

# UpBeat

The Official **NAMM** Show Publication

DAILY



## TRIBAL Gathering!

Joe Lamond, president and CEO of NAMM, is fond of referring to The NAMM Show as “a gathering of the tribes” from across the music globe. Here’s a sampling of the tribe members in Anaheim this week!

**1.** Metal Allegiance was a sold-out show Wednesday night at House of Blues Anaheim. Pictured are Alex Skolnick, Frank Bello, Chuck Billy, Andreas Kisser, Charlie Benante, Mark Osegueda, John Tempesta, Steve Souza, Gary Holt, David Ellefson, Kyle Sanders, Mike Portnoy, Rex Brown, José Mangin, Chris Broderick and Mark Menghi. Sponsors were Jackson, EVH, The Music Zoo, Sinister Guitar Picks and Jägermeister.

**2.** From left: Zildjian’s Tony Lapsansky, Craigie Zildjian, Debbie Zildjian, Paul Francis, Andy Schlosser, Michael Bradley and Mike Sutton gather at a display of new products in the company’s booth Thursday afternoon.

**3.** From left: Mono’s Tom Gorton, Jen Meller, Randy

Couvillon, Daniel Kushner and Brett Zadlo with the M80-SEG-ASH guitar bag. **4.** Brian Ball, on the show floor Thursday, has been named president of Ernie Ball. See page 4. **5.** Yamaha Corp. of America, Band and Orchestral Division, debuted its Custom CSV B-flat Clarinet on Thursday with a music-filled gala at the Hilton Ballroom. Front row, from left: Yamaha executive team Garth Gilman, Jonathon Breen, Roger Eaton, Bob Malone and John Wittmann. Back row, from left: David Shifrin, Paquito D’Rivera, Mindi Abair, Rory Mazella (Yamaha Atelier Specialist) and Bill Jackson. See page 4. **6.** MXL’s Scott Krueckeberg and Ian Cohen showcase the new Genesis mics at their booth on Thursday.



### NAMM BREAKFAST SESSION



Apple co-founder Steve Wozniak sits down for a highly anticipated conversation with Joe Lamond, NAMM president and CEO.

Wozniak Speaks!  
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Floyd Rose, Graph Tech Team  
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Hohner's Student Guitars  
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JodyJazz Expands  
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Schecter's Platinum Bling  
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# Unleash

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

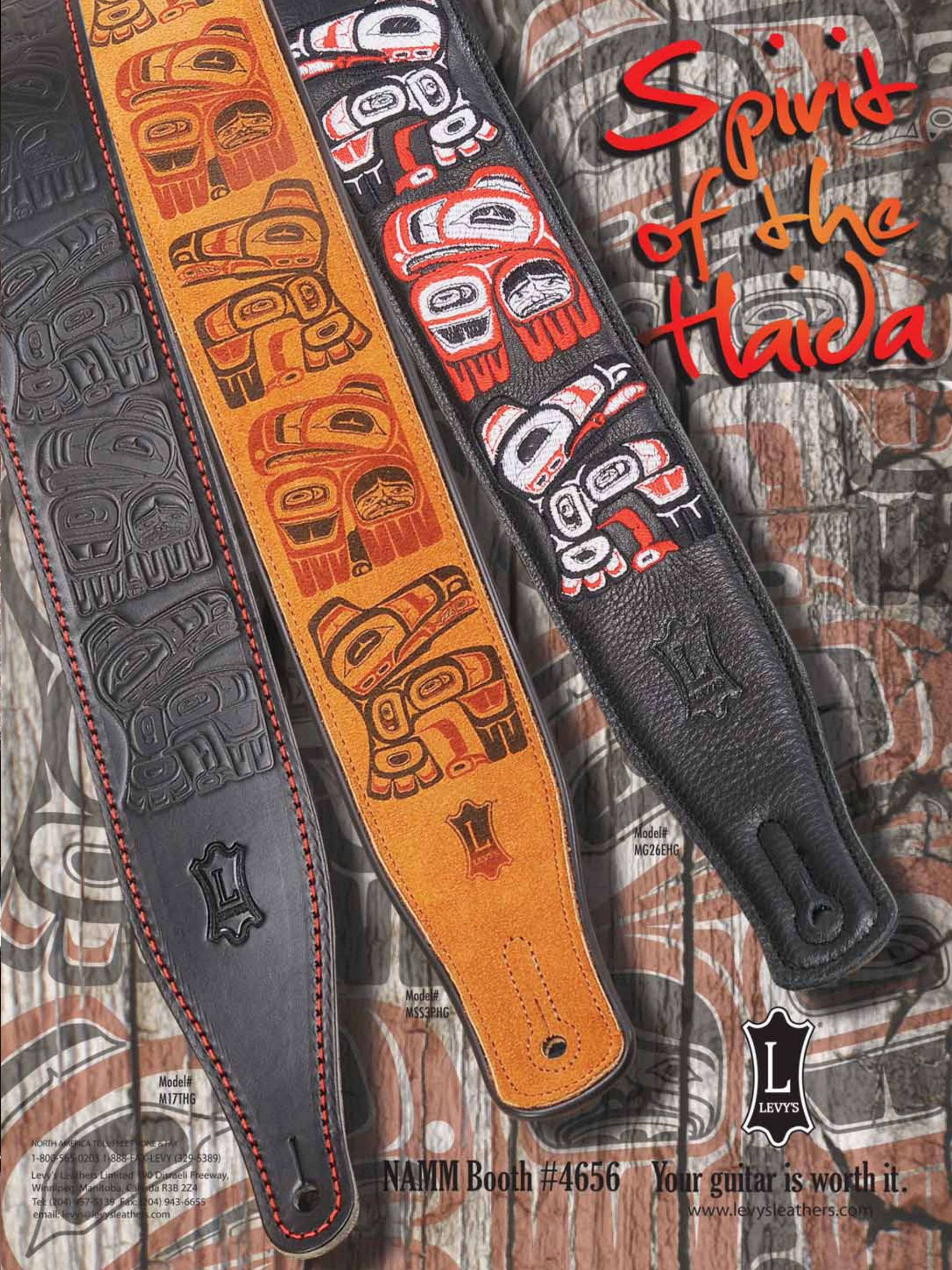
Be sure to check out the Roland exhibit at Winter NAMM Level 3 #300A & #303A

Visit the new [Roland.com](http://Roland.com)

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# NAMM SHOW NEWS



Participants in the Percussion Marketing Council's panel discussion yesterday morning include, from left: Randy Pratt, Jim Rupp, Rob Andre, Shane Kinney, Remo Belli, Don Lombardi, Andy Zildjian and Alan Vater. Karl Dustman, co-executive director of the PMC, is at the podium.

## PMC Members Express Passion for Drums

The Percussion Marketing Council (PMC) held its annual all-membership meeting at the Hilton yesterday morning, highlighted by a roundtable discussion with leaders from retail and manufacturing.

The roundtable participants were Randy Pratt (Musician's Friend), Jim Rupp (Columbus Percussion), Rob Andre (Chicago Drum Exchange), Shane Kinney (Drum Center of Portsmouth), Remo Belli (Remo Inc.), Don Lombardi (Drum Workshop), Andy Zildjian (Sabian Ltd.) and Alan Vater (Vater Percussion).

The discussion was moderated by Kevin Kearns of *Modern Drummer*, who asked each leader to comment on the current state of the industry and predict what the industry will look like five years from now.

A theme throughout the conversation

was the intense level of passion that manufacturers, dealers and customers have for playing a drum set.

Kinney, whose store is based in New Hampshire, offered a retailer's perspective.

"When people come in [to my store], their eyes light up when they think about drums or drumming," he said. "It really doesn't matter what's popular — there seems to be a large amount of people who want to play drums and have an enthusiasm for drums. Part of the problem is inexpensive electronic drums that don't allow a student to really learn; it creates frustration, and they just give up."

Karl Dustman, co-executive director of the PMC, brought members up to date on various educational initiatives, including Roots of Rhythm and Percussion in the Schools.

**INFO** [PMC \(playdrums.com\)](http://PMC(playdrums.com))

## SKB Honors Industry Leaders at 2014 Sales Rep Awards



Representatives from On the Road Marketing received awards for 2014 Top Camera Sales and 2014 Top Sales. From left: Steve Szucs, sales; Doug Brown, principal/sales; Chris Grajewski, sales; Mark Meding, sales manager; Frank Portalatin, sales; and Eric Sands, SKB national sales manager, Music Pro AV Division.

## Brian Ball Appointed President of Ernie Ball Inc.

Ernie Ball Inc. has named Brian Ball as its new president. The announcement represents the company's long-term plans for growth and expansion, according to company CEO Sterling Ball.

"Since 1962, Ernie Ball Inc. has been dedicated to providing tools for artists, and we are excited to see what another 50-plus years in the industry will bring under Brian's

leadership," said Sterling in a press release.

Brian's grandfather Ernie Ball founded the company in 1962, and Brian will continue the three-generation family legacy. His background and history with the company will help him serve the business well, while adding innovation to the product line, according to the release.

During Brian's time with the company, he

## Yamaha Unveils Custom CSVR Clarinet With Star-Studded Gala

The Yamaha Corp. of America, Band and Orchestral Division, debuted its Custom CSVR B-flat Clarinet on Thursday with a festive, music-filled gala at the Hilton Ballroom.

Performances were given by Yamaha Artists Paquito D'Rivera, David Shifrin, Bil Jackson and Mindi Abair, a Grammy-nominated saxophonist who also served as the event's emcee.

The showpiece of the evening was the Custom CSVR clarinet. Features of the new model include redesigned keys with thicker silver-plating and durable leather pads that ensure a precise seal between the pad and tone hole.

"We gave the CSVR to each one of these players on stage," said Abair during a pre-performance speech. "We told them once they tested the instrument they could go back to

using their original clarinets, and every single one of them said they wanted to use the CSVR tonight."

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



Pianist Alex Brown, left, accompanies Grammy-winning clarinetist Paquito D'Rivera, who showcased the Yamaha Custom CSVR B-flat clarinet at Thursday night's gala in the Hilton Ballroom.

## Wood Violins Debuts 25th Anniversary Electric Model With Rocking Demo

During an on-floor demo yesterday morning, Wood Violins unveiled its 25th Anniversary electric violin, The Metropolis, with a high-energy performance by company founder-owner Mark Wood, bassist Paul Ranieri and Dream Theater keyboardist Jordan Rudess.

"We are so proud to unveil The Metropolis 25th Anniversary Violin at the 2015 NAMM Show," Wood said. "We want you to move, dance and enjoy the sound of this awesome instrument."

Designed in commemoration of the company's 25 years of business, The Metropolis is a variant of Wood Violins' popular Viper model electric violin. Limited to only 25

pieces, the body of each Metropolis features 24-karat pure gold leaf and is personally autographed by Mark Wood.

**Wood Violins** ([woodviolins.com](http://woodviolins.com))



From left: bassist Paul Ranieri, Wood Violins founder-owner Mark Wood and keyboardist Jordan Rudess with the 25th Anniversary Metropolis electric violin at the Wood Violins booth yesterday morning.

## Fodera Celebrates Dealers

Fodera basses held its inaugural Platinum Dealer Awards yesterday morning at the Anaheim Hilton.

During the event, Fodera honored six of its top performing domestic and international dealers.

"These dealers have gone above and beyond and helped catapult us," said Jason DeSalvo, partner at Fodera. "We couldn't have done it without them."

Winners included Bass Central in Fern Park, Florida; Bass Club Chicago in Chicago; Bass San Diego in San Diego; Music Force Global in Korea; Thomann of Germany; and VEN Corporation of Japan.

**Fodera** ([fodera.com](http://fodera.com))



Chris Schaffer of Bass San Diego (center) is flanked by Fodera's Jason DeSalvo and Joey Lauricella.

period of rapid growth. Brian has been with Ernie Ball Inc. since 2001. Carrying on the tradition and legacy of the company while still innovating and pushing it forward is one of Brian's main goals, said the release. Other objectives include continued support for undiscovered bands and artists and the expansion of Ernie Ball's digital marketing presence.

**Ernie Ball** ([ernieball.com](http://ernieball.com))

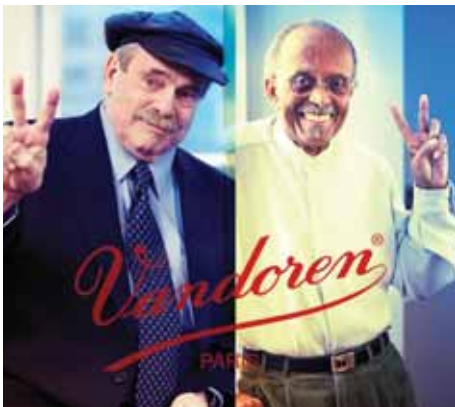


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## Vandoren Shares Artist Interviews

Vandoren has released Conversations in New York, an exclusive collection of video interviews showcasing several celebrated Vandoren artists. This first installment features NEA Jazz Masters Jimmy Heath and Phil Woods in an exclusive video interview with host Gary Smulyan, a respected and virtuosic baritone saxophonist in his own right.

Heath and Woods share stories about the big band era, meetings with Charlie Parker

and John Coltrane and their upbringings in jazz. They share a first-hand look at the history of jazz as they saw it and take viewers on a walk down 52nd Street in the height of the bebop era.

"We wanted to organize something special to shed some light on these jazz legends and their incredible stories," said Michael Skinner, Dansr president. "All of us here at Vandoren are proud to call Jimmy, Phil and

Gary friends and endorsing artists."

The chapters of Conversations in New York are available at [bit.ly/conversations](http://bit.ly/conversations) NY and the VandorenUSA Facebook page. These videos, along with other content from the Vandoren USA team, are released every Thursday in the Wave Newsletter, which is available for free by signing up at [bit.ly/wavenewsletter](http://bit.ly/wavenewsletter).

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

## Kawai Honors Top-Performing Dealers

Kawai named the winners of its 2014 dealer awards during a reception held Thursday night at the Sheraton Park Inn.

Retailers receiving the company's prized Pinnacle Awards included Kim's Piano, named Dealer of the Year for both Kawai America Corp. and Shigeru Kawai Piano Co.; Merriam Music, Dealer of the Year, Kawai Canada Music; Schmitt Music, Dealer of the Year, Digital Pianos; Kraft Music, Dealer of the Year, Professional Products; Evola Music, Acoustic Piano Market Performance; and Lacefield Music, Digital Piano Market Performance.

Approximately 50 other piano and keyboard retailers received Kawai's Inner Circle Awards and Outstanding Dealer Awards.

"All of us in this room share a common goal," said Hirotaka Kawai, president of Kawai Global Group. "We want to get better at what we do. No amount of past success can lessen our desire to make our future

better. At Kawai, we have lived this way for over 87 years. This passion to improve has always led to positive outcomes."

Hirotaka Kawai noted that last year, the company received seven major international awards for excellence, the most in a single year.

**Kawai** ([kawaius.com](http://kawaius.com))



Jim Evola (left) of Evola Music receives a Pinnacle Award for Acoustic Piano Market Performance from Hirotaka Kawai, president of Kawai Global Group, at Thursday night's reception.



## Peavey Celebrates 50th Anniversary With All-Star Rock Concert Lineup

Peavey held a press conference on Thursday evening, before the company's 50th anniversary concert, featuring many of the musicians performing that night, including members of Lynyrd Skynyrd and Blue Öyster Cult. During the conference, Hartley Peavey (third from left), discussed how his passion

for music has driven his company over the past 50 years. Pictured, from left: Lynyrd Skynyrd's Rickey Medlocke and Gary Rossington, Hartley Peavey, all-star drummer Kenny Aronoff, Lynyrd Skynyrd's Peter Keys and Blue Öyster Cult's Eric Bloom.

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



Butch Vig makes a guest appearance at the Waves booth to introduce Waves' Butch Vig Vocals plugin.

## Waves Introduces Four New Plug-ins; Butch Vig Makes Appearance

Waves Audio held a press reception yesterday morning to introduce four new plug-ins plus an update to the Waves Reel ADT.

"[Waves Tracks Live] is a multitrack recording software solution designed to capture live performances of all kinds, from the smallest gig to the largest gig," said Udi Henis, international marketing manager for Waves. "It enables easy switching between stereo-out and multi-out modes, allowing you to toggle back and forth between recording and virtual sound check with the click of a button."

Producer Butch Vig made a guest appearance to debut Waves' Butch Vig Vocals plugin. "It's designed to make the vocal really, really focused," he said.

**Waves** ([waves.com](http://waves.com))

## Toca's Colorsound Cajon Gives Plenty of Boom for the Buck

Toca's new Colorsound Cajon is an easy-to-play, entry-level instrument for aspiring drummers of any age. The cajon projects quality sound and is available in five vibrant colors at a practical price.

"Playing the cajon should be easy and fun," said Victor Filonovich, director of product for Toca. "Our affordable Colorsound Cajons are great for students, school groups, drum circles or anyone else looking to jump in and play the cajon."

For educators, the Colorsound can be played in a group or individually. When struck, two internal snare wires offer a crisp

sound, while the all-wood construction and parawood front plate ensure that the cajon's overall sound will provide plenty of boom.

MSRP: \$149.

**Toca** ([tocapercussion.com](http://tocapercussion.com))



## Mackie FreePlay P.A. Gets Personal

Mackie has introduced the FreePlay personal P.A., a portable, battery-powerable unit that delivers powerful, full-range sound anytime, anywhere. Featuring Bluetooth music streaming, a four-channel digital mixer and a control app for iPhone and iPod touch, FreePlay is an all-in-one stereo P.A. solution for a wide range of applications.

FreePlay features a high-output 8-inch woofer. It lets users connect microphones, line or instrument level sources and features an easy-to-use four-channel digital mixer to control levels, EQ and more. It offers music streaming from any smartphone, tablet or other Bluetooth-capable device.

"Musicians are going to love being able to easily mix in backing tracks right from their

mobile device," said Matt Redmon, Mackie senior product manager. "And with hands-free music streaming, FreePlay is also perfect for parties, weddings and backyard BBQs."

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



## Keyboard Cocktail



Keyboardist Kristian Terzic (left) and Mike Martin, general manager of marketing for Casio's EMI Division, get the music started at a Casio cocktail reception held late Thursday afternoon on the show floor. Terzic performed for guests on Casio's Privia PX-5S digital piano and XW-P1 synthesizer.

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## BRIEFS



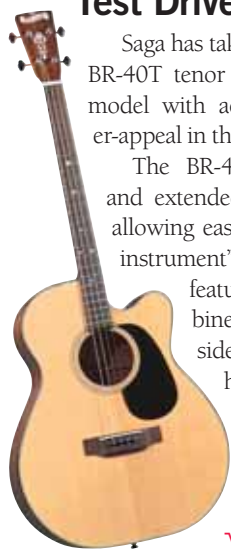
### Vic Firth Split Brush Offers Varied Sound

Vic Firth has launched the Split Brush retractable wire brush.

Inspired by and designed with German drumming sensation Florian Alexandru-Zorn, the Split Brush represents a new design concept for wire brush. Created with two separate rows of medium gauge wire, the two-tiered design helps produce a varied weighting of sound with different qualities of articulation.

🛒 **Vic Firth (vicfirth.com)**

### Test Drive the Blueridge



Saga has taken its top-selling Blueridge BR-40T tenor guitar and created a new model with added versatility and player-appeal in the BR-40TC cutaway model.

The BR-40T features playing ease and extended range with the cutaway allowing easy chord access even at the instrument's highest ranges. The body features a solid spruce top combined with mahogany back, sides and neck. The slim, mahogany neck features an adjustable truss rod and a rosewood fingerboard with low, smooth nickel-silver frets.

🛒 **Saga (sagamusic.com)**

### Palmer Gets Bonamassa

Palmer has introduced a Joe Bonamassa signature speaker simulator, the PDI-03 JB.

At 12 years old, Bonamassa hit the stage for the first time opening for B.B. King. Countless concerts later and with 16 albums under his belt, the guitar wunderkind is now hailed as "The New King of Blues."



For many years, Bonamassa has used the Palmer Speaker Simulator PDI-03. Now the German manufacturer presents a signature version tailor-made for him.

The professional guitar amp DI box features the exclusive JB switch to add extra thrust for a powerful yet tightly focused tone.

🛒 **Palmer (adamhall.com)**

### K&M Makes Folding Easy

K&M has introduced the Easy Fold Music Stand with a large desk that smoothly folds in half for transport and storage. The three-section folding design is simple to use with no instructions needed.

With a height adjustment of 24½ inches to 48¾ inches and the desk measuring 8½ by 17 inches, the stand is manufactured for a wide variety of performing situations.

K&M stands are made in Germany with eco-friendly manufacturing and include a five-year warranty.

🛒 **Connolly Music (connollymusic.com)**



## Worldwide Coalition

The tradition of networking on an international level is alive and well at The NAMM Show. Wednesday, the International Coalition met to exchange information on the current state of music markets around the world and to discuss industry issues such as music education

advocacy and research on the benefits of music making. The coalition, which meets every year at the show, is made up of more than 40 association heads and opinion leaders from more than 20 countries, including representatives from the International Society of Music Education.



Brian Wiser, president of sales in North America, with Electro-Voice's new EKV series of portable loudspeakers.

## Electro-Voice Introduces EKV Portable Loudspeakers

To kick off The NAMM Show, Electro-Voice held a press conference Thursday morning to unveil the new EKV line of portable loudspeakers.

"[Electro-Voice] is now the number-one seller in portable loudspeakers in the world," said Guy Low, marketing manager. "And we really made an aggressive resurgence back into the MI retail market with loudspeakers, starting in 2011 with Live X. Subsequently we've introduced the ZLX, which is more of our entry-level product,

ETX, which is our high-end product, and Live X was the first one that was more of a mid-level product. And this year we are introducing EKV, which is our upper-mid price-point speaker.

"There are eight models available — four powered, four passive — wood enclosures, on-board Quick Smart DSP, signal synchronized transducers, EV engineered components, 1,500 watts, high efficiency, high sensitivity, best-in-class performance."

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

## TC Group Unveils 7 Audio Products

TC Group kicked off the first day of NAMM with a press conference detailing the release of seven new products: the TC-Helicon Ditto Mic Looper, MP-76 microphone, TC Electronic's K-Cabs bass cabinets, the Helix Phaser, Viscous Vibe guitar pedals, Dynaudio's mounting brackets and the LCn plugin.

"With TC-Helicon, the vocal focus for the company, we have two products at this show," said Kevin Alexander, vice president of business management. "The focus for us for the show has been really about bringing control to vocals."

Alexander introduced TC Group product specialist Tom Lang to speak about the MP-76, which lets singers roam the stage freely while controlling their vocal processor directly from the mic — activating multiple effects, toggling presets, or building loops in real-time.

Morton Ehlers spoke further on K-Cabs, while Tore Mogensen introduced the Helix Phaser and Viscous Vibe.

Thomas Valter, TC Group's business manager, introduced Dynaudio brackets, a mounting solution for BM mkIII and AIR 6 monitors, as well as the LCn loudness plugin for Pro Tools.

"For many years we have established ourselves as the loudness authority in the company. And now we are launching a plugin and a host that is able to fix the loudness," Valter said.

Alexander concluded: "We do understand the irony of having created Finalizer years ago, and mastered things to the point of loudness oblivion, and now we are the company that measures that loudness and reduces it."

🛒 **TC Group (tcgroup.tc)**



Kevin Alexander holds TC-Helicon's new MP-76 microphone as well as TC Electronics' Helix Phaser and Viscous Vibe.

## Audix Adds Another How-To Video



Cliff Castle (left) and Chris Denogen stand in front of a display for the new "How-to Mic" video.

During a press event Thursday, Audix revealed a third video in its "How-to Mic" series. The video, titled "How-to Mic a Live Band," will be available soon on Audix's company website and social media sites.

Audix has partnered again with engineer Chris Denogen of DrumChannel.com for the production of the video. Denogen has been crucial in getting an unbiased opinion of Audix microphones and in showing how to set them up for ideal sound, no matter the venue or

situation, according to Audix co-founder Cliff Castle.

"When we hooked up with DrumChannel about three years ago, we decided to do the videos there," Castle said. "These guys do it every day, and they use our products already, so we thought it would be a good partnership."

The first two videos cover the essentials of how someone should mic their drums properly, according to Denogen. This new video is the progression of the other two, and gives an ideal mic setup for a live band.

"Using the core mics that Audix has, this video shows just a basic band setup that can get you really good sound from the get-go," Denogen said.

🛒 **Audix (audixusa.com)**





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# Hot Sugar, Zoomed In

Creative insights from the Associative Music pioneer.



## TRANSFORM THE FAMILIAR

"We come across countless sounds daily that our minds consciously or subconsciously acknowledge. If you take the bus to work every morning, the sounds of that bus may evoke a reoccurring mood. Associative Music samples these sounds, disguising them in melodies and rhythms in hopes of provoking a visceral reaction."

## GO BEYOND INSTRUMENTS

"I can make drums or a keyboard patch out of literally any sound in the world. I made huge kick drums out of a rat's heartbeat, a snare drum out of the sound of me being painfully electrocuted, and an 808-type sub-bass from the guttural humming of an 86-year old, fully tattooed man."

## DEFY CATEGORIZATION

"Producer or musician? There's no distinction. When you take a snake and let it slither over a harp, is the snake the musician or is it the instrument and you're the musician? When you take that cacophonous, atonal recording of that snake on a harp and process it into something unrecognizable from the original, are you just a producer?"

## DESTROY CREATIVELY

"I run a lot of equipment through cheap boomboxes instead of amps since they were never really meant for that, and I like hearing equipment struggle. I've used a lot of bizarre equipment and recording procedures. Like microwaving cassette tapes after recording stuff to them."

*Hot Sugar portrait by Ian Scott Stoner*



# The Zoom H5

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## Fishman Revamps Fluence Humbucker Pickups

Following the introduction of Fluence Single Width pickups, Fishman has introduced its new Fluence Classic and Modern Humbucker pickups.

Totally re-imagined, Fluence are fully analog active humbucker pickups that are combined with Fluence Core printed “coils” and feature true multi-voice electronics to create the best classic and customized sounds guitarists demand.

Unlike passive pickups made with traditional wire-wound coils, Fluence pickups are not susceptible to spurious noise, cable capacitance problems and loss in clarity due to small volume changes and other inductive issues.

Each Fluence pickup has two selectable, complementary voices on-board, which offer classic timbres and tone. The pickup also lets players control their volume without sacrificing clarity.

Fluence is the first pickup system to eliminate battery cost and implementation. When coupled with the Fluence rechargeable lithium-ion battery pack, time between charges is weeks instead of hours. When the battery is low, there is no

need to remove screws, pickguards or other “trap doors.” Users can just plug in a standard USB charger, and another 200+ hours of playing time is on tap.

🛒 **Fishman (fishman.com)**



## Samson Adds Camera Mount to Concert 88

Samson's Concert 88 Camera wireless system delivers high-quality audio to videographers and filmmakers. The frequency-agile, portable Concert 88 Camera system offers 16 selectable channels for interference-free operation, a best-in-class 300-foot wireless range and rechargeable lithium-ion battery for reliability and freedom.

At the core of the Concert 88 Camera system is the CR88V Micro wireless receiver, which includes a removable shoe mount adapter and metal clip for strap or belt mounting. The CR88V provides 12 hours of operation from a removable lithium-ion battery.

The receiver also features a 1/8-inch

output with level control in addition to an 1/8-inch headphone monitor output.

Audio reaches the receiver via the CB88 Beltpack Transmitter and Samson's LM10 Omnidirectional Lavalier microphone (micro-miniature condenser capsule). The CB88 Beltpack features popless one-touch mute control and metal belt clip.

Convenient IR set technology wirelessly matches the operating channel of the transmitter to the receiver. In addition, aggressive interference prevention is provided by Tone Key technology, a three-position Squelch function and a true diversity antenna design.

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

## Hohner Introduces Kids Airboard Jr.

In response to the success of the original AirBoard, Hohner has announced the release of the Hohner Kids AirBoard Jr.

The AirBoard Jr. was designed for kids ages five and up. It has a new tri-color look and color-coded keys that allow easy play along with an included songbook. It also comes with a colorful padded travel bag. The AirBoard Jr. is designed for a new generation of kids who want to express themselves on a unique, stylish-looking instrument.

“The AirBoard Jr. is a great impulse buy for parents looking to give their kids the gift of music in a colorful, fun package,” said Scott Emmerman, director of marketing and sales. “This product is a natural for those retailers looking for incremental opportunities.”

The AirBoard Jr. retails for \$50 and MAPs at \$39.99.

🛒 **Hohner (us.playhohner.com)**



## Mono Offers EFX Luggage

Taking inspiration from real-life experiences while traveling, on stage and in the studio, the Mono EFX series Mobile Studio luggage collection is designed to meet the travel and performance needs of musicians, DJs, techs, producers and engineers.

Each item in the collection of backpacks and handbags offers users optimal storage compartments and functionalities needed for those devices and accessories that are relied upon daily.

The Mono EFX series, available in jet black, is stylish, lightweight and built to last. Features include:

- 360-degree protection. Integral ABS

panels deliver hard case protection at a fraction of the weight. A reinforced outer shell absorbs and deflects hard impact away from the vulnerable areas.

- Built-to-last construction made from high-test materials with extreme resistance to abrasion and the elements.

- Smart storage: External and internal pockets are designed to carry important accessories, tools and digital devices.

- Steel-riveted, ergonomic handles and shoulder straps.

- Weather proof, constructed with highly water-resistant materials.

🛒 **Mono Creators (monocreators.com)**

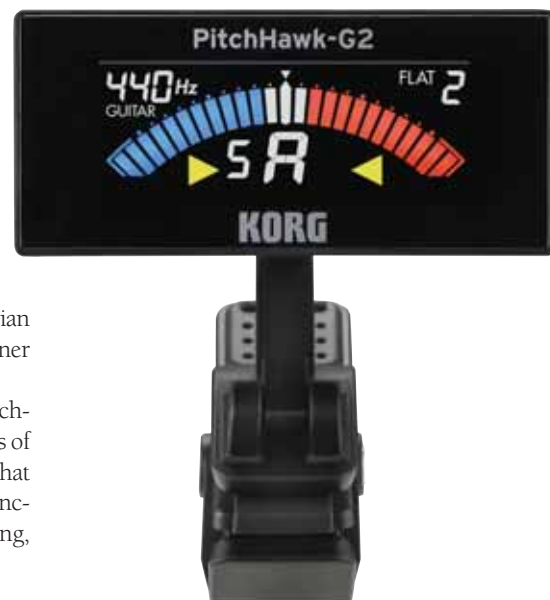
## Korg Updates PitchHawk for a New Generation

The PitchHawk G-2 and the PitchHawk U-2 by Korg are updated versions of the PitchHawk clip-on guitar, bass and ukulele tuners introduced last year. The tuners now feature a color display.

The new G-2 (for Guitar and Bass) and U-2 (for ukulele) are compact, sleek and have an ultra-tight grip for better holding power. The tuners are practical, with great visibility and quality. The G2 and U2 are equally suited to the beginning musician or the professional, said Brian Piccolo, tuner brand manager at Korg USA.

While adding the color display, the PitchHawk G-2 and U-2 retain the same features of the original PitchHawk: high durability that stands up to wear and aging, a warning function to prevent over winding the first string, auto-power off and memory back-up.

🛒 **Korg (korg.com)**



## Boss Announces VE-1 Vocal Echo

Boss is introducing the VE-1 Vocal Echo, a compact stompbox designed for singers. Packed with a selection of ambience effects plus automatic pitch correction, doubling and more, the VE-1 allows performing vocalists to easily enrich their sound with studio-quality processing. Battery powered and affordable, the VE-1 also features USB connectivity for capturing vocal sounds in a computer.

Like the other members of Boss' popular VE family of vocal processors, the VE-1 makes it simple for any singer to get great sounds right away. The panel is intuitive to operate, with dedicated knobs and buttons for various functions and a large footswitch for turning the VE-1 on/off while performing.

The VE-1 includes seven ambience presets created with sophisticated processing, giving users quick access to a range of pleasing effects that beautifully complement the voice. The level knob controls the depth of ambience, while the tone knob is used to vary the sound color from dark to bright. Pressing the double button instantly adds a rich effect that sounds like two vocalists singing the same part together, while the enhance button

evens out vocals for a more refined sound.

Automatic chromatic pitch correction is also included in the VE-1. A single-knob control allows users to dial in everything from minor correction for pitch stability to the exaggerated tuning effects heard on many of today's biggest hits. The memory function lets vocalists store a favorite setting for instant recall at any time. Both the memory and double functions can be controlled from an optional footswitch such as the Boss FS-7.

Via USB, users can record their voice along with the VE-1's effects directly into their computer.

🛒 **Boss (bossus.com)**



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A photograph of three black Samson RSX Active Loudspeakers. One is mounted on a stand, and two are on a wooden surface. The speakers have a perforated grille and a 'SAMSON' logo. The background is a warm, textured wall.

# RSX ACTIVE LOUDSPEAKERS

## **Samson RSX Active Series Loudspeakers and Stage Monitors.**

The new RSX 2-Way Active Loudspeakers deliver 1,600 watts of Class D power with Samson's R.A.M.P. (Reactive Alignment, Maximum Protection) DSP technology for enhanced performance and reliability. The RSX112A and RSX115A feature solid, 9-layer plywood cabinet construction, high-grade transducers and dispersion-efficient waveguides. Samson's RSX Active Series Loudspeakers bring the unrivaled Samson value to serious live sound professionals.

And if you're looking for monitoring, the RSX Active Series includes two dedicated stage monitor options.

See the entire line at Booth 4828.

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## Recording King Dirty 30's Tenor Banjo Adds Traditional Vibe

Recording King has introduced the Dirty 30's Tenor Banjo, bringing 100 years of history into the present with the rugged, road-ready vibe of the Dirty 30's line.

The tenor banjo first came to prominence in the early 1900s, and its C-G-D-A tuning is well suited for folk, Celtic and Dixieland music. The tenor is a unique banjo for players looking to add a traditional vibe to their sound, and the perfect crossover instrument for mandolin, violin, viola and cello players.

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

Upgraded features like the Pres-to tailpiece and D'Addario strings make this tenor a great banjo for pros and weekend players alike. The Dirty 30's series is known for vintage styling and durable travel-worthiness, and the Tenor Banjo is no exception. Its 33-inch overall length makes it easy to bring along wherever the road takes you.

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

## Floyd Rose Expands Line of Upgradable Parts

Floyd Rose has expanded its line of upgrades to include several new items:

- the Stone Tone Rock Block, a sustain block made of granite;
- the Turbo Trem Arm, an agile and durable tremolo arm with two convenient Allen key ends;
- the Push-In Tremolo Arm;
- noiseless springs coated with a polymer that eliminates that "spring ping" associated with the tremolo.

All of these upgrades are now available in addition to Floyd Rose's collection of upgradable



parts to personalize existing bridges.

🛒 [Floyd Rose \(floydrose.com\)](http://FloydRose.com)

## AirTurn goSTAND Supports Digital Tablets

AirTurn has introduced the goSTAND, a sturdy, portable microphone stand that supports digital tablets and other gear used by musicians, speakers and presenters. Less than 18 inches when folded, the goSTAND fits into most backpacks and carry-on luggage.

The goSTAND uniquely adjusts to uneven surfaces and varying base circumferences.

Fully extended, it is 58 inches high. Extended legs create the same footprint as most mic stands. Steel tubing gives the stand its weight of 2.6 pounds to keep attached objects stable and secure.

Gear can be mounted on the stand using a standard 5/8-27 mic thread fitting on top with a locking nut. The goSTAND is suitable for both seated and standing musicians. It works with all AirTurn tablet mounting systems.

Additionally, AirTurn is offering the goSTAND Telescoping Boom, a collapsible accessory. The telescoping mic boom can be mounted using a standard 5/8-27 mic thread and is the perfect companion to the goSTAND portable mic stand. Fully collapsed, it's 16 inches in length and less than 1.3 pounds.

"Whether a musician or performer is traveling across the country or across the street, having to carry a mic stand has always been an awkward task," said Dave Tamkin, acoustic singer/songwriter. "As a fan of AirTurn products designed for musicians, it's great that I can just throw the goSTAND into my backpack and I'm ready to go."

MSRP: goSTAND, \$59; goSTAND Telescoping Boom, \$29.

🛒 [AirTurn \(airturn.com\)](http://AirTurn.com)



## Fishman Fluence Sponsors 'Win Greg Koch Sweepstakes'

Fishman Fluence is sponsoring the "Win Greg Koch Sweepstakes" contest to promote brand awareness and desire to buy for its pickups while driving traffic to MI retailers.

Running from Jan. 12–March 31, the contest also features the participation of Hal Leonard Publishing and *Premier Guitar* magazine.

The grand prize is a visit to the winner's home by Greg Koch for an afternoon of musical mayhem that the popular guitarist, performer and clinician is known for.

In addition to the one-of-a-kind visit, the grand prize winner also wins selections from Koch's Hal Leonard catalog, such as the *Greg Koch Guitar Play-Along* book/CD, *Greg Koch's Guitar Gumbo* book/CD, *Greg Koch's Guitar Clues* book/CD and the *Greg Koch Guitar Gristle* DVD.

Ten second prize winners will receive sets of Fishman Fluence pickups.

📄 [Fishman \(fishman.com\)](http://Fishman.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](http://u47fet.neumann.com)

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## Zoom H5 Comes in Handy

Zoom's H5 Handy Recorder provides "everything needed to do professional-quality multitrack recording in the field and capture pristine audio for video, broadcast and podcast," according to Zoom North America CEO Scott Goodman.

Like Zoom's H6, the H5 employs a system of interchangeable input capsules, letting the best microphone be used for every recording situation. The H5 comes with a new XY stereo capsule, featuring extended signal capacity and shockmounted microphones for reduced handling noise.

The H5 allows four tracks of simultaneous recording directly to SD cards up to 32 GB in a variety of file formats, including 24-bit / 96k high-resolution audio.

With the use of an optional adapter, the H5 can be mounted directly to a DSLR or camcorder and requires just AA batteries for more than 15 hours of battery life. Dual XLR/ TRS combo jacks enable the connection of external microphones or line-level devices and each input has its own dedicated gain control and pad, as well as phantom power in three different voltages. The H5 includes a stereo line out for connection to camcorders, a headphone jack, built-in speaker, onboard effects and metronome. A USB port enables data transfer to and from editing software and lets the H5 serve as a multichannel audio interface for computers and iPads.

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



## Mi-Si Magpie Takes Flight

Mi-Si Electronics is now shipping Magpie, its smallest, lightest, acoustically pure, magnetic soundhole pickup. Magpie features the same planar coil design used in Mi-Si's Acoustic Duo, winner of the 2011 Acoustic Guitar Players Choice Award.

Magpie features volume and tone control

and eight hours of active battery-free play time after charging for only 60 seconds. It takes only minutes to install with no modification to the instrument. Magpie is easily removable for travel even with the installed end-pin jack.

🛒 [Mi-Si Electronics \(mi-si.com\)](http://Mi-Si Electronics (mi-si.com))



## Aphex Focuses on USB Products, Respect The Music Foundation

Aphex is using The NAMM Show to focus attention on its USB products designed to help artists record and perform anywhere with speed and ease. Also, David Wiener, Aphex chairman, is launching his Respect The Music foundation.

With a series of USB connectivity products, Aphex provides sonic quality and portability to artists at all levels, from seasoned pro to home-recording novice. The common denominator is ease of use, superior sound processing and value. Aphex USB microphones have proven that artists can achieve more finished recordings and voice-overs without the need for post-processing. Aphex USB computer interfaces provide instant sonic improvement at great value, and the award-winning USB 500 series rack rewrites the rules on 500 series portability and convenience.

"Aphex has a 40-year history of creating the best in pro audio sound processing, and

our USB products continue this commitment to quality with products that provide immediately discernable benefits and convenience," Wiener said. "Aphex has a roster of top artists and producers loving the ability to get Aphex sound while on the road, from the tour bus to hotel room to stage. We are thrilled to be part of so many inspired recordings."

At NAMM, Wiener is sharing his vision for the future of music education through the Respect The Music Foundation, which is committed to supporting music and arts education worldwide. "We need to help people of all ages engage with music in a more intelligent way," Wiener said. "Given the fact that music is the single universal language and interest of the world's population, we can inspire people to enjoy, create, perform, teach and discuss the art and science of music in more meaningful and lasting ways."

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

## YamahaMusicSoft.com Synth Voice Libraries Expand Onboard Sounds

Yamaha is highlighting the Synth Voice Libraries that are available directly from YamahaMusicSoft.com, an e-commerce platform offering a comprehensive catalog of downloadable products for musicians.

The downloadable Voice Libraries, created by some of the world's top sound designers (including DCP Productions, Sonic Reality and many more), expand the onboard sounds available for the Motif and MOXF Music Production Synthesizers.

Now customers can download this

content directly from a secure Yamaha-operated site and access sales and technical support directly from Yamaha customer service representatives. Customers may also receive discounted content with instrument purchases, including promotional tie-ins and other special offers.



"Buying directly from Yamaha simplifies the buying process for customers," said Jason Nyberg, marketing manager, Yamaha Music Interactive.

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

## Floyd Rose, Graph Tech Release New Tremolo

Floyd Rose and Graph Tech have teamed up to create the first authentic Floyd Rose tremolo system loaded with Graph Tech's Ghost loaded saddles. While there have been licensed Floyd Rose systems that have been produced with these saddles, this will be the first produced by Floyd Rose in direct cooperation with Graph Tech and the first to bear the Floyd Rose name and stamp of authenticity.

Graph Tech's ghost-loaded saddles contain custom-engineered piezo crystals. Most piezo pickups are set in a metal

saddle; the metal makes it difficult to get an authentic acoustic sound and leaves the crystal exposed and susceptible to moisture and corrosion. Graph Tech Ghost saddles completely encapsulate the pickup in their String Saver material, making it impervious to the elements.

String Saver saddles also give players a balanced tone across the audio spectrum when compared to metal saddles, with crisp highs, warm mids and deep bass. They don't have the 2 kHz spike that metal saddles are known for, giving the tone more balance and dimension. Graph Tech's crystals are designed specifically to work within the guitar frequency range. The pickups are individually calibrated for even string-to-string output. If that's not enough, they also dramatically reduce string breakage.

🛒 [Floyd Rose \(floydrose.com\)](http://Floyd Rose (floydrose.com))

## Dorado Beats Other Flamencos

Remo's new Dorado Cajon boasts superior bass tone and snare separation in a quality Flamenco style cajon.

The Dorado was designed and crafted in California using Birch wood and two sets of three high-quality compression springs with over 400 coils each. It uses traditional fixed faceplate construction, sealing the drum completely and enabling the bass tones to resonate naturally.

The Dorado's fixed faceplate construction contains Remo's new Coil Spring design that forces the coil springs against the back of the faceplate for optimum spring tension, eliminating the need to adjust wires.

Replacing a set of Coil Springs is quick and easy. Simply slide the set off the precisely angled ledges, removing the coil spring instantly, and transform the Flamenco-style Dorado Cajon into a traditional Peruvian Cajon, with pure bass tones.

The Dorado Cajon is available in two finishes — all natural or amber body with a natural face.

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



# Vandoren Introduces the V21 Clarinet Reed

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



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

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

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

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

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

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

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## V21 Receives a Warm Clarinet Welcome

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



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

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

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

# ACOUSTIC ROOM



## Lanikai Solid Ukes Feature TunaUke Technology

Lanikai Ukuleles has announced new Solid Mango, Natural Koa and Monkeypod Hawaiian wood models that feature TunaUke Technology.

TunaUke is Lanikai's patented system that consists of a compensated nut and movable saddle system, which improves the ukulele's intonation by up to 90 percent.

"We worked directly with the source for the finest solid Hawaiian woods and chose to reinvent some of our classic ukulele

designs with upgraded woods and added our TunaUke technology," said Leon Lewis, product manager.

"The result is a new collection of ukuleles that pushes the limits on looks, sound and playability."

The TunaUke-equipped models are available with solid rosewood fingerboards and abalone decorations across the body. The new models are available in concert and tenor sizes.

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

## More Capos, More Diversity

D'Addario has expanded its capo line for guitarists with three new options. Two new models are designed to simulate DADGAD and Drop D tunings on standard-tuned guitars, while the new Classical model is designed for flat-radiused classical and nylon string guitars.

Each capo utilizes a patented trigger geometry, reducing the force required to open and close it, while applying even tension regardless of neck profile. The design for each new model virtually eliminates pulling the strings side to side and the need to retune during use. Additionally, the trigger design and lightweight aluminum construction add no obstruction or noticeable weight to the neck of the instrument.



"Built as a natural expansion to our popular NS Artist Capo line, the Drop Tune and Artist DADGAD Capos will allow guitarists to experiment with altered tunings on standard-tuned guitars, while the new NS Artist Classical Capo allows players of flat-radiused classical or nylon string guitars in-tune capo performance," said Rob Cunningham, D'Addario Accessories product manager.

MSRP: \$33.65.

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



## Deering's Old Time Banjo

Deering's new Americana openback banjo, part of its Goodtime line, features the Grand 12-inch Rim, giving it the rounder, warmer tone preferred by traditional old time banjo players and making it an ideal rhythm instrument to sing with.

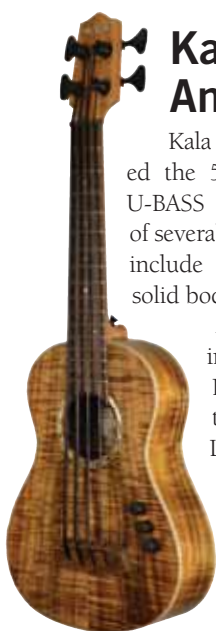
The Americana is well suited for those who play the clawhammer/frailing style of banjo or who are looking for a greater bass response in their instrument. The

banjo's renaissance head complements the aesthetic of the Americana, whose name is engraved and surrounded by scrollwork on the peghead.

The Goodtime Americana's slender maple neck shape can be played by any hand size, and the banjo also features andarmrest, custom crafted Goodtime adjustable tailpiece, hardwood inlays and a full 22-fret scale. The lightweight of the instrument also makes it great for travel.

MSRP: \$599.

🛒 [Deering \(deeringbanjos.com\)](http://deeringbanjos.com)



## Kala Celebrates U-BASS 5th Anniversary With New Models

Kala has commemorated the 5th anniversary of its U-BASS with the introduction of several new USA models that include acoustic-electric and solid body designs.

All California basses include a custom LR Baggs U-BASS electronic system. Kala and LR Baggs have designed a pickup/amplification system especially for the U-BASS that delivers performance, power and versatility.

Since Kala brought it to market in 2009, the U-BASS is known for its deep bass tone in a portable 21-inch scale body and its innovative string designs. The U-BASS brand has grown to over 30 models with a variety of acoustic-electric and solid body designs that include fretted and fretless as well as four- and five-string models. Kala now offers six different string variations including the original proprietary black polyurethane strings.

The new acoustic electric models are available in figured Hawaiian Koa or flame maple finishes. The solid body designs feature a variety of exotic wood tops that include koa, redwood, myrtle and walnut.

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



## Hohner Enhances Player's Experience, Gets A+

Hohner has introduced the A+ line of student guitars. Hohner continues to enhance the player's experience by incorporating more than 35 improved product features and specialized manufacturing processes to maximize a guitar's performance.

The A+ series offers nylon- and steel-string instruments that encompass a wide range of sizes. Nylon-string guitars come in: AC02 half-size, AC03 three quarter-size/AC03T three quarter-size with on-board tuner, and AC06 full-size/AC06E full-size with pickup. Steel-string models are AS03 three-quarter size, AS200 seven-eighths size, and AS220 full-size dreadnought.

The A+ series incorporates more than 35 attributes of strict production requirements such as properly seasoned wood, pressurized gluing procedures, specially

designed neck blocks and a strong multi-pin body/neck joint. Additional features include a unique bracing design, specified fret size and installation techniques, proper neck angles and standardized matched top tints by a special hue-matching technique. The result is more stable, reliable guitars with improved tactile response, accurate intonation, better tone and increased volume, optimized for maximum playability. All A+ guitars are packaged in a full color box with multiple languages.

"We believe in giving student players of all ages, sizes and skill levels the best possible instruments to continue their musical experiences," said Rock Clouser, product manager. "We believe that it is important to create instruments that encourage and inspire new musicians."

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



## Recording King Releases Torrefied-Top Guitars

Recording King's Torrefied series of guitars offer the benefits of a torrefied top to every player. Using designs born from a collaboration with historian/luthier Eric Schoenberg coupled with the technological enhancements offered by torrefaction, Recording King makes the advanced-aging benefits of a torrefied top available to every player.

Torrefaction is a specialized heating process used on Recording King Adirondack spruce tops in which the wood is heated at a low temperature in an oxygen-free environment. The curing

process reduces impurities in the wood and results in weight reduction and increased stiffness, producing a similar chemical transformation as wood that has been dried for decades. The end result is a lightweight, extra resonant top that produces similar tone to a vintage instrument that's been loved and played for years.

These solid torrefied Adirondack spruce tops are the foundation for the RP1-16C 12-fret single "0" cutaway with a dreadnought scale.

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



# ARCHON



Archon Twenty Five Combo



Archon Fifty Combo



Archon

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## Archon: an amp with many voices

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## Stomp to the Rhythm



The new JamMan Vocal XT, by Harman's DigiTech, is the first ever dedicated stomp-box looper for vocalists and makes looping easier by giving them the ability to create harmonies or rhythmic counterpoints with simple presses of a footswitch.

A vocalist can connect their favorite mic directly to the JamMan Vocal XT, and its built-in dbx mic preamp with phantom power will retain true vocal tone, ensuring

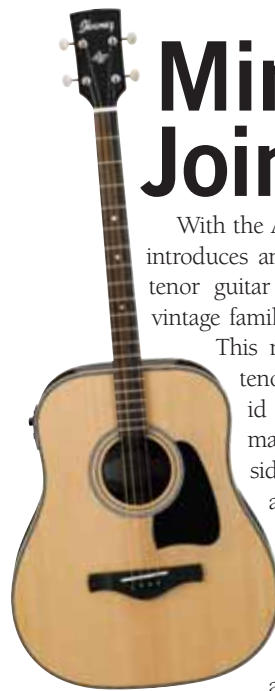
original vocals and loops sound crystal clear.

The JamMan features up to 10 minutes of stereo looping and SilentClear technology, which clears the pedal's loop memory without starting playback first. The pedal also provides the ability for a vocalist to link together multiple JamMan Vocal, Express or Solo XT's through an innovative pedal-linking capability called JamSync.

The control layout for the JamMan is straightforward, yet versatile — a single pedal switch, three Record, Dub and Play LEDs and a Loop Level knob provide access to a myriad of looping functions. Its rugged metal case is built to take the rigors of the road.

🛒 **DigiTech (digitech.com)**

## Mini-Dread Tenor Joins Ibanez Series



With the AVT2ENT, Ibanez introduces an acoustic-electric tenor guitar to the Artwood vintage family of instruments.

This mini-dreadnought tenor features a solid sitka spruce top, mahogany back and sides, and bone nut and saddle. A

Fishman SoniCore pickup with an AEQ-SP2 preamp delivers a well-balanced,

natural sound. It also features a mahogany neck, rosewood bridge and fretboard, black-and-white ABS rosette, built-in tuner and a natural high-gloss finish. Grover open gear tuners complete the "old timey" vibe. The guitar is factory tuned.

The century-old tenor guitar has recently experienced a resurgence of popularity as contemporary artists have adopted the instrument's unique sound. Akin to the violin and mandolin family of instruments, it can be played using the same scales and chord shapes. It makes a welcome addition in a variety of genres, including country, Irish, swing, jazz, folk and pop.

🛒 **Ibanez (ibanez.com)**

## AIR Instruments Go to Trial

AIR Music Technology has announced demo versions of eight popular instruments for studio production and live performance.

Following the success of the the Riser, musicians may use full versions of select titles for 15 days prior to making a purchase decision: Hybrid 3, Loom, Strike, Structure, Transfuser, Vacuum Pro, Velvet and Xpand!2.

Each title is 64-bit compatible with support for AU, VST and AAX plugin formats. With more than 70 gigabytes of content across all eight instruments, users are treated to an exhaustive number of professional sounds ranging from synthesizers, electric pianos, percussion, pads, ethnic instruments, strings, sound design and more. Each instrument uses PACE Eden authorization,

eliminating the need for a physical iLok dongle, and existing users of each instrument are eligible for a free update.

The instruments start at just \$99.99 with existing users eligible for a free update.

🛒 **AIR Music Technology (airmusictech.com)**



## JBL Adds Two to Portable P.A. Series

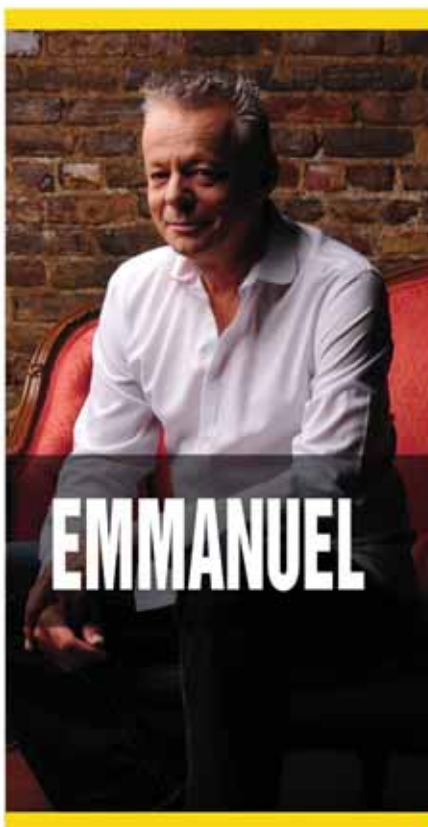
Featuring advanced waveguide technology and the latest in transducer design, JBL Professional has added two new models to its EON600 series of portable P.A. loudspeakers: the EON610 10-inch two-way loudspeaker and the EON612 12-inch two-way loudspeaker. The EON610 and EON612 deliver high-end studio monitor quality sound in a rugged, lightweight design.

"Since its introduction, the EON615 has been extremely well-received, and the addition of the EON610 and EON612 give today's working musicians and sound providers modern, compact options for a portable sound system that offers truly unmatched

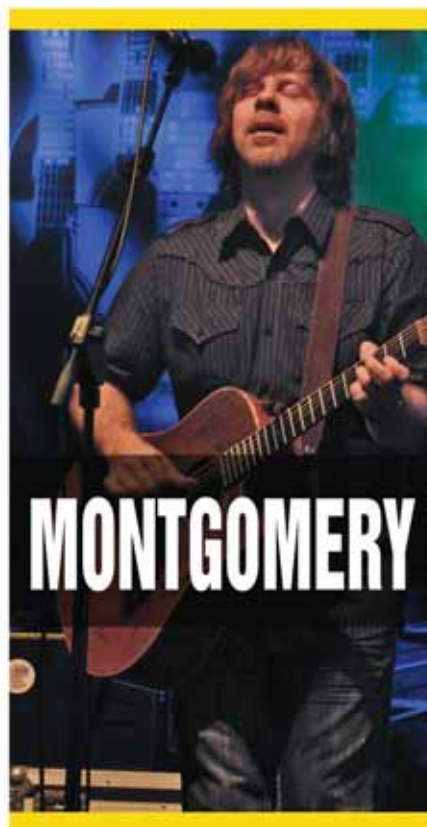
sound quality," said Andy Flint, senior manager of portable P.A. marketing for JBL Professional. "The EON600 series represents a complete rethinking of how truly good an affordable, self-contained, portable P.A. system can be."

The EON610 and EON612 feature built-in, 1,000-watt power amplification, providing exceptional headroom for a variety of applications, from fixed P.A. to gigging bands. Custom JBL high- and low-frequency transducers deliver massive sound pressure levels with lower distortion throughout the frequency range.

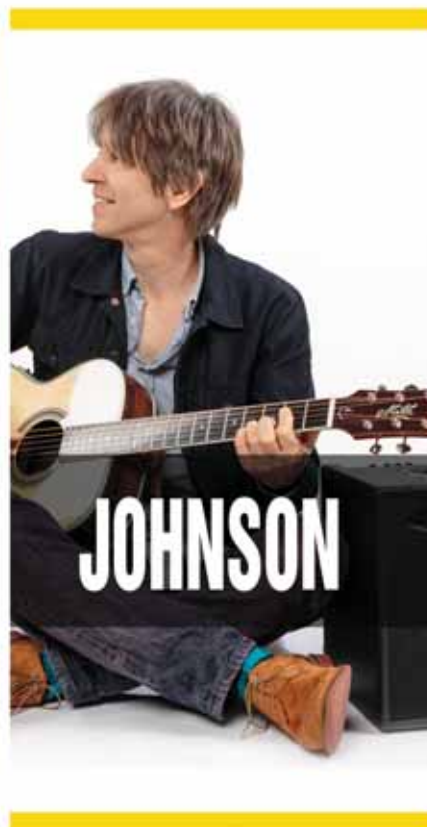
🛒 **JBL (jblpro.com)**



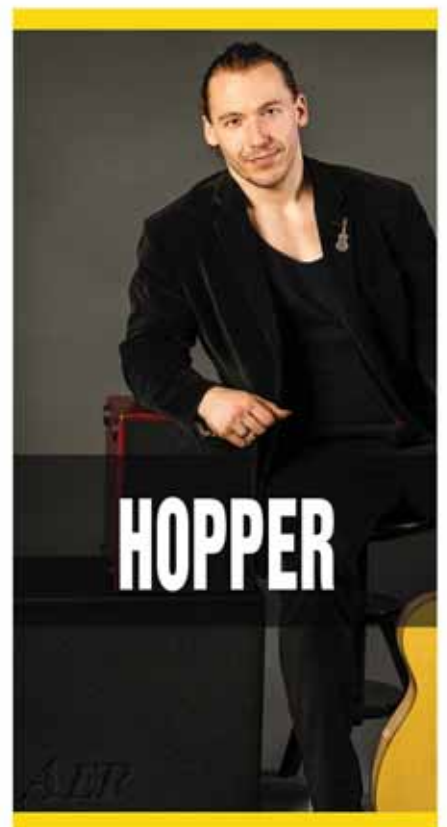
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# Introducing Cajon Hi-Hats by LP


## 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.



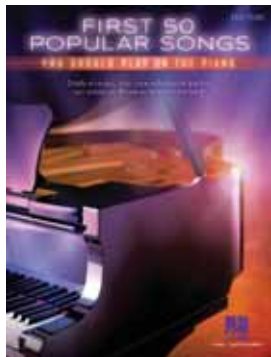
Watch the YouTube video  
to learn more!



LPMUSIC.COM

# Hal Releases 'First 50' Series

The *First 50* series from Hal Leonard contains easy to intermediate arrangements for must-know songs.



*First 50 Popular Songs You Should Play on Piano* provides pop hits for beginning pianists to learn, including "Autumn Leaves," "Candle In The Wind," "Chopsticks," "Don't Know Why," "Good Riddance (Time Of Your Life)," "Hallelujah," "Happy, Happy Birthday To You," "Heart And Soul," "Hotel California," "I Walk The Line," "Just The Way You Are,"

"Let It Be," "Let It Go," "Your Song," "Over The Rainbow," "Stand By Me," "Summertime," "Unchained Melody," "What a Wonderful World" and "Yesterday."

*First 50 Classical Pieces You Should Play on Piano* contains quintessential pieces, such as "Arabesque Op. 100 No. 2," "Ave Maria," "Can Can," "Canon In D," "Clair De Lune," "Fur Elise," "Hallelujah Chorus," "Hungarian Dance No. 5," "La Fille Aux Cheveux De Lin (The Girl with the Flaxen Hair)," "Meditation," "Minute In G," "Ode To Joy," "Pomp And Circumstance," "Rondo Alla Turca," "Waltz In A Minor" and "William Tell Overture."

*First 50 Songs You Should Play on Acoustic Guitar* features songs essential to any unplugged guitarist's repertoire, including

"Against The Wind," "Barely Breathing," "Crazy Little Thing Called Love," "Every Rose Has Its Thorn," "Fast Car," "Free Fallin'," "Ho Hey," "Layla," "Let Her Go," "Mean," "One," "Ring Of Fire," "Signs," "Stairway To Heaven," "Trouble," "Wagon Wheel," "Wish You Were Here," "Yellow" and "Yesterday."

*First 50 Songs You Should Play on Electric Guitar* is a collection of guitar standards, including "All Along The Watchtower," "Beat It," "Born To Be Wild," "Brown Eyed Girl," "Cocaine," "Hallelujah," "Pride And Joy," "Seven Nation Army," "Should I Stay Or Should I Go," "Smells Like Teen Spirit" and "Sunshine Of Your Love."

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



## Zildjian Offers Stick Definition

Zildjian's two new ride cymbals, the 21-inch Organic of the K Custom series and the 20-inch Renaissance Ride of the K Constantinople series, offer clean stick definition coupled with dark ride and crash sounds and provide versatile options for any genre or performance.

Zildjian teamed up with jazz drummer Adam Nussbaum to create the 20-inch K Constantinople Renaissance ride, after having previously collaborated on a 22-inch version. Unique to the 20-inch is a smaller, over-hammered bell, for a more contained sound, more integrated with the overall cymbal and less chimy than previous versions.

The 21-inch K Custom Organic Ride was designed in conjunction with drummer and educator Pat Petrillo and features a unique wire-brushed finish. The 21-inch gives a more raw sound, while maintaining crisp articulation. The brilliant finish bottom opens up the sound, and is complemented by a crystal clear bell.

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

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## UpBeat

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# INNOVATION on DISPLAY

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## Peavey RBN Series Offers Quality, Reliability

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

The RBN 110/RBN 112 speaker enclosures are top quality, ultra-reliable loudspeakers. Unique to the RBN 110/RBN 112 are Peavey's world-class ribbon drivers. Used in studio environments for decades, Peavey has developed a method for applying this high-quality sound technology to live applications. The result is crystal-clear audio that no other traditional compression driver can rival.

To match the high-frequency performance of Peavey's ribbon driver, the RBN 110/RBN 112 enclosures are equipped with dual-voice coil neodymium Scorpion speakers.

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

## Tama S.L.P. Dynamic Bronze Snare Maintains Clarity, Versatility

Adding another new and compelling voice to its already stacked S.L.P. series, Tama's Dynamic Bronze snare drum offers a fresh take on metal-shell drum building.

The 14- by 5 1/2-inch drum features a 1.2-mm hairline bronze shell and is equipped with die-cast hoops on top and bottom. The result is an unusually aggressive drum that maintains a remarkable amount of clarity and versatility.

"In terms of sheer volume, this may be one of the loudest drums, not just among the S.L.P. collection, but

among snare drums anywhere. Then play it softly and it's quite a contrast — really warm," said Charlie Hayashi, Tama product manager.

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



## ESP Rolls Out Dozens of LTD Guitars, Basses

This year marks ESP Guitars' 40th anniversary, as well as the 20th year of the company's LTD brand, which debuted in 1995. ESP is adding dozens of new and updated LTD models to this year's lineup.

"LTD represents the 'bread and butter' for ESP dealers, with affordable guitars and basses for all levels of musicians," said Matt Masciandro, ESP president and CEO. "This year, our LTD offerings are better than ever, with exciting new instruments that cover everyone from brand new novice musicians to professional touring and recording players in every genre and style of music."

Three special limited edition LTD models have been made to commemorate ESP's 40th anniversary. The LTD EC-2015 and MH-2015 will be limited to 300 pieces worldwide, and the seven-string H7-2015 limited to just 200 pieces. Each of these premier-quality guitars with high-end features and components will include a hardshell case with the "ESP 40" logo and a certificate of authenticity.

Based on direct result of feedback from ESP customers who enjoy the greater range of extended string and scale configurations, the company is also introducing six new baritone (27-inch scale) guitar models: the six-string MH-401B/FM and V-401B, the seven-string EC-407B/FM, V-407B and MH-417B FM, and the eight-string H-408B/FM.

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

## Denon Debuts DN-500BD Blu-Ray Player

Denon Professional has announced the DN-500BD Blu-ray disc player, a compact high-performance unit that handles all popular optical video playback formats from a single-disc playback device.

The DN-500BD offers performance and flexibility from a space-saving single rack unit (1RU) chassis. It provides the wide range of connection and control capabilities that are essential to the professional user, making it ideal for use in corporate A/V, education, theaters, house of worship and more. These include RS-232C and IP controllability and XLR balanced audio outputs.

The DN-500BD also has discrete 7.1

channel analog outputs for simple connection to powered speakers or signal management devices. The Denon Professional DN-500BD will play virtually every Blu-Ray, DVD and audio CD format, making it easy to utilize multiple disc formats within a system. Supported formats include BD-Video, BD-R, BD-RE, DVD-video, DVD-audio, DVD+R, DVD+RW (video mode, AVCHD format), DVD-R, DVD-RW (video mode, AVCHD format) and audio CD (CD-R, CD-RW). Using the built-in LAN port, users may optionally access additional content via BD Live.

MSRP: \$399.99.

🛒 [Denon Professional \(denonpro.com\)](http://Denon Professional (denonpro.com))

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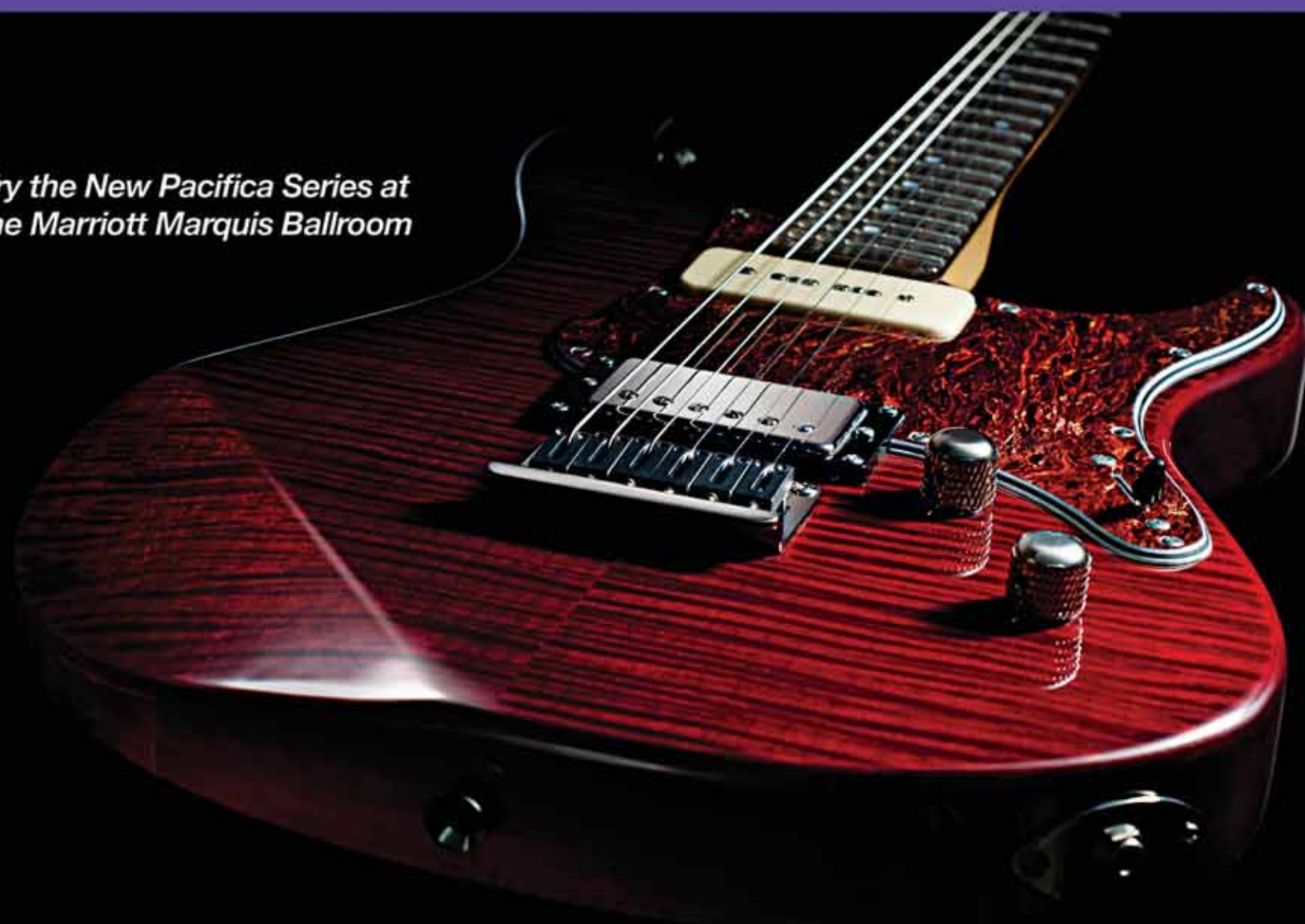


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*Try the New Pacifica Series at the Marriott Marquis Ballroom*



## Yamaha Launches Pro Pacifica Series

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 Pacifica 611, 510 and 311 models are the embodiment of the original vision. Featuring pro-level hardware and electronics, solid tone-wood construction and the essence of uncompromising performance.



Stunning High-Grade Flamed Maple Tops • Precision, Pro-Spec Grover Locking Tuners  
Graph Tech String Saver Saddles • Graph Tech TUSQ XL Nuts and String Trees  
Wilkinson Tremolos • Seymour Duncan Pickups



## Arturia Debuts V Collection 4 Reference Software

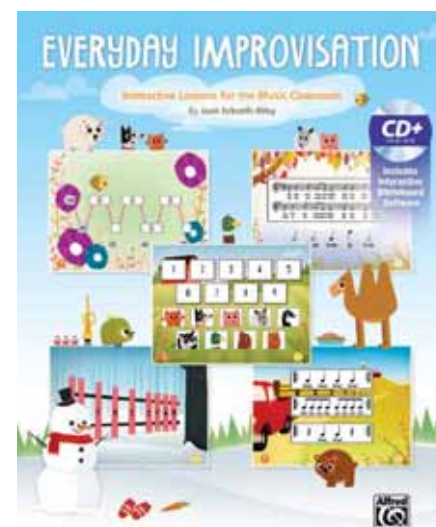
Arturia has announced the availability of V Collection 4. The premium-packaged reference software collection of keyboards and drum machines has been updated and expanded to include all of the company's latest software instruments for demanding musicians.

V Collection 4 takes the premium software collection concept musically further forward, packing an even more powerful punch than its V Collection 3.0 predecessor. It now features all 12 of Arturia's award-winning Analog Classics range of authentic-sounding software recreations of classic analog instruments. It includes the latest VOX Continental V (Sixties-vintage VOX Continental 300

combo organ), Solina V (Seventies-vintage Solina String Ensemble string machine) and Matrix 12 V (Eighties-vintage Oberheim Matrix-12 polysynth) additions. Also new to V Collection 4 is SPARK 2, Arturia's advanced sound-sculpting and beat performance software featuring over 170 drum machines and over 5,500 patterns ranging from hip-hop to many of the latest EDM genres.

Thanks to those four new software instruments, V Collection 4 represents even better value than its predecessor, as the street price remains the same.

🛒 **Arturia (arturia.com)**



## Alfred Releases New Classroom Resources

Alfred Music's new elementary classroom titles, *Everyday Improvisation*, *Creative Connections* and *Jazzy Fairytales II*, bring creativity and innovation to the music classroom.

*Everyday Improvisation* addresses the National Standards for Music Education while utilizing technology and allowing for the integration of an interactive whiteboard into the classroom.

*Creative Connections* is a general music classroom resource that compiles specially crafted games, songs, and lesson plans to actively connect new material to prior knowledge.

And from classroom teacher and storyteller Susan Milligan and jazz singer and music teacher Louise Rogers, *Jazzy Fairytales II* continues the jazz adventures for young children with three new fairy tales designed to bring jazz music into the classroom.

🛒 **Alfred Music (alfred.com)**

## Performance Ready

### Victor Haskins

Heritage Cornet 1B  
Extending Tube Mute

Watch an interview with Victor  
at [bit.ly/victor\\_haskins](http://bit.ly/victor_haskins)

#performanceready



## Cubase Pro 8 Makes Recording Seamless for All

The Steinberg Cubase Pro 8, the newest iteration of its flagship Digital Audio Workstation, is more efficient, more creative and offers new audio tools and instruments to help professional musicians and newcomers alike. A new audio engine, window handling paradigm and automation toolset make recording and mixing with the Pro 8 productive and dynamic. It also offers novel ways of working with chords, virtual instruments,

amps and FX plug-ins, blending the latest audio technology with next-generation music tools to offer an intuitive workflow. The Pro 8 includes VCA faders for complex mixing and automation workflows and a render in-place feature for bouncing MIDI and audio parts with ease. The program allows for improved windows handling on a PC, dockable rack, MediaBay plus a redesigned Track List. Chord Pads offer a great way to creatively compose with chords.

🛒 **Steinberg (steinberg.net)**







# 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](http://BOSS.info)**



## Shure Offers New Entry-Level Mics

Shure has introduced PG ALTA microphones, a new comprehensive line of entry-level microphones that include advanced design features for professional sound at a budget-conscious price.

The PG ALTA are the most accessible Shure microphones for elevating sound quality. This complete family includes 14 new products, including vocal and instrument microphones, drum kits and a studio kit. Each is suited for small venues, aspiring musicians and home recording sessions.

For the first time at this price point, Shure developed a side-address condenser microphone, the PGA 181, tailored for smooth reproduction of sound sources. The PGA181 is suited for a wide range of applications, including acoustic and amplified instruments, vocals and live rehearsal recording and performance. Shure is also offering gooseneck condenser microphones — PGA98D for drums and PGA98H for horns — both featuring a flexible, discrete design with highly durable construction.

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

## Samson's ST7U Mic Boasts Affordability

At \$49.99, Samson's ST7U USB condenser microphone is an affordable solution for capturing studio-quality audio on a computer. The ST7U's solid, die-cast body houses a large condenser capsule as well as a headphone output for zero-latency monitoring. Made for recording music, it's also a full-featured vocal mic that can improve vocal quality in all VOIP programs.

With an internal shock-mounted mic element and a cardioid pickup pattern, the ST7U is able to capture the natural brilliance and emotion of spoken word, instrument and vocal performances without unwanted noise. The mic's headphone output offers

efficient digital-to-analog conversion, leading to high-quality audio playback when connected to headphones or computer speakers. A mute switch is also provided for use when necessary interruptions arise.

The ST7U comes with a tripod stand and mic clip, allowing for optimal mic placement anywhere on your desk. It's compatible with iPads and iPhones (4S and later) using Apple's Lightning USB camera adapter or camera connection kit (30-pin). Offering plug-and-play operation with no driver installation needed, the ST7U is USB powered and requires no additional power cables or batteries.

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

## Dunlop Designs Jacquard Straps

Dunlop's new custom Jacquard Strap line is made from comfortable, premium jacquard-woven fabric and features vibrant, colorful patterns designed by its in-house artists.

Available in 11 different designs, each Jacquard Strap is made in North America, pull-tested to 200 pounds and has genuine leather ends designed for use with or without the Straplok Retainer System.

MSRP: \$32.99.

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



## Promark Makes a Change

Promark, a division of D'Addario specializing in drumsticks, has announced an update to its trademark and logo.

Promark will now be written as one word

**PROMARK**  
BY D'ADDARIO

and will feature a bold typeface in all caps in its branding and trademark usage. The updated logo is now inclusive of the D'Addario name, which has been responsible for the

major elevation in quality control through various production improvements since its acquisition of the brand.

Effective immediately, "Promark by D'Addario" will appear in written form as "Promark" and no longer "Pro Mark," "ProMark," "Pro-Mark," or any variation of such use.

All branding and marketing efforts have been or will be updated to the new Promark by D'Addario logo.

📄 [Promark \(promark.com\)](http://Promark (promark.com))

  
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# Campus at a Glance

## ANAHEIM CONVENTION CENTER

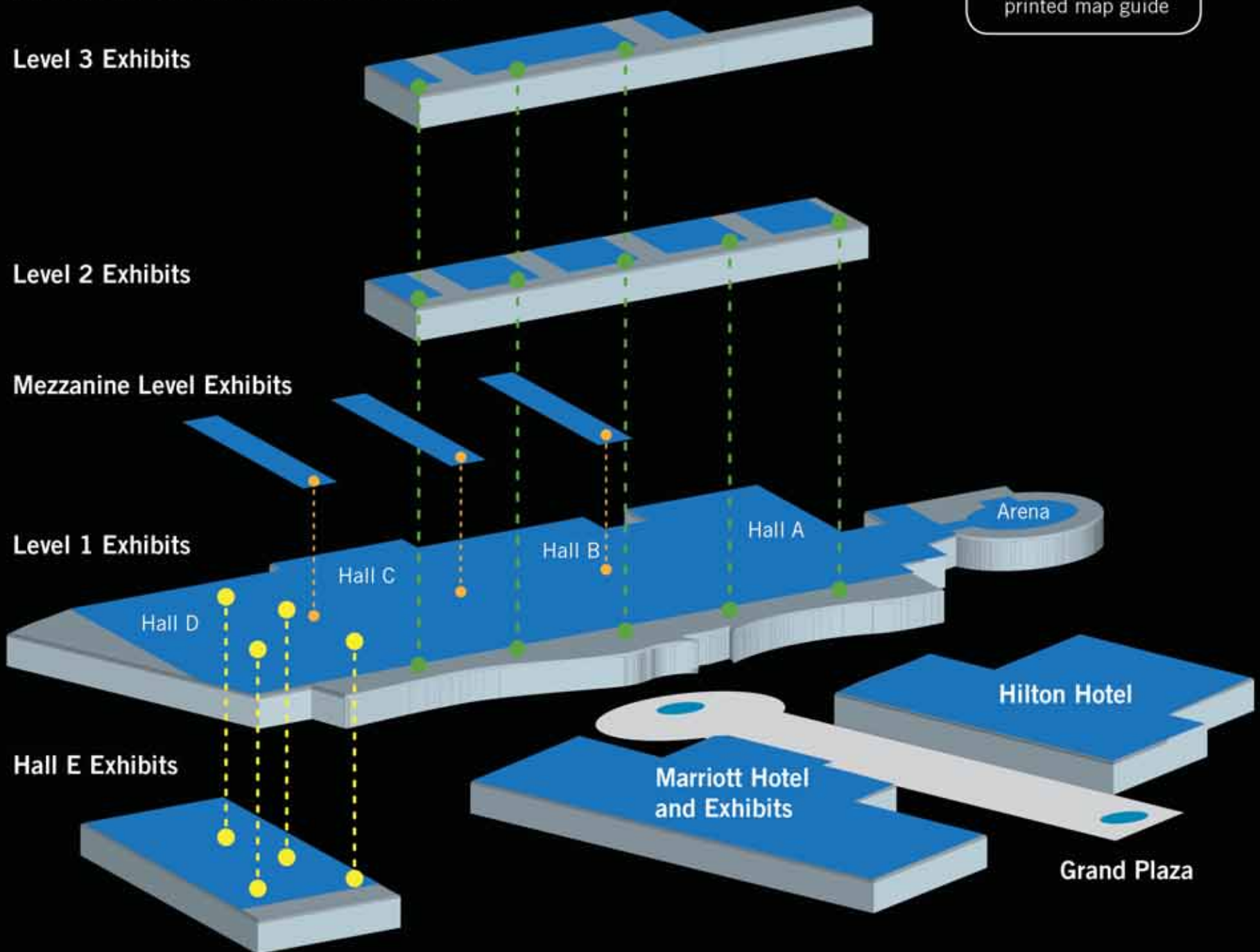
Level 3 Exhibits

Level 2 Exhibits

Mezzanine Level Exhibits

Level 1 Exhibits

Hall E Exhibits



## Fender Custom Shop Crafts 'Pine Cone' Strat

The Fender Custom Shop has unveiled Senior Master Builder Yuriy Shishkov's latest masterpiece: the handcrafted "Pine Cone Stratocaster" guitar modeled after

high-quality diamonds, 10 feet of fine silver, and 18-karat gold adorning a flawless single-piece maple body and exhibition-grade bird's eye maple neck.

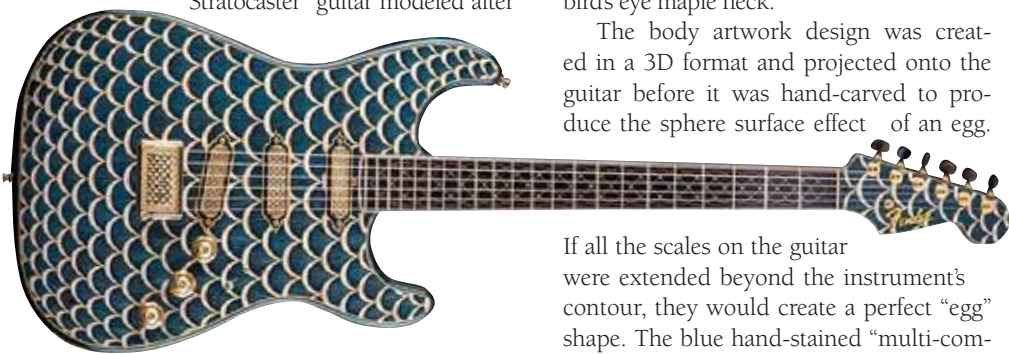
The body artwork design was created in a 3D format and projected onto the guitar before it was hand-carved to produce the sphere surface effect of an egg.

If all the scales on the guitar were extended beyond the instrument's contour, they would create a perfect "egg" shape. The blue hand-stained "multi-composite" finish was specially invented for this particular guitar to recreate the "egg-like" appearance.

The guitar's hardware was hand-engraved; the knobs and switch tip were custom designed at the Fender Custom Shop and crowned with diamonds. In addition, the Fender logo on the headstock is made of 2 mm solid silver and 18-karat gold-plated metal. The fingerboard comes complete with inlaid diamonds and gold-plated gilding and is finished with a gold-plated nut.

The "old stock" pickups were hand-wound by legendary Fender Custom Shop pickup winder Abigail Ybarra and feature "encapsulated" pickup mounting, a never-before-seen technique that eliminates additional routing and leaves more "real estate" surface on the guitar's body for additional artwork.

 **Fender (fender.com)**



the antique "Pine Cone" Easter Egg made by Fabergé in 1900.

This one-of-a-kind guitar features 550




## On-Stage Aims BS4000 Bluetooth Speaker at Consumers

On-Stage Audio has announced its BS4000 Bluetooth Speaker.

The BS4000 is the latest in a series of products aimed at the broader consumer market. Based on the u-mount series BS4080 Mini Bluetooth Speaker, the BS4000 offers many of the same features, without the MI-specific accessories for performing musicians.

Rechargeable and compact, the BS4000 is ideal for road trips, parties, camping, sporting events or any other setting where 100 percent wireless audio playback is desired. Using Bluetooth technology, it connects to most phones, tablets and computers within a range of about 30 feet. The aluminum body design is sleek and inconspicuous, as well as sturdy and durable. Thanks to a lightweight high capacity lithium battery, the BS4000 has an extended run time and can be recharged to keep the speaker running.

 **On-Stage (on-stage.com)**



## Kluson Holds a Revolution

The new Kluson Revolution "H-Mount" tuner takes the Kluson six-in-line mounting pattern and utilizes a new housing and a 19:1 gear ratio.

The "H-Mount" has a hex-head screw-in bushing to work with most modern instruments and is available in both locking and non-locking versions.

 **WD Music Products (wdmusic.com)**

## Cordoba F7 Honors Paco De Lucia

On the heels of legendary guitarist Paco De Lucia's passing, Cordoba has released a new flamenco model called the F7 Paco. Inspired by various instruments in De Lucia's arsenal, the F7 Paco features non-traditional body woods for a flamenco guitar. Built with a solid Canadian cedar top and Indian rosewood back and sides, this guitar has a warmer, darker sound than traditional flamencos, which are typically built with brighter woods like spruce and cypress. The F7 Paco has the projection, response, and feel of a flamenco guitar, but the cedar/rosewood combination provides a softer attack, deep tone and rich sustain.

 **Cordoba Guitars (cordobaguitars.com)**

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## Grow With the Jupiter 1100

Jupiter Band Instruments' 1100 step-up series has been expanded with the launch of the new 1100 series B-flat Clarinet.

The B-flat Clarinet is designed for advancing students and serious hobbyists and possesses professional features usually found only on high-end clarinets. It effectively eliminates performance limitations for students with maturing abilities.

The 1100 series B-flat Clarinet features a left hand E-flat key that comes standard for assistance in technical passages, an ergonomic register key for a more relaxed left hand position, adjustable ergonomic thumb rest for precise right-hand positioning, a ringless bell allowing the lower overtones to resonate

freely, a natural finish with premium Grenadilla wood for a rich and vibrant sound and a raised C/G tone hole for a natural left hand third finger position. The instrument also comes in a pochette-style case with a nylon case cover to give it a classic look.

🛒 **Jupiter** ([jupitermusic.com](http://jupitermusic.com))



## Jensen Debuts Two Bass Speakers

Jensen Musical Instrument Speakers has added two bass speakers to its line.

Jensen spent years working with musicians and engineers to develop a new line of speakers specifically designed for bass players. As with all musicians, bass players seek their own special tone,

leading Jensen to design two very different and distinct series of speakers.

The Jensen Punch Sound series has great dynamics and super fast response, giving them a very solid sound.

The Punch Sound series are equipped with ceramic magnets and steel baskets for a more classic tone and look.

The Jensen Smooth Sound series are extremely clean and round with superb headroom.

The Smooth Sound series are equipped with neodymium magnets and aluminum baskets which offer up a more modern tone and look.

🛒 **Jensen** ([jensentone.com](http://jensentone.com))



## AMPLIFi Firmware Update Adds USB Recording Functionality

Line 6 is now offering the AMPLIFi v2.1 firmware, a free update that introduces direct USB recording to the entire AMPLIFi product family.

AMPLIFi 150, 75 and FX100 owners can now record with the same exact amp and effect tones they've downloaded from the cloud or created themselves. The v2.1 firmware update turns each AMPLIFi device into a powerful, class-compliant USB interface for Mac, PC and iOS, making it ideal for use with GarageBand, Cubase, Pro Tools, Logic, Ableton Live, Cakewalk and other pro recording platforms.

"This update delivers on key customer requests and demonstrates our ongoing commitment to the Line 6 AMPLIFi community," said Marcus Ryle, chief strategy officer, Line 6. "AMPLIFi already provides guitarists with



the easiest way to find their sound and make it their own, and now they're able to quickly record that tone into any DAW."

The AMPLIFi line of amplifiers, floor-board multi-effects and table-top modeling units is a technological leap forward that fundamentally improves the way guitarists practice, jam and enjoy their music. By combining legendary Line 6 guitar amp and effect tones, Bluetooth streaming and a breakthrough iOS/Android app, AMPLIFi redefines what a guitar system can do.

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

## String Swing Gives Accessories the Hook

For 28 years, String Swing has satisfied music enthusiasts around the world, and the company is constantly working to develop new, innovative products.

String Swing's new Stagehand Accessory Hook is versatile and affordable. The unit is produced in-house, on String Swing's precision CNC automated bender. It quickly secures to most stands for convenient storage of your gear, and it fits all mic/music/cymbal stands ranging from 1/2 inch to 1 inch in diameter. It works great for headphones, tambourines, cables and more.

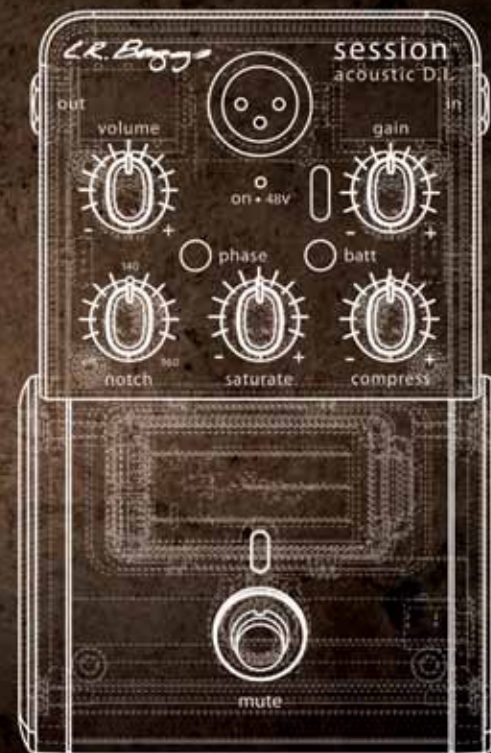
🛒 **String Swing** ([stringswing.com](http://stringswing.com))



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

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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.

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[LÂGGUITARS.COM](http://LÂGGUITARS.COM)

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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 125<sup>th</sup> 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.

## The Musical Path of a Lifetime Can Begin with the PSR-E253

The **PSR-E253** entry-level Portable Keyboard features a wide variety of sounds and functions. The built-in Yamaha Education Suite can be used with its 100 preset songs, making this the ideal first keyboard for aspiring musicians.

## Hobbyists Can Step up to PSR-E353 for Tremendous Sound and Value

Just above the PSR-E253 in the line, the **PSR-E353** comes jam-packed with incredible instrument Voices, accompaniment Styles and fun features. It's an ideal keyboard for beginners and hobbyists, featuring touch-sensitive keys, onboard lessons, computer and mobile device connectivity and more.



## Cubase Artist 8 Offers a Complete Music Production System

With a rich feature set tailored to professional musicians and composers, **Cubase Artist 8** offers a wealth of music technology for its price class. This includes an incredibly efficient new audio engine, inspirational songwriting features, superb virtual instruments, FX and amps, and much, much more.



## Student Percussion Launches Musical Journeys

The new **SCK-350** Student Percussion kit features a 13" x 3" Maple Shell snare drum, an aluminum bell set in F57-C88 range; a soft backpack case; an 8" tunable practice pad; an X-style stand; a music rack; mallets; and Vic Firth drumsticks. For realistic practice and performance, note names are not included on the bars.

**Visit Yamaha and Steinberg in the Marriott Marquis Ballroom**

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



## Today's Events

USC Band  
Yamaha Booth  
9:45 am

Drum Artists  
Autograph Session  
Marriott Hotel  
Elite Ballroom 3  
11:00 am

Guitar Artists  
Autograph Session  
Marriott Hotel  
Elite Ballroom 3  
1:00 pm

Yamaha Guitars  
Dealer Happy Hour\*  
Yamaha Booth  
6:30 - 7:30 pm

Muriel Anderson  
All-Star Guitar Night\*  
Marriott Hotel  
Platinum Ballroom  
7:30 pm

\*By Invitation Only

## DBR/CBR Loudspeakers Deliver Higher Performance and a Bigger Bottom Line

Powered or passive, the new **DBR Series** and **CBR Series** loudspeakers offer the best in sound quality and performance in rugged, lightweight enclosures. DBR series includes 10", 12" and 15" versions with powerful built-in amplification. The CBR series offers the same lightweight enclosures in passive form.



## Redesigned Xeno C Trumpets Feature Inspiring Innovations

The complete offering of Xeno C Trumpets has been redesigned using lessons learned from recent updates to the Xeno Artist Model series. Featuring many of the same innovative updates made to the new generation of Xeno Bb trumpets, the flagship line of Yamaha Xeno trumpets are truly instruments that inspire.



## Bösendorfer introduces the "Schönbrunn" limited edition grand

Empress Maria Theresa used Schönbrunn Palace as her imperial summer residence and it became a glamorous focus of Austrian court life. This piano is a tribute to the palace's magnificent gardens and murals and a dazzling snapshot of nature. A special feature of the marquetry work is its three dimensional effect created by using the traditional sand shading technique.





## Optimize Loudspeakers Via App

The DriveRack PA2 Loudspeaker Management System, by Harman's dbx, enables a loudspeaker system to be quickly and accurately optimized for the best sound quality.

The PA2 is ideal for bands, musicians and artists who carry their own PA, and for a wide range of installed sound applications. The DriveRack PA2 makes it easier to set up a system and control it on the fly using a mobile device or laptop.

The DriveRack PA2 streamlines functionality at a value price point. A brand new Wizard allows for fast and easy set up, new AutoEQ provides touring-quality room EQ

and accurate Advanced Feedback Suppression (AFS) ensures freedom from feedback. The DriveRack PA2 can be set up and operated from a compatible tablet or smartphone via Ethernet using the free dbx PA2 Control App. Users have access to a host of configuration menus on their mobile device or laptop, with full-color graphical displays that give ready visual indications of the parameters being adjusted.

The PA2 offers numerous additional system-tuning and sonic optimization capabilities.

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

## Grundorf Introduces Plastic Front DJ Façade

Grundorf has introduced the Plastic Front DJ Façade, helping DJs achieve a clean, streamlined appearance for their on-stage equipment setups. It enables DJs to hide their equipment behind a façade that conceals LED lighting fixtures while letting the light glow through the façade.

The Plastic Front DJ Façade is built to take the rigors of on-the-move entertainers. The wood frame construction is finished with a durable, textured paint. The opaque white acrylic panels provide the glow from one's favorite LED lighting. The tough, impact-resistant acrylic panels are also scratch resistant and opaque to conceal the DJ equipment. To ensure the façade will continue to look new year after year, the unit cleans

up easily with soap and water. If one of the plastic panels gets damaged, these panels are field-replaceable.

The Plastic Front DJ Façade measures 48 inches high, 62 inches wide and 22 inches deep on the inside, affording plenty of room for most DJ equipment setups. The façade is available in the choice of two frame colors: textured black paint or textured white paint.

🛒 [Grundorf \(grundorf.com\)](http://grundorf.com)



## Ibanez Xiphos Gets Iron Label

As the "made-for-metal" Iron Label series continues to grow, Ibanez continues to tap the seismic underworld for inspiration. Designed for the lead guitarist who demands an instrument that is unique, yet intuitive, Ibanez answers the call of the daring metal shredder with the XPIR20EBKF.

Originally created as part of the Ibanez X-series, the XPIR20EBKF combines original design body shapes with killer tone and playability. It features a three-piece maple/bubinga neck and mahogany body to create a full, balanced tone. The dynamic body shape is

finished in a flat black for a dramatic, engaging image.

Working from the philosophy that player comfort translates into speed, the three-piece Nitro Wizard neck features a bound ebony fingerboard with jumbo frets to enhance playing speed and offer optimal articulation. The Edge Zero II bridge, with its reliable locking system, is ready to respond to the most extreme demands, yet always returns in tune. The P90 style EMG pickups help create a distinctive tone that provides thick, complex distortion and plenty of depth to carve out a signature sound.

MAP: \$899.99.

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

## Hosa Relaunches Zaolla Silverline

Hosa Technology has relaunched the Zaolla Silverline brand. A division of Hosa Technology, the Zaolla Silverline catalog encompasses guitar and microphone cables, analog interconnects, and digital audio cables and snakes, all designed to provide transparent signal transfer.

Zaolla cables feature solid-silver conductors and premium connectors and utilize solid-silver conductors. They are designed with

redundant shielding that ensures EMI and RFI interference does not penetrate the cable and corrupt the signal.

To preserve the purity of the signal transfer, Zaolla Silverline cables now utilize premium Oyaide connectors. Manufactured in Japan, Oyaide connectors incorporate one-piece contacts made of silver or phosphor bronze for optimum conductivity.

🛒 [Zaolla \(zaolla.com\)](http://zaolla.com)



## NEW FOR NAMM 2015

# v6

## BOOTH 6405

McDSP plug-ins can be found on popular digital audio workstations and live sound systems all over the world. Supported platforms include Pro Tools, Logic, Digital Performer, Ableton Live, Reason, VENUE and S3L.

New for NAMM 2015 - Versions 6 (v6) includes support for VST and VST plug-in formats.

Stop by booth #6405 to check out the latest from McDSP. Download a free 14-day demo of any McDSP plug-in today at [mcdsp.com](http://mcdsp.com) and experience what you've been missing in your audio productions.

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Come see for yourself at Booth 4828.



## Reverend Reissues Original Double Agent

The Reverend Double Agent W is one of the most successful models in the Reverend guitar line. The double-cutaway, bolt-on tremolo bridge with humbucker-P90 combination has been well received. However, customers might not be aware that the original

model of that guitar was a single-cutaway. Reverend has decided to bring that version back and offer it alongside the popular model.

The Reverend Double Agent OG has the same pickup configuration as the Double

Agent W, but it will also have a tune-o-matic bridge with a stop-tail. The Double Agent OG is available in gloss violin brown flame maple with a maple fretboard or gloss metallic Alpine with a rosewood fretboard.

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

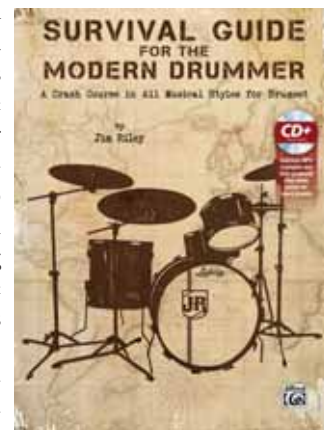
## Alfred Aids Drummers' With New Releases

Alfred Music has rolled out two new resources for gigging drummers with *Survival Guide for the Modern Drummer* and *Drummer Wanted*.

Written by Rascal Flatts drummer Jim Riley, *Survival Guide for the Modern Drummer* provides a crash course in all musical styles for the drum set. It contains a number of tools to help prepare the drummer for any gig situation likely to be encountered as a working drummer. The book includes an MP3 CD containing audio drum examples and fully produced play-along tracks for every groove.

*Drummer Wanted* serves as a reference guide preparing drummers to achieve versatility, become more marketable and score real-world gigs. It is formatted as a style book and play-along that provides intermediate to advanced drummers with a foundation necessary to play a multitude of gigs, including Broadway, West End, cruise ships, theme parks, studio, television, casinos, resorts and theater.

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



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## Yamaha Helps Beginners

Yamaha's two new PSR portable keyboards offer beginners and aspiring musicians high-quality voice and style content, as well as robust feature sets and portability despite their entry-level price points.

"A student's first keyboard is very important; it needs to provide a strong platform for learning the fundamentals, as well as for instilling the excitement and joy of playing music from the very first note," said Mark Anderson, director of marketing, keyboard division, Yamaha Corp. of America.

The acclaimed Yamaha Education Suite (Y.E.S.), featured in the PSR models, uses the latest learning tools and technology to make studying and practicing more enjoyable and fulfilling. Y.E.S. includes more than 100 preset songs that can be broken down into individual components, making them easier to master.

Both PSR models feature 61 full-size keys that ease a student's transition to playing an acoustic piano or a more advanced digital keyboard as their skills develop.

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

[fishman.com](http://fishman.com)

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## VHT'S i-16 Pairs Favorite Apps With Tube Tone

The app-friendly VHT i-16 amplifier 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, and the i-16'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-16 is all-analog. All of the modeling

magic occurs in the iOS device. VHT's unique 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-16 features PC in and out jacks for easy access to PC-based software such as Avid's Pro Tools, Peavey ReValver and Native Instruments' wide range of virtual instruments.

🛒 **VHT (vhtamp.com)**

## Blue Hummingbird Mic Boasts Rotation

Blue Microphones' Hummingbird features a versatile and precision-engineered Class A small-diaphragm microphone.

With a precisely tuned diaphragm based on Blue's B1 capsule, Hummingbird delivers extended frequency response, making it the perfect studio and stage solution for drum overheads, acoustic guitar, strings, harp or any other instrument with fast transients and rich overtones. Hummingbird features an adjustable pivoting head that allows for 180 degrees of rotation so users can set the mic at any angle without adjusting the stand.

Featuring a premium pressure gradient

cardioid capsule based on Blue's B1 capsule — from the flagship interchangeable Bottle Caps — and a proprietary Class A, fully discrete circuit, Hummingbird offers balanced character with plenty of sparkling high end.

With no ICs in the signal path, the mic exhibits maximum detail and the lowest possible noise floor.

🛒 **Blue Microphones (blue-mic.com)**



## Straps Offered in Three Colors

Levy's Leathers' new MSJ1 guitar straps are available in three colors: rust, brown and black.

These three slim 1 1/2-inch-wide straps are made with a plush and supple suede top, with a ribbon of complementary jacquard weave fabric applique.

See these and other new guitar strap styles at Levy's NAMM booth.

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



## MiniMEGA Boasts Mega Bass

Peavey's MiniMEGA is a 1,000-watt bass amplifier head. Delivering classic Peavey tone, the MiniMEGA produces full and rich sound in a compact package that weighs nine pounds.

Using technology not found in other bass amps, the MiniMEGA represents a new level of compact bass amplifier performance. Peavey's proprietary KOSMOS enhancement provides increased bass impact, while the exclusive psychoacoustic low-end enhancement adds bass without overburdening speakers. The MiniMEGA contains additional modern features such as

built-in compression and a four-band EQ with semi-parametric mids.

The back panel of the MiniMEGA has all the connectivity necessary to patch in effects or connect to a sound reinforcement system. Complete with an effects loop, gain control, crunch button, tuner output and more, the MiniMEGA delivers the high level features that today's professional bass player demands. Ideal for use in any live or studio setting, the MiniMEGA is the go-to amplifier for bassists of every style.

🛒 **Peavey Electronics (peavey.com)**





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## Hal Leonard Introduces Hanon to Young Pianists

First published in 1873, Hanon's *Le Pianiste Virtuose (The Virtuoso Pianist)* has become a staple of technical study in music schools and conservatories worldwide.

Now Hal Leonard scales down this gold standard of piano pedagogy with its new release *Easy Hanon: Simplified Exercises from Charles-Louis Hanon's The Virtuoso Pianist*, edited by Christos Tsitsaros.

*Easy Hanon* is a less complicated version of the first part of the classic book, offering 20 exercises, along with

the major and minor scales, arpeggios and additional excerpts. Tsitsaros has shortened and condensed the exercises to make them more accessible for the elementary- to intermediate-level pianist.

The book includes exercises 1-20, exercises for turning the thumb under, preparatory exercises for the scale, major and minor scales, chromatic scales, arpeggios and more. The book also features a bonus practicing plan that provides suggestions for rhythmic and articulation variations to the exercises.

MSRP: \$7.99.

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



## Schecter Unveils Platinum Series

Schecter recently introduced the Platinum series as well as its new S-II body shape.

The Platinum series features a mahogany body and three-piece set maple neck with Ultra Access for seamless playability and effortless access to the higher frets.

It also has Platinum Tempest crown inlays and 24 X-Jumbo frets on an ebony fingerboard.

The Platinum series comes loaded with active EMG 57/66 pickups, which offer a more organic tone than the standard active pickup.

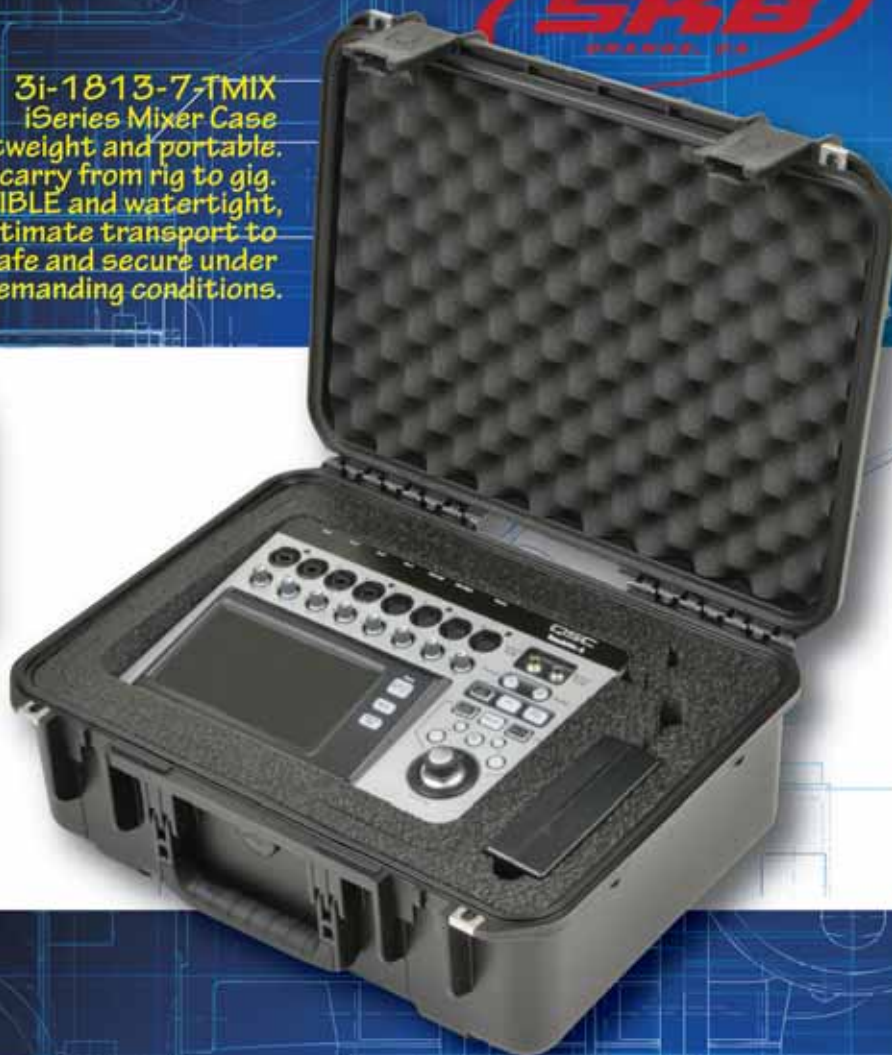
🛒 Schecter ([schecterguitars.com](http://schecterguitars.com))

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## QSC Streams Live at NAMM

QSC is streaming live coverage of its booth activities directly from The NAMM Show floor. Viewers can see and hear live stage performances, product demonstrations, interviews with QSC musical guests and artists and other show floor activities from the convenience of their computers, smartphones or other online mobile devices.

"There's nothing quite like attending The NAMM Show, but unfortunately few people are able to enjoy the experience," said Ray van Straten, QSC vice-president of professional products.

📄 QSC ([qsc.com](http://qsc.com))

**QSC**

## On-Stage Stands, SF Marketing Team Up

On-Stage Worldwide has announced a three-year agreement with SF Marketing (SFM) under which SFM will be the exclusive distributor for the full line of On-Stage products in Canada.

Celebrating its 35th anniversary this year, On-Stage Worldwide is the international arm of the On-Stage product family, which includes its flagship On-Stage Stands brand. All together, the complete On-Stage product family offers distributors a complete line of stands, cases, bags, drumsticks, cables, guitar straps, tuners and more. The company is committed to mutual success with its international distributors.

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



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NAMM Booth #3090

## iZotope Launches RX 4

iZotope has released the next generation of its audio repair toolkit, RX. iZotope's award-winning software transforms flawed audio into pristine, usable material by removing noises, distortions, reverb and other common audio problems. RX 4 and RX 4 Advanced incorporate significant new workflow-optimizing functionality, leaving more time for creativity in audio and video editing. For anyone in audio post production, broadcast, dialogue editing and mixing, independent filmmaking or music production,



RX 4 can make poorly recorded audio intelligible and ready for primetime.

RX 4 Advanced is the result of iZotope's collaboration with working professionals to identify new ways of improving workflows. They've translated these insights into technologies that address common needs and reflect the way people naturally want to work.

New features in RX 4 move beyond audio repair, letting professionals enhance their audio.

[iZotope \(izotope.com\)](http://izotope.com)

## Feedback Playing, Good Vibes

Vibesware's new Guitar Resonators for feedback playing include the GR-1 model in silver/chrome that comes shipped with an included foot controller.

Guitar Resonators are high performance sustainers mounted on a stand and provide string feedback at any sound volume. While mainly used as creative studio or home recording tool, it also offers interesting new ways of feedback playing on stage, giving total control of intensity and harmonics.

The string driver in the Guitar Resonators allows single or multiple string feedback and can be used with every guitar without modifications. These resonators let the guitarist have both hands free for normal playing and do not influence guitar tone. Instead, Guitar Resonators add natural feedback as basic

note or harmonics, on demand.

[Vibesware \(vibesware.com\)](http://vibesware.com)



## Waves, Harman Unveil dbx 160 Plug-in

Waves Audio has teamed with Harman Professional to introduce the Waves dbx 160 compressor plugin. Founded in 1971, dbx has always aimed to get closer to the realism of a live performance. This goal guided the development of the Waves dbx 160 plugin, letting users achieve realism in the studio or add nuance to an actual live performance.

The fast-acting dbx 160 drum compressor boasts a clean sound with minimum THD. The original dbx 160 compressor was used in almost every major recording in the late 1970s and throughout the '80s,

and later models in the 160 series also became an industry standard.

Created in collaboration with dbx and authorized by Harman, the Waves dbx 160 utilizes advanced and meticulous modeling technologies that result in authentic-sounding emulation.

[Waves \(waves.com\)](http://waves.com)



## IK Debuts Android Apps

IK Multimedia has announced a new mobile-music creation: the EZ Voice and iRig Mic HD-A. Together, they bring real-time vocal processing and digital audio microphone recording to Android devices.

With EZ Voice, users can enjoy real-time vocal processing and recording on the latest generation of Samsung devices with Samsung Professional Audio, like the Samsung Galaxy Note 4, Galaxy Note Edge and more. The iRig Mic HD-A is a digital microphone compatible with all Samsung devices

running Samsung Professional Audio as well as other devices running the just-released Android 5 "Lollipop" operating system, thanks to its new USB audio support.

The new EZ Voice for Samsung Professional Audio devices offers a simple and intuitive way for singers to create and capture vocal performances while on the go. EZ Voice users can process their performances with effects in real-time by applying up to three of the available nine effects.

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

# 4834

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## D'Addario

daddario.com

## DigiTech's Luxe Pedal Adds Character to Guitar, Bass Tone

Harman's DigiTech's new Luxe polyphonic detune pedal adds richness and depth to the sound of a guitar or bass with its subtle detuning effect, making a player's tone more expansive. The Luxe adds shimmer to clean guitar chords and sonic enhancement to distorted guitar harmonics and electric bass.

"I've been calling the Luxe the anti-chorus, since it gives you all the added richness of a chorus without the muddiness or out-of-tune characteristic of chorus," said Tom Cram, marketing coordinator for DigiTech. "The Luxe can be set to add anything from a subtle sonic flavoring to a lush, distinctive tonal enhancement that is unavailable from any other stand-alone

pedal."

The DigiTech Luxe provides a variable detune range from -50 cents to +50 cents, giving players the ability to dial in the amount of detuning effect. Its "Detune" knob controls the amount of detune and the "Level" knob blends the amount of the effected signal to the dry signal.

The Luxe features true bypass operation, which keeps the unaffected tone of the instrument intact when the effect is not in use, with no sonic degradation. The compact, pedalboard-friendly Luxe is operated via its 9-volt input and included power supply.

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



## Hartke Introduces AC50 Acoustic Guitar Amp

The new Hartke AC50 acoustic guitar amplifier faithfully recreates the natural characteristics of an acoustic instrument from the practice room to medium-sized venues. Available for \$249.99, the AC50 offers a variety of quality acoustic effects to complement a guitarist's playing.

Weighing only 25 pounds, the compact and lightweight AC50 delivers 50 watts of power through its 6-inch woofer and 1-inch tweeter. In addition, it features a three-band EQ, chorus and reverb effects as well as feedback suppression. Its dual-channel design provides a separate microphone channel, which has its own separate three-band EQ and chorus effects.

The Hartke AC50 also features a headphone output for more intimate practice sessions, multiple aux input options for connecting smartphones and mp3 players, and an onboard guitar tuner.

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

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Visit us at Winter NAMM Booth #5590 or online at [www.hosatech.com](http://www.hosatech.com)



## Rob Papen Produces Quick-Fire QUAD

Virtual instrument and effects plug-in developer Rob Papen Soundware has announced the availability of QUAD, its first Rack Extension synthesizer built for Propellerhead Reason.

Propellerhead Software first unveiled its Rack Extension — an expandable, freely routable rack of instruments, effects and sounds — for its Reason music-making and recording studio software solution. Rob Papen, synthesizer developer and founder of Rob Papen Soundware, considered it a brilliant concept.

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

For one thing, it's open for the likes of Papen to develop third-party Rack Extensions (RE) for Reason. Papen was among the first wave of developers to do just that, starting by porting over its popular "phat"-sounding soft synth Predator as Predator-RE, rapidly followed by SubBoomBass-RE dedicated virtual bass synth, PR-Verb RE and PR-Distort RE virtual effects. He also developed PunchBD-RE, a versatile and easy-to-use bass drum synth.

QUAD is packed with wide-ranging Rob Papen-designed presets so users don't have to design their own (if they don't want to). Those who wish to can delve deeper courtesy of an extensive modulation matrix.

🛒 **Rob Papen Inspiration Soundware** ([robpapen.com](http://robpapen.com))

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The 676 represents all of the best of dbx's more than 40 years of dynamics processing. The 676 offers a pristine high-gain Class-A tube preamp section that runs on 250 volts, so your signal can be as crystal clean or dirty as you need it to be. The 676 also incorporates the compressor/limiter design from the highly-sought after 162SL, as well as a 3-band parametric EQ with sweepable mids. The 676 provides the user with the perfect channel strip for recording and live applications alike with its military-grade build and vintage-inspired controls, VU metering and state-of-the-art optional digital output card.

For more information about the 676, please visit [dbxpro.com](http://dbxpro.com).

## 676 Key Features

- Class-A Vacuum Tube Preamp with High Voltage Gain
- High-Visibility Vintage VU Meter
- Compressor designed from 162SL
- 3-Band Parametric EQ
- 1/4" and XLR Inputs and Outputs
- Front Panel Instrument Input
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## BSS Audio Rolls Out Soundweb Contrio Control Server

Harman's BSS Audio has debuted its Soundweb Contrio system control server. Now, integration professionals have the ability to design network architectures that place advanced system control, system management and media server functionality at a central point of the network. In doing so, they can build systems that are more efficient, more practical and better performing.

At just 1U rack space, the Soundweb Contrio server is a headless system controller device fully configurable with HiQnet Audio Architect software as part of the Harman Architectural Media Systems solution. Backwards-compatible with BSS Audio's Soundweb London family, the Soundweb

Contrio server is the first product within the new Soundweb Contrio family that will ultimately provide enhanced processing capability and greater flexibility for a variety of applications.

The Soundweb Contrio server enables comprehensive system control logic configuration, both with a similar "wiring" design environment as exposed in Audio Architect for existing Soundweb London devices, and a new open-scripted Lua environment. The overall system is made even more efficient by running a logic system separate from the audio devices, which frees up processing capability and reduces the amount of hardware required.

**BSS Audio (bssaudio.com)**

## On-Stage Gear GPB3000 Organizes Guitar Pedals

On-Stage Gear, sister brand to On-Stage Stands, has announced its latest product for guitarists and related musicians. The GPB3000 is an affordable and simple pedal organizer that includes a road-worthy carry bag.

Designed to cut set-up/tear-down to a fraction of the time, the GPB3000 lets users pre-wire their FX chains, making it the perfect choice for busy guitarists. At 18.7 by 9 inches, the angled pedalboard has room enough for up to 10 standard-size

foot pedals or even more if using minis. Its lightweight aluminum construction makes it easy to carry, yet it stands up to the most energetic performances. Strategic cutouts provide a versatile cable management system to organize and hide power cables, while the included adhesive hook-and-loop strips mean pedals can be arranged as desired.

The GPB3000 ships with a high-quality, gig-ready bag. The padded bag protects pedals and settings during transport.

**On-Stage (on-stage.com)**



## Win a Record Deal With Focusrite

Focusrite has teamed up with Caroline Music International, a division of Universal Music Group, to offer one talented YouTube performer the possibility of a recording contract. All you need to do to enter is record and upload a YouTube video of yourself singing and performing an original song on an instrument, and submit it through the competition page. Entry is free.

The competition will run until March. At that point, a panel of judges will pick 10 eligible performers who show the most potential. The panel will hand them over to the team at Caroline, who will then pick the winner.

Don't worry if your mic isn't the best, or if the only camera you have is the one with

the cracked screen you found in your basement that one time. Focusrite is looking for the performers with the most talent, not the highest budget. If you don't have a camera, Focusrite's iTrack Pocket provides the simplest way to enter this contest. Featuring a high-quality stereo microphone, pristine guitar input and Focusrite's Impact iPhone app, it captures great-sounding HD videos to an iPhone.

**Focusrite (focusrite.com)**



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## Ibanez S Series Ready to Soar

As the popularity of its “made for metal” Iron Label series continues to grow, Ibanez continues to expand the line with the introduction of the SIX20FDBGNT. Starting with an iconic S series body, this new Iron Label model has been instilled with design concepts and features to inspire the skills of the metal shredder.

The SIX20FDBGNT begins with a

mahogany body sporting a natural finish bubinga top for a warm, balanced tone and a handsome, earthy complexion. Working from the philosophy that player comfort translates into speed, the three-piece maple/bubinga Nitro Wizard neck features a bound ebony fingerboard with jumbo frets that enhance playing speed and offer optimal articulation.

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

# ISP Introduces Beta Bass Preamp Pedal

ISP Technologies introduces the Beta Bass preamp pedal, offering a professional bass guitar preamplifier on the floor. The Beta Bass pedal was designed using an external 9-volt AC adaptor, which is internally multiplied to provide a +/-15-volt power supply for a full 30-volt signal swing. The Beta Bass preamp pedal includes a boost/cut bass control, dual

frequency and a boost/cut treble control.

Also included onboard is ISP's Time Vector-based compression and a phase manipulation exciter. It also has a split-band bass distortion circuit, Decimator noise reduction and an XLR direct output for connection to a mixer. It is designed to enhance bass guitar tone for

any playing style, from jazz to metal.

🛒 [ISP Technologies \(isptechnologies.com\)](http://ISP Technologies (isptechnologies.com))

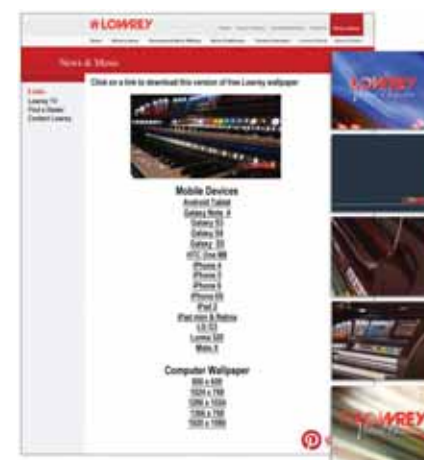


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## Lowrey Offers Wallpaper

Lowrey is offering a variety of elegant wallpaper selections for computer monitors and mobile devices. Sizes for many popular brands are available for free download by visiting the “News and Music” section at lowrey.com.

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

## Protection Racket Redesigns Website

Protection Racket recently launched a completely redesigned website. The new, fresh-looking site is now more closely aligned to the company's philosophies of keeping it simple, easy to use and fun.

The website has undergone a complete overhaul to offer a clean, modern design with easy-to-navigate functionality. The content rich site makes it easy to find full details of the whole range of Protection Racket's products, download the new catalog, plus find specifics of the components that go into making these rugged, hardwearing cases.

Visitors to the site can check out many of the artists who endorse Protection Racket gear, read about them and see pictures of them proudly showing off their cases. Those keen to buy Protection Racket gear can bring up a list of worldwide dealers with a simple click of their mouse. There's also a new photo gallery showing various ways Protection Racket cases are used.

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





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# DAS Launches Aero 20A Compact Line Array

DAS has rolled out its new Aero 20A compact powered line array system. The new system joins the third generation of Aero line arrays systems born with the introduction of the Aero 40A Advanced Line Array System (ALASTM) in 2014. Incorporating the ALASTM philosophy, the Aero 20A draws from the success of the all-purpose capabilities of the Aero 12A, launched in 2009.

The new Aero 20A incorporates DAS's latest technical achievements in transducer design, power electronics and system management. The Aero 20A incorporates a new D.A.S. 12-inch loudspeaker optimized to provide high output and reliability. A light aluminum voice coil bonded to a new fiberglass reinforced cone, an optimized magnet circuit

and a new suspension design have contributed to the performance of the 12AN4 in terms of distortion, power handling and maximum SPL. The 12AN4's new voice coil venting scheme is particularly effective in dissipating voice coil heat, providing the speaker with a high thermal rating and low power compression.

The high-frequency response relies on the M-75N compression driver and a new waveguide assembly developed specifically for the Aero 20A. The compression driver employs a neodymium magnet structure, a titanium diaphragm and 75-mm (3-inch) voice coil. The M-75N is attached to an injected aluminum waveguide optimized to provide exceptional performance in conjunction with the M-75N driver.

[!\[\]\(a870788d6ed9b8fd294b7654a8c8526b\_img.jpg\) DAS Audio \(dasaudio.com\)](http://DAS Audio (dasaudio.com))



# Alfred Uncovers Rock's Hidden Giant

Alfred Music has released *Rock & Roll's Hidden Giant*, capturing Charlie Gracie's rise to the top of the charts and subsequent fall from fame thanks to the cutthroat world of American pop music.

In 1957, Gracie's song "Butterfly" sold more than 3 million copies and topped the American and British music charts. Gracie was part of the birth of rock and roll, and his unique style influenced some of the most important artists in rock history, including The Beatles, Cliff Richard, Van Morrison,

Graham Nash, Chubby Checker and countless others.

His hits in the late 1950s propelled him to appearances on Dick Clark's *American Bandstand*, *The Ed Sullivan Show* and some of the largest venues in the United States and abroad.

From his upbringing on the streets of South Philadelphia to the tragic death of his friend Eddie Cochran to experiencing the dark side of Dick Clark and the early days of the music industry, Gracie's unfaltering integrity and talent were the constant guides in his life.

[!\[\]\(f1c5da15572e3e09d343161be98f508d\_img.jpg\) Alfred Music \(alfred.com\)](http://Alfred Music (alfred.com))

# Noted Producer Uses ATC SCM20PSL

ATC has announced that Grammy award-winning producer and engineer Val Garay has installed a pair of SCM20PSL Pro compact, high-performance passive two-way studio monitors in the Barn Studio, his current state-of-the-art recording facility in Topanga Canyon, California.

In an accomplished career spanning four decades, Garay has garnered more than 100 Gold and Platinum records for a lengthy list of renowned recording artists, with combined sales totalling more than 125 million units worldwide. He has worked with a recording roster spanning Kim Carnes, Mr. Big, Bonnie Raitt, Eric Burdon, Dolly Parton, Queensrÿche, Neil Diamond, Ringo Starr, Linda Rondstadt, Sarah Brightman, Kenny Rogers, Santana and

Joan Armatrading. Garay helped to create and define the legendary "LA Sound" in memorable hits like "We Are The World," Toto's "Rosanna" and Don Henley's "The Boys Of Summer."

[!\[\]\(291e070cef6c4d5e78fefe4696ef53be\_img.jpg\) ATC \(atcloudspeakers.co.uk\)](http://ATC (atcloudspeakers.co.uk))



# HK AUDIO

Over the course of the past 20 years, the name HK AUDIO has become synonymous with live sound reinforcement systems of the highest quality. Made in Germany, these systems are the product of a lifelong passion - the aspiration to deliver perfect sound with hassle-free setup. Tailored not just to satisfy, but to exceed the demands of typical application scenarios. From the portable active systems for the solo entertainer, to the touring system for open air venues.



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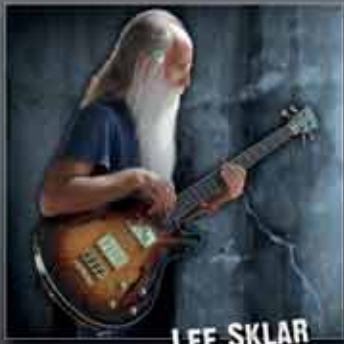
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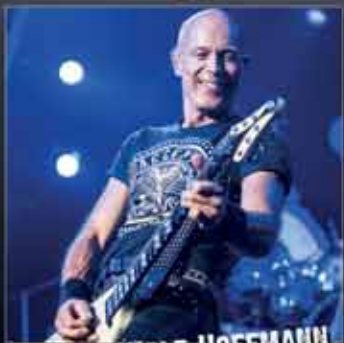
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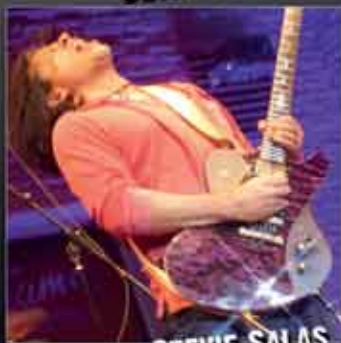
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# BAND ROOM

## Hal Leonard Toots Horn Over Trumpet Play-Alongs

The Trumpet Play-Along series helps trumpeters play their favorite songs quickly and easily.

They simply follow the printed music, listen to the sound-alike recordings to hear how the trumpet parts should sound, and then play along using the separate backing tracks.

Vol. 1 — Popular Hits includes “Copacabana,” “Does Anybody Really Know What Time It Is,” “Hot Hot Hot,” “Ring of Fire” and “Sussudio.”

Vol. 2—Trumpet Classics includes “Feels So Good,” “Java,” “Music To Watch Girls By,” “Spanish Flea,” “Sugar Blues,” “A Taste Of Honey” and “The Toy Trumpet.”

Vol. 3 — Classic Rock includes “All You Need Is Love,” “Deacon Blues,” “Feelin’ Stronger Every Day,” “Higher Love,” “September,” “Spinning Wheel,” “25 Or 6 To 4” and “Vehicle.”

Vol. 4 — Great Themes includes “Cherry Pink And Apple Blossom White,” “Deborah’s Theme,” “Dragnet,” “The Godfather



Waltz,” “Gonna Fly Now,” “Green Hornet Theme,” “The Odd Couple” and “Sugar Lips.”

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



## Schilke Unfurls ST21 Large-Bore Bones

Schilke has added the ST21 large-bore symphonic tenor trombones. The new ST21 features a .547-inch bore and offers a fixed bell configuration with either a Schilke-designed and -built rotary valve or Rene Hagmann free-flow valve.

Hand-built to Schilke’s highest standards, the ST21 is available with a choice of yellow or gold brass 8 ½-inch hand-hammered bells for a total of four

playing choices. An optional narrow crook handslide is also available by request.

All trombones are supplied as outfits with a newly designed lightweight hard-shell fiberglass case.

The ST21 provides a responsive and vibrant sound along with the fit and finish long associated with Schilke-built brass instruments.

🛒 Schilke Music ([schilkemusic.com](http://schilkemusic.com))

## Select Mouthpieces Garner Artist Acclaim

Following the success of the Reserve Bb Clarinet Mouthpiece, D’Addario has launched the Select Jazz Mouthpiece for alto saxophone in July 2014.

“Honestly, this new alto mouthpiece is probably the best thing to come along since the 1950s,” said Paul McGinley, Chicago Jazz Saxophonist. “I own two already, and I’m now selling my old Meyers.”

Drawing its inspiration from

coveted vintage feel and tone, the Select Jazz Mouthpieces are milled, not molded. Using D’Addario’s precise computer-controlled mouthpiece-making technology, they deliver a sound and quality that surpasses expectations.

“D’Addario has brought a level of engineering expertise to mouthpiece making that is unrivaled in the industry,” said Kevin Garren, D’Addario Woodwinds product specialist. “Thanks to these innovations, the Select Jazz Mouthpiece offers that nostalgic, vintage sound.”

Select Jazz Mouthpieces combine vintage design with modern production techniques, providing classic sound and response with even intonation across the entire range of the saxophone.

MSRP: \$240.

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



## ABACA to Distribute Prodipe in North America

ABACA Audio Distribution has announced an agreement to exclusively distribute and represent European audio equipment developer Prodipe in North America. Prodipe offers a wide range of audio equipment, including headphones, microphones, speakers and various accessories. The products are designed in Europe and manufactured in Asia.

“The partnership with ABABCA Audio Distribution for the North American market is a new step in the development of the Prodipe philosophy, and the beginning of a new adventure,” said Jean-Luc Masson, Prodipe’s president.

Prodipe recently expanded its Series 21 instrument microphone range to include three new models manufactured for recording

specific acoustic instruments live, namely the CL21 Lanen (for cellos), the VL21 Lanen (for violins and violas) and PL21 Salmiéri (for percussion). Cellos, violins and violas all come in various shapes and sizes, so Prodipe has developed an adaptable mounting system with clamps that are as flexible as they are easy to attach, as well as providing protection from vibration.



The CL21 Lanen can comfortably handle the high sound pressure levels inherent in the instrument itself, while the VL21 Lanen uses a unidirectional capsule to get as close to the sound source as possible:

just below the strings, tight against the soundboard to ensure that the resultant recording is richer in harmonics and more dynamic in nature.

🛒 ABACA ([abaca-audio.com](http://abaca-audio.com))



## JodyJazz Expands Global Reach, Artist Roster

JodyJazz expanded its international business in 2014. The company reported a 20 percent increase in sales overall, and for the first time, more than 50 percent of its business is being done in overseas markets.

The company’s international reach led to its nomination and ultimately being a finalist in the 2014 Governor’s International Trade Awards, which honors top exporters in the state of Georgia.

In addition to its expanded international sales activities, the company credits the endorsement of several influential

saxophone players for the stimulation of its international business. JodyJazz’s newest international endorser artists include Magnus Lindgren (Sweden), Gaoyang Li (China), Kunikazu Tanaka (Japan), Rodrigo Bento, Rubens Mariano, Hamilton Faria, Victor Aguiar and Sintia Piccin (Brazil), Pedro Aviles (Mexico), Xose Miguez (Spain), Shen-Yu Su (Taiwan) and Abel Garcia (Peru).

“We are very proud to have so many of the top, most influential saxophonists in so many countries playing JodyJazz,” said Jody Espina, company founder.

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

## Schedule for Music Education Days at NAMM

The NAMM Foundation is pleased to host music educators and music industry majors at The NAMM Show.

**11 a.m.**

TI:ME Session: “Technology in the Music Classroom & the NAMM Show Demystified”

Anaheim Hilton, Level 4, Avila Room

Advice from TI:ME members and music technology educators and specialists about the best products and applications for use in the music classroom.

**12 p.m.**

Music Education Networking Showcase  
Anaheim Hilton, Level 4, Avila Room

Refresh your best practices in music education through the first annual Music Education Days Peer-to-Peer Networking Showcase. This jam-packed, fast-paced session is divided up into 10 five-minute

segments.

**2 p.m.**

SupportMusic Coalition Webcast  
Anaheim Hilton, Level 2, California Ballroom

This live webcast features Auditory Neuroscience Laboratory Director Dr. Nina Kraus of Northwestern University, who will present research findings on the effects of music experience across the lifespan.

**4 p.m.**

The Crane Institute for Music Business Presents the Sandy Feldstein Industry Roundtable

NAMM Foundation Lounge, Anaheim Hilton, Level 2

An interactive forum moderated by Joe Lamond, NAMM President & CEO.

📄 NAMM ([namm.org](http://namm.org))

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# MARKETPLACE

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Eastman Guitars has collaborated with legendary guitarist Ray Benson on a signature and custom model guitar, the Thinline T486-RB, faithfully built to his exact specifications. A nine-time Grammy Award winner, founder and frontman of the revered country western swing band Asleep At The Wheel, Benson has released more than 25 studio and live albums over the last four decades. As a producer, Benson has worked with an impressive who's-who A-list including Willie Nelson, Aaron Neville, Brad Paisley, Trace Adkins, Merle Haggard, Carolyn Wonderland, and Vince Gill. His latest project, a solo album titled A Little Piece, was released earlier this year.

www.EastmanGuitars.com

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# Levy's Offers Jacquards

Levy's Leathers has introduced its MGJ2 straps.

Pictured here are three of the nine textured jacquards that have been offered for this year.

Each MGJ2 strap is lined with complementary, super-soft leather backing and tri-glide adjustment.

See all nine of these and other new guitar strap styles at Levy's Leathers NAMM booth.

Levy's (levysleathers.com)



# Universal Audio Announces Apollo Expanded Software

Universal Audio has announced Apollo Expanded software, coming exclusively for Apollo audio interfaces as part of UAD Software v8.0, to be released this spring.

With Apollo Expanded, users of Thunderbolt-equipped Apollo Twin, Apollo DUO, Apollo QUAD and Apollo 16 audio interfaces can freely combine up to four Apollos and six total UAD-2 devices — adding I/O and DSP as their studio grows. Apollo Expanded also marks the introduction of Console 2.0 software, giving Apollo users dynamic new workflow options, with



more than 25 new user-requested features. Universal Audio (uaudio.com)

# YamahaMusicSoft.com Features Creative Tools for Musicians

Yamaha is featuring two recently introduced product lines: Printable Sheet Music and Custom Audio Backing Tracks.

"Printable Sheet Music and Custom Audio Backing Tracks are the latest examples of Yamaha's commitment to providing musicians with what they need to practice and perform at their best," said Jason Nyberg, marketing manager, Yamaha Music Interactive, Yamaha Corp. of America. "Engaging with musicians in the digital age, YamahaMusicSoft.com

provides players immediate access to creative tools that enable them to seize the moment when inspiration hits."

Printable Sheet Music is a versatile new product created through Yamaha's partnership with Hal Leonard. Players can now quickly print their favorite songs from a roster of more than 50,000 titles. Using a free online plug-in, players can even transpose and customize select titles before printing directly from their computers.

Yamaha (yamahamusicsoft.com)



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## MH210 Boasts Versatility, Comfort

CAD Audio's MH210 line expands the comprehensive studio series with precision-built, comfortable headphones that will not break the bank.

Featuring a closed-back, circumaural design, the MH210s are equipped with high output 40-mm neodymium drivers for a powerful sound and an extended frequency response for additional detail, clarity and articulation.

Available in black and white, the MH210s feature ultra-soft leather earpads outfitted with high density memory foam to ensure hours of fatigue free listening comfort and effective isolation from external noise.

The MH210s are an ideal choice for project and studio recording, DJs and general-purpose playback for anyone who appreciates sonic accuracy, musicality and comfort. MSRP: \$49.

 **CAD Audio (cadaudio.com)**



## MONO Reintroduces Vertigo Case

Mono has reintroduced Vertigo, its first top-loading guitar case. Allowing upright access saves time and space during setup and teardown. The Vertigo also features The Boot, a molded rubber sole to prevent damage on vertical drops. Inside, an automatic Headlock system protects the guitar's headstock and neck during big falls. This design earned the Vertigo an International Design Excellence Award (IDEA, Silver) in 2013. Vertigo cases are now available for electric guitars, semi-hollow guitars and bass guitars. Vertigo cases are also compatible with Mono's Guitar Tick, a detachable tool bag for storage of cables, small pedalboards and other necessities.

The Vertigo features top-loading access for quick, standup loading/unloading of the instrument. The Headlock patented neck suspension is molded from shock-absorbing material that protects 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.

At the bottom, the Vertigo features an EVA sole to keep the body off the ground and protect the strap pin from bottoming out when the case is put down too hard. Also, steel riveted, ergonomic shoulder straps allow for hands-free transport.

The Vertigo is available in jet black.

 **MONO (monocreators.com)**



## Jupiter Redefines Low Brass

The new Jupiter JEP1100 Compensating Euphonium redefines low brass with years of research by the Jupiter design team and a council of worldwide consultants. The Euphonium creates intonation that responds well in all registers with great tonal warmth and brilliance.

The Compensating Euphonium features a specially designed 12.2-inch yellow brass bell and rose brass mouthpipe with uniform thickness. Enhanced bracing is positioned throughout the instrument to increase tonal resonance, provide strength for better alignment and offer greater durability.

"The new 1120 Compensating Euphonium is a solid addition to our well-recognized line of brasswinds and further supports our commitment to providing quality instruments to aspiring musicians of all ages," said Brent Rosborough, KHS America Brasswind brand manager. "This instrument exhibits a powerful low register yet maintains a strong midrange presence with brilliant highs ... a tonal character suitable for a variety of musical applications."

 **Jupiter (jupitermusic.com)**



## Woburn Speakers Signify Freedom

Named for locations in London that are significant to the history of Marshall Amplification, Marshall Headphones has produced a range of portable music speakers with high-quality audio reproduction and the classic look of Marshall amps.

Just like the glory days of rock 'n' roll, the Woburn signifies freedom — the freedom to play music anywhere, in multiple ways. The largest in the Marshall music speaker series, the Woburn is built to thrill.

The Woburn produces clean pronounced high frequencies and handles bass with ease, with defined and articulate midrange. The analog treble, middle and bass controls give users a rare tactile experience.

And with two standby modes, the Woburn's overall environmental impact is reduced by switching to powersaver mode when not actively in use.

The Woburn's big, powerful sound holds true to the legacy of Marshall. Its vinyl covering, gold piping, vintage style fret and Marshall script logo gives this modern technology a vintage aesthetic straight from the rock 'n' roll era.

The speakers are supplied with a double-ended 3.5-mm coiled audio lead and feature Bluetooth connectivity. The Woburn's sound is produced by a two 5 1/4-inch woofers and two 1-inch dome tweeters.

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

## Roland Announces RH-300V V-Drums Phones


Roland has introduced the RH-300V V-Drums headphones, a new addition to the company's lineup of headphones for electronic musical instruments. Optimized specifically for use with V-Drums and other Roland percussion products, the RH-300V delivers accurate, punchy sound for personal monitoring during drum practice, recording sessions and live performances.

Designed to support the extended frequency response and wide dynamic range of Roland's popular V-Drums, the RH-300V offers performance that exceeds that of typical headphones in this application. From the powerful lows of the bass drum to the shimmering highs of cymbals, the tight, full-range sound reproduction of the RH-300V makes every playing session more satisfying and enjoyable.

The RH-300V features dynamic drivers and a closed-back, circumaural design that fits completely around the ears for excellent isolation from outside sounds. The single-sided straight cord is 2.5 meters long, providing ample length for playing comfort when connected to the headphones jack on a V-Drums sound module.



The RH-300V comes in an attractive silver and black finish with the V-Drums logo on the outside of each ear cup, and the headphones conveniently fold down into a compact size for easy storage and transport.

 **Roland (rolandus.com)**

## Sabian's Petrella Wins PAS Award

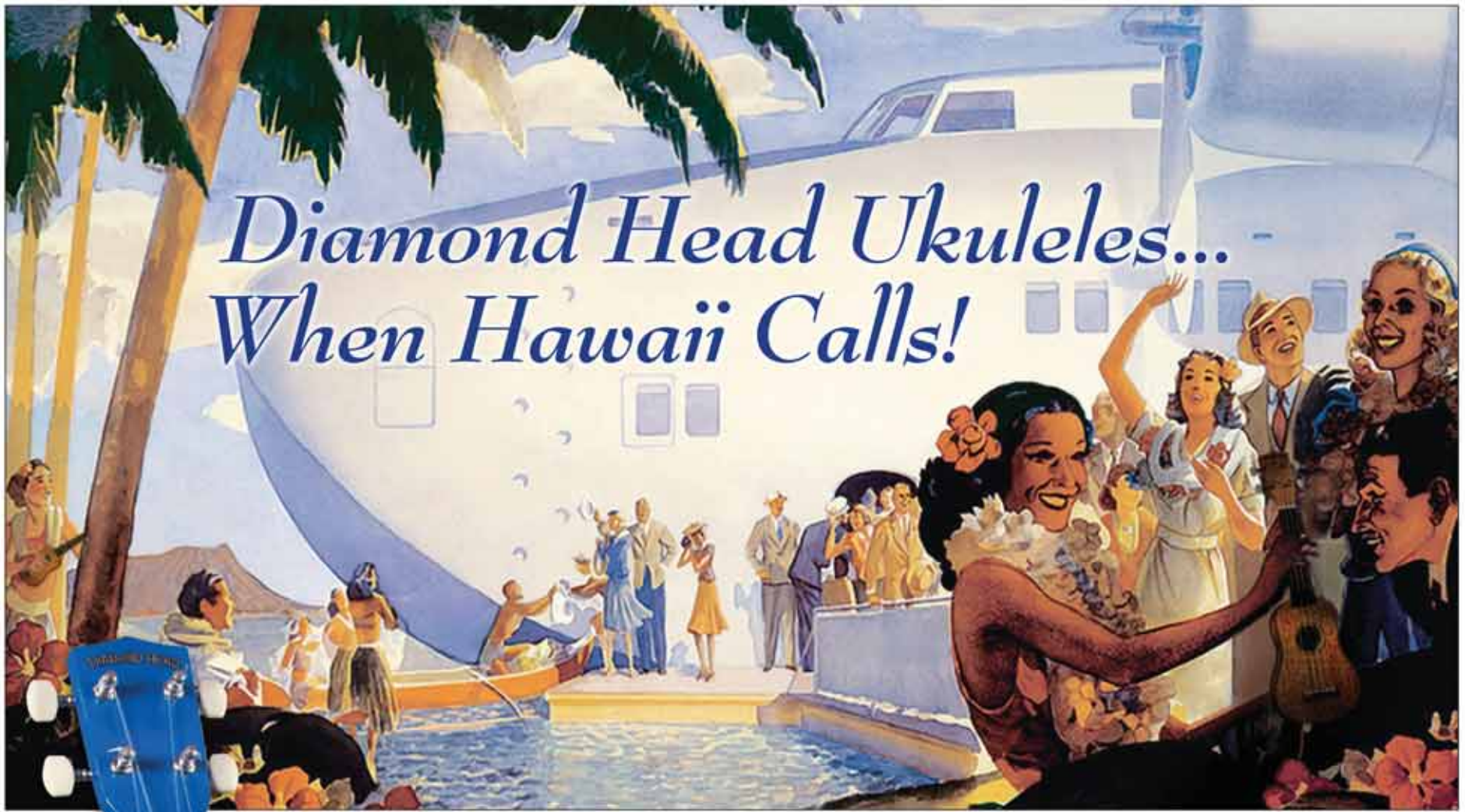
Each year, PAS presents its President's Industry Award to recognize those individuals in the percussion industry who have demonstrated outstanding achievement in their field and outstanding support of the society. Sabian is proud to announce that Dr. Nick Petrella, its director of education, was the 2014 recipient of this prestigious honor.

"The Percussive Arts Society works closely with the music industry and does an outstanding job of promoting percussion education and advocacy," Petrella said. "I'm honored to receive the PAS 2014 President's Industry Award." Petrella is the first Sabian recipient of the award since company founder Robert Zildjian won the award in 1996.

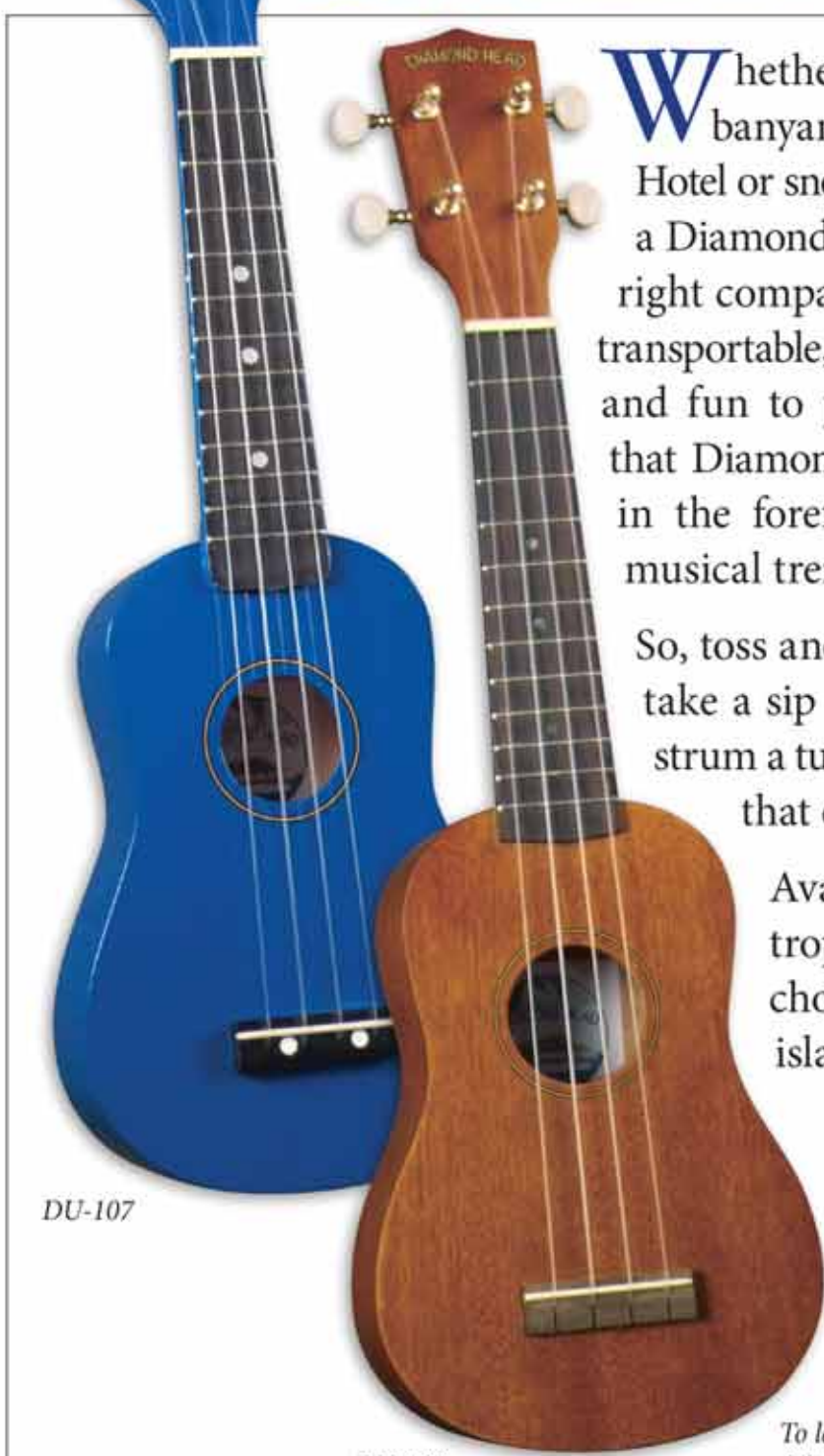
 **Sabian (sabian.com)**







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## Crown Audio Expands VRACK

Harman's Crown Audio has added to its popular VRACK complete amplifier management solutions with the introduction of the VRACK 4x3500HD. The new version incorporates three of Crown's flagship I-Tech 4x3500HD DriveCore series four-channel power amplifiers in a single road-ready plug-and-play rack, providing a versatile, turnkey multi-channel amplifier solution for tour, rental and installed sound applications.

Designed to work hand-in-hand with JBL VTX and VERTEC series models with upcoming support planned for JBL VRX and STX models, the VRACK 4x3500HD includes three built-in Crown I-Tech HD series 4x3500 DriveCore power amps, analog and digital connections and a globally universal power distribution system that can be set to meet U.S. and international power standards.

All the components are housed in a wheeled rack with a captive suspension



system that enables it to be flown in the same manner as a line array loudspeaker system. Multiple VRACKs can be linked together for integrated operation in larger systems.

The I-Tech 4x3500HD amplifiers deliver 1,900 watts per channel into eight ohms, 2,400 watts per channel into four ohms and 4,200 watts into four ohms bridged.

**🛒 Crown Audio (crownaudio.com)**

## Gallagher Approved

Kent Armstrong's new Rory Gallagher replacement pickup series was created directly from the pickups currently residing in seven of Gallagher's most loved stage instruments.

In partnership with Armstrong, the Gallagher family has given their approval for the creation of these custom pickups. Each pickup has been measured, tested, then rebuilt to their unique specifications from Gallagher's vintage instruments.

These are the closest players can get to the actual pickups Gallagher used on his recordings, and all sets are hand wound in Armstrong's shop in Vermont.

**🛒 WD Music Products (wdmusic.com)**



## P&E Wing of Recording Academy Holds 2nd Latin Grammy Week Celebration

The Producers & Engineers Wing of The Recording Academy, in partnership with The Latin Recording Academy, held its second annual Latin Grammy Week celebration, titled "En La Mezcla" ("In the Mix"), on Nov. 18, 2014, at Studio at the Palms in Las Vegas. The invitation-only cocktail reception marked the official start of Latin Grammy Week and celebrated the diverse group of Spanish-, English- and Portuguese-speaking individuals working "behind the glass" to create some of the most memorable recordings in the history of music, while acknowledging current producers and engineers nominated for Latin Grammy Awards within their respective categories. Latin Grammy Week culminated with the 15th Annual Latin Grammy Awards, held on Nov. 20, 2014, at

the MGM Grand Garden Arena in Las Vegas.

The event was sponsored by Harman Professional brands AKG, dbx, JBL Professional and Lexicon, GC Pro, Iron Mountain Entertainment Services, iZotope, and Native Instruments.

**📺 The Recording Academy (grammy.org)**



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## Ibanez Introduces Fanned Fret Basses

Ibanez has introduced its first production-model fanned-fret basses: the 5-string SRFF805BKS and 6-string SRFF806BKS.

Introduced in 1989, the fanned fret system is designed to create a better-sounding, better-playing bass. Previously, fanned fret instruments were available only to those who could afford the high-priced boutique instruments from private luthiers.

Built at the Ibanez Premium Production

Facility, the SRFF805 and 806 each consists of an ash body attached to a five-piece jatoba and bubinga SR neck with a rosewood fretboard, medium frets and acrylic custom-fanned inlays. The Mono-Rail V bridge system was chosen to match a fan-fret instrument, allowing for independent positioning of each string's bridge piece to provide excellent intonation and vibration transference.

**Ibanez (ibanez.com)**

## Mojotone Configures Cabinets Online

For more than 20 years, Mojotone has been building custom and reproduction speaker cabinets. A well-kept industry secret, the Mojotone cabinet shop has built custom pieces for acts, such as Eric Clapton, Lenny Kravitz, ZZ Top and many more.

While a large part of the company's business comes from contract manufacturing — helping other big name amp and cabinet companies design and mass produce their famed speaker cabinets — Mojotone also produces its

own line of reproduction speaker cabinets. The team at Mojotone has done the research and taken the time to faithfully recreate some of the most well-known speaker and amplifier cabinets ever built.

Recently, Mojotone has streamlined the process of adding custom cosmetics to any cabinet available on its website. The Custom Cab Configurator lets the user choose from an array of tolex, grill cloth, piping, handle and feet options.

**Mojotone (mojotone.com)**

## Will You Be a 2015 Top 100 Dealer?

Each year at Summer NAMM, the association recognizes the efforts of its most creative, savvy and proactive retailers at the Top 100 Dealer Awards. Now we're getting ready to do it all again and invite you to submit your store.

Dubbed the "retail Oscars" by *Music Inc.* magazine, NAMM's Top 100 Dealer Awards was created to share best practices and spotlight the very best retailers in our industry. And, in addition to choosing the Top 100, an independent panel of anonymous

industry judges will select winners in a variety of "Best Of" categories, including the prestigious "Dealer of the Year" award.

"When they called our store as the Dealer of the Year, we were blown away," said Rand Cook, 2014's winner and owner of The Candyman Strings and Things. "What a blessing and an honor so earned by our crew, teachers and the kids that inspire us every day."

**NAMM (namm.org/summernamm)**

## Samson Issues S-Max Direct Boxes

Samson's S-Max direct boxes combine premium sound circuitry with durable, road-worthy construction to provide high-quality signal connection solutions for live and studio applications. The S-Max line is comprised of six distinct models designed to satisfy a variety of professional audio needs.

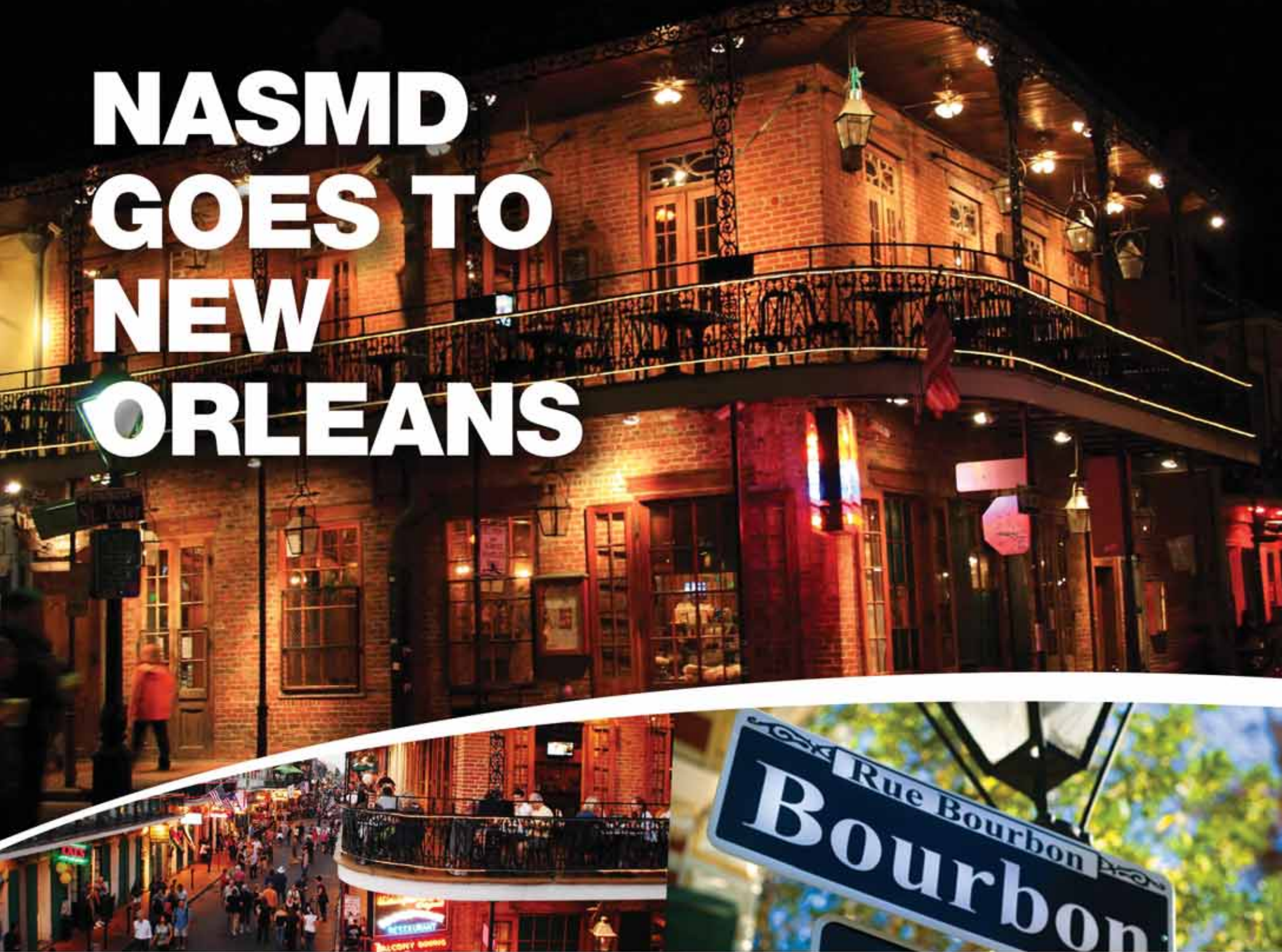
The MD1 Passive Direct Box features Samson's STL transformer, which lets a user send instrument and amp signals to the main mixing board with confidence. The MD1 provides both throughputs and outputs to simultaneously route a signal to an onstage

amplifier and mixer. The STL transformer gives the MD1 a flat frequency response that will maintain the natural sound of an instrument and provide isolation from electrical and RF interference.

The MD1 Pro and stereo MD2 Pro Professional passive direct boxes utilize Samson's Mu-Metal shielded STLX transformer, which is designed to handle strong signal levels and prevent interference. The STLX efficiently transfers the natural sound of users' instruments.

**Samson Technologies (samsontech.com)**

# NASMD GOES TO NEW ORLEANS



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## Antelope Audio Zen Studio Wins Award

Antelope Audio announced that its Zen Studio won an Innovative Product Award in the first Mix/PAR Reader's Choice Awards. The Zen Studio audio interface was nominated in the Interface category alongside equipment from several other leading audio manufacturers. Each of the winning products was selected by readers of *Pro Audio Review* and *Mix Magazine*. In recognition of outstanding technical achievement, Zen Studio also received a nomination for the 30th Annual TEC Awards.

Zen Studio is a professional portable audio interface, clock, preamp and monitor controller. It is built with the purpose to be a powerful professional mobile recording studio, but its features make it a recording solution not only for location but studio recording as well. Zen Studio comes with 20 analog inputs, 12 mic preamps, Antelope's

acclaimed conversion and clocking, onboard DSP effects, multiple monitor mixers, custom high-bandwidth low-latency USB and Mac/PC control software.

Since its launch last May, Zen Studio has received recognitions from the media, users and engineers around the globe.

Zen Studio was designed and manufactured based on proven conversion, clocking and USB technologies used in Orion32, the company's best-selling product. Orion32 is part of the critical audio signal path in a number of large live shows and prominent studios. For its diminutive size, Zen Studio delivers a breakthrough number of mic preamps and DI instrument inputs in a mobile interface, along with exceptional monitoring and tracking DSP capabilities more commonly found in high end, commercial studios.

🛒 [Antelope Audio \(antelopeaudio.com\)](http://Antelope Audio (antelopeaudio.com))

## Alfred Releases 'Sitting In' Books for Piano

Alfred Music has released *Sitting In: Jazz Piano* and *Sitting In: Blues Piano*. These method book and DVD-ROM packages let piano players and keyboardists "sit in" with top-notch professional bands and bring their playing to life.

There is nothing like the experience of sitting in with a full band, and the *Sitting In* series brings the band to the player through high-quality play-along recordings performed by live musicians. Each DVD-ROM includes MP3 backing tracks and demonstrations, as well as Alfred Music's exclusive TNT

2 software. TNT 2 can be used to slow down tracks, isolate and loop parts, and change tempos and keys.

*Sitting In: Jazz Piano* offers tips and techniques from veteran jazz educators Noah Baerman and Jen Allen to give life to practice sessions and inspire players to add new sounds to their jazz vocabulary.

*Sitting In: Blues Piano* features tips and techniques from Loren Gold, an in-demand blues and rock performer and touring keyboardist with The Who.

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



## Pearl OneTouch Snare Release Gives Drummers an Advantage

Pearl Drums is celebrating the 25th anniversary of the debut of its Championship series marching percussion. To commemorate this milestone, the company has introduced the OneTouch snare release.

The strainer is a revamp in weight, aesthetic and functionality of the FFX snare drum that transformed the marching percussion scene years ago. In pageantry, every detail counts, and the OneTouch gives the player every advantage possible with lighter weight, improved function and the quality of sound that Pearl's free-floating marching

snare is known for.

In conjunction with Pearl's CX Airframe carriers, it allows for swifter movement and less fatigue. Simply unlatch the snare strainer to make bottom head changes, and relatch when you're ready to play of snare sonorities.

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



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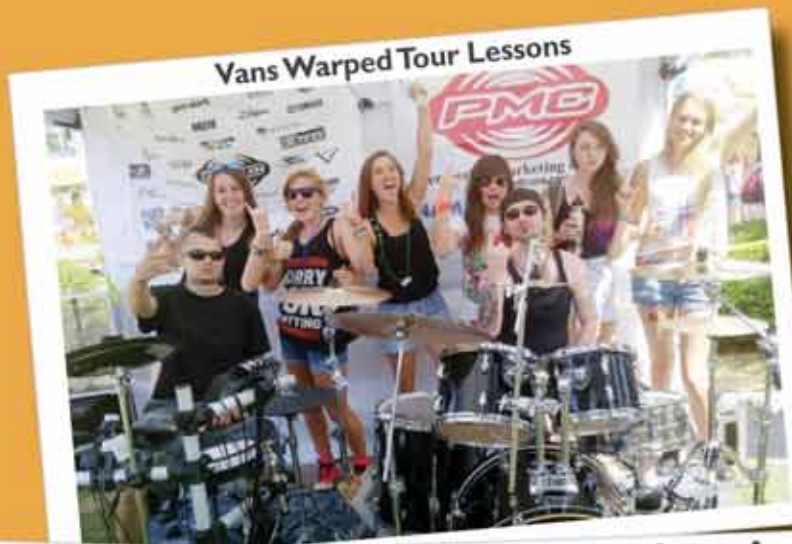
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# SOUND ROOM

## Samson Delivers R450, SR550 Studio Headphones

Samson's latest Studio Reference Series headphones offer sonic clarity and comfort in two durable, lightweight designs that are designed for studio and mobile applications.

The SR450 on-ear and SR550 over-ear headphones both offer a closed-ear design for maximum sound isolation. These models also feature premium 40-mm drivers with rare earth magnets that generate powerful



audio with a wide frequency response. Designed for extended listening sessions, the SR450 and SR550 headphones each feature memory-foam-cushioned ear cups and a headband for a comfortable, secure fit. With a rugged design and natural frequency response, the SR450 and SR550 headphones offer excellent sound in the studio, on the streets and everywhere in between.

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



## Soundcraft's New Vi3000 Ushers in Next-Generation Consoles

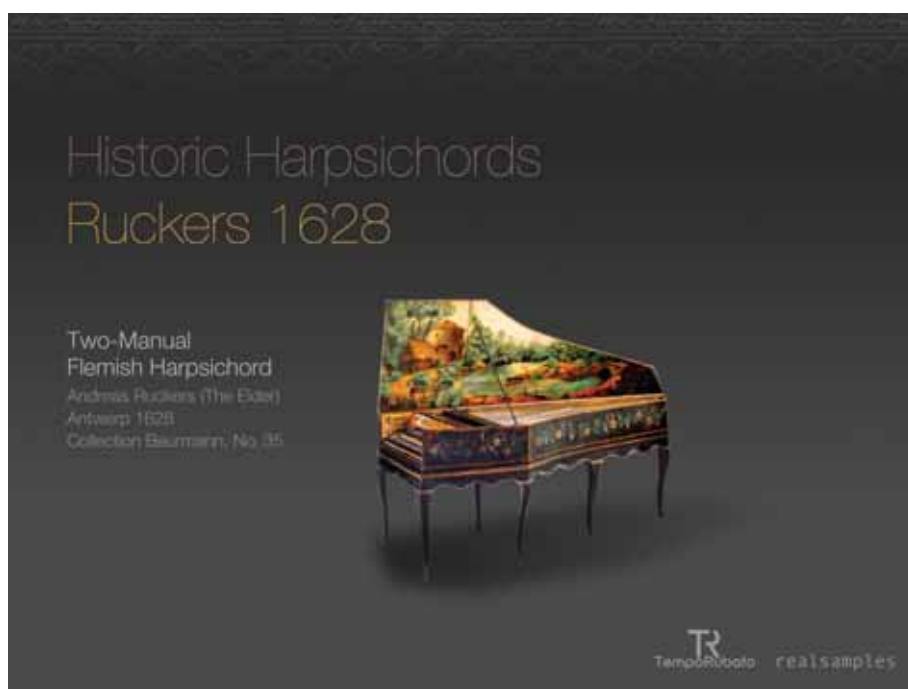
Harman's Soundcraft's new Vi3000 all-in-one digital live sound console offers a host of features, including the internal DSP Soundcraft SpiderCore, a new industrial design, 96 channels to mix, onboard Dante compatibility as standard and more in a compact footprint.

"The Vi3000 joins the successful Vi1, Vi4 and Vi6 models and represents a massive leap forward in digital console design and functionality, while also keeping the best elements of its sister Vi consoles," said

Andy Brown, senior product manager, Vi series. "We have a totally new internal core based on the Studer Vista 1 and a completely new, more efficiently designed surface running updated operating software."

The Vi3000 utilizes the new internal DSP SpiderCore with Soundcraft's Vi Version 4.8 operating software, offering the new 3D Visions user interface while adding a fourth 24-channel fader layer to improve access to the console's 96 input channels.

🛒 **Soundcraft (soundcraft.com)**



## TempoRubato Transports Historic Harpsichord to 21st Century With Ruckers 1628

TempoRubato has announced the availability of Historic Harpsichords - Ruckers 1628, a superbly sampled recreation of one of the most valuable harpsichords of all time for Apple's popular iOS platform.

The two-manual harpsichord was built by master craftsman Andreas Ruckers (The Elder) in Antwerp in 1628.

Thanks to the development work of TempoRubato, in collaboration with German sample content provider realsamples,

today's musicians can enjoy playing an authentic recreation of the Ruckers 1628 from the comfort of their favorite iOS device.

Historic Harpsichords - Ruckers 1628 has been tested and tuned with harpsichord instrumentalists and features full recreation of all stops and combinations.

Creative users can play both manuals individually using separate MIDI channels.

🛒 **TempoRubato (temporubato.com)**

## Audio-Technica Offers System 10 Camera-Mount Wireless System

Audio-Technica now offers the System 10 camera-mount digital wireless system, designed to provide rock-solid performance along with easy set up and clear, natural sound quality. Featuring a compact design, the system is available in handheld, lavalier and body-pack configurations. Operating in the 2.4 GHz range, far from TV and DTV interference, this system offers easy operation and instantaneous channel selection. Up to eight channels may be used together without any frequency coordination problems or group selection issues.

Features include digital 24-bit/48 kHz wireless operation, automatic frequency



selection, three levels of diversity assurance (frequency, time and space), a 3-mm (1/8-inch) output jack with switch to select between TRS balanced and unbalanced (dual mono), a rechargeable internal battery and camera shoe mount.

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

## DPA Releases Slew of Updated Microphones

DPA Microphones has debuted the latest versions of its d:facto vocal, d:vote 4099 instrument and d:dicate recording microphones.

Representatives will be on hand at The NAMM Show to discuss the company's new d:screet necklace microphone, which has been nominated for a 2015 Technical Excellence & Creativity (TEC) award.

The d:facto vocal microphone is designed to offer a true studio sound for the live stage with a natural sound, high separation and extreme SPL handling.

Singers and engineers can choose between the company's wired handle or its adapter system, which allows for seamless integration with many professional wireless systems. The mic features DPA's triple-stage pop filter design. It is available with black, golden and nickel grids.

Employed in top recording studios and live applications around the world, DPA's d:dicate 4011 cardioid microphone is suited for close-ups on individual instruments and vocals as well as for spot-miking symphonies.

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



## Moses Rolls Out Sonosphere Speaker Systems

Based on its successful NAMM 2013 pre-release concept showing, Moses Carbon Graphite is introducing its entirely new Sonosphere live performance loudspeaker product line.

Company President Stephen Mosher has developed a speaker design that improves the amplified sound quality of both acoustic and electric instruments. The round Sonospheres are optionally powered speakers that provide high-quality flat response and wide dispersion sound. The five flagship models for guitar bass and P.A., with MSRPs ranging from \$600 to \$2,000, incorporate Eminence drivers and Ice Power amplification.

🛒 **Moses Carbon Graphite (mosesgraphite.com)**





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## ESP Custom Shop Shows Special Exhibition Models

As part of its 40th anniversary celebration, ESP Guitars is highlighting the work of its world-renowned Custom Shop by displaying more than 80 handcrafted, one-of-a-kind special exhibition guitars and basses.

“One of the big crowd draws at our NAMM booth every year are the models that come out of our ESP Custom Shop,” said Matt Masciandaro, ESP president and CEO. “This year, to help bring even more recognition to the incredible craftsmanship of our custom shop luthiers, we’re featuring an entire display of our NAMM demo room that is dedicated to these completely unique

high-end instruments.”

ESP’s special exhibition models combine form and function, with each guitar or bass being both a work of art and a high-performance instrument. Each model is made by hand by the experienced luthiers at the ESP Custom Shop in Tokyo, Japan, and many feature rare materials and intricate inlays. While most custom shop models have been specified by those who order them, these special exhibition models have been designed by the custom shop luthiers in commemoration of the anniversary.

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

## Touch App, Direct Drums

Yamaha has announced the introduction of DTX502 Touch, a new iOS app for its DTX series of electronic drums, providing added value to customers by expanding their experience with Yamaha DTX drums.

The app provides control of all the features of the DTX502 module using an iOS touch-screen when connected via USB. It provides easy sound editing and layering for each pad of any kit to create up to 50 custom user kits. The Touch app bridges the gap between drummers and technology, yielding professional results without requiring a degree in programming.



This is the fifth free app from Yamaha to support the DTX product line, forming a comprehensive suite of educational and operational tools.

“Yamaha is way ahead of the curve by offering apps for our DXT502 and DTX400 series electronic drums,” said Steven Fisher, marketing manager, Yamaha Drums, Yamaha Corporation of America. “By supporting users with an easy interface to customize their instrument, we offer enhanced value that only comes with Yamaha DTX products.”

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

## PV Series Mixers Represent Pinnacle of Performance, Value

Peavey has introduced the next level in world-class non-powered mixer performance: the PV series mixing consoles.

Equipped with Peavey’s reference-quality mic preamps that spec in at 0.0007 percent total harmonic distortion, the PV series mixers are excellent for live or recording applications.

The PV series mixers include up to eight channels of reference-quality mic preamps, up to eight direct outputs for recording, stereo channels, media channel with Bluetooth wireless input, high-quality digital effects, streaming USB out and MP3 playback via USB A input.

Other features include Peavey’s exclusive KOSMOS audio enhancement, 48-volt phantom power, dual selectable control room outputs, four channels of compression, an on-board selectable guitar preamp, three-band EQ per channel with bypass, channel mute buttons, aux send, signal clip indicators and a stereo master LED meter bridge.

Features, such as Bluetooth, allow for seamless connection almost any smart device. Multiple direct outs per channel allow easy connection to most DAW interfaces for recording. In addition, the PV mixers can stream audio directly to a PC.

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



## Pearl CentiGRADE Cajon Designed for Comfort

Pearl Percussion has introduced the CentiGRADE cajon, designed for maximum player comfort.

The cajon’s unique design features a front faceplate with 100 degrees of angle that automatically straightens the player’s posture and reduces stress on your lower back. The cajon’s fiberglass shell is finished in an exquisite Mango Cherry Burst finish and features a blended Asiatic hardwood faceplate that provides a crisply articulate voice with remarkable projection.

The CentiGRADE cajon features a molded rear-side bass port that creates a deep inner resonance chamber, funneling bass tones to provide resonant bass sonority.

MSRP: \$499.

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



THE NEW SENNHEISER RF EXPERTS WITH THEIR MENTORS

## Sennheiser Ushers in New Class of RF Experts

A total of 19 wireless professionals from the worldwide Sennheiser organization have been awarded the RF Expert certificate. The last of three on-site training sessions took place in Delhi, and in the meantime the new RF experts have been in action all over the world to provide support for Sennheiser customers and partners in their projects.

“The system of extensive online training and close supervision by mentors combined with several weeks of on-site training has proven itself,” said Kirsten Wessendorf, manager of Sennheiser Sound Academy, summarizing the training course. Meanwhile, some of the new RF experts have already completed their first major projects.

Ryan Burr from Sennheiser Middle East provided support for his client Doummar-Q2 Advanced Technology in planning the

conference and entertainment facilities for the Sheraton Hotel and Conference Centre in Doha (Qatar). This included carrying out a thorough analysis of the wireless conditions at the location, planning the conference/interpreting systems and the wireless microphone channels, coordinating all wireless frequencies and programming and testing the systems on site.

“This project is simply gigantic,” Burr said. “Five conference rooms are equipped with ADN-W wireless conference systems with a total of 380 delegate units, while a further six have SR 2020/HDE 2020 interpreting systems with a total of 4,000 receivers. It’s the largest single project that Sennheiser Middle East has ever worked on, and my further training as an RF expert came just at the right time for me.”

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

## Martin Guitar Changes Packaging, Keeps the Quality Strings

Martin Guitar’s revamped Martin Strings line will boast new stay-fresh packaging and eye-catching designs for all eight major acoustic string product lines. The company is also announcing a new proprietary treatment for their SP Lifespan Acoustic Strings that delivers the longest possible string life without sacrificing tone or natural feel.

All acoustic string packages have been redesigned to showcase a more elegantly and feature a unique color for each product family. Martin will also be packaging the strings in individual envelopes inside flow wrap pouches to keep the strings fresh longer.

Martin’s new proprietary treatment process for the Lifespan family improves the consistency and compatibility of the treatment with their string wire. Players can expect updated strings to feature a rich natural tone with improved long life.

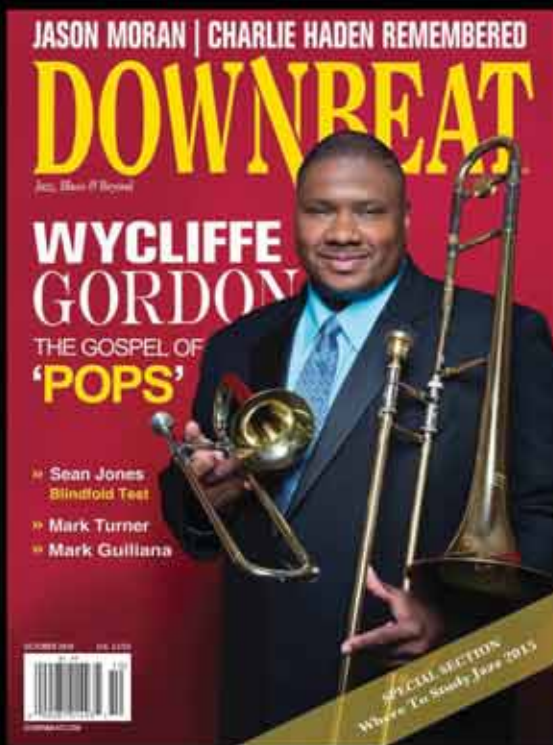
Joining the Martin Strings family is an addition to the Retro product line called “LJ’s Choice.” The set has been named for Laurence Juber, a two-time Grammy award winner and Martin Signature Artist, and will feature a custom medium light gauge developed with the artist. Retro strings are crafted from a nickel copper blend that brings out the true sound of a guitar.

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



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- 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.
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- 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.
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- Manage the execution of multiple public contact events (trade shows, clinics, etc.).
- Manage extensive artist relations program and staff.

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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](mailto:LOUDOpportunities@loudtechinc.com). Be sure to add the accompanying job title in the Subject line. Mailed or faxed resumes will not be considered.





## Fender Debuts Two Signature Guitars

Fender has rolled out two artist signature models: the Dave Murray California series Stratocaster and Sergio Vallin signature guitar.

Fender and Murray have collaborated on yet another signature model for the longtime Iron Maiden guitarist. The Dave Murray California series Stratocaster is inspired by Murray's longtime onstage go-to guitar and features three Seymour Duncan humbucking pickups, a compound-radius fingerboard,

and a Floyd Rose bridge and nut.

Mexican quartet Maná is one of the world's biggest Latin rock bands, thanks in no small part to the masterful guitar work of Sergio Vallin. Fender and Vallin have now collaborated on the Sergio Vallin signature guitar model, which boasts a new offset body shape and tonally versatile HSS pickup layout with special switching.

**Fender (fender.com)**



## Los Cabos' New Look

Los Cabos Drumsticks has announced that its Red Hickory line of drumsticks has got a new look. The packaging for the drumsticks has been changed to make the

Red Hickory stick stand out from Los Cabos' White Hickory and Maple series of drumsticks.

**Los Cabos (loscabosdrumsticks.com)**

## Korg Makes Music Production Mobile

Korg's new Module for iPad is a high-quality mobile sound module that offers a new style of performance and production using iOS technology.

The app for iPad contains a sound library over 1 GB.

It features five dedicated sound engines containing premium sounds and a convenient set list function with PDF image score viewer and music player.

It also has the ability to record performances and share song sketches on SoundCloud.

The Module lets a user play studio-quality keyboard and grand piano sounds anywhere, utilizing an iPad and an external MIDI keyboard.

It can also be used with the KORG Gadget music production app.

**Korg (korg.com)**

## 'Netflix' of Music Lessons

Apollo-M is a new, on-demand, subscription platform created to give musicians unlimited access to a library of thousands of music lessons, videos, books and more, covering all the popular instruments, genres, styles and age groups.

"The appeal of a platform like Apollo-M is in having everything that a beginner or professional musician needs to pursue their music dreams, or a music teacher needs to teach their students, in one affordable place," said Gary Turner, the co-founder and CEO of LearnToPlayMusic.com. "It's like Netflix for the world of musicians."

LearnToPlayMusic.com is so confident in the platform that it has invested over \$2 million developing Apollo-M.

Further features in development include

a social network focused on learning, making and playing music, a comprehensive suite of digital music tools, interactive game-play learning tools and a live teacher streaming video system. Apollo-M will launch in Q2 of 2015, with a library of over 10,000 eBook, video and audio lessons.

**Apollo-M (apollo-m.com)**



## MXL GoLav Lets GoPro Users Narrate Their Adventures

GoPro users can now record their own commentary and narration onto their GoPro cameras with the new MXL GOLav lavalier microphone.

clothing.

MSRP: \$59.95.

**MXL Mics (mxlmics.com)**

The GOLav has a rugged, low profile, right angle connector that is compatible with GoPro cases and is the first GoPro lavalier microphone that has the right angle mini USB connector built into the microphone cable, so no adapter is needed.

The GOLav's microphone cable is low profile, with a right angle connector preventing the wear that can occur from bending the cable. A foam windscreen is included to minimize wind noise and plosives. A bonus fuzzy windscreen provides an extra layer of noise protection in windy environments.

The omni-directional microphone is capable of picking up sound from all sides. For the active GoPro user, the omni pattern offers maximum freedom of movement. A clip is also included to secure the GoLav to



## Simply Genius

Introducing TouchMix v2.0



Security set-up



User button assignments



iOS app for iPad, iPhone and iPod Touch



Personal monitor mix control



Remote control permission set-up



Android App (coming soon)

The world's most powerful, portable and easy-to-use digital mixer just got an upgrade. New features include:

- Support for password protected, multi-level security access
- Expanded Wi-Fi options (including wired connection to an infrastructure router)
- Programmability of User Buttons
- More options for auxiliary mix pick-off points
- Expanded channel presets
- Updated iOS app
  - Personal monitor mix application for both iPhone and iPod Touch
  - Operator may limit or allow access on a per-device basis
  - iPhone control of the record/playback transport controls and programmable user buttons

Android support (coming soon)

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

For more information, visit us online at QSC.com



# Gretsch Releases New Setzer Guitars

Gretsch has released the entirely new and updated Professional Collection hollow-body Brian Setzer guitars, each built to Brian's exacting specs.

Gretsch Brian Setzer Nashville models are based on the guitars in Setzer's vintage collection. The treble bracing matches that of Setzer's favorite 1959, giving it a more solid feel and tons of sustain. Standard features include '59 treble bracing, dual TV Jones Brian Setzer signature pickups, Schaller locking tuners and strap locks, pinned Adjusto-Matic bridge, nickel hardware and Bigsby B6CB vibrato tailpiece. They are available with a three-ply maple body in gloss-black urethane and vintage orange lacquer or with a five-ply flame maple body in orange urethane or orange lacquer.

Gretsch Brian Setzer Hot Rod models are



stripped down and now feature a striking assortment of new colors over a flame maple body. The single-cutaway, bound hollow-body has an arched top, 1959-style treble bracing and f-holes. The maple neck has a bound ebony fingerboard with Neo-Classic thumbnail inlays. Other features include dual Brian Setzer signature TV Jones pickups, three-position pickup switch, single master volume control, Schaller locking tuners, pinned Adjusto-Matic bridge and

Bigsby B6C vibrato tailpiece.

The G6136SLBP Brian Setzer Black Phoenix is designed and built for speed. The single-cutaway hollow body has an arched top and back, 1959 treble bracing and oversized f-holes. The maple neck has a 9½-inch-radius ebony fingerboard with 22 medium frets and mother-of-pearl Neo-Classic thumbnail inlays. Other features include dual TV Jones Brian Setzer signature pickups, three-position pickup switch, jeweled single master volume control, silver-sparkle binding, silver plexi pickguard with Phoenix silhouette graphic, pinned Adjusto-Matic bridge and Bigsby B6C vibrato tailpiece, and Schaller strap locks.

🛒 [Gretsch Guitars \(gretschguitars.com\)](http://GretschGuitars.com)



## Intellitouch PT10C Tuner Tells Time

The company that introduced the original clip-on headstock tuner is now offering a high-quality chromatic tuner like no other.

Intellitouch Tuners are known for their tuning precision, and now OnBoard Research has included a precision digital clock into the new PT10C Tuner. This feature allows a musician to discreetly check the time during a gig without having to look down at their watch or mobile phone. The clock will help a music instructor be aware of their class time with just a subtle glance at their headstock. In addition, enhanced mechanical properties offer a truly rugged instrument tuner suitable for all occasions.

🛒 [OnBoard Research \(onboardresearch.com\)](http://OnBoardResearch.com)

## Orbit Booms Arm Creative Artists With New Support Solutions

Triad-Orbit's new Orbit O2X and OA booms feature interchangeable boom arms and join T-O's initial offering of orbital booms — the Orbit 1 and Orbit 2.

The orbital ball swivel mechanisms of O2X and OA booms are equipped with IO quick-change couplers, providing the option for instantly mounting boom arms of differing lengths or no boom arms at all.

In addition, T-O's new IO-C clamp, IO-W wall plate and IO-VM VESA video display mount offer new points of support for Triad-Orbit's growing line of Orbit modular booms.

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



## Marshall Stanmore Speakers Go Dark

Named for locations in London that are significant to the history of Marshall Amplification, Marshall Headphones has produced a range of portable music speakers with high-quality audio reproduction and the classic look of Marshall amps.

Shrouded in darkness, this fourth addition to the cult Stanmore range casts an ominous shadow.

Small in size but not in sound, the Stanmore Pitch Black is a compact active stereo music speaker that yields clean and precise audio reproduction, even at the highest levels.

The classic Stanmore look pays homage

to the history and heritage of vintage Marshall amplifiers and the legendary music they inspired. Just like those amplifiers, the Stanmore's tactile analog controls lets users dial in their audio settings.

The Stanmore Pitch Black is available in three colors: black, cream and brown. It features vintage-looking Marshall frets and the iconic Marshall script logo.

Stanmore is supplied with a double-ended 3.5-mm coiled audio lead and features Bluetooth connectivity. The Stanmore's clear, accurate sound is produced by a 5¼-inch woofer and two ¾-inch dome tweeters.

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

## ISP Introduces Beta Bass Preamp Pedal

ISP Technologies introduces the Beta Bass preamp pedal, offering a professional bass guitar preamplifier on the floor. The Beta Bass pedal was designed using an external 9-volt AC adaptor, which is internally multiplied to provide a +/-15 volt power supply for a full 30-volt signal swing. The Beta Bass preamp pedal includes a boost/cut bass control, dual semi-parametric mid band EQ with sweep-able frequency and a boost/cut treble control.

Also included onboard is ISP's Time Vector-based compression and a phase manipulation exciter. It also has a split-band bass distortion circuit, Decimator noise reduction and

an XLR direct output for connection to a mixer. It is designed to enhance bass guitar tone for any playing style, from jazz to metal.

🛒 [ISP Technologies \(isptechnologies.com\)](http://ISPTechnologies.com)



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

Impossible? Not anymore.



**JODY JAZZ JET**  
Now in Tenor as well as Alto

You have to play it to believe it.



See us at NAMM Booth #3317



## Sabian Launches Canadian Inside Sales Team

Sabian has launched a new inside sales team for Canada, as the cymbal-maker takes over responsibility for sales and distribution from long-time Canadian distributor Coast Music Ltd.

To head up the new team, Sabian has hired inside sales representative Neallie Morrison.

"Neallie brings a wealth of sales experience to Sabian, and we're confident she will expand our reach in our home territory of Canada," said Peter Stairs, vice president of sales for Sabian. "We're very happy to have her join our team."

The team will be rounded out by Michelle Christie, who has been promoted from her previous role as Sabian customer service representative. A Sabian employee since 2001, Michelle brings 14 years of Sabian experience in order entry, administration and customer service to her new role.

The inside sales team will be based at Sabian headquarters in Meductic, New Brunswick.

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

Who is teaching these children to sing, strum and write songs at school?



We draw upon the power of music, melody and rhythm, movement, imagination and classic songs to transform children's minds and fill them with a lifelong passion for learning and music.

# GUITARS IN THE CLASSROOM



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](mailto: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!



## Focusrite Updates iTrack Solo, iTrack Studio With Lightning Compatibility

Focusrite has relaunched iTrack Solo and iTrack Studio — Focusrite's interface and bundle for recording on iPad, Mac and PC — updated with Lightning compatibility.

The iTrack Solo is a two-in, two-out iPad, Mac and PC audio interface featuring a genuine Focusrite mic preamp. With a dynamic range of more than 105 dB and unique gain halos that show you when your recording signal is at the right level, it is the best way to

record your sound, whatever your platform. Simply plug in your guitar and microphone to record both in pristine quality.

The iTrack Studio features everything you need to record on your Lightning compatible iPad, Mac or PC. It boasts a carefully chosen condenser microphone, professional headphones, and all the cables and software you need to get started.

🛒 **Focusrite (focusrite.com)**

## WorxAudio Joins Coverage, Quality

WorxAudio has introduced the XL3i and XL3T line array systems as new additions to the TrueLine series. Throw capabilities with the series mark a dramatic departure from conventional line array systems of this size and class.

The exemplary dispersion characteristics of these loudspeaker systems make them ideal choices

es for a wide range of sound reinforcement applications, delivering pristine audio quality with even coverage that eludes many

competing systems.

XL3i and XL3T enclosures are made of sturdy Baltic birch, heavily braced for cabinet rigidity. Protecting each enclosure is a polyurea ProTex finish, available in black or white and designed to withstand the most demanding applications.

The system's included EASE Focus aiming software incorporates all critical parameters, including weight, distribution and rigging points, and provides a single-step "Auto Focus" process that details the optimum angle at which to suspend the enclosure.

WorxAudio's powerhouse PMD-2580 digital power amp is designed expressly for XL3i and XL3T loudspeaker systems. Housed in the rear of the enclosure, it features 2,500 watts for the low frequencies and 800 watts for the highs.

🛒 **WorxAudio (worxaudio.com)**

## Samson Unveils DK607 Drum Mic Set

Samson's DK607 seven-piece drum mic set offers drummers what they need to achieve good sound, live or in the studio. Each microphone in the DK607 has been designed and tested to capture the natural tone of a drummer's kit.

The DK607 features Samson's Q6K kick drum microphone, four Q6I snare/tom microphones and a matched pair of C602 pencil condenser microphones. Each mic features neodymium elements and precise capsule porting. The Q6K handles high SPLs and provides optimal frequency response for properly capturing the full essence of a bass drum. The

Q6I mics reproduce the attack and warmth of a snare drum and toms with a present, natural tone. Lastly, the C602 pencil condenser mics highlight the brilliance of cymbals.

Each DK607 mic has a durable, performance-tested mounting system for optimal placement. The Q6K and C602 mics feature swivel mounts that are compatible with all standard microphone stands, while the Q6I mics include multi-position clips that securely attach to drum rims. All of the microphones and mounting accessories pack up into a heavy-duty road case.

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

# Ibanez Reissues Stanley Signature

In 1976, Ibanez approached Kiss frontman Paul Stanley to collaborate on a signature guitar that would become the instrument with which he would be forever associated. Now, for the first time since 1996, Stanley and Ibanez have reunited to reissue three new versions of the original Paul Stanley signature model.

"Renewing my collaboration with Ibanez feels like going home to where it all started," Stanley said. "The guitars we created remain iconic, and we will celebrate them and more as we move forward into our future together."

The PS10 features a select mahogany body with a maple top, a three-piece maple Prestige smooth heel set-in neck, Ibanez-exclusive Prestige Fret Edge Treatment, a Gibraltar bridge and Seymour Duncan 59 model SH-1 and Custom 5 SH-14 model pickups. Finished in a high-gloss black and chrome hardware, the PS10BK is crafted to embody one of rock 'n' roll's iconic instruments. The PS120BK includes many of the same features as the PS10, such as a



mahogany body with a maple top.  
🛒 **Ibanez (ibanez.com)**

## Kala Revives Thinline Series

Kala has broadened its guitar choices with the addition of the Thinline acoustic/electric series. The guitars are six-string models available in both steel string and nylon string versions. Both are cutaway models that feature a Shadow SH Performer Pro Tuner NFX preamp with tuner and Nanoflex pickup.

Kala originally offered a limited edition of the Thinline guitar series from 2008 to 2010, which the company put on hold in order to focus on the burgeoning Kala ukulele and U-BASS brands. The Thinlines are now being reintroduced in response to popular demand from Kala customers wanting to bring back the designs.

Kala's Thinline guitars offer a performance

style cutaway design with a 2¾-inch body depth, a solid spruce top, mahogany back and sides, gloss finish and rosewood fingerboard.

The Steel string model comes with Die-Cast chrome tuners while the Nylon String model features Gold classical style tuners.

🛒 **Kala (kalabrand.com)**



## NAMM's Vision, Mission & Objectives

NAMM's Vision, Mission and Objectives serve as your association's road map and defines the "end zone" in our service to our members and the industry.

**Vision:** We envision a world in which the joy of making music is a precious element of daily living for everyone; a world in which every child has a deep desire to learn music and a recognized right to be taught; and in which every adult is a passionate champion and defender of that right.

**Mission:** NAMM's mission is to strengthen the music products industry and promote the pleasures and benefits of making music.

**Objectives:**

*Trade Show*

Produce successful trade shows that serve our members and the industry, thus ensuring the growth of NAMM's Circle of Benefits model.

*Membership*

Recruit and retain members by making NAMM services an invaluable tool for success.

Convene stakeholders around industry issues to provide tools and strategies to help Members address challenges and pursue opportunities.

*Professional Development*

Provide relevant and high-value educational programs for NAMM Members.

*Market Development*

Promote music education as a right for all children. Create, fund and market programs, initiatives and public relations campaigns designed to encourage people of all ages to make music.

Promote and represent the shared interests of NAMM Members to elected officials and policy makers in the United States.

*Global Impact*

Expand NAMM's Circle of Benefits model by pursuing new opportunities globally. Increase global attendance at NAMM trade shows. Convene a global coalition of stakeholders around industry issues.

📄 **NAMM (namm.org)**



## Modern Classic Wins MIA Award

Premier's Modern Classic drum set was the winner of the Rhythm Percussion Product of the Year Award at the 2014 MIA Music Awards.

The MIA Music Awards, organized by the Music Industries Association, honor the best selling, most reliable and innovative products and retail initiatives in the UK.

The award, sponsored by the UK's leading drum magazine, *Rhythm*, was decided by online public and retailer votes through the MIA's official awards website and media partner channels. Fighting off strong international competition, the Modern Classic was awarded the accolade at the official ceremony at The Park Plaza Riverbank in London in late 2014.

Launched in May 2014, the Modern Classic's the first product to be released under the company's new business plan.

**INFO Premier (premier-percussion.com)**



## Yamaha Pianos Now Chromed Out

Yamaha recently announced that chrome hardware, including pedals, hinges and logos will be made available on its b Series of upright pianos. The b Series are Yamaha's most affordable acoustic pianos and have been recognized by consumers for offering maximum performance, exceptional craftsmanship and space-conscious design.

"Our b Series upright pianos set a new standard, with their superb sound and more style options," said Ed Bezursik, marketing manager, acoustic pianos, Yamaha Corp. of America. "For the ambitious performer on a budget, these are the best pianos on the market."

These models incorporate great sound quality, superior materials and style that make them attractive to novices and experienced pianists alike. They are available in both traditional acoustic and "Silent" models.

**Yamaha (usa.yamaha.com)**

## Oscar Schmidt Adds Ukes

Oscar Schmidt has announced the addition of its OU9 concert and OU9T tenor model ukuleles.

Made of Bacote, an exotic wood native to Mexico and Central America, these highly figured instruments feature a 19-fret neck, decorative rope binding, geared tuners and Aquila strings.

These instruments also offer a warm, clear and distinctive pallet of tonality and beauty.

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



## Manley Labs' Powerful Partner in Distribution

Manley Labs has appointed SEA Vertrieb and Consulting as its new distributor in Germany, Switzerland and Austria.

Based in Emsbueren, Germany, SEA Vertrieb and Consulting was founded in 2000 by engineer and pro audio veteran Uwe Kirchfeld. The company has grown to become one of the region's most respected distributors and consultants, with a staff of more than two dozen

professionals in studio recording, live sound, broadcast audio and systems integration.

"Manley products have always been some of the most respected in professional audio, and now that we have had an opportunity to work with them directly, it's obvious to see why," said SEA's Uwe Kirchfeld. "The art of production behind these products is on an amazingly high level. We are looking forward to getting Manley gear into the hands of our clients."

**INFO Manley Labs (manleylabs.com)**

## Orange's Musicboard Revitalizes Music Education

The new Musicboard from Orange attempts to redefine the way in which music theory is taught by introducing the world's first truly interactive music theory teaching tool. The Musicboard uses innovative, patented technology to make teaching and learning music kinesthetic and more enjoyable.

The Musicboard is a fully interactive educational tool that enables students to engage with harmonies, notes, rhythms and chords in both visual and audible ways. It uses Orange's note detecting cordless wands, meaning both students and teachers can play notes together and discover what they should sound like improving aural awareness.

The wall-mounted, height adjustable board features a 61-note polyphonic weighted keyboard, so hand positions and note

itches can be demonstrated to a whole class with ease. The Musicboard enables teachers to demonstrate key signatures audibly, helping students to work out scales in both major and minor keys.

Students can also practice transposing music across three staves as the board has the ability to change clefs. Chordal work, harmonies, natural minor scales and metronome functionality are all features that can be demonstrated and used by the students in real time. A large digital built-in tuner for acoustic instruments has been added while



guitarists can also plug directly into the board, tuning and playing through the built-in stereo speakers. There is also Bluetooth connectivity, allowing music to be played through the board for class interaction.

**Orange Amps (orangeamps.com)**

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Booth #5977

Saturday  
January 24, 2015

Featuring the 2015 TEC Awards!

### Get Up and Get On Down!

Did you know that some of the show's biggest names—including **Fender, Gibson, Roland and Taylor**—are located on Levels 2 and 3? While you're up there, be sure to visit **Lounge 88** on Level 3, an elegant pavilion dedicated to the best in piano technology. And, whatever you do, don't forget to visit **Hall E** downstairs, where you can explore **cutting-edge products from emerging companies**, quality string instruments and the latest music-related apps, games and mobile device accessories! **Both Hall E and the exhibits on Levels 2 and 3 open each morning at 9:30**, so be sure to check them out before the main show floor opens.

### Let Your Voice Be Heard

Join us today at **11:30 a.m.** in the Avalon Ballroom of the Hilton Anaheim for **The Annual Meeting of Members**, where NAMM members will vote in a new slate of eight Board Members.

### Tonight on the NAMM GoPro Stage at the Grand Plaza

Stop by after the show closes to check out **Stanley Randolph & No Wonder (featuring the Stevie Wonder Band)**. You're in for a great night of music you won't soon forget ... and you never know who's going to drop by.

### We're Honoring Excellence at Tonight's NAMM TEC Awards



Join us tonight for the **NAMM Technology Excellence & Creativity (TEC) Awards**, the most prestigious awards event in the professional audio and sound production industry, on Level 2 of the Anaheim Hilton. At tonight's event, hosted by **comedian Sinbad**, guitar legend **Slash** will accept this year's Les Paul Award, and **engineer/mixologist Ed Cherney** and **bassist Nathan East** will be inducted into the NAMM TEC

Awards Hall of Fame. The VIP reception begins at 6 p.m., with the show kicking off at 7 p.m. Purchase tickets at [namm.org/tectickets](http://namm.org/tectickets) or in front of the Anaheim Hilton Pacific Ballroom after noon.



Nathan East



Slash



Ed Cherney

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1,500+  
Exhibiting Companies

100+  
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# APPEARANCES

SATURDAY, JANUARY 24, 2015

## 10:00 A.M.

**Doug Johns**  
(also at 3:00 p.m.)  
**Pedulla Guitars**  
Demo Room 1

## 10:30 A.M.



**Signing with Kyle Gass, John Konesky and Mike Bray**

**Steve Clayton**  
Booth 4690

## 11:00 A.M.

**Wena Velasco performs.**  
**Cleartone Strings**  
Booth 4750

**Javier Reyes**  
**ESP Guitars**  
Demo Room 213D

**Jimmy & Static from OURS**  
**Korg USA**  
Booth 6440

**Signing with dUg Pinnick and Richie Kotzen**  
(also at 2:00 p.m.)  
**Tech 21**  
Booth 5982

## 11:30 P.M.

**Josh Snow**  
**Mojotone**  
Booth 4599

## 12:00 P.M.

**Signing with Richie Ramone, Charles Streeter and Alvin Taylor**  
**Amedia Cymbals**  
Booth 2865

**Michel "Labex" Labaki**  
**Gruv Gear**  
Booth 4192

## 1:00 P.M.

**Stanley Jordan**  
**Behringer**  
Booth 5244

**Scale the Summit**  
**Dunlop**  
Booth 4568

**Tomo Fujita**  
**Eminence Speaker**  
Booth 4334

**Tom Quayle & Martin Miller**  
**Gravity Guitar Picks**  
Booth 1184

**Signing with Robert Sarzo, Randy Cooper, Nikkie Stringfield, Bjorn Englen, Ann Boleyn and Maxxx Carlisle**  
**Rock-N-Roll GangStar**  
Booth 4398

**Ray Parker Jr.**  
**Vision Musical Instruments**  
Booth 1501

## 1:30 P.M.

**Savannah Lynne**  
**AMV Sales & Consultation**  
Booth 4706

**Stu Hamm**  
**GHS Strings**  
Booth 4682

**Giorgio Mongelli**  
**ISP Technologies**  
Booth 5863



Butterscotch

**Butterscotch**  
**TC-Helicon**  
Booth 5930

## 2:00 P.M.

**Ryan Bruce**  
**Cleartone Strings**  
Booth 4750

**Signing with Michael Devin, Steve DiGiorgio, Bjorn Englen and Marten Andersson**  
**EBS**  
Booth 5391

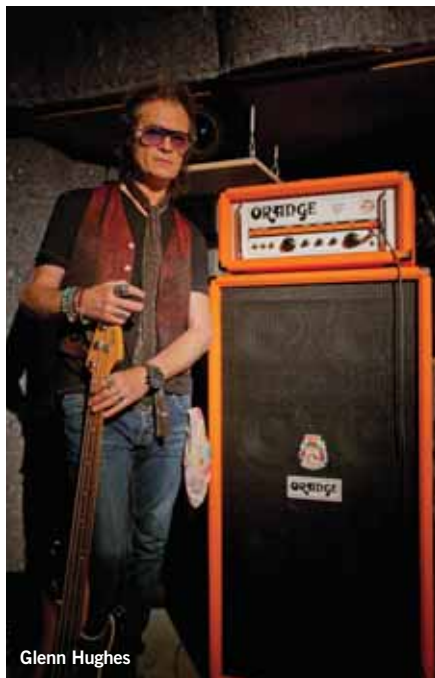
**Demonstration by Chris Poland & Robby Pagliari**  
Eminence Speaker  
Booth 4334

**Scott Ian, Chris Broderick, David Ellefson, Mike Portnoy, Chuck Billy and John Tempesta**  
Fender  
Booth 304

**Dirty Loops performs.**  
Korg USA  
Booth 6440

**High South performs.**  
Prime Studio  
Booth 7605

**Mark Holcomb & Spencer Sotelo**  
Paul Reed Smith Guitars  
Demo Room 210AB



**Glenn Hughes**  
Orange Amplification  
Booth 4890

**Brooke Hogan**  
Samick  
Booth 4621

**Signing with Red Jumpsuit Apparatus**  
Steve Clayton  
Booth 4690

### 2:30 P.M.

**Mona Mae**  
AMV Sales & Consultation  
Booth 4706

**Paul Waggoner**  
Mojotone  
Booth 4599

### 3:00 P.M.

**Dani Poppitt**  
AMV Sales & Consultation

Booth 4706

**Signing with Dan Spitz, Dan Jacobs and Mark Pell**  
Cleartone Strings  
Booth 4750

**Zane Carney**  
Taylor  
Booth 213ABC



Rob Trujillo

**Meet and greet with Lee Sklar, Phil X, Robert Trujillo, Wolf Hoffmann, Stu Hamm and Devin Townsend**  
Framus & Warwick  
Booth 4576

### 4:00 P.M.

**Michael Gallant**  
Nord  
Booth 6464

**Ty Tabor**  
Orange Amplification  
Booth 4890

**Alex & Sierra**  
Taylor  
Booth 213ABC

### 5:00 P.M.

**Charlie Parra del Riego**  
Dunlop  
Booth 4568



Boyce Avenue

**Boyce Avenue**  
Taylor  
Booth 213ABC

**Nathan East**  
TC Electronic  
Booth 5930



# NAMM | U

**Saturday**  
January 24, 2015

Featuring the 2015 TEC Awards!

## This Morning's NAMM U Breakfast Session

### NAMM Presents Apple Co-Founder Steve Wozniak

**FREE Grab-and-Go 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*

Technology icon Steve "Woz" Wozniak co-founded Apple in 1976 and is the mind behind the US Festival and countless technological innovations, including the Apple I and II computers and the universal remote control. He'll share insights on innovation, the creative process and entrepreneurship that you won't hear anywhere else. Limited seating. Get there early!

## Today's H.O.T. Zone Keynote

### John Meyer of Meyer Sound

**11 a.m., The Forum on Level 2 (203 A-B)**

Meyer Sound Laboratories President and CEO John Meyer started attracting public attention with his invention of the intriguing Glyph loudspeaker. Among Meyer's more notable achievements are dedicated loudspeaker processing, arrayable trapezoidal cabinets, advanced phase correction circuits, SIM source independent measurement systems, wide bandwidth parabolic transducers, directional subwoofers and PSAC (Pressure Sensing Active Control) as incorporated in the X-10 linear control room monitor. In 2014, he was inducted into the TEC Hall of Fame.

## NAMM Idea Center Spotlight

### Now What Do I Do About My Website?

**Noon–1 p.m., NAMM Idea Center, Booth #5501**

Is your website working for you? In this double session, a panel of expert retailers will discuss signs that your website needs an overhaul or an update, if you should do it yourself or hire a pro, how much a good website can run you and more. Join Grant Billings of Steinway Piano Gallery and his panel. These retailers have been in your shoes and are making their websites work for them.



Check out the entire schedule of NAMM U and H.O.T. Zone sessions on the NAMM App, available for download from your mobile device's app store, or visit [namm.org/thenammshow](http://namm.org/thenammshow).

**96,000+**  
Registrants

**1,500+**  
Exhibiting Companies

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Countries Represented

**4**  
Days

JANUARY 22-25, 2015 • ANAHEIM, CALIFORNIA

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

# SCHEDULE

SATURDAY, January 24, 2015

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.



Stanley Randolph & No Wonder will play the NAMM GoPro Stage, 6 p.m.



James Harding on modernizing your lesson program, 1 p.m.

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## Hiring Retail Superstars

**Robin Sassi & Kimberly Deverell**  
*San Diego Music Studio*

Robin Sassi and Kimberly Deverell of San Diego Music Studio show you how to never make a bad hire again with quick and easy hiring and interview strategies.

3:30 P.M.

## Make Your Marketing Relevant for 2015

**Brian Douglas,**  
*Cream City Music*

Appeal to the most hardened customers and rethink the way you present your retail business in-store, online and on social media with this session led by Brian Douglas, president and CEO of Cream City Music.

4:00 P.M.

## Good Debt is a Good Thing

**Alan Friedman & Daniel Jobe,**  
*Friedman, Kannenberg & Co.*

Music retail financial gurus Alan Friedman, CPA, and Daniel Jobe of Friedman, Kannenberg & Co. reveal how debt can be used strategically to boost sales, increase cash flow, minimize interest charges and avoid costs from aging inventory.

4:30 P.M.

## Keep Your Rock Camps Rolling All Year Long

**Menzie Pittman, Contemporary Music Center; Billy Cuthrell, Progressive Music Center**

Menzie Pittman of Contemporary Music Center and Billy Cuthrell of Progressive Music



Shane Kinney on growing your YouTube presence, 11 a.m.



Grant Billings on maintaing websites, 12 p.m.

Center show you how to increase enrollment, customers and revenue by running rock camps long after the summer season ends.

5:00 P.M.

## Ideas to Boost Your School Business With Tech Products

**Jeff Mozingo, Mozingo Music; John Mlynczak, PreSonus**

Jeff Mozingo of Mozingo Music and John Mlynczak of PreSonus highlight successful ideas for increasing sales with custom technology solutions for local schools.

6:00 P.M.

## Stanley Randolph & No Wonder NAMM GoPro Stage on the Grand Plaza

Listen in as Stanley Randolph and No Wonder featuring the Stevie Wonder Band rock the plaza with special guest singers, including Grammy-award winning producer Kenneth Whalum and recording artist Shoshana Bean.

7:00 P.M.

## 30th Annual TEC Awards

**Hilton Anaheim Hotel, Pacific Ballrooms**  
Nominees across 30 categories will be

honored for creative and technical excellence. Hall of fame inductees include bassist Nathan East and engineer-mixologist Ed Cherney. Must have ticket to enter.

7:00 P.M.

## Muriel Anderson's All-Star Guitar Night

**Marriott Anaheim, Grand Ballroom**  
This guitar-centric event brings together a myriad of talented artists to raise money so disadvantaged youth can have access to musical instruments and education.

# Piano Manufacturers Association International & the National Piano Foundation

- [www.PianoNet.com](http://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



**(972) 233-9107 ext. 211**

**[www.pianonet.com](http://www.pianonet.com)**

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SATURDAY, January 24, 2015

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.



Catch Steve Wozniak at today's Breakfast Session, 8:30 a.m.

**BREAKFAST SESSION**  
8:30 A.M. – 9:30 A.M.  
**NAMM Presents Apple Co-Founder Steve Wozniak**  
*Steve Wozniak,*  
*Co-Founder of Apple*

*Hilton Anaheim Hotel, Pacific Ballrooms*  
Wozniak co-founded Apple in 1976 and is the mind behind the US Festival and countless technological innovations, including the Apple I and II and the universal remote control. He will share insights on innovation, the creative process and entrepreneurship. Limited seating. Free breakfast served from 8-8:30 a.m. on a first-come, first-served basis.

**10:30 A.M.**  
**The 10 Commandments of Selling on Amazon and eBay**

*Leslie Faltin,*  
*Instrumental Music Center*

Leslie Faltin, co-owner of Instrumental Music Center, explains how to grow your retail business, increase sales and expand your customer base by creating a secondary income stream selling on Amazon.com and eBay.

**11:00 A.M.**  
**How I Got 7 Million Views on YouTube**

*Shane Kinney,*  
*Drum Center of Portsmouth*

Throw out your misconceptions and learn to create effective videos for YouTube as Shane Kinney, owner of Drum Center of Portsmouth, explains his best practices for video marketing and why it is vital to your company's success.

**11:30 P.M.**  
**Merchandise Your Store for a Bigger "Wow" Factor — and Bigger Profits**

*Gayle Beacock,*  
*Beacock Music*

Join Gayle Beacock of Beacock Music, NAMM's 2014 Top Merchandising Display winner, for this high-energy session where



TEC Awards, 7 p.m.



Muriel Anderson's All-Star Guitar Night, 7 p.m.

effective store design is broken down to a science.

**12:00 P.M.**  
**Now What Do I Do About My Website? (Double Session)**

*Grant Billings,*  
*Steinway Piano Gallery*

Moderator Grant Billings of Steinway Piano Gallery and his panel of expert retailers discuss potential signs that your website is in need of an overhaul or update and whether you should do it yourself or hire a pro.

**1:00 P.M.**  
**Modernize Your Lesson Program Today**

*James Harding,*  
*Gist Piano Center*

James Harding, president of Gist Piano



Jeff Mozingo on boosting school business with tech products, 5 p.m.

Center, explains how modernizing your lesson program can reduce overhead, stabilize income and build critical word-of-mouth advertising for your teachers and store.

**1:30 P.M.**  
**Drive Sales With Mobile Marketing**  
*Ravi,*  
*Mobile Marketing Expert*

Ravi, mobile marketing expert, discusses how mobile marketing with location technology helps a music retailer reach potential customers the moment they are most interested.

**2:00 P.M.**  
**Simple Tech Tools to Boost Your Profits**

*Billy Cuthrell,*  
*Progressive Music Center*

Billy Cuthrell of Progressive Music Center

explores the latest tech tools and how they can help solve common issues. Learn to improve productivity and put money back into your bottom line.

**2:30 P.M.**  
**5 Proven Tactics for Indie Retail Growth**  
*Amy Ball Braswell,*  
*Capo's Music Store*

Amy Ball Braswell, co-owner of Capo's Music Store, offers her five best ideas for maintaining retail growth that turned her fledgling store into a NAMM Top 100 dealer in just five years.

**3:00 P.M.**  
**5 Simple Tactics for Finding and**

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#DANGELICONAMM  
**WIN**  
VISIT OUR BOOTH 210C  
FOR YOUR CHANCE TO WIN  
A D'ANGELICO GUITAR!

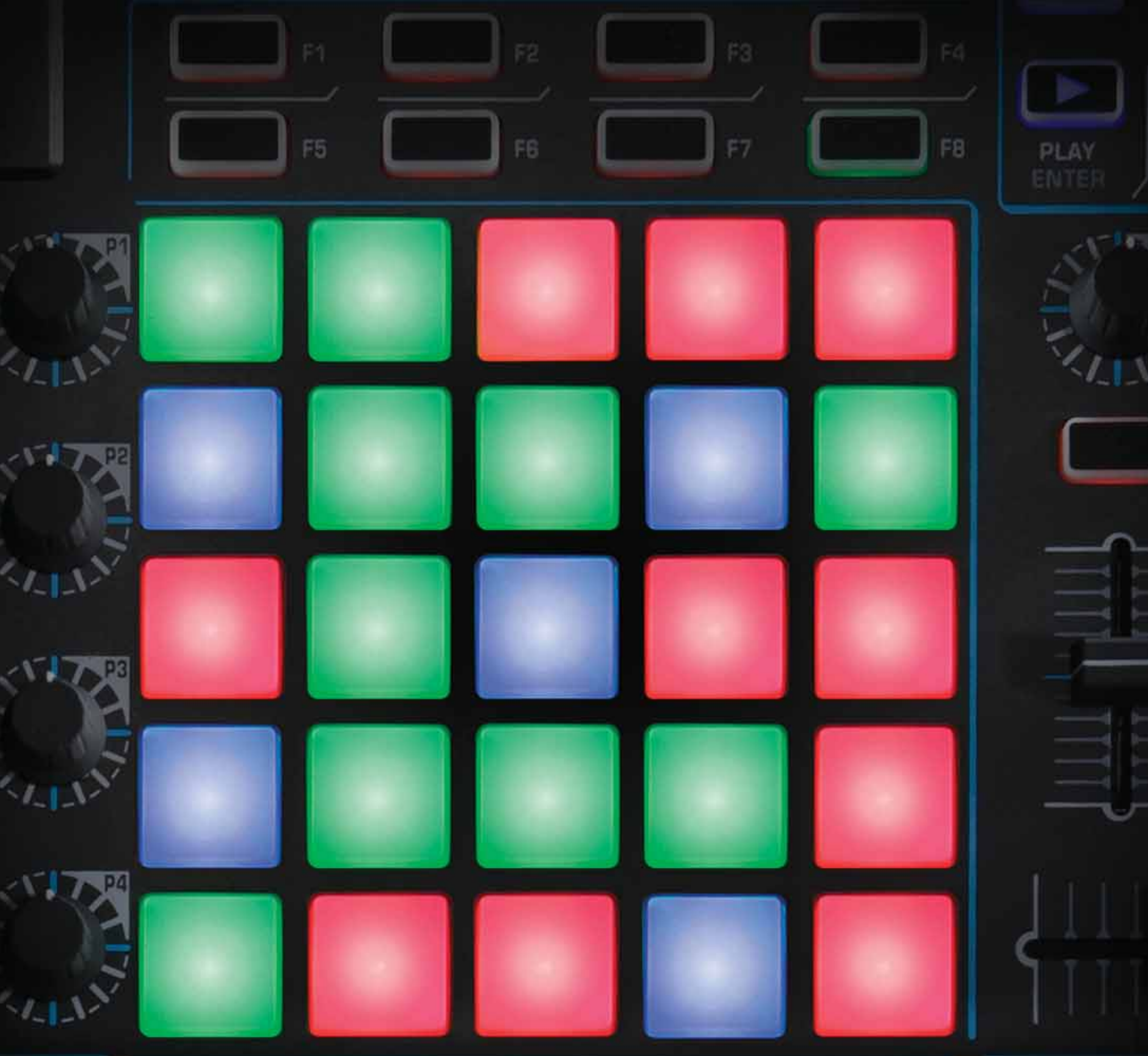
## NEW FOR 2015

### THE LEGACY OF D'ANGELICO GROWS.

We are proud to introduce a brand new line of acoustic instruments to the D'Angelico family for 2015. These guitars cover a wide range of shapes and sizes, from dreadnought to archtop to jumbo—even an acoustic bass. Expertly-crafted and equipped with the Fishman INK-4 onboard preamp and pickup system, the new acoustic series is an exceptional addition to the D'Angelico legacy.



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