for more precise tuning.

Stage Custom Birch kits also come in new sizes. Tom and floor tom sizes are now

available at traditional depths and diameters, offering wider tuning and dynamic ranges. The floor toms, trimmed down to be under square, provide a better tone to attack balance. The drum sets also offer excellent finishes, high-end specs and superior hardware at a great value.

"The Stage Custom Birch has been a very successful drum set due to its incredible value," said Dave Jewell, marketing manager, Yamaha Drums. "We listened to dealers and consumers and improved our number-one-selling drum set in many ways. From pro finishes to the new Absolute lug casing, the Stage Custom Birch drum set will continue to set the standard for the industry."

 **Yamaha** (yamaha.com)

12-Lug Superdrum Features Triple Snare System

The Superdrum is a 12-lug snare drum designed to improve sound by increasing control over the tensioning of the top and bottom heads. The enhancement in sensitivity and articulation is due to the addition of four lugs to the standard eight-lug snare drum, a 50 percent increase.

Designed by pro drummer and teacher Dave "Bedrock" Bedrosian, the Superdrum is available in brass, maple and chrome.


 **Superdrum** (superdrum12.com)

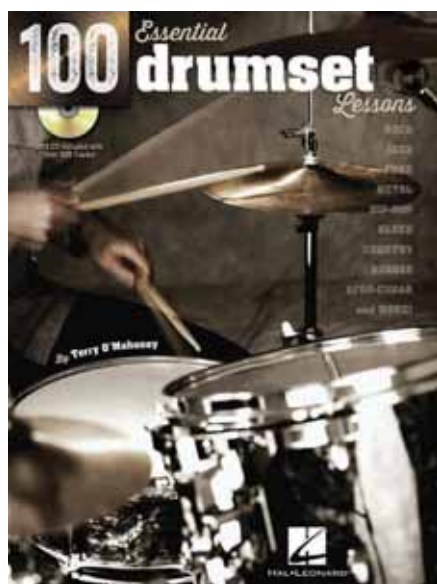
Remo Introduces Emperor Ebony Drumhead Line

Remo has expanded its Ebony series drumhead line.

The new Emperor Ebony drumheads provide durability, warmth, volume and clarity with focused mid-range tones. Designed for snare drums and tom toms, Emperor Ebony heads have plenty of attack for maximum stick articulation.

The line is available in a range of sizes including 6-inch, 8-inch, 10-inch, 12-inch, 13-inch, 14-inch, 16-inch and 18-inch heads. MSRP: \$27.90-\$48.90.

 **Remo** (remo.com)




Hal Leonard Gives Essential Drum Set Lessons

Hal Leonard has published the book/CD pack *100 Essential Drumset Lessons*, aimed at drummers of all styles and levels.

It offers self-contained tutorials, ample examples and exercises, and more than 300 demo and play-along tracks.

This thorough book/CD pack covers basic beats and fills, soloing concepts, odd-time playing, brush playing, swing concepts and metric superimposition. Author Terry O'Mahoney delves into rock, jazz, funk, metal, hip-hop, blues, country, reggae, Afro-Cuban and other world music drumming styles.

The book also includes advice on productive practicing techniques, transcribing drum parts, creating an original drum part for a song, and five drum set audition solos.

 **Hal Leonard** (halleonard.com)

Mapex Drum Goes Out of This World With New Mars Series Drum Kits

Mapex's Mars series of drums and hardware are designed for aspiring players ready to replace their beginner kits, and for younger players in search of a mid-priced drum set that is easy to tune and maintain.

The Mars Series Shell Packs offer shallow-depth 100 percent birch shells, complete with the new SONIClear Bearing Edge, which increases the contact between the drumhead and shell and allows the head to sit flat on the edge. The SONIClear Bearing Edge produces a stronger and more centered pitch and makes the drums easy to tune.

"The drum manufacturing community hasn't paid a lot of attention to the importance of bearing edges over the years," said Mike Robinson, director of marketing for KHS America. "Specifically, players have had a difficult time tuning their drums and making them sound good because the apex of the edge is too far to the outside of the shell, and they can't get the drumhead to

sit flat. That frustration, especially for players who are learning the art of tuning their drums, can lead to a lack of enjoyment and less time playing."


Mapex has taken design elements found

on its premium line of Saturn IV drums and brought them into the mid-range to enhance the performance of this gig-quality series.

The SONIClear rack tom suspension system increases overall resonance by preserving vibration in the shell and drumheads and preventing the loss of energy that can make drums sound choked.

The Mars hardware series is designed to be paired with Mars kits. It's the perfect step-up hardware choice to replace beginner hardware. The double-braced Mars stands are heavy duty.

This all-purpose hardware is available in packs or as individual pieces, and comes in a choice of chrome and a special black-plated finish and can endure years of playing.

 **Mapex** (usa.mapexdrums.com)



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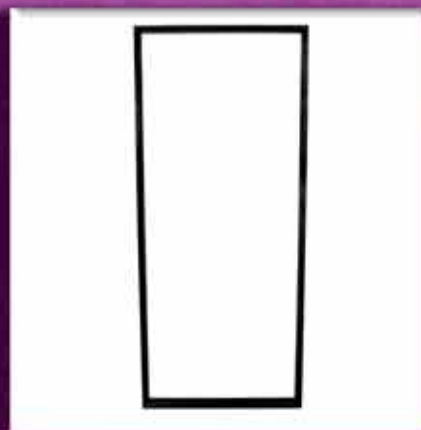
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Go Fish: Lanikai Reels In Solid Spruce TunaUkes

Lanikai Ukuleles' first series of solid wood ukuleles equipped with TunaUke is a new technology that uses a compensated nut and movable saddle to deliver a significant intonation improvement.

The new ukules feature solid spruce tops, mahogany back and sides, rosewood bridge and fingerboard, geared chrome tuners and genuine Aquila strings.

"Solid spruce tops have always been a favorite for guitarists," said Product Manager Leon Lewis. "We feel that this top can also be used to build great sounding ukules. Combine this construction with TunaUke technology

and this new series offers some of the best playing ukules in the world.

"Uke players don't know what they have been missing; most ukuleles have never sounded this good and only Lanikai's TunaUke offers this performance." MSRP: From \$199.

🛒 [Lanikai Ukuleles \(lanikaiukes.com\)](http://LanikaiUkuleles.com)



Ibanez Rocks Iron Label Series With New Additions to ARZ Models

Ibanez has added the RG Series eight-string guitar and a new RG Baritone guitar to its Iron Label series of single-cutaway ARZ models.

The new Iron Label ARZ instruments include a six-string model, available in black, white and a figured bubinga top in a Dark Brown Sunburst with gold hardware. A new seven-string model will also be available in black or bubinga sunburst.

The RG body-style baritone RGIB6BK and eight-string will make their debut in the Iron Label series. The RGIB6BK features

a basswood body, and a 28-inch scale Nitro Baritone neck for a full, rich tone.

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



PreSonus Two-Way Monitor Powered by 25 Watts

PreSonus has added the Eris E4.5 studio reference monitor as the third model in the Eris series of two-way monitor speakers. The E4.5 delivers professional audio quality and can be adjusted to the acoustic space.

The affordable monitor speaker is ideal for bedroom studios, school music programs or as a high-quality replacement for computer speakers.

The Eris E4.5 features a 4.5-inch, Kevlar low-frequency transducer, a 1-inch, silk-dome, high-frequency tweeter and a rear bass-reflect port. Each speaker is powered

by a 25 watt Class AB amplifier.

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



Roland Offers Dynamic Response in HP500 Models

Roland has unveiled three new models in the HP500 series of digital pianos: HP508, HP506 and HP504.

The pianos come equipped with Roland's SuperNATURAL piano sound engine, offering tonal variations, natural note decay and dynamic response.

New features include an upright piano tone, a Dynamic Harmonic function for fortissimo playing and Individual Note Voicing to customize the piano's sound to suit the user's playing style or home environment.

The HP508 and HP506 models feature Roland's Acoustic Projection audio system,

while all models in the HP500 series include the Headphones 3D Ambience effect.

The new PHA-4 Concert (HP508 and HP506) and Premium (HP504) keyboards include Roland's touch-detection technology.

🛒 [Roland \(rolandus.com\)](http://Roland.com)



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Continuing our 40 year tradition of providing guitar players with the finest guitar straps, Levy's is proud to introduce the latest incarnation of their Signature Series strap. Every year Levy's skilled craftsmen try to improve on their efforts from the previous year. The result, for 2014, is the stunning MSS17.

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Deering Eagle II Banjo Amplifies With No Squeal

Hundreds of thousands have seen Deering's Eagle II acoustic/electric model banjo played on stage thanks to folk-rock band Mumford & Sons.

Of primary importance to the instrument's success is the addition of the Kavanjo Pickup System. This system features a hand-wound humbucker pickup that is mounted through the head of the banjo and a jack installed on the flange. The banjo features a new amplification system with the patent-pending TwentyTen tone ring, making it capable of being clearly heard in larger venues. Other features include a maple neck



and resonator stained in a rich, dark brown with a glossy finish.

🛒 **Deering Banjo Company**
(deeringbanjos.com)

Hal Leonard Surveys the Decades With Ukulele Songbooks

Hal Leonard has unveiled the Ukulele Decade series of songbooks.

Each of the six songbooks contains the melody, lyrics, chord symbols and ukulele chord grids for 80 top tunes from a specific decade, with new arrangements playable on any type of ukulele.



The 1950s songbook contains classics like "At The Hop," "Blue Suede Shoes" and "You Send Me." The 1960s offers "Both Sides Now," "Ruby Tuesday" and "Stand By Me." The 1970s features "The Joker," "Rocky Mountain High" and "Y.M.C.A."

Hits in The 1980s songbook include "Beat It," "Call Me" and "Footloose," while The 1990s has "All I Wanna Do," "Hero" and "Smells Like Teen Spirit." The 2000s includes "Since U Been Gone" and "Stacy's Mom." MSRP: \$17.99-\$22.99.

🛒 **Hal Leonard** (halleonard.com)

Washburn Guitars 'Idol'-izes WI40NM

Washburn Guitars has added the WI40NM to its Idol family of solid-body guitars.

The WI40NM features a solid, two-piece mahogany satin-finished body with a Canadian maple set neck with recessed heel for upper-fret access. The 22-fret ebony fingerboard accentuates the pearloid block inlays, and the gloss-black capped headstock features pearloid Washburn logo and stylized W inlay.

The all-black hardware complements the mahogany and maple and features a tune-o-matic bridge with stop tailpiece and Grover 18:1 tuners

with keystone buttons.

The electronics are what make this guitar a real star. A hot alnico bridge humbucking pickup wound to 16k has been chosen to excel at rock tones and soloing. The WI40NM comes equipped with D'Addario strings.

🛒 **Washburn Guitars** (washburn.com)



Yamaha DTX502 Electronic Drums Sound, Play Better

Yamaha has revamped its DTX502 electronic drums. Based on the DTX-PAD, the new kits feature redesigned tom pads, a lighter-weight steel rack, a laser-enhanced playing experience and a new drum trigger module that is more powerful than anything in its class.

The DTX502 drum trigger module includes 691 professional and expressive sounds featuring new drum and cymbal voices, along with upgraded versions of classic Yamaha acoustic drums. The system lets drummers customize their sound with editing and voice layering and offers the ability to import new drum samples into the



module for virtually endless sonic capabilities. A built-in sequencer provides a wide variety of songs to play along with and record performances.

🛒 **Yamaha** (yamaha.com)



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Primacoustic Takes Europe

Radial Engineering recently announced that its full line of Primacoustic acoustic treatments are now being warehoused in Europe for the European and Middle Eastern markets.

"We are experiencing a growing demand for our products in these markets, particularly for commercial and private studios," said Steve McKay, Radial's export sales manager.

INFO Primacoustic (primacoustic.com)

Save the Dates!

Plan ahead to attend NAMM's upcoming trade shows.

Summer NAMM will be held in Nashville, Tenn., from July 17–19. It celebrates the importance of the local music store and honors the industry's Top 100 dealers.

Musikmesse Russia and Proflight + Sound NAMM Russia will be held in Moscow from September 11–14.

The NAMM Show 2015 will be held again in Anaheim, Calif., from January 22–25.

INFO NAMM (namm.org)



Kala Donates 1,200 Ukuleles to Educational Programs

Kala Brand Music has donated more than 1,200 ukuleles to Guitars in the Classroom (GITC) for classroom programs in Massachusetts, Michigan, South Carolina, Virginia and California.

Teachers who complete the beginning level of training with GITC are eligible to apply for ukuleles for their students to play during regular academic lessons. Students write original songs using the ukes in order to aid in learning lessons in math, science, social studies, language arts and more.

Classrooms typically receive a set of six instruments so that children can take turns being in their classroom string band. Many schools later decide to purchase a full set of ukuleles.

"The addition of ukulele to our work super-charges students' academic learning, fueling their passion for making and sharing music, and boosting their self confidence,"

said Jessica Baron, executive director, Guitars in the Classroom. "Ukes offer these students an irresistible experience on par with cuddling a puppy, making new musical friends and experiencing authentic self-expression — all at once. We are beyond grateful to Kala for making this possible."

"Kala is excited to be leading the way in enabling music literacy as a tool for all learning," said Rick Carlson of Kala Brand Music. "Teachers now have the ability to impart multiple skills with ukulele in the educational arena, and we are proud that it is having a profound impact on students. Kala looks forward to continuing this partnership with Guitars in the Classroom in 2014."

GITC has trained almost 10,000 teachers and school staff members to lead musically integrated lessons across the academic curriculum.

INFO Kala (kalabrand.com)

Vintage Debuts Viator Travel Acoustic

Vintage and Paul Brett have announced their third collaboration, the Vintage Viator acoustic guitar.

This travel-sized parlour acoustic features a solid sitka spruce top, sapele back and sides and customized X-scalloped bracing.

The word "viator" means traveller in Latin, and this guitar comes with a Vintage custom Viator padded carry bag.

"I am proud to present the new Viator travel guitar," Brett said. "This guitar will suit both beginners and professionals who want to have a great-sounding and affordable guitar that they can fit into small spaces for travelling convenience. My inspiration for this guitar came from the early 20th-century style of guitars, and the sound the Viator produces both in fingerstyle and strumming modes is very much reminiscent of that era."

INFO John Hornby Skewes (jhs.co.uk)





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ZILDJIAN SOUND LAB NEW SOUNDS FOR 2014



16" K Light HiHats

The new 16" K Light HiHats offer the same dark, light blend of overtones associated with the classic 14" K Light Hats but now with more volume and a lot more wash.

20" K Dark Thin Crash

In response to drummers' requests for larger models, Zildjian is also introducing a 20" version of its classic K Dark Thin Crash.

10" A Custom EFX

Zildjian is releasing a 10" A Custom EFX model with paper thin weight and laser generated "cut outs" that allow it to produce quick, trashy, white noise effects that are great for accenting and punctuating.

Visit zildjian.com or booth #2940 for the latest from Zildjian.

Zildjian
SOUND LEGACY

Tanglewood Brings Sundance Natural Series to North America

Tanglewood has introduced its Sundance Natural series of guitars to North America.

The stripped-down instruments feature Tanglewood's Open Pore technology, a proprietary finishing process that utilizes a thin film sealant, allowing the body to breathe and resonate more freely.

The process gives the guitars accentuated bass and middle registers, while the treble tones remain similar to instruments with a more traditional lacquer finish.

The Dreadnought and Orchestra models have solid spruce tops and mahogany back and sides, while the TW45W-OP-E Super Folk model combines solid cedar and American black walnut.

MSRP: TW15-OP Dreadnought, \$679; TW15-OP-CE Dreadnought, \$899; TW45W-OP-E Super Folk, \$899; TW70-OP Orchestra, \$679.

🛒 **Tanglewood Guitars** (tanglewoodguitars.com)

Sax Dakota Features New Finishes

Sax Dakota has unveiled the Dakota XG Type alto and tenor saxophone available in two custom metallic finishes — antique bronze or matte black body with silver plate bell, bow and neck.

Both models reflect the original design and specifications for all Dakota saxophones, including oversized, grouted bells, double key arms for all bell key cups, 77 percent copper content brass alloy, fast taper neck design and solid stainless steel key rods.

MSRP: \$3,375–\$3,675.

🛒 **Sax Dakota** (saxdakota.com)



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Kaltman Creations Offers Touch Tablet RF Analyzers

Kaltman Creations' RF-Vue T10 is the flagship model in the company's line of RF Analyzers. The handheld unit that is integrated into a 10-inch touch tablet with the full Windows 8 operating system.

The T10 covers the standard wireless microphone and IEM frequency range of 470 MHz to 700 MHz. Additional models are available with greater frequency ranges. Standalone RF software modules are also available, for use with user-supplied computers or tablets.

The analyzer has full finger navigation functions so the user can pinch, expand-zoom and slide through the RF spectrum with ease. As a true handheld RF spectrum analyzer, the user can enter any frequency

sweep range (within the range of the analyzer) and view the RF spectrum looking for open RF space for channel selections, interference avoidance or interference troubleshooting, all in real-time.

The unit features current, average and peak spectral traces, Touch-to-Listen (listen-in to all RF space); a RF Congestion Scale to gauge the severity of local RF; and customizable screen markers.

🛒 **Kaltman Creations** (kaltmancreationsllc.com)



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Franke Introduces Stroke Machine

Franke Music has introduced its debut product, Stroke Machine, a professional drum and groove synthesizer for Apple's iPad (iOS 6.0 or higher).

Stroke Machine can be programmed with rhythm and groove patterns. With just a stroke, users can switch between the patterns during a live performance, mute or solo individual instruments, change parameters on the fly and record performances as high-quality audio files for sharing or subsequent editing on a computer.

Stroke Machine's attractive, high-contrast user interface is suited to overcoming less-than-ideal onstage lighting conditions.

The product's synthesizer engine features a high-quality oscillator, filter, overdrive, envelopes and LFO, a pattern sequencer and a sample, sound and pattern library.

🛒 **Franke Music** (frankemusic.com)

ME-80

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Cleartone Now Strings New Gibson Electrics

Gibson USA electric guitars now come with factory-installed Cleartone strings. This move reunited the late Cleartone owner Phil Everly with Gibson.

"Gibson has given my family so much joy over the years," Everly said, shortly before his passing. "My dad's prized possession was his L-5. And I'll never forget my years touring the world; first with my J-200 and later my Everly Brothers model J-185."

Cleartone strings are wound at the company's North Hollywood, Calif., factory. Gibson USA switched to Cleartone after testing in a retail environment found the strings on Cleartone-strung guitars remained new-sounding longer than uncoated strings. Cleartone's Gibson set includes string gauges: .009, .011, .016, .026, .036 and .046.

INFO Gibson (gibson.com)

Go Anywhere With SoundBox Mini

The Vox SoundBox Mini is a mobile media player with optional battery power. It can be used with any audio source from MP3 players to microphones, as well as instruments, such as guitar, bass and keyboard. Vox SoundBox Mini features new proprietary Acoustage sound technology, as well as a rugged, die-cast aluminum casing for use anywhere.

In addition to audio playback and jamming along to MP3s, Vox SoundBox Mini can also be used for vocal training. As a practice tool for aspiring vocalists, a center cancel function can eliminate vocals from audio that's playing via the aux in jack.

Eight effects are available, including delay, reverb and more. The tap button enables

users to easily set the delay time in sync with the tempo.

The Vox SoundBox Mini boasts an E-string tuner that can be used with instruments connected to the guitar jack. It can also be mounted directly onto a mic stand, for use as a keyboard monitor, or for personal use. MSRP: \$199.

Vox (voxamps.com)



Behringer Debuts Motor Series

The new Motor series USB/MIDI keyboard controllers from Behringer include the MOTOR61 and MOTOR49, with 61 and 49 keys, respectively. The controllers combine the features of a professional keyboard controller, a bank of nine touch-sensitive motorized faders and a bank of drum pads — all of which integrate seamlessly with any DAW.

MAP: MOTOR61, \$299; MOTOR49, \$249.

Behringer (behringer.com)



Harman Soundcraft Si Performer Lights Up Audio World, Tours Widely

Harman Soundcraft's Si Performer has attracted customers in numerous applications, including education, houses of worship, concerts and corporate events.

The famous London club Ministry of Sound recently added a new Soundcraft Si Performer digital console. At the same time, Ministry of Sound purchased a Compact Stagebox, which with the MADI card and single Cat5 connection to the Si Performer gives them a capacity of 64 I/O's.

"With the I/O expansion, not only do we get the increase in channel count but if we

have a band playing, we can plug in over MADI and the Si Performer will double as a monitor and front of house console," said Chris Thoms, production manager.

Bryony October, long-term FOH engineer for The Noisettes, recently took to the road with singer/songwriter Delilah. She has become an early adopter of an Si Performer console.

"It has screens on each channel, so you can see the compressors and gates, and

the FaderGlow changes color, so you never make a mistake when moving from FOH to monitor mixes," October said.

Harman (harman.com)



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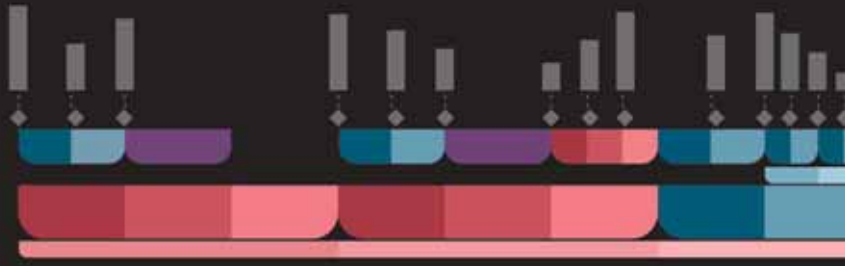
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Solid-Top Studio Series Bass From Breedlove Has Extra-Deep Body

The Studio Bass guitar from Breedlove is a solid-top 4-string that takes full advantage of Breedlove's bass bracing and features the Breedlove Bridge Truss system, which relieves stress on the guitar's top while providing additional sustain and balance.

The instrument sports an extra-deep jumbo body that sounds as great acoustically as it does plugged in. The Breedlove Jumbo is the company's largest body shape by volume and was designed for big acoustic depth and presence.

Every Breedlove instrument undergoes a rigorous 25-to-30-point inspection in Bend, Ore.

🛒 **Breedlove** (breedlovemusic.com)



CharterOak 3 Band Ultra Parametric EQ Has Pro Appeal

CharterOak has introduced the K500 ultra parametric three-band equalizer.

The K500 features high headroom and low distortion on three ultra-wide bands. Seeking to appeal to a wide audience of audio professionals, the K500 will fit into any 500 series powered rack.

Other features of the K500 include: constantly variable low band center frequency sweep from 20 Hz–500 Hz; constantly variable mid band center frequency sweep from 500 Hz–10 kHz; constantly variable high band center frequency sweep from 800 Hz–20 kHz; bell and shelf selection switch in

high and low bands; and frequency divided by 10 switch in mid band.

The unit has 12 dB of cut and boost in 2 dB steps via 11-position rotary switch with lever control, and –24 dB cut selection on each band for corrective wide bandwidth cut or corrective notch filter.

🛒 **CharterOak Acoustic Devices** (charteroakacoustics.com)



Genelec Offers M040 Bi-Amplified Active Monitors

Genelec has unveiled the M040 Bi-amplified Active Monitors. They are in Genelec's energy-efficient M Series, which takes a new approach to monitor design as part of Genelec's larger ongoing sustainable initiatives known as GES (Genelec Embedded Sustainability).

The M040 employs a Natural Composite Enclosure (NCE) manufactured for Genelec in Finland from wood fiber and recyclable material. The M040 uses Genelec enclosure design heritage, featuring rounded edges and gently curved front and sides to provide minimized cabinet edge diffraction and

superb imaging.

The M040 also utilizes a Laminar Integrated Port (LIP) for accurate low-frequency response and minimizing the enclosure vibration and employs an integrated advanced Directivity Control Waveguide (DCW), yielding large internal volumes with outstanding mechanical strength.

The M040 employs a 6.5-inch woofer with a 1-inch metal dome tweeter, powered by an 80-watt and 50-watt amplifier respectively. The free-field frequency response is 48Hz–20kHz (+/-3dB).

🛒 **Genelec** (genelecusa.com)

Auralex Gets Moving With Freestanding Panels

Auralex Acoustics has launched the ProGO moveable freestanding acoustical panels.

This acoustical panel is a portable, lightweight and highly efficient absorber that's effective on the stage, in the studio, in the classroom, in home theaters, in hi-fi listening spaces and more.

This portable absorber consists of a custom, two-sided ProPanel assembly fitted into a custom black melamine-laminated base that can be outfitted with optional casters for increased portability.

The ProGO, available in 2'x6'x8" or 4'x4'x8" configurations, rests in the included floorstand and is easily moved to accommodate a wide variety of setups. It's suitable for controlling early reflections and is also highly effective as a bass trap when stood across a room's corners. The ProGO is an effective solution for any space where boundary-mounted acoustical treatments might not be desirable.

🛒 **Auralex Acoustics** (auralex.com)



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NAMM Member Center

Convention Center Lobby, Booth #168

Thursday – Saturday: 10 a.m.–6 p.m.

Sunday: 10 a.m.–4 p.m.



Yamaha U1TA PE Upright Turns Soundboard Into Loudspeaker

Yamaha's U1TA PE professional upright piano reproduces all sounds (in addition to the acoustic piano) from the soundboard rather than from a traditional speaker.

The U1TA PE uses TransAcoustic technology, which turns the entire soundboard of the piano into one big loudspeaker — which means that any sound can be delivered through this resonant component.

The U1TA has 19 additional instrument sounds onboard to expand the creative possibilities in a variety of musical applications. But, unlike other digital instruments where sound emanates from fixed points (directional speakers), this piano's novel use of the entire soundboard makes the resultant sound envelop the user.

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

D'Addario Products Featured at SIR Locations Nationwide

D'Addario now equips Studio Instrument Rentals (SIR).

SIR's Solutions Network boasts 13 facilities stocked with the largest backline inventory of its kind, ranging from the latest and most popular items to sought-after vintage instruments. Many of their offices also provide quality production stages and rehearsal studios.

"We are thrilled to be part of the SIR experience," said Marco Soccoli, director of artist relations. "We proudly share their commitment in providing every client an excellent value in quality music equipment and

rehearsal that is unmatched."

SIR's network is tied together by hundreds of committed professionals with years of experience working toward a common goal: to satisfy customers with top-of-the-line service, gear and facilities. Each studio is equipped with Planet Waves cables, the finest sound system, many high-end and hand-wired boutique guitar amps, the ultimate bass amp setup, top-of-the-line keyboards and drum kits outfitted with Evans drumheads.

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



Waves Models Scheps 73 Plug-in on Classic EQ/Pre

Waves Audio has debuted its Scheps 73 plug-in. The Waves Scheps 73 is a colorful, three-band EQ modeled on the classic 1073 console EQ and mic preamp module. It was developed in association with world-renowned mixing engineer Andrew Scheps (Adele, Red Hot Chili Peppers, Black Sabbath, Lana Del Ray, Metallica, Jay-Z). Using technologies for the modeling of the Marinair transformer, Waves meticulously captured all the sonic characteristics of the 1073, including its harmonic distortion, whose overtones were tweaked by Andrew Scheps himself, resulting in authentic saturations.

"Being able to EQ in MS mode opens up a whole new range of possibilities for my workflow," Scheps said. "I think about EQ-ing in ways I never have before with traditional hardware."

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

West Coast Pedal Board Revamps Website

West Coast Pedal Board has announced the launch of its new website,

westcoastpedalboard.com, featuring the company's standard line of pedalboards, as well as its Custom Shop and accessories store.

"We have streamlined our website so it is easier than ever to find the board that's right for you, or to design the custom board of your dreams," said Spencer Henderson, West Coast Pedal Board founder.

🛒 [West Coast Pedal Board \(westcoastpedalboard.com\)](http://WestCoastPedalBoard.com)



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Ibanez Launches Artwood Series With Tenor Guitar

Ibanez's AVT1NT is a parlor-sized, four-string tenor guitar featuring a solid sitka spruce top, mahogany back and sides and bone nut and saddle.

The guitar has a mahogany neck, rosewood bridge and fretboard, black and white multi-rosette and a natural high gloss finish. Chrome turn-of-the-century Butterbean open-gear tuners complete the vintage vibe while providing modern-day tuning stability.


The tenor guitar's popularity has begun to rebound. It is becoming more commonly utilized by contemporary artists — Americana musicians in particular.

Tuned in fifths, it's akin to the violin and mandolin family of instruments and can be played using the same scales and chord shapes.



Guitarists adapt to the tenor quickly, and the instrument makes a welcome addition to a wide variety of genres, including country, swing, jazz, folk and pop.

"We've always called Artwood our 'modern approach to acoustic guitar tradition,'" said Frank Facciolo, acoustic guitar product manager.

 **Ibanez** (ibanez.com)

Los Cabos Makes it a Combo With New Duo Model

Los Cabos has unveiled the new Duo model, a stick and mallet combo. The Duo combines the company's 3A Maple drumstick with a 1-inch hard-felt mallet.

"The Duo is like the younger sibling of our Multi-Stick," said Matt Carter, director of marketing and artist relations for Los Cabos. "Using maple allows for an overall lighter feel to this stick and the hard felt beater delivers a

very focused attack while creating a wonderful overall balanced feel."

The Duo is 16.25 by .586 inches.


MSRP: \$25.64.

 **Los Cabos** (loscabosdrumsticks.com)



Shadow Offers NAMM Price Reductions

Shadow Electronics has offered special price reductions of 30 to 47 percent for NAMM 2014 on the following items: The SH 330 single coil passive sound hole pickup in maple finish, the SH 145 (black or gold) active sound hole humbucker pickup and the SH Stomp Box percussive stomp box. MAP: SH 330, \$49.99; SH 145, \$129.99; SH Stomp Box, \$99.99.

 **Shadow Electronics** (shadow-electronics.com)



Henry Heller Offers True Originals

Henry Heller has debuted 2-inch sublimation printed polyester guitar straps with original, vivid designs.

All the straps are adjustable to 66 inches and feature stitched microfiber ends.

There are 21 new designs, all with a price point that ensures large dealer margins.

 **OMG Music** (omgmusic.com)



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New Sonor Shell Packs Boast Dramatic Punch, Even Vibrations

Sonor's two new shell packs feature Canadian maple shells and high-quality Sonor fittings.

Select Stage is a five-piece shell set available in Dark Forest Burst or Maple.

Canadian maple is a hard, dense wood, producing dramatic punch, superb tone and even vibrations. The nine-layer shells offer rich, warm tone, highlighting lower pitches while maintaining a smooth balance between mids and highs.

The Select Stage kit consists of a 22- by 17.5-inch bass drum, 10- by 8-inch and 12- by 9-inch rack toms with a 16- by 16-inch floor tom and a 14- by 5.5-inch wooden

snare. MSRP: Select Stage, \$1,572.50; Select Drive, \$1,852.50.

Sonor (sonor.com)



Roland Rolls Out DP90Se, DP90e Digital Upright Pianos

Roland has introduced the DP90Se and DP90e, two new digital upright pianos.

The DP90Se is available in Polished Ebony or Polished White finishes, while the DP90e is available in Contemporary Black finish.

The DP90 series of pianos feature Roland's SuperNATURAL technology. Other enhancements include new upright instrument tone, a Dynamic Harmonic function for fortissimo playing and Individual Note Voicing.

The DP90Se and DP90e feature on-board audio systems, and Roland's new

Headphones 3D Ambience effect.

Roland (rolandus.com)



Tycoon Percussion Partners With Dancing Drum Founders

Tycoon Percussion has teamed up again with Steve Campbell and Lindsay Rust, co-founders of Dancing Drum, to release the new 12-inch Pro series djembe.

Campbell and Rust's extensive experiences in Africa have inspired in them a culturally diverse and successful approach to integrating drumming programs into music classrooms. The 12-inch Pro series djembe has a traditional West African shell shape that produces a rich, open tone and a profound bass tone. The quad-ring design features two top and two bottom rings for superior tuning. Constructed of environmentally-friendly

Siam Oak wood, the 12-inch Pro series djembe has a smooth, hand-rubbed matte finish.

Additional features include a calf skin head secured by a high tension bright red rope and a decorative brass metal design located at the bottom of the shell.

Tycoon Percussion (tycoonpercussion.com)



Zoom Guitar Pedals Feature Multi-Effects

Zoom has debuted the next-generation G1on and G1Xon guitar effects pedals.

The G1on provides 75 guitar effects, while the G1Xon offers 80 effects and adds a built-in expression pedal.

Onboard DSP effects include compressors, noise gates, filters, equalizers, wahs, boosters, overdrives, fuzzes, phasers, flangers, chorus, pitch-shifting, tremolo and vibrato, as well as reverbs and delays.

In addition, there are 22 amp models and special effects such as a ring modulator and intelligent harmonizer, plus an acoustic guitar simulator and Zoom's noise reduction algorithm. Up to 5 effects can be used simultaneously, chained together in any order, and there's also a looper, rhythm accompaniment

and chromatic tuner.

"Zoom has long been leading the way in multi-effects," said Eric Battin, product manager at Zoom. "We're especially proud that



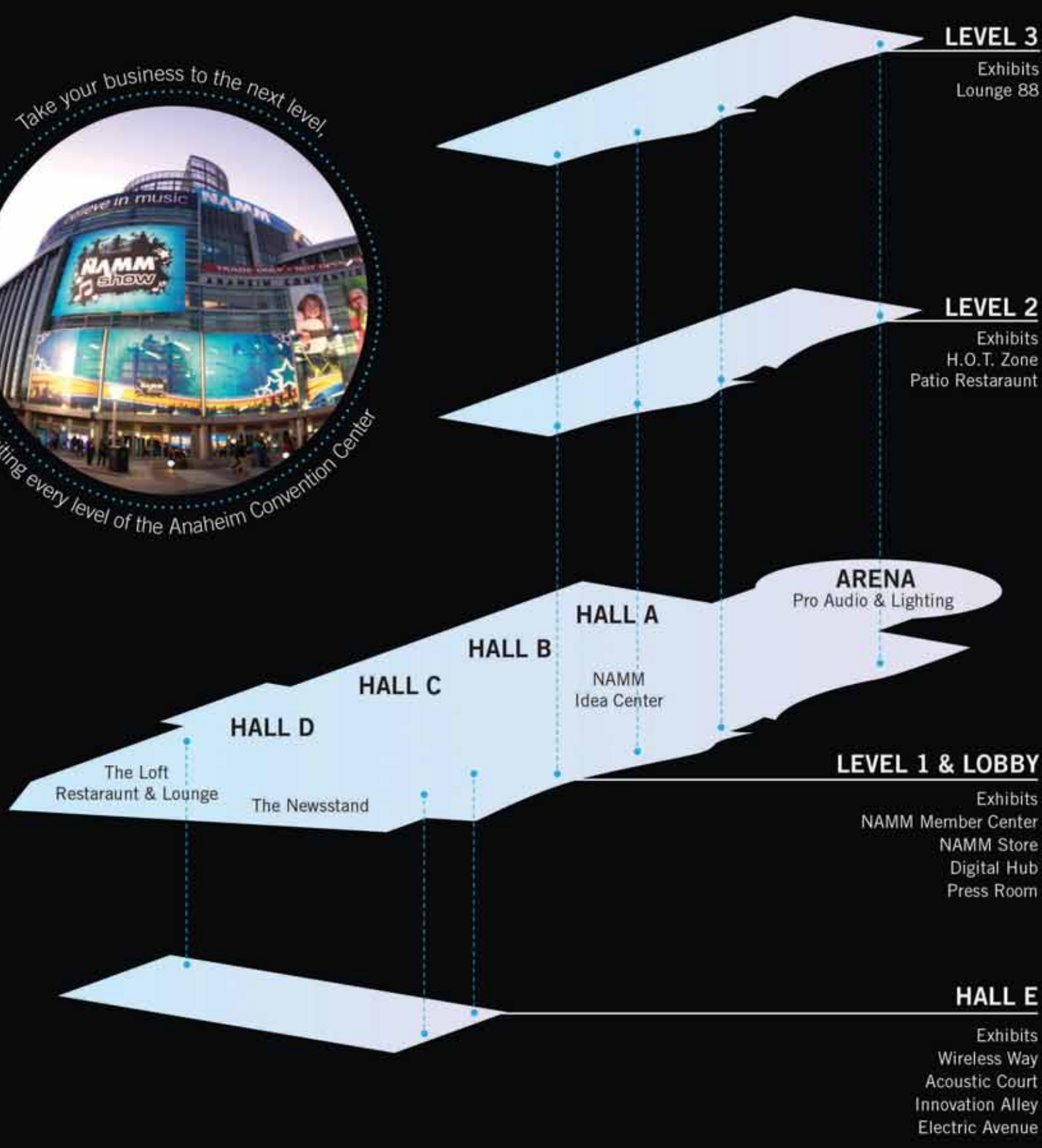
our innovations in stomp-box effects pedals have become the go-to choice for guitarists the world over. Now, with the release of the G1on and G1Xon, we're breaking down barriers of both sound and price."

Zoom (zoom-na.com)



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Samson Offers Portable Power With XP1000

Samson's Expedition XP1000 Portable P.A. system is an all-in-one sound system that packs tons of power into a compact design.

The XP1000 is Bluetooth-enabled and features a removable 10-channel mixer. A 1000-watt lightweight, Class D amplifier powers the XP1000. The mixer features four mic/line input channels, each with XLR and 1/4-inch inputs for connecting microphones or active line-level instruments. It also includes three stereo input channels for connecting external devices.

The XP1000 provides 16 presets of high quality DSP effects. For larger applications, the XP1000 provides stereo monitor outputs with level control

to use the system with additional powered speakers.

Its two-way vented speakers give a clean, powerful stereo sound.

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

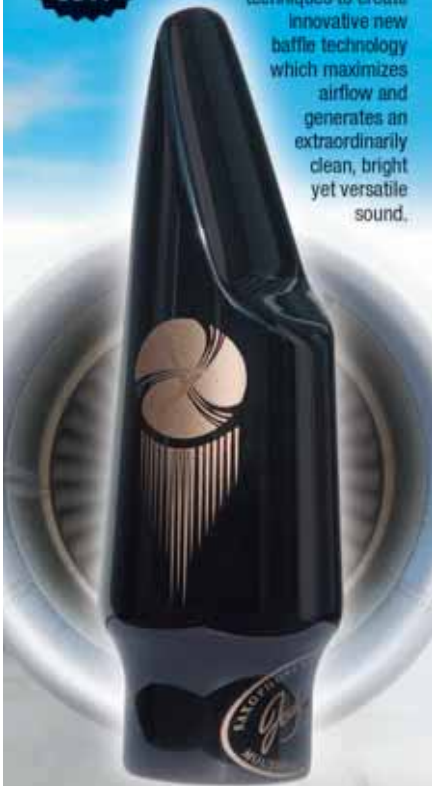


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True Wireless Solution

Samson's Synth 7 offers a pro-level UHF wireless solution at an affordable price. It's available in handheld, headset, lavalier and guitar configurations.

The system's receiver features a full-color LCD, a user-friendly menu and a Pilot Tone Squelch/auto mute function that eliminates RF noise when the transmitter is turned off. The system's scan mode is designed to locate

optimal frequencies in the area for interference-free performance.

The Synth 7 offers over 90 available channels, allowing for up to 20 systems to operate simultaneously. It also includes an excellent signal-to-noise ratio, a wireless range of up to 300 feet as well as an increased dynamic range.

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

Solid-Wood Masterworks

Alvarez will unveil its newly designed, all-solid wood Masterworks series. Fourteen new models will be showcased, with five body shapes — including dreadnought, grand auditorium, OM, parlor and classical. The models also feature two different choices of wood configurations: African mahogany/mahogany and sitka/rosewood.

The guitars feature a bracing system called FST2M. Both the mahogany and sitka models have 1.5 mm Paua abalone purfling and the mahogany models come in a Shad-owburst finish.

Alvarez Masterworks series also feature a one-piece mahogany neck, premium gold



tuners with ebony buttons, ebony bridge pins and pearl and abalone inlays. All models come in a high gloss finish, with maple and koa bindings. They are fitted with real bone nuts and saddles. MAP: \$599-\$1,099.

🛒 [Alvarez \(alvarezguitars.com\)](http://alvarezguitars.com)



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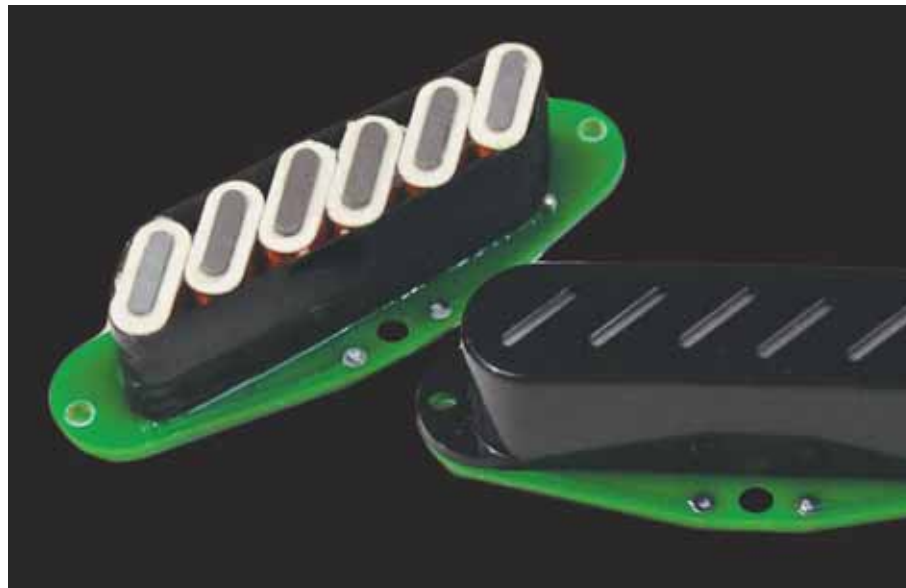
For more information about the National Association of School Music Dealers, call 972-233-9107, x204 or email office@nasmd.com

Celestion Celebrates 90th Anniversary

Celestion is commemorating its 90th anniversary by launching the limited edition G12-35XC guitar speaker. The speaker has a total production run of only 3,000 units.

Available in 8 or 16 ohms, the 35XC is a pressed steel frame, ceramic magnet guitar speaker that delivers 35-watt power handling and an output sensitivity of 100 dB. The speaker exhibits evenness and freedom from souring colorations and features characteristics typical of speakers with Pulsonic cones.

🛒 [Celestion \(celestion.com\)](http://Celestion.com)



Lawing Rolls Out Underworld Series

Lawing Musical Products has introduced the Underworld series of pickups which are designed to be more compatible with the conventional 250 k ohms control potentiometers found in most S-Style guitars.

Zexcoil Underworld pickups use the same patented tone tuning technology as the vintage, fat and bucker lines to deliver the full range of vintage S-Style and humbucker tones.

Zexcoil pickups are also now shipping with interchangeable covers. They also include noise-free tone, no dummy coils or excessive shielding and negligible string pull.

🛒 [Zexcoil \(zexcoil.com\)](http://Zexcoil.com)

CLASSIFIEDS



Music To Your Ears

Face Facts - People continue to be one of the most valuable assets for any business. For a lot less than the cost of getting it wrong, we can help you get it right. We are industry professionals helping to develop careers and finding the right faces for the job.

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REGIONAL SALES MANAGER

NS Design, manufacturer of Ned Steinberger's new NS RADIUS headless electric bass guitars, as well as for the successful series of NS electric violins, violas, cellos and basses, has openings in several US territories for an independent regional sales manager. Apply if you have a solid record of growing existing account business, as well as cultivating productive new account relationships. Your experience should include success with both in-person and phone-based dealer contact.

This is an opportunity to represent a highly respected brand with a unique and exciting product line. Please send your resume and references to: info@nedsteinberger.com, subject line: Regional Sales Manager.



NS DESIGN

www.NedSteinberger.com
Visit us at NAMM, Booth 5862

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Sales Manager, Pacific Rim

PreSonus® Audio Electronics, Inc., seeks an experienced, ethical, and motivated professional sales manager to help build upon its expanding network of distributors and resellers across Asia and the Pacific Rim territories.

This person will play a key role in the success of PreSonus throughout the Pacific Rim region. The successful candidate will have a proven track record of managing a network of distributors, sales representatives, contractors, systems designers, and dealers, to deliver outstanding sales growth.

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Our business in this territory is growing, and this position offers a great ground-floor opportunity with one of the fastest growing and most dynamic companies in professional audio.



PreSonus
www.presonus.com

At the NAMM Show: Visit the Reception counter at Booth 5700 Hall B. Full job description can be found at presonus.com/careers. Send resumé to resumes@presonus.com

Blipsonic, CDM Release Compact Bass Synth

Blipsonic and CDM (CreateDigitalMusic.com) have announced the MeeBlip anode, a compact bass synth which combines an analog filter with digital sound sources in an easy-to-understand, compact sound package.

The MeeBlip anode is part analog, part digital and capable of producing a range of aggressive, bass-heavy sounds. Users just plug in a keyboard, computer, iPad (via adapter), or controller via the MIDI port to play notes. The

MeeBlip's digital side reproduces the sound and architecture of classic synthesizers, but with an emphasis on adding personality, especially in the low end. Its all-new analog filter with resonance can range from smooth to raunchy.

🛒 [Meeblip \(meeblip.com\)](http://Meeblip.com)



MOD Kits DIY Adds Wahz Wah Pedal Kit

The Wahz Wah Pedal Kit produces the classic Wah tone with a hint of extra bite and growl. True bypass switching insures no loss of signal when the Wah effect is not engaged and the long life potentiometer manufactured specifically for use in Wah pedals is included to provide years of smooth, quiet operation. Point to point construction lets advanced kit builders easily experiment with modifications.

MOD Kits and Assemblies are designed to give novice and experienced musicians the opportunity to build or modify their own amps, effects pedals and guitars. All kits come with easy-to-follow instructions and use point-to-point wiring.

🛒 [MOD Kits DIY \(modkitsdiy.com\)](http://MODKitsDIY.com)

Fretlight's GT Control Software for Teachers Lights Up Students' Frets in Real-time

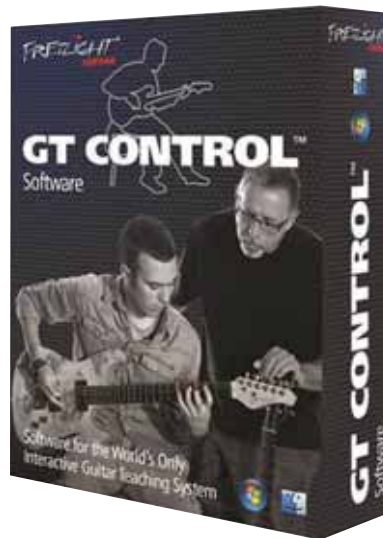
Fretlight Guitar's new Fretlight GT Control software is a tool designed specifically for guitar instructors.

Industry studies show that 80 percent of first-time guitar players quit. To combat that stat, the Fretlight GT Control software displays anything a teacher plays on their MIDI equipped guitar or controller in real-time on a student's Fretlight Guitar. Teachers can even "paint" individual notes, chords or complete scales on the student's guitar and

the fingering positions will stay lit even after the instructor has stopped playing.

With both student and teacher connected through interactive software, the teacher has complete real-time control over the student's Fretlight Guitar system, making it possible to maximize learning speed and enhance the student's overall retention and enjoyment. GT Control Software is available online for \$199.99.

 [Fretlight \(fretlight.com\)](http://Fretlight.com)




Dunlop Rolls Out MXR Bass Preamp

The MXR Bass Preamp combines a bass preamp with a studio-quality direct out in a phase 90-sized box, providing clear tone without hogging pedalboard space.

Players can use it to add a new voice to an old passive bass or sweeten up any amp by dialing it in and sending it straight to the house — pre or post-EQ — with its built-in DI capability.

The bass preamp features separate input and output level controls and a 3-band EQ section with sweepable midrange — from 250 hz to 1 khz. The Bass Preamp features a ground lift switch.

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



Schlagwerk Strikes Deal

Schlagwerk has announced that Kelley Percussion will be the exclusive U.S. distributor for Schlagwerk Percussion.

Schlagwerk, the German-based manufacturer, began in a garage in 1982 and was among the first companies to see the potential of the cajon for modern percussionists. Since the introduction of the first Schlagwerk cajon in 1986, the company has remained a leader in the cajon market.

Owned and operated by MI veteran

David Kelley, Kelley Percussion boasts a comprehensive catalog of fast-turning drums and accessories from DrumCraft, TRX, Cymbalg CymPad, Vater, Innovative Percussion, KickPort, Mike Balter and Regal Tip. The company is able to provide efficient service to drum shops and music stores throughout across the Americas from its warehouses located throughout the United States.

 [Kelley Percussion, Schlagwerk \(kelleypercussion.com; schlagwerk.com\)](http://KelleyPercussion.com)

BOOTH 5951



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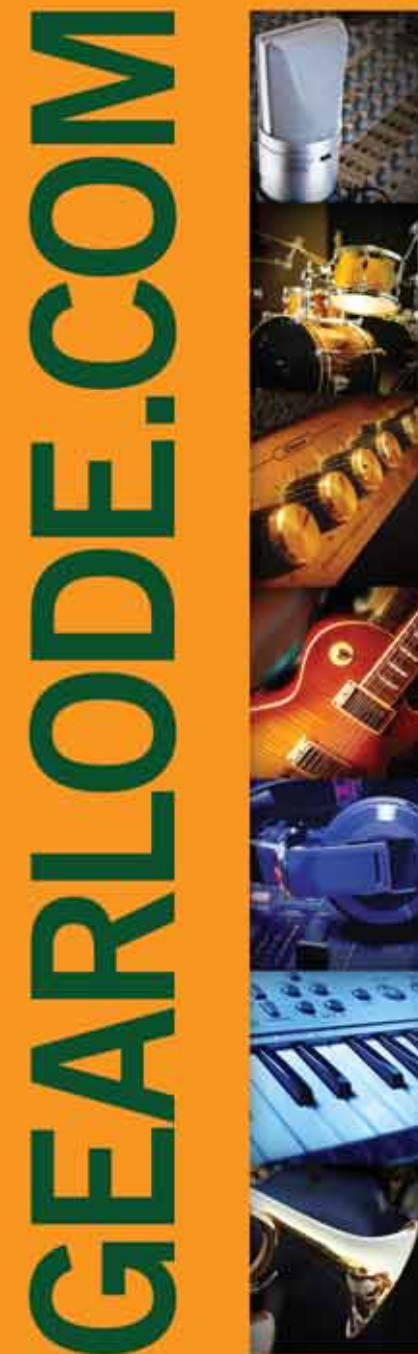
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APPEARANCES

SATURDAY, JANUARY 25, 2014

10:30 a.m.
Victor Wooten
 Samson Technologies
 Booth 4828

11:00 a.m.
PT Gazell (also at 2:00 p.m. and 4:00 p.m.)
 Seydel Harmonicas
 Booth 3028

12:00 p.m.
Tosin Abasi
 Reunion Blues
 Booth 5968

12:00 p.m.
Iron Maidens
 Peavey Electronics
 Booth 201

1:00 p.m.
Ethan Brosh
 ISP Technologies, LLC
 Booth 5863

1:00 p.m.
Marty Friedman
 Paul Reed Smith Guitars
 Booth 210B

1:00 – 2:00 p.m.
Signing with Munky for VOX Amps.
 Korg
 Booth 6440A

1:00 p.m.
Matt Sorum
 Gretsch Drums
 3rd floor, Room 304 (next to Ballroom E)

2:00–3:00 p.m.
Macy Gray
 Avid
 Booth 6400

3:00 p.m.
Dave Amato
 TonePros
 Booth 3390

3:00 p.m.
John Bilezikjian
 Mid-East Mfg., Inc.
 Booth 2617

3:00 p.m.
Jorge Iacobellis
 Axis Percussion
 Booth 3478

4:00 p.m.
Anouck Andre and Laura Jaramillo
 Gruv Gear
 Booth 4192

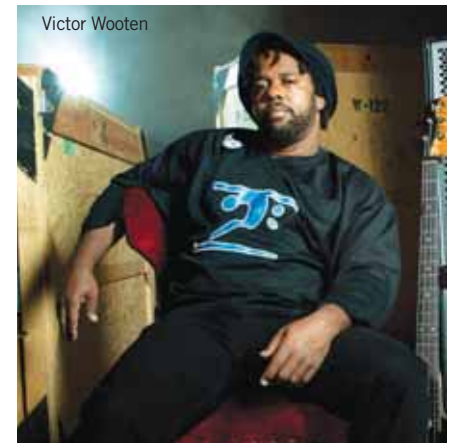
4:00 p.m.
Jaime St. James, Steve Moore, Ron Keel, Laurence Martin
 Rock-N-Roll GangStar, Inc.
 Booth 4196

5:00 p.m.
PiTTi Hecht performs.
 Latin Percussion
 Booth 304

5:00 p.m.
Jason Mraz with Raining Jane.
 Taylor Guitars
 Room 213ABC



Jason Mraz



Victor Wooten



Macy Gray



Munky



PiTTi Hecht

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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 102

Teidel explains how to use social media and website metrics to design a multifaceted campaign that encompasses all relevant platforms.

1:30 P.M.

Create a Strong Cash Flow Cycle

Lori Supinie, Senseney Music

Cash is still king. So, how's your cash flow? This session delves into the cash flow cycle — the length of time it takes to manage the financial inputs of inventory, receivables and payables, and turn them into cash. Listen in as Supinie explains concrete strategies to keep your cash pump strong and streamlined.

2:00 P.M.

5 Technologies That Will Change Your Business

David Rice, ProSound & Stage Lighting and Omacro

Join Rice as he covers everything from managing product information on your POS, website and purchasing system to simple SEO tips.

2:30 P.M.

Google AdWords: The Best Marketing Decision I Ever Made

Leslie Faltin, Instrumental Music Center

Listen in as Faltin explains how any business owner can easily take charge of its online marketing with Google AdWords.

3:00 P.M.

Take the Headache Out of Hiring

Colleen Billings, Billings Piano Gallery

Billings explores the formula for attracting, selecting and launching the right people into your business. Whether you're hiring one employee or 100, with a little planning and applying these recruiting ideas, you'll find better quality employees who you want to keep around longer and who can deliver results faster.

3:30 P.M.

How to Create the Perfect Inventory

Donovan Bankhead, Springfield Music

Join Bankhead and learn how to create an ideal inventory for your retail business. He will explain how to create an open-to-buy plan so your store has just the right amount of stock for maximum profitability and cash flow.

4:00 P.M.

New Ways to Expand Your Lesson Program

Liane Rockley, Rockley Music

In this session, Rockley, who recently updated her music lesson program, covers ideas for a successful lesson expansion, new classes to generate additional income and effective marketing ideas. Walk away with ideas to take your lesson program up a notch.

4:30 P.M.

Take Your Store's Financial Pulse (Double Session)

Alan Friedman and Daniel Jobe,

Kannenberg & Co.

Music retail financial gurus Alan Friedman and Daniel Jobe are fresh from corporate tax season servicing hundreds of music retailers. In this session, attendees will walk away with the "top 10 financial retailing musts" for improving your store's profitability and cash flow. Gain the knowledge and confidence you need to make better financial decisions, starting the moment you get back to your store.

Alan Friedman on financial retailing musts, 4:30 pm



6:00 P.M.

Robby Krieger's Jam Kitchen

NAMM GoPro Stage


End the day with Robby Krieger's Jam Kitchen, which boasts not only Krieger, a founding member of The Doors, but also musicians who have played with Frank Zappa, WAR, Chicago, Chick Corea and Al DiMeola.

7:00 P.M.

Muriel Anderson's All-Star Guitar Night

Platinum Ballroom, Anaheim Marriott

Join Muriel Anderson and her friends for a full night of live music. Attendees must have a ticket to enter.



the NAMM show¹⁹

amplify

Turn Up the Volume on Your Sales

Saturday
January 25, 2014

Featuring the 2014 TEC Awards!

This Morning's NAMM U Breakfast Session

The Mirror Test: Is Your Business Staying Relevant?
FREE Breakfast (First Come, First Served): 8 a.m.–8:30 a.m.
Main Session: 8:30 a.m.–9:30 a.m.
Pacific Ballrooms, Second Floor, Hilton Anaheim Hotel

Jeffrey Hayzlett, Global Business Celebrity, Author, Business Owner and Host of Bloomberg Television's "C-Suite"

When was the last time you did a mirror test to make sure your business was still alive and breathing? With the rising influence of e-commerce and economic pressures, how do you keep your business relevant and focused? Join Jeffrey Hayzlett for no-nonsense marketing, management, selling and customer engagement techniques you need in order to surge ahead in today's changing business climate. He'll ask the tough questions most business owners are afraid to ask, and you'll hear the answers. Get down to business!

NAMM Annual Meeting of Members

Let your voice be heard! The meeting takes place **today at 11:30 a.m. in the Avalon Ballroom of the Hilton Anaheim Hotel**, where NAMM Members will vote in a new slate of eight Board Members.

**The NAMM Foundation Events—
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:

9:30 a.m. "ALL IN: Keynote with Professor Larry Livingston"
NAMM Foundation Lounge, Anaheim Hilton, Level 2, Cal. A/B

ALL IN, with Larry Livingston of USC Thornton School of Music, is about reaching out to the entire student body and embracing all music, irrespective of genre and style, to ultimately engage ALL students in music making and to expand access to the important benefits of music education.

11 a.m. "Bridging the Gap between Middle School and High School"
Anaheim Hilton, Level 4, Palos Verdes Room

Learn strategies that successful instrumental music educators use to ensure a seamless transition from the first day a student picks up an instrument through high school graduation and beyond. Presented by Marcia Neel, President, Music Education Consultants

4 p.m. The Crane Institute for Music Business Presents the Sandy Feldstein Industry Roundtable
NAMM Foundation Lounge, Anaheim Hilton, Level 2, Cal. A/B

A moderated, interactive forum where leaders in the music products industry, including NAMM President and CEO Joe Lamond, participate in a Q&A forum on trends and their impact on music education.

Tonight on the NAMM GoPro Stage

Join us at **6 p.m. for our final concert** on the NAMM GoPro Stage in the Grand Plaza or catch some **live electronic music being made on The Venue Stage, presented by Pioneer DJ**, located in the plaza just outside of the arena.


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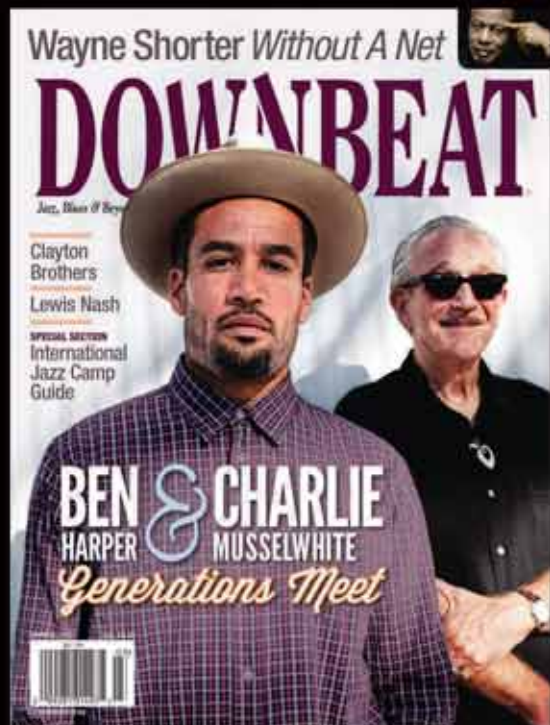


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SCHEDULE

SATURDAY, JANUARY 25, 2014

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.



Robby Krieger's Jam Kitchen will play the GoPro Stage, 6 p.m.



Muriel Anderson's All-Star Guitar Night, 7 p.m.



Danny Rocks on making your website work, 11:30 a.m.



Leslie Faltin on Google ADWords, 2:30 p.m.



Gather great ideas at the show's educational sessions.



Gabriel O'Brien on Google, 10:30 a.m.

BREAKFAST SESSION

8:30 A.M.

The Mirror Test: Is Your Business Staying Relevant?

Jeffrey Hayzlett, author, business owner and host of Bloomberg Television's 'C-Suite' *Hilton Anaheim Hotel, Pacific Ballrooms*
Join Hayzlett for all the marketing, management, selling and customer engagement techniques you need to surge ahead in today's changing business climate. Free breakfast is served from 8-8:30 a.m. on a first-come, first-served basis.

10:30 A.M.

Simple Ways to Get Found on

Google

Gabriel O'Brien, Larry's Music Center

O'Brien reveals easy ways to boost your Google ranking for better search results. Tips covered include managing your Google Places listing, optimizing your website using keywords, using social media to improve your ranking and making the most impact in 15 minutes a day.

11:00 A.M.

Turn Your Rental Customers Into Your Top Customers

Liz Reisman, Creative Music Center
Reisman shares no-hassle ideas to turn rental customers into customers for life using tools you already have in your business.

11:30 A.M.

What Do I Do About My Website? (Double Session)

Danny Rocks, The Company Rocks with panel

Want to improve your store's website but don't know where to start? Should you hire outside help for the site or do it yourself? How much should you invest? If any of these questions sound familiar, join Rocks along with his panel of retailers for a discussion on making your website work.

12:30 P.M.

How I Built an Award-Winning Lesson Program

Susan Pascale,

South Pasadena Strings Program

Susan Pascale of the South Pasadena Strings Program shares how she built a nationally acclaimed music lesson program that not only creates more retail sales, but also elevates her company's local profile.

1:00 P.M.

How I Used Social Media to Improve My Business

Bruce Treidel, Bethel Music Center

The team at Bethel Music Center has leveraged social media and digital marketing to revamp and improve its brand. Listen in as

CONTINUED ON PAGE 100

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Visit Sony Booth #6112 at NAMM and experience a new high in resolution.

Be prepared to be amazed. Sony's pro audio line-up includes an impressive array of products designed for applications from the stage to the studio including a full line of wired and wireless mic systems, headphones and portable recorders, all for music pros.

Check out the new PCM-D100 High Resolution Audio (HRA) hand-held recorder that delivers the highest digital sound quality possible with the benefits of digital portability for live music events and supports high-resolution formats including linear PCM and DSD.

Don't miss the new HDR-MV1 Music Video Recorder that will change the way you create and share music videos. Sony's legendary video and audio reproduction quality are housed in one ultra-compact body for the ultimate in artistic expression.

Test drive the latest in pro audio editing software. Sound Forge Pro Mac and SpectralLayers Pro have fresh new features. Presented together as Audio Master Suite Mac, the result is a perfectly integrated solution for seamless, Mac-based waveform and spectral editing.

sony.com/proaudio

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