

UpBeat

The Official **NAMM** Show Publication

DAILY



1

Hot NAMM!

Welcome to the final day of The NAMM Show 2015. The stars have been out all weekend, the aisles have been jam-packed and the attitude toward business for the coming year is downright upbeat. Here are a few of the stars we hope you saw during the show.

1. Rickey Medlocke (left), Robert Randolph, Johnny Van Zant and Anthony Hall of Lynyrd Skynyrd perform at Peavey's 50th anniversary party Thursday night. 2. Trumpeters Rick Baptist (left) and Jon Faddis take a short break from greeting visitors and well-wishers at the Schilke booth yesterday morning. The two Schilke artists are longtime friends. 3. Apple co-founder Steve Wozniak (left) chats with NAMM President and CEO Joe

Lamond during yesterday's Breakfast Session. 4. Cory Henry of Snarky Puppy performs on the new Kronos and ARP Odyssey at Wednesday's Korg product preview. 5. Mindi Abair performs Friday night during the 2015 She Rocks Awards, where she was also an award recipient. 6. George Clinton & Parliament Funkadelic rock the GoPro Stage at the John Lennon Educational Tour Bus Imagine Party on Friday night.



2



3



4



5



6

BREAKFAST SESSION



Join six retail experts for Best In Show, the final NAMM U. Breakfast Session. Moderated by *Music Inc.* Publisher Frank Alkyer, find out what the pros thought were the best products and services launched during The NAMM Show.

Best In Show
Page 30



Gator Trays It
Page 4



T-Rex Goes Outlaw
Page 4



Kohala's Complete Package
Page 20

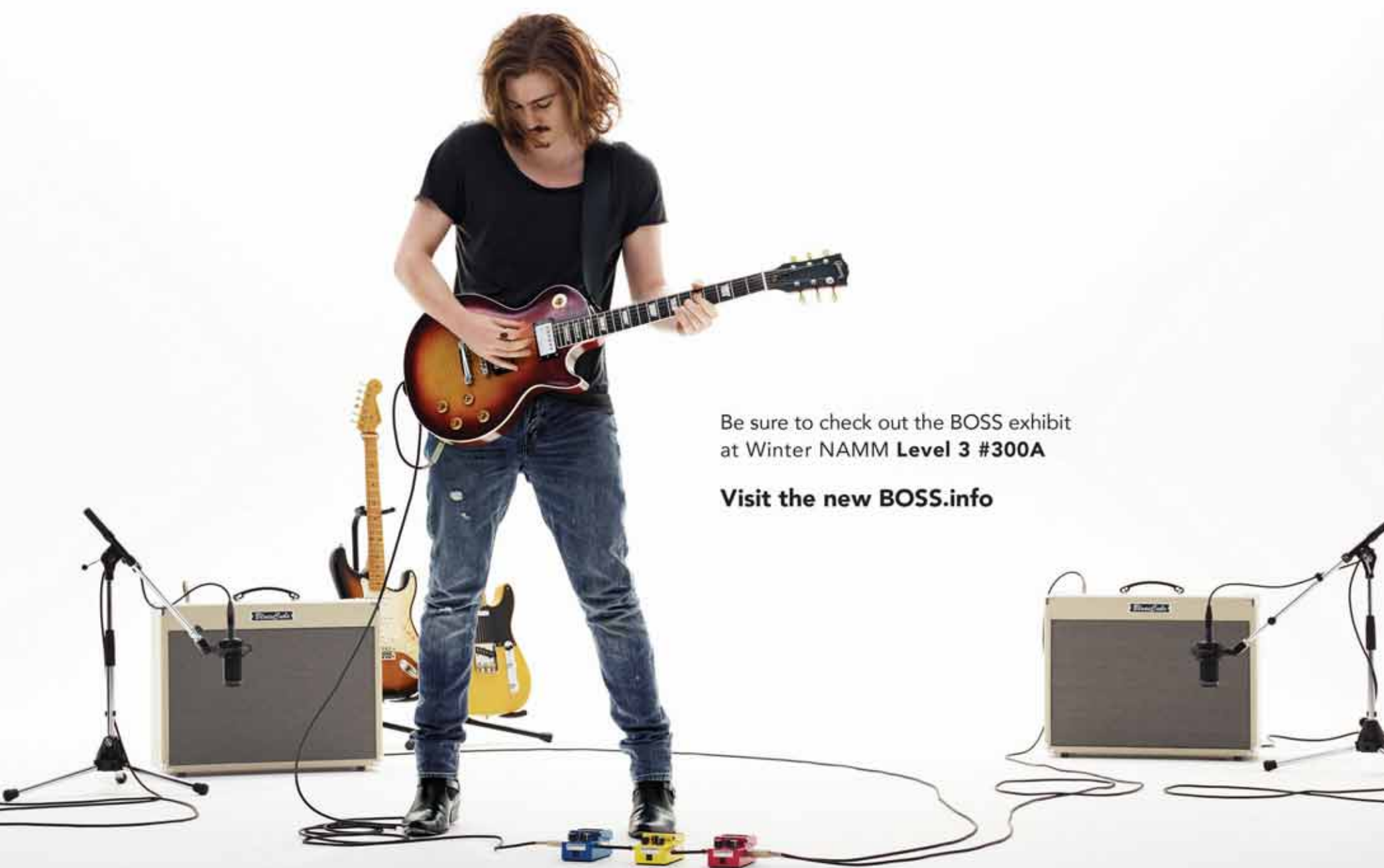


Jupiter's Online Community
Page 26



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.



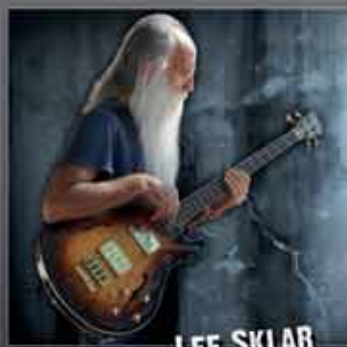
Be sure to check out the BOSS exhibit
at Winter NAMM **Level 3 #300A**

Visit the new **BOSS.info**

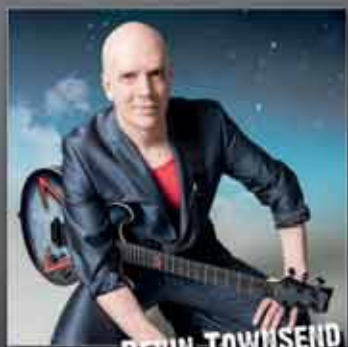
FEEL AND HEAR OUR TRADITION OF GENUINE QUALITY AND CRAFTSMANSHIP.
VISIT OUR BOOTH HALL C BOOTH 4576



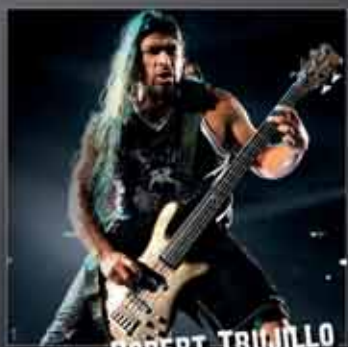
PHIL X



LEE SKLAR



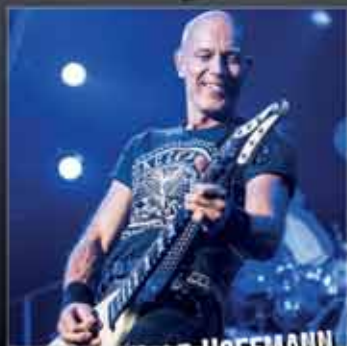
DEVIN TOWNSEND



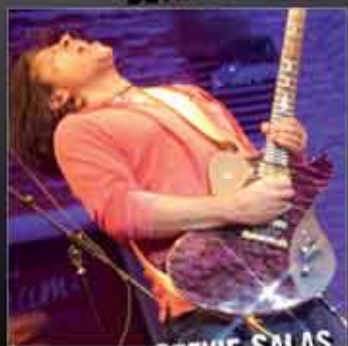
ROBERT TRUJILLO



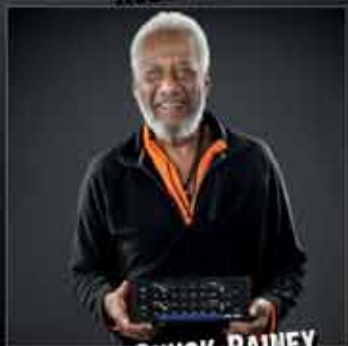
STU HAMM



WOLF HOFFMANN



STEVIE SALAS



CHUCK RAINEY

Framus[®]
 TRADEMARK
 SINCE 1946

Warwick[®]
 Bases, Amps & Rock'n Roll.

the **NAMM**[®]
 show¹⁵

The first Carbon-Neutral Company in the Music Industry
 Family Owned - Solar Powered - Sustainably Manufactured in a Green Environment
www.warwickbass.com www.usmusiccorp.com
sales.support@usmusiccorp.com www.facebook.com/warwickframus

ClimatePartner[®]
 climate neutral
 Instrument ID: 41117-3212-1002



DIN 14007
 DIN 18001



ISO 50001



From left: NAMM Chairman Larry Morton, Michael Doyle, Paul Decker, Joe Castronovo, Greg Deering, Ron Losby, Brian Reardon, Peter Sides, Martin Szpiro and NAMM president and CEO Joe Lamond.

New NAMM Board of Directors Elected

At yesterday's Annual Meeting of Members, NAMM's voting members elected a new group of members to the association's Board of Directors. The eight new directors joining the board for 2015–2018 are:

Joseph Castronovo, Korg USA

Castronovo is president of Korg USA, a distributor of electronic products, fretted instruments, percussion and pianos/organs. He is on the board of advisors for the Don Johnson Music Industry Service Award, serves on the executive committee of the Guitar and Accessories Marketing Association and is a member of the Music Distributors Association.

Paul Decker, Music Villa

Decker is the owner of Music Villa, a full-line combo dealer based in Bozeman, Montana. His store is a four-time NAMM Top 100 Dealer and has been recognized in the Top 100 "Best Of" categories. Paul is a member of the Alliance of Independent Music Merchants and also serves on the

group's marketing committee.

Greg Deering, Deering Banjo Company

A native San Diegoan, Deering is the founder of the Deering Banjo Company, a banjo manufacturer based in Spring Valley, California.

Michael Doyle, Guitar Center

Doyle is senior vice president of guitars, amplifiers and accessories at Guitar Center, a musical instrument retailer with locations across the United States, based in Westlake Village, California.

Ron Losby, Steinway & Sons

Losby is the president of Steinway & Sons, a manufacturer of pianos based in Long Island City, New York. He is a member of the National Piano Foundation.

Brian Reardon, Monster Music

Reardon is president of Monster Music, a full-line retailer of musical products based in

Levittown, New York. His company received the Music Inc. Magazine Retail Excellence Award in 2009 and was named a NAMM Top 100 Dealer in 2011, 2012 and 2014.

Peter Sides, Robert M. Sides Family Music Centers

Sides is the third-generation president of Robert M. Sides Family Music Centers, a full-line dealer with four locations based in Williamsport, Pennsylvania. He is a member and past board of director for the National Association of School Music Dealers, a member of the Alliance of Independent Music Merchants and the Omega Research Group, and a past board member of the Museum of Making Music at NAMM.

Martin Szpiro, Jam Industries

Szpiro is the president and CEO of Jam Industries, the parent to 12 North American distribution and manufacturing companies (including US Music, American Music & Sound and Ashly), based in Montreal, Canada.



Philippe Depallens (left), vice president of Ultimate Ears, and Craig Jones, COO of United Sciences, on the show floor yesterday.

Ultimate Ears Scans Ear Canals for a Custom Fit

Ultimate Ears, in partnership with United Sciences, has installed four eFit Stations at its booth, inviting attendees of The NAMM Show to have their ear canals digitally scanned for custom-fit ear pieces for in-ear monitor use.

"We found scanners that are able to scan an ear impression and convert it to a digital form," said Philippe Depallens, vice president and general manager of Ultimate Ears. "Now you can send an email with your ear impression.

"Our products start at \$399 and go all the way up to \$1,500. The difference is the sound signature that each product has and the number of speakers that we put in the product. So, the entry level has two in each ear, and the top of the line has six speakers in each ear, and you can test everything in between."

To allow customers to test its products in-store, Ultimate Ears has introduced the Ultimate Ears Live Demo — a simulator box that attaches to a tablet and lets customers hear different in-ear monitor variations through the same set of headphones.

🛒 [Ultimate Ears \(ultimateears.com\)](http://Ultimate Ears (ultimateears.com))



At the On-Stage Stands booth on Friday, from left: Ann Hennessey, President James Hennessey, Senior Vice President of Sales and Marketing Sharon Hennessey and Vice President of Operations John Hennessey

On-Stage Honors Top Performers

On-Stage held a VIP party and award ceremony at its booth Friday evening to honor the company's top-performing dealers and distributors of 2014. Robert M. Sides Family Music Centers and West Music won awards for Outstanding AIMM

Dealer. Madrid Musical won the award for Outstanding Territory Growth, and Pro Music Australia won the award for Outstanding Category Coverage. The award for Distributor of the Year went to SF Marketing.

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



Gator Frameworks Accessory Tray Attaches to Any Mic Stand

Gator Cases has released the Microphone Stand Accessory Tray, which is made of a lightweight molded plastic and is compatible with standard microphone and similar-size stands.

The Microphone Stand Accessory Tray joins the Gator Frameworks line of stands and support systems. It provides a convenient spot for small items like cell phones, keys, set lists and even a beverage. The tray also includes a pick clip tab on one side to hold multiple guitar picks. Designed for virtually any performer, the Microphone Stand Accessory Tray secures with an easy-to-use clamp mount.

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



Jeremy Stern (left) and Erik Lind showcase the new Outlaw Effects pedals at the Musiquip booth yesterday.

Outlaw Effects Launches Fuzz, Boost Pedals

Outlaw Effects has introduced Five O'Clock Fuzz and Boilermaker Boost, a pair of analog guitar pedals.

Five O'Clock Fuzz offers rich, cascading sustain with crisp attack and subtle compression, delivering a wide array of fuzz tones in a compact package. It covers sounds from waxy-smooth, violin-like sustain to grittier tones with razor-sharp bite. MSRP: \$60.

Boilermaker Boost provides pure, transparent boost in a compact format. Whether you're looking to add harmonic content, enhance your tube amp or other effects in your chain, or simply strengthen your signal, the Boilermaker gives the kick you need. MSRP: \$60.

Both pedals feature true bypass switching to maintain the purity of your clean tone. They are housed in a micro-sized, durable aluminum alloy chassis and feature a staggered input/output design for a minimum footprint.

🛒 [Outlaw Effects \(outlawguitareffects.com\)](http://Outlaw Effects (outlawguitareffects.com))



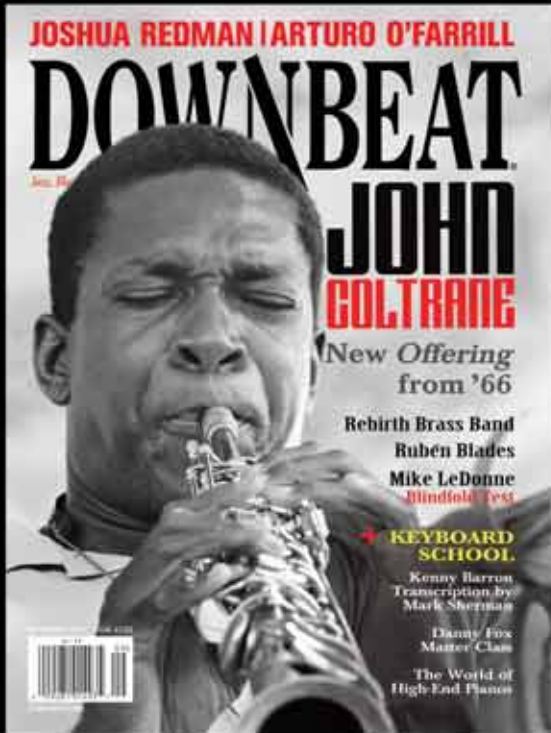
NAMM 2015 • Booth 6320

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

Join us on facebook | www.neutrik.com | www.experience-neutrik.com

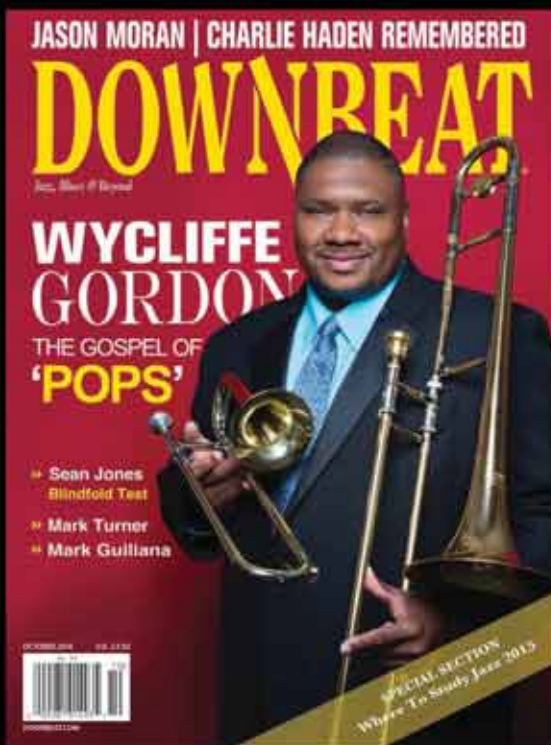
NEUTRIK

SETTING STANDARDS SINCE 1975



COVERING THE BEST IN JAZZ, BLUES & BEYOND

CARRY DOWNBEAT IN YOUR STORE



TO ORDER DOWNBEAT
FOR YOUR STORE:

CONTACT

SUE MAHAL
630-941-2030
SUEM@DOWNBEAT.COM



Imported
ALL THE WAY
from THE 1930s.



Discover vintage tone with strings made to harmonize with your guitar's wood. Visit martinstrings.com for details.

Hall B Booth #5454

BRIEFS

PRS Archon Amp Line Takes on Life of its Own

Paul Reed Smith has added 50-/25-watt and 25-/13-watt versions to its Archon line. The Archon's fierce, rich and articulate gain tones are notable. However, with the introduction of these lower-wattage versions, it has taken on a life of its own because of its versatile and dulcet clean tones.

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



Orange Keeps Cables Untangled

Orange Amplification's new Orange Twister Cable solves the problem of instrument cables twisting, tangling and kinking. The new cables provide freedom of movement on stage without the hassle of cables knotting up. The noiseless cable incorporates a rotating coupling device with a built-in ball bearing race, which rotates and prevents kinking, twisting and damage.

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



Washburn Presents Woodcraft Acoustics

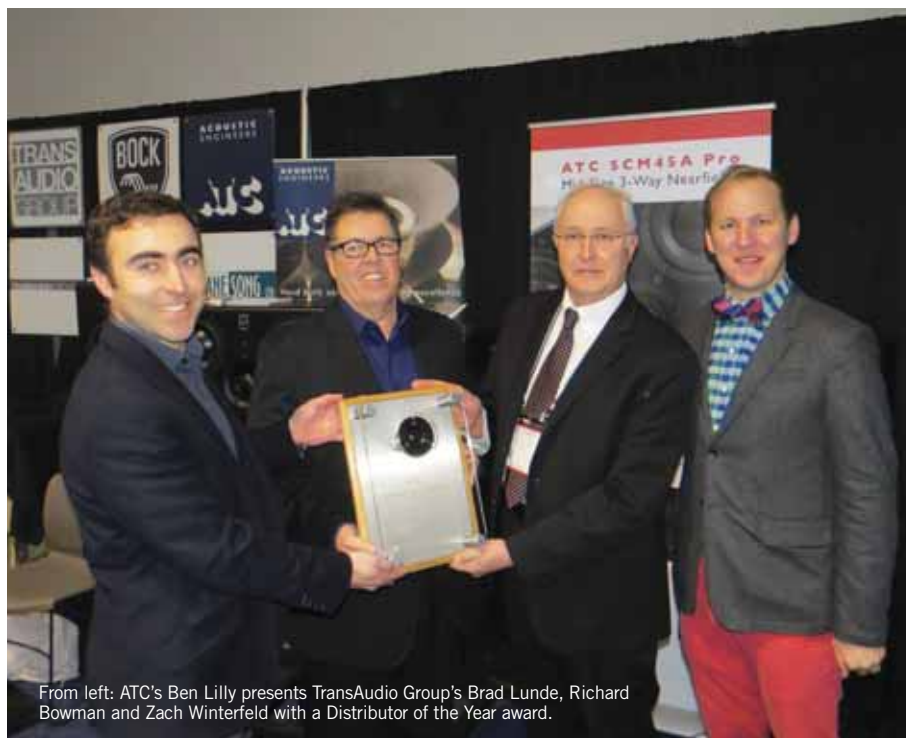
Washburn Guitars' new Woodcraft series of acoustics include the exotic back and side woods of zebrawood, spalted maple and koa with matching headstocks, bridges and pickguards, plus a maple fretboard on select models. The new series consists of 12 models available as dreadnought or dreadnought cut-away with electronics.

🛒 [US Music Corp. \(usmusiccorp.com\)](http://USMusicCorp.com)

Hohner Launches AC03T Guitar

As part of the new A+ line of student-sized steel and nylon string guitars, Hohner announced the new "Fun-Damentally Different" AC03T three-quarter-size nylon string guitar with a convenient, low-profile on-board tuner. The tuner is strategically located on the top bout, making it easy to view in playing position. By pushing one button, the chromatic tuner can be activated.

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



From left: ATC's Ben Lilly presents TransAudio Group's Brad Lunde, Richard Bowman and Zach Winterfeld with a Distributor of the Year award.

ATC Crosses the Pond To Unveil Active 3-Way Reference Monitor

During a press conference Friday, English loudspeaker manufacturer ATC made its first appearance at NAMM and its first showing in the United States to unveil the SCM45A active three-way reference monitor. This model fits between ATC's SCM25 and SCM50 models to satisfy any loudspeaker needs.

"I think engineers, producers and broadcasters worldwide rely heavily on our products and will really appreciate the balance of sound from the small models all the way through to the largest, install-type, three-way systems," said Ben Lilly, engineering applications sales manager for ATC. "We believe strongly that final loudspeaker performance is dictated by the quality of components we use."

While the SCM45A features a new design, it shares many of the same features as the SCM25A, said Lilly. What's unique however, is that the new loudspeaker is the first three-way to integrate ATC's proprietary

dual-suspension tweeter. This model is therefore the first three-way to feature all ATC components, according to Lilly.

ATC also took a moment during its press conference to thank TransAudio Group, its U.S. distributor, and recognize the company's dedication to ATC's success by presenting them with a Distributor of the Year award and ceremonial plaque.

Brad Lunde, president of TransAudio Group, spoke briefly regarding his appreciation for the passion shown by ATC and its owner Billy Woodman's vision. ATC products are not flashy or about cosmetics, but rather for working people who expect performance, according to Lunde.

"One of the things I like best about ATC is that it's not the typical corporate story," said Lunde. "I love the fact that they create things that are different, and they can do it all within their own shop."

🛒 [ATC \(transaudiogroup.com\)](http://ATC.com)



NAMM Holds Day of Service

NAMM enlisted more than 50 members of the musical products community to do something great on Tuesday before the NAMM Show began. The association dedicated a day of service at John Marshall Elementary School in Anaheim, California, to inspire students, donating a day of teaching,

\$10,000 and 12 guitars to the school's re-introduced music program. Back row, from left: NAMM's Mary Leuersen, Principal Louie Magdaleno, Superintendent Dr. Linda Wagner, NAMM's Joe Lamond and music teacher Julie Ernst with students.

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

Kala Creates 2-in-1 Ax

The Guitarlele, Kala's new hybrid instrument, is ideal for guitar players looking for a travel guitar as well as ukulele players exploring guitar for the first time.

The six-stringed instrument is tuned to A-D-G-C-E-A and projects a bright, full tone, similar to capoing up on the fifth fret of a regular guitar. A solid spruce top and koa back and sides project a full, rich sound that makes the Guitarlele a suitable choice for players seeking to add a new voice to their sound repertoire.

Additional features include a mahogany binding and rosette, and a slotted headstock with koa cap.

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



SONAR Is 1st Cakewalk Launch Under Gibson Fold

Software developer Cakewalk has released SONAR, the first product launch since the company was acquired by Gibson last August.

SONAR is a new model for buying and owning software, with a "Membership" model being introduced for the first time. Each copy of SONAR ships with a 12-month Membership, letting customers get updates, content, tutorials and more. But unlike "subscription" models, after 12 months, anything acquired during the Membership is fully authorized and never expires — regardless of whether Membership is renewed.

Monthly payment options have also been introduced for new purchases and membership renewal at lower, traditional upgrade pricing.

"We really wanted to create a way to deliver a new experience to customers that also complements our development process," said Michael Hoover, president of Cakewalk. "The new membership model will be a great way to deliver even more value to musicians."

Under the Gibson fold, Cakewalk has gained a new headquarters in Boston, Massachusetts, as well as increased staff. The company has seen greater visibility in the United States and abroad, thanks to Gibson's global dealer network.

SONAR X3 was released right after the announcement that Gibson was set to acquire Cakewalk. Despite some skepticism in the community, SONAR X3 has been the best-selling release in the SONAR X series.

🛒 [Cakewalk \(cakewalk.com\)](http://Cakewalk.com)

DMS800

DIGITAL WIRELESS
MICROPHONE SYSTEM



Even more digital.

- › Now with digital audio outputs DANTE and AES EBU
- › Interchangeable microphone heads
- › HiQnet network remote control and monitoring
- › Digital wireless audio transmission
- › 155 MHz ultrawide frequency range
- › 512-bit encryption

It's tough to follow a star performer. The new AKG DMS800 nails it. Successor to the DMS700 V2, the new DMS800 wireless microphone system offers everything that made its predecessor an outstanding performer and adds features to deliver more versatility than ever before. These include two digital audio outputs – for DANTE and AES EBU, improved design and mechanics for the DHT800 handheld transmitter and interchangeable microphone heads.



DRUM SET SESSION I

HIGH-PERFORMANCE
DRUM MICROPHONE SET



The total package.

- › Five dynamic and two condenser microphones
- › All microphone clamps and stand adapters
- › Roadworthy aluminum carrying case

K553 PRO

CLOSED-BACK
STUDIO HEADPHONES

For monitoring and mixing.

- › Advanced closed-back technology
- › 50 mm transducer
- › Low impedance
- › 2D-axis fold-flat mechanism



BRIEFS



Fishman ToneDEQ Now Available

The ToneDEQ Acoustic Instrument Preamp and the Neo-Buster Soundhole Pickup Feedback Buster from Fishman are now available to all of its dealers.

A complete solution for acoustic musicians, the ToneDEQ combines a high-quality preamp, dual effects section, tone controls, a compressor, level booster and a balanced DI in one device.

End-to-end analog circuitry from preamp to output in the ToneDEQ provides a richer tonal quality.

Fishman (fishman.com)

Ibanez Delivers a Premium Bass

Ibanez's new SR1406TE-VNF is a six-string bass boasting "neck-through" construction for optimum tone, sustain and stability. As part of the Ibanez Premium line, it delivers "Performance Beyond Expectation" at a friendly price.

The bass features a figured maple top and mahogany body combination that produces a full-balanced tone. The Vintage Natural Flat finish allows the body to resonate more freely and creates an elegant, understated look.

Ibanez (ibanez.com)



Reverend Expands Tricky Gomez Line

Reverend has expanded its Tricky Gomez model to include a P90 version.

The Tricky Gomez pays tribute to the off-brand semi-hollowbody guitars from the 1960s. It has a routed korina body with a solid maple top made to sound like a vintage guitar but play like a modern one. The model comes with a rosewood neck, a Bigsby B-70, roller bridge and tortoise pickguard.

Reverend Guitars (reverendguitars.com)

Peavey VYPYR Pro 100 Creates Tube-Sounding Distortion

By using analog distortion, Peavey's VYPYR Pro 100's digital processor has the ability to offer almost limitless combinations of additional stompboxes, rack effects, amplifiers and instrument models. The result is an overall better tonality.

Peavey Electronics (peavey.com)

Yamaha Keyboard Division Announces Clavinova CLP Online Sales Initiative

Yamaha's Keyboard Division announced an online sales initiative for Clavinova CLP keyboards during its dealer meeting Friday morning in the Marriott. The new program, based on a partnership with e-commerce technology company Shoptron, was presented in the context of the company's mission to become a world-class marketing organization and the importance Yamaha places on innovation.

All online Clavinova CLP sales will be fulfilled through local authorized dealers based on the consumer's zip code. A "buy online" button will appear on usa.yamaha.com, and Yamaha will allow authorized dealers to put the same feature on their websites. The target start date for online sales is Feb. 23.

"It's anybody's guess as to how many people are interested in buying the Clavinova online, but we're pretty certain that all of our customers want to at least be able to shop for it online," said Dane Madsen, Digital Piano marketing manager. "It's their inability today to actually shop for Clavinovas online that is a source of frustration for them. We want to modernize the shopping experience for today's Clavinova customer because, quite frankly, it's a little antiquated. If you can't go online, learn about

the product and learn about what this product might cost you, that's not a modern shopping experience, and we're here to change that with our Shoptron partnership."

Bob Heller, national sales director, elaborated on the program after the meeting. "The crux of all of this is local dealer fulfillment," Heller explained. "So, the real goal here is giving Clavinova customers the opportunity to shop online, transact online and

be fulfilled by the local Yamaha dealer, who then has the opportunity to offer in-store services and has ownership of the customer for trade-ups and lesson programs."

During a brief awards presentation, Music Exchange of San Francisco was named Yamaha Keyboard Division's Dealer of the Year, and Mike Greene of Greene Music Center in San Diego received the Legacy Award.

Yamaha (usa.yamaha.com)



Receiving the Yamaha Keyboard Division Dealer of the Year Award are (front row, from left) Music Exchange's Yesenia Catalano, Robert Catalano, Bill Kloos, Julianne Kloos and Gary Egger, joined by (back row, from left) Yamaha's Tom Sumner, Paul Calvin and Bob Heller.

Hal Leonard Launches Guitar Player Book



Hal Leonard celebrated the release of *Guitar Player: The Inside Story of the First Two Decades of the Most Successful Guitar Magazine Ever* with a photo op at its booth on Friday. The book is edited by Jim Crockett, pictured center, the first publisher and editor of *Guitar Player*. From left: Hal Leonard's John Cerullo and Keith Mardak, Crockett, current editor-in-chief of *Guitar Player* Mike Molenda and Hal Leonard's Larry Morton.

PMC Teams With Larkin for Contest

The Percussion Marketing Council held a press conference on Friday afternoon in the Sabian booth to announce that Godsmack drummer Shannon Larkin is the International Drum Month Celebrity Artist, and that he will participate in PMC's Roadie For A Day campaign and contest.

PMC has moved International Drum Month from November to May. Stacey Montgomery-Clark, vice president of marketing for Sabian, said, "May has been identified as the best month for kicking off in-store-related promotion that also ties into the summer tour schedules."

PMC (playdrums.com)



Gretsch Expands Renown Series

The Renown Birch series is designed to meet the expectations of players looking for a high-performance kit delivering articulate, clean and cutting tones whether on tour or in the studio.

Renown Birch drums feature six-ply birch shells with 30-degree bearing edges and are available with gloss and satin finishes with a natural interior shell. Snare and individual drums will be available separately.

Gretsch Drums (gretschdrums.com)



Posing with a promotional display of Godsmack drummer Shannon Larkin are, from left: Dustman & Associates' Karl Dustman, Yamaha's Dave Jewell, Sabian's Stacey Montgomery-Clark, Hal Leonard's Brad Smith and Progressive Music Center's Billy Cuthrell.

JUST

PLAY

Brought to you by **NAMM**
Foundation®



IMPROVE **FOCUS** • INSPIRE **CREATIVITY** • MAKE **CONNECTIONS**

BRING MORE TO **LIFE**

The Realist™ Violin

A Truly Acoustic Amplified Violin



It's you—only louder.

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

RV4Pe and RV5Pe professional models are made with premium choice Carpathian spruce and offer a richer acoustic tone. Professional models come with volume and tone knobs.

"Since I got this violin, it immediately became my main instrument. I really don't know how I lived without it before."
— Anna Bullbrook
The Airborne Toxic Event



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

Integrated Realist transducer ensures the highest acoustic fidelity.

RealistAcoustic.com



NS DESIGN



Tuned in for the Revolution

Kluson's new Revolution "F-Mount" is a one-piece die-cast tuner with a 19:1 gear ratio designed to match original and reissue CBS Fender era instruments.

The tuner uses the same footprint as the original Fender F-tuners, eliminating the annoyance of changing mounting screw

locations.

Owners and repair shops now have high-ratio replacement tuning machines without modification. Revolution "F-Mount" tuners are available in both locking and non-locking models.

🛒 **WD Music Products (wdmusic.com)**

Expand Your Sonic Depth With Samson Resolv RXA10S

Samson's Resolv RXA10S Active Studio Reference Subwoofer brings extended low frequency response to your studio setup.

The RXA10S provides 250 watts of power and a 10-inch butyl-coated woofer with fast recovery and quick transient response for exceptionally tight bass. In addition, premium studio integration features — including filtered outputs, custom crossover control and a wireless remote control — make the RXA10S suitable for any studio.



The included RXA10S remote provides complete wireless control over your monitor setup. Independent subwoofer and full system level controls allow precise adjustments, while one-touch dim and mute functions are also available. For increased flexibility, the RXA10S has both XLR and RCA inputs and satellite outputs for your near-field monitors. It also includes a subwoofer bypass footswitch input and phase switch.

MSRP: \$299.99.

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

Alfred Adds Doors Songbooks

Alfred Music has added new songbooks to its catalog of music from The Doors. Fans can learn guitar parts to The Doors' classic songs with the book and DVD included with *Ultimate Easy Guitar Play-Along: The Doors*. Additionally, guitarists can own a comprehensive collection of this iconic band's catalog with a new compilation songbook, *The Very Best of The Doors*.

With *Ultimate Easy Guitar Play-Along: The Doors*, fans will learn all of the classic guitar parts to The Doors' most memorable songs. To make

learning Robby Krieger's parts both fun and easy, the included DVD contains complete, easy-to-follow video lessons for each song. This DVD may be used with a computer and will allow access to sound-alike and play-along MP3s of every tune, as well as Alfred Music's exclusive TNT 2 software letting users create their own custom mixes for practice. Some titles included are: "Break On Through (To The Other Side),"

"L.A. Woman" and "Light My Fire."

🛒 **Alfred Music (alfred.com)**



VHT Echo-Verb Pedal Combines Delay, Reverb

The easy-to-use VHT Echo-Verb is a delay and reverb pedal with two completely independent sections.

The delay section is completely analog. It features a decay control that simulates a vintage tape echo machine's high-frequency roll-off. The decay control can adjust the repeats from crystal-clear to dark and mellow.

The reverb section is also completely independent, with dwell, tone and mix controls. The reverb is digital, but it's mixed in parallel with the analog signal path, so only

the reverb effect itself is processed by digital circuitry. Each section has completely independent true-bypass switching.

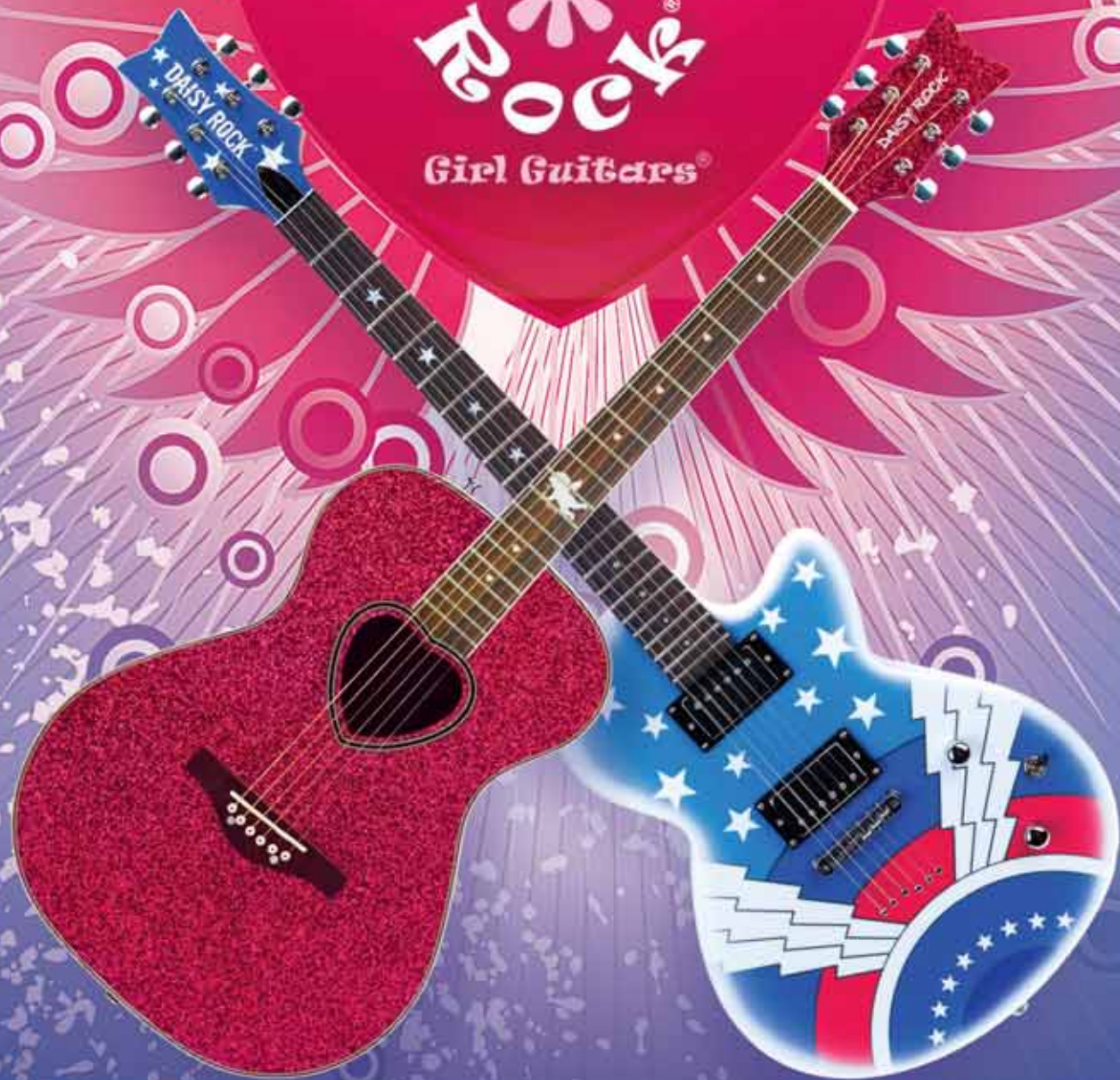
🛒 **VHT (vhtamp.com)**



**BOOTH
#5320**

Our 15th Anniversary!

Daisy
Rock®
Girl Guitars®



★ ★ ★ EMPOWERING GIRL GUITARISTS SINCE 2000 ★ ★ ★

• Lighter Weight • Slimmer Necks • Built for Girls

SHOW-ONLY SPECIAL!

Mention this ad when you place your order at the Alfred Music / Daisy Rock booth (#4618) to receive an additional 5% discount on Daisy Rock Girl Guitars.

Phone: (800) 292-6122
Email: sales@alfred.com
Web: alfred.com/dealer



Plethora of Plectra Picks


The Primetone Sculpted Plectra premium picks line by Dunlop has been expanded from its initial offerings in 2014 with two new shapes and an additional 1.5 semi-round gauge.

The expanded line of Standard, Triangle and Semi-Round shapes contains the Jazz III, with focused speed, precision and articulation, and the Small Tri, which provides additional playing comfort and control.

The Primetone Sculpted Plectra picks glide off strings and bring out the voice and clarity of an instrument. The picks sport hand-burnished, sculpted edges that allow for fast, articulate runs and effortless strumming. The Primetones are

made from Ultex for maximum durability, superior tonal definition and are available in a variety of shapes and gauges.

MSRP: Pack of 3, \$8.42.

 **Dunlop (dunlop.com)**



ACCESSORIES FOR YOUR NECESSARIES. CAPOS. CARE KITS. STRAPS. STRINGS.

== KYSER HANDLES IT® ==



www.kysermusical.com

CONNECT WITH US
KYSER® MUSICAL PRODUCTS



MADE IN THE USA



Booth #5977


ESP Guitars Grows Online Community

In late 2013, ESP Guitars, which is celebrating its 40th anniversary this year, moved its marketing communications priorities away from external social media and put a focus on developing its own online community via the company's website. A year later, tens of thousands of people have registered as members of the ESP community, and the company has rewarded the members making strong contributions to the ESP community with a special incentive program.

"We are still very much involved in social media like Facebook and Twitter, since that's where many of the ESP artists connect with their fans, and we want to stay involved in that area," said Matt Masciandro, ESP president and CEO. "However, we're putting more of our focus on

the ESP site, where we can offer specific benefits to our loyal customers that simply can't be done with traditional social media."

Membership on the ESP web site is free and lets customers interact with the community via online forums, as well as participate in conversations on special photos, video content and news stories the company posts regularly.

 **ESP Guitars (esp guitars.com)**



Free Korg Kronos System Version 3.0 Now Available

In conjunction with the release of the new Kronos, Korg has released Kronos System Version 3.0, available for all existing and future Kronos and Kronos X owners.

The more feature-rich system as included in the new Kronos can be downloaded free of charge and allows nearly all the functionality of the new Kronos, including the ability to add in the new SGX-2 premium piano sound engine.

In addition, Korg is releasing the EXs19 KaPro Private Collection, a "best of" bank of KaPro sounds from many of the diverse Kronos EXs libraries created over the years. It is offered as a free download for new Kronos 2 customers and will be available to owners of the Kronos and Kronos X for \$99.

 **Korg (korgusa.com)**

UpBeat

DAILY

Vol. 62 No. 4 | The NAMM Show | Sunday, January 25, 2015

PRESIDENT
Kevin Maher

PUBLISHER
Frank Alkyer

EDITOR
Katie Kailus

ASSOCIATE EDITOR
David Ball

CONTRIBUTING EDITORS
Ed Enright, Stephen Hall, John Janowiak,
Bobby Reed and Brian Zimmerman

AD SALES MANAGER
John Cahill

ACCOUNT EXECUTIVES
Tom Burns, Ritche Deraney

ART DIRECTORS
Žaneta Cuntová, LoriAnne Nelson

CIRCULATION
Sue Mahal, Evelyn Oakes

ACCOUNTING
Margaret Stevens

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

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

Unleash

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

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

Visit the new Roland.com

 **Roland**[®]



HK Audio's Lucas Nano 600 Crossover P.A. Boasts Flexibility for Performers

HK Audio USA has launched the Lucas Nano 600 for the U.S. market.

Lucas Nano 600 is a crossover P.A. that builds upon the compact size, unique form factor and outstanding sound quality of the Lucas Nano 300.

Lucas Nano 600 relies on a pair of small, powerful (up to 123 dB), back-saving satellite speakers for high and midrange frequencies. The satellites are powered by a dedicated subwoofer with a mixer and frequency-shaping controls built in. This lets the Lucas Nano remain versatile for a wide variety of applications, yet packs down into a small cube. This allows the whole system to

be carried with just one hand.

The Lucas Nano 600 may be used either as a space-saving mono or stereo system by adding the desired speaker pole set. Both configurations produce detailed sound with wide dispersion. In addition, two Lucas Nano 600s can be paired to create an even more powerful P.A., and mixers on each sub duplex to double your mixer inputs.

"This flexibility makes Lucas Nano 600 a superior alternative to conventional full range cabinets and columnar speaker systems for many applications," said James Sajeve, product manager of HK Audio.

One of the new technologies in the

Lucas Nano 600 is the MultiCell Transformer, which helps maximize sound pressure gain, improve directivity and minimize high-frequency distortion. Utilizing a sophisticated simulation technology, the Lucas Nano 600 has a lightweight subwoofer housing with the bass response of a heavy wood enclosure.

"Lucas Nano 600 offers everything the modern performer needs," Sajeve said. "And with so much flexibility, the system can easily be used around the home for entertaining. That's why we call it the world's first crossover system."

 **HK Audio** (hkaudio.us)




Social Media Inspires Straps by D'Addario

D'Addario has added new guitar straps with fresh, fashion forward designs. By partnering with top fashion industry designers and consulting social media feedback, multiple new woven and leather strap designs are now being offered.

"Investigating the clothing and symbolism of rock, indie, and Americana genres, as well as various world cultures, helped to inspire the design team to lay the foundation of what will be some of the most diverse guitar strap offerings available," said Mike D'Angelo, D'Addario product specialist. "In addition to having eye-catching designs, we plan to make our line ever-changing, so we consistently have a fresh look to our guitar straps."

Feedback was obtained from dealers whose thoughts helped to create designs, and surveyed social media followers helped the company to gather vital feedback. New designs have been added to its various strap lines, including Rock, Indie, Americana, World, Core and Signature.

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

Clair Global Commits to Focusrite


Clair Global has purchased a 25-unit RedNet interface system by Focusrite for Usher's "UR Experience" Tour, which kicked off November 2014 at the Montreal Bell Centre in Canada.

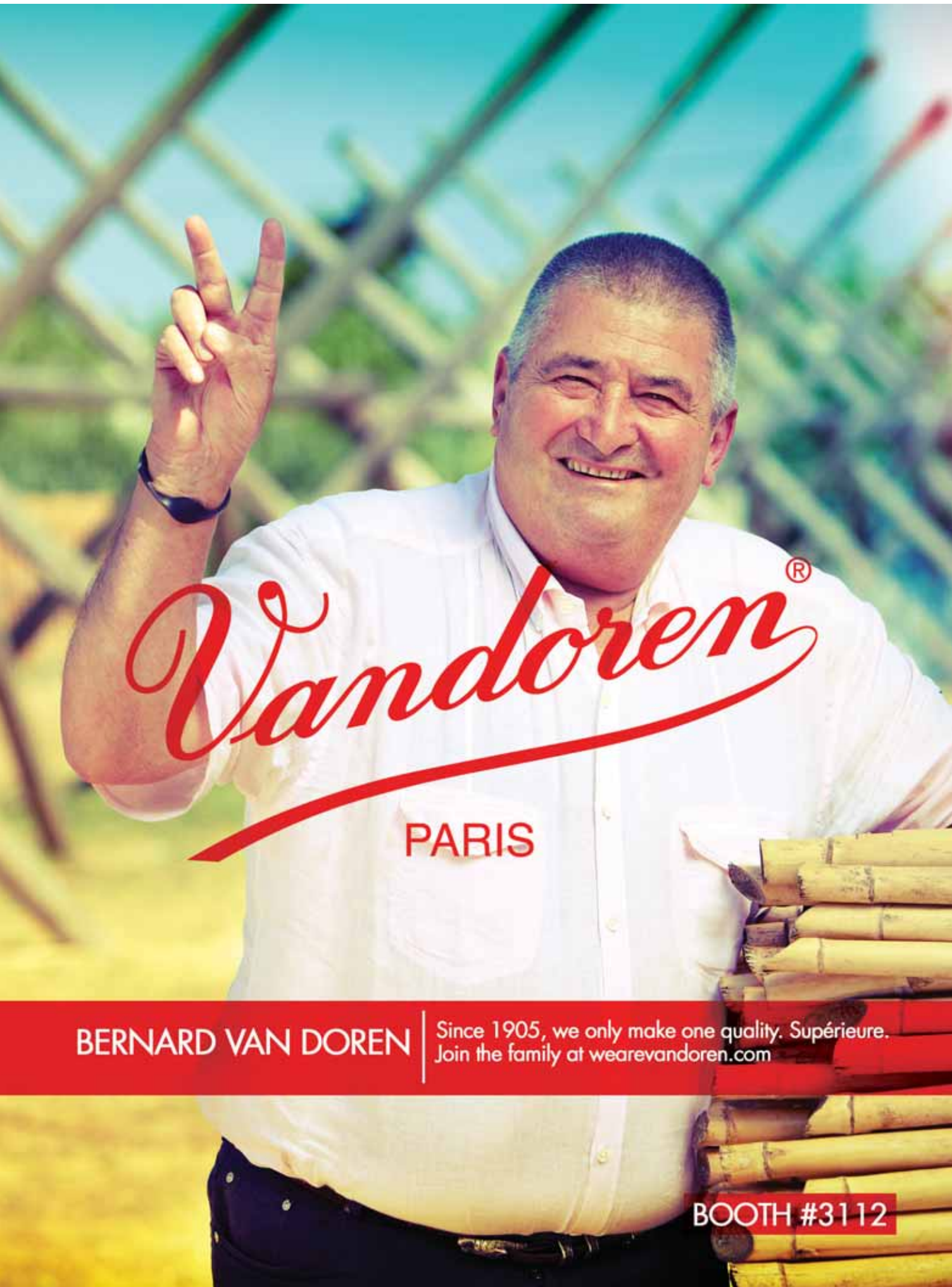
RedNet technology will let FOH mixer Horace Ward utilize RedNet's studio-grade Microphone Pre Amps in a live touring application.

RedNet's audio-over-IP gigabit network architecture streamlines the system's functionality and design.

"We tried the RedNet 4 Mic Pre units and were thrilled with the powerful sound that we heard coming through the Clair PA during a full system test at Clair Global's headquarters," Ward said. "I was immediately impressed and decided on the spot to incorporate the RedNet system."

The purchase marks the largest U.S. sale of a RedNet system, Focusrite's range of networked audio interfaces based around the industry-standard Dante Ethernet audio networking system.

 **Focusrite** (focusrite.com)



BERNARD VAN DOREN

Since 1905, we only make one quality. Supérieure.
Join the family at wearevandoren.com

BOOTH #3112

Summer ¹⁵
NAMM®

more
in store...



Quality Buyers • Quality Business



BUILD your brand
SHOW your products
REACH your customers

JULY 9-11, 2015 • NASHVILLE, TENNESSEE • MUSIC CITY CENTER


tradeshowsales@namm.org • 800.767.6266 • www.namm.org/summer

Audio-Technica Showcases M-Series Headphones

Audio-Technica's M-Series line of professional monitor headphones includes the ATH-M20x, ATH-M30x, ATH-M40x, ATH-M50x and the new flagship ATH-M70x.

Taking cues from the sound and proprietary design of A-T's ATH-M50 professional monitor headphones, the ATH-M20x, ATH-M30x and ATH-M40x deliver accurate studio-quality audio with great comfort, ideal for long sessions in the studio and on the go. The ATH-M20x, ATH-M30x and ATH-M40x all feature 40-mm drivers with rare-earth magnets and copper-clad aluminum voice coils, as well as a circumaural design that contours around

the ears for excellent sound isolation in loud environments.

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



Bluegrass Machine Banjo Converts From Resonator to Open-back

Recording King has introduced the Bluegrass Machine RK-R30-BGM tube-and-plate flathead banjo.

The Bluegrass Machine pairs the Recording King 20-hole flathead tone ring with the sound and ease of a two-piece flange.

The RK tone ring delivers authentic banjo sound, while the tube-and-plate flange helps to create a more complex sound than the familiar one-piece version.


The Bluegrass Machine features Recording King's new diamond-and-square mother-of-pearl inlay pattern, hexagonal flange, maple neck and resonator, rosewood



fretboard and presto tailpiece.

Built using a combination of traditional metal parts, the banjo is one of the company's most tonally complex models yet. It also allows for easy conversion to open-back.

The RK-R30-BGM banjo features a new Burgundy Matte finish.

 **Recording King** (recordingking.com)

MI COLLEGE OF CONTEMPORARY MUSIC

Study Something You Love!

Performance Studies
Entertainment Industry Studies
Summer Music Camp
It's all at MI.

New Location: Hall C, Booth #4659




Hal Leonard Series Tells 'How To'

A new series from Hal Leonard Corp. gives musicians the skinny on a wide variety of topics. Delving deep into each subject, *How to Play Blues-Fusion Guitar*, *How to Play Country Lead Guitar*, *How to Read Music* and *How to Record at Home on a Budget* are the first of several planned titles.

In *How to Play Blues-Fusion Guitar*, Joe Charupakorn teaches the styles and techniques of Robben Ford, Joe Bonamassa, Larry Carlton, John Scofield and Eric Johnson.

How to Play Country Lead Guitar by Jeff Adams breaks down timeless techniques from Merle Travis, Chet Atkins, Albert Lee, Vince Gill, Brent Mason and Brad Paisley.

 **Hal Leonard** (halleonard.com)




M-Audio Code Series Keyboards Map to DAWs Automatically

M-Audio has introduced Code series keyboards, a family of three full-featured models. Available in 25-, 49- and 61-key versions, the Code series combines a smooth-feeling keyboard with a complete feature set to create a keyboard line of professional capability and value.

The Code series builds upon M-Audio's legacy of innovative workflow and playability. Their comprehensive controls automatically map to popular DAWs, such as Ableton Live, Apple GarageBand, Apple Logic, Pro Tools and Steinberg Cubase, so artists can easily convert their creativity into immediate, tangible results.

In addition, a comprehensive software package is included — Ableton Live Lite, AIR Music Technology Loom and Hybrid 3 — that ensures the artist has unrestricted access to the best creative tools.

MSRP: Code 25, \$249; Code 49, \$299; Code 61, \$349.

 **M-Audio** (m-audio.com)

HIGH PERFORMANCE BRANDS... HIGH PERFORMANCE RESULTS

**BOOTH #6464
HALL A**

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

ALLEN & HEATH



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

nord



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

KURZWEIL HOME



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

Fostex



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

FELOOP



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

Focusrite novation



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

XONE



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

studiologic



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

ALPINE HEARING PROTECTION

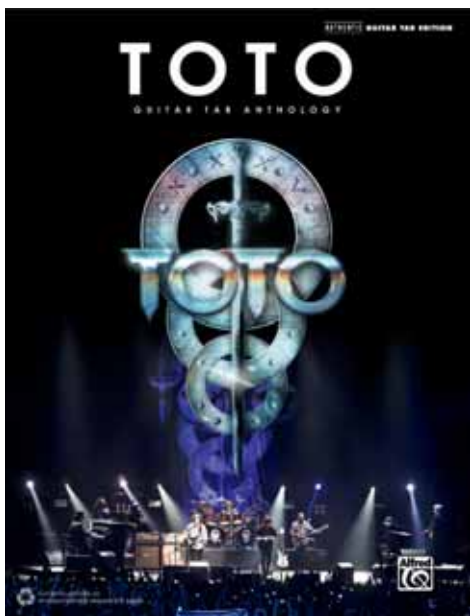


Musicians run a considerable risk of damaging their hearing-as do frequent concert goers. MusicSafe earplugs feature special filters designed for musicians that allow you to protect your hearing while still being able to clearly hear the music.

KURZWEIL



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



Alfred Rolls Out Toto Anthologies

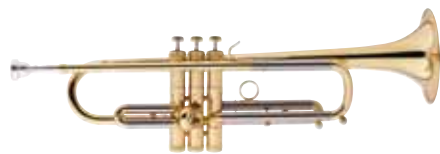
Alfred Music has released *Toto Guitar Anthology* and *Toto Piano Anthology*.

These anthologies feature the greatest hits of the American soft-rock band Toto, perhaps best known for ruling the airwaves in the late 1970s and early '80s with hits like "Hold The Line" and "Africa."

A mainstay in the public eye, Toto featured legendary guitarist Steve Lukather. Now guitar hobbyists and professionals alike can perform like Lukather with *Toto Guitar Anthology*. This songbook contains authentic guitar TAB transcriptions to 17 songs spanning their "classic" period.

MSRP: \$19.99.

🛒 Alfred Music (alfred.com)



Jean Baptiste Goes Pro With TP717 Merveille Trumpet

Inspired by classic American designs, the Jean Baptiste TP717 Merveille professional trumpet is a hand-assembled instrument that meets the standards of performance sought out by professional players.

The heart of the TP717 Merveille is its lightweight, hand-hammered bell (5 inches) constructed of tempered yellow brass. It also features a lightweight valve block with hand-fitted, stainless steel valves for excellent compression, slotting and intonation. The Merveille comes standard with a .465-inch large step-bore that, along with its fast-taper bell, creates a dark, smoky tone well suited for jazz. The unique taper of its bore allows the Merveille to produce the tone of a large bore instrument while retaining the preferred feel and playability of one with a medium-large bore. The Merveille's reversed main tuning slide and soldered Amado water keys helps reduce resistance by keeping the airflow from its yellow brass lead pipe to the valve block direct and unimpeded. Equipped with lightweight finger buttons and valve caps, the Merveille maintains superb feel and balance.

🛒 Jean Baptiste (jeanbaptiste.com)



Kohala's Complete Package

Kohala Ukuleles has announced the newest expansion of its line of feature-rich beginner and mid-range ukuleles. The new Kohala "Player Pack" includes an upgraded mahogany ukulele with improved binding on the body and fingerboard, new Aquila strings, and included padded carry bag and clip-on chromatic tuner.

"While designing the new Player Packs we

wanted to provide our customers with a durable, high-quality ukulele at a starter price point," said Leon Lewis, product manager. "We are very pleased with the result: a complete ukulele solution for anyone looking for an easy to play ukulele with a great sound and basic accessories included."

🛒 Kohala (kohalaukuleles.com)

Walnut Kits Add Bold Voice to Tama Star Series

Tama has expanded the sonic palette of the acclaimed Star series by adding a set of 100-percent walnut drums to its flagship line.

Outfitted with all of the inspired appointments found on the company's maple and bubinga Star drums, the walnut kits bring another acoustic personality to the line's existing offerings. Six-ply toms and snare drums along with seven-ply bass drums showcase walnut's rich lows and focused attack, making them capable of what Tama USA Product Manager Charlie Hayashi describes as "a thunderous sound."

🛒 Tama (tama.com)



CM9HL SHOTGUN MICROPHONE

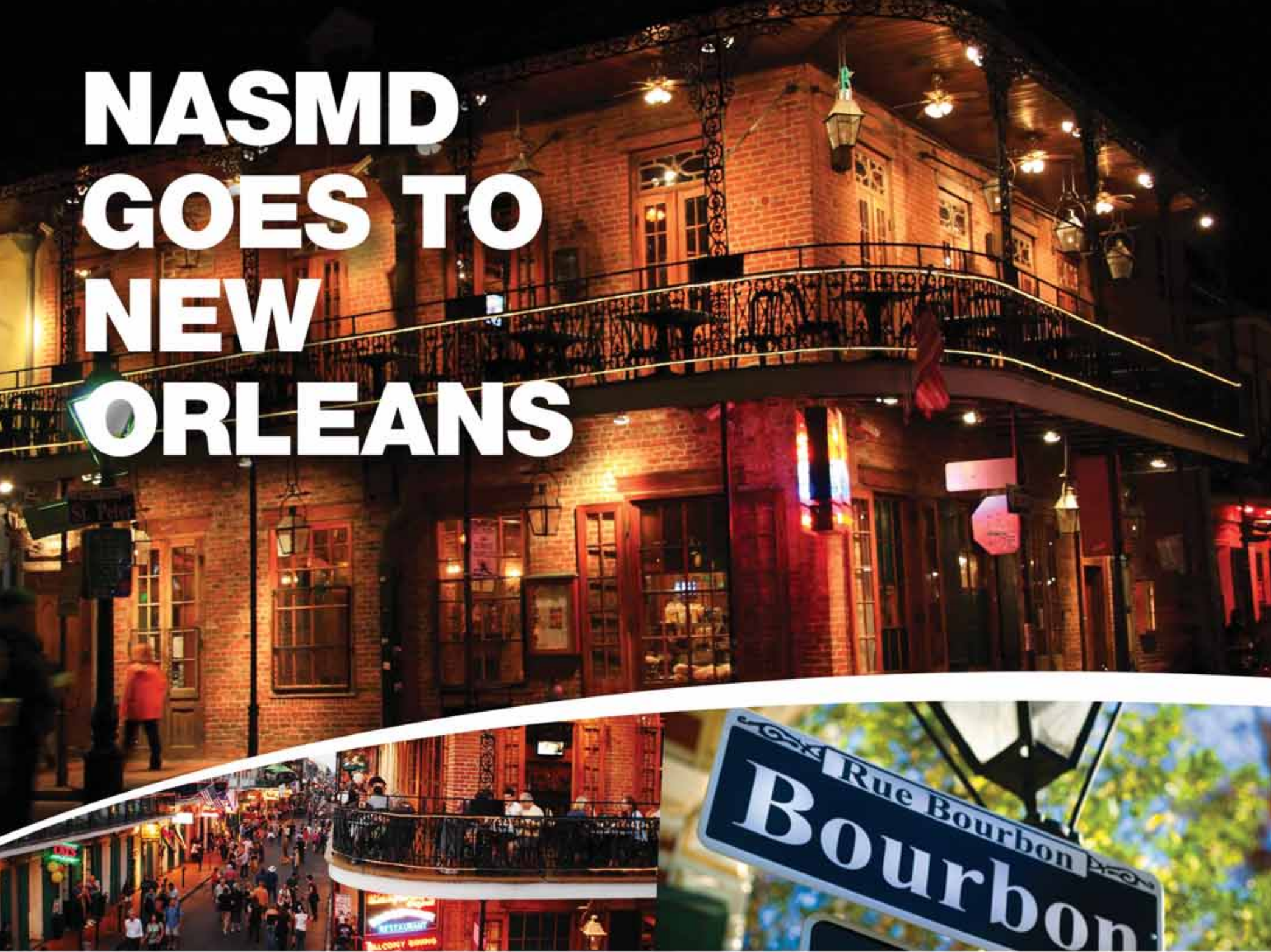
Avlex
Corporation

EXCLUSIVE US DISTRIBUTOR FOR SUPERLUX
www.avlex.com • sales@avlex.com
Toll Free: 877-447-9216

BOOTH# 6810 (HALL A)

www.superlux.com.tw

NASMD GOES TO NEW ORLEANS



Join the nation's leading school music retailers and suppliers at the 2015 NASMD Convention at the Hotel Monteleone in heart of New Orleans' French Quarter!

Don't miss:

- Three days with 34 targeted professional development sessions
- Amazing networking opportunities with top B&O retailers and manufacturers
- Hot-topic discussions like the art of closing sales, how to manage family in a family business and best ideas for road reps
- Focused break-out sessions for owners, managers, road reps, financial gurus and sales professionals
- Keynote speaker Dr. Tim Lautzenheiser
- And, good old Louisiana charm

Sign Up Now At NASMD.COM

For more information about the National Association of School Music Dealers, call 972-233-9107, x204 or email office@nasmd.com



NASMD
2015 Convention
New Orleans, March 18-21

MARKETPLACE

Jensen®
loudspeakers



Introducing The Alnico P10R-F
Designed by the Jensen® Factory in cooperation with Fender®, the P10R-F maintains the classic vintage tonalities of the legendary P10R with a more broken-in, worn sound, found in the reissue of the '57 Bandmaster® and the 20th Anniversary Vibro King®.

Jensentone.com

FIRE UP YOUR SALES
Crossrock musical instrument bags & cases

MORE SPECIAL THAN USUAL
MORE AFFORDABLE THAN EVER

See us at Booth 1500, Hall E



CROSSROCK™

Kinstar Int'l Enterprise Ltd.
www.kinstarintl.com
info@kinstarintl.com

Water Changes Everything!

See it for yourself!
NAMM Booth 3279



Dream
Cymbals and Gongs

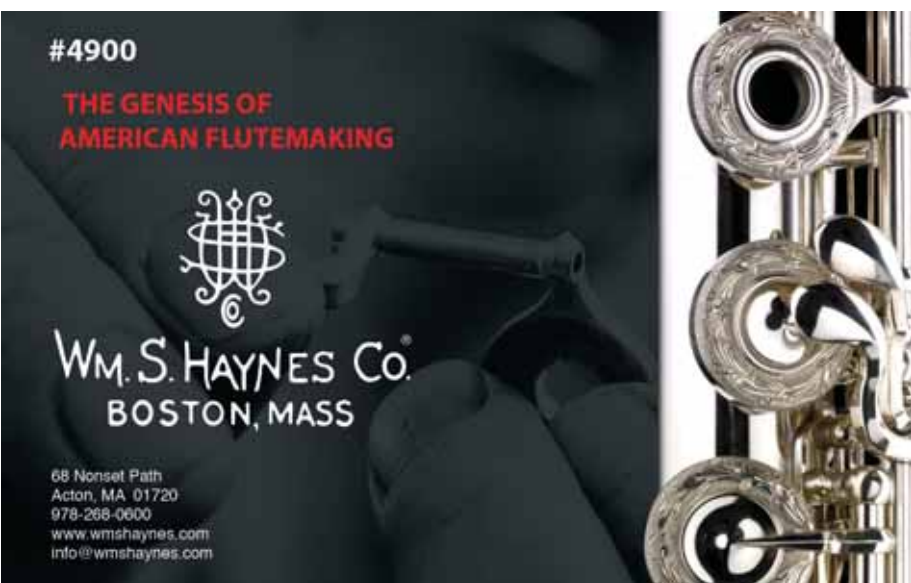
DRUM CLIP
EXTERNAL DRUM RING CONTROL
ACCESSORY ADAPTOR

Simple • Effective • Versatile



TheDrumClip.com

#4900
THE GENESIS OF AMERICAN FLUTEMAKING



Wm. S. HAYNES Co.
BOSTON, MASS

68 Nonset Path
Acton, MA 01720
978-266-0600
www.wmshaynes.com
info@wmshaynes.com

Your Best Bet for Sweat

Tap into the fitness market with the best products for the job. Fitness Audio Products are designed and built specifically for fitness use. Give your customers the Fitness Audio products they've been demanding.

Aeromic
Cyclemic
E-mic
Aeromix
Fitness Audio
Portable Sound
Baqua - Aquatic Mic
WES - Cardio Entertainment

NAMM Show Booth 1835



fitness audio

For Dealer/Distributor Information Contact:
Fitness Audio, LLC
831 458-1800 www.fitaud.com

FLUID AUDIO Visualize the depth of your mixes



Fluid Audio F4 Fluid Audio F5 Fluid Audio FX8

Come visit us at Booth 1171, Hall E to see all of our great products as well as the debut of the new FPX7 DSP!

NAMM, Anaheim 22-25 January 2015

In a word...
Classic.

The Monarch Standard Classic



Fodera
Est. 1983 Brooklyn
www.fodera.com

MARKETPLACE

Tune Fun!™

NAMM U BEST SHOW
Summer NAMM

A portion from each sale will go to a fund to help cancer patients and their families.

IMS TECHNOLOGIES, LLC
www.imstechnologies.net

Tune Style!™

Dynamic New Packaging!

Tune Life!™

Charity CD

We'll see you at the 2015 NAMM SHOW Booth #5798

NEW BOUTIQUE SERIES

LACEMUSIC.COM

LACE PICKUPS

AT the NAMM show®

HALL B - BOOTH 5490

NO F*ING BATTERIES!!**

A New Part Introduction for 2014

1.8 nV Low Noise, 4pf Low Capacitance N-Channel JFET Family

LSK489 (Monolithic Dual) & LSK189 (Single)

- Low Noise < 1.8nV
- Monolithic Dual (LSK489 - Lower Noise Replacement than U401)
- Single JFET (LSK189 - Lower Capacitance than 2SK170)
- ROHS compliant packages (Dual TO-71, SOIC-8, SOT23-6), (Single TO-92, SOT23)
- Significantly Lower Gate-Drain Capacitance Provides Lower Intermodulation Distortion
- Smaller Die Size and Reduced Need for Idss Grades Facilitate High Volume Production
- Parts Samples and Detailed Data Sheets Available

LSK489/LSK189 Family

Earlier JFET (U401) Noise

New LSK489 & LSK189 JFET Lower Noise

www.linearsystems.com 1-800-359-4023

You May Have Already Won!

M	A	T	C	H	A	N	D
W	I	N	#	6	0	1	8

Bring This Ad to the Lowrey Display

5309 Hall B LOWREY

Anaheim Convention Center www.lowrey.com

VISIT HARMON & MUTEC AT NAMM BOOTH# 2431

HARMON MUTES

LEARN WHAT IS NEW FROM THE HOUSEHOLD NAME IN BRASS ACCESSORIES

Increase your profits with the ultimate add-on sale!

Plastic mouthpieces for trumpet, trombone & tuba. Perfect for cold weather playing, playing with braces, rentals, and replacements.

Mutec Mouthpieces

Mutec Mutes
Your new standard in student mutes. Orchestra Quality, Band Room Price. *Better than a cardboard mute!*

Join the movement sweeping the nation!

OMG Music

NAMM HALL C #4850

omgmusic.com 800-675-2501

WWW.OZZTOSH.COM

CARVED FROM ALUMINUM BILLET

OZZTOSH

SONICALLY RICH, LASTING SUSTAIN

SOUNDS LIKE NO OTHER GUITAR

LUMA

NAMM Booth #1677

www.veritas-online.com

Make Money Renting School Band & Orchestra Instruments

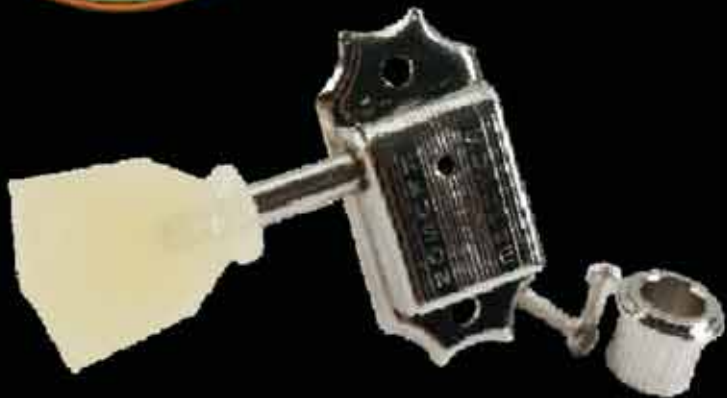
Ask Us How at Booth 4611



KLUSON



18:1 Gear Ratio
Non-Mod Retrofits
Original Kluson®
Stamped-Steel Design



Kluson® Supreme Series offers both 3-per-side and 6-in-line tuners with our classic Kluson® footprint in your choice of Nickel or Gold plating



CELEBRATING A WHOLE NEW LINE-UP

800.449.9348 | sales@kluson.com
wdmusic.com/kluson.html

Tuning Machines | Bridges & Tailpieces
Parts & Hardware

NAMM Booth #3090



Ibanez's 12-String Dreadnought Gives Classic Look, Modern Sound

The new Ibanez 12-string is a traditional design dreadnought inspired by classic folk instruments from the 1960s and '70s. As part of the Artwood Series, it features a solid Sitka Spruce top with Mahogany back and sides to deliver shimmering highs along with a warm, full low end to create wide ranging sound.

The dreadnought features a bone nut and saddle, a Rosewood fretboard, Ivory body binding, and a black and white Rosette.

Chrome Die-cast tuners and a natural high gloss finish are also included in the 12-string.

The Artwood series is the embodiment of what Ibanez refers to as a "modern approach to tradition." Cutting edge woodworking technologies have enabled Ibanez luthiers to reproduce sophisticated bracing techniques and develop design alterations to instill Artwood with a classic but unique voice.

MSRP: \$299.99.

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

Kala Adds Aquila Strings

Kala now includes Aquila strings on all ukuleles in the company's Makala and Ukadelic series.

Aquila strings are manufactured in Vicenza, Italy, and have been standard on the company's Kala ukuleles since 2005.



The Makala Brand is the entry-level ukulele series by Kala. Now in its 10th year of production, the series includes multi-color dolphin and shark bridge ukuleles, Ukadelic, Mahogany and

Makala Packs.

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

Mapex Accessories Gets New Look, Expands Offerings

Mapex Drums has added a complete line of tom holders, cymbal arms, boom arms and clamps to its hardware selections while updating the look and packaging for all Mapex accessories.

The SONIClear Tom Holder employs a low-mass design that preserves vibration in the drum, thus increasing tom resonance and tonal clarity. It also has an Omni-ball arm adjustment for unlimited tom angle options.

The Armory Series cymbal and boom arms feature a Super-Glide stepless tilter that allows for cymbal adjustment to any needed angle and a lockable quick-release wingnut that makes setup quick and easy.

The Mars Series cymbal and boom arms

feature a multi-step cymbal tilter for easy cymbal placement, while the Falcon Series MB100 cymbal boom arm sports an Omni-Glide Tilter that rotates 360 degrees for unlimited cymbal positioning.

All Mapex cymbal arms feature knurled surfaces to prevent slipping during performance. Mapex also updated its packaging to present a consistent look and message.

"We are presenting a logical and attractive packaging and merchandising system for both our dealer base and consumers," said Joe Hibbs, Mapex brand manager for KHS America. "The packaging itself will help educate consumers and store staff alike."

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

Vandoren Redesigns Website

Vandoren recently redesigned its website. The new vandoren.com features a simple layout with a design that pays tribute to a box of Traditional reeds, the most popular Vandoren product.

"The new website is incredibly easy to use, providing quick, easy access to the latest and greatest products, performances and news," said Andy Blanco, Vandoren brand manager.

Current information on all products is easy to find, with vivid color photos and helpful descriptions, and product datasheets can be conveniently found on corresponding product pages so that consumers may view specifications on those products as well as easily compare them to other products.

"Performers, students and educators

require a simple avenue to find information about Vandoren, and that's precisely what the new site is," Blanco said.

[Vandoren \(vandoren.com\)](http://Vandoren.com)



ATTN: PERCUSSION MANUFACTURERS AND RETAILERS

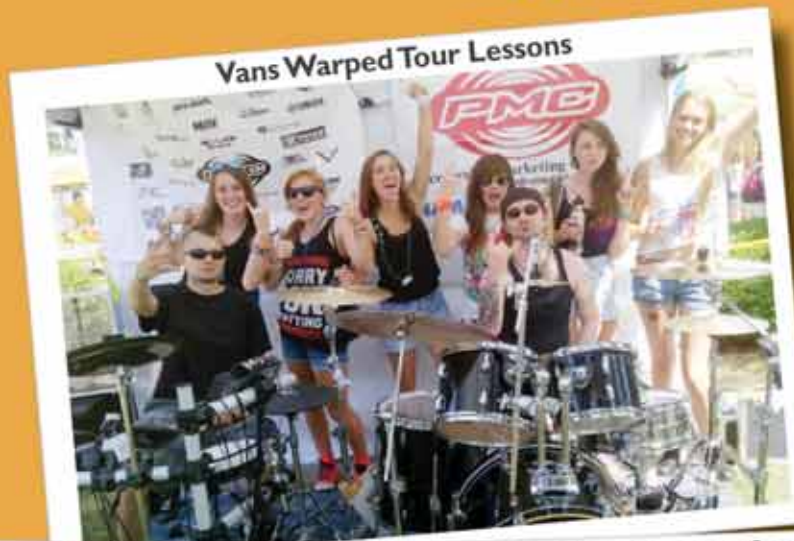
GET INVOLVED WITH THE PMC



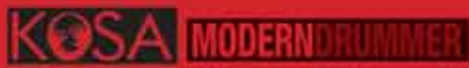
Creating More Percussion Industry Customers

through these fine programs: Vans Warped Tour Lessons, International Drum Month, Percussion in the Schools, Drums Across America, and Roots of Rhythm

www.PlayDrums.com



PMC Members Include:



Percussion Marketing Council | P.O. Box 33252; Cleveland, OH | (440) 582-7006

The Percussion Marketing Council is a non-profit 501-c corporation dedicated to the advancement, understanding, and enjoyment of drums and percussion.



the **NAMM**
show¹⁵

resonate
Expand Your Share of the Market

Sunday
January 25, 2015

Featuring the 2015 TEC Awards!

Make Music Together

This afternoon The NAMM Foundation is hosting three interactive music-making experiences. End your show experience on a high note and gain ideas for fun, community-based marketing activities.



Join us in the **NAMM Member Center in Lobby B/C** as we kick off the fun with a **trombone circle at 11:30 a.m.**, followed by a **trumpet circle at 1 p.m.**, and a **ukulele circle at 2:30 p.m.** You provide the enthusiasm; we'll provide the instruments! Brought to you by The NAMM Foundation, Conn-Selmer and Kala Brand Music.

Relive The 2015 NAMM Show Online

If you missed anything over the past four days or want to share your NAMM Show experience with your staff, family and friends back home, be sure to check out our extensive show coverage on namm.org/thenammshow, where you can view NAMM Show pictures, video highlights, daily recaps and more!

There's "More in Store" at Summer NAMM

We hope you'll join us in Nashville for **2015 Summer NAMM, July 9-11**, where we're once again filling the magnificent Music City Center with the latest music products and innovations, just in time for the busy fall and holiday selling season.

Summer¹⁵
NAMM | more
in store...

From the Retail Boot Camp and The Top 100 Dealer Awards to all of the great NAMM U sessions we have scheduled, Summer NAMM is your chance to carry the momentum from The NAMM Show forward into the busy third and fourth quarters. Make 2015 your best year yet by joining us at Summer NAMM in Nashville!

Mark your calendar now for **Wednesday, March 25**, when Summer NAMM housing and badge registration opens for NAMM retail members.



See you at next year's NAMM Show, January 21-24!

96,000+
Registrants

1,500+
Exhibiting Companies

100+
Countries Represented

4
Days

JANUARY 22-25, 2015 • ANAHEIM, CALIFORNIA

NAMM 5790 Armada Drive • Carlsbad, CA 92008 • 760.438.8001 • www.namm.org



Yamaha's Xeno C Innovates

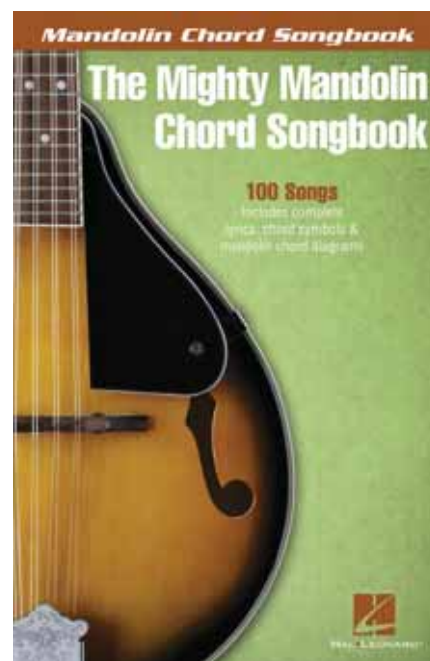
Yamaha's redesigned lineup of Xeno C trumpets includes many innovative updates to appeal to a range of players from professionals to students. They have been reconfigured from the bell to the leadpipe to provide high value.

"These new trumpets represent a fusion of craftsmanship, outstanding instrument design, advanced technology and the experience, talent and input of respected artists around the world," said Brian Pettersen, marketing manager, wind instruments,

Yamaha Corp. of America. "The flagship line of Xeno trumpets are instruments that inspire ideal musical expression."

The new bell design in the Xeno C line provides optimal resistance for a powerful tonal core and more accurate slotting in the upper register. A lighter valve casing and pistons result in an improved response and greater tone control, from pianissimo to fortissimo. The new models even come with a backpack-style case.

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



Hal Leonard Releases Mighty Mandolin Songbook

Hal Leonard's *Mighty Mandolin Chord Songbook* includes lyrics, chord symbols and mandolin chord diagrams for 100 pop, rock and folk favorites.

Songs include "Babe, I'm Gonna Leave You," "Blowin' In The Wind," "Crazy Little Thing Called Love," "Dance With Me," "Edelweiss," "Georgia On My Mind," "Hallelujah," "Hey Jude," "Ho Hey," "I Feel The Earth Move," "I'll Be There," "Into The Mystic," "Island In The Sun," "Jolene," "Lean On Me," "Leaving On A Jet Plane," "The Longest Time," "Maggie May," "Me And Bobby McGee," "Mean," "My Cherie Amour," "Night Moves," "No Woman No Cry," "Patience," "Ring Of Fire," "Rolling In The Deep," "Stand By Me," "Sweet Caroline" and more.

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

Levy's Boasts Tri-Glide Adjustment

Levy's Leathers has introduced the MSJ2, a 2½-inch-wide soft tan suede guitar strap decorated with a jacquard weave applique and tri-glide adjustment.

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

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



Jupiter Aims to Unite Music Community

Jupiter has announced GetBanded.com, a new online home to its growing "Banded" campaign, launched almost one year ago.

The campaign highlights the common ground shared among musicians, music educators, parents of musicians, school music retailers, community supporters and the Jupiter team. At GetBanded.com users can share their stories about how music has made a difference in their lives or the lives of people they know. You can also read and view Banded stories of people from all walks of life.

"We've spent a lot of time during the last two years looking at what makes the school music community different," said Mike

Robinson, director of marketing for Jupiter Band Instruments, Mapex Drums and Majestic Concert Percussion. "It's simply the love of music and the belief that it plays an important role in society."

The site will also feature sections for educator tips on common topics in the music education field.

[Get Banded \(getbanded.com\)](http://getbanded.com)



Schilke Debuts Two Trombone Mouthpieces

The Schilke mouthpiece division has collaborated with Elliot Chasanov, professor of trombone at the University of Illinois, to create two new mouthpieces for trombone, the 4.7 EC and 4.8 EC models.

Designed specifically for alto trombone but certainly applicable to small-bore jazz tenor trombone, both models feature a new contoured skeletonized profile blank with standard small tenor shank only.

Both rim and cup shapes help enhance higher overtones, which offer better response and greater clarity for a brilliant sound.

🛒 **Schilke Music Products (schilkemusic.com)**



Sennheiser, DJ Luciano Release Bundle for Charity

Sennheiser has launched a special limited-edition MOMENTUM On-Ear bundle in support of DJ Luciano's One Coin For Life charity, which is featured in a Sennheiser film as part of the "What's Your MOMENTUM?" project. In addition to a pair of MOMENTUM On-Ear headphones in red, the bundle includes 10 tracks by Luciano, with a contribution from every pair sold going to the DJ's charitable foundation.

"We are incredibly proud to support One Coin For Life and participate in Luciano's inspirational charity, which raises money to protect indigenous cultures around the world through the global dance music movement," said Uwe Cremmering, head of global marketing communications at Sennheiser.

Five hundred of the special MOMENTUM bundles have been made available, with 15 euros from each sale being donated

to One Coin For Life. All funds raised will go towards the foundation's latest project Vipingo Village in Kenya. This charity helps some of the many AIDS affected orphan children in the poverty stricken area near Mombasa.

🛒 **Sennheiser (sennheiser.com)**



On-Stage Stands Tall

The new SM7711 Orchestra Music Stand from On-Stage is a contemporary reprise of a classic design and ideal for schools, orchestras, choirs and individual musicians.

The SM7711 fits in with existing stands and is compatible with most popular storage carts. It features a space-saving 3-point base, steel shaft and base and simple height adjustment.

Its aluminum bookplate

resists corrosion while reducing weight, and with a three-pound weight capacity the SM7711 can handle large books or binders.

The bookplate support system of the SM7711 sports a plastic pivot clutch that provides smooth knob-free tilt adjustment. A clutchless height adjustment system also eliminates the need for knobs, relying instead on a precision brass slider to ease positioning for sitting or standing. The compact steel base even features a tripod design that prevents tipping, while fitting nicely on a crowded stage.

🛒 **On-Stage Stands (on-stage.com)**

Armstrong's Z-Plus Pickups Create Distinct Impression

Kent Armstrong's new Z-Plus pickup set is an epoxy-cast humbucker set originally designed by Armstrong and sold to Schecter Guitar Research by Dan Armstrong.

The Z-Plus pickup set is hand-made in Vermont, and is for those who have been searching for Z-Plus humbucker warmth with the ability to tap coils for great single coil tones.

They are only available in black epoxy resin casting and come with lead wire, special epoxy-cast mounting rings and hardware.

🛒 **WD Music Products (wdmusic.com)**



NAMM U

Sunday
January 25, 2015

Featuring the 2015 TEC Awards!

This Morning's NAMM U Breakfast Session

Best in Show

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

Session: 8:30 a.m.–9:30 a.m.

Pacific Ballrooms, Hilton Anaheim Hotel

Celebrating its 10th anniversary in 2015, "Best in Show" features a roundup of the best products and services at The NAMM Show. And this year, host Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, has put together an all-star panel of successful retail buyers. They've shopped the show floor to bring you the standout products you need to see before you head home—gear that's certain to be a big deal in the new year.

Don't miss out on your next best-seller!

Today's H.O.T. Zone Keynote

Bob Lefsetz

11 a.m., The Forum on Level 2 (203 A-B)

Industry legend Bob Lefsetz, author of the popular "Lefsetz Letter," addresses the issues at the core of the music business: streaming, ticketing and the music itself. Never boring, always entertaining, Lefsetz's insights are fueled by his stint as an entertainment business attorney, majordomo of Sanctuary Music's American division and consultant to major labels.

NAMM Idea Center Spotlight

Sunday's Music Industry Sessions

All Day, NAMM Idea Center, Booth #5501

Whether you're an aspiring musician, songwriter or music retailer, you'll find a variety of hard-hitting music industry sessions today at the NAMM Idea Center (and The H.O.T. Zone). This program covers everything from musician marketing and endorsement deals to songwriting and music business tips from the pros. Be sure to stop by and find out what you need to know!



You can see 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/thenamshow.

96,000+
Registrants

1,500+
Exhibiting Companies

100+
Countries Represented

4
Days

JANUARY 22-25, 2015 • ANAHEIM, CALIFORNIA

NAMM 5790 Armada Drive • Carlsbad, CA 92008 • 760.438.8001 • www.namm.org

CLASSIFIEDS

Music To Your Ears



Face Facts - People continue to be one of the most valuable assets for any business. For a lot less than the cost of getting it wrong, we can help you get it right. We are industry professionals helping to develop careers and finding the right faces for the job.

Interfacio provides a unique, industry-expert search and selection service. We have a proven record of finding and placing carefully selected and high-calibre individuals. Contact us [here](#) at the show to find out more about how we can help you.

At Interfacio we'll make sure the face fits. Perfectly

Find us on Facebook [facebook.com/page.interfacio](#) or follow us @interfacio


interfacio
global media technology recruitment

web : www.interfacio.com
email : info@interfacio.com
telephone : 1-800-578-0144

Due to extensive growth over the past 3 years, CAD Audio is seeking experienced and aggressive MI, Commercial Install and CE independent manufacturer reps.

Territories include US, Canada and International.
See Tony O'Keefe or Jeff Beck.

NAMM Booth 6531, Hall A.



www.cadaudio.com

REGIONAL SALES MANAGER

NS Design, manufacturer of Ned Steinberger's ground-breaking RADIUS headless electric bass guitar and a successful series of professional level electric violins, violas, cellos and upright basses, has openings in several US territories for an independent regional sales manager. Apply if you have a solid record of growing existing account business, as well as cultivating productive new account relationships.

This is an opportunity to represent an iconic brand with an exciting and expanding product lineup. Please send your resume and references to: info@nedsteinberger.com, subject line: Regional Sales Manager. Visit us at NAMM, Hall B, Booth 5860.

www.NedSteinberger.com



music inc
FIND US ON FACEBOOK 

DANSR¹⁰
Ten years of vision passion results

DANSR, INC., U.S. IMPORTER OF VANDOREN PRODUCTS AND NORTH AMERICAN IMPORTER OF DENIS WICK PRODUCTS IS SEARCHING FOR THE NEXT GREAT DIRECTOR OF MARKETING.

JOB DESCRIPTION – DIRECTOR OF MARKETING

Our new Director of Marketing will plan, lead, and execute marketing initiatives to drive revenue and market awareness. In this role, you'll rely on your excellent creative skills as well as your ability to effectively plan product launches while you develop clear, concise, and compelling messages across multiple consumer touch points. You'll also lead the development and implementation of the annual marketing plan in collaboration with senior management and other stakeholders. Working collaboratively, you'll partner with product management, product development, and sales to launch and support our products, build awareness, generate leads, drive to the ecommerce websites, and project a positive, cohesive brand image.

SCOPE OF RESPONSIBILITIES:

- Build a strong and cohesive team through coaching, development, motivation, and empowerment. Drive performance through alignment of goals, ongoing feedback, cross-training, and periodic appraisal.
- Collaborate with senior management, Marketing team members, Sales, and Product Development in the development and execution of the annual marketing plan and budget.
- Direct the creation and implementation of all marketing programs, promotions, and campaigns including traditional and non-traditional/digital media, SEM/SEO, social media, and web marketing.
- Plan and manage development and production of marketing materials, ensuring accuracy, brand identity, and message consistency.
- Drive demand, revenue, and profit margins in accordance with company targets; monitor, review, and report on all marketing activity and results. Leverage trends and analytics to drive strategic marketing and prioritization.
- Manage customer databases, develop and implement customer acquisition and retention strategies; create initiatives to generate successful prospects and assist in converting prospects into customers; support list acquisitions and identify process improvements.
- Serve as a subject matter/domain area expert on multiple projects, simultaneously driving brand integration and message consistency across all consumer touch points.
- Conduct market research as necessary to understand and leverage market trends, understand customer needs and identify market requirements for existing and future products.
- Design and manage national trade shows.
- Manage the execution of multiple public contact events (trade shows, clinics, etc.).
- Manage extensive artist relations program and staff.

Job Requirement

- Bachelor's Degree in Marketing, Business, or related field. Master's Degree preferred.
- 5-7 years marketing experience.
- Direct employee management/supervision experience.
- Proficient in Microsoft Office and Adobe Creative Cloud products.
- Great leadership skills including the ability to lead and collaborate with cross-functional teams.
- Ability to implement tactically while driving strategy and leading the team.
- Ability to drive ideas from concept to completion through superior organizational, project management, and team leadership skills.

Ideal attributes:

- Highly collaborative.
- Excellent communication skills.
- Strategic thinker.
- Highly creative and innovative.
- Extremely adaptable to change.
- Analytical problem solver with ROI in mind.

Compensation is negotiable based on experience. Health care and a generous 401K plan is provided. Please send a resume and cover letter outlining why you are the next great Director of Marketing to [Greg Grieme \(Gregg@dansr.com\)](mailto:Greg.Grieme@dansr.com)

QSC™



QSC seeks experienced and self-motivated individuals in all cross functional areas. If you are interested in joining a fun, lively, professional organization that has been voted one of Orange County's Top Workplaces stop by NAMM Booth# 6752 (Hall A). All career opportunities and details can be found at www.qsc.com.



Director of Sales – APAC

The Director of Sales, APAC will play a key role in achieving the business objectives of the brands by closely monitoring performance of the APAC distributor network, by seeking out opportunities in the region and by applying the resources necessary to achieve them. We are looking for a sales executive who will sustain the growth and market share by ensuring our distribution partners throughout the region participate in marketing, training, tradeshow and product launches, and other activities, using available LOUD MG resources.

ESSENTIAL FUNCTIONS AND MAJOR RESPONSIBILITIES

- Reporting to the Vice President of Worldwide Sales, the APAC Sales Director has direct selling responsibility for Mackie and Ampeg brands
- Work with long standing distributor partners, while also forming new partnerships where appropriate
- Focus on developing and sustaining profitable value propositions and business requirements for the brands
- Ensure that MG's sales & marketing requirements are being adequately utilized by distributors in the region and provide samples of regional or international marketing to LOUD
- Manage one APAC product specialist, and set priorities for distributor and dealer training in distributor markets
- This position is based in the region and will require consistent international travel

ADDITIONAL SKILLS REQUIRED

- Cultural awareness and ability to effectively communicate with distributors in the region
- Generate and distribute performance reports
- Represent the "face" of the brand in the region through extensive contact (face-to-face, email, telephone, Skype, etc.) with sales partners, dealers, and team members
- Participate in public speaking events and deliver sales related presentations

EDUCATION AND EXPERIENCE

- BA/BS or equivalent. 10+ years of industry experience: MI and /or pro-audio

IMPORTANT: Please submit your resume to: LOUDopportunities@loudtechinc.com. Be sure to add the accompanying job title in the Subject line. Mailed or faxed resumes will not be considered.



AMPLIFY

YOUR BRANDS IN MUSIC INC.

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



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

ADVERTISING

John Cahill: johnc@musicincmag.com

Tom Burns: tomb@musicincmag.com

EDITORIAL

Katie Kailus

katiek@musicincmag.com



Charvel Releases 3 New Guitars

Charvel has released the new San Dimas, So-Cal and Warren DeMartini guitars.

Guitarists can return to Charvel's ancestral Southern California home with the high-performance Pro-Mod San Dimas Style 1 HH, or the hum/single Pro-Mod San Dimas Style 1 HS HT, which features a Seymour Duncan JB TB-4 humbucking (bridge) pickup and direct-mount Seymour Duncan STK-S6 (neck) pickup.

Hot-rodged for scorching sound and outstanding feel and performance,

Charvel's sleek Pro-Mod So-Cal Style 1 HH features a one-piece quartersawn maple neck with classic San Dimas profile.

The new Warren DeMartini signature Blood and Skulls Pro Mod was designed and built to Warren's demanding specifications. Features include a custom-designed Seymour Duncan humbucking pickup, alder body, quartersawn rock maple neck with compound radius maple fingerboard, and San Dimas neck back shape.

Charvel Guitars (charvelguitars.com)

Pearl Introduces Mach 3 Cajon

Pearl Percussion has introduced the Mach 3 cajon, the newest addition to the Sonic Boom family. The Mach 3 cajon features a 100-percent birch body and three isolated playing zones that simulate snare, bass and tom sounds. Internal chambers isolate these playing zones and prevent any cross-talk. Each chamber has a designated port on the rear with two ports for increased bass.

Like other cajons in the Sonic Boom family, the Mach 3 features a backwards tilted front plate that gives the player a comfortable playing position, eliminating the need to hunch over or rock the cajon backwards to strike the face.

Pearl (pearldrums.com)



Randall Releases Distortion, Gate Pedals

Randall has released two new pedals from the bench of Mike Fortin, Randall's head engineer. Continuing the focus on tools for the discerning heavy player, Randall delivers a useful noise gate called the BLOQ and a classic FET distortion

called RRED based on the historic RG-100ES red channel.

The RRED classic FET distortion pedal features gain, volume, 3-band EQ and True bypass. It is powered by a 9-volt battery or Randall PPS1 power supply (not included).

The BLOQ dynamic noise gate pedal includes threshold control and switchable input sensitivity for loop or front-end application. It offers true bypass and is powered by a 9-volt battery or Randall PPS1 (not included).

US Music Corp. (usmusiccorp.com)



The NAMM Foundation Presents Music Education Days

The NAMM Foundation is hosting a variety of college music educators and music industry students majors at the show. Download The NAMM Show App for updated Music Education Days programming. Here are today's session highlights, feel free to stop in.

9:30 a.m.

Music Education Days Keynote Address by TED Talk Sensation Richard Gerver
NAMM Foundation Lounge, Anaheim Hilton, Level 2

Author of *Creating Tomorrow's Schools Today*, Richard Gerver has been cited by

Sir Ken Robinson as "the very embodiment of high thinking on unleashing creativity and human potential."

11 a.m.

Music Achievement Council Presents: A Guide for Instrumental Music Teachers — Secrets Revealed from Teaching Legends and Leading Music Educators
Anaheim Hilton, Level 4, Palos Verdes Room

1:30 p.m.

2014 Best Tools for Schools Awards
Idea Center, Booth 5501

NAMM (namm.org)

SCHEDULE

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.



Best in Show, 8:30 a.m.



Uke Circle, 2:30 p.m.



Trombone Circle, 11:30 a.m.

BREAKFAST SESSION

8:30 A.M. – 9:30 A.M.

Best in Show

Hilton Anaheim Hotel, Pacific Ballrooms

Frank Alkyer, publisher of *Music Inc.* and *Up-Beat Daily* magazines, and a panel of retailing experts will celebrate "Best in Show's" 10th anniversary. Alkyer has put together an all-star panel of retail buyers who have shopped the show floor to bring you the standout products you need to check out before you head home.

10:30 A.M.

Secrets of Social Media Success (Double Session)

Laura Whitmore, Mad Sun Marketing

Laura Whitmore of Mad Sun Marketing moderates this panel of social media pros as they discuss methods for achieving social media supremacy with high engagement and tangible results.

11:30 A.M.

How to Get a Grammy Nod as an Indie

Linda Chorney, Artist

Linda Chorney shares her journey to become the first independent artist without a publicist, manager or label to be nominated for a Grammy for Best Americana Album in 2012.

11:30 A.M.

Trombone Circle

Anaheim Convention Center, NAMM Member Center

Jam out with fellow trombonists at this year's show. P-Bones will be provided for free.

12 P.M.

Rules of the Jungle: Survival Skills for the Music Business (Double Session)

Jeff Weber,

Producer, Record Executive & Author

Get an edge in the merciless music industry with Jeff Weber, producer, record executive and author, as he reveals the secrets to success he has learned over a 30-year career.

1 P.M.

2015 Best Tools for Schools Awards

Eliahu Sussman, School Band & Orchestra Magazine

Eliahu Sussman, editor of *School Band & Orchestra Magazine* moderates a panel of editors and guests of Timeless Communications as they announce the winning products in the annual Best Tools for Schools Awards.

1:30 P.M.

What You Need to Know to Get an Endorsement Deal (Double Session)

Jen Lowe, Boom Boom Percussion

Jen Lowe of Boom Boom Percussion and a panel of experts take the intimidation out of scoring the endorsement deal you want.

2:30 P.M.

Hit Songwriting: Secrets of the Pros

Thornton Cline, Songwriter

Join Thornton Cline and a panel of fellow hit songwriters, including Allan Rich, Michael Jay, and Michele Vice for a detailed look at the art, craft and business of songwriting.

2:30 P.M.

Uke Circle

Anaheim Convention Center, NAMM Member Center

Mellow out with other uke enthusiasts during the show's the annual uke circle. Ukies are provided.



D'Angelico
New York

#DANGELICONAMM
WIN
VISIT OUR BOOTH 210C
FOR YOUR CHANCE TO WIN
A D'ANGELICO GUITAR!

ROBERT RANDOLPH WITH HIS D'ANGELICO EX-59
True to the 1959 sound, Robert Randolph & The Family Band is a funky, soulful, blues-rock party,
making the D'Angelico EX-59 Randolph's guitar of choice. Purchase Robert Randolph & The Family
Band's new record "Lickity Split" on iTunes today.



WWW.DANGELICOGUITARS.COM



THE NEW STUDIO PRO.



C01U Pro USB Studio Condenser Microphone

In 2005, Samson introduced the world's first USB studio condenser microphone, the C01U. Today, we're expanding on its revolutionary design with the new C01U Pro. Now with a headphone output for zero-latency monitoring and an improved signal-to-noise ratio, the C01U Pro ensures the natural warmth and detail of vocal and instrumental performances are captured in all your digital recordings.

Come visit us at Booth 4828.

© 2015 Samson | samsontech.com

SAMSON