

The Official **NAMM** Show Publication

UpBeat

DAILY



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Get Social!

If you find yourself scrolling through Facebook, Twitter or Instagram today, try looking up. At The NAMM Show, we have a once-a-year opportunity to exercise our strongest social network — face-to-face meetings! It's the family reunion of the musical products industry, and it's off to a fast start. Here are a few folks getting social in Anaheim.



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1. D'Angelico CEO Brenden Cohen holds the SD-300 (left) and the EX-SS Custom Shop Art Deco (right). 2. CE Distribution Vice President of Sales and Marketing Orin Portnoy (left), Yvonne Campanella and Vice President Brian Campanella at the company's booth yesterday morning. CE Distribution is promoting a new stand-alone, tube-driven spring reverb unit called The Wave. 3. Backun's Jeremy Backun, Morrie Backun and Joel Jaffe highlight some of the company's new instruments at their booth, including

the Protégé Intermediate (Step-Up) Clarinets. 4. Dave Lewis and David Spurlock of Kluson Tuners showcase the new Revolution Tuners at their booth on Wednesday morning. 5. Chris Martin of Martin Guitars showed off the D-35 Brazilian 50th anniversary model at the booth yesterday morning. The D-35 was first created in 1965 and has become one of Martin's most popular models. 6. Blue Mics' John Maier, Tommy Edwards and Adam Castillo hang out at the vinyl bar at the Blue Mics' booth.



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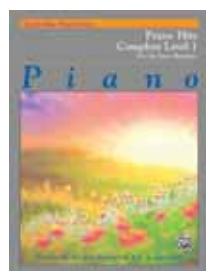
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BREAKFAST SESSION



Join marketing guru Joe Pulizzi at this morning's Breakfast Session and find out how to win more customers by marketing less!

Epic Marketing!
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Alfred Adds Praise
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Samson's Portable Control
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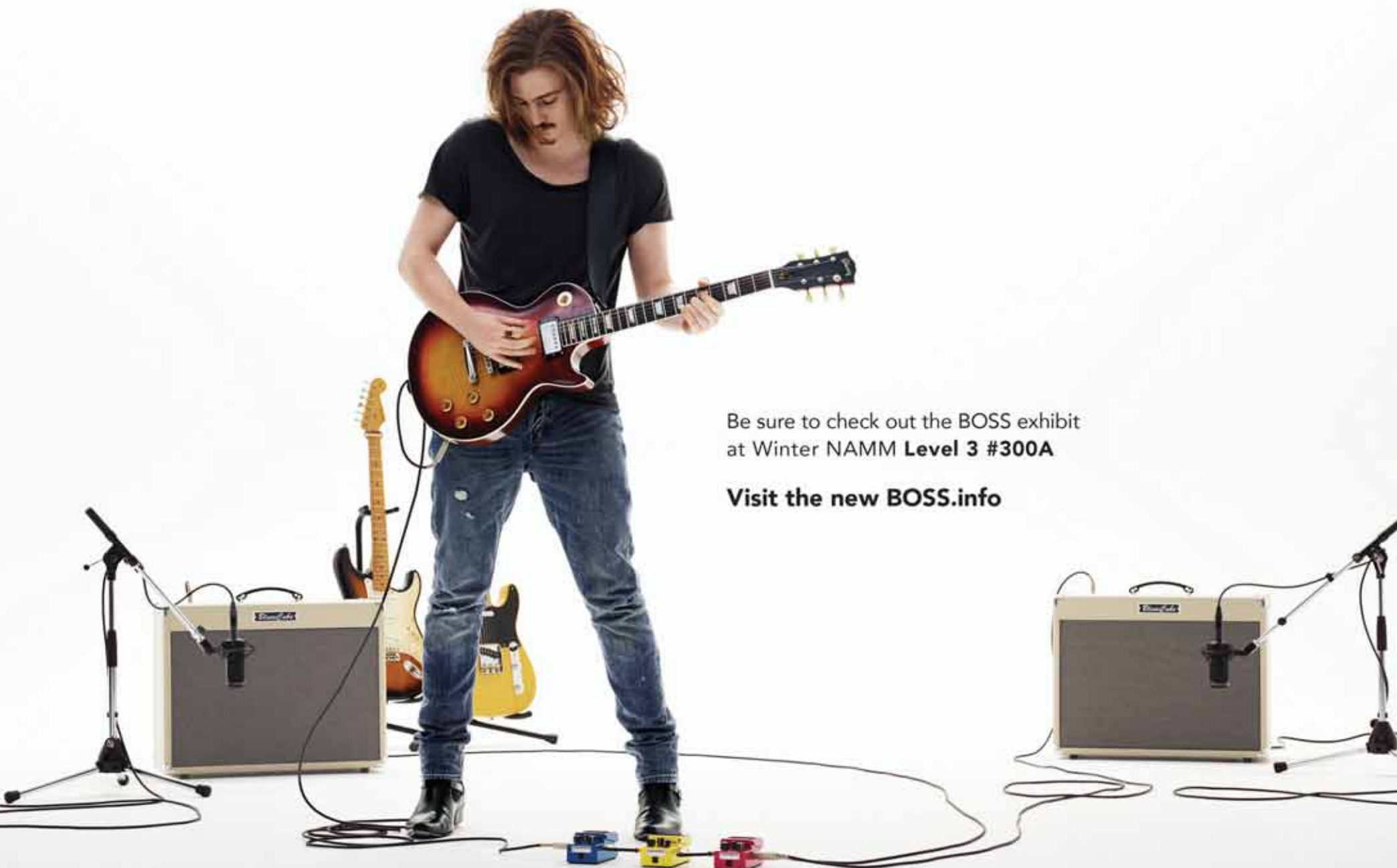


Levy's Subtle Inspiration
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BREAKTHROUGH

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.

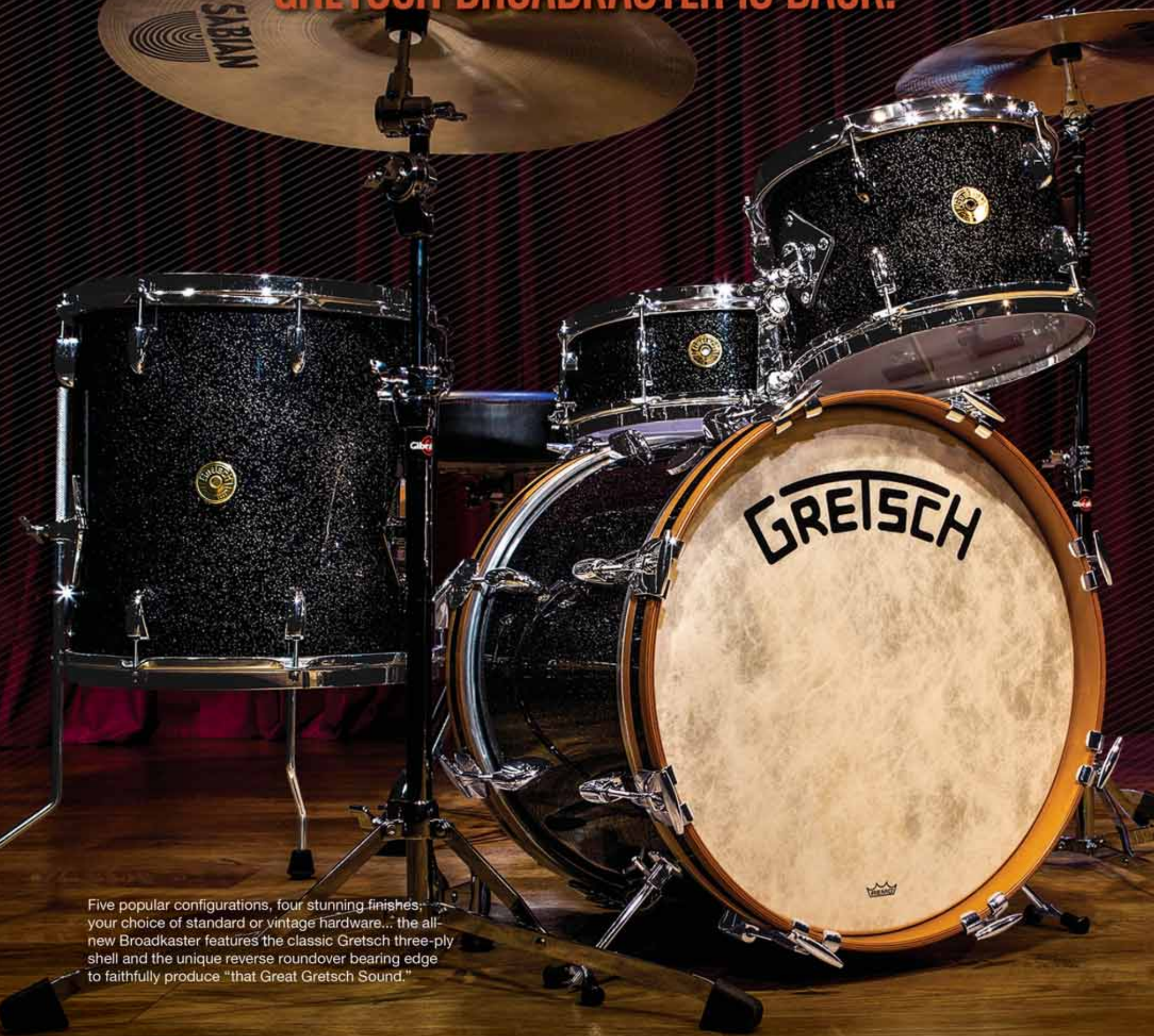


Be sure to check out the BOSS exhibit
at Winter NAMM **Level 3 #300A**

Visit the new BOSS.info

THE RETURN OF A TIMELESS CLASSIC

GRETSCH BROADCASTER IS BACK.



Five popular configurations, four stunning finishes, your choice of standard or vintage hardware... the all-new Broadcaster features the classic Gretsch three-ply shell and the unique reverse roundover bearing edge to faithfully produce "that Great Gretsch Sound."



GRETSCH. THE GREAT AMERICAN DRUM SET.
gretschdrums.com/broadcaster



KHS America Director of Marketing Michael Robinson and drummer John Emrich showcase the NFUZZ Audio products on the show floor Thursday.

KHS Launches NFUZZ Audio

KHS America unveiled NFUZZ Audio, a new brand of electronic musical instruments and performance tools, on the show floor Thursday.

KHS America Director of Marketing Michael Robinson and e-drum developer John Emrich demonstrated the features of the NSPIRE series, which provide the player with an experience that combines the versatility of electronic drums with the size and feel of an acoustic drum set.

NFUZZ Audio harnesses the power of

BFD, the market-leading VST (virtual studio technology) drum sampling software.

Robinson spotlighted the sizes of the trigger pads as a major benefit. "All of these pads are 'real' sizes," Robinson said. "One of the problems with electronic drums up until this point [has been] that you're playing on extremely small targets, and those small targets are in locations that are unfamiliar for those who are playing acoustic drums on a more regular basis."

[NFUZZ Audio \(nfuzzaudio.com\)](http://nfuzzaudio.com)

Avid launches Pro Tools 12, Pro Tools First

Avid has launched Pro Tools 12, the next generation of its digital audio software, featuring flexible licensing options, as well as innovations to support artist collaboration and content distribution with Avid Cloud Collaboration and new services in the Avid Marketplace.

"Regardless of if you're an artist, a guitarist, a mixer, a producer, a gamer, if you're making movies, you can participate in the broader ecosystem that we are providing," said Louis Hernandez Jr., Avid CEO, during a press conference on Thursday.

Pro Tools 12 delivers new flexible licensing options, letting customers subscribe for as little as \$29.99 per month, or to buy it outright. With these new options, users can stay current with future

software updates and innovations as soon as they are released via the cloud, at no additional charge. This flexible licensing now provides artists with access to the same tools used by the top industry pros, at a price point they can afford.

[Avid \(avid.com\)](http://avid.com)



Louis Hernandez Jr., Avid CEO

PRS Guitars Creates Complete Short-Scale

The new P245 by PRS Guitars is a vintage single-cutaway guitar with the added versatility of the LR Baggs/PRS piezo system.

For players who prefer short-scale guitars, the P245 provides both electric and authentic acoustic tones in one instrument. With two output jacks, the P245 can be plugged directly into an amplifier or plugged into a soundboard's direct input.

"Simply put, this guitar has it all," said Jim Cullen, PRS Guitars national sales manager. "It has vintage appeal with a modern twist, the feel and reliability

needed for live performances with the versatility and breadth of sounds needed for the most demanding studio sessions."

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



Aggregate Via Thunderbolt With UA's Apollo Expanded

Universal Audio has debuted powerful new software that provides mix-and-match operation between Thunderbolt-equipped Apollo audio interfaces, and offers new UAD plug-ins and a reimagined user interface. The announcement was made during a press conference held on the show floor yesterday morning.

With Apollo Expanded — part of Universal Audio's upcoming UAD Software v8.0 — users of Thunderbolt-equipped Apollo Twin, Apollo Duo, Apollo Quad and Apollo 16 audio interfaces can combine up to four Apollos and six total UAD-2 devices, adding I/O and DSP as their studio grows.

"This is the next iteration in the Apollo system, and it's been expanded to meet the needs of the current recording studio," said Bill Putnam Jr., CEO of Universal Audio, during opening remarks that touched on the company's vision of bringing the warmth and character of analog audio technology to the digital world. "Apollo was built with sound quality in mind, which we uphold as the highest and most important standard."

One key feature of Apollo Expanded is Flex Driver, which lets users customize Core Audio

I/O. In addition to audio aggregation, clocking happens over Thunderbolt. And when you take the Apollo Twin and aggregate it with a rack device, it will act as a remote control for the monitoring, right from the interface.

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



Bill Putnam Jr., CEO of Universal Audio, delivers opening remarks during a press conference on the show floor yesterday morning.

Sabian Unveils Big and Ugly Cymbal Collection, Announces Direct-to-Retail Sales

Andy Zildjian, president of Sabian, announced at a press conference Tuesday that the company will sell directly to retailers.

This announcement came with the unveiling of the Big and Ugly Cymbal Collection and several new products in the Canadian-based company's 2015 performance and accessory lines.

"Since Drum Workshop bought Sabian from [independent music distributor] KMC, [Musicorp] as of this show we are now selling direct in the United States," said Zildjian.

Sabian will initiate its direct-to-retail approach with several new products in the 2015 cymbal line, beginning with the Big and Ugly collection.

These ride cymbals were designed by Sabian Master Product Specialist Mark Love to offer deep sonic complexity and a unique visual profile.

[Sabian \(sabian.com\)](http://sabian.com)



Sabian President Andy Zildjian (left), with Hand-Hammer Artisan Charlie Brown, demonstrated the custom-hammering process with a piece from the Big and Ugly cymbal collection.

Orange Teaches Guitar

Created by experienced professionals to be fun and easy to follow, the Orange Rock Guitar Syllabus is a new way to learn rock guitar online.

Split into three courses, Beginner, Intermediate and Advanced, the syllabus offers learners a simple platform in which to develop their rock guitar abilities. The Rock Guitar Syllabus allows players to learn direct from Orange's website anytime via their phone, desktop or tablet.

The syllabus will slowly help players build confidence and knowledge through a series of video tutorials and tracks to play along to. Each lesson includes material to read, teacher videos with hints and tips and all the relevant music theory explained in an easy to understand way. The videos also feature Orange Ambassadors such as Fall Out Boy's guitarist Joe Trohman.

The Orange Rock Guitar syllabus is available as an online course or in paperback format. Once a course is complete, players are rewarded with an official certificate.

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



MEET THE FAMILY



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

Learn more about the family of Martin strings at martinstrings.com.



Hall B Booth #5454

A Uke for Anywhere

The Makala Waterman series by Kala features the latest water-resistant composite technology packaged with vintage design and sound. The Waterman is designed for playability, portability and durability, making for a great outdoor or travel ukulele.

Not just for the outdoor enthusiast, the Waterman uke is a great choice for school and community programs, where cleanliness is key. The ukuleles are easy to keep clean — an advantage when instruments are shared.

Makala Waterman ukuleles come in soprano size and are made of high-grade polycarbonate ABS construction that is durable and weather resistant. They also feature nickel-plated open gear tuners and are

strung with Aquila Super Nylgut Strings.

Waterman ukuleles are available in three different color configurations. Waterman “Colors” feature six choices of vintage color tops with matching headstock and black satin back and sides. Waterman “Clear” ukules feature three different translucent colors, and Waterman “Swirls” are a nod to popular vintage 50s and 60s ukulele styles.

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



Line 6 Debuts Variax Standard in Collaboration With Yamaha

Line 6 debuted its Variax Standard electric guitar during a press conference on Thursday. The guitar boasts Line 6's Variax



Nick Bell, product specialist for Line 6, with the Variax Standard guitar.

Technology and Yamaha craftsmanship.

“The Variax Standard is the first product collaboration with Yamaha,” said Mark Williams, PR manager for Line 6. “It delivers a guitar unlike any traditional guitar on the market at a breakthrough price.”

The Variax HD technology offers guitarists a wide variety of classic guitar models, each with great detail, feel and response.

The guitar features a lightweight alder body, fast maple neck and custom single-coil pickups.

Using the free Variax Workbench HD software, players can control every element of the Variax's tone.

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



Taylor's Andy Powers plays the mahogany 600 Series.

Taylor Starts Maple Revival With 600 Series

With a commitment toward making quality guitars from sustainable sources, Taylor Guitars introduced its reimagined maple 600 Series, connecting maple's musical history with its environmental role as a stable tonewood of the future.

During a press dinner Wednesday night, Taylor Master Builder Andy Powers demonstrated guitars built to capture the best tonal properties of maple.

“We want to build better guitars and do a better job than we've ever done,” Powers said. “Some of the same improvements you saw in the 800 Series went into this guitar — the super-thin finish, essentially a philosophy of making everything as good as it can be. So each of the designs ends up with its own unique bracing pattern. And the right thicknesses and the right glues and putting

everything together to maximize that. What makes it even better is that this is a practical step in a longer, more forward-thinking outlook.”

That outlook involves finding sustainable wood sources. During the dinner, company founder Bob Taylor interviewed Steve McMinn, the founder and owner of Pacific Rim Tonewoods. McMinn and Taylor discussed a recent study into cloning and growing wood for guitars.

“Steve and I have formed a company in Hawaii because we have tropics on U.S. soil,” Taylor said. “We're starting to grow and improve koa. We also know we can grow American mahogany there, Cuban mahogany, Honduras mahogany. We've started a research project to see if we can grow ebony.”

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



Korg's Rich Formidoni introduces the Kronos workstation during a pre-show event held Wednesday afternoon in the Marriott.

Korg Previews New Kronos, Revived ARP Odyssey

Korg USA unveiled the Kronos music workstation — the most powerful version of the company's flagship synthesizer since its introduction in 2011 — during a pre-show presentation Wednesday afternoon at the Marriott. The also served as a launch party for the newly revived ARP Odyssey analog synthesizer, as well as other new Korg gear.

“The first aspect of a master keyboard is the sound,” said Korg's Rich Formidoni.

“Kronos is unparalleled in this aspect, because it has nine distinct sound engines, so we can play back sampled sounds, and there's a solid state drive that can hold 20-plus gigabytes of sound. In addition to the huge library of sampled sounds, there's also modeling synthesis and a physical modeling engine. There is an individual tool for everything a keyboard player could want to do.”

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

Swingin' Endorsement



Tenor saxophonist Bob Mintzer performs with his big band during a dinner event hosted by Eastman Music Co. Wednesday night at Angelo & Vinci's restaurant in nearby Fullerton, California. An Eastman artist, Mintzer plays a customized version of the company's 52nd Street saxophone.

Focusrite Unveils Thunderbolt Interfaces, Launchpad Pro

On Wednesday night, Focusrite held a press presentation in which Giles Orford, marketing director, unveiled the Clarett range of Thunderbolt interfaces and the Novation Launchpad Pro.

“With 20 years of interface know-how — and with Focusrite being the number one interface company in the world — we are proud to present our Thunderbolt range of interfaces — the best-sounding, fastest interfaces in the world,” Orford said.

Focusrite's Clarett interfaces offer clear conversion, 24-bit, 192kHz sample rates. The interfaces include the 2Pre (10 In/4 Out), 4Pre (18 In/8 Out), 8Pre (18 In/20 Out) and flagship 8Pre X (26 In/28 Out).

“The Launchpad has changed the way people perform, how they share their electronic music,” Orford said.

Enhanced with RGB LED feedback,

and velocity and pressure-sensitive pads, Launchpad Pro has been designed to keep musicians focused on performing: to 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.

🛒 [**Focusrite \(focusrite.com\)**](http://Focusrite (focusrite.com))



Focusrite's Giles Orford, marketing director, with the new Clarett Range of Thunderbolt interfaces.

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+ Artist Appearances 3pm
+ MONO Creators Network™ Gathering 4pm

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BRIEFS

Peavey Releases XR-AT Mixer

Peavey Electronics has debuted the XR-AT mixer, a new compact, powerful audio solution. The XR-AT powered mixer incorporates a nine-channel mixer and 1,000 watts of power into a portable design. For the first time, the mixer includes Antares Auto-Tune pitch correction technology.

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



McDSP Supports VST With v6 Release

McDSP's Version 6 release (v6) includes support for VST and VST3 plug-in formats. The v6 also boasts a complete upgrade to the entire McDSP product line. Some of the new user interface improvements are faster loading times and algorithm optimizations across all formats. Pro Tools users will appreciate v6 additions, such as enhanced support for the Avid S6 and S3 control surfaces.

🛒 [McDSP \(mcdsp.com\)](http://McDSP (mcdsp.com))



Pearl Announces Chad Smith Snares

Chad Smith has been a Pearl artist for more than 20 years, and his Pearl signature snare has been a mainstay for drummers since 1994. Pearl's latest collaboration with Smith has yielded two new signature snare models, each with its own task-specific tonal voice, The Chad Smith Limited snare and The Chad Smith Free-Floater.

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

Positive Grid Rolls Out Three Apps

Positive Grid has debuted its guitar and audio post production apps JamUp Pro, BIAS and Final Touch bundled together as the "Guitar Production Bundle for iPad," offering an app solution for mobile recording guitarists and bassists. Users can now create and design their own custom amp with BIAS, add vintage and modern effects with JamUp and professionally polish their final mixes with Final Touch.

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



Roland JD-Xi Synth Offers Versatility, Power

Roland's JD-Xi interactive analog/digital crossover synthesizer is a new compact keyboard that boasts power and versatility. Equipped with 37 mini keys, the JD-Xi features a true analog synth engine along



with a wide selection of Roland's acclaimed SuperNATURAL digital sounds. This instrument also comes packed with many extras for self-contained music creation,

including built-in drum kits, a four-track pattern sequencer and a gooseneck mic for using the synth's Vocoder and AutoPitch effects.

Thanks to its crossover sound engine, the JD-Xi gives musicians the best of both worlds: the warm, smooth response of classic analog and the clarity and versatility of modern digital. In one keyboard, players can enjoy fat, warm analog bass and lead tones with ample controls for hands-on tweaking, plus polyphonic PCM essentials like electric piano, brass and guitar.

The newly developed analog synth section in the JD-Xi features saw, triangle and square waveforms with pulse-width modulation

and an analog filter, plus an independent sub oscillator for low-end power. Two digital synth sections offer 128-voice polyphony and a wide range of SuperNATURAL-based PCM tones for playing any style of music. Sounds can be enhanced with the JD-Xi's effects section, which includes delay, reverb and processing options, such as Bit Crusher, Slicer, Ring Mod and others.

The JD-Xi comes with a sturdy, high-quality gooseneck mic and onboard vocal effects. With the Vocoder, users can sing into the mic and control the tone and pitch via sounds played on the keyboard. AutoPitch achieves the robotic vocal sounds common in today's pop and electronic music styles, while the cool Auto Note function provides the ability to "sing" JD-Xi synth sounds.

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

New Access Cases Protect Prized Possessions

During a NAMM kickoff event on Wednesday, Access unveiled its new line of bags and cases featuring one goal: protect what musicians value most.

"What the industry needs are bags and cases that protect instruments, that's what they're for," said J. Herschel Blankenship, managing director for Access. "They're supposed to protect works of art that guys labor over and spend months and years learning how to make."

Access bags utilize HardCell high-density closed cell foam padding. The padding surpasses conventional sponge foam in shock absorption, thermal insulation, resistance to impact, moisture and puncture.

🛒 [Access Products \(carryaccess.com\)](http://Access Products (carryaccess.com))



Tim Ellis, Product Developer, holding Access' Prototype Stage 5 bag.



Justin Norvell, vice president of marketing for Fender, during the event on Wednesday.

Fender Debuts New POP Displays During Sneak Peek

Fender opened its booth up a day early for its "New for The 2015 NAMM Show" sneak peek on Wednesday. During the event, Jason Farrell, public relations manager for Fender, explained many of the company's new initiatives, including its new POP designs for its A-level dealers.

"There are so many overlapping models that it's hard for the consumer and hard for the dealer," Farrell said. "So, what we've done is we've created these POPs that feature all the Strats in order and all the Teles, Jazzmasters and basses. We also have them for our amps."

The POP also includes the visual merchandise behind the guitars along with images of Fender artists along the top.

In response to Fender's recent decision to start selling direct to consumers on its website, Farrell said the company is trying to overextend what it is doing when it comes to pointing consumers in the right direction.

"If someone goes to fender.com and decides they want to purchase a guitar, there are dealer locators everywhere that will point them in the direction of the closest local dealer first," he said.

Also at the show, Fender is debuting its "10 For '15" Limited Edition Collection which serves like a guitar of the month program running from March–December 2015. The collection will include a different, unique model each month with availability limited to 500 models. Dealers must opt into the program in order to be able to snatch up the guitars.

"[The collection] is great for us because if we were to offer a Shell Pink model and they were to be snatched up fast, then we know that's what people are looking for," Farrell said.

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

Acoustics Power Guitar Market

During a panel discussion on the state of the guitar market at Wednesday's Guitar and Accessories Manufacturers Association (GAMA) meeting, one thing was clear: acoustic stringed instruments are still driving the market. The panel was moderated by Paul Majeski, publisher of *Music Trades* magazine. Here are some views from four top executives:



Bob Taylor, co-founder, Taylor Guitars

Acoustic guitars are quite popular. We're making a record number of guitars. More than we've ever made. More than I've ever dreamed.



Jim D'Addario, CEO, D'Addario & Co.

One of the things that we have as a barometer at D'Addario is that we do quite a bit of business supplying you folks who make guitars with strings. So, we get to see a weather vane of where things are going. There's some pretty good optimism out there and quite a few orders on the books, which is great.



Steve Long, CEO, Long & McQuade

Ukuleles are still quite hot, obviously. They were hot for quite a few years, and everyone thought it was going to peak. But standing in some of our stores over Christmas, in spite of the fact that we bought tons of ukuleles, on Boxing Day, we were saying, 'Well, we don't have any ukuleles in stock right now.' That was above expectations.



Mike Doyle, senior vice president of guitar merchandising, Guitar Center

We sold around 1.3 million guitars last year across the Guitar Center enterprise. And I agree with the panel that the acoustic guitar business has been a significant driver of that — acoustic stringed instruments and ukuleles. Lately, we have seen somewhat of a resurgence in the electric guitar business, too.

made in



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.

Lâg strives to build guitars that embody all of these characteristics, yet remain within reach. Everyone, regardless of style or skill level, deserves to have a guitar they are proud of. It is for this very reason that

our top French luthiers, in association with American engineers, established a cutting-edge factory in China, making Lâg one of the few brands with its production facility in Asia.

Regardless of where they are made, all of our guitars are representative of Lâg's high standards and elegant design.

Lâg oval rosette trademark and pattern are internationally registered - Algam Studio Design France

LÂGGUITARS.COM

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KORG USA

Vandoren Expands the Line of Saxophone Reed Samplers

Vandoren has expanded the popular Jazz Reed Mix sampler packs. Originally for alto and tenor saxophones, they now also include options for soprano and baritone.

The soprano, alto, and tenor sampler packs include one reed of each of Vandoren jazz/commercial cuts: Java, Java Red, ZZ and V16. The baritone sam-

pler includes one Traditional, Java, Java Red, and ZZ reed. With these helpful options, saxophone players will be able to try the different reed cuts without having to buy an entire box.

"These samplers are something that players are always asking for," offered Michael Skinner, President of DANSR, Inc. "Given the success of the alto and tenor samplers, we thought it appropriate for bari and soprano players to have the same opportunity to try out different types of reeds before committing to buying a whole box. The new samplers give those players a convenient and affordable option." For more information, visit **NAMM booth #3112** or **Vandoren.com**.

Vandoren Cuts in With an All-New Line of Reed Trimmers

Vandoren adds another tool in the arsenal of the woodwind player with an all-new line of high-precision reed trimmers for clarinet and alto saxophone.



This new line of trimmers offers an unprecedented level of performance. The new trimmer is the first to exactly replicate the tip contours of various reed cuts designed by Vandoren. Trimmers will be available in seven models: five for B-flat clarinet and two for alto saxophone.

"There is a level of subtlety here that has never been offered before," commented David Gould of DANSR Inc. "With the tip-specific contours and precision cuts, players can expand the usable life of their reeds exponentially. Reeds that are too soft or have worn out tips gain new life in a way never previously experienced."

The incremental guides and scissor type blade provide the player with precision while still being easy to use. For more information, visit **NAMM booth #3112** or **Vandoren.com**.

No Strain and No Pain

Vandoren is excited to announce the new line of neck straps, dubbed the V-Neck series. The new V-Neck Straps were made after extensive research on the physiology of the neck and are available in two varieties: the V-Neck and the V-Neck Deluxe. Both available in three sizes, these straps distribute the weight of the instrument ideally, with no pressure points, no tension, and no strain on the neck. There is reduced pressure on the spine and the front of the neck, reducing pain, tension, and fatigue. The manufacturing is done entirely by hand in a shop that specializes in luxury leather goods.



"Saxophone straps are very common," commented Michael Skinner, President of DANSR Inc., "but once I saw the Vandoren V-Neck Series, I knew the Vandoren team had a better understanding of how neck straps work in harmony with the body. The new straps are true to the innovation Vandoren brings to this space. They are remarkably comfortable and easy to use. I think these innovative designs are the best neck straps on the market!" For more information, visit **NAMM booth #3112** or **Vandoren.com**.

INTRODUCING THE FASTEST WAY TO SELL REEDS



The new Vandoren Jazz Mix Card provides a solution for your customers to find out which jazz reed is best for them without having to buy a box. With the added special information about the reeds on the back of the card, your customer will return more educated and ready to buy! Now available for Soprano, Alto, Tenor and Baritone sax!

DANSR, inc. • dansr.com • vandoren.com NAMM Booth 3112

20
YEARS

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The HDJ-2000MK2 lifts the legendary Pioneer DJ headphone line to a new high. The HDJ-2000MK2 delivers the highest quality playback by providing greater sound separation in the low, mid, and high frequencies. You'll be able to hear beats more clearly, with greater comfort and sound insulation. Pioneer DJ's HDJ-2000MK2 delivers better Definition, Clarity and Comfort!

FEATURES

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- Durable, Ergonomic Headband Design
- L-shaped Headphone Plug
- Included Coiled and Straight Cords
- Stylish and Compact Protective "Pod" Case

Pioneer Dj

FOR MORE INFORMATION, AUTHORIZED DEALERS, AND STREAMING DEMO VIDEOS, VISIT PIONEERDJUSA.COM



BRIEFS

Ibanez Makes Parlor Guitar



The new Ibanez AVN20PN is a parlor guitar with a short-scale mahogany neck and 12th fret body joint that recalls the instruments popular in the early 20th century. Featuring all solid-mahogany construction with an open-pore finish, the AVN20PN produces a warm, open sound with volume and tone that belies its intimate size.

It also features bone nut and saddle, a rosewood fretboard with maple inlays, a herringbone rosette and a set of Grover die-cast tuners for tuning stability. With the new Artwood vintage series, Ibanez looked to the past for its new historically influenced instruments.

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

Power Pins Reveal New Finishes

Bigrock Engineering and AP International have announced a new line of finishes for Power Pins. After a quick,



easy and completely un-invasive installation, players will find an ease of string replacement found only on electric guitars, leading the string right through the pin. Players will be surprised by increased bridge-to-soundboard contact, improved tone and resonance, eased string action due to a shallower string break angle and protection for the bridge plate from the strings themselves. These pins are for any player.

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

Vandoren Breaks Sales Records

Dansr, the U.S. importer for Vandoren woodwind products, tied its all-time Vandoren sales record by month in May 2014. The market is truly booming, and Dansr plans to build on this success in the coming year.

"We are thrilled with this performance," said Andy Blanco, Vandoren brand manager. "We have a strong commitment to serving music and music dealers, and one way we do that is by supplying the community with world-class products and efficient and accurate fulfillment."

[Dansr \(dansr.com\)](http://dansr.com)

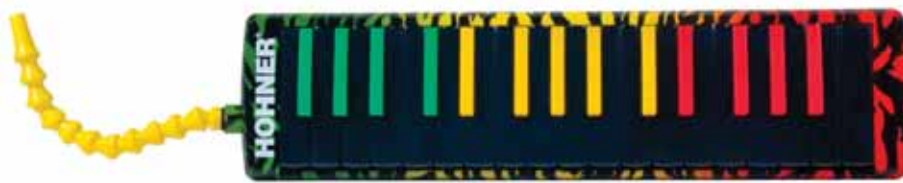


Akai Announces Advance Keyboard Series

Akai Professional has introduced its Advance keyboard series. Available in 25-, 49- and 61-key sizes, the Advance 25, Advance 49 and Advance 61 provide unprecedented playability and advanced manipulation of any virtual instrument via an interactive, full-color display complemented by performance-friendly hardware controls.

Designed to fuse the power of software instruments with the live playability of a keyboard workstation, the Advance keyboard series transforms computer-based plugins into an entirely hands-on playing experience.

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



Hohner Rasta-fies AirBoard

In response to the success of the original AirBoard, Hohner has introduced the AirBoard Rasta.

"The new AirBoard Rasta was designed for players of roots and dub reggae styles," said Drew Lewis, product manager.

With Hohner's signature sound, a new tri-color look, padded travel bag and Blow-flow mouthpiece, the AirBoard Rasta is designed for a new generation of players who want to express themselves on a stylish-looking instrument.

Launching along with the AirBoard Rasta are Hohner's free, newly redesigned in-store wall and floor P.O.P. display demo stations.

Each includes a demo AirBoard Rasta and disposable mouthpieces for customer trials without sanitary concerns.

"The AirBoard has definitely proven itself for those retailers that have utilized our P.O.P. display demo stations," said Scott Emmerman, director of marketing and sales. "In the music retail world of diminishing margins and flat growth, the AirBoard products stand out as a definitive model for dealers seeking incremental, high-margin, impulse-buy opportunities."

MSRP: AirBoard Rasta 32-key, \$99; AirBoard Rasta 37-key, \$119.

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

JodyJazz Adds Tenor Model to Jet Series

JodyJazz has introduced the Jet Tenor saxophone mouthpiece.

The Jet Tenor offers many of the same performance characteristics as the Jet Alto model from JodyJazz. It is available in the following tip openings: 6, 7, 7*, 8 and 9.

"The Jet Alto models have been wildly successful," said Jody Espina, president and owner of JodyJazz. "Originally developed to offer a brighter-sounding mouthpiece in our selection, the great versatility of the Jet Altos caught a lot of players by surprise. This is a major reason why they've been so very popular. The new Jet Tenor is no different. In addition to smooth jazz, rock, Latin and funk settings where you'd expect them to excel, the Jet Tenors can play lead in big band and small jazz combo settings. The fullness and ease of play in the bottom range of the saxophone is what is truly surprising people about the new Jet Tenor. In other words, a great tenor saxophone mouthpiece that will appeal to a very broad variety of players."

Launched last year, the JodyJazz Jet Alto has become one of the company's top-selling alto saxophone mouthpiece models. Like the Jet Alto, the Jet Tenor is made at the JodyJazz factory in Savannah, Georgia, using the company's five-axis CNC mill. It has been developed to offer a U.S.-made contemporary tenor mouthpiece design at an affordable price.

The Jet is made using many of the same state-of-the-art manufacturing techniques developed by JodyJazz during the design and

development of its DV series.

The Jet models are constructed from a proprietary polycarbonate alloy with a synthetic rubber mix — a high-tech, expensive material.

The Jet Tenor features a new chamber shape that delivers a noticeably more powerful sound. The shorter facing curve delivers effortless altissimo.

The company intends to develop Jet Baritone and Jet Soprano models next.

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



KHS Distributes Hercules Stands

In cooperation with its parent company KHS Musical Instrument Co., KHS America has assumed control of the North American distribution of Hercules Stands from its facilities headquartered in Mt. Juliet, Tennessee.

"KHS America is very pleased to be the lead U.S. distributor of Hercules Stands," said Tabor Stamper, president of KHS America. "Our experienced inside and outside sales teams, along with our long-term dealer relationships, will allow us to enhance the quality of service for our retail partners. For

our friends in Canada, we are also pleased to announce that Coast Music will be the supplier of Hercules for Canadian retailers."

As the name implies, Hercules Stands has developed a reputation for designing and manufacturing rugged and road-tested stands that support today's musicians during their demanding performances. Hercules conducts exhaustive research and development to eliminate the problems associated with ordinary stands.

[KHS America \(khsmusic.com\)](http://khsmusic.com)

Samson Unveils AirLine 88 Headset

Samson's AirLine 88 Headset is a wireless solution for active performers and energetic presenters. Featuring the water-resistant AH8 Micro Headset Transmitter, the AirLine 88 system offers complete wireless freedom with no need for belt packs and attachment cables. Well suited for exercise instructors, dancers and educators, Airline 88 Headset takes the worry out of wireless.

The lightweight AH8 Headset Transmitter provides a comfortable and secure fit, high-impact durability and professional sound quality. The adjustable double-ear headset is meticulously designed to hold the mic in place, even when used in physical applications like yoga, pilates and Zumba. The AH8 features a moisture-resistant coating and a military-grade stainless steel microphone boom to protect its components from perspiration.

The stainless steel boom enables custom placement of the headset's micro-miniature microphone capsule, which features a cardioid pickup pattern to reduce feedback and other unwanted noise. In addition, the AH8 transmitter features easy-to-reach volume and mute controls for tweaking sound on the fly, as well as a rechargeable lithium ion battery for up to eight hours of operation.

The frequency-agile AirLine 88 Headset provides a best-in-class 300-foot wireless range.

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

Dunlop's Vintage Herco Picks Update a Classic

Dunlop has brought back the classic tone and feel of the Herco nylon pick with its new Herco Vintage '66 series. The picks pay homage to when Herco was the top choice of guitar players during the meteoric rise of guitar-driven music in the mid-1960s.

Digging into its vault, Dunlop carefully analyzed its collection of original Herco molds and picks, enabling it to create the Vintage '66 series to such exacting specifications that it is almost impossible to tell them apart from the originals.

Herco Vintage '66 Nylon Picks are available in classic Bold Gold, Hi-Yo Silver and Extra Light White.

MSRP: Pack of six, \$5.66.

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



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TRIAD-ORBIT
ADVANCED MICROPHONE STAND SYSTEMS
Triad-Orbit.com

T-O Supports Mobile Devices

Triad-Orbit's growing line of iOrbit Apple iOS device mounts and IO coupling components provide new solutions for mounting, supporting and positioning tablets, smartphones and video displays for audio, video and photo applications.

Orbit iOS device mounts combine Orbit orbital ball swivels with IO quick-change couplers for the first pro-caliber modular iPad and iPhone holders. All iOrbit mounts include IO-R couplers for retrofitting to conventional stands with common mounting threads.

Triad-Orbit's new IO-VM is a VESA MIS-D class mount optimized for 12- to 24-inch video displays. Pairing IO-VM and the new IO stationary mounts and OA modular boom provides stable solutions for mounting video displays to walls, flat surfaces, stands, trusses and parallel surfaces.

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

Sabian Unveils Big & Ugly Cymbals

Sabian has unveiled Big & Ugly, a collection of six ride cymbals that are united by their complexity, versatility and distinctive appearance.

The AA Apollo (22-inch and 24-inch) is designed for versatility. Players can hit it hard for a modern sound, or play it with dynamics for sublime shimmer. The HH Pandora (22-inch and 24-inch) is medium-dark in tone, medium-light in weight, and made for cymbal for players who like "blue" notes.

Combining equal parts dryness and darkness, the HH King (22-inch and 24-inch) may be the most complex cymbal of the collection, while the HH Nova (22-inch and 24-inch) delivers extremes — as in, extremely low and extremely dry.

The HHX Phoenix (22-inch) is medium-thin with straight-ahead, focused sound, and the Xs20 Monarch (22-inch) delivers vintage feel and fantastic crashability.

🛒 [Sabian \(sabian.com\)](http://Sabian.com)



Ampeg Redesigns BA Bass Combos

Ampeg has redesigned its Ampeg BA bass combo amp series with five new models: the BA-108, BA-110, BA-112, BA-115 and BA-210. The bass combo series is re-envisioned with features for practice and small gigs.

The BA bass combo series features classic Ampeg tone in a sleek design. True 60-degree monitoring angle allows players to position the amp to suit their space and stage setup, while front-facing controls make it easy to adjust settings while performing. The Bass Scrambler, available on the BA-110 and up, includes separate drive and blend controls and is foot-switchable on the BA-112 and up.

Offering a wide range of options, the new series is suitable for a variety of applications. All amps in the BA bass combo series feature three-band EQ along with independent drive and blend controls.

In addition, the amps feature phantom black powder-coated all-metal chassis with

front-panel backlighting.

The smaller BA-108 and BA-110 are lightweight for portability and offer a headphone output for silent practice as well as aux input.

The BA-112 and BA-115, featuring Ampeg's Ultra Hi and Ultra Low circuits, are for musicians who need an amp they can use for practice and small stages.

The BA-210 delivers 450 watts of power for onstage performances and an -15dB input pad for active basses or additional level control, extension speaker output for connecting additional bass cabs, along with a dedicated XLR balanced line out.

MSRP: BA-108, \$139.99; BA-110, \$559.99; and BA-210, \$699.99.
\$251.99; BA-112, \$419.99; BA-115, 🛒 [Ampeg \(ampeg.com\)](http://Ampeg.com)



PRS Unleashes 30th Anniversary Dragon Guitar

In 1992, Paul Reed Smith unveiled his first limited-edition Dragon guitar. Since then, PRS Guitars has introduced only seven Dragon editions, each in limited numbers. These guitars have been on display in the Smithsonian's National Museum of American History in Washington, D.C., the Museum of Musical Instruments in Phoenix, and the National Guitar Museum, a traveling exhibit now located at the Liberty Science Center in New Jersey.

Each version of the Dragon guitar has featured a culmination of advancements in design with elaborate inlay work. The new Private Stock 30th Anniversary Dragon, the eighth in the Dragon series and the first private stock Dragon model, commemorates the company's 30th anniversary.

The Private Stock 30th Anniversary Dragon nods toward history with a "pre-factory" style carved top and a pre-factory style pattern regular neck. The private-stock grade tone woods include a curly maple top, African ribbon mahogany back and mahogany neck with a 24 fret Madagascar rosewood fingerboard. The 85/15 treble and bass pickups define the tone with power, versatility and clarity. The 30th Anniversary Dragon's gold-plated hardware includes PRS Phase III locking tuners and the PRS patented tremolo system.

The elaborate dragon inlay was designed by Jeff Easley, a fantasy artist famous for some of the Dungeons & Dragons rulebook covers. PRS Guitars engaged Aulson Inlay to deconstruct Easley's artwork and recreate it into distinctive sections that have been embedded into the body of the guitar, concluding with the dragon's tail whipping up the fretboard.

The finished product includes more than 285 parts fashioned from a wide array of inlay materials, including jade, azurite, lapis, pyrite, abalone and mother of pearl. The 30th Anniversary Dragons are available in two PRS high-gloss colors: honey gold and nightshade.

The Private Stock 30th Anniversary Dragon will be limited to 40 pieces.

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

MONO Introduces Guitar, Bass Sleeves

The Guitar Sleeve and Bass Sleeve are the latest additions to MONO's collection of professional luggage for musicians. Designed to be a minimalist solution for traveling light and simple, the Sleeve collection of cases merges MONO's protection and quality construction standards into a slim, stylish and competitive price-point design.

The Guitar Sleeve and Bass Sleeve feature Headlock neck suspension molded from solid, shock-absorbing EVA rubber to protect the neck and headstock from impact during falls. When a guitar is zipped-in, its neck is automatically secured inside the Headlock's contoured groove.

The sleeves also feature top-loading access, allowing users to quickly load and

unload the instrument.

At the bottom, the Sleeves features slim EVA insoles to keep the body off the ground and protect the strap pin from bottoming-out when the Sleeve is put down too hard.

The messenger bag-style pouch provides ample room for traveling with a few necessities like cables, pedals or a small laptop or tablet. The steel-riveted, ergonomic shoulder straps allow for hands-free transport.

🛒 [MONOCreators \(monocreators.com\)](http://MONOCreators.com)



Zoom's TAC-8 Delivers

Zoom North America's TAC-8 Thunderbolt Audio Converter adds a variety of elements for increased sound quality and performance.

The single rack-space TAC-8 provides eight front-panel analog XLR/TRS combo inputs, each with phantom power and a dedicated gain control. Two of the inputs can be used for Hi-Z input from an electric guitar or bass. The TAC-8 also provides a total of 10 balanced line-level analog outputs as well as SPDIF and ADAT optical digital inputs and outputs.

The converter records up to 24-bit/192kHz. Zoom's free TAC-8 MixEfx software extends functionality, enabling internal routing of all inputs to all outputs.

The TAC-8 also provides dual headphone jacks, each with its own dedicated volume

control, allowing individual output pairs to be monitored.

In addition, MIDI In and Out is provided for synchronization with sequencers and electronic keyboards.

The TAC-8 is compatible with all Thunderbolt-equipped Mac computers running OS X 10.8.5 or later. Thunderbolt provides extremely low latency for virtually instantaneous recording and playback.

"The TAC-8 is the most advanced and feature-laden audio interface we've ever offered," said Dan Gallagher, senior vice president of sales for Zoom North America. "It gives great sound and incredible power to musicians, producers and sound engineers everywhere."

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

THE LATEST INNOVATIONS FROM VIC

NEW FOR 2015



AMERICAN CLASSIC® 5A BARREL

Our classic 5A design, featuring a proportionately perfect barrel shaped tip. An impeccably balanced stick creating supreme clarity with beautiful tone.

5A911



AMERICAN CLASSIC® 5B BARREL

A 5B profile with a barrel shaped tip. The tip's reduced surface area provides a more focused cymbal sound while retaining great playability and versatility.

5B911



STEVE SMITH TALA WAND SLATS

A foam center surrounded by four flat bamboo slats wrapped in thin PVC. Softer than sticks, but louder than other Tala Wand and Rute models.

TW4



UNIVERSAL PRACTICE TIPS

Rubber tips that fit over virtually all drum set and concert sticks. Great for practice and creating interesting timbres on drums and cymbals. [2 pairs]

UPT

SPLIT BRUSH

Designed with 2 separate rows of wire producing unique weighting of sound with different qualities of articulation. Triple crimped pull-rod for enhanced setting capability.

SB



VICGLOVES

Protect your hands while improving your grip without sacrificing feel! Premium cabretta leather with ventilated synthetic mesh palm and back. Unique synthetic rubber grip on thumb and forefinger.

VICGLPS, VICGLSM
VICGLVL, VICGLXL

HIGH TENSION DRUM KEY

Designed with extended "T" for added power and faster tuning. Special grip handle for added comfort. Carabiner clip for easy access.

VICKBY2





Martin's Brazilian Turns 50 Years Old

C.F. Martin & Co. has debuted a special model of its D-35 Dreadnought for the model's 50th anniversary — the D-35 Brazilian 50th Anniversary Limited Edition.

The D-35 was created by Martin in 1965 and has become one of the company's most popular models. The limited edition model is constructed with Madagascar rosewood sides and back wings, a Brazilian rosewood back center wedge and headplate, FSC certified European spruce top, 1/4-inch non-scalloped X bracing and ivoroid bindings.

Each model features an interior label signed by CEO and Chairman Chris Martin IV, a D-35 anniversary poster and a 50th anniversary booklet and warranty card.

Martin is further celebrating the occasion with a special 50th anniversary interior label seen through the soundhole of every stock model D-35 initiated during 2015.

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



Lowrey Keeps Magic Manageable

Lowrey Class Providers may now obtain print-on-demand class member setup sheets that support the all-new EY400 Inspire and LE6500 Liberty instruments.

Also available via print-on-demand are class member setup sheets for the entire Lowrey Magic course offering in support of the entire Lowrey Virtual Orchestra product lineup. Free downloads may be obtained via Lowrey's Class Provider file share website.

Users should contact their Lowrey Organ Company representative for username and password access and to learn more about Lowrey Magic, a leading recreational music-making class program.

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

CAD's Expands CADLive Mic Line

The CADLive series has expanded CAD's microphone line with several vocal and instrument microphones.

The CADLive D32 is a supercardioid dynamic handheld vocal mic with a QuietTouch on/off switch. The three-pack is outfitted with a carry case and mic clips.

A supercardioid dynamic handheld mic, the CADLive D38 includes a high-performance neodymium capsule for exceptional sonic reproduction. The mic also features all-metal construction to avoid wear and tear.

The CADLive D89 supercardioid dynamic instrument mic is equipped with a Trueflex diaphragm and PowerGap high gauss neodymium magnets, making it an ideal choice for miking acoustic and electric instruments.

The CADLive D90 supercardioid dynamic vocal mic produces a powerful, smooth and detailed performance in a variety of high SPL live situations.

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



A-T Expands Monitor Headphone Range

Audio-Technica has unveiled the ATH-M50xDG professional monitor headphones, a limited-edition, dark-green iteration of the popular ATH-M50x and part of A-T's remastered M-series line of headphones.

The stylish dark-green color of the ATH-M50xDG will appeal to fashion-forward users who want to add a bit of style to their work.

With 45mm large-aperture drivers, sound-isolating earcups and robust construction, the ATH-M50x serves the most critical audio applications, including recording, broadcast, DJ, live sound and personal listening. The headphones incorporate technology drawn from A-T's long history in the field of high-performance professional audio, providing power handling, high SPL capability and natural, accurate sound with impactful bass and high-frequency extension.

With professional-grade earpad and headband material and a collapsible design, these headphones will remain comfortable



throughout long monitoring sessions, and they transport easily.

MSRP: ATH-M50xDG, \$259; ATH-M50x, \$239.

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



Boss Debuts ES-8 Effects Switching System

Boss' ES-8 Effects Switching System is an advanced audio command center for pedalboards.

Featuring eight audio loops, selectable buffers, flexible routing options and much more, the ES-8 delivers transparent sound and programmable switching for all types of stompbox effects. The ES-8 also includes extensive support for MIDI-controllable pedals from Boss and other manufacturers.

With the ES-8, guitarists and bassists can put Boss' extensive knowledge in effects control at the heart of their pedalboards. The analog audio path has been developed for pure signal transfer to preserve tone, and the integrated switches provide reliable, low-noise performance. Additionally, the system offers an impressive range of control features. The versatile ES-8 gives gigging players a powerful centralized tool for

building their dream pedal-switching rig.

Audio loops can be routed in numerous ways, and buffers can be switched on/off individually for each loop as needed to achieve the best sound quality.

The ES-8 also includes a wealth of advanced functionality for serious users, including support for stereo pedals, effects carryover with patch switching and MIDI integration.

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

Yamaha Announces Synth Book App

Yamaha has introduced the Yamaha Synth Book, an iOS app featuring a history book, built-in softsynth and a community portal for Yamaha synth owners. The history section features a detailed history of Yamaha's 40 years of synthesizer manufacturing, from the SY1 to today's MotifXF.

The Yamaha Synth Book includes the AN2015 virtual analog softsynth with 50

instrument Voices, a polyphonic pad and drums. The AN2015 can be played from any MIDI keyboard like the Yamaha MX or MotifXF. When connected to the MOXF via the Apple Lightning to USB camera adapter, players can control the AN2015 and hear its audio through the MOXF.

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



SRH 144

PORTABLE SEMI-OPEN HEADPHONES

SRH 145

PORTABLE HEADPHONES



HIGH-FIDELITY AUDIO, LOW-PROFILE DESIGN

Featuring a collapsible design for easy storage and on-the-go use, the SRH144 and SRH145 Portable Headphones ensure long-lasting comfort and an ergonomic fit.

- **SRH144:** Extended range audio with enhanced frequency response. Semi-open, on-ear design.
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VOX's coveted amplifiers are synonymous with remarkable guitar tone. Beginning with the birth of British rock 'n' roll, the distinguished, all-tube sound and signature chime of VOX amplifiers has inspired the most memorable moments in music history. In the years since exploding onto the scene, VOX has remained the choice of the most discerning players, serving as the voice for emerging artists and legends alike.

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*Actual size



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at Marriott Marquis Ballroom**



DTXM12 Touch



DTX502 Touch



DTX400 Touch

Take Control

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Now it's easier than ever to take control of your DTX electronic drum kit from the ground up with FREE iOS apps.* With the newest apps, DTX502 Touch and DTXM12 Touch, along with the well-established DTX400 Touch, use your touch screen to edit the sounds, create custom kits, adjust trigger settings, and select click modes. Download and play along with new songs, learn new grooves, and enhance your drumming skills. The DTXM12 Touch, made exclusively for the DTX-MULTI 12 electronic percussion multi-pad, lets you visualize the sounds for each pad, control song playback from your iTunes® library, and create chains of kits for recall in a live performance.



DTX502 Touch
Customize your DTX502 Series with a variety of sounds



DTX400 Touch
Customize your DTX400 Series with a variety of sounds



DTX400 Drum Lessons
Learn from the pros



Song Beats
Learn the groove to your favorite songs



DTXM12 Touch
Customize your multi-pad with a variety of sounds



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*Requires Yamaha I-UX1 cable. iPhone 5/6 models require a 30-Pin to Lightning adapter.

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AUDIO

A YOUNG BRITISH COMPANY
CHANGING THE WORLD OF
SAMPLE-BASED VI'S

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Steve Gadd, Zoomed In

Creative insights from one of the world's
most influential drummers.



PERFECTION IS OVERRATED

"I don't know anybody who's perfect. You go out there and do your best. And if you don't nail it, then you go out the next day and you try to get it right. That's really all you can do."

NO SHOWING OFF

"Instead of driving the music with this need to show off, I've learned to let the music dictate what I need to do. You have to really listen in order to do that."

SEEK INSPIRATION

"Originally you're inspired by hearing someone else doing something, and then taking it home and trying to learn how to do it. When I was growing up I would get records of Philly Joe, Elvin Jones, Tony Williams, and guys like that, and slow the records down and work out what they were playing, and then work on it and put my own feel to it. That's how we all learn."

BUT BE ORIGINAL

"You can't be a copy of somebody else, no matter how hard you try. It's impossible. I've seen people try to copy licks and get them exact, and I can tell they're not playing in a way that's natural or comfortable. That's not what music is all about. You have to develop your own bag of tricks. The worst thing in the world you can do is let your enthusiasm for somebody else's work stifle your own creativity."

GET IN THE GROOVE

"I've seen so many drummers who have chops and technique that would make your jaw drop to the floor. People are doing some really incredible things. To me, though, I find it just as inspiring on a whole different level when I see somebody who can play a groove and get inside it and make me tap my toes. If you can get people tapping their toes, that's it – you're playing music."

Steve Gadd portrait by Steven Haberland



The Zoom H6

The world's most versatile portable recorder.

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Make music with the same tools top artists,
producers, and studios use—absolutely free.



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NEW FX CYMBALS

STACK UP PLAY OUT



Zildjian introduces five new effects cymbals to satisfy all of your stacking and effects needs. The new 10" and 12" fx Spiral Stackers are paper thin and stack well with practically any other cymbal to get all those quick attack/quick decay sounds you've been looking for. Or check out the fx Oriental China "Trash" in 8" and 10" sizes and the 7.5" Volcano Cup Zil-Bel, and create your own signature sounds.

Visit zildjian.com/newfor2015 or booth #2940 for the latest from Zildjian.

#ZNEWFOR2015

Zildjian

AURO X

LOUDSPEAKERS



Auro X15D



Auro X12D

Introducing Samson's Newest Auro Series Loudspeakers...

Samson's Auro X Series 2-Way Active Loudspeakers match 1,000 watts of Class D power with rugged portability and DSP sound optimization technology to push the boundaries of loudspeaker performance. Available in two compact designs, the X12D and X15D, Auro X Series is the ultimate solution for those in search of superior sound.

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More than just connectors. We put 40 years of experience and our passion into our products. Whether it's a rock band, stage lighting, or a broadcast studio – Neutrik offers innovative connector solutions, mating passion with perfection.

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**BOOTH #6464
HALL A**

For all your music creation technology needs, American Music and Sound is your one-stop shop. Be sure to swing by and check out all the great new products.

ALLEN & HEATH



Allen & Heath is pleased to announce new additions to its popular QU series. In addition to this groundbreaking new digital mixing system, The popular Zed Range gets new editions and The Flagship iLive and GLD will be on Display.

nord



Come see the revolutionary new Electro 5 stage keyboard - a Swedish hand-crafted masterpiece for the performing musician.

KURZWEIL HOME

Featuring some of the best sounds from the acclaimed Kurzweil Sound Library. Experience the amazing tone, realism, and expression FAR beyond what you thought possible in a digital piano.



Fostex



Exceptional audio performance matched to jaw-dropping good looks with the new TH500RP headphones.

FELCLOP



The RP-8000 is now ready for Serato DJ with cue, loop, sample & slicer control.

Focusrite novation

Focusrite designs premium quality mic preamps, channel strips and audio interfaces. Novation specializes in designing analog modeling synthesizers and high quality MIDI keyboards and controllers. Creativity starts here.



XONE



Xone 23C takes its rightful place in the Xone family as a high-performance, feature-laden, robust mixer.

studiologic



Sledge 2.0. now with splitting, layering, sample loading and 24-voice polyphony!

ALPINE HEARING PROTECTION



Musicians run a considerable risk of damaging their hearing-as do frequent concert goers. MusicSafe earplugs feature special filters designed for musicians that allow you to protect your hearing while still being able to clearly hear the music.

KURZWEIL

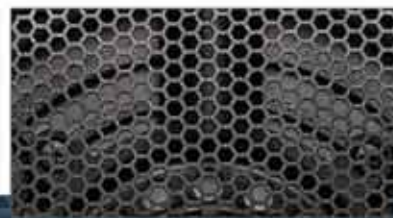


You must come and audition the Forte piano featuring our latest and greatest Grand and a host of other fabulous sounds as well. You'll agree, no other performance system comes close. Kurzweil, it's the sound.



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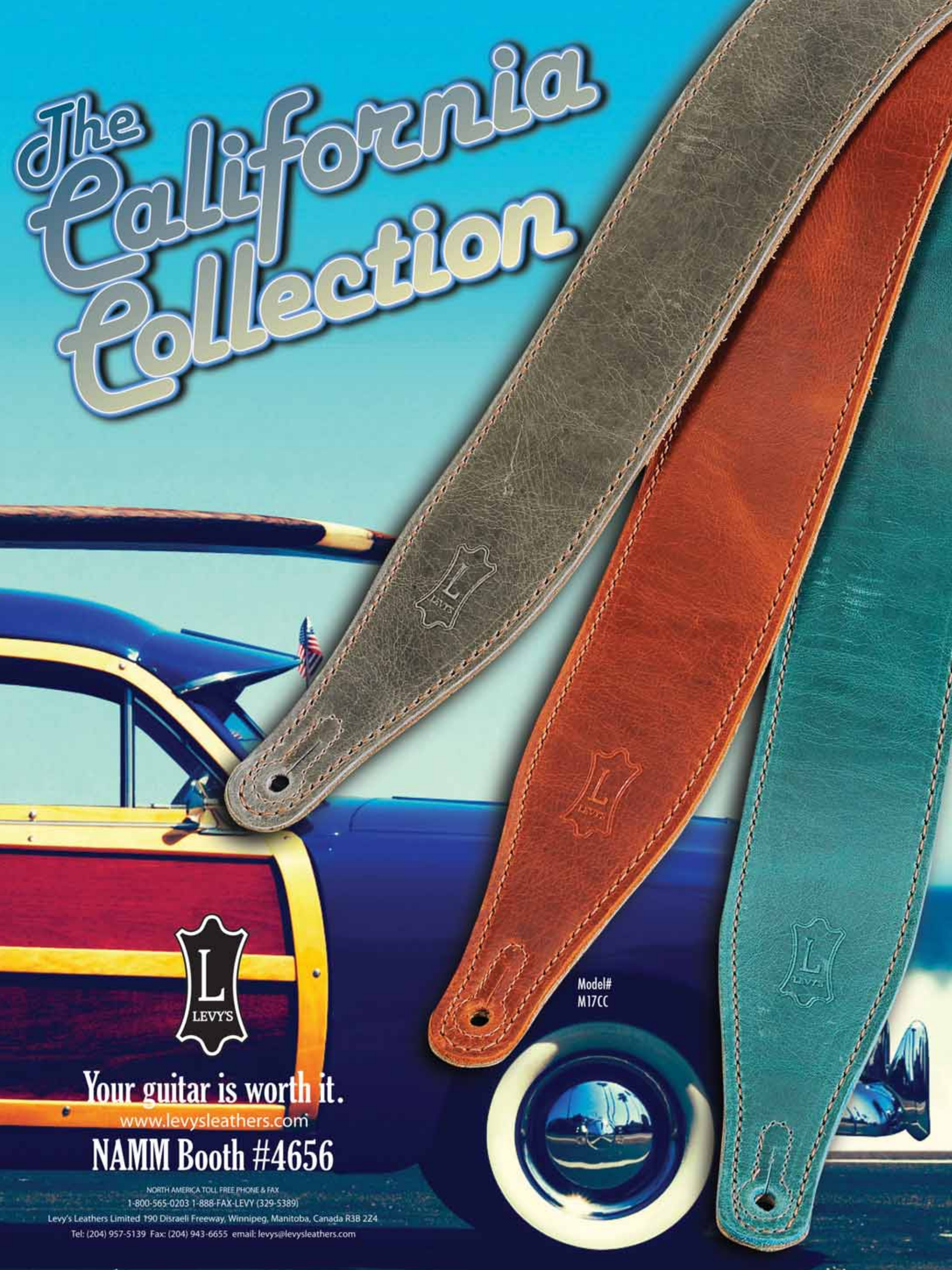


JUNE SLUNG A GUITAR ACROSS HER BACK AND STEPPED INTO THE ROCK SCENE IN THE LATE '60S, FACING THE UNWRITTEN RULE: GUYS ROCK—GIRLS WATCH. SHE STOOD SHOULDER TO SHOULDER WITH MEN WHO WERE MORE RESPECTED. AND ROCKED. SHE OPENED FOR THE BIGGEST BANDS OF THE DECADE, STOOD UP FOR WHO SHE WAS AS A MUSICIAN, AND CHARTED A COURSE THAT OTHER WOMEN IN THE INDUSTRY COULD FOLLOW. TODAY, SHE HELPS RUN A NON-PROFIT TO PREPARE WOMEN FOR THE SAME PRESSURES. THE PIONEER WITH NO ROLE MODEL IS NOW A ROLE MODEL HERSELF. THIS STORY REMINDS US THAT THE WORLD NEEDS MORE TRAILBLAZERS LIKE JUNE. FOR MORE ON JUNE AND OTHER STORIES OF COURAGE THAT INSPIRE US, *visit taylorguitars.com*

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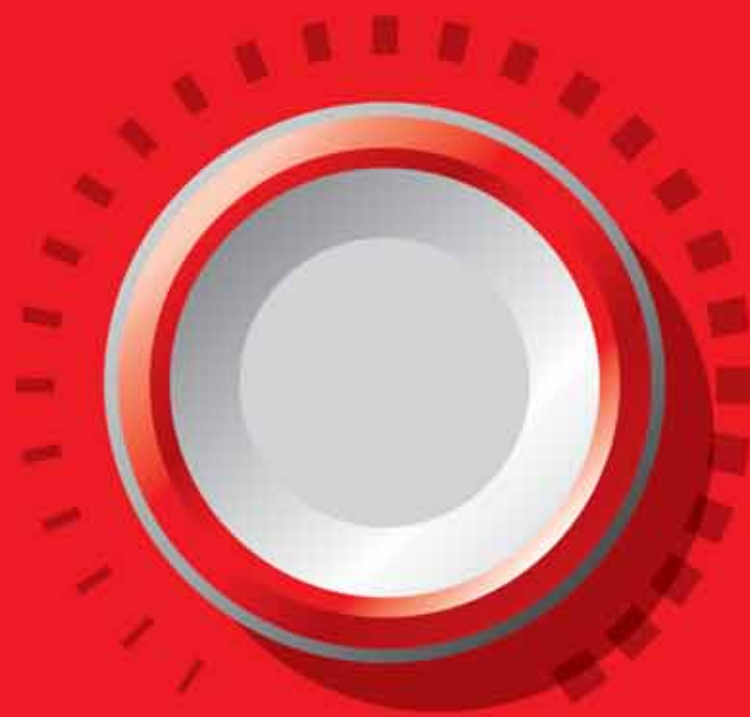
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ESP Reveals Signature Guitar, Bass Models

ESP has unveiled a batch of artist signature series guitars and basses.

Three models have been created for Gary Holt of Exodus. The ESP Gary Holt, LTD GH-600EC and LTD GH-200EC are single-cutaway guitars accented in distinctive red design details and featuring Floyd Rose tremolos.

Guitars for prog-metal player Javier Reyes of Animals as Leaders are the LTD JR-608/QM and the LTD JR-208. Both are eight-string baritone models. The JR-608/QM has neck-thru-body construction and features Reyes' signature DiMarzio pickups.

Jazz-fusion guitarist Bunny Brunel is introducing the LTD BB-1004/QM and LTD BB-1005FL/QM. They include neck-thru-body construction, quilted maple top and an Aguilar pickup set with active preamp.

A number of ESP artists have also had updates to their signature instruments. Gus G (Ozzy Osbourne, Firewind) is debuting four models: the ESP Gus G/EC, ESP Gus G/RS, LTD GUS-200 and LTD GUS-200EC. These models are available in black satin finish with contrasting white pickup covers.

Will Adler of Lamb of God has additions to his Warbird series guitars, including the

LTD WA-200 Warbird Distressed.

Andy James designed the seven-string LTD AJ-7, while updated basses are available for Anthrax's Frank Bello (LTD FB-208 and LTD FB-204), War/PHILM bassist Pancho Tomaselli (the LTD PT-4) and White Chapple's Gabe Crisp with the GC-P4. Other signature models in the LTD 200 Series include the Kirk Hammett (Metallica) KH-202 and KH-202 left-handed, Michael Paget (Bullet for My Valentine) MP-200V, Tom Araya (Slayer) TA-200 and Stephen Carpenter (Deftones) SC-207 and SC-208.

ESP Guitars
(esp guitars.com)



ListenLoop Nominated for Awards

Listen Technologies' Loop Induction Assistive Listening Systems (ListenLoop) have been nominated for the "Impact Product of the Year" Award by readers of *Commercial Integrator* and *TechDecisions*.

ListenLoop technology makes it possible to extend users' assistive listening solution to anyone with a t-coil enabled hearing aid or cochlear implant. Users of the system can offer their patrons the experience of listening to an audio signal directly through their own hearing aid — without additional equipment.

"It is always a special honor to be

nominated for accolades by journalists and manufacturer peers, but it is another honor



altogether to be nominated by integrators and end users," said Russ Gentner, Listen CEO.

Listen Technologies (listentech.com)

PreSonus Puts Mixing at Users' Fingertips

The PreSonus UC Surface multi-touch control software for StudioLive RM-series and StudioLive AI-series Active Integration mixers lets you mix a show at your fingertips.

The software maintains the same workflow with Windows, Mac and iPad and also supports iPad and Windows 8 touchscreens. With device tabs that switch between different mixers like tabs in a browser, the UC Surface allows an overview of the entire mixer at a glance. You can also choose your Channel Types, creating Filter DCAs automatically.

PreSonus (presonus.com)



Babicz Bridges Gibson Basses

Babicz and AP International have announced that Gibson Guitars will feature the newly developed Babicz FCH 3-Point bass bridge on all 2015 Gibson Thunderbird and SG Bases.

The bridge features Babicz's patented eCAM encapsulated cam saddle design. Besides increasing string-to-body contact, this also allows for precise and instantaneous

adjustments to a player's action and intonation. As a retrofit for all standard Gibson 3-point bass bridges, the Babicz 3-Point will also soon be publicly available for purchase. The use of the Babicz 3-Point is in addition to the FCH4 bass bridges used on Gibson's 2014 EB series basses.

Babicz Full Contact Hardware
(fullcontacthardware.com)

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Lanikai Expands Hawaiian-Built Ukulele Line



Lanikai Ukuleles has expanded its Makau line of solid wood instruments that are made by hand in Honolulu.

The Makapu'u and Manana chambered-body acoustic/electric ukuleles are the first instruments of their kind to be introduced into regular production in Hawaii. The Makapu'u features a solid mahogany neck and chambered tenor body with a solid koa wood top, solid rosewood fingerboard and a piezo pickup with volume knob. The Manana bears the same features but features a solid Hawaiian Mango top.

"We strive to create performance-ready instruments for the serious ukulele player and are excited to introduce these stage-ready models that were hand made in our Hawaiian facility," said

Leon Lewis, lanikai product manager.

🛒 [Lanikai Ukuleles \(lanikaiukuleles.com\)](http://LanikaiUkuleles.com)

Sennheiser Unveils SP 10, SP 20 Portable Speakerphones

Sennheiser has introduced the SP 10 and SP 20 portable speakerphones for business professionals.

This acclaimed speakerphone series is a winner of both the prestige 2014 Red Dot and 2014 iF design awards.

Each model features "plug in and talk" simplicity, with the SP 10 connecting to PC/softphone and the SP 20 connecting to PC/softphone via USB cable or mobile phone/tablet via 3.5 mm jack plug.

Both the SP 10 and SP 20 variants use Sennheiser's high-definition sound quality, voice clarity and echo cancellation to ensure outstanding

communications.

MSRP: SP 10, \$179.95; SP 20, \$199.95.

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



Make Plans to Exhibit in Russia Now — and Save

This year, NAMM Musikmesse Russia, to be held Sept. 10–13, and Prolight + Sound NAMM Russia, to be held Sept. 10–12, will offer a variety of opportunities for exhibitors, including discounts for U.S.-based companies that confirm their space by Jan. 31.

Last year, more than 13,000 visitors attended the NAMM Russia exhibition, and more than 190 companies and 160 educational and business organizations showcased a wide spectrum of music products and entertainment technology.

Special Events in 2015 include the

NAMM University educational seminars for dealers; the COLISIUM, an international musical convention; and the Theatre Forum Premiere, a special demonstration of theater- and stage-specific equipment for pro-audio, sound and lighting specialists from world-class theaters around Russia.

Submit a space application by Jan. 31 to receive a 7-percent early-bird discount on exhibit space. 2015 NAMM Show and 2015 Summer NAMM exhibitors will receive an additional 5-percent loyalty discount.

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

ART Releases Opto-Compressor

Applied Research & Technology (ART) has introduced a high-performance 500 series module at an affordable price point.

Based on the ART ProVLA VCA-less Vactrol Opto-Compressor design, the stereo- and multi-channel linkable VLA-500 delivers the same quality and function as its rackmount predecessor in the convenient 500 series form factor.

To maximize versatility, the VLA-500 offers three user-selectable tone-shaping circuits. It features the clean Op amp signal path, a much warmer FET circuit for vocal tracking and mixing and a "grit" switch for more aggressive tone. Tone-shaping circuits can be used in combination to create wide tonal palettes.

MSRP: \$199.

🛒 [ART \(artproaudio.com\)](http://ART.com)



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- Juan Cruz Masotta



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- Kim Young

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S2 Series



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S2 Standards: simple, classic style

Since the launch of the PRS S2 Series in July of 2013 it has grown into a broad line of modern and vintage-inspired American made guitars that offer the feel, playability, tone, and reliability that you expect from PRS Guitars. The S2 Standards are our latest offerings and feature a solid mahogany body, set-in mahogany neck and pickguard mounted pickups and electronics.

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Levy's M17GRD Looks Ancient

Levy's Leathers' M17GRD guitar strap boasts a distressing treatment that gives the leather the look of a dry riverbed. The brown strap is lined with soft suede and features a guitar applique. This model is one of three using this leather.

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



The Loar LH-204 Brownstone Delivers Vintage Blues Vibe

For a vintage-style blues sound, The Loar's LH-204 Brownstone produces a tone that is dark and meaty. Based on the award-winning LH-200, the Brownstone has a solid sitka spruce top; mahogany back, sides and neck; and a rosewood fretboard in a classic pre-war body style.

The Loar has finished the body with a brown satin finish and a vintage-style bound soundhole.

The low-key headstock design is a simple gold logo decal that gives a nod to the guitar's rootsy heritage. With a 1 11/16-inch bone nut, 25.4-inch scale and comfortable C profile neck, the tone and vibe of the LH-204 exude the blues style.

The Brownstone is available in brown satin finish with an ivoroid bound soundhole. It comes with The Loar's lifetime warranty.

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

Remo Snares the Power

The Powerstroke 77 snare drumhead by Remo boasts great response and projection, combined with warm, full tones. The drumhead consists of two free-floating plies of 7-mm film with a 7-mm inlay ring and a 5-mm top clear dot.

The inlay ring reduces overtones, and the 5-mil top clear dot adds durability. This Coated or Clear drumhead is available in 10-, 12-, 13- and 14-inch sizes.

Aaron Spears, Alvin Ford Jr., Billy Rymer, Gerald Heyward, Stephen Perkins and Steve Carey all play the Powerstroke 77. Perkins said he uses it in the studio because "it gives my snare its own little spot in the mix. It



tightens it up and adds a little sting."

Rymer said that "the Coated P77 marks the tipping point for drummers seeking the ultimate balance of attack and response, with a complete range of dynamics."

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

PMC Gives One More twotwo

PMC has introduced an addition to its twotwo range of active nearfields. The twotwo sub2 subwoofer will complement the twotwo range, providing greater headroom and dynamics than the twotwo sub1. It's a low-distortion, active subwoofer featuring ATL bass-loading technology, Class-D amplification and DSP-based filtering. The sub2 also features a rigid braced cabinet, rendering unwanted coloration inaudible.

The long-throw bass driver employed in the sub2 delivers potent performance. Other features include an AES3 input with a high-quality sample rate converter and two balanced stereo analog XLR inputs.

[PMC \(pmc-speakers.com\)](http://pmc-speakers.com)



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DMA8413 8x4 520 Watt Digital Matrix Amplifier



NT 5502 1100 Watt Network DSP Power Amplifier



DMP808 8x8 Automatic Matrix Mixer



DMA8825 8x8 2000 Watt Digital Matrix Amplifier



NT 4004 4x4 1600 Watt Network DSP Power Amplifier





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Yamaha Creates New AG Series Mixers for Podcasters, Gamers

The AG03 and the AG06 are Yamaha's hybrid mixing console and USB audio



interface for webcasting, podcasting, gaming and music production. The AG series offers high-resolution (24-bit/192kHz) audio recording and playback and iOS compatibility.

The intuitive TO PC switch allows users of the AG series to easily mix together microphones and instruments with music beds, sound effects or the audio from computers and iOS devices.

Gamers are also able to adjust their sound in real-time with the included headset interface and hardware controls, removing the need to open a software control panel. The AG series is ideal for

creating content on sites like Twitch.tv.

The AG series features high-quality Yamaha D-PRE microphone preamps and on-board DSP effects, along with an AUX input for a music player and foot switch jack to control effects.

Separate headphone volume controls are perfect for gamers who share videos.

The layout brings hidden or difficult-to-find software controls to the front panel with easy-to-use faders, knobs and switches, making it easier than ever to get professional sound quality.

Yamaha (usa.yamaha.com)



Kerope Sees Weight Increase

The weight range of two models in Zildjian's popular Kerope cymbal line have been expanded in response to requests by drummers and dealers alike. According to Director of Research & Development Paul Francis, the slight increase in weight allows for greater stick and bell articulation while maintaining the rich, dark and dirty sound of the Kerope series.

The 20-inch Kerope Medium now features a range of 2,126 – 2,381 grams, and the 22-inch Kerope Medium has a range of 2,523 – 2,721 grams. Both models' weights start at the highest spec of the current Kerope series and increase in weight from there. This added weight is ideal for players who are playing in higher volume situations.

Zildjian (zildjian.com)

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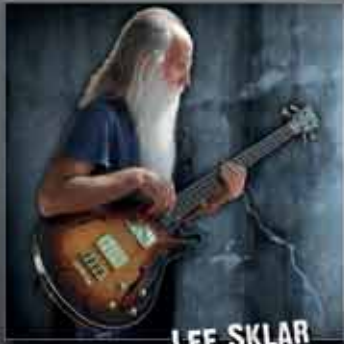
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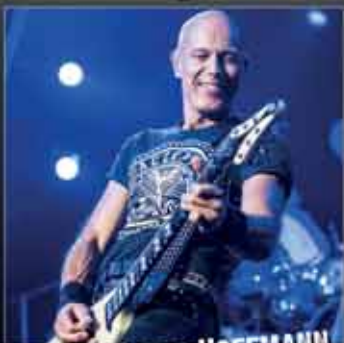
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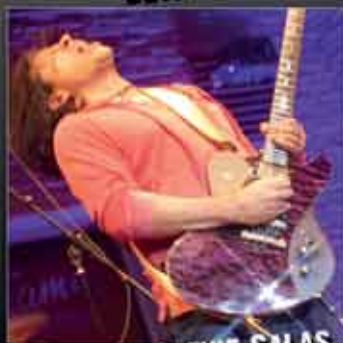
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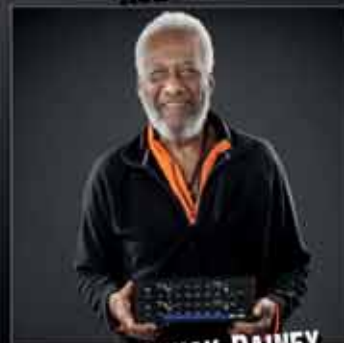
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dbx's AFS2 Eliminates Feedback

The AFS2 Advanced Feedback Suppression Processor from Harman's dbx is designed to completely eliminate feedback from a PA system. It is ideal for bands, DJs, live sound and fixed installation applications and offers a host of upgraded features.

The AFS2 provides state-of-the-art feedback elimination, yet is simple to use, thanks to its one-button Wizard function that automates key setup parameters and walks the user through the configuration process. The AFS2 offers a full LCD display and 24 LED meters per channel for setup and monitoring.

The processor's all-new DSP module takes dbx Advanced Feedback Suppression (AFS) to a new level. The new module provides for faster and more focused filter sets in both fixed and live mode and has a level of precision previously available only in high-end processors.

"The AFS2 is ideal for installs and live performances where feedback can be one of the most difficult things to deal with when setting up a PA system," said Jason Kunz, market manager, portable P.A. and recording & broadcast at Harman Signal Processing. "The AFS2 is simple to use, yet powerful and flexible enough for elaborate large-scale live sound systems."

MSRP: \$499.

 [dbx \(dbxpro.com\)](http://dbx.com)

Ibanez FR Guitar Sparks Imagination

Ibanez has introduced the FR365TFB, a neo-retro guitar that echoes classic rock style and tone.

The tri-fade burst finish envelopes a choice mahogany body fitted with a two-octave Wizard III neck.


The guitar's Tight-End bridge is solidly anchored in the mahogany body for optimal sustain and allows individual saddle heights



to be easily adjusted with just one screw.

The top side of the bridge is smooth finished, so if users play the guitar hard, the Tight-End bridge will absorb the hand's punishment without dishing out any of its own.

For electronics, a three-way switching system controls the Ibanez Core Tone single-coil covered neck pickup and Core Tone humbucker bridge pickup to provide a full range of tonal expression.

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

Samson's Concert 99 UHF Eliminates Worry

Samson has taken the worry out of wireless with the frequency-agile Concert 99 UHF Wireless System, available in four configurations (handheld, guitar, earset and presentation), each for \$249.99.

Enabling a 300-foot wireless range, the system features an all-metal, rack-mountable CR99 wireless receiver. It has a backlit LCD that provides convenient monitoring of transmitter battery life, operating channel and audio levels.

The CR99 also offers one-touch auto scan to identify the best channel for a given performance location out of the 96 total channels provided. Capable of supporting up to 16 systems simultaneously (region dependent), the receiver provides a group

auto scan function for the fast setup of multiple systems in a single location. The CR99 also features IR set technology to wirelessly match the operating channel of the transmitter to the receiver.

The Concert 99 Handheld Transmitter features a Samson Q7 microphone capsule for natural vocals and feedback rejection. The CB99 Beltpack Transmitter features a metal clip and convenient one-touch mute control. Beltpack transmitter configurations include Guitar (Samson GC32 cable), Earset (Samson SE10 earset mic) or Presentation (Samson LM5 lavalier mic). Concert 99 transmitters provide more than eight hours of operation on two AA batteries.

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

Legato is Valuable for Beginners

The new Legato model is the lowest-priced full-size digital piano ever created by Williams. Beginning players will appreciate the feel of the weighted keys, the adjustable metronome and the integrated music stand.

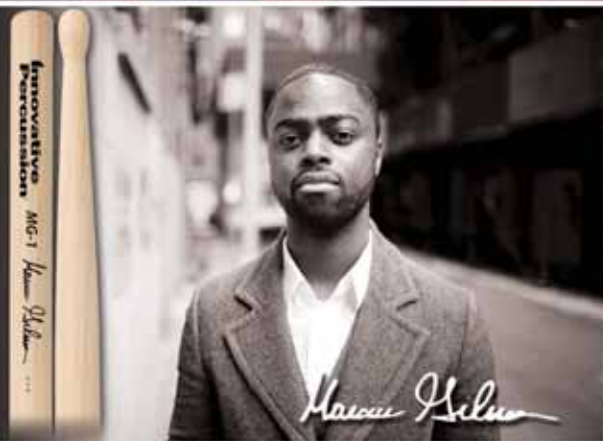
A USB port enables connection to a computer and MIDI control ability. The battery-powered Legato also includes a headphone jack and RCA connectors. The optional Williams ESS1 Essentials Pack provides a wall socket adapter for AC operation along with a sustain pedal.

MSRP: \$199.99.

 [Williams \(williamsplano.com\)](http://williamsplano.com)

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Schecter Introduces Hellraiser Passives

Schecter Guitar Research has introduced the Hellraiser Passive series. It features a mahogany body, a set three-piece mahogany neck with ultra access (the C-7 includes carbon fiber reinforcement rods), rosewood fingerboard with gothic cross inlays and 24 X-jumbo frets. It is offered with an option of a fixed T-O-M bridge or the Schecter exclusive Floyd Rose 1500 series bridge, which features stainless steel parts, new push-in arm and knife points that are re-tooled for better tuning and smoother tremolo play.

The Hellraiser Passive series comes loaded with Schecter's handmade USA brimstone pick-ups, which provide ground-shaking tone with attack and gain, while retaining clarity and definition.

MSRP: Hellraiser Passive C-1, \$1,219; Hellraiser Passive C-1 FR, \$1,349; Hellraiser Passive C-7, \$1,349; Hellraiser Solo-II, \$1,269. The models are available in Black Cherry Burst and Satin Black.

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



On-Stage Stands MSA5000 Mounts Laptops

On-Stage Stands has introduced the MSA5000 Laptop Mount with 5/8-inch adapter.

The MSA5000 joins the company's other laptop solutions, including the LPT5000 Laptop Stand and the LPT6000 Multi-Purpose Laptop Stand with 2nd Tier.

Along with the u-mount series of tablet mounts, these products represent a comprehensive lineup of MI accessories for high-performance electronic devices for performing musicians.

The MSA5000 is a versatile solution to incorporate laptops, tablets and other electronics into stage or studio rigs. It saves valuable desktop space at workstations



and lets users leave bulky tables at home for a cleaner stage. It is also compatible with horizontal mounting on the On-Stage Stands KS9102 Quantum Core Column Keyboard Stand, along with the KSA7575 and KSA7575+ Mic Attachment Bars for X-frame keyboard stands.

The tray of the MSA5000 is 10 inches deep with an adjustable width from 14 to 16 1/2 inches. Ventilation slots provide air circulation to keep laptops cool, while rear, side and front tabs keep the device safely in place. These same features make the MSA5000 ideal for small mixers, samplers, recorders and other devices.

🛒 **On-Stage (on-stage.com)**

Chauvet DJ Puts Fun in Confetti

Nothing says fun at a party or event more than a shower of confetti streaming down on a crowd or stage. Now it's easy for DJs, entertainers and performers to add this festive effect anywhere in seconds with the Funfetti confetti launcher from Chauvet DJ.

A wirelessly controllable professional confetti launcher, the Funfetti is ideal for weddings, concerts, parties, holiday celebrations and special events of all types. Unlike many confetti launchers, it does not require CO2 or compressed air to run; just add confetti. With no need for special propulsion substances, the Funfetti can be used safely and easily virtually anywhere. Compact in size, it can be set up and operated by a solo entertainer.

Although lightweight and easy to use, the Funfetti blasts out a torrent of confetti that can cover an area as large as 540 square feet.

It has a throw distance up to 30 feet and its powerful bursts last as long as 25 seconds each, filling up events and venues with a hailstorm of glitter.

The Funfetti works with most types of confetti, and Chauvet DJ offers three control options to meet a variety of user needs: manual, wireless remote or DMX. Simple manual control is provided via a convenient display on the rear of the unit. Additionally, the Funfetti comes with its own handheld wireless remote, allowing it to be operated from a DJ booth, backstage or any location up to 100 feet away. The Funfetti can also be integrated into lightshows via DMX operation; it features 3-pin XLR connectors and runs on one DMX channel.

Designed for mobile use, the Funfetti is lightweight and easily portable at roughly 13 pounds.

It includes a versatile double-bracketed yoke for easy floor mounting or hanging from a truss. For protection during storage and travel, the Chauvet CHS-50 VIP gear bag is a perfect fit.

🛒 **Chauvet DJ (chauvetdj.com)**



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D'Addario Reserve Reeds Offer Durability, Flexibility

D'Addario has unveiled a new line of reeds for clarinet. Offerings include the Reserve Bb Clarinet reeds, Reserve Classic Bb Clarinet reeds and Reserve Alto Saxophone reeds. The reeds are crafted from naturally grown cane from D'Addario's own foreign fields.

The Reserve cut for clarinet is built on a standard thickness blank and features a shorter vamp for evenness of sound, rounded tip corners for tonal warmth and a traditional tip thickness for ease of response. The Reserve line utilizes



only the densest, lower-internode cane for greater durability and consistency.

The Reserve Classic is built on a thicker blank and offers a longer vamp for increased flexibility, squared tip corners for ease of response and register change, and a thicker tip for a variety of articulation styles.

Reserve reeds for alto sax offer a heavy spine, which promotes dynamic flexibility and tone quality, a narrow rail slope and

traditional tip thickness.

D'Addario (daddario.com)

KHS Distributes Hercules Stands

KHS America announced it has assumed control of the North American distribution of Hercules Stands.

"KHS America is very pleased to be the lead U.S. distributor of Hercules Stands," said Tabor Stamper, president of KHS America. "Our experienced inside and outside sales teams, along with our long-term dealer relationships, will allow us to enhance the quality of service for our retail partners."

Hercules Stands, a proprietary brand under the KHS umbrella, manufactures instrument, lighting, microphone and

music stands designed for the demanding performances of today's musicians. The company also produces stands for laptops and tablets.

"It makes the most sense to align North American distribution and marketing under our U.S. subsidiary," said Karl Leong, CEO of KHS Musical Instrument Co. "Ultimately, it will allow us to enhance the value of the Hercules brand to end users and retail partners by giving us a more direct path for identifying and understanding customer needs."

KHS (khsmusic.com)

Gibraltar Introduces DJ Racks

Gibraltar has introduced three pre-packaged DJ racks that can be combined with Gibraltar's selection of mounts and accessories.

Gibraltar's entry-level DJ rack is Foundation, an understructure for DJ gear. At 34 inches high and 30 inches wide, it is a four-post, coffin-style DJ workstation with rubber bumper mounts for the DJ coffin to fit over the four post.

Gibraltar's second offering is Radius. At 36 inches high with a 30-inch cross-mounting bar and 30-inch T-legs for stability, it has two sets of adjustable mounting arms for controllers and/or laptops. Gibraltar memory locks dial in users' positions so their setup is the same every time.

Gibraltar's top-of-the-line solution is Elevate. At 68 inches long with 36-inch deep legs for extra stability, it has a 20-inch-deep mounting area with solid rubber mounting



platforms. Elevate offers optional integrated speaker suspension stands and tabletop accessory.

MSRP: Foundation, \$450; Radius, \$575; Elevate, \$1,100.

Gibraltar (gibraltarhardware.com)

Korg Partners with littleBits on Synth Kit

Korg USA has partnered with littleBits to expand distribution of the Synth Kit. The Synth Kit shares the form factor of littleBits' ever-growing library of electronic modules, which snap together in numerous configurations to help users invent their own imaginative, functional devices.

Korg Inc. and littleBits collaborated on the product in 2013, when the littleBits Synth Kit debuted. Korg USA is now helping to expand

the distribution into the MI channel.

The littleBits Synth Kit enables curious hobbyists and musicians to easily explore the iconic synthesizer instrument. It allows them to build their own sound machines (with signal generators, modifiers, modulators and controllers) and put on their own performances, with little or no engineering or musical knowledge.

Korg USA (korg.com)

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JBL EON 206P Delivers World-Class Sound on the Move

JBL Professional has introduced the EON 206P portable P.A. system.

The EON 206P is ideal for a variety of applications, including small bands, solo acts, coffeehouses, clubs, schools, worship events, meetings, seminars, presentations and health clubs.

“With best-in-class performance, easy setup and portability, the EON 206P allows anyone to deliver their performance, presentation, class or message with legendary JBL sound technology,” said Andy Flint, senior manager, portable P.A. marketing, JBL Professional. “It’s also so easy to use and lightweight that anyone can operate the system, making it possible to enjoy great sound in any environment.”

The JBL EON 206P features a pair of 6.5-inch passive loudspeakers, each featuring a

6.5-inch woofer and a 1-inch neodymium black nylon dome tweeter, powered by a 160-watt power amp section (80 watts per channel). The EON 206P features a maximum SPL output of 113 dB, with a nominal coverage pattern of 100 by 80 degrees.

The EON 206P also features an integrated six-channel mixer with two balanced mic/line channels with XLR/quarter-inch combo jacks (CH1 and CH2); two stereo inputs (CH3 and CH4 is RCA and quarter-inch; CH5 and CH6 is a 1/8-inch mini jack).

The mixer also features Stereo Monitor Out (quarter-inch left and right out) with volume control (for an external sub or stage monitors), master volume control, reverb on channels 1 and 2, bass/treble control and universal power (100–240 volts; 50/60 Hz).

Designed for easy portability, the EON 206P system weighs 25 pounds. It features a durable, road-tough enclosure and convenient internal cable storage, and it comes in a suitcase format for easy transport and storage.

It also features a 36-mm pole socket for easy mounting.

 [JBL Professional \(jbl.com\)](http://JBLProfessional.com)



Audio-Technica's AT5045 Mic

Audio-Technica has introduced the AT5045 cardioid condenser microphone, the latest addition to A-T's flagship 50 series of studio microphones. The hand-built AT5045 is a stick-design, large-diaphragm electret side-address condenser instrument microphone with a cardioid polar pattern.

The AT5045 features a large diaphragm, fast transient response, low noise, the ability to handle high sound pressure levels (149 dB SPL) and one of the widest dynamic range specs available (141 dB).

The microphone employs a large rectangular element, created by A-T engineers to improve transient response and increase response bandwidth.

The two-micron-thick, vapor-deposited gold diaphragm has been aged to achieve optimum sonic characteristics, and the cardioid polar pattern of the microphone is more sensitive to sound originating directly in front of the element, making it effective in reducing pickup of unwanted sounds and providing isolation of the instrument.

Another key feature is the internal shock mounting system, which decouples the capsule from the microphone body.

MSRP: AT5045, \$1,399; AT5045P (stereo pair), \$2,499.

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



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Alfred Music Adds Piano Praise Hits

Alfred Music has released *Basic Piano Course Praise Hits Complete Level 1* and *Basic Piano Course Praise Hits Complete Levels 2 and 3*. These books fill the need for contemporary Christian music to be used as supplementary pieces to complete lesson books from Alfred's Basic Piano Library.

Song titles include “Amazing Grace (My Chains Are Gone),” “As The Deer,” “Beautiful One,” “Blessed Be The Lord God Almighty,” “Blessed Be The Name Of The Lord,” “Come, Now Is The Time To Worship,” “Here I Am To Worship (Light Of The World),” “How Great Is Our God,” “Jesus, Name Above All Names,” “Mighty Is Our God,” “More Precious Than Silver,” “Open The Eyes Of My Heart,” “Praise The Name Of Jesus,” “Shout To The Lord,” “Shout To The North,” “There Is None Like You,” “Worthy, You Are Worthy” and “You Are My All In All.”

Titles in Alfred's *Basic Piano Course Praise Hits Complete Levels 2 and 3* include “Forever,” “Lord, I Lift Your Name On High,” “The Wonderful Cross,” “Blessed Be Your Name,” “Forever Reign,” “Holy Is The Lord,” “Hosanna (Praise Is Rising),” “Revelation Song,” “Our God,” “Here I Am To Worship (Light Of The World),” “Your Grace Is Enough,” “In Christ Alone (My Hope Is Found)” and “One Thing Remains (Your Love Never Fails).”

MSRP: \$8.50.

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



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Hosa Drive Facilitates Mobile Music

Hosa Technology has introduced the Hosa Drive series, consisting of the Hosa Drive Bluetooth audio receiver and a selection of portable cables.

The audio receiver plays music wirelessly for up to 10 hours and operates at transfer speeds up to 24 Mbps. The unit includes a 3.5 mm TRS aux cable for interfacing with external audio playback systems and a USB cable for charging. Hosa Drive series cables are available in 3.5 mm TRS to same and 3.5 mm TRS to dual RCA in 1 1/2-, 3-, 6- and 10-foot lengths. The Hosa Drive Stereo Audio Cable (3.5 mm TRS to same)

is designed for automotive connectivity. The cable features 3.5 mm connectors for devices with protective cases and all-metal



connector housings for durability. The stereo breakout cable (3.5 mm TRS to dual RCA) provides the same connector and housings. Both cables use tangle-free Easy-Coil wire.

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

Polara Pedal Expands Palette

Harman's DigiTech has announced the Polara Stereo Reverb Pedal, offering an expansive palette of reverb effects.

The Polara offers seven studio-standard Lexicon reverbs and flexible sound tailoring capabilities in a compact pedal.

The Polara's "Type" control selects the type of reverb and its "Level" knob adjusts the amount of reverb mixed with the dry signal.

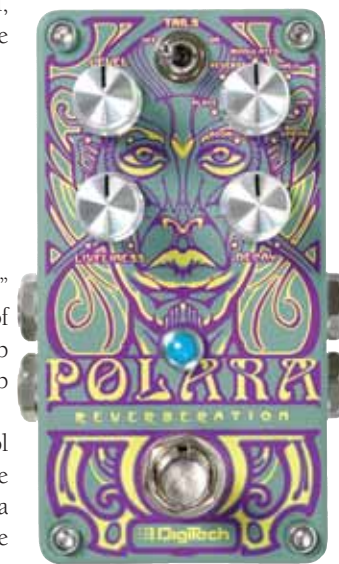
The "Decay" control adjusts the length of the reverb duration and a "Liveliness" knob shapes the amount of high-frequency

content. Finally, the "Tails" on/off toggle switch controls whether the reverb tails linger or cut off when the effect is switched off.

The Polara has mono and stereo input and output jacks for integration into a pedalboard, and the pedal's soft-click footswitch provides noise-free operation.

Included with the Polara is DigiTech's gen2 Stomplock knob guard, which locks settings in place to prevent accidental changes onstage. There is also a custom-cut hook and loop pad to attach the Polara to a pedalboard.

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



Samson Unveils RSX Stage Monitors

Samson's RSX two-way active stage monitors provide monitoring versatility, efficient Class D power and nine-layer plywood cabinet construction.

The RSXM10A and RSXM12A produce 800 watts of Class D power via their respective 10-inch and 12-inch low-frequency drivers

and premium 1-inch horn-loaded tweeters. A compact, coaxial design gives the monitors portability with impeccable sound.

In addition, each monitor has an integrated 1 3/8-inch pole mount receptacle and a monitor/FOH optimization switch for added flexibility.

Designed to bring professional performance to a variety of monitoring applications, including keyboards and electronic drums, the RSXM10A and RSXM12A are also convenient for DJs needing a dedicated monitor for a compact booth. A single XLR 1/4-inch combo input and XLR link output are provided.

MSRP: RSXM10A, \$299.99; RSXM12A, \$349.99.

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



TKL Lowers Case Pricing

TKL is rolling back the prices on its Premier cases. The dramatically lower pricing will allow most models to sell at a MAP of \$99.97. The Premier series offers an extensive selection of cases for acoustic guitars, electric guitars, bass, banjo, mandolin and dulcimer.

Made in Canada, Premier cases feature multi-ply, hand-laminated wood shell construction, steel-reinforced seams and increased protection from TKL's traditional neck support system.

Quality components of the cases that provide consistency and durability include the heavy-duty Durahyde covering, Providence forge steel-plated hardware, an ergonomic, comfort-grip molded handle and custom-blend, cushion-soft plush lining.

MSRP: \$204.95 for most models.

🛒 [TKL \(tkl.com\)](http://TKL (tkl.com))





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Cordoba Puts New Spin on GK Studio Guitar

Cordoba has introduced the GK Studio Limited, a new spin on the company's long-standing best seller. It joins the GK Studio and GK Studio Negra, both stage-ready flamenco guitars featuring a slightly thinner neck, deep cutaway and Fishman Presys Blend on-board electronics.

The rich, smooth sound of ziricote pairs nicely with the GK Studio Limited's solid spruce top for an overall appealing tone. Ziricote is similar in appearance to rosewood but has olive green and gray highlights, as opposed to the reddish tones often found in rosewood. This darker colored wood makes the GK Studio Limited a "negra" flamenco model. Negra guitars have become more popular in recent years, and tend to offer a deeper, bassier tone compared with blanca

guitars, which are built with lighter colored and brighter-sounding woods like cypress and maple.

The GK Studio Limited features a solid European spruce top, ziricote back and sides, Spanish cedar neck with ebony fingerboard,

natural high-gloss PU finish, 50mm nut width, 650mm scale length, clear Spanish golpeadores, Fishman Presys Blend, Savarez Cristal Corum strings and a deluxe Cordoba gig bag. MSRP: \$849.99.

🛒 [Cordoba Guitars \(cordobaguitars.com\)](http://CordobaGuitars.com)



Diamondback Debuts Five New Laser Engraved Drumsticks

Diamondback drumsticks are available in a choice of five models: 5A, 5AXL, 5B, 5BXL and 2B.

The drummer-designed sticks feature a laser-engraved grip and are made from premium-quality U.S.A. hickory.

🛒 [Diamondback Drumsticks \(diamondbackdrumsticks.com\)](http://DiamondbackDrumsticks.com)



Vince Minogue of Wireless Soul



Amptweaker Unveils BluesFuzz Pedal

The idea for Amptweaker's limited-edition BluesFuzz pedal came from a NAMM tweak session to finalize the TightFuzz. The company compared lower-output germanium transistors, which sounded great for blues, to a higher gain one that players preferred by a slim margin.

This year, Amptweaker decided to offer a limited run of only 49 pedals using these lower output germaniums, and the BluesFuzz was born.

Why a limited edition of 49? Some fans believe that the famous crossroads where Robert Johnson supposedly dealt with the devil was Highway 49 and 61 in Clarksdale, Mississippi.

Amptweaker's James and Phyllis Brown both grew up along Highway 49 and first met in a truck stop poolroom on that highway. Many people from Mississippi are influenced by the blues, which is evident in James' playing, so this is a tip of the hat to the Browns' personal connection with the blues.

The pedal excels in getting clean tones, thanks to the auto-bias built into the Fuzzcontrol. It also includes the Boost Switch MOD, which boosts the gain about 10dB, so players can get more fuzz or help compensate for lower output vintage pickups.

Other standard Amptweaker features include the proprietary Tight control, magnetic battery door and a built-in effects loop with pre/post switch that tracks the pedal's bypass switch for simple one-click tones.

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

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UAD-2 Satellite Thunderbolt includes the "Studio Classics Plus" UAD plug-in bundle. Apollo and Apollo 16 include the "Realtime Analog Classics Plus" UAD plug-in bundle. Apollo Twin includes the "Realtime Analog Classics" UAD plug-in bundle. All other plug-ins are sold separately at www.uaudio.com. Thunderbolt is a registered trademark of Apple Computer, Inc. All trademarks are property of their respective owners.



PEDAL BOARD

MOD Kits Unleashes Aggressor

The Aggressor from MOD Kits is a high-gain distortion pedal kit that delivers contemporary distortion with plenty of ear-splitting pitch harmonics. The distortion effect goes from subtle break to over-the-top distortion at maximum gain.

The Aggressor features true bypass, an LED indicator and a versatile tone control with a scoop/bump switch that shifts the mid-frequency response, allowing users to craft a tone that fits their playing style. It works with humbuckers and single coil pickups.

MOD Kits and Assemblies give novice and experienced musicians the opportunity to build or modify their own amps, effects



pedals and guitars. All kits come with instructions and use point-to-point wiring. [MOD Kits DIY \(modkitsdiy.com\)](http://modkitsdiy.com)

Radial's Bassbone Updated to V2

Radial Engineering has announced the Bassbone V2, a second-generation Bassbone that features a dedicated effects loop, combination power booster-mute

manager. "Instead of dropping the original Bassbone, we felt that there were many who preferred the smaller footprint and focused feature set. The Bassbone V2 was developed for this crowd."

The Bassbone V2 is a two-channel bass control center with the same audio circuit that made the Bassbone popular with artists such as Marcus Miller, John Patitucci and Victor Wooten. It features a toggle switch to select between two basses or between channels like a two-channel amp.

A full effects loop with send and receive jacks is complemented with a wet-dry control that enables the artist to mix in the desired effect without losing the natural bass tone. A third footswitch works as a power booster

or mute switch. A main output is used to feed the stage amp, while the built-in Radial DI box feeds the PA system or recording workstation.

The Bassbone V2 comes with a 15-volt DC power supply.

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



footswitch and piezo optimized input for upright bass.

"We recently launched the Bassbone OD, which has gained tremendous attention from many of the world's most prominent bass players," said Roc Bubel, Radial sales

TC Electronic Expands TonePrint Guitar Pedal Range

TC Electronic has expanded its line of TonePrint pedals with the addition of two vintage-flavored effects: the Helix Phaser and Viscious Vibe.

These much-awaited pedals provide guitar players with all the watery swirls they could ever want. With TonePrint added to the equation, the possibilities for tonal range are nearly limitless.

"We know that the public has been craving these effects for a while now, but we didn't want to release anything before it sounded no less than perfect. That time has finally come, and I couldn't possibly be happier with what we've accomplished," said Tore Mogensen, guitar product manager at

TC Electronic. "The Helix Phaser is probably my new favorite pedal, and I'm suddenly using it on everything I do. It sounds so warm and lush, and TonePrint just takes it all to the next level, making this the most versatile Phaser ever made."

"The Viscious Vibe is a meticulous recreation of the legendary Shin-Ei Uni-Vibe all the way down to the tee," Mogensen added. "We've spent countless hours dialing this one in, and A/B testing it with the real deal, and it sounds dead-on. I'm proud of what we've achieved here, and we just know that guitarists everywhere are going to love these pedals."

[TC Electronic \(tcelectronic.com\)](http://tcelectronic.com)

Tune Immediately With Drop Pedal

The Drop Pedal from Harman's DigiTech is a dedicated polyphonic drop tune pedal that allows guitar and bass players to instantly lower their tuning from one semitone all the way down to a full octave.

With the Drop, guitarists can get down-tuned chunk without having to change guitars or re-tune between songs, and bassists can delve into deep bass depths even lower than a five-string low B.

The Drop features a Momentary/Latching switch to create hammer-on and pull-off type effects. Players can instantly get a drop in pitch of the notes they're playing by stepping on and holding the footswitch — then releasing it to seamlessly go back up to pitch. The pedal features true bypass operation,

keeping the pure tone of the instrument intact when the effect is not engaged. The Drop is operated by a 9-volt input and included power supply. [DigiTech \(digitech.com\)](http://digitech.com)



Big Joe Stomp Box's Empire

Big Joe Stomp Box Company, in collaboration with Paul "TFO" Allen, has released its dual-preamp Empire overdrive pedal, complete with an adjustable buffer/line driver, unique Sponge/Firm modes and Body and Attack parameters.

Preamps A and B can be used independently or combined to turn any single-channel amp into four channels with clarity.

The adjustable buffer/line driver compensates for pedalboard signal loss and

also doubles as +15db clean boost to create lively, clean tones. The pedal includes a Sponge/Firm function that allows users to customize touch-sensitivity for the tube-like sag, response and feel they'd get from an amp. The Body and Attack knobs provide additional shaping options of the overall tonal girth and pick-dynamics. The Empire's all-analog true bypass circuitry runs on a battery or a 9-, 12-, or 18-volt power supply.

[Big Joe Stomp Box Company \(bigjoe-stompboxcompany.com\)](http://bigjoe-stompboxcompany.com)



Audio-Technica Showcases System 10 Guitar Stompbox

Audio-Technica has unveiled its System 10 2.4-GHz Digital Guitar Stompbox Wireless System (ATW-1501). The System 10 Stompbox streamlines onstage signal flow by making the wireless receiver part of the pedalboard and by providing an A/B switcher for multiple signal/amp options.

The System 10 Stompbox offers a pedalboard-mountable receiver with foot switch, two switched TRS balanced 1/4-inch outputs and an output mode selector.

A single receiver can be paired with up to eight UniPak body-pack transmitters.

System 10 wireless ensures clear communications by providing three levels of diversity assurance: frequency, time and space. Each ATW-1501 Stompbox system includes an ATW-R1500 Stompbox receiver and an ATW-T1001 UniPak body-pack transmitter with an AT-GcW guitar cable. The ATW-R1500 is a digital receiver with sturdy, metal-body construction, easy-to-read digital ID and transmitter battery level displays and AF Peak and Pair indicator lights.

MSRP: \$614.95. [Audio-Technica \(audio-technica.com\)](http://audio-technica.com)

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*Share the excitement of great new products
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FRIDAY 1/23

11:00: Frank Bello - *Anthrax*
12:30: Alex Skolnick - *Testament*
2:30: George Lynch - *KXM*
4:30: Syu - *Galneryus*

SATURDAY 1/24

11:00: Javier Reyes - *Animals As Leaders*
12:30: Gary Holt - *Exodus / Slayer*
2:30: Marco Mendoza - *The Dead Daisies*
4:30: Jason Charles Miller - *Solo Artist*

SUNDAY 1/25

11:00: Francesco Fareri - *Solo Artist*
1:00: Eric Calderone - *Solo Artist*
3:00: Luis Kalil - *Solo Artist*



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Harman Professional, Producers & Engineers Wing Promote Quality in Audio

The Recording Academy Producers & Engineers Wing reports that its relationship with Harman Professional's leading audio brands AKG Acoustics, JBL Professional and Lexicon has been increasingly successful in its efforts to promote quality in audio.

As official "P&E Wing Sustaining Partners," these brands have participated in a variety of activities, including being the title sponsor of high-profile regional Academy chapter events, having a presence on the P&E Wing section of the new Grammy Pro site and being supporters of the P&E Wing Manufacturer's Council. Now, Harman Professional has reaffirmed its sponsorship and has also added dbx as a fourth brand

that will work closely with the P&E Wing to support its initiatives and membership.

Innovative Harman Pro/P&E Wing projects in 2013–2014 included the "From Mic to Mix" live recording demonstration in Miami with Latin pop star Aymee Nuviola and her 10-piece band; "En La Mezcla," the inaugural and second annual P&E Wing Latin Grammy Awards celebrations, held in Las Vegas prior to the 14th and 15th annual Latin Grammy Awards; and the Nashville community-driven grand opening of Pearl-Cohn Entertainment Magnet High School's audio recording studio and learning center.

Other joint Harman/P&E Wing-supported endeavors during the past year

included a successful High Resolution Audio press event held at Jungle City Studios in New York City during CE (Consumer Electronics) Week and numerous incarnations of the popular "Lost In Translation" educational series, in which Grammy-winning engineer/producer Andrew Scheps demonstrates the benefits of High Resolution Audio.

"Harman proudly continues to support the Producers & Engineers Wing," said Bryan Bradley, GM, Loudspeaker, Headphone & Microphone Strategic Business Unit, Harman Professional. "Their work as advocates for the recording industry, artists, equipment manufacturers and listeners is of vital importance in this period of transition

in the music industry and beyond. We look forward to another year of rewarding projects together."

"We are proud that Harman has chosen to continue its partnership with the Producers & Engineers Wing," said Maureen Droney, managing director of The Recording Academy P&E Wing. "JBL Professional, dbx, AKG Acoustics and Lexicon share the P&E Wing's vision of capturing and delivering the highest quality audio. We look forward to this continued partnership and to another year of great work and pushing the high-quality audio envelope."

INFO Harman (harman.com)

STAGEHAND SERIES DRINK HOLDER

For 28 years, String Swing® has satisfied millions of music enthusiasts around the world & is constantly working to develop new, innovative products.

Our new Stagehand Drink Holder is the most versatile & affordable product of its kind in the market. This unit is produced in-house, on our precision CNC automated bender. It quickly secures to most stands for convenient storage of your beverage.

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The Steinberg UR12 USB 2.0 Audio Interface features a compact design, great build quality and full computer and iPad connectivity for users who need a portable interface with fantastic sonic characteristics.

The outstanding D-PRE mic preamp on the UR12 gives recordings incredible detail, depth and dynamics. The 24-bit/192 kHz converters offer levels of audio fidelity rare to an interface of this size.

A loopback function makes live Internet recording quick and simple. The included upgradable Cubase AI DAW version offers a streamlined, easy-to-use music toolset.

MSRP: \$119.99.

Steinberg (steinberg.net)

Reverend Releases Baritone Guitars

Reverend Guitars has released the Descent, a baritone guitar on Reverend's double-cutaway bolt-on platform with a 26-inch neck. The Descent comes in two pickup configurations. The Descent H90 has two humbucker-sized Gnarly 90 Railhammer pickups and is available in Oceanside Green with maple fretboard or Rock Orange with rosewood fretboard. Both come with a Wilkinson tremolo system. The Descent RA has chrome-covered Railhammer chisels, and it comes in Violin Burst Flame maple with rosewood.

Reverend Guitars
(reverendguitars.com)



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Ron Manus, 1970



Ron Manus, CEO
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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.



New UR12 Delivers True Mobile Recording

Combining an extremely compact design and extraordinary build quality, the **UR12** redefines the mobile USB category. The 24-bit/192kHz converters offer you outstanding levels of audio fidelity while the D-PRE mic preamp provides incredible detail, depth and dynamics. iOS compatible and will run on mobile battery or bus power.



Generate Natural-Sounding Female Vocal Performances

CYBER DIVA is an English-singing American voice library that allows you to input melody and lyrics to generate natural-sounding vocal performances utilizing VOCALOID4 synthesis technology.

VOCALOID4 Editor is now available as a CUBASE Editor and a stand-alone application.



Xeno Artist Model "Chicago" B \flat Trumpet Gets an Upgrade

The **YTR-9335CHSII** Xeno Artist Model "Chicago" B \flat trumpet has been updated with input from John Hagstrom of the Chicago Symphony Orchestra. It pairs with the YTR-9445CHSII "Chicago" C model to create an excellent matching set. These instruments feature unparalleled craftsmanship to meet the needs of the highest caliber players.



Keiko Abe Keyboard Mallets Gain Lightweight, Firm Birch Handles

The popular Keiko Abe line of keyboard mallets is now available with Birch handles. Birch is both lighter and more firm than Rattan, giving players a different feel than the original models while keeping the same weights and hardness for the heads.

Today's Events

Yamaha Keyboard Dealer Breakfast*
Marriott Hotel
Platinum Ballroom
7:30 - 10:00 am

Yamaha Dealer Concert*
Disney's California Adventure®
Hyperion Theater
8:00 pm

*By Invitation Only



Yamaha Introduces Our Most Affordable Digital Piano

The **P-45** digital piano features the acclaimed Yamaha 88-key Graded Hammer Standard (GHS) keyboard action and a quality, stereo-sampled grand piano Voice, making it an ideal choice for beginners, students and hobbyists alike. The P-45 is the most affordable digital piano in the Yamaha lineup.



Pacifica 311

Pacifica 510

Pacifica 611

Pro Pacifica Line Hits U.S. Shores

First launched in 1990, the **Pacifica Series** was driven by the California session scene, where versatility and performance were key. Inspired by those original custom-shop guitars, the new **Pacifica 311, 510** and **611** models are the embodiment of the original vision. They feature pro-level hardware and electronics, solid tonewood construction and the essence of uncompromising performance.



New Plant-Based Resin Recorders Produce Richer Tone

Our first new recorders in 15 years, the **YRS-401** and **YRS-402B** are unique: no other musical instruments are made from plant-based resin. A denser material than standard ABS plastic, the resin gives these recorders a richer tone quality than comparable instruments.

DTX Apps Revolutionize the Drumming Experience

Drawing on a rich heritage of music technology, Yamaha is the only company that supports its award-winning DTX electronic drums with FREE apps that enhance the user experience. The newest iOS apps, **DTX502 Touch** and **DTXM12 Touch**, along with the well-established **DTX400 Touch**, give users extensive touch-screen control of their DTX electronic drum sets.



Line 6 POD App Now Available for All iOS Interfaces

Line 6 has announced Mobile POD v1.7 for iOS, putting POD tone into the pockets of guitarists, no matter what iOS audio

interface they own. Guitarists can instantly access thousands of guitar tone presets from the Mobile POD app, enabling them to practice, jam and record wherever they are.

“For years, guitarists have relied upon POD tones in the studio and on stage, and the Mobile POD app provides classic POD processing for free when using our Sonic Port or Sonic Port VX interfaces,” said Marcus Ryle, chief strategy

officer at Line 6. “With the release of version 1.7, all iOS Core Audio-compatible interfaces can have the award-winning Line 6 guitar tone used on countless hit records through in-app purchase.”

Mobile POD features presets designed by artists, Line 6 professionals and a worldwide community of guitarists. Users can mix and match 32 amps, 16 effects and 16 speaker cabinets for a huge array of sounds.

An intuitive interface makes it quick and easy to create, tweak, save and recall custom tones. Guitarists can even play along with iTunes using the tones they created. Mobile POD also supports Apple's Inter-App Audio feature, so users can record POD tones into GarageBand and other iOS recording apps.

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



Armstrong Pickups Go Vintage

Kent Armstrong's new Icon series pickups were created from authentic 1950s and '60s pickups, which he had found to be very responsive, resulting in warm vintage tone and character.

The Icon series uses components such as Formvar and Alnico 2 and 3 magnets, using a stainless steel base plate to direct the magnetic field toward the strings. Variations include two humbuckers based on a '57 set (bridge and neck), a bridge and neck pickup from a Fender Broadcaster set from the early '50s and three different Strat single coil sets from '54, '57 and '62 with all middle pickups reverse wound for noise cancellation. Sold individually so users can mix and match.

🛒 [WD Music Products \(wdmusic.com\)](http://WDMusic.com)

Alfred Documents Beatles Saga

Originally published by Playboy Press in 1972, Richard DiLello's *The Longest Cocktail Party* is one of the most fascinating books ever written about The Beatles. DiLello worked at the London headquarters of Apple Corps (the band's inspired yet chaotic pop-music enterprise) from 1968 to 1970, and he chronicles those wild years in this candid, exuberant account of the seemingly endless party atmosphere that made The Beatles the artist-heroes of a generation.

The riotously colorful cast of eccentric visitors and celebrities that gravitated around The Beatles is the core of DiLello's book.

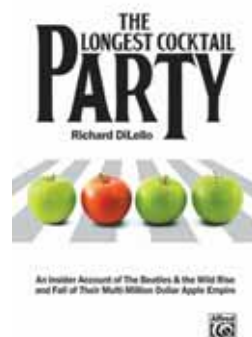
Full of period detail and paced like a 50-yard dash, *The Longest Cocktail Party* is a poignant snapshot of The Beatles and a remarkable document of pop culture and the entertainment industry in the 1960s.

Alfred Music is proud to offer this latest paperback edition of DiLello's Apple memoir to a new generation of music fans.

Avidly sought by Beatles aficionados, pop-culture fans and collectors of rock 'n' roll history, this edition features a new and insightful foreword by the author.

MSRP: \$19.99.

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



The Fishman of Acoustic Preamps

Our new Platinum Pro EQ and Platinum Stage universal preamps are designed for players looking for a pro-quality preamp/DI for their acoustic guitar, violin, cello, bass, resonator guitar, banjo, mandolin or other acoustic instruments that may be too small or too precious to have an onboard preamp.

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Arturia ASC App Facilitates Software Downloads

Arturia has introduced the Arturia Software Center (ASC), an application that makes accessing the company's software simpler. Ungainly USB dongle-based software protection and cumbersome call-and-response activation routines are now a thing of the past for all Arturia software users. ASC lets users register, activate, download, install and update all of their instruments in one convenient place.

ASC is automatically installed on any computer when an Arturia product protected by ASC is first installed. ASC connects users to their MyArturia account, where they can view a straightforward summary of any products that they already own along with their associated serial numbers and unlock codes.

Conveniently, this webpage is synced with ASC (although ASC also works offline).

Product registration couldn't be simpler. Users simply open ASC and click on the Add Product button. The product is then added to the main ASC page and automatically synced on up to five computers with no restrictions. Users can clearly see any Arturia software products that they already own as well as products they have yet to purchase.

ASC is capable of software installation on up to five computers, and downloading or updating follows conventions similar to those of iTunes or any Android app.

"Now you can focus on the most important thing to you: your sound," said Arturia CEO Adrien Courdavault at the company's recent

15th anniversary celebration at the Museum of Grenoble in France.

The latest Mac (OS X 10.7 or above) and PC (Windows 7 or above) versions of Arturia Software Center can be downloaded for free at arturia.com/support/updates&manuals.

 **Arturia (arturia.com)**



BSS Audio Ships BLU-50 Soundweb London Processor

Harman's BSS Audio announced that its BLU-50 signal processor is now shipping. The BLU-50 provides a cost-effective addition to the Soundweb London family of digital signal processors. The Soundweb London BLU-50 represents a premium, open-architecture solution in the form of a flexible, cost-effective and scalable package.

The BLU-50 is a half-rack-width processor that offers a fixed configuration of four inputs and four outputs, configurable signal processing, logic processing and BLU link. The device can be powered with the included 12VDC power supply but can accept 12-48VDC via a terminal block connector. The BLU-50 can also be powered with PoE+ via the Ethernet port, letting the device be powered, configured, controlled

and monitored using a single Cat 5e cable.

The analog inputs of the BLU-50 provide software configurable gain in 6dB steps up to +48dB per channel and software selectable Phantom power per channel. Phantom power, signal present and clip information per channel is easily accessible, without the requirement for a PC, from a clear front panel LED indication.

The BLU-50 features BLU link, a low-latency, fault-tolerant digital audio bus of 48 channels, which uses standard Category 5e cabling, giving a distance of 100m between compatible devices. Fiber media converters can be used to increase the distance between devices to over 10km (6.2 miles) using single mode fiber.

The BLU-50 can be configured,



controlled and monitored from both the newly introduced HiQnet London Architect version 6.0 and HiQnet Audio Architect version 1.4, to be released soon, and it is compatible with other members of the Soundweb London family. Its 48 channel BLU link bus represents channels 1-48 of the larger 256 channel BLU link bus when integrated with the BLU-800, BLU-320, BLU-160, BLU-120, BLU-BIB and BLU-BOB devices. Up to 60 BLU link compatible devices can share channels on a single bus.

 **Harman (harman.com)**

TC-Helicon Voice Jam Studio has Advanced Looping

TC-Helicon has announced Voice Jam Studio for iPad, a music app that lets anyone create studio-quality vocal compositions with advanced looping, professional effects and seamless sharing via YouTube and SoundCloud.

Voice Jam Studio lets users create music with just their voice and an iPad.

The app comes with Pro Vocal Effects by TC-Helicon, expert-authored presets designed using renowned TC-Helicon effects. It also comes equipped with Looping Studio, consisting of four fully independent stereo loop tracks with up to 8 minutes of record time.

Users can capture and share their performances with an integrated video capture feature, which allows for upload directly to YouTube and SoundCloud. Users can connect and integrate with other studio apps using Audiobus, Inter-App Audio or AudioCopy.

The Voice Jam Studio app is intuitive and easy to use, featuring built-in tutorials to help users get started.

 **Voice Jam Studio (voicejamstudio.com)**



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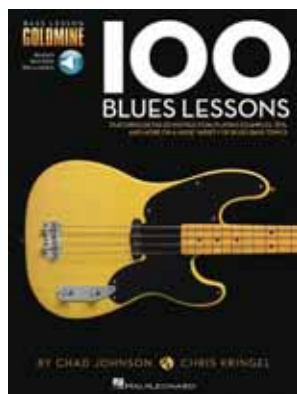
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Hal Leonard Unleashes 'Bass Lesson Goldmine'

Hal Leonard is rolling out blues, rock, jazz and funk/R&B books with online audio at NAMM.

The *Bass Lesson Goldmine* series covers an array of essential topics, with detailed instruction and playing examples presented in both standard notation and tablature.

100 Blues Lessons by Chad Johnson and Chris Kringel has chapters on topics, such as 12-Bar Blues, Turnarounds, Intros and Endings, Swing, Boogie Woogie, The Mixolydian Mode, Palm Muting, Pentatonic Scales, Soloing, Chart-Reading Essential, and the styles of Willie Dixon, Donald "Duck" Dunn, Tommy Shannon, Jack Bruce,



Roscoe Beck, Jerry Jemmott and Johnny B. Gayden.

100 Rock Lessons by Steve Gorenberg and Matt Scharfglass offers lessons on topics, such as First Position Notes, Slapping, Drop D Tuning, Machine Gun 16th Notes, Rock Rhythms and Progressions, and the styles of Paul McCartney, John Paul Jones, John Entwistle, Geddy Lee, Chris Squire, Geezer Butler and Billy Sheehan.

In *100 Jazz Lessons* for both upright and electric bass, Josh

Needleman and Matt Rybicki teach topics, such as String Crossing, Double Stops, Raking, Jazz Waltz, Odd Meters, Ostinatos, Walking Lines, Interval Cycles, Motivic Development, Building a Solo, and Using a Bow.

100 Funk/R&B Lessons by Steve Gorenberg and Chris Kringel covers a wide range of topics, including The Pocket, Slap and Pop Techniques, Hammer-Ons and Pull-Offs, Staccato & Tenuto, Funk Fills and Phrasing, and the styles of Bootsy Collins, Larry Graham, Louis Johnson, Rocco Prestia, Flea, Stanley Clarke, Marcus Miller, Victor Wooten, Verdine White, James Jamerson, Carol Kaye, Nathan East, Sting and others.

MSRP: \$24.99.

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



QSC Announces Feature Upgrades for TouchMix Mixers

QSC has announced a firmware upgrade for its TouchMix line of digital mixers.

TouchMix version 2.0 firmware offers added functionality, including support for password-protected, multilevel security access, expanded Wi-Fi options and programmability of User Buttons. In addition, the iOS app for TouchMix mixers has been expanded to include a personal monitor mix application for both iPhone and iPod Touch devices.

A TouchMix operator can now limit the access of a connected external device to one mix or combination of mix busses.

Enhancements and refinements of existing TouchMix features include more options for auxiliary mix pick-off points, options for stage monitor mix control, reconfigurable stereo auxiliary outputs as balanced mono outputs and expanded channel presets. Via the iPhone app, users can also control the record/playback transport controls as well as the programmable user buttons.

The updated iOS app is available for free from the iTunes app store. For Android devices, a free remote control app is scheduled for release during early 2015.

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

On-Stage Offers Best-Selling Boom Mic Stand in White

The On-Stage Stands MS7701B EuroBoom Microphone Stand can be found on stages and in studios around the world. The new MS7801W responds to dealer and consumer requests for a white version.

The MS7801W is an excellent choice for houses of worship, wedding bands, DJs or anyone looking to add some flare to their stage.

The MSA7801W features a familiar steel midpoint clutch and removable boom arm. An upgraded all-metal tripod leg housing adds durability to the MS7801W, holding up to the rigors of the stage.

Height adjustment ranges from 32 to 62 inches. Combined with the 30-inch boom, the MS7801W can handle miking duties from a guitar amp, to drum overheads and everything in between.

Like the MS7701, the Euro-style boom on the MS7801W comes with separate clutches for length and angle adjustments, allowing users to make easy adjustments while performing. The removable boom arm and the MS7801W's ability to fold flat make this stand portable and adaptable for every member of the band.

MSRP: \$65.99.

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



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A person is shown from the side, playing a Roland digital piano in a home studio. The piano is black with white keys and a control panel on the right side. In the background, there is a laptop displaying a music software interface, a large monitor, and a pair of speakers on a wooden stand. The lighting is warm and focused on the piano and the player.

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

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New Ibanez Prestige Models Feature Maple Fretboards


After observing a trend toward maple fretboards among the company's artist roster, the Ibanez team queried its high-end dealers who had noted a similar shift in preference. Now Ibanez has introduced the maple adorned RGs in 6-, 7- and 8-string versions.

A classic representative of these new offerings is the RG652AHMNGB. Featuring

an ash body that delivers a generous portion of sustain, the ultra-fast, five-piece maple/walnut Super Wizard high-performance neck has a birdseye maple fretboard that delivers an aggressive sonic response.

Electronics include a pair of DiMarzio Air Norton and The Tone Zone pickups for a mix of power and tone, and a five-way selector switch for tonal versatility. The classic Edge bridge offers tuning stability, precise intonation adjustment and playing comfort. A hard shell case is included.

MSRP: \$1,866.65.

 **Ibanez (ibanez.com)**



Samson XP112A, XP115A Speaker Offer Premium Sound

Samson's Expedition XP112A and XP115A two-way active P.A. speakers present great options for users seeking premium sound and a good value. Combining portability and power, these are P.A. speakers made for live sound setups. Suited for bands, DJs, vocal presentations and more, the Expedition XP112A and XP115A are versatile PA solutions for serious performers.

With 500 watts of power, the XP112A and XP115A produce a deep bass response with high-end clarity via their respective 12-inch and 15-inch extended-range, low-frequency woofers and 1-inch high-frequency drivers.

The back panels of both these speakers offer an XLR-1/4-inch combo input for

microphones and line level devices, as well as a contour equalization switch for customizing a user's sound.

Each speaker also provides an XLR Link output connector for daisy chaining additional speakers to expand a P.A. setup.

Both speaker enclosures are constructed of solid polypropylene, ensuring roadworthy durability. The cabinet design also provides a tilt-back monitor positioning option and a 1 3/8-inch speaker stand mount for flexible setup. For additional convenience and portability, the XP112A and XP115A offer both top and side carry handles.

MSRP: XP112A, \$219.99; XP115A, \$269.99.

 **Samson Technologies (samsontech.com)**




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Introducing the Java Series from Tanglewood.

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HK Audio Used at Historic Landmark

German sound-reinforcement firm HK Audio's Elements system has been called upon to soundtrack events at Barcelona's historic Sant Pau Recinte Modernista World Heritage Site.


Designed by the Catalan architect Lluís Domènech i Montaner, the Sant Pau Recinte Modernista is a complex of buildings erected in 1902 in downtown Barcelona.

The main hall in the complex accommodates up to 2,000 people.

This centerpiece of the complex is an HK Audio Elements system consisting of two E435 mid/high units and a Big Base component on each side.

"Vitelsa, the company responsible for deploying the sound systems in the Sant Pau Recinte Modernista, chose the Elements systems for the Lluís Domènech i Montaner room mainly because of its elegant and unobtrusive design," said Marc Rovira from the Spanish HK Audio reseller Adagio Pro.

"With this portable HK Audio equipment, which may be configured to suit the given requirements, the Sant Pau people are now well equipped to handle the outdoor events that occasionally take place in the courtyard of this unique building complex."

 **HK Audio (hkaudio.com)**

XO Trombone Provides Control

XO Professional Brass has introduced the XO 1236L traditional-wrap trombone.

New features include a choice of handcrafted 8 1/2-inch yellow or rose brass



bell with soldered bell flare wire, a gold-plated rotor assembly with German steel mini-ball mechanical linkage and three interchangeable leadpipes (one sterling silver and two in brass).

MSRP: Yellow brass, \$3,995; rose brass, \$4,200.

 **XO Pro Brass (xobrass.com)**

Loudspeakers

CBR Series

CBR10 CBR12 CBR15



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In the tradition of our legendary BR loudspeakers, the new Yamaha CBR Series offers excellent sound quality; rugged, lightweight enclosures and a variety of features, including:

- **Powerful, high-definition sound.** Custom-designed transducers and wide-dispersion horns.
- **Reliable performance at any output level.** HF driver protection and a highly responsive LF driver.
- **Versatility for multiple applications.** Rigging points that enable hanging and a wedge shape that allows for floor monitoring.

Come hear and see them at NAMM at the Yamaha booth in the Marriott Marquis Ballroom or visit www.4wrd.it/CBRNAM.



Both speakON and 1/4" jacks on the back panel provide quick, easy connectivity...



...to an amplifier (like our P-Series) or a powered mixer (like our EMX Series).

Shure MOTIV Digital Line is iOS Friendly

Shure has introduced its MOTIV digital products, which include the MOTIV MV5 digital condenser microphone, the MOTIV MV88 iOS digital stereo condenser microphone, the MOTIV MV51 digital large-diaphragm condenser microphone, the MOTIV MVi digital audio interface and the ShurePlus MOTIV Mobile Recording App for iOS.

The MV5 digital condenser microphone is designed for recording vocals and acoustic

instruments, or for use with Skype, and comes equipped with three DSP modes and a Micro-B to USB cable. It has a built-in headphone output for real-time monitoring.

The MV88 iOS digital stereo condenser microphone directly connects to any Apple iPhone, iPod or iPad equipped with a Lightning connector to capture high-quality field recordings on the go. The mid-side microphone element is mounted to a 90-degree hinge with built-in rotation that allows for flexible microphone position.

Equipped with five on-board DSP preset modes to provide optimal recording results, the MV51 includes a touch-panel control for quick access to gain, phantom power, mute and headphone volume adjustments.

The 1-inch capsule element provides audio results that are easily monitored in real time via the built-in headphone output.

The MVi digital audio interface connects any XLR microphone or 1/4" instrument (guitar, bass, or keyboard) to an iOS device, Mac or PC for high-quality audio capture.

The ShurePlus MOTIV mobile recording app is designed for use with MOTIV digital condenser microphones. Its interface includes selectable DSP preset modes, microphone gain adjustment and an intuitive stereo setting. MOTIV products record studio-quality sound at 24-bit/48 kHz for clear audio in virtually any environment.

The products will be available this spring. [!\[\]\(cf531ed27e91483460120fcc057b3901_img.jpg\) Shure \(shure.com\)](http://Shure (shure.com))



Protection Racket Offers Protection for Roland Sampling Pads

Protection Racket has extended its line of electronic drum cases to include two cases for Roland's range of SPD-S and SPD-SX sampling pads.

The 9021-00 standard utility case has been used by musicians as a multi-purpose case to carry laptops, paperwork, set lists, charts and much more. It fits the Roland SPD-SX sampling pads, too. It includes a comfortable padded carrying handle, adjustable shoulder strap and three internal compartments.

The 1762-80 deluxe utility case has a double compartment that accommodates the Roland SPD-S and comes fully padded with two front, one back and two side zipper pockets.

There is also an easy-access compartment, hideaway ergonomic rubber carry handle, non-slip adjustable/neoprene shoulder pad, fiberglass PE board support frame and abrasion resistant base.

MSRP: 9021-00, \$66; 1762-80, \$134.

[!\[\]\(1f56542a42e2413e44a2b2023033aa2e_img.jpg\) Protection Racket \(protectionracket.co.uk\)](http://Protection Racket (protectionracket.co.uk))

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Lexicon Bundles PCM Native Effects Plug-In

Lexicon is showcasing its PCM Native Effects Plug-In Bundle.

Bringing the sounds of Lexicon's PCM96 Stereo Reverb/Effects Processor to more users than ever before, the software package makes all the effects processing of Lexicon's PCM96 available as a plug-in, which will add a wealth of effects to a user's DAW that are not available anywhere else.

The PCM Native Effects Plug-In Bundle incorporates all the diverse capabilities of the PCM96 hardware unit, including dual delay, random delay, chorus/flange, resonant chords, pitch shift and multivoice pitch shift.

The PCM Native Effects Plug-In Bundle adds to these effects a Stringbox algorithm, which provides the user with 88 virtual strings resonating according to the audio in. Several tuning and panning options are available, along with a virtual keyboard and randomizer, giving users the ability to create never-before-heard chords, melodies and room sounds.

[!\[\]\(8891837fe1b5b26680f2ee7b0ea5318e_img.jpg\) Lexicon \(lexiconpro.com\)](http://Lexicon (lexiconpro.com))


Introducing Cajon Hi-Hats by LP

Brighten up the 2 and the 4

LP's exclusive new Cajon Hi-Hats allow you to add a traditional hi-hat sound to your cajon performance without the need to drag around heavy cymbals and a clunky stand. The 9-inch Cajon Hi-Hats are made from premium B20 cast bronze for superb sound and the adjustable tension knob quickly switches them from an open to a closed position, giving you a whole new world of rhythmic combinations.



RAY YSLAS
Christina Aguilera,
Jennifer Lopez,
Marcus Miller

LP's new Cajon Hi-Hats have a specially designed  striker that allows them to be played with your hands, but they can also be played with sticks or brushes for a variety of effects.

They are attached easily and securely to the side of any cajon with a heavy duty Velcro® mounting patch and can be quickly removed as soon as you wrap up your gig.

LP1510. Patent Pending.



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D'Addario Adds Patch, Killswitch Cables to Line

D'Addario has expanded its American Stage cable line with the sturdy Patch and Killswitch cables.

The American Stage Killswitch cables



feature a momentary "kill switch" for silencing the cable during live instrument

changes, avoiding loud pops and squeals that can damage amplifiers. American Stage Patch cables allow guitarists the same clarity and tone throughout their entire signal chain, including the pedalboard.

D'Addario American Stage Series cables are designed to reproduce the natural tones of the instrument with zero interference.

Using high-quality materials, custom designs and precision U.S. manufacturing methods, American Stage delivers a professional performance cable. The result is a pure, natural tone guaranteed for life.

"American Stage cables are built to ensure that your tone comes through exactly the way you want it," said Rob Cunningham, D'Addario accessories product manager.

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

Ibanez Joins Forces With Kaoss

Ibanez joins the world of electronic music with the introduction of the new RGKP6 and SRKP4 Korg Mini Kaoss Pad 2S-equipped guitar and bass.

Each model includes a built-in/detachable Korg Mini Kaoss Pad 2S to create a hybrid instrument that allows guitarists and bassists to incorporate the dynamic effects of electronic music into their performances. This detachable "fast-swap" design can accept new generations of Kaoss technology, ensuring these instruments will remain relevant. While the musical possibilities are numerous, the mechanics of these state-of-the-art machines are relatively simple.

Located directly in the path of the picking hand, the Kaoss Pad 2S puts 100

effect programs within the reach of a finger for seamless real-time manipulation. Other Kaoss features include a synthesizer, a built-in MP3 player and a digital recorder to capture performances. Guitarists and bassists will appreciate the way the Mini Kaoss Pad 2S integrates with the RG guitar and SR bass, implementing elements such as built-in gain/



distortion, an effect bypass toggle and a 1/8-inch headphone jack for private jam sessions.

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

IK Multimedia's Updates SampleTank 3 for Mac, PC

IK Multimedia has announced an update to SampleTank 3 for Mac and PC, its sound and groove workstation. The 3.3 version turns SampleTank 3 into a tool for beat and groove makers via its new plug-and-play compatibility with iRig Pads, IK's portable MIDI groove controller.

Its new pad interface lets musicians quickly organize SampleTank 3's 16 parts in a new matrix view quickly and efficiently for use with iRig Pads or any other 4x4 pad controller. Users will enjoy broader MIDI support and streamlined loop management.

The latest version also comes with The Grid, the first add-on sound collection

for SampleTank 3. Made for beat makers and electronic music producers, it features 50 instruments and patterns that cover everything from hip-hop to techno.

The latest SampleTank 3 now offers plug-and-play support for iRig Pads, IK's MIDI pad controller for iOS, Mac and PC. A natural fit, iRig Pads' 16 fully customizable, velocity-sensitive backlit rubber pads provide users with a tactile out-of-the-box musical experience that streamlines the SampleTank 3 workflow.

The latest update is complimentary for users of all existing SampleTank 3 versions.

[IK Multimedia \(ikmultimedia.com\)](http://ikmultimedia.com)

Los Cabos Introduces Stick Holder

Los Cabos Drumsticks has added a stick holder to its accessory line. The stick holder has twin cups that can hold two pairs of drumsticks, one pair on each side.

The holder is attached via a clip with a heavy-duty spring. The cups can be rotated to any position.

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





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Fender Custom Shop Announces 2015 Collection

Fender Custom Shop has introduced its 2015 collection, featuring modern interpretations of classic Fender guitars.

The Limited Edition Tele Caballo Tono comes with a TV Jones Classic neck pickup and a hand-wound Texas Tele bridge pickup.

The Limited Edition 1955 Stratocaster features a lightweight ash body and a trio of hand-wound '55 single-coil Stratocaster pickups.

The Limited Edition 1955 Esquire sports a hand-wound '55 Telecaster single-coil bridge pickup with staggered/beveled polepieces.

The Limited Edition 1955 Precision Bass sports a lightweight ash body and has a hand-wound '55 Precision Bass single-coil pickup

with a classic chrome cover.

The 2015 American Custom Telecaster has a two-piece lightweight alder body, features a pair of hand-wired Twisted Tele single-coil pickups and comes with a parchment top and back body binding.

The 2015 American Custom Telecaster FM offers a two-piece book-matched AAA flame maple top and a pair of hand-wired Twisted Tele single-coil pickups.

The American Custom Stratocaster takes the classic electric guitar and adds a two-piece lightweight alder body sculpted with deep '57-style contours and a hand-wired '69 Stratocaster single-coil neck and middle pickups.

The Fender Custom Shop 2015 American

Custom Stratocaster FM features a AAA flame maple neck with "large C" profile and '57-style small headstock, fast compound-radius maple or dark rosewood "slab" fingerboard with bone nut, and a three-ply 11-hole parchment pickguard with countersunk pickup.


The Postmodern Stratocaster has a rosewood fingerboard with 21 narrow jumbo frets, and three sparkling Fat '60s single-coil pickups.

The 2015 Postmodern Telecaster has dual Twisted Tele pickups with three-way switching and Greasebucket tone circuit.

The 2015 Postmodern Precision Jazz Bass has a sculpted '60s "U" profile and a '63 Precision bass split single-coil pickup with a

vintage-style chrome cover.

Other instruments in the lineup include the 1959 Journeyman Relic Precision Bass, 1960 Journeyman Relic Jazz Bass, 1970 Relic Stratocaster, 1960 Relic Telecaster Custom, 1957 Relic Stratocaster, 1963 Relic Stratocaster, 1952 Heavy Relic Telecaster and the 1963 Relic Telecaster.

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



Universal Audio Offers Plug-Ins

Universal Audio has released UAD Software v7.11 featuring three new Direct Developer plug-ins: the Vertigo Sound VSM-3 Mix Satellite, Vertigo Sound VSC-2 Compressor and the Massenburg DesignWorks MDWEQ5.

The Vertigo Sound VSM-3 Mix Satellite plug-in is an emulation of the Vertigo Sound VSM-2, and offers controls for targeted harmonic generation as well as plug-in-only features such as the THD Mixer's Harmonic Balance control.

The Vertigo Sound VSC-2 Compressor plug-in for UAD-2 and Apollo interfaces features four hand-built discrete VCAs — delivering compression textures with a modern signal path and controls.

The Massenburg DesignWorks MDWEQ5 plug-in provides clear processing at high resolutions. It is well-suited for game developers and film and television engineers.

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


Alfred Music Updates Acoustic Guitar Books

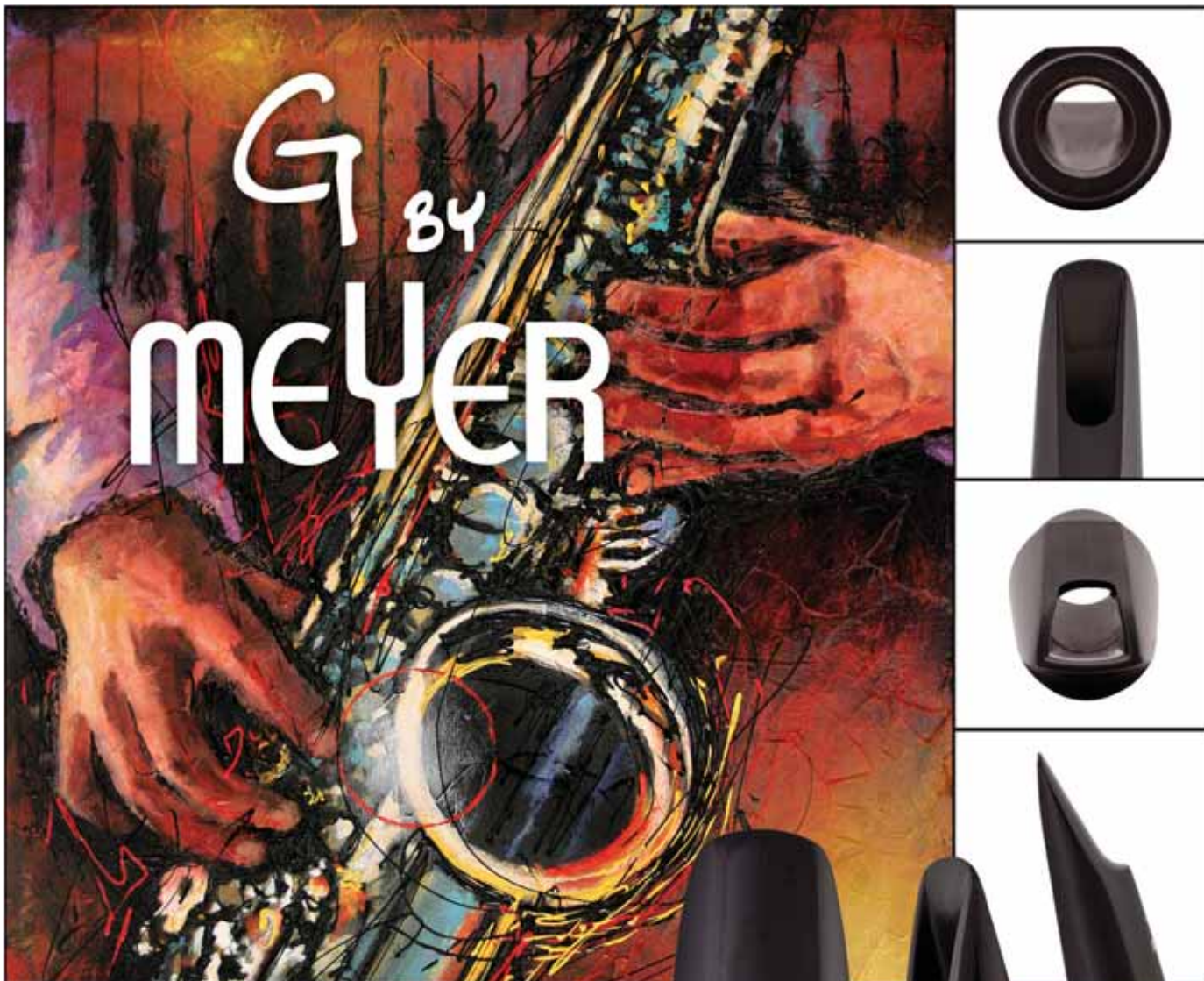
Alfred Music has released second editions of the *Complete Acoustic Guitar Method* for beginning, intermediate and advanced guitarists.

Beginning Acoustic Guitar includes lessons on reading music and TAB, basic music theory, chords, strumming techniques, basic left-hand techniques, power chords, barre chords and basic fingerpicking.

Intermediate Acoustic Guitar features everything from harmonics, flatpicking arpeggios and alternate tunings to bending, funk strumming, playing in upper positions and improvising with pentatonic scales.

Mastering Acoustic Guitar includes lessons on 7th chords, extended chords, slapping and tapping, odd time signatures and modes. MSRP: \$24.99.

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



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Mapex Artists Unleash Black Panther Drums

Mapex has teamed up with three of its artists to create Black Panther snare drums that reflect each artist's personality and signature sound.

The Chris Adler Warbird snare drum is custom engraved with Adler's Warbird design. Its 12- by 5 1/2-inch six-ply maple/walnut shell delivers an intense, dark sound when tuned low and an explosive pop when cranked high. With the addition of the SONIClear bearing edge, the sounds it produces can be described as biting, powerful and quick.

The Matt Halpern Wraith has a 14- by 6-inch brass shell that provides the foundation for rim shots. The nine vents in the shell bring a touch of dryness to the overall sound, which can be described as warm, open and explosive.

The Russ Miller Versatus uses a combination of bearing edges, with

reinforcement on the batter side and a rounded non-reinforced 35-degree bearing edge on the snare side for enhanced versatility, articulation and control.

Each drum features a Black Panther cylinder-drive strainer that uses a self-lubricating bearing to ensure smooth operation and snare tension control. The cylinder drive strainer also provides a tactile click as it is turned, and the adjustment dial employs micro-lock technology for precise control. With Sonic Saver Hoops as standard equipment, the gap is bridged between flanged hoops and die-cast hoops. A shaping process creates a profile that reduces wear and tear to both sticks and hands while enhancing the response and feel of rim shots.

MSRP: Chris Adler Warbird, \$649; Matt Halpern Wraith, \$789; Russ Miller Versatus, \$799.

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

Samson Control Surface Boasts Portability

Samson's Conspiracy MIDI Control Surface features a portable design and an array of customizable, tactile controls. The core of the Conspiracy is made up of 25 velocity-sensitive trigger pads with aftertouch for sequencing melodies and rhythms, as well as launching clips, loops and samples.

The pads feature three-color backlighting, which enables more comprehensive visual feedback and less reliance on a computer screen. Additional control is provided by the Conspiracy's 14 detented knobs, 10

backlit function buttons and six precision faders. All these controls can be custom assigned via a backlit LCD navigated by a master encoder and four directional buttons. The Conspiracy also features a two-channel MIDI mixer, crossfader and transport controls.

MSRP: \$199.99.

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



Riversong Presents Wooden Picks

Riversong Guitars has unveiled patent-pending Hi-Tech wooden guitar picks. Five years of research and development produced a multi-ply guitar pick providing the tonal benefits of wood.

Wooden picks have many different tones depending on the orientation of the edge and the wood grain. Riversong uses Maple, Chilkawian maple and walnut to create these picks.

Key components supporting the structure of the pick are grain orientation, glue, glue substrate and wood types. As the pick wears in to a guitarist's playing style, the layers create a soft surface in contrast to the hard edge. The natural grip of the wood accompanied by the engraved maple leaf stops these picks from spinning and absorbs moisture away from the player's hand.

Guitarists can choose from three models: Original, Jazz and Thick.

🛒 [Riversong Guitars \(riversongguitars.com\)](http://riversongguitars.com)

Source Audio Debuts New Neuro Effects System

Source Audio's Neuro Effects System consists of the Source Audio (One series) effects pedals with Neuro Sync technology, the Neuro Hub, Neuro Hub Manager software, Neuro Loop Switch and Neuro Module.

The Source Audio One is a collection of streamlined effect pedals that function as stand-alone stereo effects with 56-bit processing. Also included is the proprietary Neuro Sync technology. When Source Audio One series pedals are connected to the Neuro Hub, users can access their full MIDI capabilities via the Neuro Sync technology.

The Neuro Loop Switch makes it possible to create additional loops that integrate any analog or digital pedal into the Neuro Effects System.

🛒 [Source Audio \(sourceaudio.net\)](http://sourceaudio.net)



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Reverend Rolls Out Single-Pickup Sensei Jr.

Some of the best guitar music was written on single-pickup guitars. Now, guitarists can continue that tradition with the single-pickup Reverend Sensei Jr. Outfitted with

one of Reverend's own P90 bridge pickups, the hardtail set-neck guitar sounds slightly hotter than a similar vintage model. The rosewood neck has dot inlays, and the gloss

Korina body is available in either vintage clear or tobacco burst for further vintage cool. It also features bass contour control.

🛒 **Reverend Guitars** (reverendguitars.com)



Focusrite Plugs in With AAX Support

Focusrite has introduced the Red 2 and Red 3 Plug-in Suite, featuring 64-bit AU, VST and AAX compatibility. These are the first Focusrite plug-ins to include AAX support, making them compatible with Pro Tools 10 and 11. With its introduction, the Red 2 and Red 3 Plug-in Suite is bundled with all Focusrite Scarlett, Saffire, Forte and Clarett audio interfaces.

The plug-ins are accurate models of Focusrite's classic Red 2 equalizer and Red 3 compressor hardware. Now, the Red 2 and Red 3 Plug-in Suite lets users harness the natural sound of the originals from within their audio software.

The plug-ins faithfully reproduce the sonic qualities of the hardware, enabling detailed tonal control. The Red 2 EQ is a six-band design, with high/low pass filters, high/low frequency shelves and fully parametric low-mid and high-mid frequency bands.

The Red 3 compressor is a VCA compressor design, excellent for natural-sounding dynamic control of drums, bass, vocals and acoustic instruments.

Registered Scarlett, Saffire and Forte customers can download the new plug-ins for free.

🛒 **Focusrite** (focusrite.com)



The SoleMate is a powerful and flexible MIDI foot controller that takes full control of the Neuro System or any MIDI device.



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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.



The Neuro Hub is the brains of the operation, uniting all Neuro components into a single, highly dynamic multi effects system.



The Neuro Loop Switch is a simple way to incorporate third-party pedals into the Neuro Effects system.



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.



AKG Goes Wireless With Versatile WMS420 System

AKG has launched the WMS420, a versatile and high-performance single-channel wireless system designed for smaller venues such as schools, town halls and houses of worship.

Customers can select from four specialized product packages: Vocal Set with AKG D5 handheld microphone, Headworn Set with AKG C555L, Lavalier Set with AKG C417 and Instrument Set with AKG MKG L cable.

The system is designed for ease of use. With the WMS420, rack installation is quick and easy, especially with its detachable extended antennas that attach to the back of the receiver.

The WMS420 includes the SR420 UHF stationary receiver with two external, detachable antennas on the rear side and BNC connectors at standard 50 ohms.

The HT420 handheld transmitter's and the PT420 pocket transmitter's charging contacts, much like the AKG WMS470, are compatible with the AKG CU400 charging station.

🛒 **AKG Acoustics** (akg.com)

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Ibanez Honors Tube Screamer

Since its initial one-year run in 1979, the TS808 Tube Screamer has been used by electric guitarists of nearly every genre. Now, 35 years and multiple variations later, Ibanez celebrates the original 808's legacy with the release of the TS80835TH, a limited-edition 35th anniversary reissue of the rare 1979 Tube Screamer.

Faithful to the original in every detail, the TS808 35th is hand-crafted in Japan just as Tube Screamers were 35 years ago. It features the smaller narrow box, Flying Fingers side graphic, flat back plate design and JRC4558 IC. With a limited run of only 1,500 available in the United States, each pedal is individually serialized with the serial number engraved on brushed aluminum.

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



Kemper Amps Offers Ace's Amp Tones in Rig Pack

Kemper Amps has released the free Ace of Skunk Anansie signature Rig Pack featuring all the amp tones known from Skunk Anansie guitarist Ace.

A two-day profiling session took place during summer 2014 at SX Studios north of London. All of Ace's amps were profiled with their original sound settings and numerous variations with two cabinets utilizing Delta Sontronics, Shure SM 57 and Royer 121 microphones. The team paid extra attention to the refining process to make sure that

every nuance of the sound was captured to match the dynamics and playing of the original amps.

The rig pack features 26 studio profiles as well as four direct profiles for the use of the Kemper Profiler with standard guitar cabinets. The Ace of Skunk Anansie Rig Pack is available at kemper-amps.com from the download area free of charge.

🛒 [Kemper Amps \(kemper-amps.com\)](http://kemper-amps.com)



Mix & Match

D'Addario's new Classical Half Sets offer flexibility for players to customize their tone and feel with 22 Treble Half Sets and 21 Bass Half Sets, available in a variety of tensions.

"D'Addario's goal is to provide players with the tools that fit their needs," said Brian Johnson, D'Addario product specialist. "These new Classical Half Sets allow musicians to mix and match in order to find the best sounding and feeling strings for their instrument or style."

Guitarists can choose from a wide range of material combinations to create the voice of their instrument.

Each set contains three treble or three bass strings.

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

LP Presents Cajon Hats

Latin Percussion's cajon hats introduce the familiar hi-hat sound in the form of a compact, portable cajon add-on. By mounting LP's cajon hats to their cajons, musicians gain an essential cymbal sound without the fuss of heavy cymbals and stands.

"Percussionists and drumset players miss the indispensable, go-to sound of hi-hats when playing cajon," said Victor Filonovich, LP's director of product development. "By adding the bright, crisp sound of our cajon hats to their instrument, players will



be able to more fully and naturally express themselves."

Manufactured from premium B20 bronze, the 9-inch cajon hats are extremely durable. The player can explore a palette of traditional hi-hat wash by opening and closing the cajon hats with the easily adjusted thumbscrew.

Additionally, the striker allows for stick-free playing. When the gig ends, the cajon hats can be quickly removed for easy transport.

MSRP: \$154.

🛒 [LP \(lpmusic.com\)](http://lpmusic.com)

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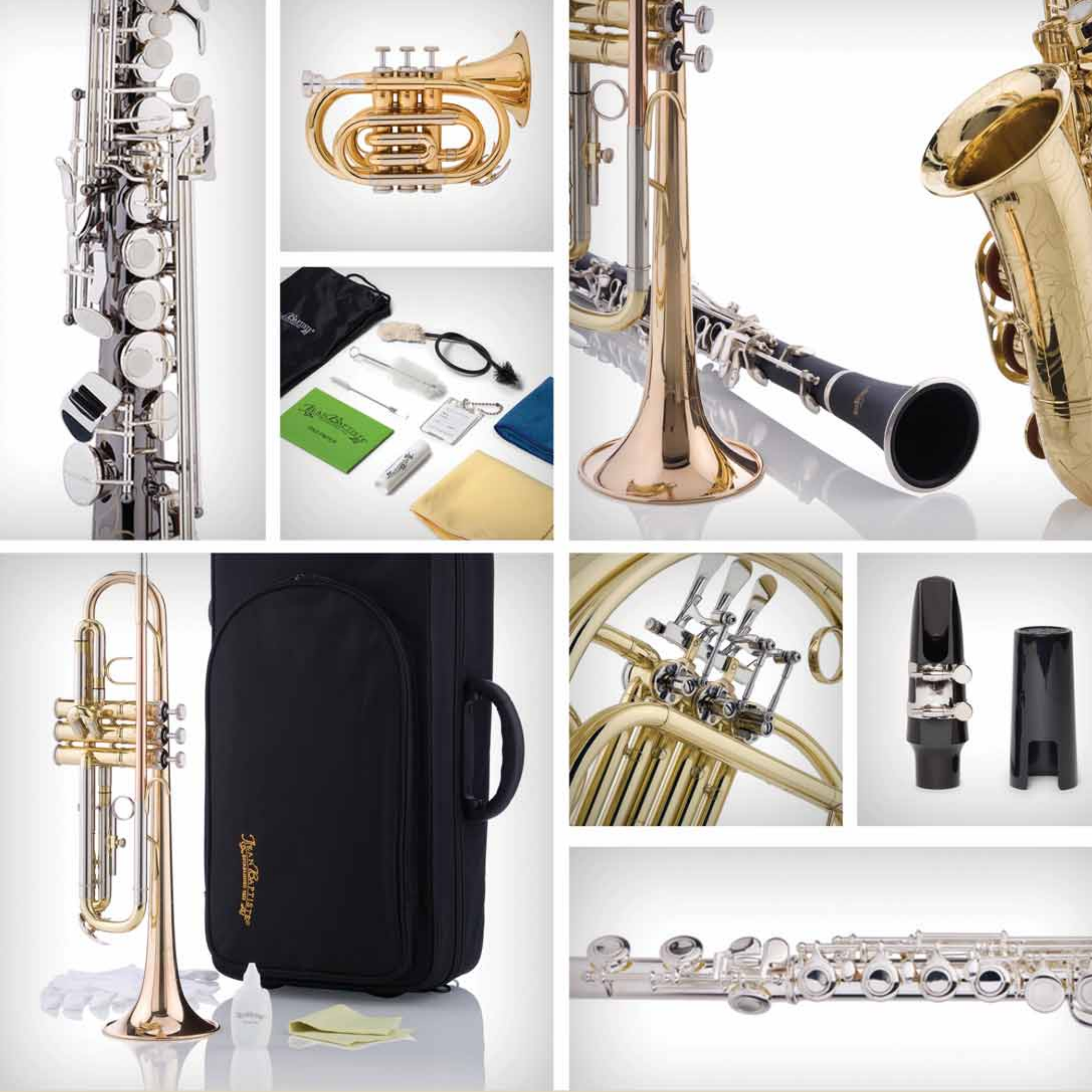
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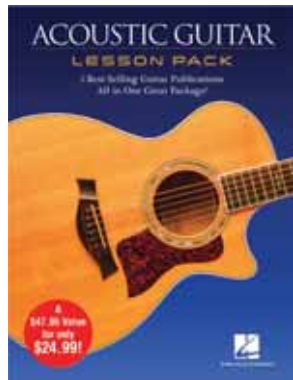
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Hal Leonard Bundles Guitar Lesson Best Sellers

Hal Leonard has introduced lesson packs for both acoustic and electric guitar. These releases each contain five best-selling publications in a handy, affordably priced set containing four books and a DVD.



The Acoustic Guitar Lesson Pack and *Electric Guitar Lesson Pack*

let students get started with solid lessons using hit songs. The well-paced, logical teaching sequence is helpful for beginning guitarists. The packs include music examples from The Beatles, Green Day and others.

The *Acoustic Guitar Lesson Pack* includes the Acoustic Guitar Method, guitar chord chart, guitar scale chart and Guitar Theory, plus the *200 Acoustic Licks* DVD. The *Electric Guitar Lesson Pack* includes the Electric Guitar Method, guitar chord chart, guitar scale chart and Guitar Theory, plus the *200 Rock Licks* DVD.

MSRP: \$24.99.

🛒 Hal Leonard (halleonard.com)

Chicago Sound With Yamaha Engineering

Yamaha has introduced the Xeno Artist Model Chicago B-flat trumpet, updated with the input of John Hagstrom (second trumpet in the Chicago Symphony Orchestra brass section) to offer ideal response and a clear high register.

Yamaha trumpets feature a high level of craftsmanship, and their meticulous design enhancements provide a natural playing feel. On the Chicago B-flat instrument, a new bell taper, heavier leadpipe and geometric changes in the tubing combine to create an instrument capable of delivering complex musical passages with a responsive playing feel, nuanced sound characteristics and

accurate, even intonation. Reconfigured pistons optimize the flow of air, creating ideal response with fluid resistance. Yamaha redesigned the right-hand finger hook and the braces between the leadpipe and the bell to allow for a more natural feel and to let notes in the upper registers sing more freely.

"This new trumpet is the result of years of testing and retesting to ensure that orchestral trumpet players of the highest caliber can create their musical voice using Yamaha Artist Model trumpets," said Brian Petterson, marketing manager, wind instruments, Yamaha Corp. of America. "The natural feel of these trumpets and the effortless transfer of ideas into sound will be readily noticeable to anyone who plays the updated Xeno Artist Model Chicago B-flat trumpet."

🛒 Yamaha (usa.yamaha.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.



Hosa Technology



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

Grundorf Offers Attractive Guitar Display Cases

Grundorf has introduced eye-catching guitar display cases that allow guitarists and collectors to display their most prized possessions and protect them at the same time. Each case includes an acrylic front to display the guitar while keeping would-be handlers at bay.

The display cases are finished with a blue interior. Market research shows that the most popular guitar colors are black, sunburst and red. So the blue interior provides a nice visual contrast that helps guitars stand out.

The display cases are available with the choice of either a carpet or vinyl exterior finish. To ensure safe support for the instrument, the guitar is suspended by the headstock by the headstock.

"As a manufacturer of accessories for musicians, we have received many requests from guitarists and guitar collectors for an elegant and secure means of displaying their instruments," said Frank Grund, president of Grundorf.

"I believe our new guitar display cases are the perfect answer. They provide an elegant, practical and safe environment for the guitar, and they look terrific in music studios, recording studio lobbies and similar environments."

MSRP: Carpet finish, \$369.95; vintage vinyl finish, \$459.95.

🛒 Grundorf (grundorf.com)



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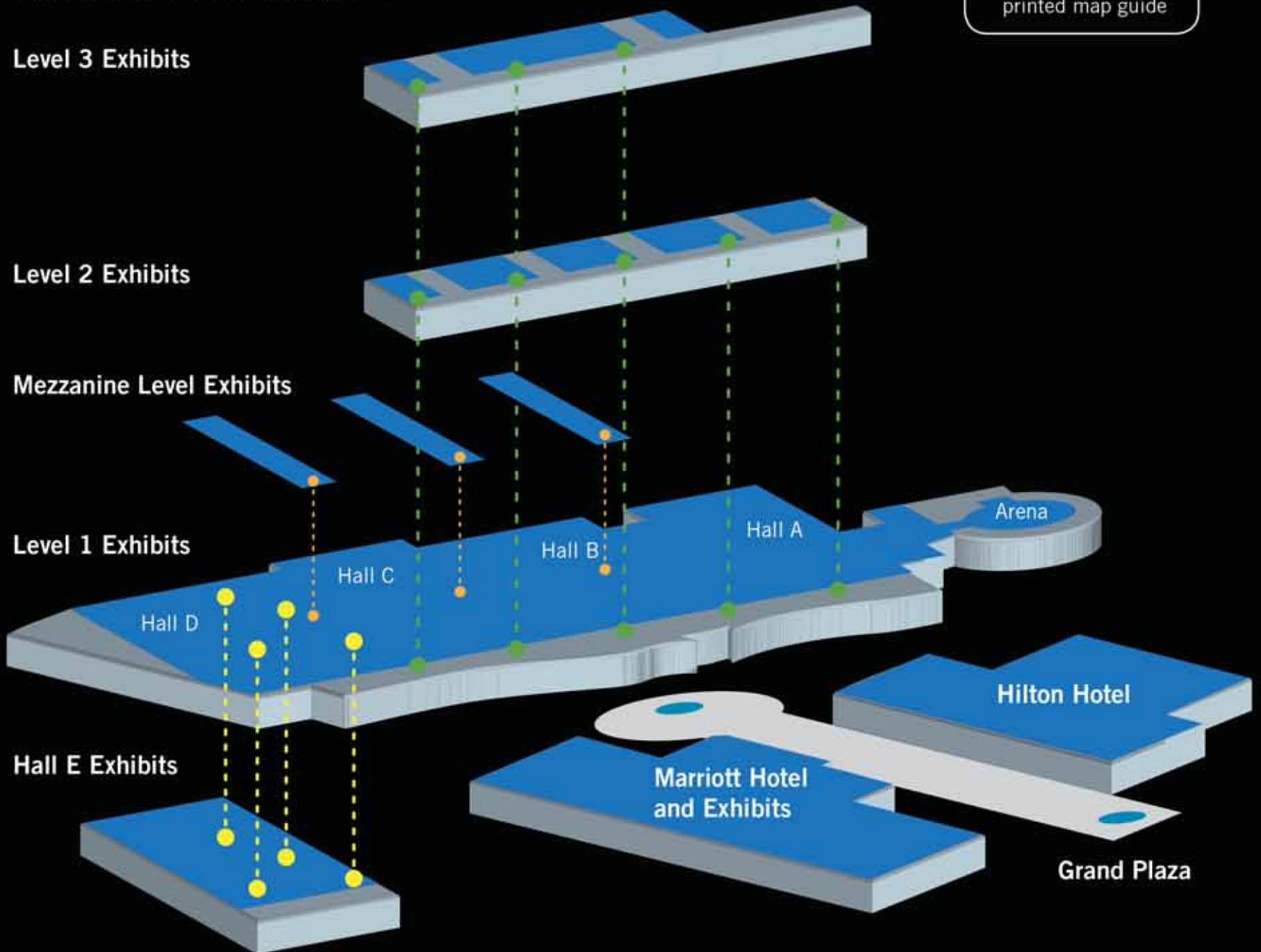
Level 3 Exhibits

Level 2 Exhibits

Mezzanine Level Exhibits

Level 1 Exhibits

Hall E Exhibits



CruzTOOLS Issues Two Truss Rod Wrenches

CruzTOOLS has introduced two truss rod wrenches for acoustic guitars.

Manufacturers of acoustic guitars often locate the truss rod adjustment nut inside the body at the base of the neck. As a result, access is required through the sound hole, and some even require insertion of a wrench through a brace to an unseen nut, making normal hex wrenches impractical.

CruzTOOLS' GrooveTech soundhole drivers address these problems. An extended hex blade improves access, and a ball-end tip eases fit into the truss rod nut. The blade and tip are made to precision tolerances using a professional-grade S2 material.

Two sizes are available (4 mm and 5 mm) to address most makes and models of acoustic guitars.

MSRP: \$12.95.

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



ESP Unveils Slew of New Guitar Models

ESP Guitars is celebrating its 40th anniversary with a huge offering of guitars and basses from its ESP E-II, LTD, ESP Custom Shop and new Tombstone brands, including five limited-edition guitars: the LTD EC-2015, MH-2015 and H7-2015, and two versions of the ESP Eclipse 40th.

ESP's artist signature series ramps up in 2015 with new models from Gary Holt of Exodus, Javier Reyes of Animals as Leaders and Bunny Brunel.

Also, several current ESP signature artists

have updated models including Gus G of Ozzy Osbourne and Firewind, Frank Bello of Anthrax, Pancho Tomaselli, Will Adler of Lamb of God, Andy James and more.

The company's Tombstone acoustic-electric guitars and ESP E-II series are being offered with expanded options and in exclusive shapes.

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



Hold My Drink

String Swing's Stagehand drink holder is a versatile product that quickly secures to most stands for convenient storage of a player's beverage.

This unit is produced in-house on the company's precision CNC automated bender.

The new Stagehand drink holder fits all microphone, music and cymbal stands ranging from 1/2 inch to 1 inch in diameter.

It works for cans, cups, bottles and more.

🛒 [String Swing \(stringswing.com\)](http://String Swing (stringswing.com))



Hohner Launches Black Hawk, White Hawk Accordions

As part of the Anacleto Collection line, Hohner has introduced the Black Hawk I and White Hawk II accordions.

The BH-I and the WH-II will give the player a feeling of driving an expensive sports car.

Like the grille of a classic car, the grille of the new series is a focal point of distinction and beauty.

Made with precision, this unique grille provides added reliability. The BH-I and WH-II's grille allows for a much louder projection and diffusion of sound. Key to the sound is the new handmade Binci reeds. Each reed plate is made by hand using the finest metals. The Black Hawk I comes in black matte with chrome lettering, and the

White Hawk II comes in white with a black matte grille and chrome lettering.

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



TURN ON YOUR BRIGHTS.

The new Dunlop Marcus Miller Super Bright Bass Strings.
Meet & hear Marcus play at 3pm today at Booth 4568.





ISP Delivers VIP Clarity

The ISP Technologies VIP (vocal intelligibility processor) was developed to enhance vocal clarity for sound systems in difficult listening environments, such as nightclubs. As an example, most sports bars have distributed audio systems throughout the venue and also typically suffer from poor acoustics, making it often impossible to understand the sports announcer on the broadcast event being shown. Users can apply the VIP to the audio input signal between the broadcast output signal and the audio input of the sound system, and the VIP will add dynamic articulation enhancement to increase the viewing and

listening experience. The VIP analyzes the formant information in the audio signal and dynamically enhances the signal, resulting in improved speech clarity.

The VIP includes an on-board De-Esser to further improve the audio signal. By enhancing the audio based on the dominant formants in speech, the VIP will add a perceived 6 to 8 db improvement in voice intelligibility.

The VIP is designed with two audio channels and can be either automatically switched based on the selected audio or remotely switched.

🛒 **ISP Technologies** (ispproaudio.com)

Michael Kelly Offers '60s Double Cutaway

Following the success of last year's 1950s series, Michael Kelly has introduced the vintage style, double-cutaway 1960s series of electric guitars.

Staying true to the brand's "boutique within reach" mantra, the series avoids cookie-cutter specs and specifically aims to fill marketplace gaps by harnessing inspiration from the great boutique builders.

Each model features a humbucker and two single-coil pickup configurations, 25 1/2-inch scale bolt-on maple necks and a six-inline headstock.

Details like the rear cover plate set these guitars apart from others in their price range.

For decades, guitar players have removed their back plates in pursuit of better tone. The open cavity and springs that attach the bridge to the body just resonate when the guitar is played. The typical cover muffles that sound. In the past, players would remove the plate entirely to let that tone breathe.

Each of the 1960s models features a specially designed open-air back plate to help deliver the unique spectrum of tone while maintaining the look and feel of classic electric guitars.

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



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VHT i-30 Amp Pairs Apps With Tube Tone

The app-friendly VHT i-30 combines real tube tone with 21st-century connectivity. It features a tone-enhancing 12AX7 preamp tube running at 300 volts for real tube amp dynamics and texture. The i-30'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-30 is all analog; all of the modeling magic occurs in the mobile device. VHT's Tone-Link circuitry has special filtering that enhances the apps for more authentic guitar amp tone, and the 12AX7 preamp further enhances the apps with real tube amp warmth and feel.

The i-30 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.



The i-30's simple control panel has volume, tone and master controls for quick on-the-fly adjustments. The volume control has a footswitchable pull-boost feature that increases the preamp gain to enhance high-gain tones. The rear panel provides easy-access jacks for the boost footswitch, Tone-Link, PC in and out, aux in, line out, headphones and extension speaker.

The compact 30-watt i-30 amplifier is available as a head or combo (with a single 10-inch speaker).

🛒 **VHT** (vhtamp.com)

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SOUND ROOM



Black Lion Audio Releases B12A MKII

Black Lion Audio, an independently owned company in Chicago, has unveiled the B12A MKII, a single-channel microphone preamp in the style of an API 312A.

Already known for a classic API American rock sound, the MKII version features an upgraded input transformer, higher gain, and lower noise than the original B12A.

It also features an output transformer, a Hi-Z input, phantom power, pad and phase, and it is housed in a 1U, half-rack chassis.

"The original B12A was very popular,

but we were continually being asked by customers to modify them for more gain," said Nate Bierdeman, director of marketing. "So we created the MKII with higher gain and lower noise. This revision also gave us the opportunity to integrate a nicer input transformer, and has resulted in an incredible-sounding preamp with lots of API-style gain." All Black Lion Audio products are designed and manufactured in Chicago.

MSRP: \$549.

[Black Lion Audio \(blacklionaudio.com\)](http://www.blacklionaudio.com)



Soundcraft Integrates UAD Plug-ins With Vi Series Consoles

Harman's Soundcraft has introduced the Soundcraft Realtime Rack, a library of more than 70 award-winning UAD plug-ins from Universal Audio compatible with all Soundcraft Vi series digital consoles. The Realtime Rack is a 1U (one rack unit) enclosure capable of processing up to 16 channels of a MADI stream, while additional units can be added for 32, 48 or 64 channels.

The Core version of the Soundcraft Realtime Rack comes pre-loaded with 14 Harman and UAD plug-ins, while the

Ultimate version comes with 72 plug-ins. Both include emulations of analog hardware from industry-leading brands such as Studer, Lexicon, dbx, Neve, Manley and more.

The Realtime Rack software runs on a Mac computer, providing the control needed to easily insert UAD plug-ins on individual channels, auxiliary channels and master buses. Tight network integration with Vi series consoles ensures that all settings are stored in a Soundcraft Vi console.

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

Master Fader v3.0 Ideal for Professionals

Mackie has released Master Fader v3.0. With massive upgrades built specifically for professional applications, Master Fader v3.0 not only offers the tools pros need for the all-new DL32R, but it delivers huge benefits to

any DL1608 or DL806 user.

"Master Fader is designed from the ground up for wireless mixing," said Ben Olswang, Mackie senior product manager. "Now, with a fresh user interface that delivers

faster workflow and a whole new toolset designed to meet the rigorous demands of professional live sound applications, Master Fader is better and more powerful than ever."

Master Fader v3.0 is compatible with all DL series mixers.

Brand-new features include the addition of four subgroups and four VCAs, delivering mix management tools critical for professional applications. VCAs offer flexible control over groups of channels. Users can dial in the mix and get single-fader control over groups like drums, guitars and more.

The overview screen, which delivers at-a-glance information for all input and output channels, allows simple, fast navigation.

New features also include the ability to patch any output to the DL1608/DL806 record path. This is great for creating a completely separate recording mix from what is in the left/right mix.

With Master Fader v3.0, users can choose a color for each channel, providing visual grouping for easy identification.

Plus, users can now export presets, shows and even the entire system via email, Dropbox and iTunes.

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

QSC Offers New Finish Option

QSC WideLine line-array systems are now available with a durable Line-X polymer finish, helping the enclosures withstand the most demanding tour and portable sound applications.

Combined with the WideLine enclosure options with PLD series amplifiers and their updated tunings, production professionals have a line-array system that is easy to set up and configure. Products with the Line-X finish include the GP118-sw-TG 18-inch subwoofer, GP212-sw-TG dual 12-inch subwoofer, GP218-sw-TG dual 18-inch subwoofer, WL2102-w-TG dual 10-inch line array loudspeaker, WL218-sw-TG dual 18-inch subwoofer with integral array suspension hardware, WL3082-TG dual 8-inch line array loudspeaker and WL212-sw-TG dual 12-inch subwoofer. Standard finishes are still available in black or white.

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



Samson's XPD1 Offers Lavalier, Headset Options

Now available in headset and presentation configurations, Samson's Stage XPD1 USB digital wireless system brings the convenience of wireless to computer recordings and beyond. With a wireless receiver built into a USB stick and transmitter/microphone options, the Stage XPD1 allows users to wirelessly capture audio straight to a Mac or PC.

While both configurations feature the PXD1 beltpack transmitter, the Stage XPD1 headset comes with a Samson HS5 headset mic, and the Stage XPD1 Presentation includes Samson's LM5 lavalier mic. The Stage XPD1 system provides

more than 100 feet of wireless range, operating in the license-free 2.4 GHz band.

The USB-powered RXD1 receiver features plug-and-play operation with no driver installation required. It's also compatible with iPads and iPhones (4S and later) using Apple's Lightning USB Camera Adapter or Camera Connection Kit (30-pin).

The XPD1 presentation and headset system can be paired with Samson's Expedition XP106 PA, as well as the Expedition XP1000 system.

MSRP: All configurations, \$99.99.

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



Waves' H-Reverb Makes Ripples

Waves Audio's Waves H-Reverb plug-in is a pioneering reverb based on algorithmic FIR (Finite Impulse Response) reverberation technology. By fusing classic reverb sounds with progressive features, the H-Reverb provides rigid sound quality and creative control.

H-Reverb models the analog I/O and signal behavior of hardware reverb devices, giving users the option for input clipping, a technique used by many top engineers.

The FIR engine in the H-Reverb allows the shaping and customization of the reverb decay envelope in ways beyond the linear standard, resulting in perfectly gated, real reverse and very long and dense reverb tails.

In addition, H-Reverb includes a library of artist presets from the industry's leading mixing engineers.

"Waves is extremely excited about releasing the H-Reverb," said Mick Olesh,

Waves EVP of Sales & Marketing. "We went to great lengths to make this the most comprehensive and best-sounding reverb plug-in possible, incorporating invaluable input from industry-leading mixing engineers."

[Waves Audio \(wavesaudio.com\)](http://www.wavesaudio.com)





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The Recording Academy Producers & Engineers Wing Honors Nile Rodgers

The Recording Academy Producers & Engineers Wing will celebrate its eighth annual Grammy Week event by honoring three-time Grammy winner Nile Rodgers for

his commitment to excellence and ongoing support for the art and craft of recorded music. Michael Ostin and Cameron Strang will serve as honorary co-chairs at the event, to be held on Feb. 3 at The Village Studios in West Los Angeles.

Grammy Week culminates with the 57th Annual Grammy

Awards on Feb. 8, airing live on CBS at 8 p.m. ET/PT.

“Our Producers & Engineers Wing members are passionate about sound quality, the importance of music creators and, most of all, the integrity of recorded music,” said Neil Portnow, president/CEO of The Recording Academy. “This year, it is with great pride that we honor a musical icon who is the epitome of everything the P&E Wing represents. Nile Rodgers is not only a revered member of the music community but also a founding member of the Wing, and we look forward to celebrating his astonishing career, which continues to reach new musical heights and inspire generations.”

As the Producers & Engineers Wing 2015 honoree, Rodgers joins past honorees Chris Blackwell, T Bone Burnett, Tom Dowd, Ahmet Ertegun, Nesuhi Ertegun, Jimmy Iovine, Quincy Jones, Arif Mardin, Al Schmitt, Jerry Wexler and Neil Young.

[INFO](#) The Recording Academy ([grammy.com](#))



Audio-Technica Offers AT8024 Camera-Mount Mic

Audio-Technica has unveiled the AT8024 camera-mount switchable stereo/mono microphone. Delivering much higher sound quality than a camera's built-in internal microphone, the versatile AT8024 is a fixed-charge condenser microphone designed for a wide variety of video applications.

The AT8024 can work with either camcorder or DSLR, or nontraditional video devices such as tablets and mobile devices. With independent line-cardioid and figure-of-eight elements, the microphone offers mono and mid-side stereo modes, allowing the user to choose between two microphones. Two integral rubber shock mounts isolate the AT8024 from vibration and mechanical camera noise; the mic also comes with an integral shoe mount that fits nearly all cameras.

The mic is powered by a single standard 1.5-volt AA battery, offering easy field replacement when necessary. A red/green LED power indicator, located on the top of the unit, illuminates green when the microphone is sufficiently powered and

red when battery power is low. The AT8024 is equipped with a three-position input pad that allows it to handle anything from the quietest whisper to extremely loud sound sources without distortion.

MSRP: \$299.

[AUDIO-TECHNICA](#) ([audio-technica.com](#))



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Peavey Launches New MiniMAX Bass Amp Head

Peavey has released the MiniMAX bass amplifier head. Offering modern technology in a compact package that weighs less than six pounds, the MiniMAX delivers 500 watts of powerful, rich low end. With DDT speaker protection and Peavey's exclusive psychoacoustic low-end enhancement that adds bass without overburdening speakers, the MiniMAX contains an impressive set of features and is available at a price accessible to today's working bassist.

The MiniMAX is capable of a huge array of tones and is adaptable to any live or studio setting. A three-band EQ with punch, mid-shift and bright controls provides a multitude of tone-shaping options, while the built-in chromatic tuner allows for easy

tuning on the fly. In addition, the MiniMAX pre-gain control with TransTube gain boost adds a tube-like crunch to the sound.

The MiniMAX is built to withstand years



of rigorous touring use. The convenient back panel of the amplifier has all the connectivity necessary to patch in effects or connect to a sound-reinforcement system. Users can pair the MiniMAX with Peavey's Headliner or PVH series of bass enclosures to complete a reliable, lightweight professional bass system.

Peavey Electronics (peavey.com)



Yamaha Offers High-end Additions

Yamaha has introduced two higher-end additions to its well-received A-Series guitar lineup: the A6R dreadnought body shape and the AC6R concert shape.

Constructed of all-solid sitka spruce tops and all-solid rosewood backs and sides, both models are handcrafted at Yamaha's Music Craft workshop in Hamamatsu, Japan. The A6 features nitrocellulose lacquer finishes, gold open-gear vintage tuners, mother-of-pearl inlaid rosette and headstock logo, along with an ebony bridge and fretboard. The A6 models also come with the acclaimed SRT System microphone modeling preamp.

Yamaha (usa.yamaha.com)

Radial JDI, J48 Push Standards

Radial Engineering has launched two stereo direct boxes, the JDI Stereo and the J48 Stereo. "On the passive side, our mission with the JDI was to educate the market on the benefits of transformer isolation and to prove that a quality Jensen transformer makes a huge difference when it comes to delivering a phase accurate, distortion-free signal," said Peter Janis, company president.

Radial applied the same vision on the J48 active side. Only this time, it developed a technology that worked within the confines of 48-volt phantom power to deliver a wide frequency response, more headroom with less distortion, and a new way of lifting the pin-1 ground without cutting off phantom power. "By employing an internal switching supply, we managed to convert phantom power for more rail voltage, resulting in less distortion and more gain without the use of an input pad," Janis said.

Radial Engineering (radialeng.com)



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Alfred Releases Church Resource

Alfred Music understands the varying needs of today's church worship team. To address those specific needs, Alfred has introduced *Sanctuary Praise & Worship*, a



great resource for sacred worship.

Veteran church music composer/arranger and congregational worship specialist Benjamin Harlan has crafted arrangements of 40 favorite praise and worship songs in *Sanctuary Praise & Worship*. This reproducible collection is designed to be a flexible and practical resource for blended worship. A CD-ROM included with the book contains reproducible instrumental parts, lyric sheets and PowerPoint files for projection.

Some of the powerful songs included in the book are "Amazing Grace (My Chains Are Gone)," "Blessed Be Your Name," "Come Just As You Are," "Everlasting God," "God Of Wonders," "How Great Is Our God," "Let It Be Said Of Us," "O Lord, You're Beautiful," "Shine On Us," "The Power Of The Cross," "Wonderful, Merciful Savior" and "You Are Worthy Of My Praise."

MSRP: \$44.99.

Alfred Music (alfred.com)

Kluson Tunes to 'Supreme' Level

Kluson's Supreme series tuners take the original stamped-steel design of past tuners and add an 18:1 gear ratio, giving it more

stability than before.

For decades, Kluson based its tuners on a 12:1 gear ratio, and then in the 1990s it moved to a 15:1 ratio. Demand for even higher ratios has resulted in the Supreme series. The Supreme provides the vintage stamped-steel appearance without altering the basic design of the original tuner. This means it can be retrofit (without modifications) to a vintage instrument.

WD Music Products (wdmusic.com)



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DRUMS

Tama Superstar Brings Maple to Masses

Bearing the name of one of Tama's most successful lines, the company's new Superstar Classic series may have big shoes to fill, but it is certainly equipped for the job.

Designed to offer an all-maple kit to drummers in search of affordable options, the Superstar Classic series delivers pro-level acoustic quality at a competitive price.

By incorporating features from the company's Silverstar series, such as low-mass

lugs and the Star-Mount system, the Tama designers achieved a kit that can fulfill a variety of needs for everyone, from the beginner to the working player. Also, the throwback T-badge adds just the right touch of vintage tradition.

The kit is available in four colors. Four other lacquer finishes and seven-piece configurations are also available.

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



Sound Percussion Labs Debuts Unity, Velocity Lines

Sound Percussion Labs' Unity series kits are for students and intermediate drummers as well as experienced players who want a practice set or an additional gigging kit.

The Unity D4522 is a professional five-piece kit that includes a 22- by 16-inch kick drum, 10- by 8-inch and 12- by 9-inch mounted toms with adjustable mounts, 16- by 14-inch floor tom and a matching 14- by 5-inch wood snare.

Also included is a pair of 14-inch hi-hats

and an 18-inch crash/ride cymbal.

The Unity D4420 kit is a four-piece kit that includes a 22- by 16-inch kick drum, 12- by 8-inch mounted tom, 14- by 12-inch floor tom and matching 13- by 5-inch wood snare.

The first offering from the Velocity series is the S5418 Street Bop kit. This compact four-piece kit is designed for a wide range of gigs.

🛒 [Sound Percussion \(soundpercussiondrums.com\)](http://Sound Percussion (soundpercussiondrums.com))



DrumClip Line Offers Solutions

The DrumClip, Bass DrumClip and DrumClip Accessory Adapter are simple, affordable solutions for drummers to effectively take control of their tone. The



DrumClip gives drummers the focused response they're after, while minimizing unwanted frequencies. The Bass DrumClip utilizes the same durable design, but in a larger size to accommodate standard bass drum hoops. Like the original, the Bass DrumClip can be mounted on either the batter head or the resonant head.

The DrumClip Accessory Adapter is a mounting solution for microphone clips and other items that users want to attach to rims.

🛒 [DrumClip \(thedrumclip.com\)](http://DrumClip (thedrumclip.com))



Toca Adds New Djembe Finishes

Toca has introduced two new finishes to its Freestyle II djembes: Spirit and Thinker. The Spirit finish is green, yellow and red, based on the colors of the traditional Rastafarian movement. The Thinker is two shades of red with a burnished gold design inspired by traditional African designs. Both designs are available in either mechanical or rope tuning versions.

"Freestyle II djembes are designed with the player in mind, especially these new finishes," said Victor Filonovich, director of product for Toca. "We can imagine these exhilarating colors, sounds and styles

inspiring exciting music and enlivening rhythms."

The djembes are available in a variety of sizes: 9-inch head, 16 1/2 inches high; 10-inch head, 20 inches high; 12-inch head, 24 inches high; and 14-inch head, 26 inches high. Lightweight and durable, they're designed for drum circles.

Their all-weather synthetic heads eliminate stretching, drying or losing pitch, and they feature protective nonslip rubber bottoms. Additionally, the 14-inch djembe comes with a matching bag.

🛒 [KMC \(kmcmusic.com\)](http://KMC (kmcmusic.com))

Los Cabos Refurbishes Randy Black Drumsticks

Randy Black's rubberized dipped series are no longer available from Los Cabos Drumsticks. The model will undergo a few cosmetic changes, but all dimensions will stay intact. The sticks will now have a high-gloss black finish from the neck of the tip to the butt end. There will also

be an option to buy the stick in the normal Los Cabos white hickory finish.

"The reason for this change is, the first rubberized version of my stick had just too much grip," Black said. "I tested them playing night after night in a live situation,

then reported my experiences back to Los Cabos. Together we came up with this new version, improving and fine-tuning the

stick's specifications. I apologize for any confusion this might have caused you or your customers, but I can assure you this new version is the better product."

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



Alesis DM10 Studio Mesh Kits Deliver Natural Rebound

Alesis has introduced the DM10 Studio Mesh Kit and DM10 X Mesh Kit electronic drum sets.

Both feature the new Alesis FMH dual-zone mesh drum heads, which deliver an unprecedented degree of "feel" and natural rebound. These ultra-quiet mesh drum heads come closer to duplicating the feel of an acoustic drumhead better than any previous Alesis electronic drum kit. The Alesis FMH drumheads have a precise adjustment knob so drummers can adjust the heads to provide the exact response that best suits their playing style.

Designed for the studio, the DM10 Studio Mesh Kit is a six-piece electronic drum kit consisting of five drum pads (8-inch and

10-inch), four cymbals (12-inch and 14-inch) and the compact, four-post StageRack.

The DM10 X Mesh Kit is a six-piece electronic drum kit and comes complete with five drum pads (10-inch and 12-inch), four cymbals (12-inch, 14-inch and 16-inch) and the heavy-duty chrome-plated XRack.

Both kits include the Alesis DM10 sound module, a high-definition drum module with the Alesis Dynamic Articulation technology. Each sound on the DM10 sound module is actually a series of different samples; multiple dynamic-level samples and articulations are all built in so as users play harder and softer, the drum or cymbal changes its timbre, not just its volume.

🛒 [Alesis \(alesis.com\)](http://Alesis (alesis.com))

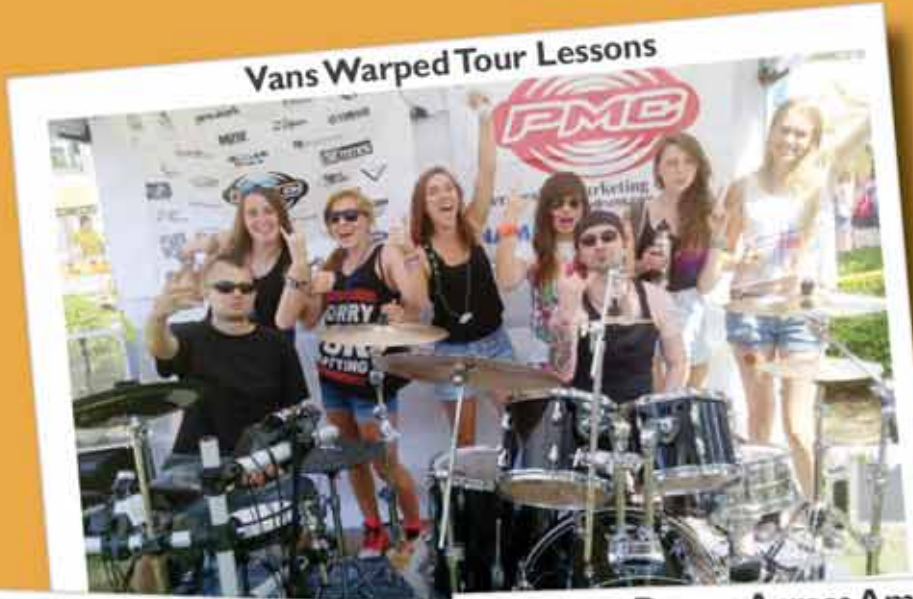
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Schilke Offers i32 Trumpet

The Schilke i32 B-flat trumpet offers professional features at an economical price. Designed for the first-time pro buyer, the i32 comes in a .460-inch medium-large bore with a newly crafted one-piece yellow brass #21 taper bell.

The Schilke i32 is supplied as an outfit

with a compact single case and mouthpiece.

The instrument is handcrafted entirely by Schilke craftsmen in Melrose Park, Illinois. In the Schilke tradition, the i32 offers an impeccable fit and finish. The instrument is available in a silver-plate finish only.

🛒 **Schilke Music Products (schilkemusic.com)**



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Hotone has expanded its popular line of ultra-compact Skyline Series Stompboxes with the new TAPE EKO, ROTO and HARMONY models.

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HOTONE

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Hal Leonard Presents Miles Davis Omnibook

The latest jazz title from Hal Leonard lets instrumentalists play and study transcriptions from one of the most influential musicians of all time. All four editions of the *Miles Davis Omnibook* are available at NAMM.

Miles Davis epitomized cool. The trumpeter and composer was inducted into the Rock & Roll Hall of Fame and won numerous GRAMMYS, including one for Lifetime Achievement. With his bands, he explored an array of styles, including bebop, cool jazz, hard bop, modal jazz and fusion.

With an eye-catching cover, sturdy comb binding and informative preface, the *Miles Davis Omnibook* follows in the footsteps of Hal Leonard's popular Charlie Parker and John Coltrane Omnibooks. It offers note-for-note transcriptions of Davis' solos and heads from 50 quintessential songs. His original compositions as well as famous interpretations of standards are included, with some solos appearing in print for the first time.

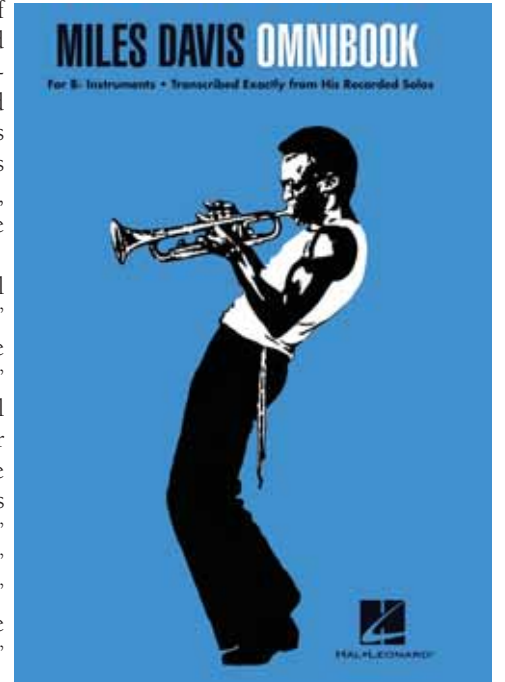
Among the songs are "All Blues," "All Of You," "Bags' Groove," "Blue Haze," "Budo," "But Not For Me," "Bye Bye Blackbird," "Diane," "Dig," "Doxy," "E.S.P.," "Footprints," "Freddie Freeloader," "A Gal In Calico," "Green Haze," "I Waited For You," "I'll Remember April," "If I Were A Bell," "It Could Happen To You," "It's Only A Paper Moon," "Jeru," "K.C. Blues," "Love Me Or Leave Me," "Miles Ahead," "Milestones," "My Funny Valentine," "Oleo," "On Green Dolphin Street," "The Serpent's Tooth," "Seven Steps To Heaven,"

"Sippin' At Bells," "So What," "Solar," "Some Day My Prince Will Come," "Stablemates," "Stella By Starlight," "Stuff," "Summertime," "The Surrey With The Fringe On Top," "The Theme," "Trane's Blues," "Tune Up," "Walkin'," "Well, You Needn't," "Woody 'N' You" and "Yesterdays."

The *Miles Davis Omnibook* is a study guide for musicians who want to copy Davis' sophisticated licks and expand their own techniques. This informative book would be helpful for any serious jazz student.

MSRP: \$19.99.

🛒 **Hal Leonard (halleonard.com)**



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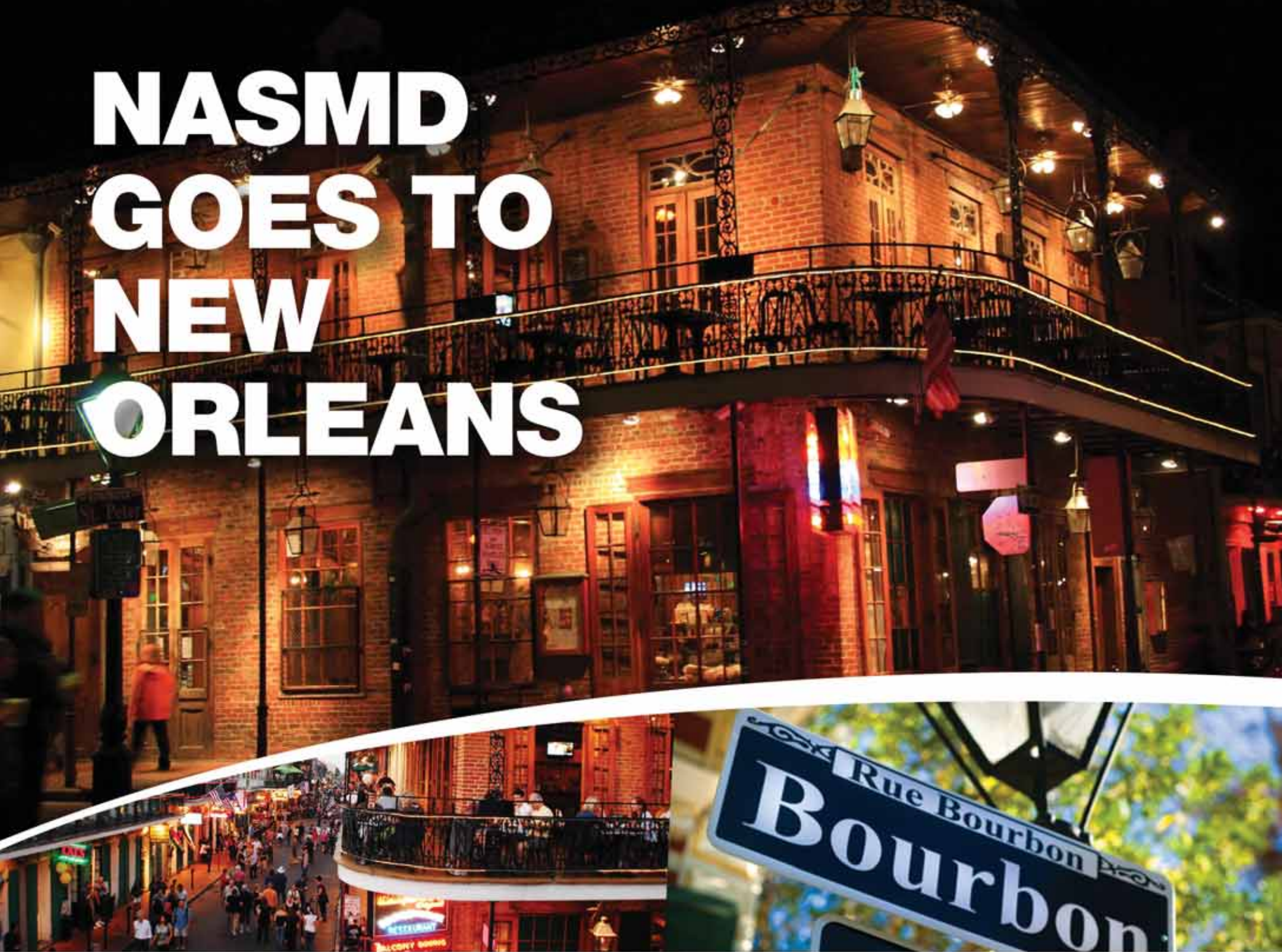


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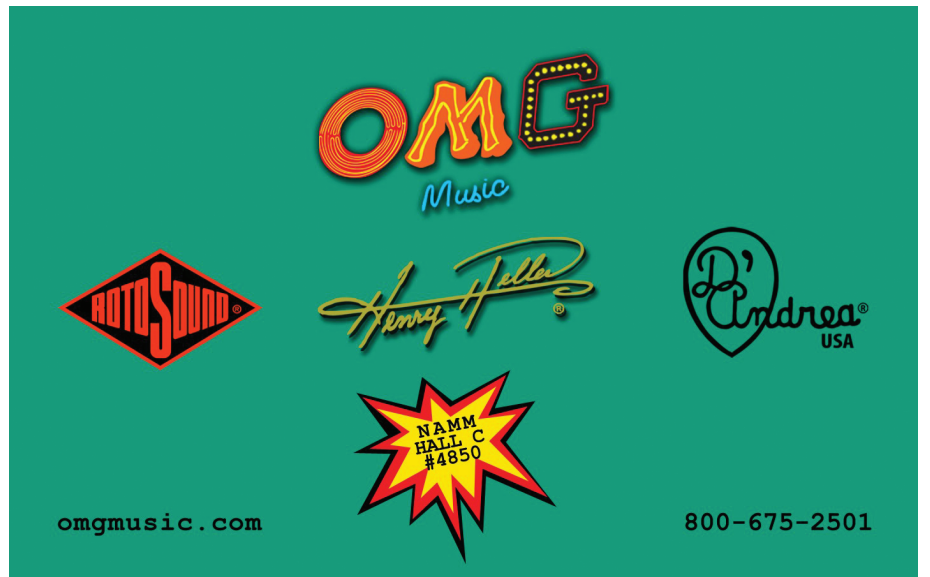
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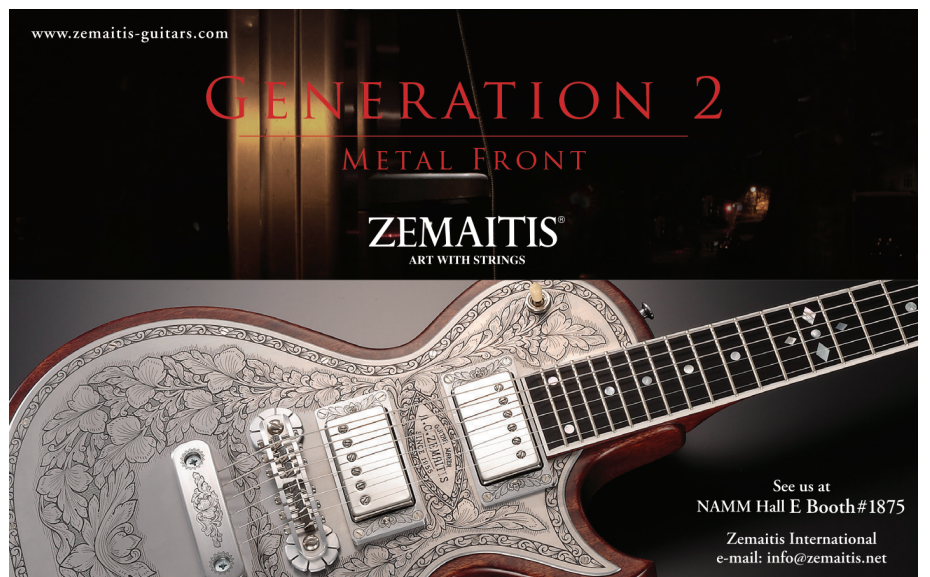
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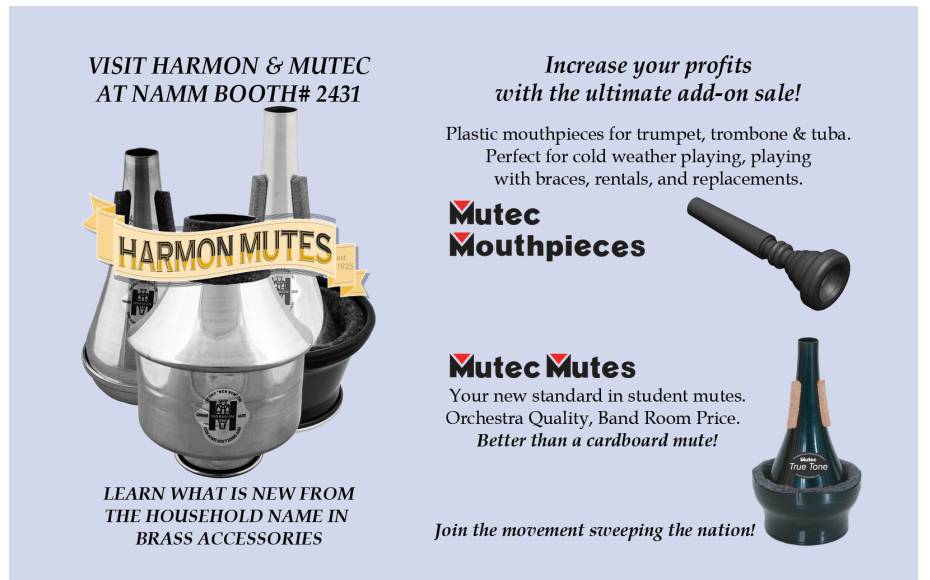
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Focusrite's Clarett Range of Thunderbolt Interfaces Redefines Studio Sound

Focusrite has launched Claret, its first range of Thunderbolt audio interfaces. The interfaces feature a transformer-modeled preamp design, crystal-clear conversion and the lowest possible round-trip latency.

The Clarett range consists of four interfaces: the 2Pre, 4Pre, 8Pre and the flagship 8Pre X. Each boasts an impressive dynamic range (116dB A/D and 118dB D/A) and ultra-low round-trip latencies.

Thunderbolt allows for tremendous bandwidth and fast audio transfer. The result is latency so negligible that users can monitor and track within their software without any noticeable delay.



Clarett preamps also feature Air functionality: a new transformer-modeled design that lets users tap into Focusrite's signature ISA sound at the touch of a button.

Focusrite (focusrite.com)

Marshall Re-issues Silver Jubilee 2555 Stack

The year 1987 was a special one for Marshall Amplification and its founder, Jim Marshall, as it marked 50 years in the music industry for Jim and the 25th anniversary of his world-renowned British company.

To celebrate these two momentous occasions, Marshall released the Silver Jubilee series of amps, clad in silver vinyl. Of these offerings, the 100-watt 2555 stack became one of Marshall's most popular and significant products. It was adopted by numerous artists, including Slash.

Due to public demand, Marshall is offering a U.K.-made, modern re-issue of the 2555 stack that duplicates its features and legendary tones. The models are the 2555X head plus the angled-front 2551A and straight-front 2551BV 4- by 12-inch cabinets.

MSRP: 2555X, \$2,580; 2551A, \$1,800; 2551BV, \$1,800.

Marshall Amplification (marshallusa.com)



Blue Debuts Mo-Fi Headphones

Blue Microphones offers Mo-Fi, its first headphone that features a built-in audiophile amplifier matched to high-powered precision drivers for consistent accuracy on every device — from studio gear to laptops, tablets and phones. Mo-Fi provides great sound quality, comfort and a personalized fit.

"When studio monitors transitioned from passive to active, everyone benefitted, and now we're bringing that innovation to headphones," said John Maier, CEO of Blue. "Mo-Fi frees you from the confines of the studio, enabling you to take studio-quality listening everywhere."

Mo-Fi's built-in 240-milliwatt amplifier is perfectly matched to 50mm drivers. These produce detail, accuracy and articulation when provided with ample power. With this combination, Mo-Fi delivers the performance of custom-tuned, high-end studio monitors.

Mo-Fi's amplifier takes the burden of power off of mobile devices, which improves their performance.

Mo-Fi's intelligent power-handling ensures that the headphones are always ready for action. The rechargeable battery, charged via micro USB, lets users rock out with 12 to 14 hours of actual play time. Mo-Fi knows when the headphones have been

removed and automatically turns off to save power. MSRP: \$349.99.

Mo-Fi (mofiheadphones.com)



SKY Offers Uchida Handbell

Music education company SKY Edutainment Group has introduced its product line of Uchida music handbells.

The handbell product line features the Color-Coded series, Silver series, Gold series and the Excellent Silver series.

Crafted by Uchida and known for their high-quality workmanship, the handbells are top-selling music bells in Japan.

Additionally, the durability and popularity of the music bells have led to their implementation into numerous elementary music education programs in countries such as Japan, Singapore and Indonesia.

The SKY Edutainment Group booth will feature live performances and demonstrations by a handbell musician each day.

SKY Edutainment Group (skyetg.com)

Mighty Bright Introduces Crescendo LED Music Light

Mighty Bright, designer and manufacturer of portable LED music lights, has introduced the Crescendo LED Music Light.

Constructed of durable plastic and flexible silicone, the Crescendo has a sleek, minimalist design and integrated rechargeable battery. The Crescendo uses long-lasting LEDs that never require a replacement bulb to cast a natural beam of white light. Its subtle black frame is engineered to shield the beam from the audience, directing it onto the music.

With a folding silicone body and unbreakable plastic LEDs, the Crescendo can be easily transported to and from performances without any risk of destruction. Its rechargeable battery illuminates music for more than five hours, displaying the remaining battery life

with inconspicuous LED indicators.

The Crescendo's powerful metal clip securely affixes to almost all music stands, requiring no adjustment throughout performances. With its centralized remote control capabilities and fully dimmable light output, the Crescendo fluidly transitions from a casual practice room to the heart of the orchestra pit.

🛒 **Mighty Bright (mightybright.com)**



Denon DJ Expands Premium Controller Line

Denon DJ has added to its line of professional controllers. The MC4000 continues Denon DJ's reputation for innovation, dependability and value. The MC4000 is a two-deck Serato-optimized MIDI controller for the professional mobile DJ. It offers in-demand audio manipulation tools in a robust steel chassis.

In addition to touch-activated jog wheels, users get access to dedicated hot-cue and sample pads for on-the-fly creativity. Long-throw 100-mm pitch faders and an intuitive control layout deliver natural operation when balancing complex set elements.

Denon DJ has integrated a premium

24-bit audio engine for noticeably cleaner mixes. The dual microphone inputs are complemented by a studio-grade echo effect and "ducking" feature — effortlessly moving vocals to the top of the mix without riding faders. The MC4000 includes Serato DJ Intro and will be compatible with Traktor 2 and Virtual DJ 8.

"The new MC4000 punches well above its weight by including the tools DJs need to drive a memorable event," said Silvio Zeppieri, Denon DJ product manager. "We cannot wait for the world to get their hands on it."

🛒 **Denon DJ (denondj.com)**

Levy's Offers Sepia Straps

Levy's MPSS2 patterns are the subtlest designs the company has created yet.

These pencil- and ink-inspired drawings on a sepia-toned canvas bring a degree of

sophisticated fashion to the simple guitar strap. They are tastefully finished with soft reinforced leather ends.

🛒 **Levy's (levysleathers.com)**



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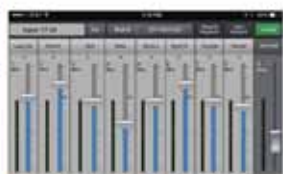
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 - Personal monitor mix application for both iPhone and iPod Touch
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Android support (coming soon)

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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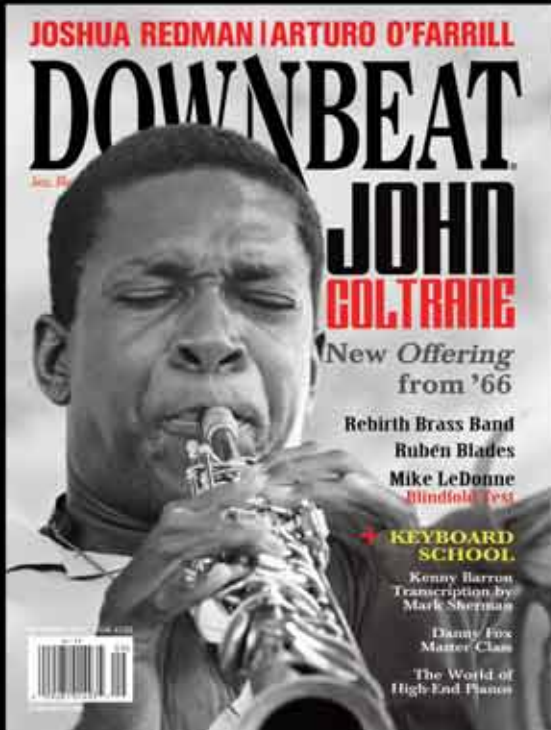
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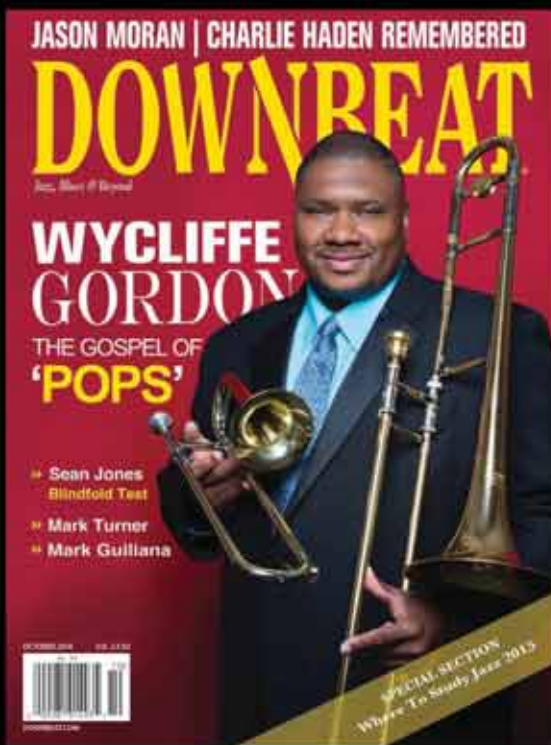


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Orange Crushes Amplification

Orange has announced its latest combos with the launch of the 2015 Crush line of practice amplifiers: the Crush 12, Crush 20, Crush 20RT and Crush 35RT introduce guitarists of all levels to Orange sound.

Building on the acclaimed Crush Pro range, Orange has opened up the high gain, four stage preamp design to the new Crush series. Combined with custom Voice of the World speakers, the new Crush deliver forceful tones with highly responsive overdrive and levels of detailed saturation

rarely heard in a practice amplifier.

All models feature Orange's new CabSim circuit, which emulates the muscle of an Orange 4- by 12-inch cabinet through the headphone output. Channel switching is available on 20W and 35W models. RT versions feature on-board reverb and an integrated chromatic tuner. The Crush 35RT also includes a fully buffered low-impedance effects loop and enough output for the rehearsal room.

🛒 **Orange (orangeamps.com)**



Pearl Introduces Satin Black Conga Finish

Pearl Percussion has introduced satin black, a new finish in the Elite series congas, available in a quinto, conga, tumba and matching bongos.

The satin black lacquer finish is complemented by gold hardware, making these drums look as rich as they sound.

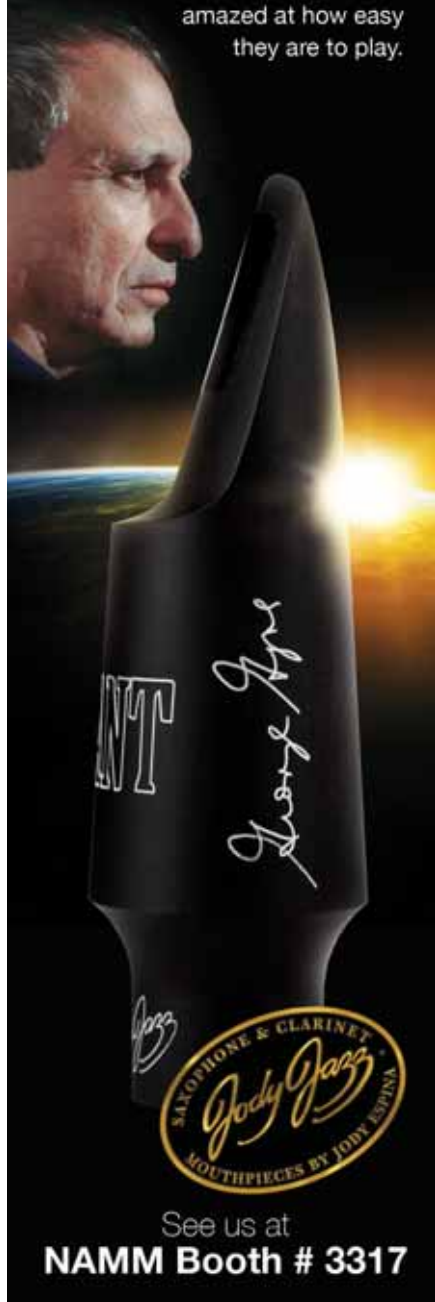
Elite series oak congas feature Contour Crowns that practically disappear under players' hands for comfort. The drums come standard with rubber shell guards and Pearl's exclusive self-aligning washer system for easy tuning.

🛒 **Pearl (pearldrums.com)**



A New **GIANT Tenor**
from a **TENOR Giant**

Working with George Garzone, Jody Espina has developed two larger tip openings. The new **GIANT Tenor** George Garzone Signature 9" and 10" models offer more harmonics and a darker tone, but you'll be amazed at how easy they are to play.



See us at
NAMM Booth # 3317

Recording King Delivers Resonator Blues Tone

Recording King's Dirty 30's Resonator delivers classic style and a vintage resonator tone for old-school blues and slide players. The single 0 size resonator drips with vibe, from the f-holes and tailpiece to the classic sunburst matte finish.

Traditional resonator sound is delivered from a hand-spun 9 1/2-inch cone in a pedestal soundwell. Soundposts surround the circle of



the soundwell, and the cone vibrations bounce within the full cavity of the body.

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

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Ibanez Releases Premium JEM in Blue Floral Pattern

Sporting a custom design created by Steve Vai, the JEM77PBFP Premium is a high-quality instrument created for the working pro. It includes all the elements of the original JEM released more than 25 years ago.

Features include an American basswood body finished in a stunning Blue Floral pattern with matching blue pickups, selector switch and control knobs. The theme continues with a Blue Floral pattern vine inlay that stretches along the contrasting maple fretboard.

The JEM Premium neck includes jumbo frets finished with the premium fret edge treatment for smooth, comfortable performance. Frets 21 through 24 are scalloped for more control of the strings at the upper register and improved feel and sustain. The Edge Zero II bridge features a lower-profile design and stud lock function for tuning stability.

Electronics include two DiMarzio Gravity Storm pickups (one at the neck, one in the bridge) and a DiMarzio Evolution single pickup in the middle position. These pickups are made by DiMarzio specifically for JEM guitars and are designed to reproduce more harmonic overtones than conventional humbuckers.

🛒 **Ibanez (ibanez.com)**



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JamHub Tracker MT16 Adds Dropbox Wi-Fi Upload Feature

Users of JamHub's Tracker MT16 multitrack recorder can now wirelessly upload their separated tracks to Dropbox.

Tracker MT16 let musicians record studio-quality multitrack files of their live performances and rehearsals. This portable, rugged hardware solution connects to all JamHub studios and most mixing desks, and it is designed to make capturing a live performance easy. With the Tracker MT16's built-in Wi-Fi capabilities, musicians can now easily upload up to 16 tracks wirelessly to Dropbox (dropbox.com) for convenient sharing and backup. MSRP: \$499.

🛒 [JamHub \(jamhub.com\)](http://JamHub (jamhub.com))



Jensen P10R-F Provides Broken-in Sound

Jensen Musical Instrument Speakers has added the P10R-F to its speaker offerings. The P10R-F is for users who desire the tone of a classic broken-in 10-inch Alnico speaker.

The P10R-F was designed by the Jensen factory in cooperation with Fender for the reissue of the Fender '57 Bandmaster and the 20th Anniversary Vibro King. The goal was to design a P10R speaker with a more

broken-in, worn sound right out of the box. The P10R-F has a smooth, round top-end and a full-bodied low-end response. It distorts at lower levels and still maintains the vintage tonalities of the legendary P10R.

Alnico speakers produce a sweet, warm tone. They respond quickly, giving the musician a "one with the amp" feel.

🛒 [Jensen \(jensentone.com\)](http://Jensen (jensentone.com))



Peavey Unveils 6505 MH Mini Head Guitar Amp

Peavey has rolled out the 6505 MH mini head. The newest addition to Peavey's celebrated 6505 series, the all-tube 6505 MH produces the tones of the Peavey 6505 in a small, portable package.

The 6505 MH has two channels that follow the same gain structure and voicing of its iconic big brother to produce the overdriven tones that have defined the sound of metal music for more than two decades.

The channels share EQ, lush reverb and an effects loop. Channels, crunch, effects loop and reverb are all footswitchable.

Peavey's TSI (Tube Status Indication) tube-monitoring indicator keeps players apprised of power tube status, and in the event of a necessary tube replacement, identifies which tube needs to be replaced. Rear panel features such as an effects loop, MSDI (Microphone Simulated Direct Interface) with XLR output and USB out, speaker defeat switch and a three-position power attenuator switch make the 6505 MH ideal for recording or use in smaller venues.

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

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Imua Ukulele Makes Mini-Bass

Imua Ukulele has introduced the mini-Bass. Its debut at the Tokyo Music Show in November was a hit with bassists looking for a portable alternative without sacrificing sound, playability and quality.

Seilen Musical Instruments, based in Nagano, Japan, working with Imua Ukulele in Hawaii, debuted the four-string mini-Bass at last year's show and now has expanded the lineup with five- and six-string exotic wood models with metal strings.

Its total length is 75 cm (30 inches). Players can get a strong bass tone from this instrument, and its tuning is E-A-D-G.

🛒 [Imua Ukulele \(imua-ukulele.com\)](http://Imua Ukulele (imua-ukulele.com))



Yamaha Strikes With All-In-One

Yamaha's new SCK-350 Student Percussion Kit includes everything that a student percussionist requires to get started with their percussion education.

The kit includes a 13- by 3-inch Maple shell snare drum and a sturdy aluminum bell marimba set in F57 to C88 range. To provide a realistic playing and educational experience, no note names are indicated on the marimba bell bars, which begin on F rather than G to reduce confusion for beginners and increase scale options.

The package also comes with an 8-inch tunable practice drum pad, a stand with a snare basket and a stand for the bells, a music rack, mallets and Vic Firth drumsticks, all of which fits into a soft yet sturdy, combination backpack/rolling case.

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

CAD Adds New USB Mic

CAD Audio has added the new GX-L2600USB to its line of USB Series microphones.

The GXL2600USB is a large diaphragm studio condenser mic designed to provide exceptional performance and accuracy in a variety of computer-based recording situations.



The USB mic features a 1-inch Aoedein large diaphragm condenser capsule, enabling it to achieve full range studio fidelity with outstanding transient response.

The Aoedein capsule is paired with CAD's Pure-Tone A/D converter to ensure a clear and efficient signal path.

The GLX2600USB is supplied with a studio-quality shock mount, desk stand and cable, and is compatible with Windows 8 and Mac.

MSRP: \$169.

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

MONO Rolls Out Dual Hybrid Case

The Dual acoustic and electric hybrid case is the latest addition to MONO's line of dual electric guitar and dual bass hybrid cases. Designed to carry one acoustic dreadnought and one electric solid-body, the case has patented features resulting in enhanced instrument protection, optimal accessibility, and reduced airline travel baggage and fees.

The Dual acoustic and electric hybrid case features a Headlock patented neck suspension design, which provides a level of protection worthy of the finest instruments. Guitars quickly strap in and remain stabilized during transport. Both headstocks are

suspended inside the case, saving guitars from both side and rear impacts that could otherwise snap the necks.

It also boasts top-loading, stand-up access for loading/unloading the electric guitar. The cases feature ample room for traveling with necessities like cables, pedals or a small laptop or tablet.

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



Roland Announces RT-30 Drum Triggers

Roland has unveiled the RT-30 series, its latest generation of acoustic drum triggers. Roland's drum triggers offer response and rugged durability that players can count on. New improvements include a more streamlined design, easier set up and compatibility with the latest drum hardware.

In today's music world, the hybrid approach of combining electronic sounds with traditional acoustic drums has become essential for pro players. To accurately perform many modern styles, drummers need access to both unique electronic tones and staples, such as Roland's TR-808 and TR-909 drum machine sounds.

The RT-30 series gives drummers a solution for using their acoustic drums as triggers for a hybrid setup without incorporating additional pads. With quick, simple mounting on kick, snare and tom drums, RT-30 triggers open up a world of sound possibilities when connected to devices, such as Roland's TM-2 Trigger Module, TD-series V-Drums sound modules and SPD-series percussion pads.

Three different models are included in the RT-30 series. The RT-30H is a single-trigger device that provides drumhead-based triggering for most standard drums. The dual-trigger RT-30HR offers independent head and rim triggering, letting the user play two different sounds from the same drum, and the RT-30K is designed for use with bass drums.

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



Warwick Debuts LWA500 'Little Big Amp'

The Warwick LWA500 has arrived, combining versatile tone-shaping with lightweight design. Just when players thought Class D bass amps were as light as they could be, Warwick introduces the LWA500 "Little Big Amp."

Weighing only 3 pounds, the LWA500 is packaged in a sleek, half-rack-sized, tough aluminum chassis. It will fit comfortably in just about any gig bag pocket or backpack.

The LWA500 boasts power section performance and Class A tone-shaping capabilities. It also features the same 4-band EQ borrowed from its big brother the LWA 1000, with the addition of a wet/dry control for the FX loop.

The LWA500 offers 500 clean watts at 4 ohms. To cover virtually any gig and fill any stage, it can be combined with one of Warwick's many speaker combinations.

🛒 [Warwick \(warwickbass.com\)](http://Warwick (warwickbass.com))

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Hall A Booth 6874

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SoloDallas Unveils TSR Pedal

The new SoloDallas TSR guitar pedal is designed to enrich and maximize tone in every aspect, while not completely distorting the signal in the conventional sense. The user will notice an increase in sustain, clarity and quality of tone, both with single-note lines as well as chords. On the guitar, bends are richer and fuller, pre-bends ring out and hold their body, and hammer-ons are clear and crisp. The guitar



suddenly projects, and there's a depth to even subtle rhythmic passages.

The TSR has the capability of harmonically enhancing an instrument's tone at all levels. Various colors and overtones can be drawn out at different settings. The TSR is able to take even a single note on a .09 string and make it blossom and sustain indefinitely, without breaking up into jagged distortion.

SoloDallas (solodallas.com)

Portable Zoom iQ7 Provides Powerful Audio Despite Small Size

The new pocket-sized iQ7 from Zoom North America will turn any Lightning-equipped iOS device into a premium, portable recorder and is ideal for capturing superior audio with compact video devices.

The iQ7 provides dual condenser microphones — one unidirectional and the other bi-directional — in a mid-side configuration. Mid-side (MS) recording allows the creation of stereo audio files that are fully



mono compatible.

The mic's unique rotating mechanism lets it be used in either portrait or landscape mode with correct left-right orientation. An analog-type Mic Gain wheel and three-segment LED metering makes it easy to set the optimum input level on the fly, and a dedicated headphone/line out jack enables private monitoring and interfacing with video

equipment.

Zoom North America (zoom-na.com)

Mackie Designs iP Loudspeakers

Mackie has introduced iP Series Install Performance loudspeakers, a new loudspeaker line specifically designed for installs seeking rich, articulate full-bandwidth response in a sleek, compact design.

The series includes three full-range models (10-, 12- and 15-inch) and a companion 18-inch subwoofer. The full-range iP-10, iP-12 and iP-15 feature 8 x M10 rigging points and a rotatable 90- by 50-degree horn to support both vertical and horizontal rigging. A rotatable center logo allows for clean presentation in all configurations.

Sonically, premium components include high-output, custom-designed woofers with large voice coils to handle more power for

maximum output and premium 1.4-inch titanium diaphragm compression drivers for smooth, consistent high-frequency response.

MSRP: \$629.99.

Mackie (mackie.com)



Kala's Tri-Back Features Solid Backside

Kala has added to its all-solid wood series with the Tri-Back Tenor.

The back of the Kala Tri-Back reveals a combination of rosewood and mango while the select spruce top, rosewood back and sides, and gloss finish completes the instrument. The combination of all-solid woods also produces exceptional resonance and an articulate tone.

Additional features include mahogany binding, custom inlay and position marks, rosewood fingerboard, rosewood rosette, and Grover tuners.

MSRP: \$569.99.

Kala (kalabrand.com)



Who is teaching these children to sing, strum and write songs at school?



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Music educators and community music leaders are working with GITC to train non-music teachers to play guitar, ukulele, sing and write as part of a learning strategy called music integration.

Guitars in the Classroom relies on forward thinking NAMM Member companies to help us create a brighter day through music integration in collaboration with music education! If you are already a part of creating the change we all want to see, thank you so much! We are humbled by your kindness and generosity.



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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NAMM Booth 6531, Hall A.

 [www.cadaudio.com](#)

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HS 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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[www.NedSteinberger.com](#)



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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.

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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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- Analytical problem solver with ROI in mind.

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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.



Diamond Guitars Announces Advisory Board

Diamond Guitars, formerly DBZ/Diamond Guitars, has launched its Diamond Advisory Board. While many companies prefer to staff advisory teams with retailers, Diamond Guitars has chosen to go right to the source: its customers.

The board's application process requires end-users to tell how their personal experience or opinions may be helpful in the development of new products, test-marketing of product ideas, and marketing and promotional concepts. The board will express its opinions and recommendations through direct surveys submitted to the board



members. Members will participate in a process guided by Jeff Diamant, Diamond Guitars chief designer and president/CEO, in the development of a new guitar for release in 2016.

INFO Diamond Guitars (guitarsbydiamond.com/advisoryboard)

Fishman Ships New Platinum Analog Acoustic Preamps

The new Fishman Platinum Pro EQ and Platinum Stage acoustic preamps expand the company's preamp line with professional features and performance along with a clean look and feel.

The two preamps have gone through a complete redesign to deliver incredibly accurate sonic detail for any acoustic instrument. Their Class-A preamp uses precision, high-speed circuitry for the greatest fidelity and lowest distortion.

Fishman tone centers with sweepable

mid are combined with a switchable guitar/bass EQ mode, making the Platinum preamps more musical for bass instruments and more universal for recording and performing musicians.

The Platinum Pro EQ has durable foot switches that activate either the adjustable volume boost or high-contrast chromatic tuner. It also includes a simple analog soft-knee compressor, effect loop and precision sweepable notch filter.

Fishman (fishman.com)



Sakae Releases Cypress Stave Snare

The Stave snare from Sakae Drums is constructed using segments of compressed, sustainable Japanese cypress. The compression process not only makes the cypress more durable, it also helps the drum produce a more controlled and tight sound.

Stave drums are constructed using segments of solid wood rather than traditional plies. Staves are laid out in a circle, bound together and shaped into a drum shell. The result is a drum with maximum projection and a unique beauty.

Many years ago, as the demand for housing in Japan was reaching record levels, vast forests were planted to meet construction needs.

Sakae Drums (sakaedrums.com)

Cordoba Guitars Adds New Finish Option

Cordoba Guitars has expanded its product offerings to appeal to a wider audience. While sunburst finishes are hardly the latest innovation in guitar-making, they are rarely — if ever — seen on nylon string or classical guitars.

Cordoba's C5 and C5-CE have been mainstays in the affordable nylon string category for years. The new C5 Sunburst and C5-CE Sunburst are made with solid European spruce tops, a marked departure from the standard models. The C5 Sunburst features mahogany back and sides, a 52-mm nut width, and a 650-mm scale length. Its cut-away-electric counterpart, the C5-CE Sunburst, features mahogany back and sides, a 50-mm nut width, the Fishman Isys+ pickup and a 650-mm scale length. The C5 SB features a solid European spruce top, mahogany back and sides, and a mahogany cedar neck with rosewood fingerboard. MSRP: \$429.99.

Cordoba Guitars (cordobaguitars.com)

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Today's NAMM Foundation Events

Want to create more music makers in your community? Advocate for music education on Capitol Hill? Stop by these special NAMM Foundation events today and find out how.

12 p.m. A Very Special Recreational Music Making Forum
NAMM Member Center, located in Lobby B, New Horizons Jazz Band

Enjoy performances by and testimonials from the New Horizons Jazz Band, followed by a discussion about the retailer-driven activities for Make Music Day 2015!

4 p.m. Advocacy Fly-In Info Session
Room 206B, Level 2

Hear plans for NAMM's 2015 Advocacy Fly-In, May 18-21, in Washington D.C. All NAMM Members invited to attend.

Network with Other NAMM Young Professionals

Are you an industry professional under the age of 40? Join with other young leaders for a special NAMM YP event, **today from 4 p.m. to 6 p.m.** in the NAMM Member Center (located in Lobby B/C). In addition to a keynote address by **retail rock star Chuck Surack of Sweetwater**, there will be roundtable discussions followed by a networking happy hour.

Find Your Rhythm at the All-Industry Drum Circle

Join us **tonight at 5:45 p.m.** in the Palm Terrace, between the Convention Center and the Anaheim Hilton for our annual All-Industry Drum Circle—a can't-miss NAMM Show experience! Blow off steam and get ideas for setting up fun, group-based Recreational Music Making experiences. Percussion instruments provided. *Brought to you by NAMM and Remo.*

Tonight on the NAMM GoPro Stage at the Grand Plaza

Don't miss the **John Lennon Educational Tour Bus Imagine Party** featuring funk music master **George Clinton & Parliament Funkadelic** tonight at **6 p.m.**



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APPEARANCES

FRIDAY, JANUARY 23, 2015

10:30 A.M.



Craig Chee & Sarah Maisel
GHS Strings
Booth 4682

Toshi Hiketa
Korg USA
Booth 6440

11:00 A.M.

Frank Bello
ESP Guitars
Demo Room 213D

Tom Wheeler
Hal Leonard
Booth 5720

James LoMenzo
Korg USA
Booth 6440

James Patrick and DJ Big Wiz
Rane Corporation
Booth 6528

11:30 P.M.

Adrian Legg
Ashdown Design & Marketing
Booth 6440

Leonardo Guzman
Dunlop Manufacturing
Booth 4568

Michael "Jr" Tash
GHS Strings
Booth 4682

Jody Espina
(also at 2:00 p.m.)
JodyJazz
Booth 3317

12:00 P.M.

Ethan Brosh
ISP Technologies
Booth 5863

Jerry Donahue
Korg USA
Booth 6440

Leftover Cuties
QSC Audio

Booth 6752

12:30 P.M.

Alex Skolnick
ESP Guitars
Demo Room 213D

Gary Hoey
GHS Strings
Booth 4682

Nita Strauss
Korg USA
Booth 6440

Levin Brothers
NS Design
Booth 5860

Darryl Jones
QSC Audio
Booth 6752

1:00 P.M.



Andrew Watt
Orange Amplification
Booth 4890

Dan Spitz
Cleartone Strings
Booth 4750

Fred Sokolow
Hal Leonard
Booth 5720

PJ Morgan
Hammond
Booth 5100

Mike Spreitzer
Korg USA
Booth 6440

Signing with Ryan Knight and Emil Werstler
Paul Reed Smith Guitars
Demo Room 210AB

1:30 P.M.

Jane Getter
GHS Strings
Booth 4682

Giorgio Mongelli
ISP Technologies
Booth 5863

Signing with Al Jourgensen and Sin Quirin
Reunion Blues
Booth 5566

2:00 P.M.

Tosin Abasi & Javier Reyes
Dunlop Manufacturing
Booth 4568

Jordan Rudess with OrKeystra
Korg USA
Booth 6440

Pete Levin
Nord
Booth 6464

Thomas Lang
QSC Audio
Booth 6752

David Howard
Vandoren
Booth 3112

Brooke Hogan
Samick Music
Booth 4621

2:30 P.M.

Joel Stroetzel
Caparison
Booth 1776

George Lynch performs.
ESP Guitars
Demo Room 213D

Doyle Dykes
GHS Strings
Booth 4682

Victor Wooten
Hal Leonard
Booth 5720

3:00 P.M.

Marcus Miller
Dunlop Manufacturing
Booth 4568

John Mlynczak
Hal Leonard
Booth 5720

Ed Roth
QSC Audio
Booth 6752

David Howard

Vandoren
Booth 3112

3:30 P.M.

Stu Hamm
GHS Strings
Booth 4682

Rachel Z
Kurzweil
Booth 6464

4:00 P.M.



Billy Sheehan

Billy Sheehan
EBS
Booth 5391

Signing with Dave Mustaine
Cleartone Strings
Booth 4750

Felix Cavaliere
Hammond
Booth 5100

Dirty Loops
Korg USA
Booth 6440

Demonstration by Nu-Blu
QSC Audio
Booth 6752

4:30 P.M.

Syu performs.
ESP Guitars
Demo Room 213D

Bob Malone
Kurzweil
Booth 6464

5:00 P.M.

Eric Gales
Dunlop Manufacturing
Booth 4568



Featuring the 2015 TEC Awards!

NAMM U

Friday
January 23, 2015

This Morning's NAMM U Breakfast Session

Epic Marketing: Win More Customers by Marketing Less

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

With so much competition for your customers' attention, how do you stand out from other businesses? Be epic! In this dynamic Breakfast Session, Joe Pulizzi, founder of the Content Marketing Institute, will reveal ways that epic marketers attract and keep customers using compelling, relevant and consistent content. Find out how to actively engage with your customers using your own unique story and expertise.

Today's H.O.T. Zone Keynote

Stewart Copeland

11 a.m., The Forum on Level 2 (203 A-B)

Kicking off The H.O.T. Zone sessions on Friday is Stewart Copeland, who has spent three decades in the forefront of contemporary music as a rock star, acclaimed film composer and filmmaker, and a much sought-after composer in the disparate worlds of opera, ballet, world music and chamber music composition. Don't miss Stewart's unique point of view on music as it was—as well as where it's going.

NAMM Idea Center Spotlight

How I Built a Profitable, Award-Winning Lesson Program

4:30–5:30 p.m.
NAMM Idea Center, Booth #5501

Susan Pascale, business owner, professional musician and entrepreneur, will show you how she built a nationally acclaimed, award-winning lesson program that has not only increased retail sales but also elevated her company's local profile. She'll share her most useful practices, including how to boost enrollment while increasing quality and locating good teachers. Find out how to improve your program, one student at a time.



Check out the entire schedule of NAMM U and H.O.T. Zone sessions on the NAMM app, available for download on your mobile device's app store, or visit namm.org/thenammshow.

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SCHEDULE

FRIDAY, JANUARY 23, 2015

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.

CONTINUED FROM PAGE 118



Pete Gamber on building lesson programs, 2:00 p.m.



Ben Werlin on video marketing, 10:30 a.m.

three activities to bolster your bottom line.

3:00 P.M.
How to Host a Rock Camp From Start to Finish (and Beyond)

Rand & Cindy Cook,
The Candyman Strings & Things

Rand and Cindy Cook of The Candyman Strings & Things reveal their best practices for producing a rock camp.

3:30 P.M.
What I Wish I Knew When I Opened My Store

Greg Billings,
Music Inc. columnist

Greg Billings, *Music Inc.* columnist, looks back on his 50 years in music retail and shares his top 10 lessons learned.

4:00 P.M.
NAMM YP Winter Event
Chuck Surack,
Sweetwater

Chuck Surack shares his story and insights on the music industry during this networking event for young professionals.

4:00 P.M.
5 Promotions That Will Make You the Go-to Store
Tracey Leenman,



Rand and Cindy Cook on hosting a killer rock camp, 3:00 p.m.

Musical Innovations

Tracy Leenman of Musical Innovations shows you five low-cost, high-impact promotions and events that helped turn her startup into a major force in her market.

4:30 P.M.
How I Built a Profitable, Award-Winning Lesson Program (Double Session)

Susan Pascale,
Pascale Music Institute

Susan Pascale, owner of Pascale Music Institute, will show you how she has built an award-winning lesson program.

5:45 P.M.
Drum Circle
Palm Garden, Outside of the Anaheim Convention Center

Drums will be provided.

6:00 P.M.
She Rocks Awards
Hilton Anaheim Hotel, Pacific Ballroom
 Female guitarist and vocalist Orianthi co-hosts the third annual She Rocks Awards, which pays tribute to women who portray



Gayle Beacock in a panel discussion on bolstering bottom lines, 2:30 p.m.

leadership and stand out in the music industry. Award recipients include The Bangles and Colbie Caillat, among others.

6:00 P.M.
The John Lennon Educational Tour Bus Imagine Party
NAMM GoPro Stage on the Grand Plaza

Take in the sounds of George Clinton & Parliament Funkadelic who will headline this event.

6:00 P.M.
NAMMJAM 2015
Grove of Anaheim
 Steel Panther will headline this invite-only event.

Piano Manufacturers Association International & the National Piano Foundation

- www.PianoNet.com is your comprehensive guide to everything about pianos – their history, noted artists, pianos in the news and more. The piano may be 300 years young, but there's always more to learn about everyone's favorite instrument!
- Join PMAI as a manufacturer and participate in all this plus an industry statistics program.
- Join PMAI as a retailer and join the NPF/PMAI dealer network!
- National Piano Foundation – promoting the benefits of music education through the piano and RMM!
- Shipment statistics
- Major market statistics
- Partnership with Music Teachers National Association and RMM Outreach
- Retailer & Manufacturer Code of Ethics



NATIONAL PIANO FOUNDATION



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SCHEDULE

FRIDAY, January 23, 2015

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.



She Rocks Awards, 6 p.m.



Gabriel O'Brien on improving Google search ranking, 12:30 p.m.



Grab great business tips at the show's Idea Center in booth 5501.

BREAKFAST SESSION

8:30 A.M. – 9:30 A.M.

Epic Marketing: Win More Customers by Marketing Less

Joe Pulizzi, Marketing Guru, Author & Founder of Content Marketing Institute

Hilton Anaheim Hotel, Pacific Ballrooms

Joe Pulizzi, founder of the Content Marketing Institute, will show you how to be an “epic” marketer and use your unique story and expertise to engage your customers like never before. Free breakfast served from 8-8:30 a.m. on a first-come, first-served basis.

10:30 A.M.

How to Get Started With YouTube and Video Marketing

Ben Werlin, MusicStoreLive.com; Kurt Witt, Woodwind & Brasswind; John Mlynczak, PreSonus

Video has quickly become an essential component of a music retail marketing strategy.

So how do you get started and get noticed in the cluttered world of YouTube and Facebook? And if you're already marketing with video, how do you improve upon your strategy? Ben Werlin of MusicStoreLive, Kurt Witt of Woodwind & Brasswind and moderator John Mlynczak of PreSonus will give you the tools. They'll look at content creation, creative processes and important resources, while presenting examples of successful videos. Get ideas for your own successful YouTube and video marketing strategy.

11:00 A.M. The Keys to a Powerful Website (Double Session)

Mike Ross, Sweetwater

Mike Ross, senior vice president of marketing for Sweetwater Sound, has one of the most successful websites in retail. In this double session, Mike reveals Sweetwater's best online practices and tips for getting the most out of your company's Internet presence.

12:00 P.M.

Epic Marketing: Get Started With Content Marketing

Joe Pulizzi, Marketing Guru

Join marketing guru Joe Pulizzi as he shows you how to create a content marketing strategy from scratch and leverage social media to develop an engaged, loyal audience.

12:30 P.M.

Simple Ways to Improve Your Google Search Ranking

Gabriel O'Brien, Larry's Music Center

Gabriel O'Brien, sales manager of Larry's Music Center, discusses easy ways to boost your Google ranking for better search results.

1:00 P.M.

Innovative Store Design Examples That You Can Use

Jen Lowe, Boom Boom Percussion

For stores in need of a makeover, Jen Lowe of Boom Boom Percussion and a panel of progressive music retailers, including David Kalt of Chicago Music Exchange, Mike and Ray Guntren of Ray's Midbell Music, and John Van Ness of Spindrift Guitars, discuss refreshing DIY merchandising and design techniques to inject excitement into your brick-and-mortar.

2:00 P.M.

How I Built a Lesson Program With 2,000 Students

Pete Gamber, Music Lessons Guru & Music Inc. Magazine Columnist

Pete Gamber, *Music Inc.* magazine columnist, distills the wisdom gained from his 35-year career building a 2,000-student music lesson program into one session. Learn a common sense growth system you can apply right away to your lesson program.

2:00 P.M.

How to Take Advantage of Reverb.com

Keith Grasso, Island Music Company

Keith Grasso, a preferred seller on Reverb.com, shows you the ins and outs of selling new, used and vintage gear on the site. Learn how to boost the value of your local brick-and-mortar store by increasing your online presence and clearing out aging inventory.

2:30 P.M.

Proven Money-Makers for 2015

Alan Friedman, Friedman, Kanneberg & Co. with panel

If you are looking for a new and proven revenue stream in 2015, join moderator Alan Friedman of Friedman, Kanneberg and Co. and a panel of progressive retail leaders, including Bob Kohl of Long & McQuade, Gayle Beacock of Beacock Music, and Frank Pampanella of PM Music Center, as they discuss

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Hartke's revamped Kickback Bass Combos provide an incredible 500 watts of Class D power. Available in two lightweight models, the new Kickback KB12 and KB15 now feature Hartke's patented HyDrive paper/aluminum hybrid cone drivers that deliver the perfect combination of warmth and attack to complement any playing style. These Kickback combos are the new premium in portable bass amplification.

Come visit us at Booth 4828.

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