

The Official **NAMM** Show Publication

# UpBeat

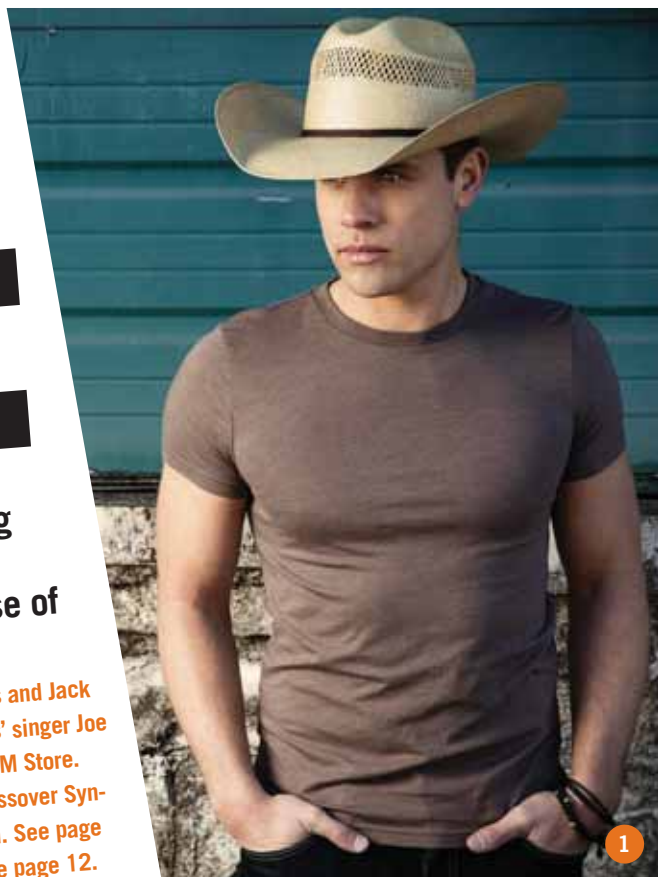
DAILY

## BACK TO THE FUTURE

**WELCOME TO SUMMER NAMM**, where you'll be treated to everything from drum and uke circles to the next wave in recording, instrument and performance technology. Check out the schedule on page 14 to get a glimpse of everything Summer NAMM has to offer today. Here are a few hot picks:

1. Country star Dustin Lynch will perform on the Acoustic Nation Stage today at 1 p.m. See page 14. 2. Come chill out at today's uke circle at noon. See page 14. 3. NAMM welcomes the National Music Council's 32nd Annual American Eagle Awards today at noon honoring Kris Kristofferson, Jim Lauderdale, Jim Halsey and Sherman Halsey. Enjoy performances by

Rosanne Cash, Jim Lauderdale, The Oak Ridge Boys and Jack Ingram. After the awards, meet The Oak Ridge Boys' singer Joe Bonsall for a book signing at 2:30 p.m. in the NAMM Store. See page 14. 4. Roland's JD-XA Analog/Digital Crossover Synthesizer. See page 7. 5. Remo's new Dorado Cajon. See page 7. 6. The Alvarez 1965 Series acoustic guitar. See page 12.



1



6



5



2



4



3



# JOIN the Original Social Network



connect



share



like

# JUST PLAY

Brought to you by **NAMM**  
Foundation\*

**SHARE** the NAMM Foundation's PSAs in your business, on your local TV and radio stations, and online. Visit [YouTube.com/NAMMorg](https://www.youtube.com/NAMMorg).

Join the conversation! #NAMM    

# MEET THE FAMILY



**NEW LOOK. SIX ENVELOPES. LONG-LASTING TONE.**  
**THE SAME MARTIN STRINGS YOU FELL IN LOVE WITH IN THE FIRST PLACE.**

Learn more about the family of Martin strings at [martinstrings.com](http://martinstrings.com).



Visit us at NAMM | Booth #902

# GUITAR WALL



## Willcox Guitars Puts a Hex on Bass, Guitar Players

The Saber SL Bass and Atlantis Thinline Guitar HexFX Editions from Willcox Guitars feature a 13-pin individual string output, in addition to the mono ¼-inch output, and, like all Willcox Guitars, are powered by the Light-Wave Optical Pickup System.

The optical pickup system uses infrared light to sense string vibration, precisely capturing the rich and powerful sound of the instrument.

The optical pickup system features a

separate transducer for each string, with no electrical or mechanical crosstalk between strings. The HexFX Editions bring the individual string outputs, along with a summed mono output, to a 13-pin DIN connector. The optical pickup technology provides ultra-fast and accurate tracking, glitch-free and with no latency or false triggering. The HexFX Editions open up new and exciting possibilities for the bass player and guitarist.

🛒 [Willcox Guitars \(willcoxguitars.com\)](http://WillcoxGuitars.com)

## PRS Revamps McCarty Model

PRS Guitars' new McCarty model pays homage to a legacy of innovation.

The model features a slightly thicker back for enhanced tone and sustain, and Paul Reed Smith personally designed the new 58/15 treble and bass pickups. These vintage style pickups offer great clarity and a focused midrange.

As the president of Gibson from 1950–1966, Ted McCarty was a pioneer of the electric guitar and musical instrument industry. In the late 1980s, Paul Reed Smith called on McCarty to consult with him on

guitar design and production techniques.

He not only served as Paul's mentor but also became a great friend of Paul and everyone at PRS.

In 1994, PRS released the first McCarty, an instrument that incorporated the full spectrum of techniques and knowledge Paul had gained from Ted as well as his own experiences as a guitar builder. It is in honor of Ted McCarty — his knowledge, his friendship, and his memory — that PRS reintroduces the McCarty model.

🛒 [PRSGuitars \(prsguitars.com\)](http://PRSGuitars.com)



## Taylor Unveils Additions to Acclaimed 600 Series

Taylor Guitars has debuted two Grand Concert models to join its 600 series: the 612ce and 612ce 12-Fret.

The new models embody the same tone-forward vision, with shape-specific bracing and wood thicknesses, thin finish, and new seasoning processes like torrefaction, which together expand maple's tone profile to include more complexity and versatility.

Specifically with the 612ce 12-Fret model, the geometry of the bridge to shorter neck results in a different voicing option for the Grand Concert shape.

Additional design innovations on the new models include hand-rubbed color and finish, protein glue, first-world tonewood and Taylor's Expression System 2 pickup.

🛒 [Taylor Guitars \(taylorguitars.com\)](http://TaylorGuitars.com)

## Yamaha Offers the Sound of Silence

Yamaha has debuted the SLG200 Silent Guitar series, featuring professional-level sound and feel that is ideal for travel, stage and studio. The SLG200 comes equipped with special SRT (Studio Response Technology) preamps and pickups, which models studio-quality tones to create the sonic illusion of playing a full-bodied guitar.

SLG200 guitars are available in both steel and nylon versions with three color options. They all include ear buds and a headphone jack for near-silent playing, making them ideal for dorm and apartment dwellers. A ¼-inch jack provides connectivity with an amplifier, loudspeaker, P.A. system, audio interface or mixing board. The removable top bout design lets the SLG200 collapse into a slim, sturdy gig bag, which makes for the ultimate on-the-go guitar.

Other upgraded features include a new satin mahogany neck profile, all-wood top bouts, a reconfigured easy-access control panel, an on-board tuner and a redesigned

battery cavity powered by two AA batteries for longer life. In addition to the proprietary SRT pickup and preamp system, the SLG200 series also comes with a six-crystal under-saddle piezo pickup that can be blended with the modeled SRT sounds along with onboard reverb and chorus effects to dial in just the right tone. The design eliminates feedback in a live performance setting.

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



## Martin Guitar Gets Nostalgic

C. F. Martin & Co. continues to celebrate the 50th anniversary of the Martin D-35 model with the introduction of two commemorative limited-edition D-35 models: the limited edition D12-35 50th Anniversary and the HD-35 CFM IV 60th.

The D12-35 50th Anniversary limited edition model is a commemorative guitar featuring a 12-string, solid headstock dreadnought limited to a quantity of 183, the amount of the first 1965 production run. This special

edition is a modern version of the original model and includes a European spruce top with Martin's Vintage Tone System (VTS) and 3-piece East Indian rosewood back and sides.

The HD-35 CFM IV 60th is Martin's 14-fret dreadnought model celebrating Chairman and CEO Chris Martin IV's 60th birthday. The exclusive guitar is being made in a batch of 60, and features a European spruce top with Martin's VTS and herringbone pearl inlay. The three-piece back consists of siris wings with an East Indian rosewood wedge, while the fingerboard and bridge are ornamented with infinity hexagon outlines. Chris Martin has personally signed each guitar label as an added touch.

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

## Legator's Helio Series Shines

Legator Guitars has grown its line by adding the new Helio 300 Pro series guitar and bass models.

Encompassing a range of solid, semi-hollow and hollow body guitars in single cut and double cut models, the Helio Pro series offers a vast range of brilliant, warm tones with aggressive punch and clarity. The instruments feature mahogany necks, ebony frets, mother-of-pearl pickups, and are available in 200 "Special Edition" and 400 "Limited Edition" versions.

🛒 [Legator Guitars \(legatorguitars.com\)](http://LegatorGuitars.com)





the **music** begins here

OPPORTUNITY • COMMUNITY • PROFITABILITY

THE **NAMM** SHOW

JANUARY 21-24, 2016 • ANAHEIM CONVENTION CENTER • ANAHEIM, CALIFORNIA • NAMM.ORG/THEAMMSHOW

Join the conversation! #NAMM





## GoPro Case Goes Waterproof

SKB's newest family of iSeries waterproof military grade cases designed for GoPro cameras and accessories are available for a compact single camera case up to a dual layer, six-camera case.

All four GoPro cases feature camera pockets that will accommodate any generation of GoPro camera, including the Hero 4 version. The single and dual cases have a single layer of foam that can hold additional batteries as well as accessories. The larger cases offer storage for additional cameras as well as a lower layer for accessory storage. The foam interiors are constructed with high-quality Stratocell foam with a contrasting red capped Cellu-Cushion polyethylene foam top.

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

## Avoid Seasonal 'Dry Out' With MusicNomad's Case Humitar

MusicNomad's Case Humitar humidifier comes with a custom-designed holster with adhesive backing to securely fit in electric and acoustic guitar cases.

Guitar players may rest assured that their guitar is taken care of because of the high water content held in the Humid-I-Bar insert. The Humid-I-Bar holds 10 times its weight in water and has anti-drip properties engineered into it.

"We have done a lot of research on humidifier options in the market," said Rand



Rognlien, product developer and CEO of MusicNomad. "We found some leaked, were complicated, were a one-shot deal, dried out quickly or were expensive. We wanted to create an easy-to-use, safe, affordable, reusable and long-lasting humidifier for cases."

To use the Case Humitar, simply wet the Humid-I-Bar and place it in the holster. Using the adhesive backing, secure the holster to the guitar case liner. The Humid-I-Bar may be rehydrated

with distilled water as needed for many years.

🛒 MusicNomad ([musicnomadcare.com](http://musicnomadcare.com))

## CruzTOOLS Debuts Soundhole Wrench

CruzTOOLS has debuted its first product aimed exclusively at acoustic guitars, the GrooveTech Soundhole Wrench.

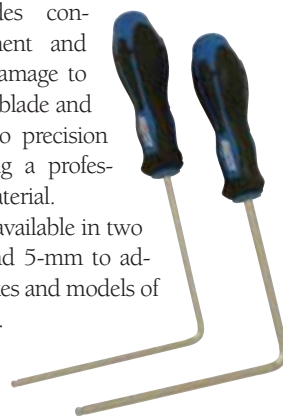
Many acoustic guitar manufacturers locate the truss rod nut inside the body at the neck's base. Adjustment is therefore necessary through the sound hole, sometimes through a brace to an unseen nut, making normal hex wrenches impractical. To address this application, CruzTOOLS developed the GrooveTech Soundhole Wrenches.

The hex blade was extended for improved access, and a ball-end tip eases fit into the truss rod nut. Finally, a screwdriver-type

handle provides confident adjustment and avoidance of damage to the finish. The blade and tip are made to precision tolerances using a professional-grade material.

The tool is available in two sizes: 4-mm and 5-mm to address most makes and models of acoustic guitars.

🛒 CruzTOOLS ([cruztools.com](http://cruztools.com))



## Levy's Classic Bag Returns

Levy's Leathers has reintroduced the affordable, now China-made, CM18L and CM19L.

These bags for electric guitar and bass guitar feature the classic saddle bag pocket of the original Canadian-made bag with all the protection, workmanship and attention to detail Levy's is known for.

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




BOOTH #1115

## Remo Dorado Cajons Feature Coil Spring Design

Remo's quality Dorado cajons are designed and hand-crafted in California using birch wood and two sets of three high-quality compression springs with over 400 coils each.

The Dorado cajon takes it back to the traditional fixed faceplate construction. This process seals the drum completely and enables the bass tones to resonate naturally. The Dorado's fixed faceplate delivers superior bass tone and snare separation with Remo's new, patent-pending Coil Spring design that forces the coil springs against the back of the faceplate for optimum spring tension. There is no need to adjust wires. Replacing a set of Coil Springs is quick and easy with the "Quick Wedge" design. The cajons are available in two finishes: all natural or amber body with a natural face.

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




## JodyJazz Offers Microfiber Cloth

JodyJazz has expanded its range of mouthpiece accessory items with the Premium Microfiber Cleaning Cloth. The Microfiber Cleaning Cloth is an ideal cleaning tool for mouthpieces, instruments and anything that requires delicate cleaning, plus it features a graphic design incorporating the company's DV model mouthpiece and its logo.

The specifically formulated microfiber cloth will safely remove fingerprints and oils from metal, wood, hard rubber and plastics. Microfiber is made of 80 percent polyester and 20

percent nylon. Microfiber is softer, finer and more absorbent than any other conventional cloth available today and is preferred for its light weight, super-absorbency and rapid drying properties. With over 100,000 fibers per square inch, it's softer than silk, yet extremely durable.

The JodyJazz Premium Microfiber Cleaning Cloth is machine washable but should not be ironed or cleaned using bleach or a fabric softener.

 [JodyJazz \(jodyjazz.com\)](http://JodyJazz.com)



## Levy's Offers Woven Strap

Levy's Leathers has introduced its new MSJ1 model guitar straps. Available in rust, brown and black colors, these slim 1 1/2-inch wide straps are made with a plush and supple suede top, with a ribbon of complementary jacquard weave fabric applique.

 [Levy's Leathers \(levyleathers.com\)](http://Levy'sLeathers.com)


## Roland Displays JD-XA Crossover Synth

Roland's JD-XA Analog/Digital Crossover Synthesizer is the newest member of Roland's Crossover synth family. Equipped with analog and digital sound engines that can be used independently or interactively, the JD-XA brings together analog warmth and digital versatility in one instrument. A distinctive crossover design offers two synths in one, for flexible creation of any sound. The analog and digital engines can be used side by side or layered together. They can interact in other creative ways, such as routing digital sounds through the analog filters or using them as modulation sources for the Cross Mod and Ring Mod functions in the analog section.


The analog side features a four-part engine with true analog filters. Each part

has two oscillators, filter and amp sections, four envelopes with fast attack and response times, and two LFOs. Analog sounds can be routed directly to the dry output, or sent to the onboard digital effects for further shaping.

On the digital side, a four-part, 64-voice sound engine is powered by Roland's Super-NATURAL synthesizer technology, providing highly expressive and natural sounds.

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






Experience MI | Win an ESP Guitar | See Guitars Built On Site

Visit Musicians Institute in **Booth #1244** (Hall B)

Musicians Institute

**Guitar Craft Academy Nashville**

Coming Soon!



MUSICIANS INSTITUTE  
COLLEGE OF CONTEMPORARY MUSIC

## Will it Loop?

As a follow-up to TC-Electronic's Ditto Looper, TC-Helicon's Ditto Mic Looper is taking what the original pedal offered to guitarists and bass players and applies it to anything else you can mic up.



To celebrate the release of the Ditto Mic Looper, TC-Helicon has put a series of acoustic instruments to the test asking: Will it loop? The company brought artists who are unfamiliar with the pedal into the studio and let use

the Ditto Mic Looper in combination with a free choice of FX pedals. Results of the trials are featured on TC-Helicon's website.

**INFO** TC-Helicon ([tc-helicon.com](http://tc-helicon.com))

## Design Meets Intuition in Yamaha TF Series Digital Consoles

With the launch of Yamaha's new TF series, the company has re-imagined mixing, offering advanced features and reliability at an exceptional price point to an even wider range of users. Aimed at new users and experienced professionals looking to get working faster than ever, the TF series brings time-saving performance capabilities, such as fast, accurate gain setup, single-step compression and EQ, and microphone specific presets to even the most modest sound reinforcement applications.

The TF series (which stands for TouchFlow Operation) comprises three compact, performance-packed digital mixing consoles — the TF5, TF3 and TF1 — which feature 33, 25 or 17 motor faders, respectively, along with 32, 24, or 16 rear-panel analog inputs. Each console includes recallable Yamaha D-PRE preamplifiers for the first time in a digital

console, which facilitates support for live music and events where full setup changes need to be made on the fly.

There are a total of 48 inputs on the TF5 and TF3, with 40 on the TF1, including dual stereo analog/USB digital inputs and dual returns.

TouchFlow Operation is a new approach to console control that combines elements of Yamaha's well-regarded user interfaces with an advanced touch panel system, letting sound engineers respond to the music and artists on stage with speed and freedom. Experienced engineers and newcomers alike will find it easier to achieve the ideal mix.

A number of TF series features also contribute to faster, smoother set up. The 1-knob COMP and 1-knob EQ features make it easy

to dial in the ideal sound via a single rotary control on inputs for adjusting individual sources and on outputs for overall sound



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

Clean, bright, powerful sound with effortless altissimo. Luscious, full low notes in the same mouthpiece.

**Impossible? Not anymore.**



**JODYJAZZ JET**

Now in Tenor as well as Alto

You have to play it to believe it.



See us at NAMM Booth #511

## Willcox Saber Basses Use LightWave Optical Pickups

Willcox Guitars' Saber Bass line, like all Willcox instruments, features the LightWave Optical Pickup System.

These pickups use infrared light technology to detect string vibration, resulting in a significant enhancement in tone and sustain compared to traditional pickups. This technology lets Saber basses offer extended bass response with long, natural sustain and low noise and no inherent coloration. The lightweight, ergonomic design is engineered for high performance.

Saber VL and SL are professional basses

available in four-string, five-string, fretted and fretless configurations, featuring selected tonewoods, and a variety of finishes.

The premium Saber VL models feature swamp ash bodies with resonant chambers, AAA flamed maple tops and maple neck with custom composite fingerboards. Both the Saber VL and SL models are known for capturing the tone of an upright bass.

The Saber SL models are more affordable, offering the same design and electronics as the VL, with the same high performance sonic characteristics, on a solid alder body and with

a rosewood fingerboard.

**Willcox Guitars** ([willcoxguitars.com](http://willcoxguitars.com))



**LOOKING FOR AMERICAN GEAR?**

DON'T FRET.

The Kyser® Quick-Change® is 100% made in the USA.

*Guaranteed for life.*

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



**KYSER HANDLES IT®**






# Schecter Crowns Sultan

Schecter has introduced the Sultan model to Schecter's USA Custom Shop Production series line. The Sultan pays homage to Schecter's 1980s-era Schecter Dream Machine Custom Shop guitars. Sporting high quality and attention to detail, the Sultan provides function and a vast tonal pallet that's created by using a three mini toggle pickup switching system.

The Sultan features a Candy Red alder body, four-bolt Birdseye maple neck and fingerboard, 21 Jescar premium silver frets, dual graphite neck reinforcement rods, a Schecter vintage bridge and vintage staggered tuners.

The Sultan comes loaded with Schecter's hand-made Monstertone or Sultan pickups and is equipped with a three mini toggle pickup switching system providing over 30 tonal options.

 **Schecter Guitar Research**  
([schecterguitars.com](http://schecterguitars.com))



## BOSS PW-3 Wah Pedal Saves Space

BOSS has released the PW-3 Wah Pedal, a new space-saving analog pedal with pro wah tones.


A rugged design, practical size and full-bodied sound makes the PW-3 suitable for traveling guitarists or any player looking to maximize space on a crowded pedalboard.

Newly developed by BOSS, the PW-3's Rich mode provides a full wah voice that retains the low-end body and definition lost with typical wah circuits. Via a convenient rear-panel switch, users can easily change the PW-3's sound to a more traditional 1960s-style vintage wah tone if desired.

The PW-3 strikes the perfect balance between practicality and playability. The die-cast aluminum chassis is solid and substantial underfoot, and the long, smooth pedal action is highly responsive and feels great.

Another issue with downsized wah pedals is that it's hard to see when the effect is on or off, because the user's foot blocks the view. The PW-3 solves this with status LEDs on each side of the pedal, making it much easier to see when the wah is activated.

The PW-3 also features an adjustable pedal action, allowing the user to easily tighten or loosen the pedal's feel via a hex key.

 **BOSS** ([bossus.com](http://bossus.com))


## New RK Models Boast Vintage Sound

Recording King's Torrefied Series guitar line has expanded with the Dreadnought (RD-T16) and 000 (RO-T16), giving guitarists access to a wider array of vintage sounds in classic shapes.

Torrefaction is a specialized heating process used on Recording King Adirondack spruce tops that heats the wood at a low temperature in an oxygen-free environment. The curing process reduces impurities in the wood, resulting in weight reduction and increased stiffness, producing a similar chemical transformation to wood that has been dried for decades.

The torrefied tops are paired with Mahogany back and sides to create guitars with extra punch, projection, warmth and vintage tone.

MAP: \$499.99.

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




# PreSonus Preamps Converts to the DigiMax

The new DigiMax DP88 by PreSonus is an 8-channel microphone preamplifier and A/D/A converter that combines eight remote-controllable, high-headroom mic preamps with advanced remote control features, superior connectivity and integration with the new Studio 192 audio interface. In addition to offering front-panel control, the DP88's preamps can be controlled via MIDI with any DAW. Unlike most remote preamps, the DP88 uses simple MIDI CC messages to control

Level, Phantom Power and direct ADC input, making MIDI management intuitive and easy.

All inputs and outputs are on the rear panel of the DP88, making it easy to incorporate the unit into any studio. The unit provides eight channels of ADAT Optical I/O at up to 96 kHz. Phantom power is individually switchable for each preamp, and each channel has an eight-segment LED input meter and a phantom power indicator. MSRP: \$699.

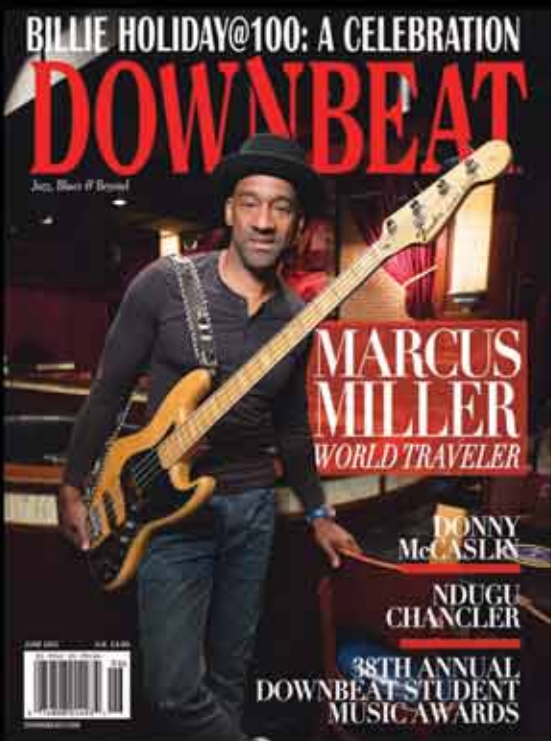
 **PreSonus** ([presonus.com](http://presonus.com))



COVERING THE BEST IN JAZZ, BLUES & BEYOND  
**CARRY DOWNBEAT  
 IN YOUR STORE**



TO ORDER DOWNBEAT  
 FOR YOUR STORE:  
**CONTACT**  
 SUE MAHAL  
 630-941-2030  
 SUEM@DOWNBEAT.COM



## CAD Equitek E19 Offers New Options

CAD's Equitek E19 Broadcast and Production miniature ear-worn microphone, which combines industry-leading performance with upgraded features, is now offered with terminations for Shure, Sennheiser and Audio-Technica.

Its miniature ergonomic profile, comfortable behind-the-ear design and field-replaceable cable have been updated for ease of use, comfort and stability to meet and exceed the industry's newest standards.

The E19 provides maximum intelligibility with natural, accurate reproduction for the most demanding broadcast, house of worship and live performance applications.

Currently available for CAD Audio Wireless with a TA4F-type connector, the E19 is now also equipped with replacement cables that include TA3F, HRS and locking mini type connectors.

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



## Planet Waves Shows Fast Track Strap, Turbotune Winder

Planet Waves has introduced the Fast Track guitar strap, which alleviates the headache of adjusting a normal leather strap.

With the patented ratchet buckle, the strap can be adjusted from 47 inches to 54 inches in seconds without any tools or taking the strap apart. The Fast Track guitar strap is available

in black and brown leather.

Also new from Planet Waves is the Turbotune peg winder. Easy to use and easy to find on dark stages, the glow-in-the-dark Turbotune allows quick restringing of most stringed instruments.

The removable winder socket can be used with the included crank handle or placed in an electric screwdriver for maximum ease and speed. The Turbotune also includes an integrated bridge pin puller.

🛒 Planet Waves ([planetwaves.com](http://planetwaves.com))



## Zonda Releases Affordable Baritone

Zonda's BZH-101 baritone horn is designed to inspire new students.

"For Zonda, the BZH-101 is an extension of what's at our core," said Craig Denny, vice president of band and orchestra at St. Louis Music. "It's important to us to provide instruments that have a lot of value to the retailer and the player, but also bring instruments to the market that are not readily available. The BZH-101 is not only very accessible, but also designed with a smaller British bore to give students an

excellent beginning player experience."

The BZH-101 is a three-valve Bb horn, with traditional Zonda styling, a gold brass lead pipe and nickel silver outer slides. It also features a hybrid valve guide within the valve itself to maximize durability and deliver smooth, fluid action. It has a .504 British bore and a bell diameter of 8 3/8 inches, made with yellow brass and finished in a gold epoxy lacquer.

🛒 Zonda ([stlouismusic.com](http://stlouismusic.com))

## New Hal Leonard Play-Alongs Let Students Groove to Hits

Hal Leonard recently released the new *Chart Hits Instrumental Play-Along* packs for a wide range of band and orchestral instruments.

The songbooks feature 12 hits kids know and love, from Pharrell Williams, Taylor Swift, Imagine Dragons, Meghan Trainor, Katy Perry,

Bruno Mars and other pop superstars. Songs include "All About That Bass," "All Of Me," "Happy," "Radioactive," "Roar," "Say Something," "Shake It Off," "A Sky Full Of Stars," "Someone Like You," "Stay With Me," "Thinking Out Loud" and "Uptown Funk."

Each edition features tunes arranged specifically for that instrument. Players can conveniently access both full demo and play-along tracks for download and/or streaming from [halleonard.com/MyLibrary](http://halleonard.com/MyLibrary), using the unique codes in the books.

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



# MARKETPLACE



Make More Profits With Arriba Cases!

Everything Needs A Case!

626 330 6100

info@arribacases.com

www.arribacases.com

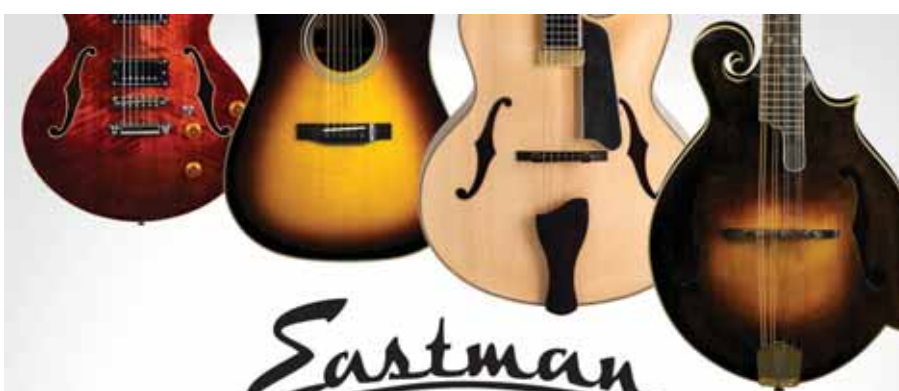
Become A Dealer Today!

Booth 238

Check Out Our Show Specials!

Pre-Paid Freight

at only a \$125 order!



Eastman

HANDCRAFTED GUITARS & MANDOLINS

eastmanguitars.com

Find us on @eastmanguitars

## Grundorf Guitar Maintenance Tables

Get Your Axe Together!

New!

This is the ideal 'toolbox' for both guitarists and guitar technicians.

The models with lids feature storage compartments that seal when the lid is closed to keep supplies organized.

Choose your perfect work station from our four distinct styles.

- For Acoustic and Electric Guitars
- Storage Compartments for Strings, Tools, and Supplies
- Compact
- Lightweight



www.grundorf.com

Visit us at NAMM! Booth #1634

PROFESSIONAL CASES & RACKS

grundorf

## GUITAR GRIP

Hand Made in Detroit

EASY TO INSTALL ★ CUSHIONED INSERT  
★ ROTATES TO FIT ANY HEADSTOCK ★

HOW DOES YOURS HANG?



STOP BY BOOTH 1001B AND ASK ABOUT OUR DEALER SPECIALS



# NAMM Today

Saturday, July 11, 2015

## Today's NAMM Foundation Workshops

### How to Present and Promote Successful Recreational Music Making Events

11 a.m.–Noon, NAMM Member Center, Lobby

Looking for some fun, easy promotions designed to get buyers in your store? Find out what some of your fellow NAMM Members did to market their participation in this year's Make Music Day, gain tips on making the most of community engagement through music-making, and help jump-start NAMM's all-day jam sessions. Coffee and pastries provided.

### Protect Your Product Design

1 p.m.–2 p.m., NAMM Member Center, Lobby

Hosted by Susan Anthony and Richard Cole, USPTO, with World Intellectual Property Organization Consultant, Alan Datri. Topics include Protecting Product Design and Interactive Music Product Design Scenario.

### Let's Make Some Noise!

### Join in the Ukulele and Drum Circles

12 p.m.–1 p.m., Lobby

Drop by the convention center lobby at noon for a lively uke circle, brought to you by Kala Brand Music. No experience necessary! Then at 3 p.m., join us for our annual drum circle, sponsored by NAMM and Remo.



### Attend the Star-Studded American Eagle Awards

12 p.m., Davidson Ballroom, Music City Center



Presented by the National Music Council, the show will honor Charley Pride, Kris Kristofferson, Jim Lauderdale, Jim Halsey and Sherman Halsey and feature performances by Rosanne Cash, Charley Pride, Jim Lauderdale, The Oak Ridge Boys and Jack Ingram. Music Makes Us, a Nashville charity working to ensure that all kids have access to music education, will also be recognized. Free with NAMM badge.

Afterward, Oak Ridge Boy Joe Bonsall will sign copies of his book, *On the Road with The Oak Ridge Boys*, in The NAMM Store from 2:30 p.m. to 3:30 p.m.

### It's All About the Music—and the People!

We've got great music scheduled throughout the day on the Acoustic Nation Stage, including country music star Dustin Lynch from 1 p.m. to 1:30 p.m. and *The Voice's* Tony Lucca from 3 p.m. to 4 p.m.

Looking for something to do after the show? Stop by the "Summer NAMM and Vintage King Beer & Gear Hang," a food, drink and networking event being thrown by local pro audio and sound company Vintage King Audio. The fun takes place at their facility at 2826 Dogwood Place, beginning at 4 p.m.



### NAMM Show Member Housing and Reg Opens Earlier This Year!

Mark your calendar now for Wednesday, July 29 at 8 a.m. PDT. Simply log in at [namm.org/thenammshow](http://namm.org/thenammshow) to reserve your badges and hotel rooms.



See you in Anaheim!



## Alvarez Celebrates 50

The year 2015 marks the 50th anniversary of Alvarez Guitars. In honor of this celebration, Alvarez has unveiled the Alvarez 1965 Series, a line of guitars that exemplify everything the company has learned over the years in terms of sound and aesthetic.

"We want every guitarist and Alvarez enthusiast to be able to join us in this 50-year celebration," said Chris Meikle, head of development

at Alvarez and senior vice president of St. Louis Music, distributor of Alvarez Guitars.

The 1965 Series models are made with premium North American, solid Sitka tops, Acacia back and sides, and handcrafted Paua Abalone purfling. They are available in standard and slope shoulder dreadnought, OM and parlor sizes in a Shadowburst finish. MSRP: \$749.

Alvarez Guitars ([alvarezguitars.com](http://alvarezguitars.com))

## Peavey Combines Quality, Reliability in RBN Enclosures



Peavey's RBN series speaker enclosures are driven by efficient power amps designed specifically for powered speaker enclosures. The series consists of the RBN 110/RBN 112 speaker enclosures and the RBN 215/RBN 118 powered subwoofers.

The RBN 110/RBN 112 speaker enclosures are geared to be high-quality, reliable

loudspeakers that include Peavey's ribbon drivers. Used in studio environments, Peavey has developed a method for applying this sound technology to live applications. The result is crystal-clear audio.

To match the high-frequency performance of Peavey's ribbon driver, the RBN 110/RBN 112 enclosures are equipped with dual-voice coil neodymium Scorpion speakers which feature Peavey's field replaceable basket technology. The RBN 215/RBN 118 powered subwoofers maintain full output down to 36Hz with 2,000 watts total peak power and are constructed of heavily braced 18-mm birch plywood.

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

## UpBeat

DAILY

Vol. 62 No. 7 | The NAMM Show | Saturday, July 11, 2015

**PRESIDENT**  
Kevin Maher

**PUBLISHER**  
Frank Alkyer

**EDITOR**  
Katie Kailus

**ASSOCIATE EDITOR**  
David Ball

**CONTRIBUTING EDITORS**  
Baxter Barrowcliff, Ed Enright,  
Bobby Reed, Brian Zimmerman

**WESTERN ACCOUNT EXECUTIVE**  
Tom Burns

**EASTERN ACCOUNT EXECUTIVES**  
Pete Fenech, Ritche Deraney

**ART DIRECTORS**  
Žaneta Čuntová, LoriAnne Nelson

**CIRCULATION**  
K.R. Maher

**ACCOUNTING**  
Evelyn Oakes

102 N. Haven Road, Elmhurst, IL 60126  
630-941-2030 | f: 630-941-3210  
[editor@upbeatdaily.com](mailto:editor@upbeatdaily.com)

Maher Publications: DownBeat, Music Inc., UpBeat Daily. UpBeat Daily is the official NAMM show publication, published four times annually for The NAMM Show and three times annually for Summer NAMM. Music Inc., the business magazine for progressive music product retailers, is published 11 times annually.

## Alfred Publishes Several Personality Songbooks

New personality songbooks from Carrie Underwood, Diana Krall, Garth Brooks and Santana are now available from Alfred Music.

*Carrie Underwood Greatest Hits: Decade #1* collects all the hit singles since her American Idol launch. This book provides piano, vocal and guitar arrangements of all the songs from this album, and includes a four-page color insert. Songs include "Little Toy Guns," "Jesus, Take the Wheel," "Before He Cheats," "All-American Girl," "Last Name" and more.



On *Wallflower*, jazz singer Diana Krall lends her trademark contralto to songs first made famous by such artists as The Mamas & the Papas, The Carpenters, The Eagles, Jim Croce, Elton John, Randy Newman and a freshly penned song by Paul McCartney. *Diana Krall: Wallflower* provides 12 arrangements of all the songs on the record for piano/vocal/guitar.

*Garth Brooks: Man Against Machine* contains all of the songs on the album, in guitar tab arrangements, including "Man Against Machine," "She's Tired Of Boys" and "Cold Like That."

*Santana: Guitar Tab Anthology* contains sheet music for 15 of Santana's most beloved tunes.

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

## PreSonus Introduces Studio One 3

PreSonus has announced that Studio One 3 is now shipping.

Available in Artist and Professional editions, version 3 of Studio One offers more than 70 new features and enhancements, including innovations in song arranging and experimentation and new ways to craft sounds.

Studio One 3 is the first DAW to offer a dual platform (Mac and Windows), multi-touch interface. Studio One 3 Professional users also can create away from the desk using Studio One Remote for iPad.

Studio One 3 Professional introduces the Arranger Track, which makes it easy to build and rearrange songs, letting you copy or move entire song sections with simple drag-and-drop.



Unique scratch pads in Studio One Professional provide an independent parallel timeline that lets you safely experiment on alternate ideas without jeopardizing arrangements. Simply drag Arranger sections, individual content or entire songs into the scratch pad, make edits, then drag it back to your main song.

The updated browser makes it easier than ever to find the content you're looking for, with tag-based "musical" search.

Extended FX chains, new in Professional, let you build complex, multi-dimensional sounds by chaining and combining effects plug-ins in serial, in parallel by channel, or by frequency, with up to five splits.

**PreSonus (studioone.presonus.com)**

## KMC Offers Sales Bonanza

KMC Music has launched its "Back-to-School Sales Bonanza," featuring dozens of brands and hundreds of products specially priced to generate nationwide consumer excitement during the start to the fourth quarter sales season.

"As the largest distributor of MI and pro-audio products, KMC Music can and will offer our retail partners the largest selection of specially priced products and promotion programs and our new Back-to-School Sales Bonanza lives up to that commitment," said James

Tsaptinos, KMC Music vice president of sales. "Every major product category and accessory line is included in this year's programs — guitars, amps, pedals, percussion, microphones, strings, and more. Dealers will find all of our brands featured in exciting new programs that are designed to maximize sell-through sales to their customers."

Brands featured in the program include Legere, Vic Firth, Lanikai, Line 6, MBT Lighting, AKG, Casio and Belmonte, among others.

**KMC Music (kmcmusic.com)**

## Propellerhead Software Launches Collaborative Music Platform

Propellerhead Software, creator of music software applications and technology standards, has launched a new social networking platform: Propellerhead. Available on iOS and desktop devices, Propellerhead utilizes the medium of music-making to connect users on a global scale, letting consumers upload original music and build on other users' original content.

The Propellerhead application program interface (API) can be integrated into existing

mobile and desktop applications, allowing for companies to utilize the software to build on and add collaboration functionality to their music making software.

"The new Propellerhead tools are just one of the many ways we're encouraging creative types across the globe and emboldening the collaborative art of music-making," said Doug Provvisor, senior vice president of sales and marketing.

**Propellerhead (propellerheads.se)**

## New Auralex Platform Isolates Turntables

Auralex Acoustics' new ISO-Tone Turntable Isolation Platform is the latest member of the company's ISO series (Instant Sound Optimizers).

Engineered specifically to decouple turntables from the supporting surfaces they rest on, the ISO-Tone diminishes structural vibrations and commonly associated acoustic feedback associated with desktops and DJ cases. Designed for turntablists, mobile DJs, audiophiles, rental houses and anyone seeking enhanced turntable



performance, purity and accuracy, the ISO-Tone features a 3/4-inch layer of black fabric-wrapped MDF that floats on a layer of Auralex's proprietary Platfoam to protect turntables from unwanted vibrations. The 17 3/4- by 14 1/4- by 1 3/4-inch isolation platform accommodates most turntables, and the low-profile design enables easy transport.

**Auralex (auralex.com)**

# NAMM U



## Grow Your Business

Saturday, July 11, 2015

### This Morning's NAMM U Breakfast Session

*Breakfast Served With a Side of Important Industry Insights*

#### Best in Show

**FREE Breakfast (First-Come, First-Served): 8 a.m.–8:30 a.m.**

**Session: 8:30 a.m.–9:30 a.m.**

**Davidson Ballroom, Music City Center**

This year marks the 10th anniversary of "Best in Show." To celebrate, host Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, has assembled a who's who panel of independent music retail buyers. They've shopped the show floor, and here, they'll reveal the best products and services at Summer NAMM. These are the standout products you'll want to see before you go home—gear that's certain to be a big deal in the fourth quarter. You might just find out about your next runaway bestseller.

### NAMM Idea Center Spotlight

*Quick, Focused Business Sessions Right on the Show Floor*

#### The Pedal Summit

**12:30 p.m., NAMM Idea Center, Booth 654**

Vintage King Audio has assembled an eclectic group of mad scientists who will be sharing their effects pedal design philosophies at Summer NAMM. Expect a lively discussion with some of the most creative designers in the music products industry. A must-attend session for guitarists, bassists and gearheads.

### TEC Tracks Standout

*Free Pro Audio and Technology Sessions*

### The Future of Audio: Harnessing the Power of MI & New Technology

**10 a.m., Davidson Ballroom, Music City Center**

From touch to tablets, phones and desktops to augmented reality with HoloLens, Microsoft Windows 10 brings new opportunities to musicians and music app developers. At this session, Microsoft will reveal what it has been working on, both internally and with its partners. Find out about the engineering going into Windows 10 and beyond to better support musicians. See how partners use such capabilities as touch and active pen. Dream about the very real possibilities of virtual performance and augmented reality through devices like HoloLens. Discover how the maker culture and music cultures are coming together to build new devices and capabilities for music performance.



Microsoft HoloLens

Check out today's schedule of NAMM U and TEC Tracks sessions on the NAMM app, available for download from your mobile device's app store, or visit [namm.org/summernamm](http://namm.org/summernamm).

JULY 9-11, 2015 • NASHVILLE, TENNESSEE

**NAMM** 5790 Armada Drive • Carlsbad, CA 92008 • 760.438.8001 • [www.namm.org](http://www.namm.org)

# SCHEDULE

SATURDAY, JULY 11, 2015

All Idea Center sessions will be held at the NAMM Idea Center, booth 654, unless otherwise noted. 💡 All TEC Tracks sessions will be held at booth 354.



## SATURDAY, JULY 11

BREAKFAST SESSION

8 A.M.

### Best in Show

Frank Alkyer, *Music Inc.* and *UpBeat Daily* Magazines, and Panelists

*Music City Center, Davidson Ballroom*

Join host Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, and his panel of independent music retail buyers as they reveal the best products and services they saw at Summer NAMM. These are the standout products you'll want to see before you go home.

### 💡 10 A.M. THE FUTURE OF AUDIO: HARNESSING THE POWER OF MI & NEW TECHNOLOGY

*Music City Center, Davidson Ballroom*

Presented by Microsoft, this session will reveal what it has been working on, both internally and with its partners. Find out about the engineering going into Windows 10 and beyond to better support musicians. See how partners use such capabilities as touch and active pen. Dream about the very real possibilities of virtual performance and augmented reality through devices like HoloLens. Discover how the maker culture and music cultures are coming together to build new devices and capabilities for music performance.

10:30 A.M.

### 10 Tips for Killer Guitar Tone (Double Session)

Join Paul Riario, *Guitar World's* gear editor, as he reveals tips, tricks and unconventional ideas for achieving that elusive guitar sound you've been dreaming of. He'll also offer helpful gear suggestions and discuss best practices for recording guitar in the studio. Don't miss this chance to make a big difference to your tonal palette.

### 💡 11 A.M. 2020 VISION: THE FUTURE OF STUDIO TECHNOLOGY

\*Part of the A3E Architects of Audio Series

Touchscreen mixing consoles and sophisticated modeling technology have become

commonplace tools in the recording studio. Meet the A3E luminaries who have revolutionized the recording industry, and hear their vision of studio technology in the year 2020.

11:30 A.M.

### One-on-One: An Interview With Hit Songwriter Tom Shapiro (Double Session)

Join Laura B. Whitmore, editor of *Acoustic Nation*, for a one-on-one conversation with hit songwriter Tom Shapiro. A member of the Nashville Songwriters Hall of Fame, Shapiro will cover songwriting inspiration, technique, business insight and much more, giving you an intimate look at what it takes to make it as a songwriting pro.

### 💡 11:30 P.M. A3E DEEP DIVE: WINDOWS 10 FOR MUSICIANS AND AUDIO DEVELOPERS

Explore the power of Windows 10 for audio in this A3E Deep Dive session, presented by Bala Sivakumar, program manager of Microsoft. Whether you're an app developer or musician, this session will crack open the latest capabilities of Windows audio.

12 P.M.

### 32nd Annual American Eagle Awards

*Music City Center, Davidson Ballroom*

Presented by the National Music Council, the show will honor Kris Kristofferson, Jim Lauderdale, Jim Halsey and Sherman Halsey. Featured performers include Rosanne Cash, Jim Lauderdale, The Oak Ridge Boys and Jack Ingram.

12 P.M.

### Uke Circle

*Convention Center Lobby*

No experience necessary!

12:30 P.M.

### The Pedal Summit (Double Session)

Vintage King Audio has assembled an eclectic group of mad scientists who will share their effects pedal design philosophies.

### 💡 12:30 P.M. 2020 VISION: THE FUTURE OF LIVE PERFORMANCE

### A3E Architects of Audio Series

Touchscreen instruments and multi-dimensional controllers may be unconventional to the traditional musician, but to the next generation of performers, these forward-thinking products will unleash creativity and define the next decade of music. Explore the future of next-generation instruments for live performance.

1 P.M.

### Dustin Lynch

*Acoustic Nation Stage*

Country star Dustin Lynch will perform a 30-minute set.

### 💡 1 P.M. MOBILE & MUSIC TECHNOLOGY FOR PRODUCTION + PERFORMANCE

#### A3E Deep Dive Session

Is the desktop era finally coming to an end? Mobile technology bolsters creativity with an array of new control surfaces, portability and expressive capabilities. Learn how to harness the full power of mobile devices as the core of your studio.

1:30 P.M.

### 12 PR Tips for Musicians, Music Businesses and Everyone Else

Join veteran marketer Laura B. Whitmore and music industry PR pro Pauline France for practical tips and ideas to put the power of public relations to work for you. They'll delve into news release composition, news distribution, tips for pitching and insider PR success secrets.

2 P.M.

### The Insider's World of Hit Songwriting (Double Session)

Listen in as award-winning singer-songwriter Thornton Cline and his panel of hit songwriters discuss the inner workings of the business.

### 💡 2 P.M. THE FUTURE OF GUITAR TECHNOLOGY

#### A3E Architects of Audio Series

Stringed instruments are now capable of controlling your pedalboard, your computer,

sequencing MIDI data, and even sophisticated live rigs for lighting and special effects. Get an overview of the latest technology, and experience what your favorite instrument can do with no permanent modifications.

### 💡 2:30 P.M. A3E DEEP DIVE: MI AND THE TECH GIANTS

#### A3E Deep Dive Session

A panel of A3E experts explores strategic partnerships between leading MI manufacturers and the global tech giants. Learn how cloud computing, next-generation access (NGA), mega-scale music data and subscription service models will shape the future of music technology, production, performance, marketing and even the consumption of music.

3 P.M.

### Drum Circle

*Convention Center Lobby*

Join in for the annual drum circle sponsored by NAMM and Remo.

3 P.M.

### Social Media Insider Tips (Double Session)

This session, hosted by social marketing experts Tom Gilbert and Laura B. Whitmore of Mad Sun Marketing, will give you insight into best practices for a variety of social media platforms, including Facebook, Instagram, Twitter, YouTube and more. You'll also get suggestions for taking advantage of messaging and advertising features, such as boosted posts.

### 💡 3:30 P.M. 2020 VISION: THE FUTURE OF SONGWRITING TOOLS AND APPLICATIONS

#### A3E Architects of Audio Series

The journey from cassette tape to DAW has left many musicians challenged to keep up with the tools of the trade. The latest trend is to make the tools simple and more intelligent, offering songwriters less to learn and more to gain from their high-tech equipment and software. A3E luminaries share their perspective on designing tools for the songwriter that will send you five years into the future — today.

# AMPLIFY

## YOUR BRANDS IN MUSIC INC.

ADVERTISE IN MUSIC INC.  
THE MOST-TRUSTED MAGAZINE  
IN MUSIC RETAILING!



FROM OUR WEBSITE TO OUR E-NEWSLETTERS TO OUR MONTHLY MAGAZINE, MUSIC INC. BLANKETS THE MUSIC RETAILING WORLD, REPORTING THE MOST-EXCITING STORIES IN THE BUSINESS. WE BRING MORE THAN 8,000 RETAILING PROFESSIONALS TO YOUR MARKETING MESSAGES — BECAUSE MUSIC INC. DELIVERS ... ONLINE AND IN PRINT!

### ADVERTISING

Tom Burns: [tomb@musicincmag.com](mailto:tomb@musicincmag.com)  
Pete Fenech: [petef@musicincmag.com](mailto:petef@musicincmag.com)

### EDITORIAL

Katie Kailus  
[katiek@musicincmag.com](mailto:katiek@musicincmag.com)

# 40 YEARS

since 1975

## JAZZ CHORUS

The JC Jazz Chorus series was born in 1975. Since that time its distinctive "JC Clean" tone and original "Dimensional Space Chorus" effect have been loved by many of music's biggest names. These characteristics are achieved by a unique design which is optimized for producing a clean sound. The Jazz Chorus series has been able to maintain a standalone status in the music scene for decades. Even now Roland's Jazz Chorus series is still evolving as a cutting edge product.

[RolandUS.com/JC](http://RolandUS.com/JC)



Visit Roland and BOSS at Summer NAMM

# BOOTH #924

 Roland  BOSS