

UpBeat

The Official **NAMM** Show Publication

DAILY



CHANGE Is In The Air

Welcome to The NAMM Show 2015! Right out of the gate, we've got a bevy of new products and companies around the show floor, in addition to major changes being announced throughout the industry. Here are just a few of the important change agents the UpBeat Daily crew found on the show floor Wednesday.



1. Andy Rossi and Joe Castronovo of Korg USA display the new ARP Odyssey (left) and the new Korg Kronos. See more about Kronos on page 50. **2.** Don Lombardi, Drum Workshop founder, left, and Chris Lombardi, the company's president and CEO, bring their new acquisitions of Latin Percussion, Toca, Gretsch and more to The NAMM Show. See page 4. **3.** From left, Zoom North America's Erich Barto, Micah Eberman and Samuel Greene with the new Zoom Q8 Handy Video Recorder, the first camera with interchangeable microphones. See page 4. **4.** In celebration of its 10th anniversary, Kala is highlighting its Sweet Pea anniversary model at its booth. Pictured above, from left: Phil Slight, Michael Upton, Rick Carlson and Dave Cafiero. **5.** Roland Corp. CEO Jun-ichi Miki, center, announced that Jay Wanamaker, left, will take over as president and CEO of Roland Corp. U.S. and Kim Nunney will become executive vice president of global business development for professional AV. See page 8. **6.** From left: Mackie's Henri Cohen, John Boudreau, Ben Olswang and Alex Nelson with the DL32R digital mixer and the Master Fader iPad app. See page 12.

BREAKFAST OF CHAMPIONS



Join Joe Lamond, NAMM president and CEO, for a conversation with industry leaders at the Hilton Anaheim Pacific Ballroom. Free breakfast begins at 8 a.m.

Breakfast of Champions
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Fishman's 7-String Fluence
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ReedGeek's Universal Tool
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Ibanez Updates Paul Gilbert
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Hosa Expands Pro Line
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Unleash

Roland is in the middle of a sound evolution. Leveraging the musical passion of our engineers and igniting an explosion of fresh ideas, we're creating instruments that touch the very soul of music and creativity. To play is to fill the spaces of a person's heart, create chemistry and make brand new connections. By expanding the possibilities of musical and visual expression, we open up a new world of joy and inspiration. At Roland, that's our passion...our mission. Drawing from our bond as a band of engineers, our journey has already begun. The future starts here.

Be sure to check out the Roland exhibit
at Winter NAMM Level 3 #300A & #303A

Visit the new Roland.com

 **Roland**[®]





BREAKTHROUGH

BOSS has always been about helping musicians make killer music. But stability is overrated, and brand boredom is the kiss of death. That's why we're completely revamping our game. Never resting on our laurels or rehashing old ideas, we're pouring our insatiable musical curiosity and the expertise we've honed since launching our first product in 1976 into becoming a company that continuously creates innovative sounds. All so that musicians can express themselves more freely through that life-changing medium of music. At BOSS, we don't fear failure. We fear standing still. Breakthrough. We're breaking through to recreate ourselves.



Be sure to check out the BOSS exhibit
at Winter NAMM **Level 3 #300A**

Visit the new BOSS.info

NAMM SHOW NEWS

KHS Buys Hohner

KHS America has announced plans to acquire Hohner Inc. from Matth. Hohner GmbH in Trossingen, Germany. Hohner is the exclusive North American provider of Hohner branded harmonicas, accordions, melodicas, guitars and bluegrass instruments as well as Sonor Drums and Orff Instruments, Lanikai and Kohala Ukuleles, H. Jimenez guitars, Hohner Airboard, Hohner Kids and Green-tones children's instrument brands. Transfer of ownership took place on Jan. 12.

By integrating these Hohner brands with KHS America brands — such as Jupiter Wind Instruments, XO Professional Brass, Mapex Drums, Majestic Concert Percussion, Hercules Stands and Altus Professional Flutes — the new KHS America will be positioned to provide an unparalleled portfolio of top-quality musical instrument brands and accessories.

"We're very excited about the opportunities this acquisition creates for KHS and Hohner brands," said Tabor Stamper, president of KHS America. KHS America will begin working immediately to integrate the teams and business processes with the long-term goal of combined operations in one facility.

🛒 **KHS, Hohner** (khsmusic.com; us.playhohner.com)

Samson Auro X Series Generates Balanced Audio Experience

Samson's Auro X series of two-way active loudspeakers matches ultra-efficient power with extensive digital signal processing and rugged portability to create a new value standard in loudspeaker performance.

Encompassing two compact designs (X12D and X15D), the Auro X series provides versatile speaker solutions for musicians, DJs and live sound professionals.

Both the Auro X12D and X15D feature a lightweight 1,000-watt Class D amplifier and Samson's proprietary R.A.M.P. (reactive alignment, maximum protection) DSP technology. The DSP provides reactive alignment filters to enhance transducer performance. It also offers maximum protection to the speakers' components via thermal and over current sensors.

Thanks to their respective 12-inch and 15-inch extended low frequency drivers and accompanying 1.34-inch compression drivers, the Auro X12D and X15D generate a well-balanced and articulate audio experience. Both models offer two input channels, along with three-position EQ and high pass filter presets to optimize the speakers' performance for different setups and applications.

🛒 **Samson Technologies** (samsontech.com)



NAMM's Larry Morton and Joe Lamond

Welcome to The NAMM Show!

On behalf of the NAMM Board of Directors, Executive Committee and staff, we would like to thank you for coming to The NAMM Show. It is our sincere hope that your participation will leave you inspired and better equipped to succeed in the year ahead. Your attendance at the show links you to a global family of industry professionals, unifying the power and influence of our community, while also validating our belief that music is a driving force for good.

As our world has become more connected through technology, the NAMM trade shows have evolved, too. The products and exhibits are still the stars of the show, but hopefully the robust educational offerings and peer-to-peer networking opportunities available here were also a big part of your decision to come to Anaheim. This year's NAMM U schedule is just incredible, with sessions on all the issues you've said are important to you, as well as a wonderful Saturday morning interview planned with Apple co-founder Steve Wozniak.

We believe the essential outcome for our members from this year's show will be inspiration and passion — possibly the two most important ingredients for success.

The NAMM Show is the engine that drives this association's year-long work on behalf of your company and the industry. Our circle-of-benefits business model means that revenues derived from the NAMM trade shows are reinvested back into the industry to execute our strategic plan. Our exhibiting members, and the buyers who come to meet with them, deserve heartfelt thanks from the industry, the music education community and, perhaps most important, the millions of people — especially kids in school — who will benefit from the results of these efforts to bring music into their lives.

Larry Morton
NAMM Chairman

Joe Lamond
NAMM President and CEO

DW Purchases LP, Toca, Gibraltar & More

In a blockbuster deal, Drum Workshop — the Oxnard, California-based manufacturer of drum sets, pedals and accessories — has purchased Latin Percussion, Toca, Kat electronic percussion and Gibraltar drum hardware from KMC Music.

Drum Workshop will also take over the manufacturing licensing agreement with Gretsch Drums.

The deal also includes DW purchasing the Ovation guitar brand.

"This is an amazing opportunity to extend our passion and commitment for the art of drumming," said Chris Lombardi, CEO of Drum Workshop. "We are excited to welcome these legendary American brands to the DW family."

"We are extremely proud of our team's effort to nurture and grow each of the individual brands and are enthusiastic for their

future," said Scott Gilbertson, interim CEO and board member for Fender Musical Instruments, the parent company of KMC. "We recognize the strategic opportunity for DW and are confident that they will be champions of the brands moving forward."

"It's going to be our sales staff at The NAMM Show selling the brands," said Scott Donnell, DW vice president of marketing. "We're already picking up the marketing. It's all moving."

At The NAMM Show, the LP, Toca, Gretsch and Gibraltar brands will be in booth 304D, next door to the DW booth. The brands will be represented by the DW management and sales staff.

According to Donnell, the deal had long been in the works.

🛒 **KMC, Drum Workshop** (kmcmusiccorp.com; dwdrums.com)

Yamaha's New Pianos Portable, Accessible

Yamaha's two new P-Series portable digital pianos, the P-115 and P-45, will be released in March. The new models represent the next generation of the company's line, offering enhanced sound and new features for both practice and performance.

"These new P-Series digital pianos bring Yamaha piano touch and tone to the entry-level piano buyer," said Dane Madsen, marketing manager, Digital Pianos, Yamaha Corp. of America. "The beginner pianist will immediately appreciate the sound quality and user-friendly features now available in instruments that can be easily transported from the home to the studio and eventually to the stage."

The P-115, replacing the P-105, delivers Yamaha's piano touch and tone in a compact design and at an affordable price. Its Pure CF Sound Engine reproduces the sound of a Yamaha 9-foot concert grand piano. This, combined with improved damper resonance and reverb effects, gives players the ability to make music with dynamics, expressiveness and power not typically possible with a digital piano of this size or price.

MSRP: P-45 \$499; P-115 \$999.

🛒 **Yamaha USA** (usa.yamaha.com)

Zoom Q8 Ideal for Bloggers

The new Q8 Handy Video Recorder from Zoom North America uses an innovative mic capsule system to record four tracks of audio alongside its video.

The Q8 combines a high-definition video camera and a multichannel, high-resolution four-track audio recorder in one condensed package, making it ideal for video creators, bloggers, podcasters, musicians and educators.

The camera is equipped with Scene and Auto Gain presets that adapt to various lighting and acoustic conditions. The Q8 also utilizes a system of mic input capsules that can be swapped out like the lenses of a camera, ensuring great results in any kind of environment.

A USB port lets the Q8 be used with popular streaming and editing software packages, such as iMovie, Final Cut Pro and the included Zoom HandyShare software. Video data can be stored as MOV files in various HD formats or in standard definition when space or streaming bandwidth is limited. Up to four tracks of audio can be recorded simultaneously on the Q8, and can either be integrated into MOV files, AAC or time-stamped WAV format for synchronization in post-production.

🛒 **Zoom North America** (zoom-na.com)





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American drum brands.

dw

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☆ **BOOTHS 303D & 304D** ☆

TO LEARN MORE



BRIEFS



MONO Offers Sturdy Drum Backline Luggage

The MONO Drum Backline Luggage Collection is designed to meet the needs of on-the-move drummers.

The collection focuses on cymbal, snare, double pedal and stick bags that are needed for traveling to, customizing and playing backline kits. Each item in the collection is designed to be extremely lightweight yet highly protective.

[MONO \(monocreators.com\)](http://www.monocreators.com)



PRS Guitars Turns 30

PRS Guitars has released four new Anniversary models to celebrate its three decades of quality craftsmanship and guitar innovation.

In 1985, Maryland guitar repairman Paul Reed Smith created his namesake guitar manufacturing company. Now, PRS is offering a series of 30th Anniversary Custom 24 guitar models in each of its electric guitar product families, including the Private Stock, the Core line, the S2 and the PRS.

[PRS Guitars \(prsguitars.com\)](http://www.prguitars.com)

Yorkville Unveils Compact P.A. Solution

Yorkville Sound has introduced a compact, versatile and scalable all-in-one P.A. solution for virtually any live sound application. The Yorkville Sound Excursion EXM400 Compact P.A. is a 400-watt, four-channel Bluetooth-enabled active stereo system built with mobile



live sound in mind. Lightweight, compact extension speakers, pole-through connectivity and versatile input/mixer functions ensure the EXM400 can easily be used in small solo or duo performances, DJ applications, conferencing and public address functions.

[Yorkville Sound \(yorkville.com\)](http://www.yorkville.com)

Korg USA to Distribute Dean Markley Products

Korg USA is now the exclusive U.S. distributor of Dean Markley's line of guitar strings, pickups, picks and polishing accessories.

Dean Markey joins Korg's family of brands, and this partnership is in line with Korg's strategic plan to provide dealers with a full spectrum of quality products at various price points. The full line of Dean Markley products slated for distribution are on display at NAMM.

"We are proud to have the opportunity to represent Dean Markley," said Joe Castronovo, Korg USA president. "It has a great heritage, and we are looking forward to helping them re-energize the brand."

[Korg USA \(korgusa.com\)](http://www.korgusa.com)

Wanamaker Named President, CEO of Roland Corp. U.S.

Roland Corp. announced two senior management appointments last night.

Effective Feb. 1, Jay Wanamaker will become the president and CEO of Roland Corp. U.S., while Kim Nunney (the current president and CEO) will become executive vice president of global business development for professional A/V for Roland Corp.

Nunney became president of Roland Corp. U.S. in late 2012. Under his direction, the company returned to stable profitability and growth, according to Roland executives. Jun-ichi Miki, CEO of Roland Corp., credited the entire Roland U.S. team, under Nunney's leadership, for the turnaround, citing strategic and structural changes as well as steady investment in a stronger sales channel and strong product introductions.

"It's been an extreme honor to lead the team through a highly successful regrowth," Nunney said. "At the same time, the opportunity for Roland's video and audio technologies within the professional A/V space is incredible. With significant investments in our new M-5000 configurable live mixing

console and numerous video technologies, the opportunity to bring a global focus to our overall sales and marketing development for the pro A/V space is very exciting."

Wanamaker has served as a senior executive with Yamaha Pro Audio & Combo Division, Yamaha Band & Orchestral Division, Guitar Center, Music & Arts, KMC Music, Alfred Publishing and Amati USA.

"I am really excited to lead this world-class corporation, which is an iconic brand known for creating truly innovative and compelling products," Wanamaker said. "My deep background in wholesale and retail will be a tremendous asset as I dedicate myself to, and focus on, leading Roland U.S. into its next phase of growth."

"We are very excited about the appointments of both Mr. Wanamaker and Mr. Nunney," Miki said. "Building on his vast



From left: Roland's Jay Wanamaker, Jun-ichi Miki and Kim Nunney

experience across different aspects of the musical instrument industry and the momentum of successes at Roland U.S., Mr. Wanamaker will lead the next chapter of Roland's development. The opportunity to further grow our MI business is very evident, while the development of our Professional A/V business is a fundamental key to the global growth of Roland Corporation."

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

Peavey Introduces Dark Matter Speaker Enclosures

In 1975, Peavey Electronics transformed the working man's loudspeaker with the SP1. Now, Peavey does it again with the Dark Matter series of enclosures. With a new advanced DSP-equipped power section, these high-SPL (sound pressure level) enclosures feature modern styling and come in four available models: the DM 112, DM 115, DM 118 subwoofer and DM 115 subwoofer.

The Dark Matter LCD display and associated selector knob lets users choose various parameters of operation

for the DSP-based EQ. This includes bass and treble control access as well as EQ presets for different applications or speaker positions/locations.

These presets provide users with a flexible method of configuring the powered speaker system for a specific use with minimal time and effort.

Fan cooled for maximum reliability, the DM 112 and DM 115 feature Peavey's exclusive Quadratic Throat Waveguide technology that helps deliver pristine, precise sound.

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



CAD's Monitor Excels

CAD Audio has unveiled its new StagePass IEM Stereo Wireless In Ear Monitor System. The earbuds combine frequency agility, phenomenal performance and ease of use into one compact package.

The StagePass IEM series features 16-channel UHF frequency agility for superior connectivity in crowded RF environments. Stereo operation enables discrete signals to be transmitted to the right or left channels for enhanced monitoring capability.

To ensure the highest level of audio reproduction without stage bleed, the series features the CAD MEB2 TruPitch Dual Armature monitor earbuds with EasyFit silicon molds for a custom fit and 10 hours of battery life. A dynamic range of above 101dB and an audio output power of 100mW into 32Ohm give the StagePass an advantage over its competition.

To eliminate unwanted interference in harsh RF environments, the StagePass contains the CADLock Automatic Tone Code Squelch. In addition, it has a shielded-metal chassis transmitter, sturdy carrying case, rack ears and an antennae relocation kit.

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



Martin Guitar Rolls Out a Variety of New Models

Martin Guitar has introduced its new Vintage Tone System (VTS), several new guitar models and two new Authentic series models.

The Vintage Tone System is based off the historic torrefaction system, letting Martin target any decade and age the top and braces to the specific era. This focused method lets it recreate the visual aesthetics of an old guitar, but also reproduce tones previously

reserved for vintage instruments.


Martin's new solid wood Dreadnought Junior introduces a new body size fashioned for player comfort, powerful tone and easy action. The Junior is ideal for smaller players, students or travelers.

The OM-28 Authentic 1931 is based on a rare 1931 OM-28 model owned by Mike Seeger.

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



THE MAN WHO DROVE A NAIL *with a dream.*



MARTY DODSON WAS AN ASPIRING SONGWRITER. ONE DAY, HE DECIDED TO HAMMER A NAIL INTO A WALL. "THIS IS WHERE I WILL HANG MY FIRST GOLD RECORD," HE DECLARED—WHICH WAS A BOLD PROCLAMATION, ESPECIALLY COMING FROM A GUY WHOSE NEXT BEST OPTION WAS A JOB WRITING TOASTER MANUALS. FOR SIX LONG YEARS HE WALKED BY THAT EMPTY NAIL. AND SO DID HIS WIFE AND THREE KIDS. THIS TOOK GUTS. PARTICULARLY AFTER EATING MASHED POTATOES COVERED IN 69-CENT GRAVY. BUT MARTY PERSEVERED. FOCUSED ON SUCCESS. UNTIL ONE DAY, A GOLD RECORD HUNG ON THAT NAIL, AND THEN A PLATINUM NEXT TO IT. HIS STORY REMINDS US THAT THE WORLD COULD USE MORE DREAMERS LIKE MARTY. FOR MORE ON MARTY AND OTHER STORIES OF COURAGE THAT INSPIRE US, *visit taylorguitars.com*

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ELEVEN WORDS THAT SPARKED A REVOLUTION

“Wait a minute, wait a minute,
you ain’t heard nothin’ yet.”

Al Jolson’s first spoken words in *The Jazz Singer* mark the first appearance of synchronized dialogue in a feature-length motion picture. Art mirrored life. Moviegoers truly hadn’t heard anything like this before. And when they did, they wanted to hear more. *The Jazz Singer* had less than two minutes of spoken dialogue. But it sparked a revolution nonetheless.



The Jazz Singer, 1927

SOUND CHANGES EVERYTHING

Pictures are pictures. Pictures with sound are transformational. That’s why *The Jazz Singer* hit Hollywood like a seismic wave. In its wake, silent films have all but disappeared.

Sound Changes Everything. Again.

The new Zoom Q8. Think of it as a go-everywhere video camera with 4-track audio. Think of it as a record-everywhere studio with HD video. Better yet, think of the possibilities.



The new Zoom Q8

The world's best-sounding video camera.

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BRIEFS

D'Addario Introduces NY Steel to Acoustic, Banjo Sets

D'Addario has introduced New York Steel to its EXP acoustic strings and select banjo sets. Engineered to stay in tune better, these sets will sing both stronger and longer.



D'Addario invented 80/20 strings in the 1920s and Phosphor Bronze in the 1970s and their latest innovation builds upon that legacy. NY Steel strings are made from D'Addario's proprietary high-carbon steel wire, which has been meticulously engineered to be stronger and more consistent than any other standard musical wire.

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



AMPLIFi TT Turns Any Room Into a Jam Space

The new AMPLIFi TT guitar tone processor from Line 6 has made it possible for guitarists to turn any speaker system into a guitar amp and Bluetooth streaming system.

The release of the AMPLIFi TT builds on the successful AMPLIFi product line, and provides guitarists with even more ways to play and enjoy music. It makes recording, jamming and practicing easy and accessible.

"AMPLIFi TT delivers the AMPLIFi experience in an ultra-powerful yet compact size that fits everywhere," said Marcus Ryle, Line 6 chief strategy officer. "[Now] guitarists can take advantage of every spare moment and enjoy playing guitar more often."

Featuring DSP processing power,

AMPLIFi TT delivers over 200 amps and effects with incredible sound quality. Guitarists can choose from thousands of professionally designed presets, and AMPLIFi TT even provides a streamlined way to record over USB to Mac, PC or iOS with simple standalone operation and low-latency monitoring.

The AMPLIFi Remote app works with the entire AMPLIFi family, enabling guitar players to have instant control on an iOS or Android device. The app connects to an ever-expanding cloud database, allowing guitarists to instantly match tones to tracks in their music library.

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



ESP Celebrates 40th Anniversary

ESP Guitars is celebrating its 40th anniversary this year. The company was founded in 1975 by Hisatake Shibuya as a small shop based in Tokyo that created custom replacement parts for guitars. The shop, called Electric Sound Products (ESP), eventually grew into a leading manufacturer of electric guitars and basses.

"It has been an honor to be a part of ESP's growth," said Matt Masciandro, president and CEO of the ESP Guitar Co.

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

Babicz Unveils Z Series Hardware

In addition to the original Full Contact Hardware system, AP International and Babicz are announcing the release of the Z series system, a more budget-friendly alternative with the same features. Instead of aluminum, the Z series bridges are made of zinc, allowing the same functions with a lower price tag. It is available in several popular styles of guitar bridges: 2-Point Strat tremolo, 6-hole Strat tremolo (both wide and

narrow variations), hardtail and Tele (both single-coil and humbucker versions).

Babicz hardware is designed to maximize and keep consistent contact between the vibrating guitar string and the guitar body as a resonator. With Babicz hardware, users can adjust their action as high or low as desired without reducing contact of the string to the body, for maximum tone and resonance.

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



Kala's Tenor Travels

Kala has added a tenor guitar to its broadening range of stringed instruments. The Kala Tenor is 3 1/2 inches shorter than a standard size tenor and one inch longer than a baritone ukulele, making it remarkably portable.

The Kala Tenor is a 21 3/8ths scale four-string guitar that is tuned in fifths. It features a select solid sitka spruce top, rosewood back and sides, slotted headstock and Grover tuners. The guitars come strung with D'Addario Phosphor Bronze strings that are tuned to CGDA.

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

Cutting-Edge Solutions Helps Dealers Sell

Cutting-Edge Solutions' new Pro-Active Commerce "Sell Everywhere" system brings dealers out from behind the counter for an improved point-of-sale experience. The system can be run from tablets, giving them the flexibility to personalize every sale and build relationships that improve customer loyalty.

Some retailers have been holding out for a solution that successfully mirrors their online presence with their brick-and-mortar store. Cutting-Edge Solutions has answered concerns from dealers by expanding its platform to include more direct integration.

🛒 [Cutting-Edge Solutions \(cutting-edgesolutions.com\)](http://Cutting-Edge.com)

Mackie Unveils DL32R Wireless Mixer

Mackie is showing the new DL32R 32-channel wireless digital mixer with iPad control, a new digital mixing system completely controlled wirelessly from Mackie's intuitive Master Fader iPad app. Featuring complete wireless control over everything, including fully loaded DSP and multi-track recording/playback, users can control everything from anywhere with the DL32R.

The Mackie DL32R features a mix of flexible, professional I/O in a compact 3U rackmount design. Each of the 32 inputs (24 XLR, 8 XLR/TRS combo) feature Mackie's new Onyx+ recallable mic preamps, with remote control over preamp gain and phantom power. The new Onyx+ preamps outperform the Onyx design, which has garnered rave reviews for its boutique-quality sound and performance.

Fully assignable using the Master Fader control app, there are 14 XLR outputs suitable for anything from stage monitors to matrix outputs. The front panel also features a stereo AES digital output for connecting gear like speaker processors. A dedicated stereo monitor output is ideal for connecting an in-ear monitor system for detailed listening from anywhere in the venue.

MSRP: \$2499.99.

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



Sennheiser Hands Over Chairmanship

Having recently turned 70, Prof. Dr. Jörg Sennheiser handed over the chair of the supervisory board of Sennheiser to Dr. Frank Heinrich.

Since joining the family-owned company in 1976, Dr. Sennheiser's contribution has been instrumental to the company's success and has paved the way for a future-proof setup of the audio company.

Heinrich has been chairman of the board of management of Schott AG since 2013 and became a member of the supervisory board of Sennheiser electronic five years ago.

"Dr. Heinrich has a profound technical expertise and brings experience in managing large family-owned companies to his new role," said Daniel and Andreas Sennheiser, CEOs and shareholders of Sennheiser electronic GmbH & Co. KG. "We are very happy that he is taking over as chairman of the supervisory board of the Sennheiser Group."

In withdrawing as chairman of the supervisory board, Jörg Sennheiser is placing the management of the company fully into

the hands of the third Sennheiser generation. His sons Daniel and Andreas Sennheiser have been running Sennheiser as CEOs since July 2013.

Commenting on the changeover in the supervisory board, Jörg Sennheiser said: "My goal has always been to pass a healthy, thriving company on to the next generation." The Sennheiser family has laid down the principles of this long-term sustainable policy in a family charter. This charter not only defines core company values such as fairness and trust, but also includes the commitment to maintain Sennheiser as a family business.

"The company's independence is our most precious asset," Jörg Sennheiser said. "The family is committed to pursuing its strategy without any influence from third parties, a strategy that focuses on absolute customer orientation, technical innovation and first-class quality. This is an aim I have always pursued, and it is the basis of the decades of success that we have enjoyed and will enjoy in the future."

Jörg Sennheiser became Sennheiser's director of technology in 1976 before taking over management of the family business as executive shareholder in 1982. During his time at the helm, he developed an internationally successful brand. This involved setting up new manufacturing facilities in Ireland and the United States while at the same time expanding production in Germany. In addition, Sennheiser internationalized its sales organization during this time. As a result of this sustained growth strategy, Sennheiser today has more than 2,500 employees across the globe and is active in more than 60 countries.

The Sennheiser Group based in Wedemark near Hanover, Germany, was founded in 1945 and has gone on to become a leading manufacturer of microphones, headphones and wireless transmission systems. Sales in 2013 totaled 590.4 million euros. Sennheiser employs more than 2,500 staff worldwide and operates plants in Germany, Ireland and the United States.

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



SEEMS TO GO ON

WITHOUT
effort

WHEN I AM FILLED WITH
MUSIC.

— GEORGE ELIOT



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SRX800

High-Powered
SOUND REINFORCEMENT

JBL Professional has made a name for itself by producing great sounding, long lasting portable PA systems. With the introduction of the SRX800 line of powered portable PA loudspeakers, JBL has set the standard for what a fully professional powered PA system should be. SRX800 breaks new ground, bringing together JBL's premium transducers and enclosures, Crown's Proprietary Front-End DriveCore Technology, user-configurable DSP and full HiQnet Network control compatible with a variety of platforms. Integrating industry-leading levels of sound quality, power, control, and durability, SRX800 is a perfect all in one solution wherever high performance, comprehensive control, and pristine sound are required. Each component in the SRX800 Series was purposefully designed and thought through to deliver a perfectly tuned system that is powerful, easy to use, and rugged enough for the most demanding applications.

PREMIUM JBL TRANSDUCERS



The transducers used in the SRX800 represent the latest technology from JBL Professional. Each component was specifically developed and built by JBL for optimum performance within this system. Both the high frequency and low frequency transducers feature 3" voice coils; the high frequency compression driver makes use of a neodymium magnet while the low frequency woofer uses JBL's patented Differential Drive technology. All of this comes together to ensure that the SRX800 is capable of delivering extremely high SPL across its frequency range with minimal distortion and incredible clarity.

PRECISION
CONTROL



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OF POWER



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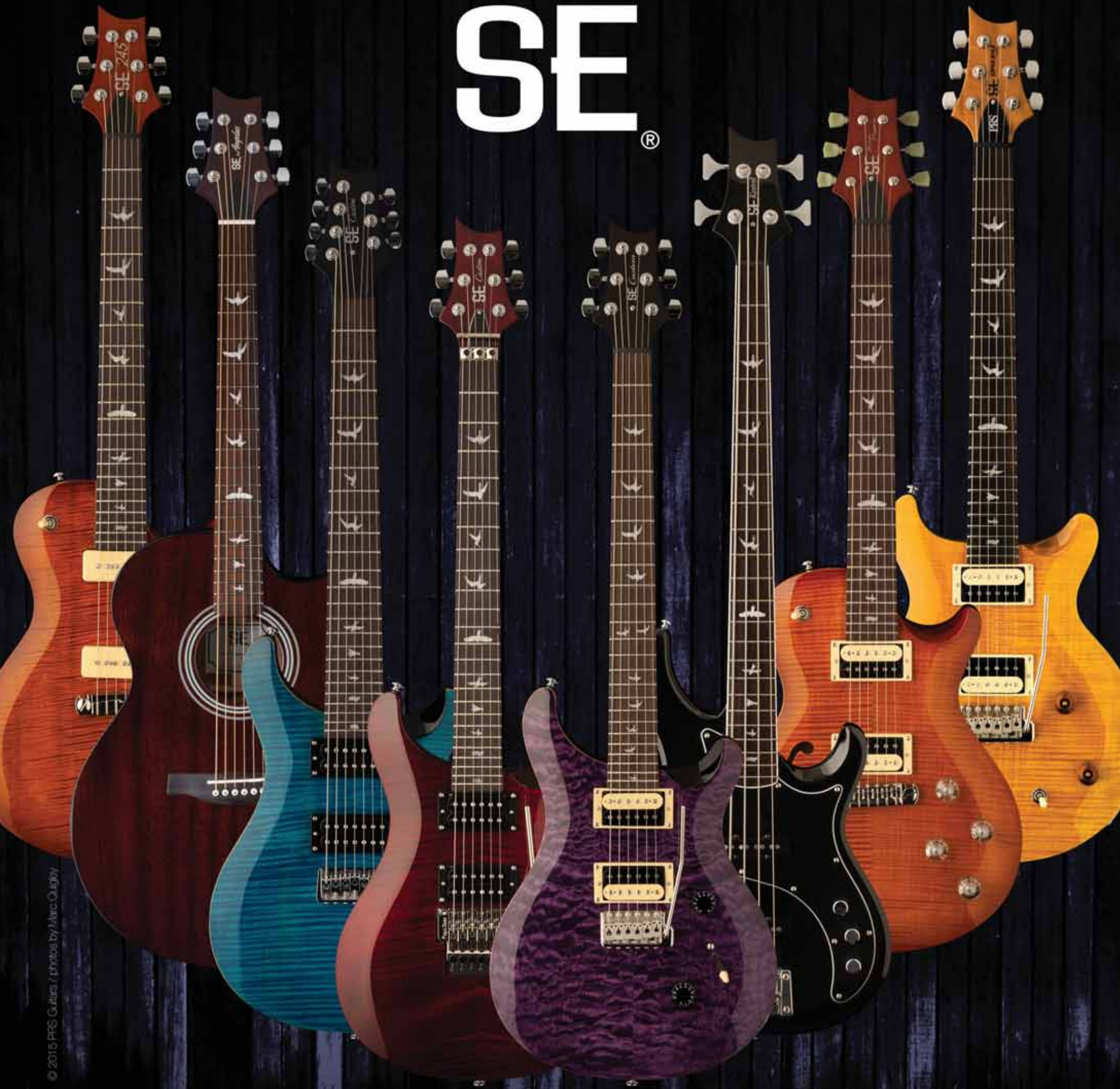
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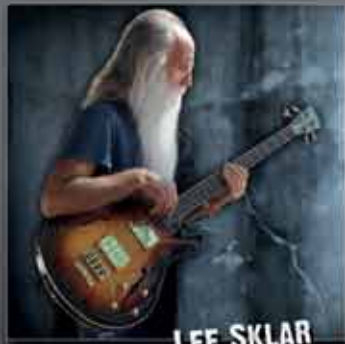
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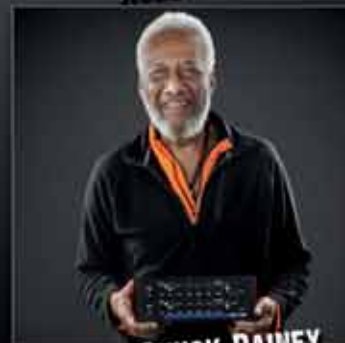
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If not, we want to welcome you to the adventure of changing the world every single day through music. Please join us! To find out how to get involved, please write to inquiry@guitarsintheclassroom.org or text GITC founder and director Jess Baron during the show at 619-840-1010. Someone from GITC will be available to meet you during the show!

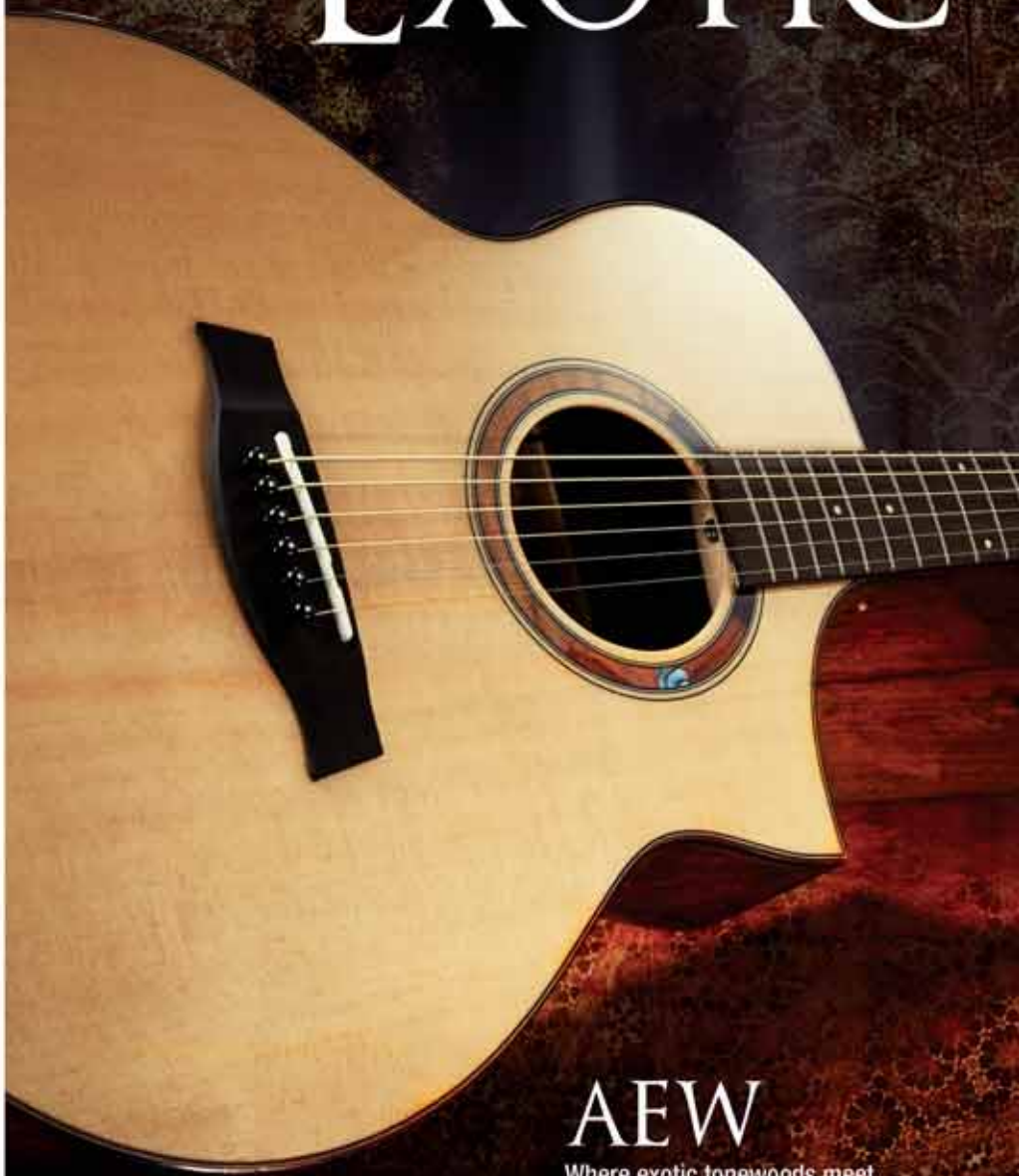


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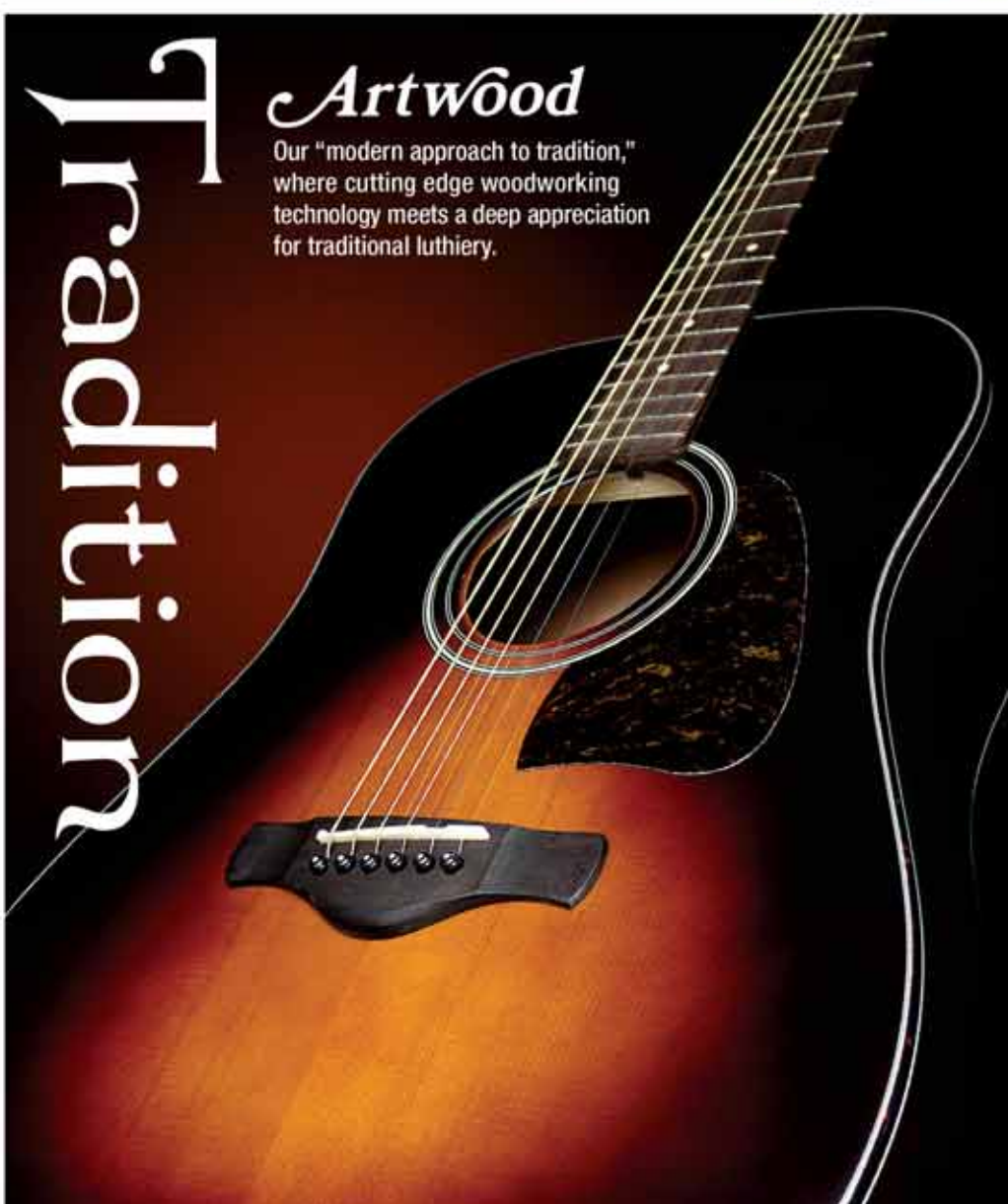


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- Alter Bridge
- America
- American Idol
- Ani DiFranco
- Animal Collective
- Annihilator
- Audioslave
- Avenged Sevenfold
- Barbra Streisand
- Barenaked Ladies
- The Beach Boys
- Beastie Boys
- Beck
- Béla Fleck
- Bette Midler
- Billy Idol
- Billy Joel
- Billy Ray Cyrus
- Billy Sheehan
- Björk
- The Black Crowes
- The Black Eyed Peas
- The Black Keys
- Blake Shelton
- Bob Dylan
- Bon Jovi
- Bonnie Raitt
- Bootsy Collins
- Boston Pops
- Brad Paisley
- Bruce Hornsby
- Bruce Springsteen
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- Bryan Adams
- Buddy Guy
- Butch Walker
- Cannibal Corpse
- Casting Crowns
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- Cheap Trick
- Chicago
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- Ch
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- Cir
- Clin
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- Colin
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- Cree
- Crosby
- Crow
- Damie
- Dandy
- Daniel
- Dave M
- Deadma
- The Dece
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- Destiny's
- Devin Tow
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- Doves
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- Dwight Yoakam
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- Enrique Iglesias
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- Jewel
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- Lady Antebellum
- Lady Gaga
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To celebrate our 40th year of making synths, Yamaha is offering the Premium Contents Pack (valued at over \$1000!) for Motif XF **FREE** when you purchase a Motif XF.

Keyboardists, producers and songwriters know the Motif for its incredible sound, flexible expandability and deep computer integration.

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Join our synth community at yamahasynth.com

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RBH Drums Get a Jump With New Kit

The Americana Jump Kit from RBH Drums is a meticulously crafted small-stage kit that gets its name from EMS and Fire Department first responders. A "jump kit" is the first equipment they grab as they "jump" from their apparatus; in this vein, the Americana Kit was conceived.

The Americana Jump Kit is small, easy to carry and set up, yet it delivers a powerful sound in a compact package. Patterned loosely after small cocktail kits from yesteryear, it is crafted with the same molds and patterns as the Monarch line.

The Americana bass drum comes in a 13 x 16 size and is supplied with a universal mount for a snare basket or tom holder. Medium-duty spurs and a drum lift are standard. [RBH Drums \(rbhdrumsusa.com\)](http://rbhdrumsusa.com)

Celestion Unveils Alnico Guitar Speaker

The Celestion Cream is a new alnico magnet guitar speaker with authentic Celestion tonality and a 90-watt power rating. It has been built to create vintage tones.

By applying new technologies and manufacturing methods developed during the creation of Celestion's popular Creamback speakers, the company has been able to deliver a higher power rating while preserving the very essence of an alnico guitar speaker.

Bringing a glorious, laid-back attack, the Cream exudes warm lows and a bell-like chime. It has smooth and organic mids, further characterized by a fine-grained detail that adds a high-definition quality to the vocal range.

The Celestion Cream has been specially

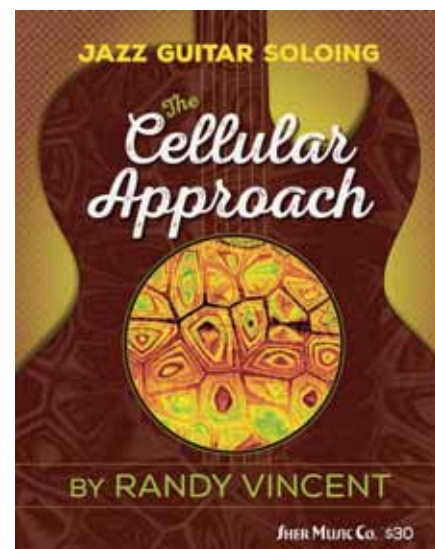
created to emanate alnico class with all kinds of amps, from 1 watt to 90 watts. It conveys a sweet, satisfying warmth, detailed expressiveness and exceptional musicality, even at low power levels.



With an eight-hole steel frame, this guitar speaker delivers an output sensitivity (SPL) of 100dB and is available in 8 or 16 ohms.

The classic alnico speaker shape and retro paint color complements the authentic Celestion tonality.

[Celestion \(celestion.com\)](http://Celestion.com)



Sher Publishes Two New Books

The Sher Music recently released two new books, one by Mark Levine and one by Randy Vincent.

How to Voice Standards at the Piano: The Menu by Mark Levine is a succinct guide to harmonizing songs. The book explains using voicings that the masters of jazz piano use every time they play. It is 63 pages long.

Jazz Guitar Soloing: The Cellular Approach by Randy Vincent is a thorough, detailed look at how to create long, flowing solo lines based on short, four-note "cells" derived from solo phrases by jazz masters like Joe Pass, Pat Metheny and Michael Brecker. This title is 187 pages long.

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

Dream Distributes Wambooka Drum

Dream is now the exclusive distributor of the Wambooka in North America. This product takes an ancient drum, the darabuka, and updates it for the 21st century.

The Wambooka is made from a single piece of high-quality polycarbonate. Players can bend pitches, change the timber and create a myriad of other-worldly effects. It blends seamlessly with the electronic and acoustic music of today.

With a street price of \$249 including a bag, Dream is currently accepting orders from dealers across the nation.

[Dream \(dreamcymbals.com\)](http://Dream.com)



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The most advanced and easiest drum tuner in the world - DT-20!

DT-20 utilizes infrared ray to detect the vibration of the drumhead. It is precise and fast even in dark stage or noisy club. Quickly tune your drums to the best condition with Cherub DT-20!



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The best tuner for the money!

Easy to wrap on the guitar headstock or anywhere of your instrument! Core tuning technology from Cherub! Accurate! Fast!



Cherub WST-930 Strum-Clip Tuner

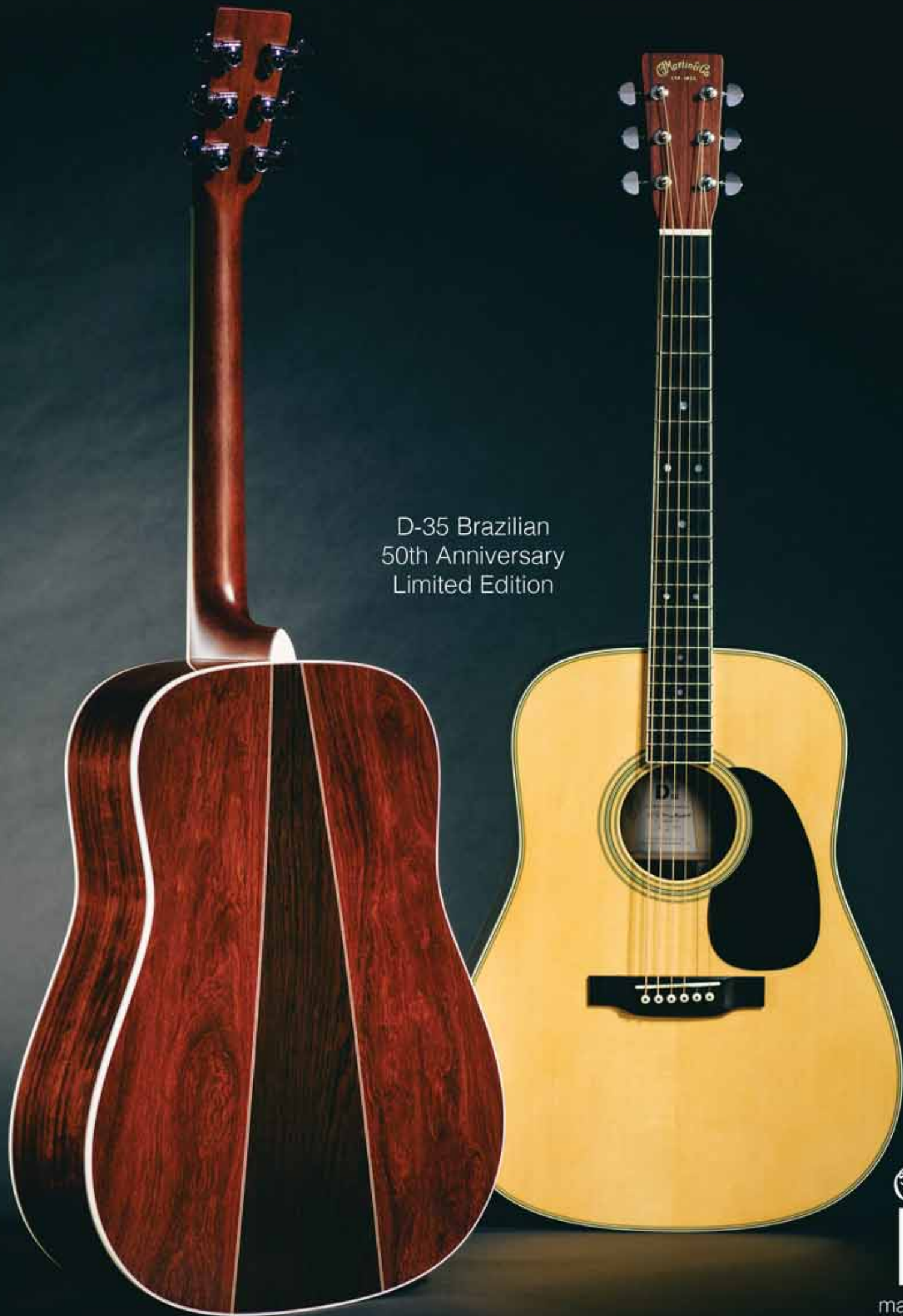
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EV Launches EKX Loudspeakers

The EKX series is the newest member of the Electro-Voice portable loudspeaker family. It combines EV sound quality and reliability with the latest technology in a compact package. It is suitable for a wide range of sound reinforcement scenarios, including musicians, DJs and live, club and installed sound applications. The EKX series features eight models (four powered and four passive), including 12- and 15-inch two-way models and 15- and 18-inch subwoofers.

EV-engineered components include next-generation transducers, Signal Synchronized Transducers (SST) waveguide design and high-output, and high-efficiency Class D amplifiers coupled with QuickSmartDSP. These all work together

to provide superior sound quality and precise coverage at high SPLs. EV's industrial design features robust wood enclosures and a durable EVCoat finish, ensuring that EKX speakers look as good as they sound.

🛒 **Electro-Voice**
(electrovoice.com)



Sheet Music Plus Selects Titles From Smithsonian Archive

Sheet Music Plus has announced the availability of high-quality digital copies of more than 400 sheet music titles from the Smithsonian's National Museum of American History. The Sheet Music from the Smithsonian Collection, available at Sheet Music Plus, is a selection of 19th and 20th century sheet music from the Sam DeVincent Collection of Illustrated American Sheet Music.

Sheet Music Plus selected these titles for its musical and historical interest from over 100,000 titles archived in the Smithsonian's Archives Center at the National Museum of American History.



DeVincent donated his collection to the Smithsonian in 1988. The Smithsonian's Archives Center supports the mission of the National Museum of American History by collecting, preserving and providing access to archival documents that complement the museum's exhibition, research and collecting programs.

Sheet Music titles from Smithsonian's Archives Center are available at sheetmusicplus.com. The high-quality scans capture the complete sheet music as it was originally available.

🛒 **Sheet Music Plus** (sheetmusicplus.com)

Enhanced Cutless Now Available

Cutless, Mi-Si Electronic Design's pre-amp, has been updated to increase battery-free playing time while reducing the price.

Cutless creates a bridge between analog and digital technologies, using an analog signal processing unit with digital wireless remote control. The result is audio performance combined with ease of manipulation for musicians.

With the Cutless, users can preserve the beauty and integrity of their prized instruments, since there's no need to cut a hole

to activate the pre-amp. Bass, treble, mid-range, brilliance, volume and phase are controlled by wireless remote control outside the instrument at your fingertips.

🛒 **Mi-Si**
(mi-si.com)



Dansr Boosts Juno Distribution

Dansr, the U.S. importer for Vandoren products, announced changes to the Juno distribution network by appointing Dansr, Harris-Teller and U.S. Band & Orchestra as new Juno distributors.

"We have seen some remarkable results these first two years," said Gary Winder, vice president of sales. "We've had so many requests for Juno that we cannot efficiently handle the demand. Our partners in this project will help us with that."

Designed by Vandoren and produced in the company's factory in the south of France, Juno is the new reed specially designed for beginning students and the first entry-level reed Vandoren has made in its 110-year history.

Rather than design a generalist reed that

may be acceptable to a wide range of consumers, Juno is designed specifically so each beginning student experiences a high level of success and stays in the program longer. Juno reeds come in half-strengths from 1 1/2 to 3 and are available in boxes of 10 for clarinet and alto sax or in convenient three-packs for clarinet, alto sax and tenor sax.

New dealers who sign up with the newly appointed distributors must go through the process of application and signing a dealer authorization agreement. This is the same agreement that Juno charter dealers signed over the past two years. The agreement outlines the requirements necessary to sell Juno and includes wording that prohibits the sale of Juno on the Internet.

🛒 **Juno Reeds** (junoreeds.com)

HD BASS COMBOS

with HyDrive Speaker Technology



150 Watts - 15" HyDrive Speaker

25 Watts - 8" HyDrive Speaker

15 Watts - 6.5" HyDrive Speaker

50 Watts - 10" HyDrive Speaker

75 Watts - 12" HyDrive Speaker

Hartke HD Series Bass Combos

The all-new HD Series Bass Combos feature Hartke's patented HyDrive bass speakers. These versatile paper/aluminum hybrid speakers produce punchy highs, warm lows and complement any style of playing. Available in five unique models, Hartke's HD Series Bass Combos offer serious tone, no matter the situation.

Come hear for yourself at Booth 4828.

Loar Archtops Capture Vintage Vibe



The fully hollow LH-302 and LH-304 thinbody archtops from The Loar deliver vintage style and vintage tone in a classic single cutaway body design.

The 302 and 304 are lively single-cutaway archtops with 1 1/2-inch body depths and classic 16-inch lower bouts. The Florentine cutaway was a classic 1960 design element added to thinbody archtops, allowing greater access to the upper frets. The dual pickup design covers a full range of tones in either bridge or neck positions.

Players can choose from dual P-90s (302) or dual humbuckers (304) for versatility, from clean and jazzy to crunchy and overdriven. The maple top, back and sides and comfortable C-shape mahogany neck provide the foundation for good sound and retro style. From smoother acoustic tones to aggressive power chords, The Loar thinbody archtops are made to deliver style, elegance and power for players who want vintage inspiration in a package that also has great margin for dealers. MAP: \$599.99.

🛒 [The Loar \(theloar.com\)](http://theloar.com)



Kurzweil Extends Artis Line

Kurzweil's new Artis SE keyboard follows the standard established by the Artis and Forte.

The Artis SE realizes a high level of performance with its sound quality, dependability and user-friendly operation. Featuring the new German 9-foot grand piano sample, the Artis SE keyboard bed features a Fatar TP-100 weighted keyboard bed.

Also included in the Artis SE sound library are vintage electric pianos, Clavinets, synthesizers, string sections, orchestras,

guitars and percussion. Adding to the versatility, the Artis SE features reverbs, delays, choruses, flangers, phasers, distortions, rotary amplifiers and compressors.

It also includes a dedicated, front-panel, three-band master EQ with a convenient on/off switch. With the Favorites Section, composers and musicians can create a bookmark to access six favorite sounds with the touch of one button.

🛒 [American Music & Sound \(americanmusicandsound.com\)](http://americanmusicandsound.com)

D'Angelico Unveils Latest Guitar Models

D'Angelico Guitars has rolled out the D'Angelico EX-DH, the latest addition to the company's collection of hollowbody archtop guitars.

The new EX-DH dual-humbucker hollowbody is an archtop that merges classic and modern styles. As an alternative to the brand's 17-inch models, the EX-DH's 16-inch body offers the D'Angelico tone in a comfortable, smaller body size. The EX-DH

also features gold Kent Armstrong pickups and matching gold Grover super rotomatic tuners. The guitar has a carved top and back as well as a tune-o-matic bridge for ideal intonation. The guitar's square block fretboard inlays and standard neck shape design allow for a comfortable hold for all players. The EX-DH will also be available with black hardware.

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

Levy's Launches M17CC

New from Levy's is the California Collection M17CC. The unique dying process of the "pull up" leather lets the color move beneath the surface, allowing the texture to change. The straps are available in grey, tan and teal.

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



▶▶ NEUMANN.BERLIN

U 47 fet

The U 47 fet is back!

The distinctive look of an old Polaroid photograph and the typical sounds of the 1970s are immediately recognizable. Similar to the Polaroid, the sound of that era is being rediscovered as an extremely enriching creative element in today's digital world.

An icon of that era, the U 47 fet with its unmistakable sound, is now available again. For the new "Collectors Edition U 47 fet," Neumann has resumed production of this classic mic, according to the original production documents and schematics.

▶▶ Rediscover the U 47 fet - u47fet.neumann.com

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Crafting a great guitar requires a clear vision, an obsession for detail, the support of a family of musicians, and above all, a dedication to quality.

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LÂGGUITARS.COM

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SABIAN.com

HALL D #3254



Retro Style Revs Up Ibanez Hollowbody

Ibanez has incorporated a retro-inspired design with modern features to its new Artcore AMF73T hollowbody guitar models, producing a sound and vibe that is meant to stoke players' creative fires.

The AMF73T is a semi-hollow guitar that lives at the corner of country and rock 'n' roll. With a neo-retro style, it is made for the player who dares to dig deep enough to get to the essence of its design. The single f-hole body has a maple top, back and sides,

resonating with a warm, woody tone. The comfortable Artcore mahogany set-in neck is adorned with a rosewood fretboard, sporting white dot inlays. The VBX60 Vintage Vibrato system adds country and rockabilly nuances, while the roller saddles on the Art 2 roller bridge prevents strings from getting hung up. Electronics include the Classic Elite Retro pickups for a vintage roadhouse sound.

MAP: \$499.99.

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

Lowrey Gets Inspired

The EY400 Inspire organ is Lowrey's latest offering and adds to the company's line of recreational music-making instruments.

Inspired design makes the EY400 perform exceptionally well for all manner of play. The instrument's natural wood cabinetry adds elegance, warmth and prestige to any home.

A global collection of presets, numbering in the thousands, gives Inspire the Lowrey "touch and play" ease of operation. At the same time, the Inspire offers a substantial collection of fully customizable styles, sounds and effects for a variety of musical expression.

[Lowrey \(lowrey.com\)](http://Lowrey.com)



Hohner's New Harmonicas Boast Street Art Design

Hohner recently launched its new Red Dragon and White Cobra Tagged Harmonicas.

These harmonicas feature brightly colored combs and patterns that were inspired by street art and skateboard decks.

The Red Dragon and the White Cobra

Tagged Harmonicas are available in the keys of C, G and A.

Launching along with the Tagged series harmonicas is the free Tagged retail POP display, which contains eight units and is mountable on slatwall or pegboard. It can also be converted into a countertop display.

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



Welcoming Generation Next to The NAMM Show

The NAMM Foundation and The College Music Society (CMS) provide music industry majors and college faculty special access to NAMM's industry-only show. Generation Next events take place in the NAMM Foundation Lounge in the California Ballroom at the Anaheim Hilton. Today's highlighted session starts at 9:30 a.m. and is entitled "Opening Session: A Conversation With Moby."

The session will include a conversation with music icon Moby and The NAMM

Foundation's Executive Director Mary Luhrs. Moby will reflect on building an innovative career in the music industry, while making business decisions with a conscience. Moby's participation with The NAMM Foundation's Generation Next program is in collaboration with the Los Angeles College of Music. Download the NAMM app for the most current times and descriptions of today's Generation Next events.

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

Vandoren Introduces the V21 Clarinet Reed

For over 110 years, the artists and artisans at Vandoren have strived to develop the most sonorous and responsive products in the world; a reed, mouthpiece, and ligature for every clarinetist. Adding another color in the clarinetist's palette, Vandoren is pleased to announce the release of an all-new clarinet reed cut: the V21.



Named after the century of its introduction, the V21 reed joins the iconic Traditional, V12, and 56 rue Lepic clarinet reeds as another option for clarinetists seeking to personalize their sound. A thick blank, American-cut reed, the V21 allows the clarinetist to

play with amazing presence and immediate response. Available for B-flat clarinet only, it comes in sizes 2½, 3, 3½, 3½+, 4, 4½, and 5.

"The V21 has a beautiful, singing quality," offered DANSR Vice President of Sales & Marketing and clarinetist Gary Winder. "Its flexibility will make it popular with clarinetists at all levels: students through top professionals."

"Vandoren has a tradition of developing reeds that play and respond beautifully," commented DANSR president Michael Skinner. "This new reed – like

all our other reeds – provides clarinetists the opportunity to match a reed cut with their setup and with the repertoire they're playing. It's all very personal – which is why everyone should try this reed."

Early artist trials have been overwhelmingly positive, including rave reviews from top players worldwide such as John Bruce Yeh of the Chicago Symphony Orchestra and popular international soloist Martin Fröst. For more information, visit **NAMM booth #3112** or **Vandoren.com**.

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V21 Receives a Warm Clarinet Welcome

On December 8 and 10, Vandoren introduced the exciting new V21 clarinet reed to enthusiastic audiences in New York and Chicago, respectively.



Bernard Van Doren and Stanley Drucker at the New York V21 launch party

First up was the New York reception at the prestigious Lincoln Center. Representatives from the New York Philharmonic, Boston Symphony, Metropolitan Opera, and other major organizations were on hand to be the among first in the U.S. to try the new V21 reed. Guests were treated to an introduction by Bernard Van Doren himself in a rare stateside appearance. "A new reed and a visit from Mr. Van Doren himself?" asked Vandoren Artistic Advisor David Gould. "Either one of those would be enough to engage the clarinet community; we had both. It was great to see legends like Stanley Drucker alongside young phenoms like Anthony McGill, all enthusiastic about the Vandoren brand and this great new reed."

The reception in Chicago followed two days later and saw members from the Chicago Symphony, Milwaukee Symphony, and top universities including Northwestern and DePaul. "We're seeing a common thread in all the comments," offered DANSR President Michael Skinner. "The V21 is unlike any other reed before it and is a welcome tool in the clarinet arsenal." For more information, visit **NAMM booth #3112** or **Vandoren.com**.

Alfred Music Releases Complete Starter Packs

Alfred Music has added new complete starter packs to its line of products, including *Teach Yourself to Play Banjo*, *Teach Yourself to Play Mandolin*, *Teach Yourself to Play Classical Guitar* and *Kid's Drum Course*.

Alfred's *Teach Yourself to Play Banjo* complete pack includes a Firebrand five-string banjo with a mylar resonating head and a mahogany neck with a rosewood fretboard. Also included is the *Teach Yourself to Play Banjo* (book, CD and DVD) method, which begins by teaching the basics of learning to play the banjo.

Teach Yourself to Play Mandolin complete

pack contains a full-size Firebrand spruce top mandolin with light-gauge steel strings to make playing easier.

The *Teach Yourself to Play Classical Guitar* complete pack includes a full-size Firebrand nylon-string acoustic guitar with such deluxe accessories as a custom-fit gig bag, clip-on portable tuner with batteries, a foot stool and Alfred's *Teach Yourself to Play Classical Guitar* (book, CD and DVD).

Alfred's *Kid's Drum Course* complete pack contains percussion instruments, including a tambourine, set of maracas, woodblock and mallets. The included method book and CD uses plain language that's easy to understand to teach kids to play rhythms and songs on a variety of drums and sound sources.

🛒 **Alfred Music (alfred.com)**



JBL New Monitors Meet Needs of Broadcast, Post-Production

JBL Professional has rolled out the first two models in its new 7 Series master reference monitors, the 708i and the 705i. Leveraging patented technologies of JBL's flagship M2 master reference monitor, these two models were developed to meet the needs of broadcast and post-production facilities, producing content in surround and burgeoning immersive audio formats. The 708i 8-inch two-way and 705i 5-inch two-way installed monitors have remarkable frequency response and output.

These models include JBL's new miniature high-frequency transducer — the 2409H — featuring JBL's low-mass, annular diaphragm design that allows very high output with low distortion and high frequency response to 35kHz. JBL also engineered two new high-excursion 5-inch and 8-inch woofers, the 725G and 728G, which let the speakers deliver robust low-frequency output into the 30Hz range. Front-ported birch plywood install-ready enclosures include bottom- and rear-panel mounting points.

🛒 **JBL Professional (jblpro.com)**

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ASSOCIATE EDITOR
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CONTRIBUTING EDITORS
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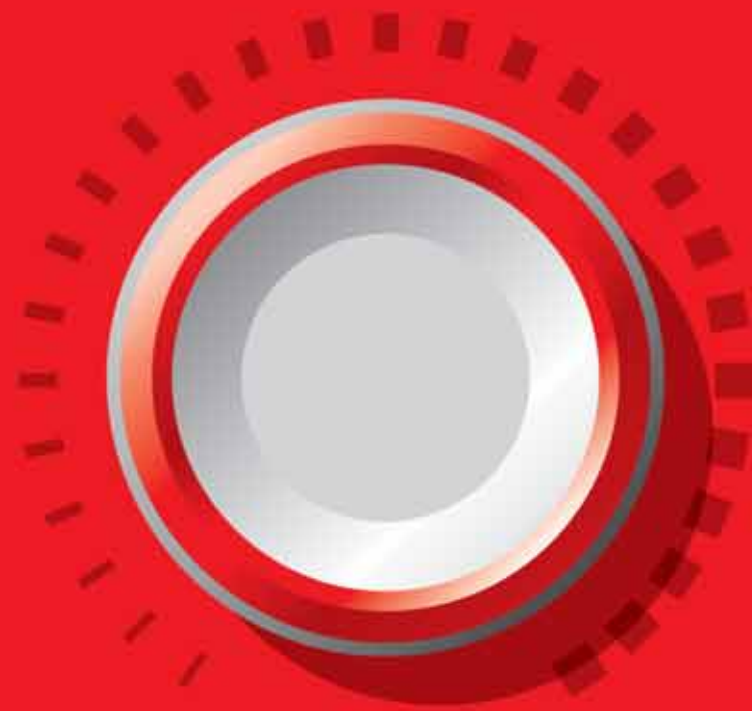
Address all correspondence to:
102 N. Haven Road, Elmhurst, IL 60126
630-941-2030 | f: 630-941-3210
editor@upbeatdaily.com

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Updating a Favorite

D'Addario's re-released CT-10 Clip-On Headstock Tuner sports enhanced features like a highly sensitive piezo sensor and large multi-color display.

"We've had a great demand from users to



bring back our original CT-10 Headstock Tuner since it was discontinued a few years ago," said Rob Cunningham, D'Addario Accessories product manager. "We listened and returned the model with new and improved features."

The D'Addario Clip-On Headstock Tuner precisely tunes guitars, basses and other stringed instruments utilizing vibrations rather than sound. The piezo sensor and multi-color display lets guitarists tune easily and accurately in noisy and dimly lit environments where many other tuners fail. The display even includes 360-degree rotation for various viewing angles and compatibility with left and right-handed instruments.

D'Addario (daddario.com)



XO, Fedchock Design Pro Trombone

XO Professional Brass has introduced the 1632RGL-LT lead trombone. This free-blowing, lead-bore trombone is the result of years of development with the assistance of renowned artist and composer John Fedchock.

In developing this trombone, they focused upon the needs of the professional musician who requires an extremely lightweight, agile instrument with a vibrant yet velvety tone quality.

"The warmth and response of the rose brass bell combined with a super-lightweight and balanced design makes the XO 1632 tenor trombone versatile for any scenario I might encounter in the professional world," Fedchock said. "Whether playing lead or in the section, in the studio or on the stage, playing parts or improvising jazz solos, this horn gives me everything I need and more."

The XO 1632 boasts a handcrafted 7 1/2-inch custom-annealed bell available in yellow or rose brass with a soldered bell flare wire that increases resonance and brilliance. The custom mouthpiece is precisely engineered to provide a balance of sound and feel, and the specially designed bracing is acoustically positioned to provide optimum response.

XO Professional Brass Instruments (xobrass.com)

ISP Issues ThetaPro DSP

The new patented ISP Technologies ThetaPro DSP is a floor controller with programmable digital Theta preamp plus built-in studio-quality effects processing. The ThetaPro DSP is based on ISP Technologies' new DSP platform using a 32-bit floating point processor and the latest generation of high-quality audio converters.

The ISP engineering team continues its digital signal processing legacy with the original designers of the Intelliflex, Chameleon, Voodoo Valve and Prophesy. The ThetaPro is fully programmable with a DSP software version of the ISP Technologies Theta Preamp,

providing high gain and zero aliasing with considerably less gain. That means users can have over-the-top gain without any background aliasing.

Instant access to effects lets users switch individual effects on or off in any of their programmed presets.

Also included is a full digital implementation of the Decimator noise reduction for silent operation and dual stereo outputs with one stereo-out to drive a guitar rig and a second with ISP's speaker-simulated output for direct recording or line out to the mixer.

ISP Technologies (isptechnologies.com)



Colbie Caillat to be Honored at She Rocks Awards

The Women's International Music Network (WiMN) will honor Grammy award-winning, multi-platinum artist Colbie Caillat with a Video of the Year award for her song "Try" at the 2015 She Rocks Awards. Recognizing women who stand out as role models in the music industry, the ceremony will take place on Jan. 23 at the Anaheim Hilton Hotel.

"The first time I watched Colbie Caillat's video for 'Try,' I was moved to tears," said Laura B. Whitmore, founder of the Women's International Music Network. "It is such a special video, and very empowering both visually

and lyrically. I am delighted and proud to honor her with a She Rocks Award."

Other honorees include saxophonist Mindi Abair, pop band The Bangles, as well as industry leaders Gayle Beacock, Debbie Cavalier, Amani Duncan, Katie Kailus, Paula Salvatore and Craigie Zildjian.

She Rocks Awards (sherocksawards.com)



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On-Stage's New High-Performance Flat Screen Stand Gives TVs a Lift

On-Stage Stands' FPS6000 flat screen TV stand is a high-performance, portable and highly affordable solution for production companies, sound contractors, DJs, trade show presenters and anyone else needing mobile video.

The FPS6000 was designed with assisted lifting in mind thanks to its internal gas-charged center piston. With 40 pounds of lifting power, this piston counteracts the weight of the monitor, elevating the center shaft upward automatically once the locking knob of the midpoint clutch is released. The pneumatic force is easy, safe and fast for one person to lift and lower a mounted television/monitor. AV providers will appreciate the reduction in effort needed to raise video screens, saving time and labor costs. The FPS6000 includes a 200-by-200 VESA mount bracket, compatible with a range of screen sizes. Overall mounting height is adjustable from 47 inches to 74 inches, and tilt is

adjustable plus or minus 15 degrees, so the viewing angle can be tailored to any space.

The FPS6000 tripod is based on the road-proven SS7730B, which has become a staple at concerts, weddings and conferences and in overflow rooms and marketplaces. For stability, the center shaft is marked at the exact position where the tripod leg housing creates the optimal 45-degree angle for the legs.

All components fit in one box, saving dealers freight costs.

🛒 **On-Stage (on-stage.com)**



ReedGeek Promises Better Reed Performance

The ReedGeek Universal Tool is designed to help all woodwind players achieve better reed performance, simply and accurately. With its compact, portable design and proprietary true-edge retention technology, the ReedGeek requires no sharpening and has no dangerous knife blade.

Within 10 minutes of training, players will notice an improvement in efficiency, ease of sound production, sonic quality and responsiveness of their reeds. Users will find more good reeds in a box, and the reeds will perform longer and more consistently over their lifetime.

All edges can be used by reed players to rapidly and accurately flatten reed tables or use as traditional knives to adjust and balance reeds.



The tip of the tool features a gentle proprietary radius that can be used for precision scraping, including balancing the tip, adjusting the heart or making other fine reed adjustments. The radius allows single-point contact for scraping very precise areas of the reed quickly.

🛒 **ReedGeek (reedgeek.com)**

INTRODUCING THE NEURO EFFECTS SYSTEM

SOURCE AUDIO BOOTH #5498

The Neuro Effects System is a series of finely crafted products that collectively comprise a fully programmable, MIDI controlled pedalboard, seamlessly bringing together vintage analog stompboxes and state-of-the-art Source Audio effects. Access deep editing parameters with the Neuro Hub Manager for Mac and Windows, or tweak and share on-the-go with the Neuro App for iOS and Android devices. Visit the Source Audio NAMM booth for a personal demo of this bold, new effects system.

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One Series - a sleek collection of single effects, Neuro Enabled and ready to rock. Play it simple or craft and share custom tones with the Neuro App.

REFLEX - the world's first Universal Expression Pedal - simultaneously control three expression outs, MIDI, and USB.

SOURCEAUDIO.NET
NAMM BOOTH #5498 / HALL B




Audio-Technica Intros New System 10 PRO

Audio-Technica recently debuted its System 10 PRO rack-mount digital wireless system. Like all System 10 models, the System 10 PRO rack-mount operates in the 2.4 GHz range, keeping it free not only from TV interference but also from the uncertain regulatory future facing the TV bands.

Its durable rack-mount chassis houses one or two receiver units that can be operated locally within the chassis or be removed and mounted remotely (up to 300 feet away) via Ethernet cable. This increases the versatility of the system while also enhancing wave propagation without the substantial expense of adding an antenna distributor and corresponding cables. Additionally, up to five System 10 PRO chassis (10 receivers) can be linked together using the RJ12 cable included with each system, creating a stable multichannel system with the simultaneous use of up to 10 channels. The chassis' LCD Dual System Display shows RF signal level, system ID, transmitter battery level and system link status for both channels. The PRO Rack-Mount features 24-bit/48 kHz wireless operation, and clear, natural sound quality.

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



NEW KEROPE MEDIUM

MORE WEIGHT MORE GREAT

Zildjian introduces two new Kerope models with extended weight ranges. The 20" Kerope Medium now features a range of 2,126 - 2,381 grams, and the 22" Kerope Medium has a range of 2,523 - 2,721 grams. This slight increase in weight allows for greater stick and bell articulation while maintaining the rich, dark and dirty sound of the Kerope series. Find yours today.

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Toca Unveils Onyx Black Djembes

Toca Percussion's new Street series djembes feature a black onyx finish. Hand carved from one piece of environmentally friendly, plantation-grown mahogany, this instrument has a kiln-dried shell with 20 coats of teak oil, which protects and preserves the wood.

Ideal for beginners, each Street series djembe is outfitted with a hand-selected goatskin head and authentic rope tuning. These black onyx finish djembes are available in small, medium and large.

MSRP: small, \$75; medium, \$130; large, \$240.

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



Samson RSX Loudspeakers Output 1,600 Watts of Sound

Samson's RSX two-way active loudspeakers deliver 1,600 watts of output power and great sound quality in two models. The RSX112A and RSX115A combine nine-layer plywood cabinet construction with ultra-efficient Class D power and advanced digital signal processing technology to provide unrivaled performance to live sound professionals.

Featuring Samson's proprietary R.A.M.P. (reactive alignment, maximum protection) DSP technology, the RSX112A and RSX115A employ reactive



alignment filters to enhance transducer performance. The DSP also offers maximum protection to the speakers' components via thermal and over-current sensors. With their respective 12-inch and 15-inch low frequency drivers, both speakers feature a single 1 3/4-inch PETP Celestion compression driver mounted within a dispersion efficient waveguide, adding a wide and balanced sound field to the RSX design. In addition to their ultra-durable cabinet construction, the RSX112A and RSX115A each feature a perforated steel grill.

[Samson Technologies \(samsontech.com\)](http://Samson Technologies (samsontech.com))

Marshall Stack Turns 50

In 1965, the late, great Jim Marshall and groundbreaking British guitarist Pete Townshend collaborated together, and the omnipresent rock icon, the Marshall stack, was born. The angled and straight-fronted Marshall 4- by 12-inch speaker cabinets have changed very little in the subsequent 50 years. Marshall stacks continue to dominate stages all over the world to this day.

To celebrate the 50th anniversary of the birth of the stack, Marshall is producing limited-edition angled and straight-angled (812A50) and straight (812B50) 4- by 12-inch commemorative cabinets with period-correct aesthetics, build quality and

craftsmanship. Each of these UK-built cabs also features Celestion G12M 20 Watt 12-inch speakers, solder tags as on the originals, authentically recreated grille cloth, a rear-panel mounted commemorative plaque and dust cover.

These cabinets are available separately, head not included.

[Marshall \(marshallusa.com\)](http://Marshall (marshallusa.com))



Knaggs Introduces Steve Stevens Guitar

Knaggs Guitars and Grammy-award winner Steve Stevens have collaborated on the new Steve Stevens signature model SS2. Tailored to Stevens' specs and preferences, it will accompany the Grammy-award-winning guitarist on Billy Idol's 2015 world tour.

Limited to only 100 instruments in three available colors (red sparkle, cream and black) the SS2 features a mahogany body with carved maple top, custom SS neck carve, rosewood fingerboard with mother-of-pearl inlays, ray gun headstock inlay and signature Bare Knuckle pick-ups. Each instrument comes with an exclusive certificate outlining specs and serial number and

is hand-signed by Stevens and team Knaggs. A black form-fit case completes this limited run offering.

"I believe there is a soul and energy to a guitar well beyond the materials used," Stevens said. "There is musical karma. My over-30-year friendship with Peter Wolf laid the basis of building the guitar of my dreams. I then put that dream into the hands of Joe Knaggs, who I feel is the absolute best guitar builder/designer out there today."

Sales of the signature models will help MusiCares, a charity Stevens has been supporting.

[Knaggs Guitars \(knaggsguitars.com\)](http://Knaggs Guitars (knaggsguitars.com))

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Schilke, Faddis Team Up for New Model

To complete its HD series, Schilke has recently unveiled its new Bb trumpet model designed for trumpet superstar Jon Faddis.

Throughout his career, Faddis has performed and recorded on Schilke trumpets, originally on the B6 followed by the S42 model. His new model, the S43LF-HD, is built on Schilke's HD "heavy design" valve cluster. This tuning bell model includes a custom round tuning slide

without waterkeys, adjustable tuning bell soundpost and removed "nibs" on the second slide.

On special order request, it can also include a sterling-silver tuning bell with copper bell crown for additional mass as used by Jon Faddis. Waterkeys may also be added upon request.

The instrument is available in silver plate and gold plate finishes.

🛒 **Schilke (schilkemusic.com)**

Yamaha's Unveils Customs

Yamaha has debuted two new Custom clarinets. The Custom CSV models include improved features that provide the warm sound quality and playability expected by progressing and professional players alike.

The Custom CSV model combines several enhancements to create an instrument capable of consistently delivering rich, dark tones. Redesigned keys with thicker silver plating enhance sound quality and allow for comfortable, ergonomic hand positioning. A reconfigured bell and barrel promotes well-balanced response and improved airflow, and durable leather pads provide an improved seal for smoother playing response.

"The Yamaha Custom CSV clarinets deliver a high level of consistency and

reliability that customers demand," said Brian Petterson, marketing manager, Wind Instruments, Yamaha Corp. of America. "During multiple product testing sessions, these new instruments exceeded the expectations of professional clarinet educators for tone, response and intonation."

🛒 **Yamaha USA (usa.yamaha.com)**



Countryman Debuts 12-Instrument Mic

Countryman Associates designed the new I2-instrument microphone for a wide range of instrument miking applications. The I2 provides sound reinforcement for bands and orchestras as well as broadcast applications where accurate instrument capture is essential to the overall sound of a televised performance.

Every mechanical and electrical component of the I2 instrument microphone has been engineered for smooth frequency response, low noise and precise polar patterns with deep nulls and natural on- and off-axis response.

The microphones combination of small size and sonic precision makes them ideal for X-Y, M-S and other techniques that rely on accurate coincident positioning and consistent patterns. Their tiny size makes them perfect for distance miking that is invisible on camera.

Flexible new close-miking techniques are aided by Countryman's new line of vibration-isolating magnetic instrument mounts, which are designed to mount securely and gently to a variety of instruments.

🛒 **Countryman Associates (countryman.com)**



Stealth Pickups Quiet the Hum

Kent Armstrong's new Stealth HP-90 pickup resolves the 60-cycle hum inherent to single coil P-90 pickups, but keeps all the tone and character of the originals.

Using 500K pots and a .022 cap will produce the true tone musicians yearn for, without the noise.



Variations include neck and bridge positions for a calibrated set or can be paired together for either high or low output.

The pickups are available in black and cream plastic or chrome, nickel, gold and black metal covers. They are even sold individually for mix-and-match customization options.

🛒 **WD Music Products (wdmusic.com)**

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— Gary Hoey, Recording artist, producer

"WOW! I am blown away by these pickups. 100% quiet and 100% pure Stratocaster tone. The clarity is to die for and there in none of that spikiness that I normally try to dial out. Very dynamic, like steroids for a Stratocaster. These have become my 'go to' pickups for a Stratocaster."
— Elwood Francis, Guitar tech for Billy Gibbons

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Korg Debuts Most Powerful Workstation to Date

Korg USA has introduced the new Kronos, the most powerful version of its flagship keyboard workstation to date.

“The new Kronos features the 9-engine structure from previous versions, with numerous improvements to both sound capability and overall functionality,” said James Sajeva, brand manager for Korg products.

The SGX piano engine now also includes a 9GB Berlin grand with dedicated una corda (soft pedal) samples, plus sympathetic string resonance that works on all SGX pianos.

There are new banks of sounds based on famous song titles and a “best of” bank from KaPro, who has created numerous libraries for the Kronos line. Other new features include system-wide touch/drag via the Kronos color TouchView screen, letting the user edit onscreen parameters faster and more naturally than ever.

An evolved Set List mode provides the capability to resize custom text per set-list entry and enter text either via an onscreen QWERTY or external USB ASCII keyboard. Entries can also be color-coded for better organization and visibility. Users can decide how many set-list entries appear on the screen at a time, allowing for more (and larger) onscreen text to remind them of lyrics, changes or other notes.

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



DigiTech 280 Gets an Update

Harman's DigiTech's re-introduction of its DOD Compressor 280 guitar effects pedal brings back the smooth sustain and volume “squeeze” that only an electro-optical compressor can deliver. The Compressor 280 has the distinctive sonic personality of the original while adding modern pedalboard friendly features.

“The DOD Compressor 280 sounded so good the first time around that we didn't do anything to change its characteristic sound quality and responsiveness,” said Tom Cram, DigiTech's market manager. “However, while we want to respect DOD's history we're also committed to giving modern guitarists the features they need, and all of our re-issue pedals including the Compressor 280 offer true bypass operation, an LED indicator and a 9-volt power supply jack.”

The DOD Compressor 280 employs an electro-optical circuit that varies the amount of the pedal's dynamic compression using a light-dependent resistor and internal LED. At lower settings the “Comp” knob adds a volume-leveling effect that evens the guitar's signal.

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

Cry Baby Mini Wah Doesn't Skimp

The new Dunlop Cry Baby Mini Wah doesn't skimp on tone or usability despite its smaller size. It comes equipped with the Fasel inductor, a full sweep range and three internally adjustable voicings — Low, Vintage and GCB95.

At half the size of a standard Cry Baby pedal, the Mini Wah is for wherever space comes at a premium, such as on a travel board. To top it off, this pedal features true bypass switching and high quality hardware so that it can take a beating on the road. The Cry Baby Mini Wah helps save precious space without sacrificing tone.

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



JodyJazz Introduces Giant Garzone Signature Models

JodyJazz has added two new models to its recently launched Giant Tenor range of mouthpieces. Working with renowned tenor saxophonist George Garzone, the company has developed the Giant Tenor 9* and 10* models, both launched as George Garzone signature models.

Introduced early in 2014, the JodyJazz Giant

Tenor saxophone mouthpieces combine the shape of a hard rubber mouthpiece with the precision of metal.

Constructed from anodized aluminum and made on the company's five-axis CNC mill in Savannah, Georgia, the Giant Tenors are warm-sounding, high-performance tenor mouthpieces with a big, full, rich and timeless sound. The Giant Tenors have been embraced by leading tenor players, such as Gaoyang Li in China, Rodrigo Bento in Brazil, Xose Miguez in Spain and Arno Haas in Germany.

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



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Fender Adds New Models to its Lineup

Fender has added several new acoustic guitars, a resonator and Concert Tone banjos to its lineup.

Updated with cooler looks and resonant tone, the Kingman ASCE features a solid spruce top with forward-shifted scalloped "X" bracing, solid mahogany back and sides, a full-body sunburst finish and a black Stratocaster headstock.

The limited edition Tim Armstrong Hellcat White Satin is an elegant take on the beat-up old 1960s Fender acoustic on which he's written so many classic West Coast punk songs for Rancid. Just like the Hellcat players have come to love, this concert-style guitar has

all the elements of the original, but in a white satin finish.

Fender and acclaimed hot rod artist Vince Ray have collaborated again, this time on the Vince Ray Outer Space Bucket acoustic with '50s-era horror comic imagery.

The Roosevelt CE Resonator is inspired by the flashiness of Hollywood's golden age. The Roosevelt boasts a flame maple top on a cutaway mahogany body, a special Moonlight Black Burst finish with a matching headstock, Eastern European hand-spun "Continental" cone and onboard electronics.

Just like the popular instruments of the '60s, today's Concert Tone banjos are finely crafted for rich sound, smooth playing feel and elegant looks. The Premium Concert Tone 59 banjo tops the line with pro-level

features, including a five-piece walnut-maple neck, brass tone ring and American black burl walnut resonator with a high-gloss natural finish. The Deluxe Concert Tone 58 banjo is for the serious banjo player and includes a flame maple resonator with a three-color Cherry Sunburst gloss finish and tortoiseshell binding. The affordable Standard Concert Tone 55 banjo offers many features found on more expensive banjos, such as a rolled brass tone ring and a mahogany resonator with gloss sunburst finish. The Concert Tone 54 banjo provides the most affordable sound and style in the series with features including a gloss-finish mahogany resonator with aged white binding and black trim.

🛒 **Fender (fender.com)**



New Source Audio Pedal Offers Players More Versatility

Source Audio's new Reflex Universal Expression Controller is a versatile and programmable expression pedal, letting users simultaneously send up to three standard expression or CV signals, MIDI continuous controller messages and six LFO wave shapes.

The Reflex has three standard expression jacks with a separate set of DIP switches for each, letting users select individual plug configurations or CV (control voltage) output mode to accommodate any brand of effects pedal. Reflex also includes a 5-pin MIDI output for sending MIDI CC messages and a USB port so the pedal can be used as a class compliant USB-MIDI device with any digital audio software.

Front and center on the Reflex is its powerful and easy-to-use control panel. The controls let users program which outputs are active, the depth and direction of the expression signal, the curve of the tapers or assign one of its six LFO wave shapes with expression control over the LFO speed. Reflex can also save up to 128 pedal configurations, recallable via the onboard controls or external MIDI program change messages.

🛒 **Source Audio (sourceaudio.net)**

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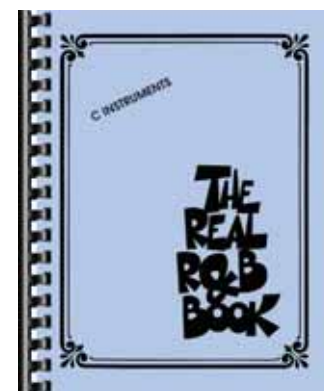
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Hal Leonard Gets Real With New R&B Book

The new *Real R&B Book* from Hal Leonard is a collection of 265 classic R&B, soul and modern hits, many of which have never before appeared in print. All Hal Leonard *Real Books* feature easy-to-read, handwritten notation and plastic comb bindings.

A few of the songs in *The Real R&B Book* are: "Ain't No Sunshine," "Ain't Nothing Like The Real Thing," "The Boy Is Mine," "Brick House," "Chain Of Fools," "Hold On I'm Comin'," "Human Nature," "I Believe I Can Fly," "I Got You (I Feel Good)," "I Second That Emotion," "In The Midnight Hour," "Just One Look," "Lady Marmalade," "Last Dance," "Let The Good Times Roll," "No Scrubs," "Papa Was A Rollin' Stone," "Purple Rain," "Respect," "Say My Name," "Stand By Me," "Super Freak," "The Tears Of A Clown," "Three Times A Lady," "Will It Go Round In Circles," "You Can't Hurry Love," "You've Really Got A Hold On Me" and more.

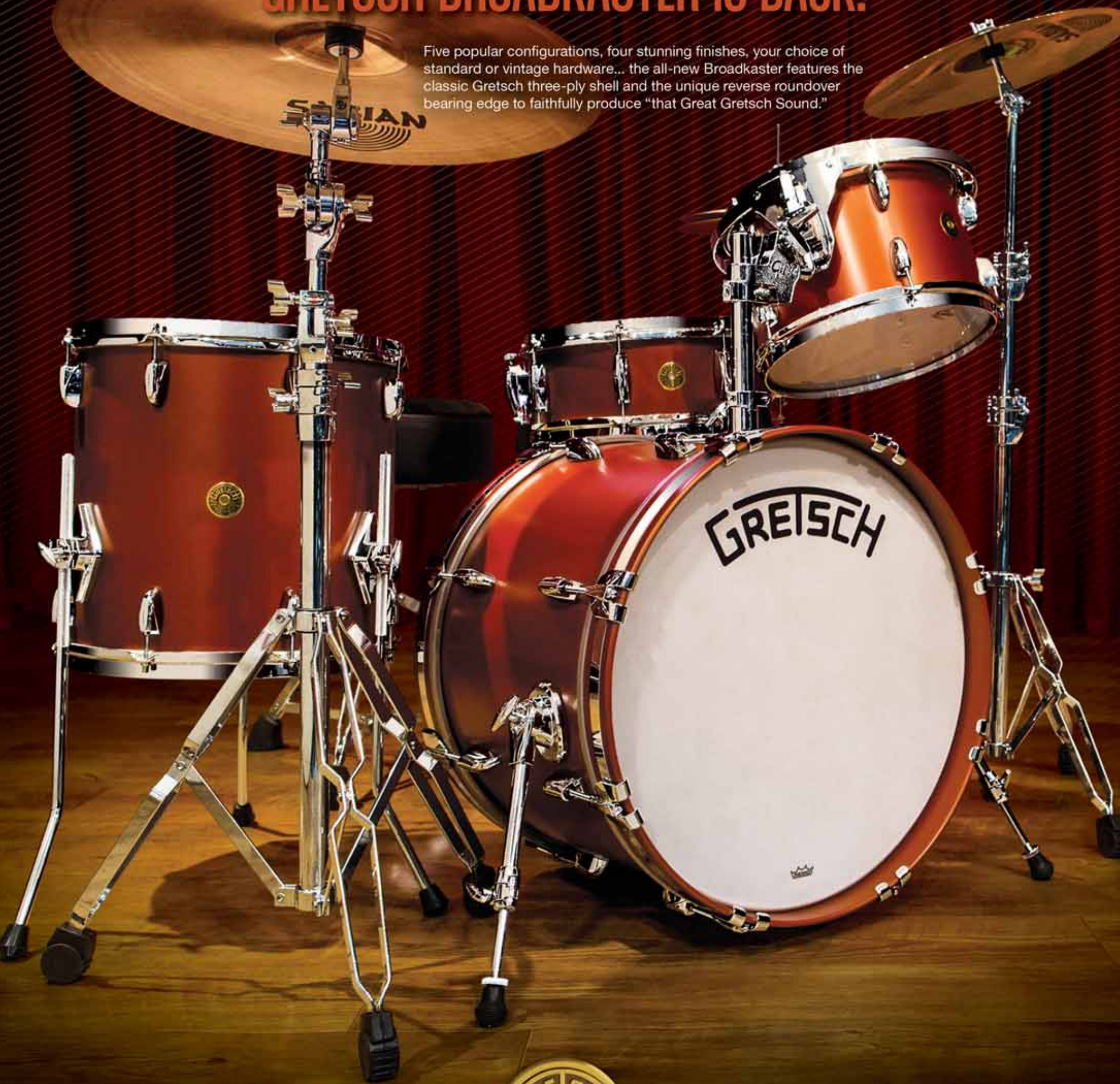
🛒 **Hal Leonard (halleonard.com)**



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Ibanez Launches Artwood A/E Bass

The new Ibanez AWB50CENT is a solid-top acoustic/electric bass that can deliver on stage or at a campfire jam. As part of the Artwood series, it features a cutaway dreadnought body, a solid sitka spruce top with mahogany back and sides, and a bone nut and saddle for increased clarity and sustain. Electronics include a Fishman Sonicore pickup with an Ibanez SST Shape Shifter preamp for complete tone control. A built-in on-board tuner provides quick, discreet tuning. Other features include a rosewood fretboard,

black ABS body binding, chrome die-cast tuners and a natural low-gloss finish.

The Artwood series is the embodiment of what Ibanez refers to as a “modern approach to tradition.” While tradition is the hallmark of the Artwood series, modern woodworking technologies have enabled Ibanez luthiers to reproduce sophisticated bracing techniques and develop design alterations to instill Artwood with a rich voice that’s uniquely its own. MAP: \$399.99.

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

Kyser Humidifies Ukes

Kyser Musical Products recently launched a new humidifier, the Kyser Life-guard humidifier for concert ukuleles.

The humidifier easily prevents drying and cracking by maintaining a level of proper moisture within the wood. Players simply immerse the unit in water, squeeze out excess, dry it off and then position it within the sound hole beneath the strings. The soft tabs on the sides should be tucked under the top of the sound hole. The hard plastic ring should be on the side that touches the outside of the ukulele. This ring is made of a specially designed polymer that will not react to any polish or wood grain finishes on



the ukulele’s body.

[Kyser Musical Products \(kysermusical.com\)](http://www.kysermusical.com)

Radial Introduces IceCube Line Isolator

Radial Engineering’s IceCube IC-1 is a compact balanced-line isolator designed to fit inside a technician’s tool kit to eliminate hum and buzz caused by ground loops in audio systems.

“The use of isolators to solve noise problems is not new,” said Roc Bubel, Radial sales manager. “Small plastic units have been around for years. But the problem with these is that they were designed years ago, back when audio systems had limitations with respect to signal-to-noise, dynamic handling and sound quality. Today, with the advent of digital audio sources, high-performance

mixers and line-array technology, the frequency response and dynamics have increased to the point that those older devices simply cannot keep up. We identified the problem then began looking for a solution.”

The IceCube IC-1 can withstand pro +4dB balanced signals at 20Hz with less than 0.01 percent distortion.

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



Alto Professional Expands Stealth Wireless Series

Alto Professional has expanded its Stealth Wireless series with the addition of the Stealth Wireless Pro, an innovative system that eliminates the need for speaker cabling offering greater performance capabilities with additional professional features.

The Alto Professional Stealth Wireless Pro system adds wireless audio connectivity to any active loudspeaker, obviating the necessity for long, complex cable runs, simplifying setup and teardown, and saving time — all without any compromise in audio quality. The system works through walls, floors and

ceilings, providing setup flexibility that exceeds conventional hard-wired systems.

Stealth Wireless Pro contains a single dual-channel transmitter with a two-antenna system (either dual mono or stereo switchable) for true diversity operation. A front panel LCD screen with dual frequency display shows the RF frequency and channel as well as the AF signal level for each channel.

The rack kit includes BNC connectors for attaching antennae at the front of the rack.

[Alto Professional \(altoproaudio.com\)](http://www.altoproaudio.com)

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Universal Audio Touts Manley Variable Mu Limiter Compressor Plug-in

Co-developed with Manley Labs, the UAD Manley Variable Mu Limiter Compressor Plug-In is now available exclusively for the UAD Powered Plug-Ins platform and Apollo audio interfaces as part of UAD Software v7.11.

The Manley Stereo Variable Mu Limiter Compressor has been Manley Labs' flagship compressor since 1994. The Variable Mu's Class-A, tube and custom transformer-driven design epitomizes hand-made boutique craftsmanship. It's considered the

gold standard among mixing and mastering engineers thanks to its smooth, transparent dynamics control, and ability to add clarity and cohesion to stereo buses or an entire mix. Developed under Manley Labs' scrutiny, the Manley Variable Mu Limiter Compressor plug-in for UAD-2 hardware and Apollo interfaces is a thorough emulation of this legendary tube limiter, and is based on the coveted "6BA6 T-BAR Tube Mod" unit.

🛒 [Universal Audio \(uaudio.com\)](http://Universal Audio (uaudio.com))

Rotosound's Bass String Packaging Now Features Moisture Barrier

Rotosound bass strings are now available in environmentally friendly airtight packaging with new color-coded ball ends and artwork.

By providing a moisture barrier, the airtight foil packets ensure strings inside do not tarnish or fade. The packaging creates a stable environment that keeps the bass strings factory fresh until opened. In addition, the new Rotosound foil packs use 90 percent less material, making them more eco-friendly than ever.

Rotosound bass strings now come with red, white and blue color-coded ball ends.



To restring a bass guitar, users simply remember RWBRWB and the job is done. The pack's new artwork has a modern, clean look with bold colors and clear instructions, making them noticeably different and recognizable.

Bass guitar legends throughout the world play Rotosound strings because of their pure British tone, exceptional sustain, long life and clear bright sounds. Artists include Geddy Lee, Roger Waters and Paul McCartney, Billy Sheehan, Steve Harris and Bruce Foxton of The Jam.

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

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Hosa has fulfilled the connectivity needs of the music, pro-audio, and AV industries for over 30 years. Whether hooking up vintage gear or today's digital equipment, our assortment of more than 1,200 products ensures everything is properly connected. From classic Hosa offerings to our Pro and Edge series, we have options for every budget. Hosa cables are affordable, built to last, and protected by a lifetime warranty, giving you ultimate peace of mind. When it comes to making the right connections, there is only one solution that meets all your needs—Hosa.



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Soundcraft Releases MADI-USB Combo Card

Delivering versatility for audio engineers in a variety of live sound and recording applications, Harman's Soundcraft has announced the MADI-USB combo card, a new option card in the ViSi Connect series of expansions for the Si Expression, Si Performer and Si Compact consoles.

The MADI-USB combo card provides users of the console with a single-slot option card that has a Cat5 MADI stream for use with Soundcraft Stageboxes and other MADI devices as well as an ultra-low latency multi-channel USB interface for live and studio recording to DAWs and other recording systems. The 64x64 MADI-USB combo card comes configured to provide 32x32 via MADI and 32x32 via USB.

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

SpiderCapo Expands Harmonik Mutes Line

SpiderCapo has expanded its product line with Harmonik Mutes II. Players can create natural harmonics with any open string, while fingered notes still sound as played when the string is pressed below the mute.

When attached at the nut, stringing buildup and feedback can be muted, as well. Harmonik Mutes are made for bass as well as guitar. Because the SpiderCapo is the only capo that does not attach behind the neck, the Harmonik Mutes can sound natural harmonics at the 19th, 12th, 7th or 5th fret.

Used as mutes, players can dampen selected strings so that guitar technique is improved by minimizing residual string vibration.

🛒 [SpiderCapo \(spidercapo.com\)](http://SpiderCapo (spidercapo.com))



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DRUM PAD



Taye Drums Expands Specialty Snare Series

Taye Drums has released the next three editions in its series of Taye Specialty Snare Drums. The TSWNMPS-XX, TSMPMHS-XX and TSBBMPS-XX snares are all Hybrid Shell snares.

The TSWNMPS-XX uses walnut and maple in the same shell for a brilliant

attack and full sustain. The TSMPMHS-XX features maple and mahogany for a unique warm/dry tone. The TSBBMPS-XX uses bubinga and maple to create a powerful yet musical voice.

MSRP: \$749–\$799.

🛒 [Taye Drums \(tayedrums.com\)](http://TayeDrums.com)

KickPro Pillows Improve Bass Drum Punch

In an era where many aspects of the drum set have already been tweaked, upgraded, modified and refined to improve sound and performance to the highest levels, the KickPro bass drum pillow offers a new approach to bass drum muffling and sound enhancement.

The KickPro combines a weighted core with a non-skid, rubberized bottom and a fleece cover. This design lets the pillow be positioned easily and flexibly, with as much or as

little contact with the bass drumhead as desired. It stays securely in place without applying Velcro or other adhesives to the drum. At the same time, the KickPro creates a balance of muffling, tone, punch and power. KickPro pillows come in a standard 17- by 10-inch size and black finish, although other sizes and colors are in development.

MSRP: \$59.99.

🛒 [KickPro \(kickpropillow.com\)](http://KickPro.com)



Mapex Gives Saturn V Drum Set the Edge

Mapex has taken the next step in the evolution of its professional drum sets with the Saturn V. The award-winning SONIClear bearing edge and new SONIClear tom holder are standard features on every Saturn V set.

Mapex introduced the SONIClear bearing edge last year on its Armory and Mars

kits. The positive response to the bearing edge was overwhelming so the company has now outfitted its Saturn kit with the bearing edge. This addition enhances the sound and increases the tuning range of Saturn's most distinguished feature, the maple-and-walnut hybrid shell.

🛒 [Mapex \(mapexdrums.com\)](http://Mapex.com)

Zildjian's fx Line Receives Five New Cymbals

Zildjian's fx line of cymbals has five new models. The 10- and 12-inch fx Spiral Stackers, the 8- and 10-inch fx Oriental China "Trash" and the 7.5-inch Volcano Cup Zil-Bel expand the line that is already known for innovative effects and accent tones.

The new Spiral Stackers create a visual spiral effect when played, are extremely light and produce multiple unique sounds and colors by hitting different parts of the stack. They provide an inexpensive and versatile way to get into cymbal stacking and, according to Zildjian Product Manager Tony Lapsansky, "You can stack them on anything."

The new models in the fx China lineup are thin-weight mini china cymbals that can also



be used alone or stacked with other cymbals. Made from Zildjian B20 alloy, both model sizes feature a quick response and decay.

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



Gretsch Introduces Renown Walnut

Introducing Renown Walnut, Gretsch's new drum line designed for the experienced player looking for a differentiated kit that delivers deep, rich tones with clear attack. After Renown's 2013 reintroduction, Gretsch wanted to make more sonic options available for more players. With its resonant low end and bright, smooth upper register, Renown Walnut does just that.

"Renown Walnut's premium walnut shells deliver explosive sounds around the

drum set that have a super deep punch and lower fundamental pitch," said John Palmer, director of product for Gretsch Drums.

Each Renown Walnut drum features 6-ply North American walnut shells with 30-degree bearing edges, and is available in gloss natural and walnut/black fade with natural interior shell. Drums are finished with chrome hardware including die-cast tom and snare hoops for a classic look and feel.

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

Sonor Brings Back Vintage Look, Sound

In celebration the 140th anniversary of the company, Sonor has brought back the iconic look and sound of the time between the 1950s and early '70s. The Sonor team, in cooperation with artists and collectors, worked tirelessly to bring the Vintage Series drums as close as possible to the look, feel and sound of its predecessor, the Teardrop drums. Sonor combined its knowledge of modern drum

building with the look and sound of vintage drums to create an instrument that will hold up to today's modern playing.

Like the original Teardrop drums, the Vintage series drums feature hand-selected premium German Beech shells with rounded bearing edges. Sonor has carefully recreated the look of the '50s teardrop lug and updated it with Sonor's exclusive Tunesafe tuning system. Sonor has redesigned the Superprofil triple flanged hoops and brought back the Sonor logo and badge used between 1952 and 1961.

The drums are available in two 3-piece preconfigured shell sets. A selection of add-on drums and snare drums will also be available.

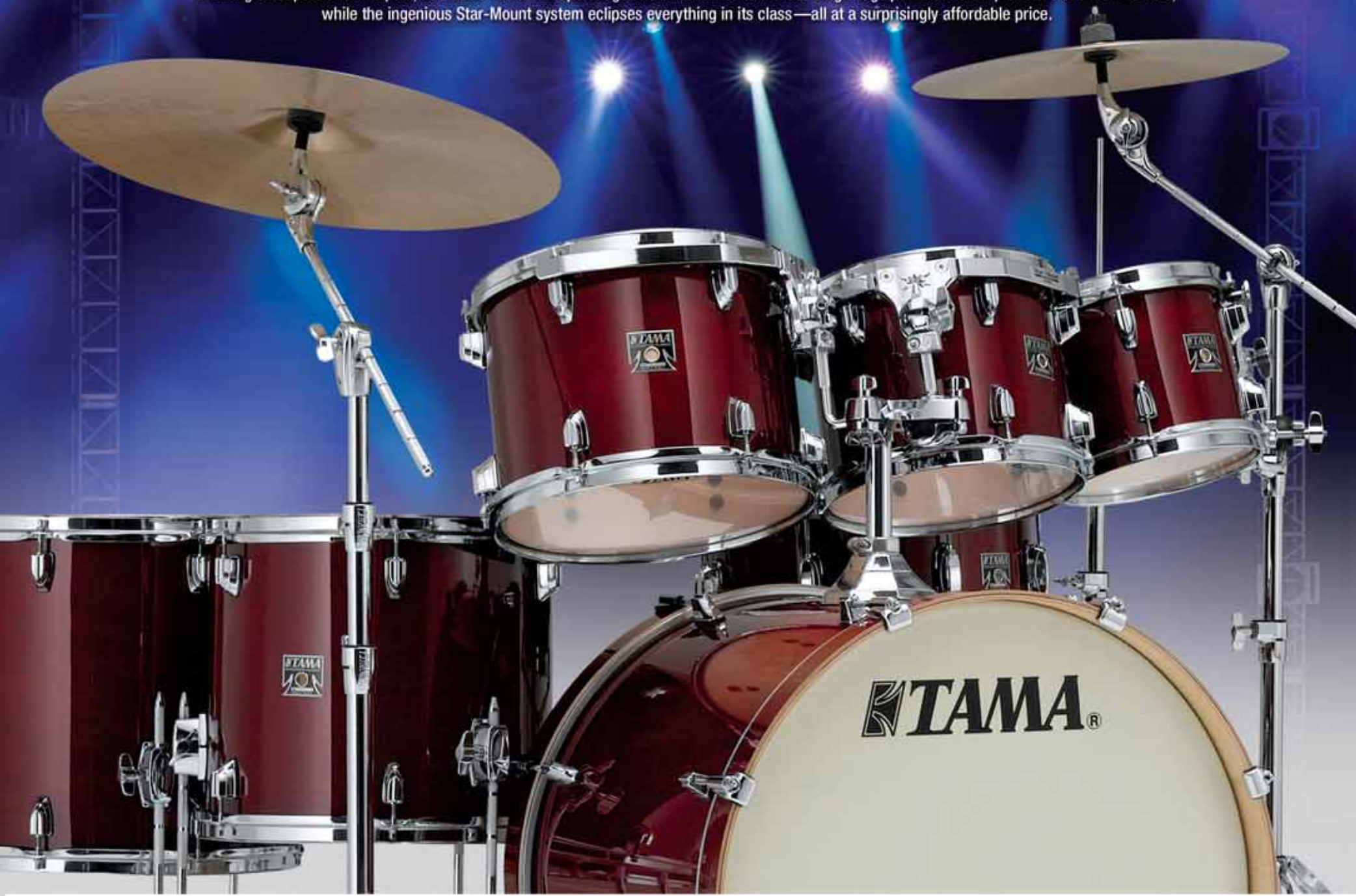
🛒 [Sonor \(sonorusa.com\)](http://Sonor.com)



Reimagined: Maple Mastery **SUPERSTAR CLASSIC**

For nearly forty years the Superstar name has stood for groundbreaking design, superior build quality, sterling tone, and clear projection. Now Tama introduces this legendary kit in its most sonically aggressive persona yet. Featuring 100% maple shells. Thinner and livelier than ever, the Tama designers have dialed in the perfect combination of sensitivity and high-end "cut."

Drawing on Superstar of the past, its classic Tama T-shape badge and streamlined low-mass single lugs point to the simpler state of art of the 70's, while the ingenious Star-Mount system eclipses everything in its class—all at a surprisingly affordable price.



TAMA STAR HARDWARE ABSOLUTE AGILITY. **ICONIC STRENGTH.**

The leader in innovative drum hardware has surpassed itself with the introduction of STAR Hardware. The functionality will amaze and impress. Height, angle, position...right where you need it. Immediately.

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PASSION &
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Welcome to NAMM!

We invite dealers, educators, students and all musicians to stop by our exhibit in the Marriott Marquis Ballroom to see what's new and say hello to your friends at Yamaha. We're launching new products that will delight any music fan, including an amazing replacement model of the top selling digital piano in the industry, a newly-designed professional clarinet, and a totally new take on a mixer and audio interface. But it's not just products we're premiering at NAMM. Two years after celebrating our 125th year, we wanted a slogan to set the tone for the next 125. Our new slogan is Sharing Passion and Performance. Come visit us and experience the passion we put into every Yamaha product and service.

Yamaha Delivers a Higher Standard with YCL-CSVR Custom Clarinets

The **YCL-CSVR** clarinet is the result of years of development dedicated to a clear concept: crafting a Custom clarinet that has a beautiful sound, excellent playability and an affordable price. These qualities were combined with the high level of consistency that only Yamaha can provide, allowing clarinetists to demand a higher standard than ever before.



Cubase Pro 8 Signifies a New Commitment to Producers & Professionals

Cubase Pro 8 unites technical innovation and artistic inspiration in one awesomely powerful yet instantly accessible production environment. Sleeker, more efficient, more creative and offering new audio tools and instruments, Cubase Pro 8 blends the latest audio technology with inspiring music features to offer an exceptionally intuitive workflow.



AG mixer/ USB Audio Interface Records High-Res Audio Anywhere

The **AG** is a mixer/USB interface that takes the complexity out of signal routing with the intuitive TO PC switch. Easily sound like a pro with 24-bit/192kHz resolution, studio-quality D-PRE mic preamps and 1-TOUCH DSP and because the AG can run on mobile battery or bus power, you can record anywhere, any time!



Thank You Dealers – We are Honored

We would like to thank all the dealers who voted for the MMR and Music Inc. awards. We are humbled. We promise to continue innovating and developing exciting products for you in the years to come. From MMR, Yamaha received "Product of the Year" for Disklavier, "Electric Bass of the Year" for TRBX, Sound Reinforcement "Line of the Year" and B&O "Line of the Year." From Music Inc., we received Product Excellence Awards for L Series Guitars and Clavinova CLP-500 Series Digital Pianos, as well as the Supplier Excellence Award.

Visit Yamaha and Steinberg in the Marriott Marquis Ballroom

Visit Bösendorfer and Yamaha Premium Pianos in the Marriott Orange County Ballroom

Today's Events

Yamaha Presents
"The World Famous
Disneyland Band"
NAMM GoPro Stage
9:20 am

Junior Original
Concert
Yamaha Booth
1:00 pm

WATS Night of
Worship @ NAMM
Hilton Hotel
Pacific Ballroom
7:00 pm

Yamaha Clarinet
Celebration*
Marriott Hotel
Grand Ballroom E
6:30 pm

Bösendorfer
Reception*
Marriott Hotel
Grand Ballroom G-K
6:00 - 7:30 pm

Winter Synth Jam*
Yamaha Booth
6:30 - 9:00 pm

Yamaha Dealer
Concert*
Disney's California
Adventure*
Friday, 8:00 pm

*By Invitation Only



A-Series Adds Handcrafted Models

Yamaha introduces new models into the highly acclaimed A-Series acoustic-electric line. Featuring the A-Series' familiar fast and comfy neck profile, cutting-edge SRT preamp, and stage-ready good looks, the new **A6** and **AC6** models are handcrafted in Japan and boast nitrocellulose finishes and high-grade, all-solid materials.



The Best-Selling Digital Piano Just Got Even Better

The **P-115** digital piano carries on the tradition of the best-selling P-Series with even more user-friendly features and improved sound quality. Available in black or white finishes, the P-115 delivers Yamaha piano touch and tone in a compact design and is ideal for home, home-studio or casual stage use.

Redesigned Portable Timpani Take Advantage of Aluminum

The new **3300 Series Timpani** employ aluminum bowls with the same shape as the top-line models. In-depth research into the effects of bowl edge angle and the dimensions of the openings in the bottom of the bowl have resulted in designs that bring out the most desirable characteristics of aluminum.





Crossrock Gets Colorful With Uke Cases

For uke players who are tired of boring old black hard cases, Crossrock's new ABS ukulele cases add a splash of color.

The Crossrock CRA400 ukulele case also has a stylish zipper. Light in weight and protective all around, the cases are available in nine colors, including black, steel grey, silver, yellow, green, purple, red, pink and turquoise.

🛒 [Crossrock \(kingstarintl.com\)](http://Crossrock.com)



Protection Racket Launches AAA Deluxe Cymbal Case

Protection Racket recently released the AAA deluxe cymbal vault.

The deluxe cymbal vault has been designed using Protection Racket's triple-A (Access All Area, All Accidents Averted) drum case technology. This means the case has a tough, impact-resistant, polycarbonate frame, which is fully rigid but lightweight, weighing a little under 9 pounds. Internally, Protection Racket has made liberal use of the Rocket Foam and Propile fleece linings so cymbals will travel comfortably.

The deluxe cymbal vault has eight internal fleece compartments with fiberglass inserts to maintain rigidity. It fits cymbals up to 24 inches as well as hi-hat and splash cymbal pockets on the inside lid of case. The bags come complete with unbreakable zips, waterproof luggage tags, a central handle, ProGrip handles front and back for easy lifting, and padded shoulder straps. In addition, the case has an open back panel with zipped pocket for attachment to any luggage trolley.

🛒 [Protection Racket \(protectionracket.co.uk\)](http://ProtectionRacket.com)

DBR/CBR Add More Power, Portability

The new Yamaha powered DBR Series and the passive CBR Series are now shipping, offering solutions to those musicians wanting portability, flexibility and affordability in their loudspeakers.

The DBR Series, replacing the DSR and DXR, are the most portable powered loudspeakers that Yamaha offers. The three new models feature the DSP (Digital Signal Processing) technology inherited from their predecessors, ensuring superior performance and consistent operation. Yamaha's D-CONTOUR dynamic multi-band processing applies optimized settings for either front-of-house or floor monitoring applications. The DBR

lineup also employs many of the same protection functions used in Yamaha's TXn Series professional power amplifiers, assuring reliable operation during extended use.



The DBR's Class-D amplifiers deliver up to 1,000 Watts of power, achieving a maximum SPL of up to 132 dB with consistent sound quality and performance. The lineup also features Yamaha's wide dispersion constant-directivity horn

that evenly projects the DBR's deep bass, clear midrange and accurate high frequencies to the edges of a broad coverage area.

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

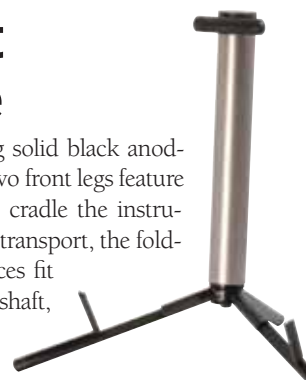
On-Stage Premium Compact Guitar Stand Goes Anywhere

On-Stage's latest addition to the Hennessey Master Series is the GS4000 Compact Guitar Stand. The stand features a distinctive tubular design that takes portability to a new level. Thanks to its smooth 1 5/8-inch tubular structure, there are no loose parts or external yokes to snag cables or power cords.

The gunmetal gray anodized aluminum tube is the primary shaft and backbone of the stand. All three of the GS4000's legs

were engineered using solid black anodized aluminum. The two front legs feature mini foldout yokes to cradle the instrument. For storage and transport, the folding legs and yoke pieces fit neatly into the tubular shaft, held securely by a double-sided threaded leg housing.

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



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Protects instrument finish, hardware and strings
Maximizes playing performance and comfort
Fast absorbing, non-greasy and hypoallergenic

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Maximizes playing performance and comfort
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Approximately 200 applications

MSRP \$19.95
Approx. 200 applications

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Features & Benefits

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- > Maximize playing performance, slide, glide and comfort
- > Fast absorbing and non-greasy
- > Hypoallergenic with a fresh, clean citrus smell

“This stuff is better than advertised. I used it at a couple of gigs and couldn't believe how well it worked. My hands felt great and I had almost no grime on my strings afterward. Highly recommended.”

-Dave Iannopolo

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**LAUNCHING AT
NAMM 2015**

BOOTH #1765 HALL E

E

**SPITFIRE
AUDIO**

Evans Drumheads Adds New Reso 7, Bass Head Offerings

Evans' has announced new Reso 7 Drumheads and 16-inch Bass Head offerings.


The Reso 7 drumheads provide an abbreviated sustain while maintaining a full tonal response. These heads provide drummers with a solution for shorter sustain without the need for additional muffling devices. When used, nothing additional is needed to get rid of unwanted resonance. The unique 7-mil film also provides a warmer response. "We've seen drummers add



all sorts of inconsistent muffling to their drumheads in order to shorten the sustain of their toms, when really it's the role of the resonant head to provide the appropriate sustain," said Nick Gordon, D'Addario percussion business unit manager. "The Reso 7 controls sustain in a balanced manner without drastically altering the tonal response."

To meet the demand surrounding the 16-inch bass drum market, Evans has also introduced its 16-inch Bass Drumheads for its EMAD, EQ4, EQ3-NP and G1 Coated product lines, alleviating the need to use stock heads or heads not intended for use on a 16-inch drum set bass drum.

"16-inch bass drums are all the rage right now as drummers are playing in smaller spaces and looking for maximum mobility," Gordon said. "We're excited to offer the best-selling bass drumhead as well as some of its companions in 16-inch sizing."

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

The H.O.T. Zone

Star Power Dominates NAMM H.O.T. Zone

The H.O.T. (Hands-On Training) Zone offers more than 70 educational sessions for audio, recording, DJ, lighting and entertainment technology professionals, including opening sessions each day featuring legends in the audio, recording and music business.

H.O.T. Zone opening sessions take place daily at 11 a.m. in the Forum, Room 203 A-B, located on level two of the convention center.

Today, Dave Pensado and Herb Trawick of the online television program, Pensado's Place will discuss a never-ending stream of topics about audio recording and the music business.

 **NAMM (namm.org)**

Levy's Launches Retro Straps

New from Levy's, the MV17HD01 is available in burnt olive (BLV), tan (TAN) and burgundy (BRG). These hand-dyed veg-tan leather guitar straps feature a suede backing and represent a 21st century style reminiscent of the 1960s. The untreated natural veg-tan leather accepts the hand-dyed wash in a way that exposes the natural grain of the leather, making each strap unique. A clear sealant provides an added gloss.

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



New
DRUMHEADS
2015

POWERSTROKE 

POWERSTROKE 3
BLACK DOT



SNARE DRUMHEAD

- TWO PLYS OF 7 MIL FILM.
- REDUCED 7 MIL INLAY RING TO REDUCE OVERTONES.
- 5 MIL CLEAR TOP CENTER DOT FOR ADDED DURABILITY.
- EXCELLENT RESPONSE AND PROJECTION.
- AVAILABLE IN COATED AND CLEAR SIZES 12"-14"



BASS DRUMHEAD

- ONE PLY OF 10 MIL FILM WITH A 10 MIL INLAY RING.
- FIVE MIL BLACK DOT FOR INCREASED ATTACK AND DURABILITY.
- PRODUCES A LOWER NOTE FUNDAMENTAL ON ALL BASS SIZES AND SHELL TYPES.
- AVAILABLE IN SIZES 18"-32"




remo.com



Samson's Synth 7 Raises Professional Wireless Standards

Samson's new Synth 7 raises the standard for premium UHF wireless performance. Available in five configurations — handheld, guitar, headset, earset, presentation — the Synth 7 system features a rugged all-metal construction as well as dynamic LCD setup and monitoring options.

Synth 7 features the all-metal, rack-mountable UR7 wireless receiver with a stage-inspired, multifunctional full-color display. The vibrant LCD hosts the system's auto frequency spectrum analyzer that identifies the best channel for a given performance location. Via the LCD, you can also manually select from more than 100 operating channels, monitor the battery life of your transmitter and set squelch preferences.

 **Samson Technologies (samsontech.com)**

Show Your Roots

The timeless beauty of these hand-dyed and tooled straps are steeped in 60's culture. Show your roots.

Model#'s
MV17HD02

Model#'s
MV17HD03

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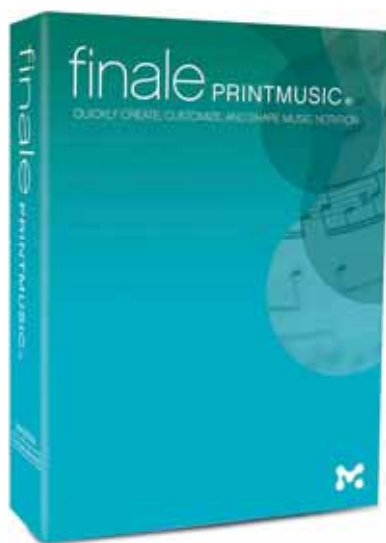
Model#'s
MV17HD01



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NAMM Booth #4656



Finale PrintMusic 2014 Now Available

Alfred Music has announced Finale PrintMusic 2014, a new version of the popular music notation software, is now available. Based on Finale, this updated version of PrintMusic offers new functionality, support for current operating systems and file compatibility with Finale 2012, Finale 2014 and future versions of Finale.

Finale PrintMusic offers the essential features of Finale. Notes can be entered with a computer keyboard, a MIDI keyboard or by scanning existing sheet music. Orchestration of up to 24 staves can be created, and individual instrument parts can be extracted.

New to PrintMusic 2014, Score Manager provides instant access to how staves look and playback. This makes it easy, for example, to change a staff from alto sax to horn in F.

🛒 Alfred Music (alfred.com)

Cympad Upgrades Cymbal Washer Package

Cympad's new Moderator Super Set features two each of Cympad's popular 50, 60, 70, 80 and 90 mm Moderator cellular foam cymbal washers in a clear, reusable clamshell package. The attractive and practical Super Set replaces the Moderator Cube and Box Sets. Convenient two-packs of the individual Moderator models will continue to be available, and the 100 mm Moderator, which was previously only available in the Cube Set, will now be offered individually.

Cympad Moderator cymbal pads reduce cymbal volume and unwanted overtones, moderate sustain and increase articulation. With six sizes available, Moderators offer a variety of options for incremental tone controlling



a wide range of rehearsal, recording and performance applications. They are also ideal for practice rooms and teaching studios.

🛒 Cympad (cympad.com)



Tune in for Kluson's Mounted Revolution

The new Kluson Revolution G-Mount tuner uses the classic three-per-side stamped-steel footprint in combination with the newly designed 19:1 gear ratio housing and a modern screw-in bushing.

The end result is ultimate performance,

structured tuning stability and contemporary reliability with smooth action and no backlash.

The Kluson Revolution G-Mount is available in both locking and non-locking models.

🛒 WD Music Products (wdmusic.com)

Grund's GP Loudspeakers Boast Easy Transport

Grund Audio

Design's new GP series loudspeakers feature lightweight injection-molded enclosures designed to provide years of trouble-free operation and easy transport. These self-powered general purpose sound reinforcement loudspeakers are made for a wide range of applications, including clubs, mobile DJs, performing musicians, corporate AV, houses of worship and education.

With four models — the GP-08A, GP-10A, GP-12A and GP-15A — the GP loudspeakers are all two-way systems featuring a 1-inch compression driver mated with an 8-, 10-, 12- or 15-inch weather-treated, low-frequency transducer. Combined with reinforced, ribbed, two-piece molded, low-flex enclosures, GP loudspeakers provide dynamic performance with speech intelligibility and natural music reproduction characteristics.

🛒 Grund Audio Design (grundaudio.com)




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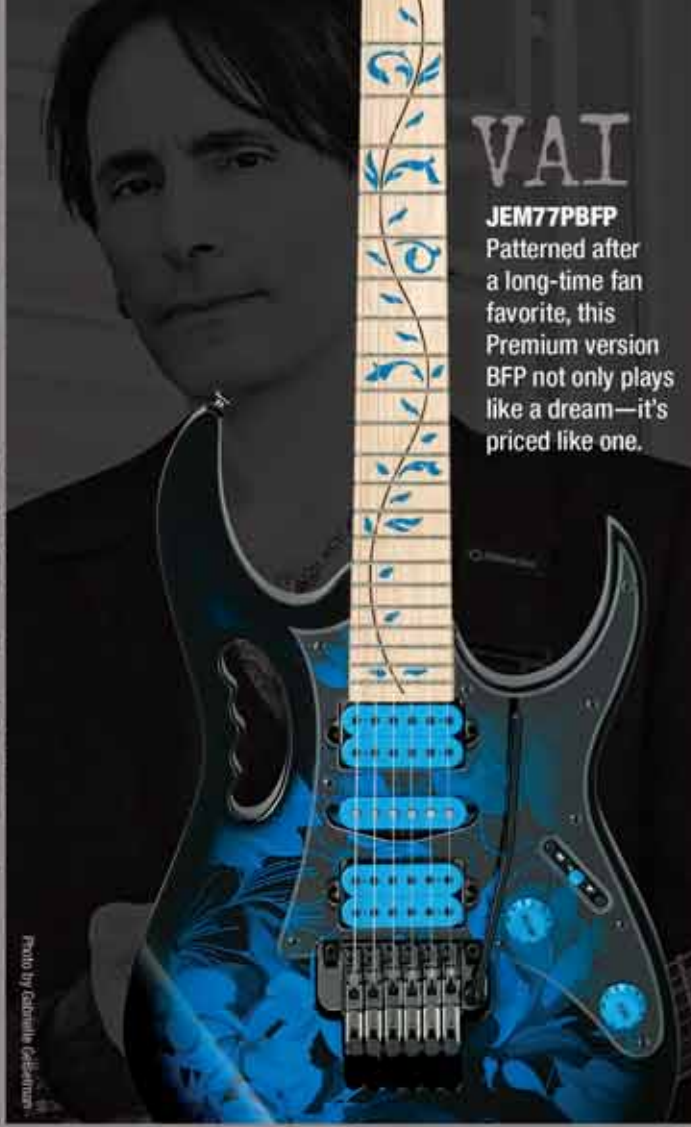
BOOTH# 6810 (HALL A)

www.superlux.com.tw



JS140WH
Reflecting his own turn to the 24-fret approach, this clean mean machine puts a 24 fret JS within anyone's reach.

SAMRIANI



VAI
JEM77PBFP
Patterned after a long-time fan favorite, this Premium version BFP not only plays like a dream—it's priced like one.

GILBERT

FRM150TR
Paul's latest Fireman sounds the alarm with a new DiMarzio® H-S-M pickup configuration.



2015 SIGNATURES



PS120BK
The Starchild returns to Ibanez, bringing with him a full arsenal of classic Paul Stanley signatures, including the PS120BK.

STANLEY



HEAD
KOMRAD20RS
Just as Head's return continues to re-energize the Korn juggernaut, it has also inspired his latest 7-string vision.

Photo by Sebastian Fiquel



EKM10TWRD
The newest vehicle for Eric Krasno's soulful funk offers a Vintage Vibrato as well as exceptional value.

KRASNO

Photo by Devin Hendon



Ibanez Updates Paul Gilbert Guitar

Ibanez has released an updated version of its Paul Gilbert signature Fireman model.

The FRM150 features a bigger-than-average set-in neck joint, which Gilbert maintains is the secret to his endless sustain. It also features a mahogany body, three-piece mahogany and maple neck with a rosewood fretboard, narrow and tall frets, and the hardtail Tight Tune bridge and tailpiece.

The versatile H/S/H pickup configuration

on the FRM150MF features Gilbert's favorite Dimarzio pickups: the Air Classic humbuckers and the 1960s-era chime of the Area 67 middle single coil. With a variation on the five-way pickup switch, Gilbert decided to forgo the usual center position/center pickup correlation for one that activates the neck and bridge humbuckers, and excludes the center pickup completely.

🛒 **Ibanez Guitars (ibanez.com)**

dbx Rolls Out New 676 Tube Mic Pre Channel Strip



The new 676 Tube Mic Pre Channel Strip is a vacuum tube-based microphone preamplifier that offers a host of flexible sound-tailoring options to deliver high-quality audio in recording and live sound applications.

The dbx 676 employs a high-gain, Class A tube preamp section based around a

12AU7 vacuum tube that can be adjusted to be clean and pure-sounding or dirty and full of harmonic character. The 676 incorporates the compressor/limiter design from the dbx 162SL and a 3-band parametric EQ, enabling exacting control of dynamics and tonal balance.

"We created the dbx 676 to be nothing less than the ultimate mic preamp," said Jason Kunz, marketing manager. "Whether you need a preamp that provides pristine, rich sound quality and tube warmth, want to add some edge and personality to vocals and instruments or are seeking to improve the sound of your recording or live rig, the dbx 676 is the ideal tool for taking your sound to the highest level."

The compressor/limiter section provides flexible control of dynamics like threshold, attack, gain and release, auto attack and release, hard and soft knee compression, dbx-exclusive AutoVelocity manual and OverEasy modes and PeakStop limiting algorithm. The 676 features a military-grade build for total reliability and mounts in a 2U rack space.

🛒 **dbx (dbxpro.com)**

Theo Wanne Presents Shiva

Theo Wanne's Shiva tenor saxophone mouthpiece is a result of years of R&D between Theo Wanne and some of the world's foremost saxophonists.

Shiva includes next-generation features, such as Theo Wanne's proprietary "Shark Gill" chamber — to optimize boundary layer effect — and Liberty Ligature. It is a big- and bold-sounding mouthpiece.

"I love the Shiva — just what the doctor ordered," said saxophonist Gerald Albright. "I love the brightness, and the added surprise is how full-bodied it is."

🛒 **Theo Wanne (thewanne.com)**



New Lizard Spit Extends Strings' Life

Lizard Spit has introduced the Fresh-N-Easy string life extender.

The string glide/lube totally stops the oxidation process on all metal surfaces. Its biodegradable composition base is not harmful to fretboards or skin contact.

Apply Fresh-N-Easy string life extender before and after playing. It produces faster and easier playing/shredding and smells great. Fresh-N-Easy string life extender is eco-friendly, non-toxic and ready to ship.

🛒 **Lizard Spit (scoremktg.com)**

NEW FOR NAMM

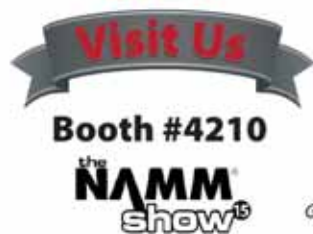


NEW iSeries Injection Molded Watertight Case for Jumbo Acoustics 3i-4719-20, 335 shaped guitars 3i-4719-35 or 61-note Keyboards 3i-4719-KBD.




NEW 3i-2011-7B-TR iSeries Injection Molded Watertight Case. The ultimate tech box case. With its fold out dual trays this case is perfect for organizing and storing all your accessories for the gig.

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Featuring
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 **audio-technica.**
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SOUND ROOM



Shure Design Studio Offers Customization for Wireless Mics

Shure has announced the launch of the Shure Design Studio, an intuitive online platform enabling BLX and GLX-D wireless system users to customize their handheld microphones.

With six standard color choices, and the option to upload images and text for a one-of-a-kind design, BLX and GLX-D users can affordably personalize their wireless handhelds with custom-made handles.

The customization process uses a dye transfer technology. This enables users to wrap their design around the entire microphone and results in a durable image that can withstand a host of environmental factors.

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



AKG Unveils DMSTetrad Digital Wireless Microphone System

AKG's DMSTetrad digital wireless microphone system is designed for a variety of applications, including concerts, clubs and conferences. This license-free wireless system offers uncompressed audio transmission, superior RF performance and 128-bit AES standard encryption.

The AKG DMSTetrad digital wireless microphone system features an integrated 4-channel mixer and an antenna front-mount kit.

With 24bit, 48kHz audio coding, it provides uncompressed studio-quality

transmission and a linear frequency response for uncompromising vocal and instrumental performances. The DMSTetrad's 128-bit AES standard encryption prevents tapping of the audio signal, which makes it a suitable companion for high-security conferences.

The entire DMSTetrad system features the DSRTetrad digital stationary receiver, the DPTetrad digital pocket transmitter and the DHTetrad Digital Handheld Transmitter.

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



QSC Highlights GXD Series Processing Amps

QSC has introduced its GXD series of processing amplifiers for entertainment and production applications.

GXD series amplifiers offer QSC power, performance and reliability coupled with the convenience of onboard digital signal processing. They feature contemporary styling, multiple routing options and advanced protection circuitry.

Housed in a 2U rack-mount configuration, GXD series amplifiers feature class-D power devices for high power output in a lightweight chassis design. GXD models offer complete loudspeaker processing capability, enabling users to optimize and get the most from their loudspeaker systems.

DSP processing includes high- and low-pass filters (24dB LR), four-band parametric equalizer, signal alignment delay and RMS/peak speaker-protection limiting. To let users get up and running quickly, 20 preset "starting points" for selected typical systems are provided. The GXD amplifier's digital limiter prevents destructive clipping, which can damage loudspeaker components while still delivering the maximum usable output. Smart loudspeaker protection is set by selecting the loudspeaker's continuous power and impedance (4 ohms and 8 ohms) and a Mild, Medium or Aggressive protection mode as desired.

🛒 [QSC \(qsc.com\)](http://QSC (qsc.com))

Arturia Offers Next-Generation Audio Interface

Arturia is stepping into a new market sector as it unveils a next-generation audio interface. Arturia President Frédéric Brun announced the new interface in a recent keynote speech at the Museum of Grenoble in France while marking the company's 15th anniversary. He addressed several problems pertaining to portable audio interfaces that modern-day musicians have been forced to live and work with. Some are related to workflow, some to compatibility and some to audio quality. This has prompted Arturia to take steps to address these issues.

Why enter the market with yet another audio interface? During his speech, Brun said: "At Arturia we are stubborn, and we think we can do something different. We think we can bring something new to market. He mentioned microphone, line, phono and instrument inputs, each with different levels requiring different impedance. He described effortlessly connecting to various devices, like

Mac and PC computers, an Apple iPad or Android device. Then there are all the digital audio formats (ADAT, S/PDIF, et al) as well as word clock to cater for those wishing to synchronise with the professional audio world.

🛒 [Arturia \(arturia.com\)](http://Arturia (arturia.com))



Audio-Technica Expands M-Series

Audio-Technica has unveiled its ATH-M70x professional monitor headphones, the new flagship model in A-T's M-Series line. Designed to bring out added detail in the mix, the ATH-M70x professional monitor headphones feature proprietary 45 mm large-aperture drivers with rare-earth magnets and copper-clad aluminum wire voice coils. They are tuned to accurately reproduce extreme low and high frequencies (5 to 40,000 Hz) while maintaining balance. Featuring a rugged, metal design, they are made for studio mixing and tracking, FOH, DJ use, personal listening, mastering, post production and audio forensics.

Crafted for lasting durability with a collapsible, space-saving design, the headphones are equipped with 90-degree swiveling earcups for easy, one-ear monitoring. Maximum power input is 2,000 mW, meaning very low distortion even at high volumes. Professional-grade earpads provide excellent durability and comfort and detach for easy replacement.

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

Hosa Breaks Out New Cables

Hosa Technology has expanded its Hosa Pro line of cables.

The new Hosa Pro Breakouts make the process of interfacing consumer audio products with professional equipment easier than ever.

With Hosa Pro Breakouts, any consumer audio product equipped with a stereo mini-jack output can be seamlessly interfaced with professional units sporting 1/4-inch tip/sleeve, XLR or even RCA connectors.

Hosa Pro Breakouts are available in three configurations. The 3.5 mm TRS (tip/ring/sleeve) to dual RCA option — identified as the HMR-000Y series — is designed for DJ mixers or home stereo systems. The 3.5 mm TRS to dual 1/4-inch TS (tip/sleeve) breakout — identified as the HMP-000Y series — can be plugged into patch bays or a mixer's phone inputs. The



third category, the 3.5 mm TRS to dual XLR3M breakout — known as the HMX-000Y series — is made for connecting into discrete channels on a professional mixer or similar interface.

The HMR-000Y and HMP-000Y series are available now and include their respective cables in 3-, 6- and 10-foot lengths.

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

BTB

VOLO

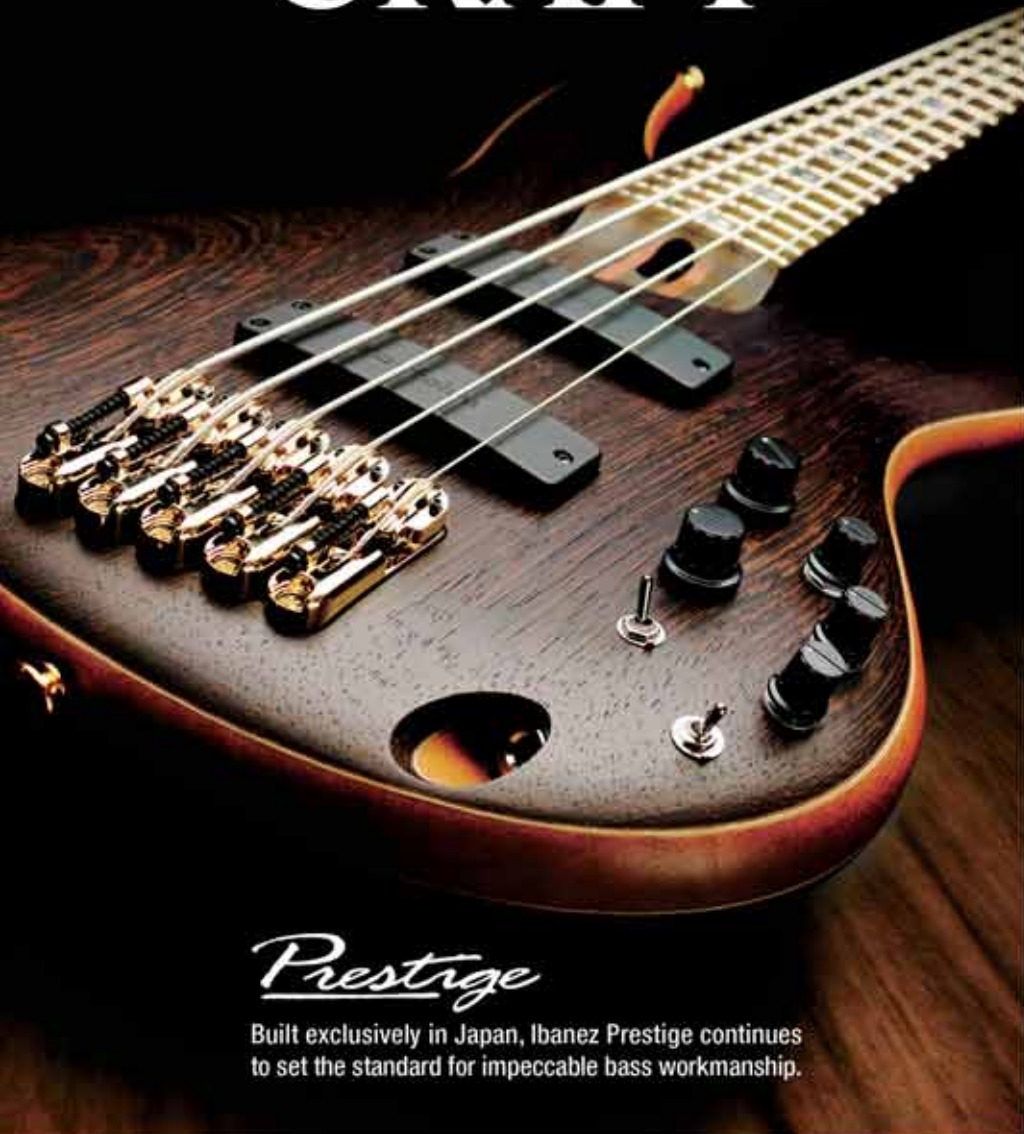


**IBANEZ BASS
WORKSHOP**
FROM CONCEPT TO REALITY

The Bass Workshop continues to crackle with imaginative offerings. First out of the 2015 gate: Volo. BTB playability combined with a shorter 33" scale, for an instrument that encourages turbocharged fingerboard acrobatics.

INNOVATIVE

CRAFT



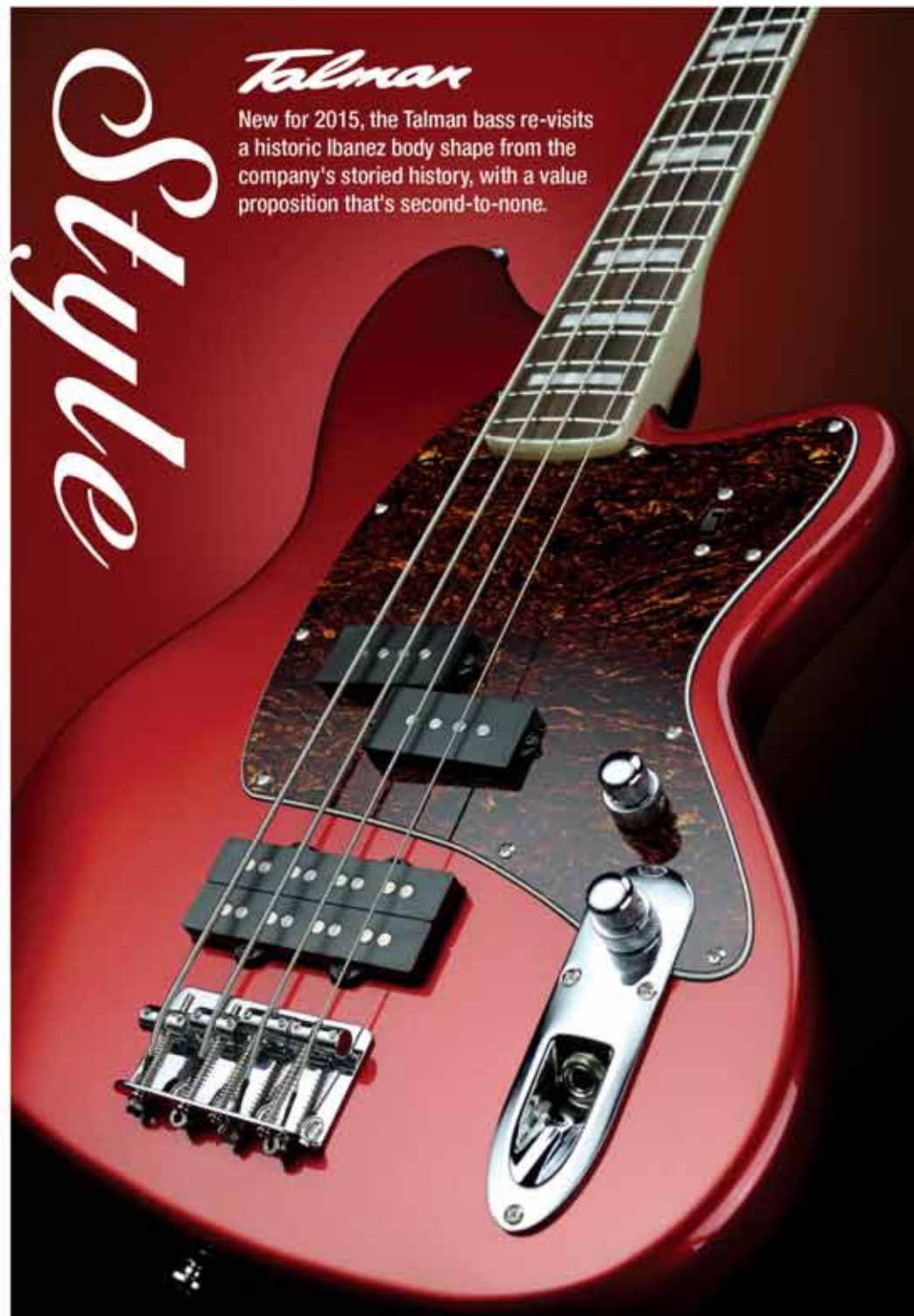
Prestige

Built exclusively in Japan, Ibanez Prestige continues to set the standard for impeccable bass workmanship.

Style

Talman

New for 2015, the Talman bass re-visits a historic Ibanez body shape from the company's storied history, with a value proposition that's second-to-none.



Ibanez® BOOTH 4634

Yamaha's 3300 Series Timpani Offer Deep, Sustained Tone

The 3300 Series takes the best parts of Yamaha's other timpani and combines some while improving others to make something wholly unique. The bowl configuration and

Renaissance heads and hoops work together to create a deep, sustained tone, and a new optimized spring design for the pedal adjustment clutch makes for smoother,

more stable operation when playing at any pitch.

Larger casters, easily retractable pedals and a lightweight aluminum bowl make it easy to move the instrument around. Adjustable leg and pedal heights contribute to a more fluid overall operation.

"Yamaha spared no effort to achieve the smoothest, easiest possible operation and adjustment in these beautiful new instruments," said Troy Wollwage, marketing manager, percussion instruments, Yamaha Corp. of America.

Yamaha (usa.yamaha.com)



Cordoba NEW FOR 2015: MINIS

Cordoba Mini Guitar Packs Punch

Cordoba's new Cordoba Mini is a uniquely sized travel instrument available with three different wood options.

Designed as a companion for road trips, vacations and hanging out at home, the Mini provides the playability of a full-size nylon string guitar in a compact, lightweight body with an impressively loud voice.

Cordoba Minis are offered in the classic wood combinations of spruce/mahogany (Mini M) and spruce/rosewood (Mini R), with an exotic all-ovangkol option rounding out the trio (Mini O). Each Mini features a thin U-shaped neck and 50mm nut width, offering the comfortable feel and string spacing of a full-size guitar. With a 510mm scale length, the Minis are tuned to A and come strung with custom Aquila strings. Each Cordoba Mini has a solid top, matte finish and a gig bag.

MSRP: Cordoba Mini M, \$199.99; Cordoba Mini R, \$249.99; Cordoba Mini O, \$279.99.

Cordoba Guitars (cordobaguitars.com)

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Stanton Turntables Boast Stability, Precision

Stanton's new 150 Series turntables include the Stanton ST.150 and the Stanton STR8.150, and the Stanton T.92 USB and T.55 USB professional models.

Their durable construction is designed to minimize feedback and offer ultra-strong torque, stable platters and precision tone arms.

Suitable for digital vinyl systems, traditional vinyl mixing, archiving and home audio use, the Stanton 150 series turntables offer everything today's professional DJs need.

The Stanton T.92 USB and T.55 USB professional turntables offer USB connectivity and analog-to-digital converters, making it easy for DJs and music enthusiasts to digitize vinyl recordings.

Stanton (stantondj.com)

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Fodera Offers Pro Quality, Low Price

Fodera Guitar Partners has announced the latest in its Standard Line of bass guitars, the Fodera Standard Classic. This new series continues the Standard Line ethos in providing pro-player quality instruments at a lower price point. Now the instruments are fused with classic colors and vintage styling nuances fit for any kind of player and stage. The Standard Classic Series

instruments are available as either 4-string Monarch or 5-string Emperor body styles with either an ash body and maple fingerboard or an alder body and Indian rosewood fingerboard. They feature Fodera and Duncan dual-coil pickups and Fodera Standard 3-band pre-amp. They will be available in four classic high-gloss finishes, including Fiesta red, two-tone vintage sunburst, black and Olympic white.

🛒 **Fodera** (fodera.com)



Lexicon Makes Studio-Quality Reverb More Accessible

Lexicon has introduced the MPX Native Reverb plug-in, which offers seven different acclaimed Lexicon reverb types and more than 100 finely crafted studio presets.

The PC- and Macintosh-compatible MPX Native Reverb Plug-In Bundle is designed to work with such popular DAWs as Pro Tools, Logic and Nuendo, as well as with any other VST, Audio Unit or RTAS-compatible host.

Its streamlined user interface provides

access to key parameters with an intuitive layout of virtual knobs, buttons and menus. A color display provides real-time visualization of the frequency spectrum, and a wide range of parameter adjustments are available, making it easy to fine-tune and personalize the reverbs, which can then be saved in a DAW-independent format and loaded into a different DAW.

🛒 **Lexicon** (lexiconpro.com)

Hal Leonard Gives Musicians Hits From Every Decade

Hal Leonard has what musicians are looking for in *The New Decade* series. The play-along collections featuring songs of the 1920s through songs of the 2000s.

Books in *The New Decade* series contain up to 100 songs, all cream-of-the-crop selections, and many in new engravings.

The highlight, however, are the backing tracks, most of which are available for the first time.

These professional studio recordings help

players sound great, whether they are practicing or performing.

Some songs included in the series are:

"Ain't Misbehavin'," "Body And Soul," "Route 66," "Earth Angel," "That'll Be The Day," "Under The Boardwalk," "Bridge Over Troubled Water," "Stairway To Heaven," "Another Brick In The Wall," "Heart Of Glass," "Walk This Way," "Beat It," "Up Where We Belong," "Friends In Low Places," "Smells Like Teen Spirit," "Tears In Heaven," "Clocks," and "Drops Of Jupiter (Tell Me)."

🛒 **Hal Leonard** (halleonard.com)

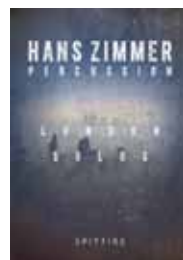


Spitfire Audio Augments Zimmer Cinematic Percussion Samples

Spitfire Audio has announced the HZ03 — Hans Zimmer Percussion London Solos. This is the third virtual instrument installment of Hollywood soundtrack supremo Hans Zimmer's take on his approach to cinematic percussion production for Native Instruments' Kontakt Player platform. This unit broadens the breadth of solo content found within the original HZ01, Hans Zimmer Percussion London library, which was released

earlier this year and brought additional clarity and tightness to ambitious arrangements. Together, these set out to offer the best of both worlds, with the latter's sampled selection of solo instruments bringing bite, detail, focus, clarity, and nuance to this Signature Series.

🛒 **Spitfire Audio** (spitfireaudio.com)



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VICHTV2



DigiTech Debuts Mosaic 12-String Effect Pedal

Providing the sound of a 12-string guitar and its chime, jangle and harmonic richness, Harman's DigiTech has introduced the Mosaic Polyphonic 12-String Effect Pedal.


The Mosaic uses advanced polyphonic pitch shifting and "intelligent" doubling algorithms to approximate the sound of a 12-string using any electric or amplified acoustic guitar.

"The Mosaic is ideal tool for live performing since it frees guitarists from having to change guitars when they need a 12-string," said Tom Cram, DigiTech's marketing manager. "Its lush sound quality also make the Mosaic perfect for studio use."

The DigiTech Mosaic features a "Level" control that adjusts the amount of the 12-string effect intensity, and a "Tone" control that shapes the overall brightness of the

effect. Whether playing single notes, arpeggios or full chordal strums, Mosaic tracks a player's picking and dynamics, to deliver rich harmonic complexity with crisp octave shimmer and balanced low-end response.

The Mosaic offers true bypass operation, which keeps the unaffected tone of the instrument intact when the 12-string effect is not in use. It has a compact, pedalboard friendly metal enclosure.

 **DigiTech** (digitech.com)




Girl Rockers Get a Fresh Start

Daisy Rock has debuted eight new starter packs for its line of female-friendly guitars, adding some flair to its collection of classic guitars and basses. The starters are convenient all-in-one packs which arrive set up and ready to play.

Each starter kit includes not only the instrument but also everything a guitarist needs to start playing the instrument right away. Inside is a gig bag, amp, strap, clip-on tuner, and pick, as well as Alfred Music's *Girl's Guitar Method 1* and *Girl's Guitar Method Complete*

DVD. Every guitar is constructed with Daisy Rock's trademark "slim & narrow" neck, feminine design, select wood and quality components.

"Daisy Rock Girl Guitars is on a mission to help every young woman find confidence through learning to play an instrument," said Tish Ciravolo, Daisy Rock Girl Guitars' president and founder. "That's why we teamed up with Alfred Music, the world's leader in educational print music products, to create a product that gives girls the instrument, as well as the method."

 **Daisy Rock** (daisyrock.com)

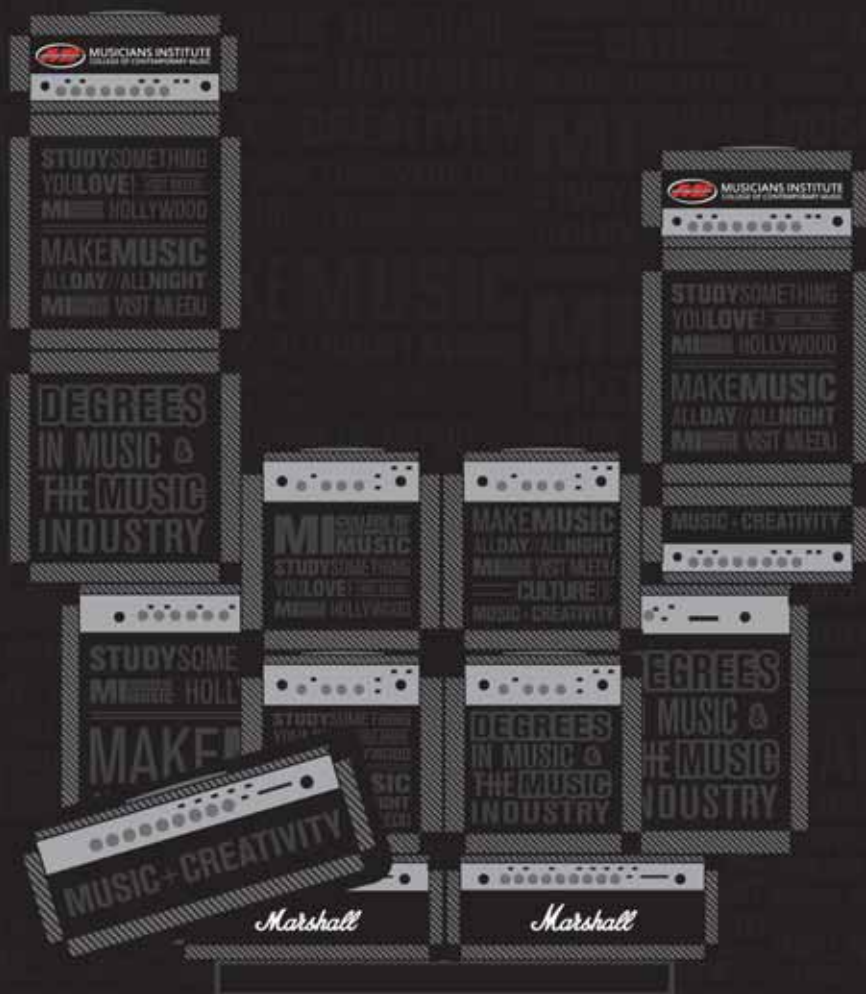


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Hartke Revamps Kickback Series Bass Combos

Hartke has revamped its Kickback series bass combos with a high-powered, lightweight design available in two models. The new Kickback KB12 and KB15 feature Hartke's HyDrive Speaker Technology with rare earth neodymium magnets. With 500 watts of Class D power, these revitalized Kickback combos are the new premium in portable bass amplification.

Hartke's HyDrive speakers feature a carefully crafted hybrid (half traditional, half aluminum) cone designed to deliver the ideal match of warmth and attack. The use of rare earth neodymium magnets lets the HyDrive speaker shed the typical weight of a bass cabinet and maintain the tight punch that has defined the Hartke sound.

Along with their respective 12-inch and 15-inch HyDrive speakers, the KB12 and KB15 feature a three-band EQ, XLR direct output and unique Shape filtering. The Shape effect applies an equalization curve to the frequency area of your choice.

MSRP: KB12, \$449.99; KB15, \$549.99.

 **Hartke** (samsontech.com)





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Blue Microphones Debuts Mo-Fi Headphones, Hummingbird Mic

Blue Microphones recently introduced Mo-Fi, a headphone that features a built-in audiophile amplifier matched to high-powered, precision drivers for accuracy on every device from studio gear to laptops, tablets and phones.

Mo-Fi features three amp modes for switching between passive, active and enhanced low frequency. Mo-Fi's design introduces a new level of sound quality, comfort and personalized fit. Mo-Fi establishes the new category of powered

headphones and delivers studio-quality audio on every device so you can track, mix and enjoy music anywhere.



Blue Microphones has also introduced Hummingbird, a versatile and precision-engineered Class A small-diaphragm condenser microphone. With a precisely tuned diaphragm based on Blue's B1 capsule, Hummingbird is ultra-responsive and delivers extended frequency response.

Blue Microphones (bluemic.com)

Hohner A+ Acoustic Line to Include Full-Size Dreadnoughts



Hohner has expanded its A+ acoustic guitar line to include full-size dreadnoughts. Designed as an extension of the A+ student series guitars, the 300 series guitars represent the next logical step for advancing guitarists who need a full-sized guitar.

The A+ 300 series consist of the model 305 (featuring a laminate top, dot inlays, chrome hardware with matte black tuning pegs) available in Tobacco Sunburst, Black and

Natural Satin colors as acoustic full-body instruments or, with a cutaway and a pickup/pre-amp featuring an on-board tuner; and the model 355 (featuring resonate solid tops, diamond inlays, gold hardware with matte black tuning pegs and inlaid rosette). The 355 dreadnoughts are also available in Tobacco Sunburst, Black and Natural Satin colors as acoustic full-body instruments or with a cutaway with an enhanced pickup/pre-amp featuring an on-board tuner.

All 300 series dreadnoughts incorporate special A+ features and construction advantages that the A+ instruments are known for. Hohner (us.playhohner.com)

KHS Unveils NFUZZ Audio

In cooperation with its corporate parent KHS Musical Instrument, KHS America has unveiled the NFUZZ Audio — a new brand of electronic musical instruments and performance tools designed to respond to the creative potential of its users.

The first group of products to launch under the NFUZZ brand is the NSPIRE series. It is technically within the category of electronic drums, but enables drummers and other music creators to easily adapt the system to best fit their creative needs without the limits imposed by traditional e-drum hardware and software systems.

The NFUZZ Audio brand has been in development for four years by a team that

includes an all-star roster of industrial designers, software developers, electronic and electrical engineers from Taiwan's IC-based technology industry as well as notable music industry experts from Taiwan, the United States, the United Kingdom and Germany. Joining the team early in 2014 were accomplished professional drummer and recording artist Russ Miller and sound engineer and e-drum developer John Emrich, whose combined experience in the electronic drum category provided the keys to unlock the potential of the NSPIRE series.

KHS America (khs-america.com)

KHS America

KRK Unveils ROKIT G3 Monitors

KRK Systems, a Gibson Brand, has rolled out its ROKIT Generation 3 Studio monitor series (ROKIT G3). Available with 5-, 6- or 8-inch drivers, this line of two-way active monitors features multiple innovations that further refine the company's design philosophy. In the company's design facility, KRK Systems engineers create products that deliver a natural and balanced spectral response with low distortion and superior imaging. Top producers, artists and engineers trust KRK monitors and have used them to craft many radio, EDM club and chart-hits.

The ROKIT G3s are continuing this tradition. Featuring a lightweight yellow composite woofer ensuring dynamic impulse response, the ROKIT G3s offer professional performance, defined and tight low end,



clear midrange and accurate top end. The KRK ROKIT G3s tuning process treats the woofer, cabinet and port as a single, integrated whole that provides extreme vocal clarity with extended bass response. The upgraded 1-inch soft-dome tweeter provides response up to 35 kHz.

KRK Systems (krksys.com)

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New Fishman Pickups Boast Major Power

The Fluence Modern 7-String Humbucker active pickup and the Les Paul Rechargeable Battery Pack from Fishman provide variety, convenience and extended playtime.

The Fluence is available in Alnico and Ceramic models, each with two voices. The Alnico has the musicality, explosiveness, and power this type of pickup is known for. The Ceramic model delivers the best features of the most popular passive pickups with the power of an active pickup in the same guitar. The pickups are free from the hum, noise and inductance issues common in most wire-wound pickups.

The Fluence is available in nickel, gold, black and brushed aluminum finishes, and can be powered by a 9-volt battery or Fishman's new rechargeable lithium-ion battery packs.

The ideal power solution for Fishman Fluence pickups is the Les Paul Rechargeable Battery Pack. The lithium-ion pack can also be used to power other on-board 9V pickups and accessories and features a current capacity similar to a premium 9-Volt alkaline battery.

🛒 [Fishman \(fishman.com\)](http://fishman.com)

Ampeg's New Pedal Delivers Reliable Tone

Ampeg recently rolled out the new SCR-DI Bass DI with Scrambler overdrive. The first pedal Ampeg has released in years, the SCR-DI combines a classic Ampeg preamp, EQ pedal and overdrive stomp box in a rugged design built to deliver Ampeg tone in any situation.

"The SCR-DI is [our] most bass-friendly DI ever created," said Zane Williams, Ampeg product manager. "It delivers a huge range of classic Ampeg tones, it's an EQ pedal, it's

got fantastic overdrive ... it's got everything a performing bass player needs."

The Ampeg SCR-DI is a true Ampeg preamp, with legacy preamp and tone stack circuits, providing a wide choice of authentic Ampeg tones. The EQ section features a three-band EQ with Ampeg's Ultra-Hi and Ultra-Lo circuits for flexible tone shaping.



MSRP: \$279.99.

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



KoAloha Ukelele Returns

KoAloha welcomes the return of the KoAlana model, an entry-level ukulele shaped from mahoni mahogany wood. It features a satin finish with black binding on the front and back, and is available in soprano, concert and tenor sizes. KoAloha plans to expand the model lineup in the future.

Additions to the already existing line of fine instruments also include the KoAloha Opio (mid-level model handcrafted in Thailand); the KoAloha Naupaka, a combination of Hawaiian koa and mango woods; and the KoAloha Rosette series, which features an Ebony wood inlay around the soundhole. Also, the Special Issue a.k.a. semi-custom line gives customers the opportunity to upgrade their ukulele order to make their item unique. If a full custom design is desired, KoAloha provides that experience via the Red Label and Black Label lines, giving customers the chance to design their dream ukulele from front to back, and neck to body.

🛒 [KoAloha Ukelele \(koaloha.com\)](http://koaloha.com)

Boss Introduces BB-1X Bass Driver

Boss has announced the BB-1X bass driver, a special-edition compact pedal that provides high-quality tones for bass players. Featuring unique Boss technology, the BB-1X delivers next-generation performance with refined sound, versatility and pro connectivity.

At the 2014 Winter NAMM Show, Boss released the OD-1X overdrive and DS-1X distortion pedals to widespread praise from guitarists. The BB-1X bass driver now brings the sound innovations of the X

series to all bass players.

Crafted specifically for bass, the BB-1X offers a wide range of natural, expressive tones with clarity and responsiveness. Low and high knobs provide expansive tone-shaping capability, while the blend knob lets users freely mix their unprocessed bass sound with the overdrive tone. The BB-1X is equipped with a standard output for driving a bass amplifier, as well as a 1/4-inch TRS line output.



🛒 [Boss \(bossus.com\)](http://bossus.com)



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GUITAR WALL



Schecter Unveils Banshee Elite Series

Schecter's new Banshee Elite series features a swamp-ash body with a flamed maple top, nine-piece maple/walnut neck with an ebony fingerboard, 24 X-Jumbo stainless-steel frets, mother-of-pearl offset/reverse dot inlays with brass circles, and a neck-through construction with Ultra Access for seamless playability and easy access to the higher frets.

The Banshee Elite is offered in 6-, 7- and 8-string options. It also offers the choice of a Hipshot hardtail bridge or the Schecter exclusive Floyd Rose 1500 series bridge, which features stainless steel parts, a new push-in arm and knife points that are re-tooled for better tuning and smoother tremolo play. The models come loaded with Schecter's own hand-made USA SuperCharger pickups with an option of a Sustainiac in the neck position.

🛒 [Schecter Guitars \(schecterguitars.com\)](http://SchecterGuitars.com)



EVH Releases Wolfgang Special, Star Guitars

EVH has announced the Wolfgang Special hardtail edition, as well as the long-awaited EVH Stripe series Star guitar.

The EVH Wolfgang Special is now available in a distinctive new sans-tremolo version, the Wolfgang Special Hardtail.

This is the high-performance flat-top version of the original EVH USA Wolfgang guitar, with the addition of a Tone-Pros hard-tail bridge with stop tailpiece and fine tuners for stable intonation and precise tuning.

Original features include basswood body with single-ply Ivoroid binding; oil-finished quartersawn maple neck with dual graphite reinforcement rods; compound radius (12-16); AA birds-eye maple fingerboard with 22 vintage stainless frets;

dot inlays and Floyd RoseÆ locking nut; dual EVH Wolfgang humbucking pickups with three-position switching; EVH custom low-friction volume (500k) and high-friction tone (250k) potentiometers; chrome Schaller string retainer; EVH-branded tuners; and EVH molded-stripe case by SKB. The guitars are available in black, vintage white and tobacco burst.

With its distinctive body shape and a black-and-white graphic gloss finish, the EVH Star model is one of the most eye-catching guitars in the Stripe series lineup.

It features a sleek Star basswood body, quartersawn maple neck with oiled finish, and a fast and smooth compound-radius rosewood fingerboard with 22 jumbo frets.

🛒 [EVH \(evhgear.com\)](http://EVH.com)

All Pacifica Guitars Now Marketed in U.S.

Yamaha has announced that, based on consumer demand, the company will for the first time market the entire lineup of Pacifica guitars in the United States. Models from the 012, 112 and 212 Pacifica series have been readily available in the United States for a number of years, but now the 311, 510 and 611 series are also obtainable.

"For years, our dealer base has been clamoring for more Pacifica guitars, which are highly regarded in most countries," said Armando Vega, marketing manager, guitars for Yamaha Corp. of

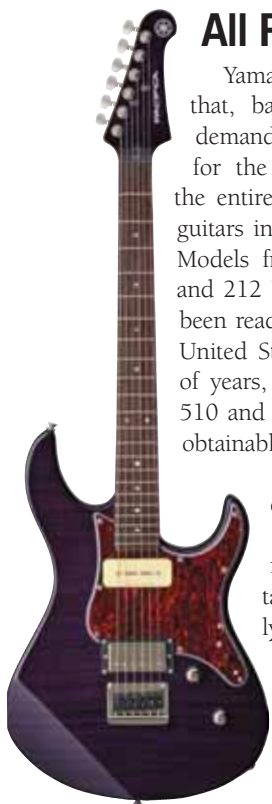
America. "Finally, the time is right to introduce the entire Pacifica lineup to American guitarists."

The newly released Pacifica guitars feature tonewood construction with Alder bodies, Rosewood fingerboards and maple necks. Their versatility is due in large part to top-notch pickup and hardware selections, helping guitarists create a diverse tonal palette.

The 611 model includes a Flamed Maple top, Graph Tech String-Saver saddle, color-matched headstock, Grover locking tuners and Seymour Duncan SP90-1 and Custom 5 with coil tap pickups.

The 510 model – recently bestowed the Editors' Pick Award from *Guitar Player* magazine – comes with one Seymour Duncan Trembucker P-Rails pickup that offers three distinct tonal setting options, including a full humbucker, a soapbar single coil, a traditional single coil and a Wilkinson bridge.

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



Reverend's Bayonet Armed With Rail Hammers

The new Reverend Bayonet RA90 is armed with a pair of contrasting rail hammers. At the bridge is a chrome-covered hyper vintage humbucker with ringing, open tones. At the neck is a Gnarly 90, with fat and raw attack. Together, they create a broad-spectrum hard-rock tone that

is controlled with a three-way switch. The sleek Bayonet Korina body has a flame maple cap, while the Rosewood neck is balanced with the Wilkinson tremolo system at the bridge. The Bayonet RA90 is available in gloss wine red FM and gloss orange FM.

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

Ibanez Introduces 8-String Acoustics

Once relegated to the high-end boutique instrument category, the Ibanez AEL108TDNT and AEL108MDNT are now affordable 8-string acoustics that let players access unique string arrangements and the creative opportunities they afford.

The AEL108MDNT is an AEL body acoustic/electric 8-string guitar with the G and D string doubled an octave above. This configuration incorporates the full "chime-y" octave sound of a 12-string, while retaining the ability to bend the B and high E strings.

The AEL108TDNT is an 8-string guitar with the B and high E string doubled. This configuration produces a natural chorus effect and accentuates the ringing sound of a 12-string, while eliminating the sonic clutter of higher octave tones on the lower four strings. This lets the player easily execute clean mid/bass runs.

The AEL108 instruments feature a spruce top, mahogany back and sides, and Rosewood fretboard and bridge. Electronics include a Fishman Sonicore pickup and an AEQ-SP2 preamp for complete tone control, plus an onboard tuner. Other features include chrome die-cast tuners, rosewood bridge pins, abalone rosette and a high-gloss natural finish.

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



Eastwood Guitars Pays Tribute to Link Wray

Eastwood has teamed up with London-based Rock & Roll Voodoo artist Vince Ray to create the Link Wray Tribute guitar. This professional-grade six-string workhorse is a graphic tribute to "the father of the power chord" featuring original 1950s-style illustrations by Ray. The Eastwood Link Wray Tribute guitar is built for speed and can take a thrashing. With professional-grade tuners, pots, custom tailpiece, three-way switching and dual volume/tone controls matched with a pair of Airline Vintage Voiced Single Coil

Pickups, it is built to deliver killer Link Wray tone. The white body is the canvas for Ray's illustrative tribute to Wray's career. The shiny black pinstriped headstock is topped off with a Vince Ray nameplate logo.

"When I found out that Vince was a Link Wray fanatic like me, I knew we had to make the perfect playing tribute to the most underrated guitarist of our time," said Mike Robinson, president and founder of Eastwood Guitars.

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



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Recording King Offers Dirty 30's 12-String

Recording King's Dirty 30's 12-string dreadnought combines the classic jangly chorus of a 12-string with style right out of a 1930s mail-order catalog. It is designed for players who want to add a cool, easy-to-play 12-string to their collection.

The foundation of classic 12-string tone comes from the solid spruce top. A bone nut

and saddle help the strings resonate freely and insure tuning stability. The 25.4-inch scale is comfortable and familiar to most acoustic players. Like all Dirty 30's guitars, the 12-string has an authentic vintage-style matte sunburst finish.

MAP: \$209.99.

Recording King (recordingking.com)

Remo's Powerstroke is All About That Bass, No Overtones

Inspired by drummer Steve Smith, the new Powerstroke 3 Black Dot bass drum-head features a thin underlay ring at the outer edge of the head to subtly dampen unwanted overtones. The added 5-mil bottom Black Dot provides deeper low tones, focused attack and increased durability. Steve Smith, Jared Shavelson, Alvin Ford, Jr. and Tony Royster, Jr. are currently using the Powerstroke 3 Black Dot on their bass drums.

Alvin is so happy with the Powerstroke 3 Black Dot that he said, "I won't take it off until

it busts! I keep it on when playing live and in the studio."

The drum-heads are available in both Clear and Coated in sizes 18, 20, 22, 24 and 26 inches.

Remo (remo.com)



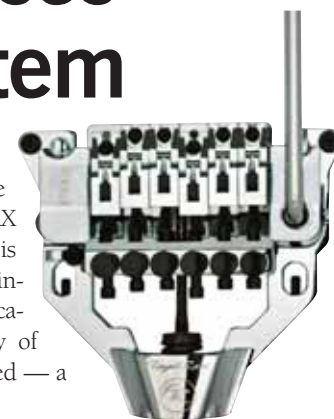
Floyd Rose Releases FRX Tremolo System

Floyd Rose has released a retrofitting surface-mount tremolo system for Gibson-style guitars. The FRX will retrofit all tune-o-matic and stopbar tailpiece systems with a locking nut/truss rod cover hybrid that will mount behind a guitar's existing nut, which only requires two small wood screws to be installed. This is the only modification that has to be made. There is no routing required.

"We are truly excited to finally make the FRX system a reality and available to guitar enthusiasts worldwide," said Andy Papiccio,

president of AP International. "The beauty of the Floyd Rose FRX tremolo system is that it's easy to install. No modifications to the body of the guitar is needed — a complete retrofit!"

Floyd Rose (floydrose.com)



iZotope Releases Iris 2

iZotope has released the newest version of its sample-based synthesizer, Iris. Iris 2 is a visual instrument that combines the power of a sampler with the flexibility of a modular synth.

New features include a robust modulation system, sample pools that can load both samples and classic oscillator waveforms, a completely redesigned interface with extensive visualizations and metering, enhanced effects and filters, and fresh patches to inspire creativity.

Iris 2 is built so that new sounds can be discovered right out of the box, including soaring leads, growling basses, classic synths and percussive effects. More than 350 patches with intuitive controls are included, so users can easily produce and perform music they have tweaked and customized.

iZotope (izotope.com)



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Alfred Debuts New Sound Innovations Series for B&O

Alfred Music has announced that four levels each of *Sound Innovations for Concert Band* and *Sound Innovations for String Orchestra* are now available. Teachers can now guide their students from the first sounds on their instruments through learning how to be an ensemble musician and to play with a characteristic sound.

Sound Innovations presents all musical concepts in a clear and uncluttered format. Each page is structured to highlight essential concepts, helping students focus on the topic being presented. The books are organized in levels to provide benchmarks for learning, and each exercise includes a specific goal.

Written to state and national standards and based on comprehensive research of

music educator' needs and preferences, Sound Innovations provides fundamental teaching tools in an organized format that



lets directors incorporate their own style of teaching.

Alfred Music (alfred.com)

Electro-Harmonix C9 Organ Machine Digs Deeper

The EHX C9 Organ Machine digs deeper into the cache of desirable classic organ tones with nine new organ presets using the same technology found in the B9 Organ Machine. As a nod to the late 1960s and '70s, the C9 pays homage to tones made famous by Jon Lord, the Beatles and Led Zeppelin.

A nine-position switch lets the player select among different popular organ types. The Organ volume knob controls the overall volume of the organ preset, while Dry volume controls the volume of the untreated instrument level at

the Organ Output jack. This enables a player, such as a guitarist, to mix the sound of their instrument with the organ to create lush layers, or mute it entirely.

A Mod control adjusts the speed of the modulation, while Click controls the percussive click level or a parameter unique to the preset, such as upper harmonic level or modulation depth. These controllable parameters were selected for each preset to optimize the tonal flexibility of each organ sound.

Electro-Harmonix (ehx.com)



Gig Gear Enters Accessory Market With Gig Gloves

Gig Gear has released its Gig Gloves for musicians, roadies, A/V pros and other gigging professionals.

Gig Gloves are designed for the gigging individual to provide comfortable but tough hand protection for loading in, setting up, tearing down and loading out.

Gig Gloves are made with a thick, durable polyester black mesh and a flexible TPR protective mold on the back, a padded PVC grip on the palm and fingers, and a neoprene wrist cuff with a hook-and-loop

strap for a secure fit, comfort and stability.

Gig Gloves are breathable and comfortable, designed for extended use with reduced hand fatigue. They are offered in two sizes.

Gig Gear (gig-gear.com)



Waves Tracks Live Now Available

Waves Audio's new Waves Tracks Live is a multitrack recording software created with and for live sound engineers and designed to capture live performances of all kinds, from the smallest gig to the largest production.

Tracks Live enables simultaneous multitrack and master bus recording, so a quick stereo mix recording of a performance is always available instantly. Tracks Live also features multichannel and stereo out automatic re-routing, which makes it easy to toggle back and forth between recording and virtual soundcheck playback.

Waves Tracks Live are compatible with ASIO/Core Audio and works with virtually any audio interface.

Waves (waves.com)



Kaoss DJ



Kaossilator2S

Sledgehammer Pro



ARP Odyssey



EVOLUTION



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SQ-1



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Mogami Cables Get Rugged

Mogami's new Overdrive series of guitar and speaker cables is a robust platinum cable meant to meet the unique demands of electric guitarists and is designed to work separately or together with synergistic results.

Unlike the original Mogami Platinum guitar cables, the Overdrive is for the extra active musician. These cables were developed for those where durability is paramount, and premature breakage is a glaring issue.

Overdrive Cables contain no electronics, just pure copper. The cables are constructed to deliver the original sound of the instrument with no coloration. Complementing the Overdrive guitar cables are speaker cables designed for sonic synergy, yielding even more midrange energy and punch. Overdrive Speaker Cables and Overdrive Platinum Cables work well independently of one another, but the combination ensures uninhibited performance from both.

🛒 **Mogami Cables** (mogamicable.com)

Phaeton Adds Four Flugelhorn Finishes

Phaeton flugelhorns are now available in four striking finishes: Silver Plate, Rose Brass Lacquer, Matte Black Onyx and Gloss Black Onyx.

All models have the same mechanical specs and come standard in an oversize wood case covered in Classic Tweed fabric with solid brass hardware. All models are

outfitted with 18-karat gold top/bottom caps and finger buttons.

MSRP: PHTF-2500 Rose Brass Bell Lacquer, \$1,785; PHTF-2600 Matte Black Onyx Finish, \$1,885; PHTF-2650 Gloss Black Onyx Finish, \$1,885; PHTF-2700 Bright Silver Plate, \$1,985.

🛒 **Phaeton** (phaetontrumpet.com)



PreSonus' Divine Network

PreSonus has introduced Dante and Audio Video Bridging (AVB) audio networking cards for its StudioLive AI series mixers. These options let users create a complete, networked live-sound solution with their StudioLive Active Integration mixer and StudioLive AI-series loudspeakers or Worx-Audio TrueLine powered line arrays.

Dante-enabled StudioLive Active Integration mixers let users create a complete, networked audio system with any Dante-enabled audio device using a standard one-gigabyte Ethernet switch and Audinate's Dante digital-media networking technology, which also includes the Dante Virtual Sound Card for Mac and PC computers.

AVB enables synchronized, real-time, low-latency, streaming of audio across a one-gigabyte Ethernet network with self-configuring, plug-and-play convenience.

🛒 **PreSonus** (presonus.com)



Yellow Jackets Launches NOS Tube Converter

The new Yellow Jackets NOS (New Old Stock) tube converter is a limited-edition converter made for use in most amplifiers under 100 watts and using 6L6, EL34, 7027 or 6V6 output tubes. The converter lowers the overall power in an amplifier and gives the amp a unique vintage tone.

This NOS Yellow Jacket is designed with an NOS 6AQ5 seven-pin miniature beam

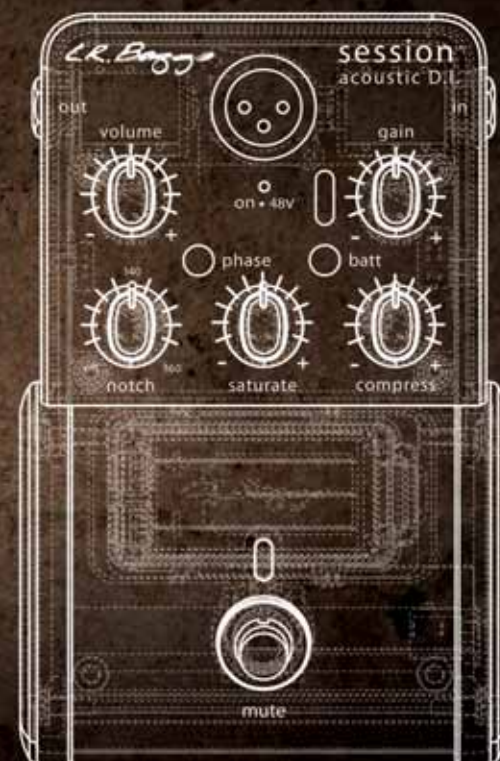
power tube, which is included with the converter. The 6AQ5 was used in many vintage practice guitar amps in the 1950s as well as many film projectors in the past. This tube is popular with DIY amp builders, who often convert old film projectors into guitar amps. The 6AQ5 has its own unique vintage tone that sets it apart from its eight-pin big brother.

🛒 **Yellow Jackets** (yellowjacketstc.com)

STUDIO TOOLS FOR THE STAGE

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LR Baggs

Pearl Rolls Out Afterburner Cajon

Pearl's new USA-made Afterburner cajon features dual rear-firing ports that resemble the exhaust on a classic hotrod.

The Afterburner Cajon features a 100-percent birch body with a premium natural-grain finish.

From the designer of the Sonic Boom series cajons, the Afterburner cajon delivers the rich, low-end punch players expect from a Pearl cajon.

MSRP: \$415.

🛒 [Pearl Drums \(pearldrums.com\)](http://pearldrums.com)



Orange Meets Bassists' Demand

The new OB1 series from Orange Amplification takes its inspiration from the current 'bi-amping' trend and addresses the demands of modern rock bassists.

The OB1 splits the input instrument signal into two separate, completely analog paths. One side amplifies the clean signal and the other adds two stages of distortion to the upper harmonics. These two elements can then be combined using the amplifier's footswitchable "Blend" control that adjusts

the mix between clean and dirty.

The results are a tight, thunderous low end fused with a gain circuit that maintains definition even at extreme settings. Depending on where the controls are set, players can customize their sound with a plethora of options.

The OB1 is available in both 300 watt and 500 watt versions, featuring balanced DI and line level outputs and Orange's classic 'Pics Only' styling.

🛒 [Orange \(orangeusa.com\)](http://orangeusa.com)

Amptweaker Enhances FatMetal Pedal

Amptweaker's TightMetal series distortion pedals have become a standard in metal tones, and many metal artists are now touring with them. The FatMetal tweaked version is designed to meet the needs of the players seeking heavier, thicker, distortion with less emphasis on palm-muted articulation.

A special black gain switch was added to help get black metal tones that typically use tremolo or flutter-picking and less hard-stopping attack in their music. It simultaneously adds thicker sounding gain as it tweaks the built-in noise gate to tolerate this extra amount of heaviness. Much like the FatRock version of the TightRock, the highs have been tweaked for a smoother tone, and the noise gate was throttled down to reduce the effect of the gate stopping the notes quickly, resulting in more



sustain.

Another use for the FatMetal is as a solo pedal when combined with the TightMetal used for rhythms. On the TightMetal Pro, it's easy to get this sound by alternately using the Fat switch for the boost, which makes

the solo tone thicker than the rhythm tone and helps with legato playing. The popular SideTrak loop (works with the pedal off) was added, and if a TightMetal is patched into it, the system provides a one-click solution for rhythm and lead tones. A delay can be patched into the back of the FatMetal for a great solo tone.

As with all Amptweaker distortion pedals, the use of 18V versus 9V gives a more dynamic and slightly less compressed tone, much like the difference between a 100 watt and 50 watt amp head.

🛒 [Amptweaker \(amptweaker.com\)](http://amptweaker.com)

Los Cabos Announces More Pink Sticks

Los Cabos Drumsticks' existing pink drumstick line has been expanded to include its 5B and 7A models. A portion of the sales will go to support breast cancer research.

🛒 [Los Cabos Drumsticks \(loscabosdrumsticks.com\)](http://loscabosdrumsticks.com)



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Tama Upgrades Starclassic Series

Tama's Starclassic drums now boast upgraded features and new finishes.

"For 2015, several of the exciting features developed for our flagship STAR series are now going to make their way to some of our other high-end drums," said Charlie Hayashi, Tama USA product manager.

One such upgrade has been added to the company's popular Starclassic line. All new Starclassic Bubinga and Starclassic Maple kits will ship with Tama's Quick-Lock tom brackets and floor tom brackets. Designed to streamline setups and maintain positioning from gig to gig, the Quick-Lock hardware adds value to these drum sets.

In addition to the upgraded hardware, 2015 Starclassic drums also have a host of new finishes. And finally, long-time fans of the series will enjoy a return to the subtle yet stylish decal badge in lieu of the more recent metal offering.

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



VHT i-66 Takes Apps to the Stage

The app-friendly VHT i-66 combines real tube tone with 21st century connectivity.

It features a tone-enhancing 12AX7 preamp tube running at 300 volts for tube amp dynamics and texture, and the i-66's Tone-Link jack provides virtually unlimited access to iPhone, iPad and iPod Touch modeling apps, such as Apple's GarageBand, IK MultiMedia's AmpliTube, and Positive Grid's Bias and JamUp.

The i-66 is completely analog. All of the

modeling magic occurs in the mobile device. VHT's Tone-Link circuitry has special filtering that enhances the apps for authentic guitar amp tone, and the 12AX7 preamp further enhances the apps with real tube amp warmth and feel.

The i-66 also features PC in and out jacks for easy access to PC-based software, such as Avid's Pro Tools, Peavey ReValver and Native Instruments' wide range of virtual instruments.

🛒 [VHT \(vhtamp.com\)](http://VHT (vhtamp.com))

Peavey Unveils PV AT Mixers

Peavey has introduced the PV 14 AT and PV 10 AT series mixers. These mixers are equipped with Antares Auto-Tune pitch correction, a technology that can help anyone sing in key and is used on professional recordings and live performances throughout the world. This technology is incorporated directly into a complete and powerful portable mixing solution, ensuring that audiences will experience perfectly tuned vocals to

complement the clear audio of the mixer.

Features such as Bluetooth allow seamless connection to almost any smart device. Multiple direct outs per channel allow easy connection to most DAW interfaces for recording. In addition, these mixers can stream audio directly to a PC. MP3 playback is also available via USB A port and LCD display.

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

ESP Debuts Tombstone Acoustics

While celebrating its 40th year in business, ESP Guitars has expanded its product offerings with a whole new brand of instruments: Tombstone acoustic instruments.

Tombstone's introductory offerings include the A-300E, A-430E, D-320E, D-430E, J-310E, J-430E, GLJ2E acoustic-electric guitars and the JB-320E acoustic-electric bass. The A-300E and A-430E adopt an auditorium shape and size. Both guitars offer solid Sitka spruce tops. The A-300E offers mahogany back and sides in a black finish and a B-Band T-35 preamp with onboard tuner. The A-430E has rosewood back and sides in natural gloss finish, with a Fishman Isys+ preamp with onboard tuner.

The D-320E and D-430E have a traditional dreadnought shape. The D-320E features a solid red cedar top and ovangkol back and sides in natural satin finish, while the D-430E offers a solid Sitka spruce top, rosewood back and sides in natural gloss finish, gold hardware and a Fishman Isys+ preamp. For players who like a jumbo-sized acoustic, the J-310E and J-430E are good choices. Both guitars have solid Sitka spruce tops.

The first signature series model in the Tombstone brand goes to George Lynch with the GL-J2E, a jumbo acoustic-electric with a solid Sitka spruce top and flamed maple back and sides, all in a tobacco sunburst finish.

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



VIDEO SWITCHERS SYSTEMS

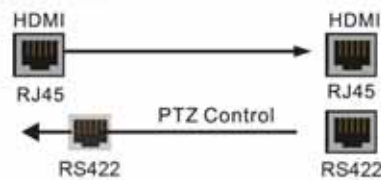
Asystems provides video production products for all size setups. The AV multi-format video switchers provide 8 (AV400HD/AV480HD) or 14 (AV800HD/AV880HD) video inputs, including HDMI/DVI, SDI, YPbPr/VGA and more, as well as up to 5 video outputs. The multi-view monitor output is empowered with up to 10 full frame-rate preview windows assignable from inputs sources, perfect for cuing and monitoring video sources. Catering to everybody from the amateur enthusiast to professional producer, the Asystems AV systems provide Full HD video production tools in robust products.

AV Series Video Switchers

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MC20HD
PTZ HD Camera



AV800HD / AV880HD (Matrix)



AV400HD / AV480HD (Matrix)



MC20RC PTZ Camera Remote Control

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Kentucky Master Models are still constructed to that same standard of excellence today.

Only the finest American spruce and maple are hand-carved and graduated for the tops and backs. Quality features like Deluxe 14:1 reverse gear tuners, a pre-war style ebony bridge and ivoroid binding all reek vintage.

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KM-1000 Master F-Model Mandolin

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Gibson Brands Creates Les Paul Reference Monitors

Gibson Brands continues to honor the roots of Les Paul, who pioneered the solid-body electric guitar and later introduced multitrack recording, with the release of the Gibson Les Paul Reference Monitors.



Combining 200 years of expertise in guitar, studio monitor and home speaker manufacturing, Gibson Brands has created a line of monitors that satisfy the needs of the true audio professionals and music enthusiasts alike. These monitors represent a new level of performance and were made to become the personal reference, whether you are mixing or recording, producing, being an artist or simply listening to your music at home.

The monitors represent superior definition with the iconic Les Paul styling, utilizing superior material, including diamond-like carbon-coated titanium tweeters, non-woven carbon woofers and custom-made amplification to ensure ultra clean transient impulse response and large headroom. The Les Paul Reference Monitors will be available in three different sizes and multiple color variations like cherry, tobacco sunburst and cherry sunburst.

[Gibson \(gibson.com\)](http://gibson.com)



BSS Audio's Wall Controllers Offer System Control, Flexibility

Harman's BSS Audio has debuted its Soundweb Con trio family of wall controllers, designed to provide greater system control and flexibility for a variety of fixed install applications. The Soundweb Con trio wall controller lineup features four models that, in addition to advanced multiple zone control, can easily be employed in a room-combining and

splitting environment. The Soundweb Con trio platform and its two initial products are the first within the Soundweb Con trio family that will ultimately provide enhanced system control capability and audio routing flexibility for a variety of applications.

All Soundweb Con trio products are backward compatible with existing BSS Audio Soundweb London devices, providing the widest and most comprehensive choice of audio processing, distribution and control devices available in a single system solution today.

Con trio wall controllers are powered via PoE (Power over Ethernet) and are compatible with Harman HiQnet products.

[BSS Audio \(bssaudio.com\)](http://bssaudio.com)

Chauvet DJ's GigBAR Provides All-In-One Lightshow Package

A traveling all-in-one lightshow package, Chauvet DJ's GigBAR IRC includes four popular effects that all mount together on one convenient bar: a pair of LED pars, a pair of LED derbies, a red-and-green laser and four LED strobes. This multi-fixture setup is lightweight and comes with its own carrying bags, tripod and wireless footswitch for easy transport and set up.

This collection of effects work together to produce a visual display of variety, color, movement and depth. The backbone of this lighting ensemble are its two RGB par fixtures, powered by 6- by 2.5-watt Tri-Color LEDs, which will wash any stage, performer or dance floor in a glow of dazzling,



smoothly-blended colors. Variance-free, it complies with FDA laser performance standards and is CE and FCC approved for safe, worry-free operation in any venue.

[Chauvet \(chauvetdj.com\)](http://chauvetdj.com)

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The first guitars Bernie Rico crafted to launch B.C. Rich were fine acoustic guitars. Inspired by that lineage we proudly introduce an all new collection of B.C. Rich acoustics.

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RV4e and RV5e standard models are made with Carpathian spruce and offer a crystal clear tone. Standard models come with a volume knob.

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Volume and tone knobs give the player immediate on-stage control.

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RealistAcoustic.com



Stop by the NAMM Member Center in the Convention Center Lobby

Visit the NAMM Member Center in Lobby B/C to get information on benefits, meet with endorsed business service providers, register to win a free year of membership, and learn more about NAMM's Top 100 Dealer Awards.

Learn More About Your Membership

Have a question about NAMM membership or need to update your information? Our team will be available to answer all of your questions.

Meet With the NAMM Foundation

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

Tell Us Why You Belong to NAMM and Win!

Stop by the Member Center and tell us why you belong for a chance to win a free year of membership and to pick up your NAMM member swag.

Enjoy Top 100 Dealer Award Perks

If you're a 2014 Top 100 Dealer Award winner, stop by to pick up a ribbon for your badge! Interested in getting on this prestigious list? Talk with a NAMM staff member to learn more about submitting your store for the 2015 Top 100 Dealer Awards.

Meet with NAMM-Endorsed Business Service Providers

Meet with the association's endorsed service providers at their booths in the NAMM Member Center. These services can save your business money, including:

BGE Financial Corporation NAMM members can offer financing to their local schools for instruments through this program.

Emery & Webb Inc. Musical instrument and business insurance coverage.

Meadowbrook Insurance Group Retail members receive complete coverage on workers' compensation insurance specific to the music products industry.

PartnerShip LLC Discounts on freight and shipping services.

Synchrony Financial (formerly GE Capital) Store-branded consumer financing. Music retailers can offer their customers a private-label, store-branded credit card.

Tempus Inc. Foreign currency and international payment services.

World Pay Merchant credit card and debit processing.

Join us in the NAMM Member Center for these important events!

Intellectual Property Forum
Thursday, January 22
2:30-3:30 p.m.

RMM Forum
Friday, January 23
12:30-1:30 p.m.

Import Export Forum
Friday, January 23
10:30-11:30 a.m.

NAMM YP Event
Friday, January 23
4-6 p.m.



Member Center


Convention Center Lobby, Booth #168
Thursday-Saturday: 10 a.m.-6 p.m.
Sunday: 10 a.m.-4 p.m.

D'Addario Offers New Sizes for Viola Strings

D'Addario's new fractional-sized Kaplan Viola string sets are designed for discerning performers who play to the highest modern standards.

Now in addition to the current long scale for instruments with 16-inch body length and over, Kaplan Viola sets are available in medium scale, which fit instruments 15 to 16 inches in body length and short scale, which fit instruments 14 to 15 inches in body length.

"The Kaplan Viola set released in 2013 has been very popular with top-level players seeking a bold, highly playable string that combines quick bow response and stability, with a rich, powerful tone," said Lyris Hung, D'Addario orchestral product manager. "We have now added the Kaplan Viola Set in medium and short scale, allowing players who use smaller violas to experience this high-performance string for themselves. The Kaplan Viola Set's power, clarity, and easy playability are optimal for smaller instruments, which often benefit greatly from these qualities."

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

Samson Concert 288 Takes Worry Out of Wireless

Samson takes the worry out of wireless with the new Concert 288 dual-channel wireless system. Offering easy set up, flawless operation and premium sound in four unique configurations, the Concert 288 system offers high-performance UHF wireless solutions for multi-user applications.

The dual-channel, frequency-agile Concert 288 wireless system provides a best-in-class 300-foot wireless range and can support the simultaneous operation of up to 24 systems/48 performers (region dependent). The system's rack-mountable CR288 wireless receiver utilizes a true diversity, dual-antenna design to

avoid dropouts. To reduce interference, the CR288 offers 32 selectable frequency options between the two performers. Tone Key technology further prevents stray RF interference from affecting performance.

The CR288 provides fast and easy set up with IR technology that wirelessly matches the operating channels of the transmitters to the receiver, as well as a dual seven-segment LED to monitor the channels. The Concert 288 system is available in four multi-transmitter configurations: Handheld, Pro Combo, All-In-One and Presentation.

 **Samson Technologies (samsontech.com)**




Ibanez Makes Prestige Attainable

Built exclusively in Japan, the Ibanez Prestige guitar line has become known for craftsmanship and playability. For Ibanez players who couldn't afford their object of desire, 2014 was good year, as the line became more affordable.

"Due to production efficiencies and a favorable exchange rate, we were able to bring down price points without sacrificing quality," said Junji Hotta, Hoshino USA electric guitar product manager. "Guitarists are pleasantly surprised by how affordable these extraordinary guitars have become."

For 2015, dealers and players can expect more of the same value. Offered in RG

and S series forms, the company unveiled 11 new variations: hard tail and double-locking edge trem systems, as well as 7- and 8-string models.

 **Ibanez (ibanez.com)**




Numark Unveils Flagship NS7III Controller

Numark has announced NS7III, the premier four-deck controller for Serato DJ.

Featuring three high-resolution color screens and an interactive control surface, the NS7III empowers a kinetic connection between the crowd and the music.

Building upon the NS7II, the NS7III fuses the power of a Serato DJ-managed digital music library with the response of a professional DJ turntable. NS7III further raises the bar with real-time visual feedback of Serato DJ via three vibrant, 4.3-inch

full-color screens. Like Numark's newly minted NV controller, two screens provide moving waveforms, playhead, deck and FX status. A third, central screen gives the DJ a dedicated view of their track library. Now, the DJ can manage all critical performance elements with the source laptop out of sight or closed altogether.

 **Numark (numark.com)**

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Crown Audio Unveils XCL Series Power Amps

Crown Audio has introduced its XCL series XLC2800 and XLC2500 power amplifiers. The new amplifiers incorporate proprietary DriveCore technology for high efficiency with lighter weight.

The XLC2800 and XLC2500 can operate into impedances from 8 ohms to 2 ohms using stereo, parallel or bridged mono outputs. Although extremely powerful, both amplifiers are lightweight and measure only 2U rack spaces high.

Both models feature Harman's proprietary DriveCore amplifier IC chip, which combines the amplifier driver stage into the power output stage along with additional audio-signal functions, yet is about the size of a postage stamp. DriveCore and other exclusive Crown Class D amplifier topologies significantly reduce the amplifiers' size/weight and power consumption requirements while yielding much more energy-efficient operation.

🛒 [Crown Audio \(crownaudio.com\)](http://Crown Audio (crownaudio.com))

Alfred Releases Two Rock Guitar Collections

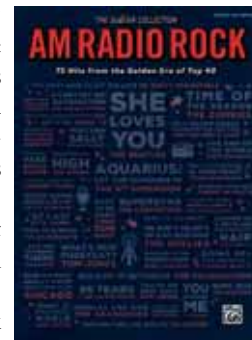
Alfred Music kicks off its new Guitar Collection series with *The Guitar Collection: Classic Rock* and *The Guitar Collection: AM Radio Rock*. Each book in The Guitar Collection series features guitar TAB transcriptions with complete lyrics and song selections for guitarists and musicians of all ages.

The Guitar Collection: Classic Rock contains 44 key songs from the dawn of album-rock radio. Songs compiled in this songbook include: "All Along The Watchtower," "Baba O'Riley," "Black Magic Woman," "Closer To The Heart," "Go Your Own Way"

and many more.

The Guitar Collection: AM Radio Rock contains 75 hit songs, including one-hit wonders and even guilty pleasures from such legendary artists as Patsy Cline, Sam Cooke, The Beatles, The Zombies, The Byrds, John Denver, Tom Jones, Three Dog Night and The Carpenters. Titles include: "Build Me Up Buttercup," "Do You Want To Know A Secret," "I Can See Clearly Now," "(I Can't Get No) Satisfaction" and "Twistin' The Night Away."

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



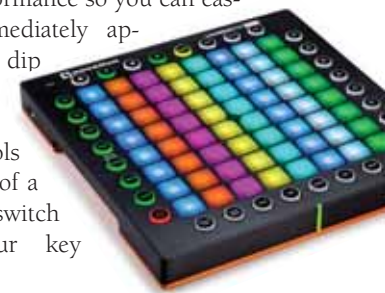
Stay in the Flow With Novation's Launchpad Pro

Since 2009, Launchpad from Novation has been the iconic grid instrument for Ableton Live. Its 8-by-8 grid of pads has become ubiquitous with the recent evolution in the creation of electronic music. Now, Novation takes its innovation one step further with the Launchpad Pro.

The professional grid instrument gives the classic Launchpad a total overhaul. Enhanced with RGB LED feedback and velocity- and pressure-sensitive pads, Launchpad Pro brings limitless expression and creativity to your music. It has also been

specifically designed to keep you focused on your performance so you can easily and immediately apply effects, dip in and out of specific mixer controls at the touch of a button, and switch between four key modes.

🛒 [Novation \(novationmusic.com\)](http://Novation (novationmusic.com))



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Diamond Announces New Signature Guitars

Diamond Guitars, formerly known as DBZ/ Diamond Guitars, has released the new Zoltan Bathory (Five Finger Death Punch) signature guitar models. Diamond Guitars has unveiled two different models of Halcyon ZB, with production models shipping immediately.

The Halcyon ZB models come in two colors with slightly different configurations. The first, the Halcyon ZB-FR Black Moonrise model, is a flamed maple over maple body, maple set neck with ebony fingerboard, 24

fret, 25.5-inch scale length, Floyd Rose bridge and Seymour Duncan Pegasus/Sentient pick-up set, letting players use the thickest string gauge they want but retain clarity and ferocious tonality. The Halcyon ZB-FR Kona Brown model features a flame maple over mahogany body for a completely different and warmer feel, with Mahogany set neck and ebony fingerboard with the aforementioned pickups and hardware configuration.

🛒 **Diamond Guitars (dbzguitars.com)**

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 - Operator may limit or allow access on a per-device basis
 - iPhone control of the record/playback transport controls and programmable user buttons

Android support (coming soon)

TouchMix v2.0 software standard on new TouchMix-16 and TouchMix-8 models and available as a free download at QSC.com for existing TouchMix owners.

For more information, visit us online at QSC.com

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IMS Technologies Gives Part of Tuner Proceeds to Charity

IMS Technologies' Chromatic Character Tuners were the winners of the Best in Show for the "Accessories & Add-Ons" category in their debut at Summer NAMM last July. These clip-on chromatic instruments are packed with intelligent features. The characters include presets for guitar, bass, violin and ukulele as well as a chromatic setting for just about any instrument. The professional series includes upgraded features like a moveable A4 for when you are tuning to an instrument or a track that is not at A440, microphone or vibration tuning options or modal tuning. One model has a built-in metronome.

In addition to helping musicians stay in tune, a portion of the proceeds will go

toward a fund to help cancer patients and their families.

🛒 **IMS Technologies (imstechnologies.net)**



Recording King Releases Harmonella Acoustics

Recording King's Dirty 30's Harmonella guitars are a throwback to the dry, throaty-sounding department-store instruments that have become favorites of blues players and songwriters everywhere.

The Harmonella single 0 and 000 are the first of the Dirty 30's series with tailpieces. Though they're based on vintage instruments, their tone benefits from modern building techniques. Historically,

tailpieces were used on guitars whose tops were reinforced using ladder bracing. These tops delivered a dry sound with very few overtones. Harmonella models are built using traditional x-bracing on the solid spruce top, which, when paired with the tailpiece, delivers vibrant gutbucket blues sound with enhanced overtones.

MAP: \$199.99.

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

Vandoren Introduces V21 Clarinet Reed

Adding another color in the clarinetist's palette, Vandoren has released an all-new clarinet reed cut, the V21.

Named after the century of its introduction, the V21 reed joins the iconic Traditional, V12 and 56 rue Lepic clarinet reeds as another option for clarinetists seeking to personalize their sound. A thick blank, American-cut reed, the V21 lets the clarinetist play with presence and immediate response.

Available for B-flat clarinet only, it comes in sizes 2½, 3, 3½, 3½+, 4, 4½



and 5. "The V21 has a beautiful, singing quality," said Gary Winder, Dansr vice president of sales and marketing. "Its flexibility will make it popular with clarinetists at all levels: students through top professionals."

Early artist trials have been positive, including rave reviews from top players such as John Bruce Yeh of the Chicago Symphony Orchestra and popular international soloist Martin Fröst.

🛒 **DANSR (dansr.com)**

Michael Kelly Lends Custom Design to Acoustics

Michael Kelly has introduced its Triad acoustic guitar series.

The Triad series is Michael Kelly's top-of-the-line collection. Consistent between all four models are the exotic wood three-piece backs, a solid spruce top, flamed okoume sides, zero-endpin bridge, Triad three circle inlay

elements, built-in Fishman active electronics discretely installed within the soundhole, and two additional ports on the side of each model for extra sound dispersion and audibility to the player.

The Triad CE is a classic cutaway body style that features an asymmetric soundhole rosette and natural satin finish for a unique and boutique vibe, while the dreadnought body is finished in a natural gloss.

🛒 **Michael Kelly Guitars (michaelkellyguitars.com)**



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Triad-Orbit's new IO quick-change couplers instantly connect and transform its stands, booms and components into configurable modular stand systems.

Triad articulating stands, Orbit orbital booms, Micro orbital adaptors and T-O Retro components are all interconnected with Triad-Orbit's patent-pending IO quick-change coupler in lieu of threaded connections. This results in the industry's first modular stand system.

The IO coupler body and hex shaft of IO-H mounting heads provides a stable and quick connection without the tedium of threading gear on and off. IO-R couplers retrofit to conventional stands with common mounting threads to provide instant quick-change utility and Triad-Orbit compatibility.

🛒 **Triad-Orbit (triad-orbit.com)**



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IK Multimedia Designs AmpliTube for Android

IK Multimedia has introduced a new mobile-music creation, a professional guitar processing app and digital interface available for Android. AmpliTube and iRig HD-A are now available for the latest Samsung devices running Samsung Professional Audio, like the Samsung Galaxy Note 4, Galaxy Note Edge and more.

Now Samsung users can connect their guitar or bass to their Android device and play with the sound of the most sought-after amplifiers and effects from their smartphone, anytime and anywhere.

AmpliTube simulates the full amplification and effects chain used by musicians to perform both live and in the studio. The new AmpliTube app for Samsung Professional Audio sports a full guitar rig made of up to three stompbox effects, an amplifier, a speaker cabinet and a microphone.

It comes with up to 11 stompbox effects, five amplifiers with five cabinets and two microphones. This lets players emulate virtually any guitar tone, from clean to crunch to metal and everything in between. The entire sonic palette is covered, satisfying the needs of demanding musicians.

The app also offers 15 easy-to-save and -recall presets as well as a digital tuner. It has everything that's needed for guitarists and bass players to play, practice or perform with their new Samsung devices. The app comes in three flavors: full, free and LE.

🛒 **IK Multimedia (ikmultimedia.com)**



Elite Ukes Distinguish Kala

Kala's new Elite U.S. ukulele line is its first range of U.S.-made ukuleles and are all hand built in Kala's custom shop in California.

"People are asking for a U.S. made step-up ukulele and there really aren't a lot of them available," said Michael Upton, Kala president. "We see a real opportunity for expanding the Kala high end offerings. The look, sound, and intonation are a cut above anything else we've ever done."

The Elite line consists of three series of instruments, all available in soprano, concert and tenor sizes for a total of nine models.

The ukuleles include all solid Hawaiian

Koa, Honduras Mahogany neck, ebony and rosewood fingerboards and bridges, bone nut and saddle, custom inlays and appointments, engineered intonation for precise tuning and hand-tuned tops and bracing for optimal tone and volume. The fingerboard spacing of 1 1/2 inches is wider than most ukuleles, which increases the string spacing to give the fingers more room to maneuver.

Kala has developed most of its own tooling and consulted with many of Hawaii's foremost ukulele experts during the evolution of the Kala Elite series.

🛒 **Kala (kalabrand.com)**

Celestion Launches Fullback Guitar Speaker

Celestion recently debuted the 15-inch-diameter G15V-100 Fullback, a new addition to the company's guitar speaker range. With a larger cone delivering an extended low-end response, the Fullback has a bigger, deeper voice. It brings an authentic Celestion sonic signature to a 15-inch guitar speaker, delivering smooth and expressive tones seemingly without effort.

While retaining a classic, harmonically complex and finely detailed mid-range, the larger 15-inch cone of the Fullback shifts this characteristic down a register. Clean sounds are warm and expressive, revealing and enhancing the qualities of the amp and guitar without unnecessary coloration. Overdrive sounds are complex and musical; players can push harder for a weighty, contralto growl with a softer, warmer mid-range.



Incorporating an eight-hole chassis, and featuring a 100-watt power handling capability, the Fullback is for guitar players who are looking for an upgrade to their 15-inch combo, or for an interesting tonal alternative to a 12-inch speaker.

🛒 **Celestion (celestion.com)**

Korg Rolls out Volca Samples

Korg USA has debuted the volca sample, the next entry in the company's series of volca products.

"Volca sample starts with the fun and easy-to-use workflow and layout of the original true-analog trio of volca products, and shifts to internal and user-importable samples for music creation," said James Sajeve, brand manager for Korg products. "Volca sample comes in at the same attractive price point as the rest of the line, and will appeal to both existing volca series owners as well as first-time volca customers looking for the power of PCM."

In addition to the 100 factory samples, users can record, manage and import samples into volca sample via AudioPocket, a dedicated, free iOS app from Korg. Sample information is easily exchanged between an iOS device and volca sample over an 1/8-inch cable.

🛒 **Korg USA (korg.com)**

Zoom's iQ6 Turns iDevices into Quality Recorders

Zoom North America's new iQ6 stereo X/Y microphone allows, compact, high-quality audio recording through an iPhone, iPod Touch or iPad.

The lightweight iQ6 turns any Apple product equipped with a Lightning adapter into a field recorder. The recorder is perfect for podcasting or capturing exceptional audio from concerts, interviews, meetings and lectures.

The iQ6 features two high-quality unidirectional condenser microphones in an X/Y configuration, and are the same elements used in Zoom's H4n Handy Recorder. It also comes with an extended Lightning connector and removable spacer that allow it to be used with most mobile device cases. Also, mic angles can be adjusted between 90 to 120 degrees for more immersive sound.

The iQ6 can be used with most iOS apps that support audio input from an external microphone, including Zoom's free Handy Recorder app, which adds editing capabilities and effects. Handy Recorder also enables uploads to SoundCloud, allowing the iQ6 user to instantly share their creations online.

"The iQ6 gives you amazing sound in a package that's small enough to be slipped into your pocket," said Dan Gallagher, vice president of sales for Zoom North America.

🛒 **Zoom North America (zoom-na.com)**



Randall Releases Thrasher Head

Randall's new Thrasher 50-watt head offers the same crushing sound, high-definition transformers and killer performance as the original Thrasher 120 head but in a smaller, lighter compact form.

Features include: two-channel, four-mode, 50-watt all tube (12AX7/6L6) head with high and low frequency gain controls;

full EQ on channel 1; tone control for clean channel; dual channel tube boost; presence/depth power amp voicing; Class A discrete instrument level loop; heavy-duty metal front/rear grills, corners and edging; tons of gain and aggression; and a two-button LED footswitch.

🛒 **US Music Corp. (usmusiccorp.com)**

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Yamaha Celebrates 40

Yamaha reached its 40th anniversary of manufacturing synthesizers this year, and will explore that rich history at an exhibition showcasing about a dozen of its most rare synthesizers.

Exhibited models include the SY-2, CS30, GS1, DX7 and the rare VP1. Some models will be displayed with the help of special guests and a select few will even be playable.

Yamaha introduced its first synthesizer, the SY-1, in 1974 after decades of research, and the company made musical history in 1983 when the DX7 debuted and helped shape the sound of popular music in the 1980s.

In 2001, Yamaha introduced the Motif

series, which offered great sound, computer integration and the ability to create sophisticated musical performances with ease. For its 40th anniversary, Yamaha released the latest in the series, the Motif XF, with a white finish – the only music production synthesizer on the market available in this color. The model offers a 40th Anniversary Premium Contents Pack, a USB drive with content from vintage Yamaha synthesizers and more than \$1,000 in rebate offers on Yamaha products.

Looking toward the future, earlier this year, Yamaha launched yamahasynth.com, a new community for synthesizer users.

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

THE EVOLUTION CONTINUES

Drummers welcomed the introduction of an innovative gig-friendly cymbal bag. New for 2015, we expand the line.

FAST HAT POCKET
Pack and go without removing your hi-hat clutch.
Patent Pending

EDGE PROTECT
Protects your cymbals from chips and dents with SABIAN's innovative Edge Protect construction.
Patent Pending

HOTTEST SELLERS NOW IN FAUX LEATHER



SabianAccessories.com

SEE THEM ALL AT NAMM BOOTH #3056

Hal Leonard Presents Taylor Swift Folios

Hal Leonard is presenting many matching folios for Taylor Swift's latest release, *1989*, as well as an extensive selection of her back catalog songbooks.

Straying from her country roots, Swift describes *1989* as her first documented official pop album. It was released in late October 2014 and rapidly achieved record-shattering sales. According to *Billboard*, it sold almost 1.3 million copies in its debut week, the largest sales week for an album since 2002, and made Swift the first artist ever to have three



albums top \$1 million in sales in a week.

Hal Leonard's folios feature all 13 songs from the album, including the megahit "Shake It Off," plus "All You Had To Do Was Stay," "Bad Blood," "Blank Space," "How You Get The Girl," "I Know Places," "I Wish You Would," "Out Of The Woods," "Welcome To New York" and more. Hal Leonard will publish PVG, easy piano, big-note piano, guitar recorded versions, easy guitar and

ukulele editions.

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

RCF Introduces EVOX Portable P.A.

EVOX is RCF's answer to satellite-subwoofer or column-style portable speakers. The EVOX system is a compact package designed for easy portability and set up, providing high-powered sound reinforcement performance. The EVOX package is self-contained, with the satellite cabinet fitting into the subwoofer for portability. A pole mount is also included.

The EVOX array design features a constant horizontal directivity coverage of 120 degrees with the vertical array a tight 30 degrees. It has a progressive shape to guarantee a correct listening environment and avoid the high-frequency beaming typical of a straight array.

The system is designed for ease of transport

and storage. When storing, the satellite module slides into the rear of the subwoofer, which also protects the electronics and system connections.

Also included is a three-piece pole, allowing for the satellite to be positioned at different heights dependent on the EVOX positioning and venue configuration.

[RCF \(rcf-usa.com\)](http://RCF.com)



Sensing a Pattern?

Mi-Si is continuing a pattern of true innovation.

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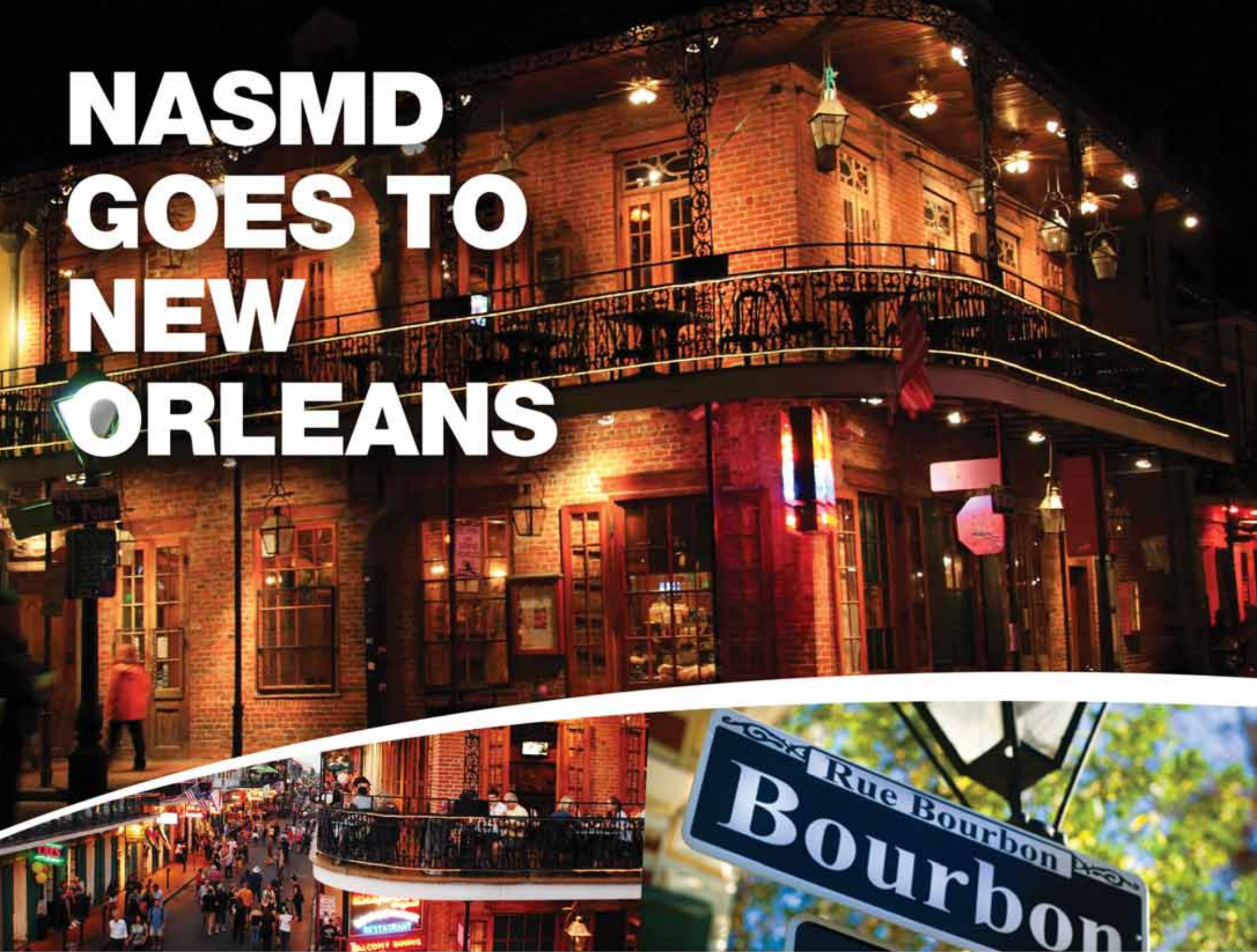


Motif

MiSi
www.mi-si.com



NASMD GOES TO NEW ORLEANS



Join the nation's leading school music retailers and suppliers at the 2015 NASMD Convention at the Hotel Monteleone in heart of New Orleans' French Quarter!

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- Hot-topic discussions like the art of closing sales, how to manage family in a family business and best ideas for road reps
- Focused break-out sessions for owners, managers, road reps, financial gurus and sales professionals
- Keynote speaker Dr. Tim Lautzenheiser
- And, good old Louisiana charm

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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



NASMD
2015 Convention
New Orleans, March 18-21



Inzane Decals Spice up Guitars

Creative design company Inzane Decals announced more than 200 new ways for guitar and bass players to customize their instruments quickly, easily and affordably using a patented two-piece application process.

A 2013 Bain survey of more than 1,000 online shoppers found that while less than 10 percent of guitarists have tried customization options, 25 to 30 percent are interested in doing so. Many music companies including DR Strings, Levy's Leathers and MicFX are

seeing increased sales as musicians customize the look of their instruments and gear to give them a new feel at gigs or just on display at home.

"We're entering a time where the look of your instrument is as important as your sound," said John Gleneicki, CEO of Inzane Decals. "And with our new decal technology, we make it possible to change the look of any instrument as much or as little as the player wants."

🛒 **Inzane Decals (inzanedecals.com)**

Deering Banjo Company Celebrates 40 Years

Deering Banjo Company is celebrating its 40th anniversary as a banjo manufacturer this year, and will have a brief ceremony at its booth Saturday, Jan. 22 at 2 p.m.

Greg Deering, founder of Deering Banjo Company said its "real product is the magic; the magic of the music; the magic of being able to bring joy by playing an instrument. All those jobs [of making a banjo] are so that someone can have the magic of making the music, and it makes what we do special."

Established in 1975 by Greg and Janet Deering in San Diego, Deering have the

broadest line of banjos of any manufacturer in the world and are the number one American manufacturer. Deering originally had only three banjo models, but now sports 129 in a variety of scales and string combinations. Deering employs 48 luthiers and office staff who carry on the legacy of quality American made banjos.

The event at Deering's booth will begin with a musical performance by Harvey Reid and Joyce Andersen. Greg Deering will also speak about the company's history and his thoughts on the future of the banjo.

📄 **Deering (deeringbanjos.com)**



Ibanez Talman Bass Sports Retro Look

Reflecting a classic Ibanez body style, the Talman bass series sports a cool retro look with a sound meant to inspire players of all ages.

The TMB300 delivers a one-two punch by combining a passive P/J pickup configuration with a retro Ibanez body design. Features include a mahogany body, maple neck, standard bridge, bound rosewood fretboard with block inlays and a

tortoise-shell pickguard for a stylish, finished look.

Electronics consist of a custom two-band active EQ with an Ibanez DXP neck pickup and a DJ2 double J bridge pickup for extra punch. A split coil switch provides a single coil option in the bridge position for heightened definition.

🛒 **Ibanez (ibanez.com)**



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HALL B

Hartke HyDrive Series Gets 210 Bass Cabinet

Hartke's HyDrive revolution continues with the high-powered, lightweight HyDrive 210 bass cabinet. The enclosure features two patented HyDrive speakers with rare earth neodymium magnets. Capable of handling 500 watts of power at 8 ohms and weighing less than 35 pounds, the HyDrive 210 is perfect for all practice and performance situations.

Hartke's HyDrive speakers feature a carefully crafted hybrid (half traditional, half aluminum) cone designed to deliver the perfect match of warmth and attack. The use of rare earth neodymium magnets lets the HyDrive speaker shed the typical weight of a bass cabinet and maintain the tight punch that has

defined the Hartke sound. The HyDrive 210 uses a 1-inch titanium compression driver to further help your tone cut through the mix. The HyDrive 210 cabinet features a solid plywood construction with extensive bracing and dado joinery.

[Hartke \(hartke.com\)](http://Hartke (hartke.com))



Waves Audio Offers Codex Wavetable Synth

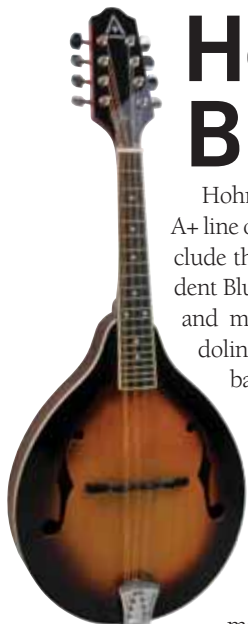
Waves Audio has introduced the Codex Wavetable Synth, a cutting-edge polyphonic synthesizer based on an advanced granular wavetable engine and powered by Waves' Virtual Voltage technology. Designed to create sounds that range from warm acoustic and analog emulations to completely new, never-before-heard intricate and evolving textures, Codex's sound design capabilities put infinite possibilities at your fingertips.

The Waves Codex synth comes with hundreds of original sound presets, but also lets you import your own wavetables and manipulate them as you like. Thanks to its advanced formant control technology, Codex maintains consistent resonance character that is true to the original signal and gives you direct control over the acoustic resonance of the sound. Codex also uses a high-resolution FFT-based automatic interpolation technology that results in extraordinarily smooth morphing as you sweep through wavetables.

The original design of Codex's oscillators, combined with the dynamic visual display of the synth's waveforms, lets you create very complex sounds with very simple settings.

[Waves Audio \(waves.com\)](http://Waves Audio (waves.com))

Hohner Gives A+ to Bluegrass Series



Hohner has expanded the A+ line of student guitars to include the uniquely styled student Bluegrass series of banjos and mandolins. An F mandolin, A mandolin, Travel banjo, Open-back banjo and a Resonator banjo have been added to the A+ lineup.

"The A+ brand was created expressly so that we could highlight the many manufacturing

and design improvements that have been incorporated in the production of these instruments," said Rock Clouser, product manager for stringed instruments. "These refinements produce instruments that have been optimized for maximum playability, featuring stable and reliable quality, improved tactile response and accurate intonation."

"The goal of A+ by Hohner is to provide excellent instruments for a positive enriching learning experience for players of any age and any skill level," said Scott Emmerman, director of marketing and sales.

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

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BIAS Desktop Provides Amp Match Presets

Now some of the most requested artists' amp tones are available as a free download for all BIAS Desktop users. Positive Grid has updated the recently launched guitar amp plug-in with amp matched presets personally created and engineered by artists, such as Mark Holcomb, Ola Englund and other professional recording artists. All these presets were created using the same amp, cab and mic configuration as they use in the studio for album recordings.

The BIAS Desktop update includes several amp matched presets based popular amplifiers and are immediately available on the ToneCloud virtual amp sharing platform.

Using its simple and intuitive interface, users can design their own amp models, use Amp Matching Technology to capture the sound of any tube or solid-state amplifier, and share and download amp models from ToneCloud.

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

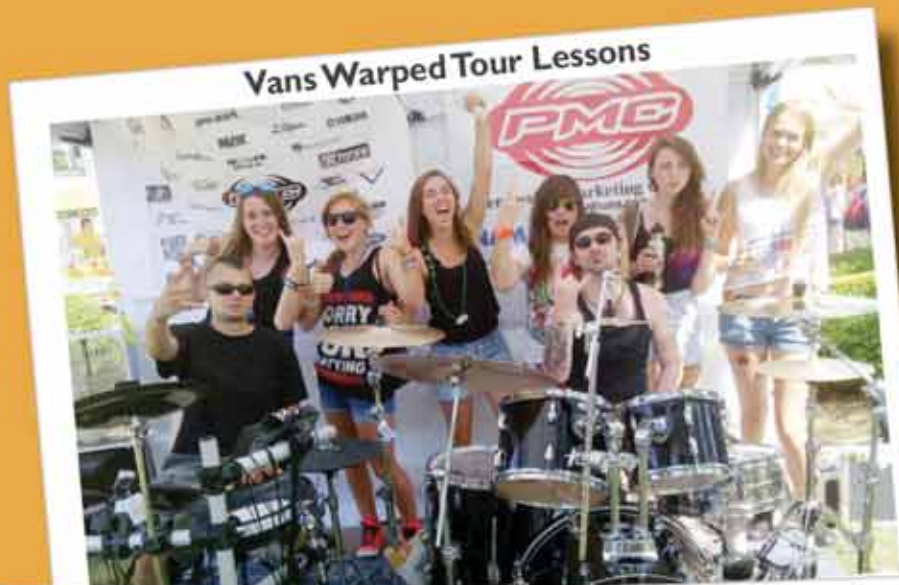
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Creating More Percussion Industry Customers

through these fine programs: Vans Warped Tour Lessons, International Drum Month, Percussion in the Schools, Drums Across America, and Roots of Rhythm



Vans Warped Tour Lessons



International Drum Month



Percussion in the Schools



Drums Across America



Roots of Rhythm

Going to NAMM? Attend our annual meeting to hear more about the 2015 programs and join in the discussion on how to make more players.

2015 PERCUSSION MARKETING COUNCIL MEETING

Open to all Percussion Industry Professionals and Friends of the PMC

Friday, January 23, 8 a.m.–9:45 a.m. (Breakfast Buffet—Doors Open at 7:30 a.m.)

Anaheim Hilton, NAMM FOUNDATION LOUNGE, California Ballrooms A&B, 2nd floor

Join These PMC Members:



The Percussion Marketing Council is a non-profit 501-c corporation dedicated to the advancement, understanding, and enjoyment of drums and percussion.

Percussion Marketing Council | P.O. Box 33252; Cleveland, OH | (440) 582-7006 | www.PlayDrums.com



Thursday
January 22, 2015

Featuring the 2015 TEC Awards!

Get the FREE 2015 NAMM Show App

Trying to find a booth, locate a favorite brand or learn which artists are appearing at the show? By downloading the free NAMM App from your mobile device's app store, you'll have everything you need to navigate your way around The NAMM Show and plan your time around the events and sessions you'd like to attend.

Intellectual Property Forum— Protect Your Brand

Music product creators, innovators, fabricators, business owners and managers are encouraged to attend a panel discussion with U.S. Patent and Trademark attorneys Susan Anthony and Richard Cole on how to protect intellectual property (IP). The forum takes place in the NAMM Member Center, located in the Lobby B/C, today from 2:30 p.m. to 3:30 p.m. NAMM is also hosting intellectual property roundtables in the Member Center on Friday, Saturday, and Sunday from 11 a.m.–12 p.m., where members can discuss specific IP issues with a USPTO attorney.

Meet NAMM's Friends of Music Making

Drop by the NAMM Member Center, located in Lobby B/C, between 4:30 p.m.–5:30 p.m. to meet and learn more about the organizations that share our industry's mission.

Tonight on the NAMM GoPro Stage at the Grand Plaza

Please join us at 5:30 p.m. in the Grand Plaza for a very special **Industry Tribute**, as we remember the music industry professionals we've lost over the past year with a moving video accompanied by live bagpipe music from the Los Angeles Scots Pipe Band.

Following the Industry Tribute, NAMM proudly presents **Trombone Shorty & Orleans Avenue**, the funk/rock/jazz/hip-hop band straight out of New Orleans. Trombone Shorty began playing at age 6, toured with Lenny Kravitz as a teenager and has performed everywhere from *The Tonight Show* to the White House. You won't want to miss this unforgettable night of music!



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Stand by Your Strings

Meisel Accessories has introduced new stands for most stringed instruments, including all guitars, electric bass, violin, viola, ukulele and more.

Meisel stands are made of 25mm aircraft-grade tubular aluminum. The GS76 model is lightweight and when collapsed will

fit many cases and gig bags. Cushioned silicon rubber slip resistant pads assure no finish damage. Height and depth are adjustable, allowing for almost any sized instrument.

Meisel stands are available in black, silver and metallic red.

🛒 [Meisel Accessories \(meiselaccessories.com\)](http://MeiselAccessories.com)

B.C. Rich Launches New Mockingbird

B.C. Rich has unveiled the Mockingbird Contour and Contour X mass-production models.

Although not the first production Mockingbirds to have arched tops, these are the first to approach what was being done in the handcrafted shop. Already being dubbed by insiders as the "sharp arch mock," mass production techniques can now match the deeply beveled arched tops previously only capable by hand. The steep contoured top creates a seductive appeal when combined with the even thinner and lighter body of the production pieces.

The Mockingbird Contour features a mahogany body with either a gloss black or gold top finish. Complementing the 25 5/8-inch mahogany set-neck is a 24-fret rosewood fretboard with a 12-inch radius, classic cloud inlays and the traditional B.C.

Rich three-on-three headstock. The long-set neck design features a contoured all-access neck joint normally only seen on neck-thru designs.

Highlighting the new Contours are the new Hot-Hex B.C. Rich pickups, sonically matched to the new design.

🛒 [BC Rich \(bcrich.com\)](http://BCRich.com)



New Acton Bluetooth Speakers Pack Punch

Named for locations in London that are significant to the history of Marshall Amplification, Marshall Headphones has produced a range of portable music speakers with high-quality audio reproduction and the classic look of Marshall amps.

It might look small, but the Acton is a compact active stereo music speaker that punches well above its weight. Ideal for the kitchen, bedroom or office, the pintsize

Acton can bring music and style to any space.

The Acton produces well-balanced audio with clear midrange and crystal highs, with its powerful bass seeming to defy its compact size.

Inspired by the look of historic Marshall amplifiers, Acton's analog controls give users a classic amplifier feel when setting their sound.

🛒 [US Music Corp. \(usmusiccorp.com\)](http://USMusicCorp.com)



OMG Offers New Vintage Straps

OMG Music's new set of Henry Heller 2-inch Vintage Heavy Cotton Straps contain riveted classic-style leather ends and metal tri-glide hardware. The straps are available in five designs.

🛒 [OMG Music \(omgmusic.com\)](http://OMGMusic.com)

KT Monitor Lets Musicians Feel the Noise

Porter & Davies has launched its new KT Platform, which uses the transmission of sound by Kinetic Transfer (KT) to enable musicians to feel and hear their playing internally, instead of relying on traditional audio methods.

Bass players, DJs, guitarists, stand-up keyboard players and percussionists can use the KT. The platform gives a full and faithful transfer of the sound through bone conduction. There is no time lag with the KT, and all notes are authentically transmitted, including harmonics.

With the KT Platform you can choose to monitor just your instrument, or take a mix



from the monitor board and lock into it.

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



Sabian Bags Get Throwback Look

Sabian Performance Accessories has introduced a new line of bags featuring the unique look of high-end vintage bags but with the durability and scratch resistance of premium vinyl. This new faux leather will be implemented on some of Sabian's most popular bags, including the Fast 22 and a new version of the Pro bag, the Pro 24. Both bags also include the Fast Hat Pocket, allowing for a quick set up and tear down.

This new line also includes a classic cymbal bag and a stick bag. The Classic 24 bag holds cymbals up to 24 inches, making it suitable for carrying larger rides.

🛒 **Sabian** (sabian.com)



Yamaha Expands Abe Marimba Mallet Line

Yamaha has introduced the MKAW series of Keiko Abe signature marimba mallets. Designed with input from Abe, a renowned Yamaha marimba artist, the MKAW series features birch shafts. The MKA series of Keiko Abe signature marimba mallets, which will still be available, is constructed with rattan shafts. The yarn wound heads of both series consist of the same material.

Yamaha draws on its extensive experience of selecting fine wood for musical instruments to create the MKAW series of marimba mallets. Birch handles are lighter in

weight than rattan, and many players prefer the material for its combination of firmness and durability.

The Keiko Abe signature series features nine different degrees of soft to hard mallets that make it easy for artists to select a voiced set of four for any musical situation. The hard mallets are heavy and create a full sound from the upper range of the marimba, while the bass mallets pull the fundamental resonance out of the instrument's lower range.

🛒 **Yamaha** (usa.yamaha.com)

String Swing Keeps Headphones in Reach

String Swing's new desktop headphone stand keeps headphones within easy reach when working in a studio.

Its lightweight yet sturdy design has a padded rest. The desktop headphone stand is affordable and looks great for store or collection displays.

🛒 **String Swing** (stringswing.com)



NAMM | U

Thursday
January 22, 2015

Featuring the 2015 TEC Awards!

This Morning's NAMM U Breakfast Session

Breakfast of Champions

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

Session: 8:30 a.m.–9:30 a.m.

Pacific Ballrooms, Hilton Anaheim Hotel

What products and trends are driving the industry? How can you use them to grow your business—and stay relevant in 2015? NAMM President and CEO Joe Lamond will address these questions and more during this must-attend Breakfast Session. In a series of up-close interviews, he'll explore areas of market growth and introduce you to the leaders behind these developments.

Today's H.O.T. Zone Keynote

Dave Pensado and Herb Trawick

11 a.m., The Forum on Level 2 (203 A-B)

Dave Pensado and Herb Trawick kick off this year's H.O.T. Zone festivities. In their ultra-popular online TV program, *Pensado's Place*, revered recording giant Dave and visionary manager Herb discuss a never-ending stream of essential topics about recording and the music business. Pensado's work has been heard on a wide variety of artist recordings, including those by Beyonce, Justin Timberlake and Elton John. Trawick has worked with artists such as Robin Thicke, Brian McKnight and Tyrese.

NAMM Idea Center Spotlight

How to Relate to and Motivate the Next Generation of Employees

2 p.m., NAMM Idea Center, Booth #5501

Millennials—people 18 to 33 years old—are one of the most misunderstood generations, and yet they hold the keys to the success of our retail businesses. By 2025, Millennials will make up 75% of our workforce. Join C.J. Averwater, vice president of Amro Music and part of a fourth-generation family business, as he shows you how to attract, motivate and unleash Millennial employees and their talent.



Check out the entire schedule of NAMM U and H.O.T. Zone sessions on the NAMM app, available for download from your mobile device's app store, or visit namm.org/thenammshow.

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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.

Interfacio provides a unique, industry-expert search and selection service. We have a proven record of finding and placing carefully selected and high-calibre individuals. Contact us [here at the show](#) to find out more about how we can help you.

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Due to extensive growth over the past 3 years, CAD Audio is seeking experienced and aggressive MI, Commercial Install and CE independent manufacturer reps.

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NAMM Booth 6531, Hall A.



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NS Design, manufacturer of Ned Steinberger's groundbreaking RADIUS headless electric bass guitar and a successful series of professional level electric violins, violas, cellos and upright 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.

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DANSR, INC., U.S. IMPORTER OF VANDOREN PRODUCTS AND NORTH AMERICAN IMPORTER OF DENIS WICK PRODUCTS IS SEARCHING FOR THE NEXT GREAT DIRECTOR OF MARKETING.

JOB DESCRIPTION – DIRECTOR OF MARKETING

Our new Director of Marketing will plan, lead, and execute marketing initiatives to drive revenue and market awareness. In this role, you'll rely on your excellent creative skills as well as your ability to effectively plan product launches while you develop clear, concise, and compelling messages across multiple consumer touch points. You'll also lead the development and implementation of the annual marketing plan in collaboration with senior management and other stakeholders. Working collaboratively, you'll partner with product management, product development, and sales to launch and support our products, build awareness, generate leads, drive to the ecommerce websites, and project a positive, cohesive brand image.

SCOPE OF RESPONSIBILITIES:

- Build a strong and cohesive team through coaching, development, motivation, and empowerment. Drive performance through alignment of goals, ongoing feedback, cross-training, and periodic appraisal.
- Collaborate with senior management, Marketing team members, Sales, and Product Development in the development and execution of the annual marketing plan and budget.
- Direct the creation and implementation of all marketing programs, promotions, and campaigns including traditional and non-traditional/digital media, SEM/SEO, social media, and web marketing.
- Plan and manage development and production of marketing materials, ensuring accuracy, brand identity, and message consistency.
- Drive demand, revenue, and profit margins in accordance with company targets; monitor, review, and report on all marketing activity and results. Leverage trends and analytics to drive strategic marketing and prioritization.
- Manage customer databases, develop and implement customer acquisition and retention strategies; create initiatives to generate successful prospects and assist in converting prospects into customers; support list acquisitions and identify process improvements.
- Serve as a subject matter/domain area expert on multiple projects, simultaneously driving brand integration and message consistency across all consumer touch points.
- Conduct market research as necessary to understand and leverage market trends, understand customer needs and identify market requirements for existing and future products.
- Design and manage national trade shows.
- Manage the execution of multiple public contact events (trade shows, clinics, etc.).
- Manage extensive artist relations program and staff.

Job Requirement

- Bachelor's Degree in Marketing, Business, or related field. Master's Degree preferred.
- 5-7 years marketing experience.
- Direct employee management/supervision experience.
- Proficient in Microsoft Office and Adobe Creative Cloud products.
- Great leadership skills including the ability to lead and collaborate with cross-functional teams.
- Ability to implement tactically while driving strategy and leading the team.
- Ability to drive ideas from concept to completion through superior organizational, project management, and team leadership skills.

Ideal attributes:

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- Extremely adaptable to change.
- Analytical problem solver with ROI in mind.

Compensation is negotiable based on experience. Health care and a generous 401K plan is provided. Please send a resume and cover letter outlining why you are the next great Director of Marketing to [Gregg Grieme \(Gregg@dansr.com\)](mailto:Gregg@dansr.com)

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Ampeg **MACKIE**

Director of Sales – APAC

The Director of Sales, APAC will play a key role in achieving the business objectives of the brands by closely monitoring performance of the APAC distributor network, by seeking out opportunities in the region and by applying the resources necessary to achieve them. We are looking for a sales executive who will sustain the growth and market share by ensuring our distribution partners throughout the region participate in marketing, training, tradeshow and product launches, and other activities, using available LOUD MG resources.

ESSENTIAL FUNCTIONS AND MAJOR RESPONSIBILITIES

- Reporting to the Vice President of Worldwide Sales, the APAC Sales Director has direct selling responsibility for Mackie and Ampeg brands
- Work with long standing distributor partners, while also forming new partnerships where appropriate
- Focus on developing and sustaining profitable value propositions and business requirements for the brands
- Ensure that MG's sales & marketing requirements are being adequately utilized by distributors in the region and provide samples of regional or international marketing to LOUD
- Manage one APAC product specialist, and set priorities for distributor and dealer training in distributor markets
- This position is based in the region and will require consistent international travel

ADDITIONAL SKILLS REQUIRED

- Cultural awareness and ability to effectively communicate with distributors in the region
- Generate and distribute performance reports
- Represent the "face" of the brand in the region through extensive contact (face-to-face, email, telephone, Skype, etc.) with sales partners, dealers, and team members
- Participate in public speaking events and deliver sales related presentations

EDUCATION AND EXPERIENCE

- BA/BS or equivalent. 10+ years of industry experience: MI and /or pro-audio

IMPORTANT: Please submit your resume to: LOUDOpportunities@loudtechinc.com. Be sure to add the accompanying job title in the Subject line. Mailed or faxed resumes will not be considered.

 LOUD Technologies Inc.



Drummers' Options

Innovative Percussion has unveiled several new products. A few of them include:

The BR-CW Chad Wackerman Paintbrush boasts a red hickory wooden handle. This retractable medium-gauge wire brush features a soft rubber sleeve near the brush fan and a strip of felt surrounding the butt end.

The KDB-1 Chris McHugh kick-drum beater has a solid core that enhances low-end frequencies. The yarn wrap cuts down attack and high-end frequencies.


Designed for famed rock drummer Jimmy DeGrasso, the JD-1 is similar in length and diameter to the company's IP-L5BL, but is built with a thicker collar and an acorn tip. It is suited for heavy playing.

The MG-1 reverse teardrop bead is designed for Marcus Gilmore, drummer for Chick Corea. This stick is between a 7A and 5A, but features a unique reverse teardrop bead, which creates a bright, articulate sound.

The NZ-1 is a jewel tip with integrated taper and no visible collar, designed for Nir Z, a Nashville-based studio drummer.

The Pedro Carneiro series marimba mallets are built with heavy synthetic cores specific to each model and its intended sound.

New to the Sandi Rennick series is the IP400 2.5 medium-hard marimba mallet, which produces a more focused sound.

 **Innovative Percussion**
(innovativepercussion.com)


iZotope Ozone 6 Enables Creative Mastering

The latest version of iZotope's line of mastering software, Ozone 6, is a creative mastering platform that enables both project studio producers and mastering engineers to add a final level of professional polish to their mix.

The modern new workflow is centered around creativity. A fully redesigned interface and real-time visual feedback in every module assist users in creating masters with ease.

Ozone 6 takes the guesswork and the manual labor out of the mastering process, helping users experiment without fear of making the wrong sonic choices. Using Ozone's presets as a starting point, pros and newcomers alike can immediately achieve authentic sounds in any genre. Ozone also produces great sound, providing the warmth

and character of analog sound without the restrictions of hardware. For professional users, the advanced version's Dynamic EQ module lives and breathes with your music, harnessing the precision of an equalizer.

 **iZotope (izotope.com)**



MXL Makes Moves With Mini Microphone Mixer

The new MM-4000 Mini Mixer + portable audio mixer from MXL

Microphones for mobile phones, tablets, DSLRs and computers can record audio to a device using up to four electret microphones simultaneously, turning four analog inputs into one analog or digital output.

On one side, the Mini Mixer + outputs



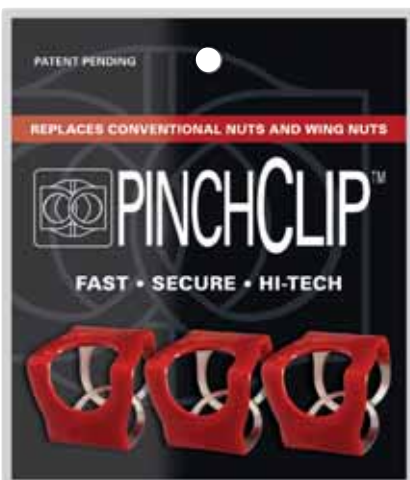
analog through a TRRS jack. This lets the mixer output to any mobile device. The included TRRS cable

has the smallest available footprint in order to work with accessory cases. On the other side, the Mini

Mixer + has a digital out-

put that allows it to work with the iPhone or iPad using Apple's camera adapter.

 **MXL Microphones (mxlmics.com)**



PinchClip Available in 3-Packs

PinchClip is a new drum accessory that replaces wingnuts on cymbal stands and hi-hats. It is now available in a reusable Ziploc bag that contains three clips and comes in a choice of black or red. The packaging also features information on how to use the PinchClips and serves as a way to protect and store the devices when not in use.

PinchClip is a stainless-steel flange that makes setting up and packing up faster. It solves the problem of looking for dropped wingnuts on dark stages.

 **PinchClip (pinch-clip.com)**

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www.dpamicrophones.com/dvote

APPEARANCES

THURSDAY, JANUARY 22, 2015

10:00 A.M.

Wena Velasco performs.

Cleartone Strings
Booth 4750

10:30 A.M.

Lisa Litman performs.

(also at 1:00 p.m. and 3:00 p.m.)
Chronos Drums
Booth 2463

Syu performs.

ESP Guitars
Demo Room 213D

Steve McNally performs.

Korg USA
Booth 6440

Jeff Driskill performs.

DANSR
Booth 3112

11:00 A.M.



Martin Taylor

Martin Taylor

Onboard Research Corporation
Booth 4131

Kapali Long

Cleartone Strings
Booth 4750

Cooper Carter

Mission Engineering
Booth 2793

Rachel Flowers

Nord
Booth 6464

Dan Lawson

King Blossom Guitars
Booth 1383

Alex Calder

Slidewinder
Booth 1041

Signing with dUg Pinnick

(also at 3:00 p.m.)

Tech 21

Booth 5982

John Souki

(also at 4:00 p.m.)
Vision Musical Instruments
Booth 1501

11:30 P.M.

Frank Bello

ESP Guitars
Demo Room 213D

Demonstration by Josh Snow

Mojotone
Booth 4599

Chris Martirano

(also at 3:30 p.m.)
Kurzweil
Booth 6464

12:00 P.M.

Ethan Brosh

ISP Technologies
Booth 5863

Robie Botos

Nord
Booth 6464

Leftover Cuties

QSC Audio
Booth 6752

James Patrick

Rane Corporation
Booth 6528

12:30 P.M.



Adrian Legg

Adrian Legg performs.

Korg USA
Booth 6440

Jon Moody

GHS Strings
Booth 4682

Arielle Peri performs.

Cleartone Strings
Booth 4750

Levin Brothers perform.

(also at 3:30 p.m.)

NS Design
Booth 5860

1:00 P.M.



Alex Skolnick

Alex Skolnick performs.

ESP Guitars
Demo Room 213D

Tomo Fujita

Eminence Speaker
Booth 4334

RJ Kaneao

McCaffrey Audio
Booth 2594

Xander Demos

Mission Engineering
Booth 2594

Francis Buckley

Softube
Booth 6809

Robbie Gennett

Nord
Booth 6464

David Arkenstone

(also at 2:00 p.m. and 3:00 p.m.)
Spaceharp Corporation
Booth 2393

1:30 P.M.

Giorgio Mongelli

ISP Technologies
Booth 5863

Toshi Hiketa

Korg USA
Booth 6440

Dave DePonte

GHS Strings
Booth 4682

Cody Garrett

Kurzweil

Booth 6464

2:00 P.M.

Signing with Corey Feldman

Cleartone Strings
Booth 4750

Wouter Jaspers

KOMA Elektronik
Booth 6990

Seth

Korg USA
Booth 6440

Farnell Newton

DANSR
Booth 3112

DJ Big Wiz

Rane Corporation
Booth 6528

Jackson Mumford and Logan

Campbell
Rock and Roll High Guitars
Booth 1079



Omar Hakim

Omar Hakim

QSC Audio
Booth 6752

2:30 P.M.

Fred Brum

GHS Strings
Booth 4682

Myron McKinley

Viscount International
Booth 4812

SHEL

Kurzweil
Booth 6464

Jerry Donahue

Korg USA
Booth 6440

3:00 P.M.



Paul Reed Smith

Demonstration by Paul Reed Smith

Paul Reed Smith Guitars
Demo Room 210AB

Demonstration by Pennal Johnson
Eminence Speaker

Booth 4334

George Lynch performs.

ESP Guitars
Demo Room 213D

Cory Henry performs.

Korg USA
Booth 6440

Dani Poppitt

AMV Sales & Consultation

Booth 4706

Roy Kariok
Toneville Amps
Booth 2594

Isamu McGregor
Nord
Booth 6464

3:30 P.M.

Bill Hudson performs with Dave Ellefson.
Cleartone Strings
Booth 4750

Richie Owens
GHS Strings
Booth 4682

4:00 P.M.

Eric Gales
Eminence Speaker
Booth 4334

Jonah Wei-Haas
Nord
Booth 6464

Jordan Rudess performs with OrKeystra.
Korg USA
Booth 6440

Demonstration by Eddie Van

Haddad
Mojotone
Booth 4599



Jody Espina

Demonstration by Jody Espina

JodyJazz
Booth 3317

Mike Relm
Rane Corporation
Booth 6528

Signing with David Ellefson
Rock-N-Roll GangStar
Booth 4398

Koen Heldens
Softube
Booth 6809

4:30 P.M.

Ulrich Ellison
GHS Strings
Booth 4682

Victoria Theodore
Kurzweil
Booth 6464

5:00 P.M.

Gregg Bissonette
Dixon Drums and Hardware
Booth 4000

6:00 P.M.

Lynyrd Skynyrd, Blue Öyster Cult perform.

Peavey
Hilton California Ballroom

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SCHEDULE

THURSDAY, January 22, 2015

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.

CONTINUED FROM PAGE 118

Join CJ Averwater, vice president of Amro Music, as he shows you how to interact with, attract and motivate misunderstood Millennials, the generation holding the keys to the successful future of your retail business.

2:30 P.M. Boost Your Lesson Sign-ups — and Keep the Students You Have *Liane Rockley, Rockley Music*

Learn how to increase your lesson program sign-ups while keeping the students you already have with this practical session led by Liane Rockley, vice president of Rockley Music.

3:00 P.M. 5 Ways to Turn Your Repair Department Into a Profit Center *Robert Christie, A & G Central Music*

Is your repair department dragging down your bottom line? Join Robert Christie, owner of A & G Central Music, to find out how to take your repair department from a profit drain to a profit center. Christie will share five simple steps he's taken to change the way his store handles repairs that have made a difference to his business. Get ideas you can apply in your shop, and don't miss this opportunity to boost your bottom line.

3:30 P.M. Make More Money With Your iPad *Joe Dorsey, Hoggtowne Music*

Your iPad can be easily turned into a money-making mobile POS machine, and Joe Dorsey of Hoggtowne Music will show you how. He's used his iPad at rental nights, band camps and mobile booths to process more than 100 transactions in just over an hour — by himself. He's also used the iPad for simple, fast in-store checkout. He'll walk you through everything you need to get started, including hardware, the right apps and how to get connected online.

4:00 P.M. Music Lessons: How to Compete Against Your New Competitors *Menzie Pittman, Contemporary Music Center*

Join Menzie Pittman, founder of Contemporary Music Center, as he reveals how music retailers with in-store teachers can distinguish their music lessons from a wealth of competition and distractions.

4:30 P.M. Take the Stress Out of Your Financial Operations *Lori Supinie, Sensene Music*

Join Lori Supinie, president of Sensene Music, as she offers 10 simple financial tips that will help you make better decisions and give you financial peace of mind. Find out how to keep your music store in the black, create a fiscally minded staff, prevent employee theft and more.



5:00 P.M. OK, I Have a Website. Now How Do I Get It to Work for Me? *Gordon O'Hara & Bee Bantug, Retail Up!*

During this session, Gordon O'Hara and Bee Bantug of Retail Up! will explain how to get the most out of your current website and social media presence. Learn to create a plan to promote and manage your site while increasing efficiency, productivity and profitability.

6:00 P.M. Trombone Shorty & Orleans Avenue NAMM GoPro Stage on the Grand Plaza

The world famous trombone and trumpet player from New Orleans will be headlining the stage during NAMM's first night.

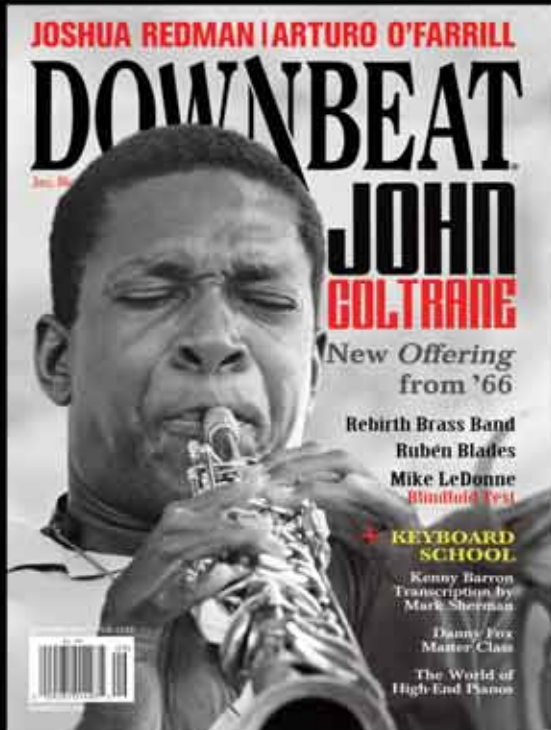
6:00 P.M. Peavey's 50th Anniversary Celebration

Hilton Anaheim, California Ballroom
Celebrate the iconic brand's 50th anniversary

with performances by Lynyrd Skynyrd, Blue Öyster Cult and more. The event is open to the public with a NAMM badge required for entrance.

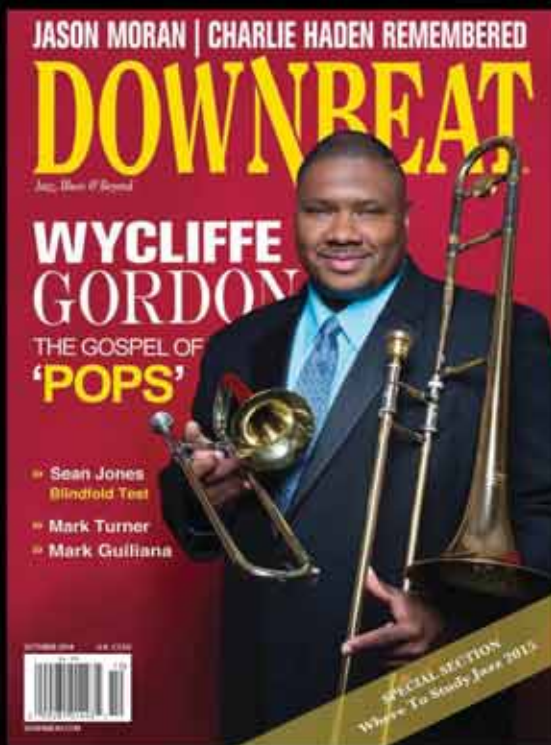
7:00 P.M. 6th Annual Night of Worship @ NAMM

Hilton Hotel Pacific Ballroom
Join show-goers for an evening of inspirational music. Admission is free. No NAMM badges are required.



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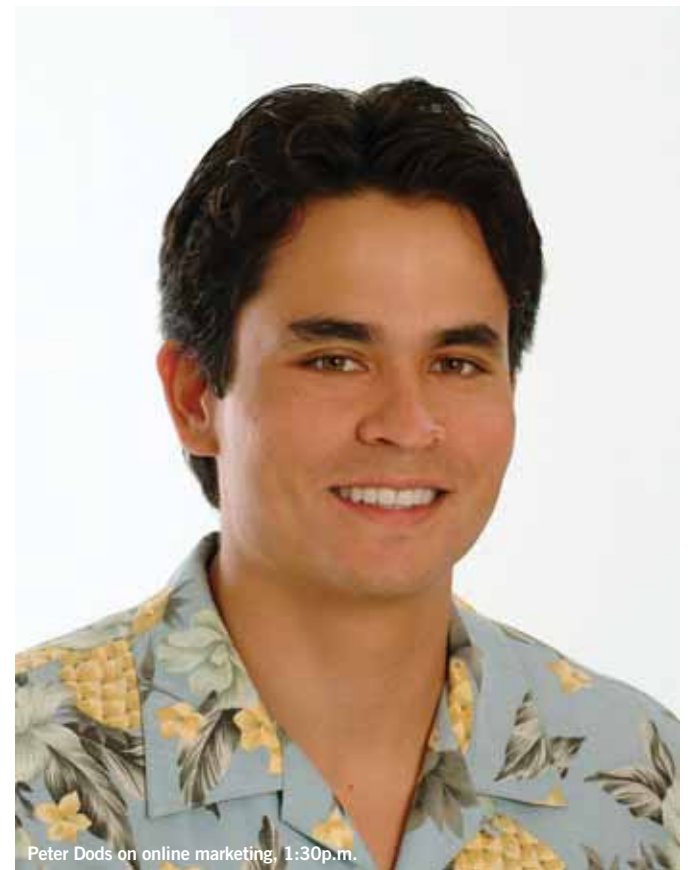
SCHEDULE

THURSDAY, January 22, 2015

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.



Breakfast of Champions, 8:30a.m.



Peter Dods on online marketing, 1:30p.m.

BREAKFAST SESSION

8:30 A.M. – 9:30 A.M.

Breakfast of Champions

Moderator: Joe Lamond, President and CEO of NAMM

Hilton Anaheim Hotel, Pacific Ballrooms

Kick off The NAMM Show with this insider's look at trends and products certain to shape your business and drive the industry in the new year. Join Lamond as he introduces the leaders behind developments that will help you grow your business and stay relevant in 2015. Free breakfast served from 8-8:30 a.m. on a first-come, first-served basis.

10:30 A.M.

The Hitchhiker's Guide to the Facebook Galaxy

Cris Behrens, Summerhays Music Center

Want more Facebook "likes," "shares" and overall traffic? Cris Behrens, sales, marketing and store manager for Summerhays Music Center, wears multiple hats at his store, and will pass on tips that don't require a lot of time or money. Discover how to create an effective Facebook ad, partner with local radio stations to get new "likes," make sense of the boosted posts feature and more.

11:00 A.M.

10 Ways to Increase Your Sales With eBay

Jim DeStafney, Blues Angel Music; Sierra Williams, eBay

Blues Angel Music co-owner Jim DeStafney and eBay Facilitator Sierra Williams will reveal their 10 best tips for getting more eBay sales and profits. Walk away with proven ideas for selling used and new gear on the site, eBay store layout tactics, tips for photography and item descriptions, and customer service guidelines that can optimize your business. This is a can't-miss session



Gordon O'Hara on getting the most of your website, 5 p.m.

for anyone selling or thinking about selling on eBay.

11:30 A.M.

Love the Mess — Grow Your Business by Embracing Your Challenges

Brian Parsley, Business trainer

Join business trainer Brian Parsley as he shows you how to create more engaged and willing employees. He will also provide three simple steps to boost sales and customer loyalty, and also how to find deeper meaning in your work.

12:00 P.M.

How to Turn Your Aging Inventory Into Cash

Bob Popyk, sales expert; Alan Friedman, Friedman Kannenberg & Co.

Join sales expert Bob Popyk and music retail financial guru and partner at Friedman, Kannenberg & Co. Alan Friedman for this session that focuses on practical ideas to move obsolete and dated merchandise out the door.

12:30 P.M.

5 Things You Must Know About Instagram

Ben Blakesley, Social media expert & author

Ben Blakesley, social media expert and author, explains how to use Instagram to connect with your audience and grow your retail business.

1:00 P.M.

Take Your Lesson Program From Break-Even to Breakthrough

Donovan Bankhead, Springfield Music

Donovan Bankhead of Springfield Music walks you through proven strategies and tactics to



Alan Friedman on moving dated inventory, 12:00 p.m.

create a sustainable music lesson program that customers will clamor for.

1:30 P.M.

New Ways to Market Your Store Online

Peter Dods, Easy Music Center

Peter Dods of Easy Music Center reveals his most successful Internet marketing tactics. From advice on Facebook ads to niche social media outlets, Peter shares his best practices for using the Internet to rapidly grow your business.

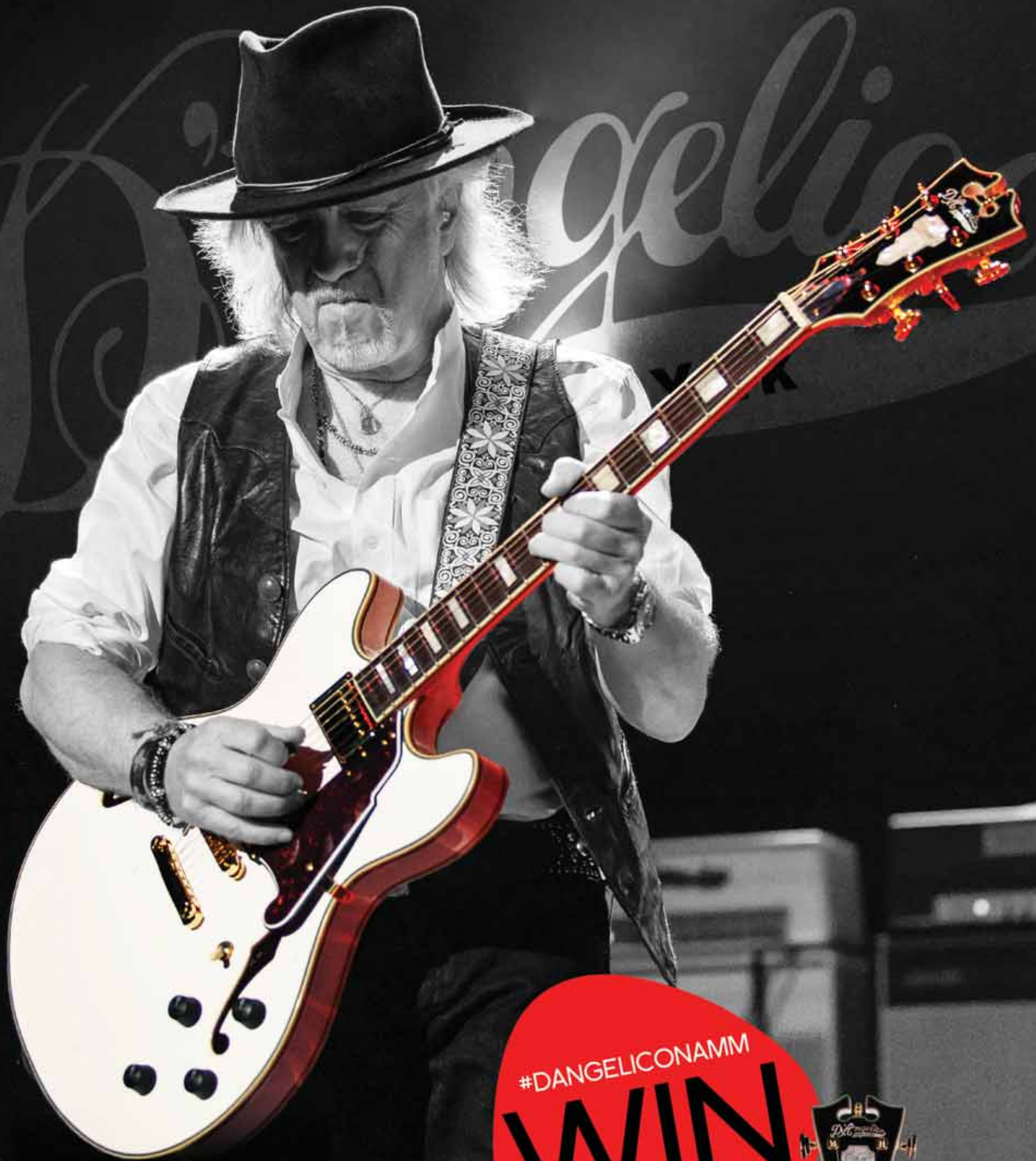
2:00 P.M.

How to Relate to and Motivate the Next Generation of Employees

CJ Averwater, Amro Music

CONTINUED ON PAGE 116

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