

The Official **NAMM** Show Publication

UpBeat

DAILY

GRAND OLE PARTY!

WELCOME TO SUMMER NAMM'S MUSIC INDUSTRY DAY, geared to help you take your music career to the next level. Check out the schedule on page 16 for a full list of events. In the meantime, here are a few must-sees to check out!

1. Vince Gill, Emmylou Harris and the Grand Ole Opry will be honored today at 1 p.m. during the National Music Council's 33rd Annual American Eagle Awards. (See page 17.) 2. The Uke Circle, a NAMM tradition, takes place at noon in the NAMM Member Center Lobby. (See page 17.) 3. There will be plenty of live

music today, just check out the Nissan Terrace Stage. (See page 4.) 4. Don't forget the gear, like Cordoba's new Mini SM-CE guitar. (See page 22.) 5. ... And the Evans '56, a new series of skins for drummers looking for that vintage look and sound. (See page 12.) 6. ... Or Yamaha's PSR-E453. (See page 11.)



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D'Angelico

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BRIEFS

Guitars for Vets Helps PTSD Sufferers

June is National Post Traumatic Stress Disorder (PTSD) Awareness month. Guitars for Vets was established in 2007 to help U.S. military veterans that suffer from the pain of PTSD find joy on their journey to recovery through a free guitar and lessons. G4V currently has more than 60 chapters in 30 states and 200 volunteers have provided our Vets with over 20,000 lessons and 2,000 guitars. If you would

like to help lift the spirits of our warriors with the healing power of music, please contribute funds or guitars at guitarsforvets.org.

INFO [**Guitars for Vets \(guitarsforvets.org\)**](http://Guitars for Vets (guitarsforvets.org))



Cremona Violin Outfit Makes Grade

The Cremona SV-500 violin outfit offers value for the student, parent, teacher and retailer. With a flamed solid maple back, sides and neck and close-grained solid spruce top, each instrument is hand carved to achieve the proper thickness for optimal resonance and light weight.

The result is a violin with rich, resonant tone and great volume.

INFO [**Saga \(sagamusic.com\)**](http://Saga (sagamusic.com))



K&M Tripod Mic Stand Turns 50

The classic 21020 Tripod Mic Stand from K&M was created in 1966 and has since inspired an industry.

In 1954, K&M built its first microphone stand with a screw-in base section and no boom arm. To improve functionality at the end of the '50s, Karl König developed a unique swivel joint to adjust the boom arm. In 1966, they developed a new base construction for the microphone stand: the screw-in base was replaced by foldable legs. Additionally, the shape of the socket was redesigned — and an idea that has stood the test of time was created.

INFO [**König & Meyer \(connollymusic.com\)**](http://König & Meyer (connollymusic.com))

Today's Live Music Lineup

Enjoy live music from some of Nashville's hottest artists on the NAMM Nissan Terrace Stage beginning at 10 a.m. Here's who playing today:

10:30 a.m. - Savannah Keyes

11:30 a.m. - Jeff Radford

1 p.m. - Craig Wayne Boyd

3 p.m. - Truman Brothers

Also, be sure to catch the 33rd annual American Eagle Awards honoring Vince Gill, Emmylou Harris and the Grand Ole Opry at 1 p.m. today in the Davidson Ballroom of the Music City Center. The awards are produced by the National American Music Council in cooperation with NAMM, and will be open to all Summer NAMM badge holders.

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

NAMM SHOW NEWS



Guild Reissues the S-200 T-Bird

Guild has reintroduced its S-200 T-Bird.

This reissue is a replica of the original versions produced between 1964 and 1968, featuring an asymmetrical all-mahogany body. However, this guitar's appeal isn't just about its looks — its controls create a wide variety of tones, drawing on its dual Guild LB-1 Little Bucker pickups to achieve a variety of tonal colors.

The LB-1s are replicas of Guild's original humbuckers, offering an array of tones from sparkly clean, single-coil-esque spank to thick, warm humbucker that fattens and sings when driven. Switching capabilities include rhythm or lead modes, pickup on/off, and standard volume and tone controls. When engaged, an optional tone capacitor

creates single-coil tones while maintaining the hum-free reliability of the LB-1s.

The T-Bird also features a Hagstrom Vintage Tremar, a reissue of the vibrato system featured on many of Guild's solid body electric models from the 1960s. The Tremar's fully adjustable spring allows everything from smooth bends and vibratos to a more stable hard-tail feel.

The T-Bird features a vintage C shape set mahogany neck and bound rosewood fingerboard with mother-of-pearl block inlays. Other details include Grover Sta-Tite open gear tuning machines, and asymmetrical headstock adorned with Guild's logo and mother-of-pearl Thunderbird icon.

INFO [**Guild \(guildguitars.com\)**](http://Guild (guildguitars.com))

D'Addario Expands Acoustic String Line With Nickel Bronze Series

D'Addario has expanded its acoustic string line with the new uncoated Nickel Bronze series.

Nickel Bronze strings feature a combination of nickel-plated phosphor bronze wrapped around a high carbon NY steel core, engineered to bring out the tonal characteristics of any guitar.

The nickel-plated wrap wire gives a guitar clarity, resonance, and projection, as well as balance and harmonically rich overtones. Players can also expect improved tuning stability and higher break resistance, thanks to the NY Steel core, which was also featured in D'Addario's NYXL electric guitar strings.

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

Music Man Updates John Petrucci Signature Model

Ernie Ball Music Man has created the JP16 guitar designed in collaboration with acclaimed guitarist John Petrucci.

This guitar is part of the Ernie Ball Music Man Artist Series, alongside models designed with St. Vincent (Annie Clark), Maroon 5's James Valentine, Steve Lukather, Albert Lee and Steve Morse.

The JP16 offers an ideal combination of the JP15 and the original Ernie Ball Music Man John Petrucci signature model. The model retains the styling of the current JP15, with highlights including a lightweight basswood body, high gloss Black Lava finish, and a new Floyd Rose 1000 Pro Floating Tremolo system.

The JP16 also features the return of the original scooped forearm contour, which will provide hours of playing comfort. First fret JP16 logo, stainless steel frets and a smoky ebony fretboard are standard options on the

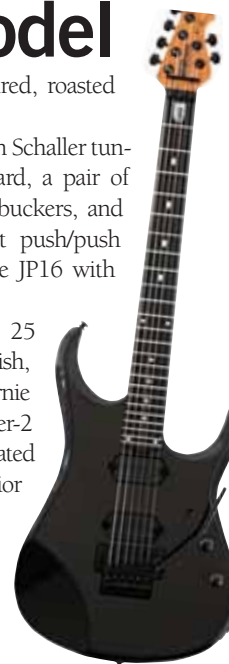
ultra thin and fast figured, roasted maple neck.

The JP16 comes with Schaller tuning machines as standard, a pair of custom DiMarzio humbuckers, and 20-plus dB gain boost push/push volume pot provide the JP16 with plenty of sizzling tone.

The guitar sports a 25 1/2-inch scale, gun-oil finish, 17-inch radius, and Ernie Ball's trademarked 4-over-2 headstock and compensated nut, designed for superior tuning stability.

The Ernie Ball Music Man JP16 will be available for pre-sale July 1, 2016.

INFO [**Ernie Ball Music Man \(music-man.com\)**](http://Ernie Ball Music Man (music-man.com))



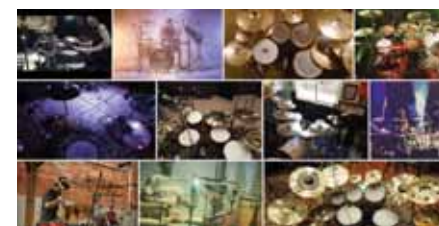
Show Your Sabian

In an effort designed to let fans and drummers around the world proudly share their setups, Sabian has launched "Show Your Sabian," a new microsite to be hosted on the sabian.com website.

This will let fans easily upload images and video of their drum kits from gigs, studio sessions, bedrooms, even outdoors — where they will be hosted alongside images of Sabian artist's setups.

In addition to providing a forum for drummers to share their setups to a much wider audience than their personal social media pages, "Show Your Sabian" also provides valuable feedback to Sabian cymbal craftsmen, as essentially it's a place they can see their cymbal designs in an everyday, real-world setting.

INFO [**Sabian \(sabian.com/en/show-us-your-sabian\)**](http://Sabian (sabian.com/en/show-us-your-sabian))



Boss Delivers New Compact Loop Station

The new Boss RC-202 Loop Station offers the look and tabletop interface style of the flagship RC-505 Loop Station, and features multi-effects, external control capabilities and more.

The RC-202 features two stereo loops with dedicated fingertip controls and dynamic status indicators. It also includes 64 phrase memories for storing and recalling live loop creations, organized in eight different banks for easy access while performing. Loops can be saved to the current phrase memory without ever stopping playback, letting users save and switch memories to perform advanced song structures and evolving arrangements.

Equipped with extensive multi-effects capabilities, the RC-202 offers more real-time processing than any other Boss Loop Station. Four Input FX and four Track FX can be used simultaneously, and numerous effects types are available for loop creation and playback.

The RC-202 includes 17 onboard rhythms that can be used as backing for loop recording and jamming. The rhythm part can be directly routed to the rear-panel headphone jack to provide a dedicated click track.

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

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When it comes to traditional acoustic instruments that set the standard for quality and tone—Saga Musical Instruments is the Gold Standard. That's because for more than 40 years, Saga has been committed to designing and manufacturing traditionally inspired acoustic fretted and string instruments to the highest quality and value standards possible. It all starts with solid brand value achieved through painstaking research and design, product development and quality assurance every step of the way.

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GUITAR WALL



Michael Kelly Expands Mod Shop Program

Michael Kelly Guitars has released the Mod Shop 50 Burl Deluxe, the latest guitar in its Mod Shop program. This new model is a customized version of Michael Kelly's burl and gold adorned Custom Collection model. Created in collaboration with Seymour Duncan pickups, the Burl Burst comes equipped with the best-selling Duncan Quarter Pounder set, which delivers fat, sparkly tones. The Seymour Duncan Quarter Pound Lead and Rhythm pickups provide humbucker-level punch and saturation in a true single-coil package.

The Michael Kelly Quad Mod electronics modification was also added to the Burl Burst. The MK Quad Mod expands sonic options by replacing the standard three-way switch with a four-way switch, adding a fourth pickup setting that turns on both neck and bridge pickups in series to create a thick, punchy humbucker-inspired tone.

MK die-cast tuning keys, a T-Vintage ash-tray bridge and gold hardware complete the exotic look.

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



Ernie Ball Showcases 'Old Smoothie' Bass

Ernie Ball Music Man's 40th Anniversary edition of the StingRay, nicknamed "Old Smoothie," was named for a prototype from 1976 — designed by Leo Fender and gifted to Sterling Ball — and features a one-of-a-kind design and unique tonal characteristics.

The bass features a rare 10-pole piece pickup design, resulting in a smooth, full tone that gives "Old Smoothie" its name and is reminiscent of the vintage '70s Music Man

StingRay sound. Over the last four decades the StingRay has been played by such players as John Deacon of Queen, Marcus Miller and Lenny Kravitz.

"We recently revisited the bass and were knocked out by its rich, deep, beautifully sweet tone," said Sterling Ball, Ernie Ball CEO. "We knew we had to make it available to today's bass players and celebrate one of the most iconic instruments of our time."

🛒 **Ernie Ball Music Man** (music-man.com)

Schecter's Loomis Guitar Boasts Comfort

Built with the same quality and construction as its six-string counterpart and featuring a swamp ash/quilted maple body and set in maple/maple neck, Schecter's Jeff Loomis Cygnus JLX7 FR is everything you'd expect from a Loomis model.

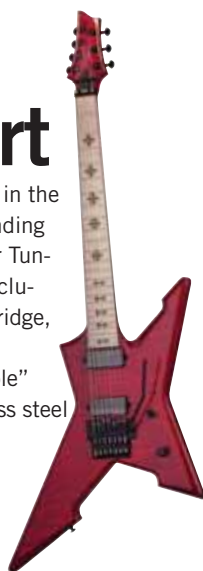
This 24-fret guitar has a 26 1/2-inch scale, 16-inch radius and comes equipped with new signature Jeff Loomis Seymour Duncan Pickups, making it a shred machine.

A new contoured "X" body style paired with the light weight of the swamp ash body

makes for great comfort in the studio or on stage. Rounding the guitar out are Grover Tuners and the Schecter Exclusive Floyd Rose 1500 bridge, providing precision tuning stability, a "no wobble" tremolo arm and stainless steel appointments.

MSRP: \$1,699.

🛒 **Schecter** (schecterguitars.com)



Prestige's Troubadour Boasts Maple, Mahogany Combo

The Prestige Troubadour by Prestige Guitars is a single cutaway solidbody guitar, boasting a killer combination of a solid, carved Canadian Maple top and solid mahogany body and neck. The guitar is finished in satin/matte black with cream three-ply binding surrounding the body, and a cream bound neck and headstock. The Troubadour features

an ebony fingerboard, and clean, understated, offset mother-of-pearl dot inlays. Hardware includes all-nickel TonePros magnetic locking bridge and saddle and 18:1 Grover Tuners. The Troubadour is also loaded with a pair of nickel-covered Seymour Duncan Humbucker pickups.

🛒 **Prestige Guitars** (prestigeguitars.com)



Danelectro's Vintage 12 Recreates Vintage Jangle

LPD Music has debuted the new Danelectro Vintage 12 string. The Vintage 12 is manufactured in Korea and features the traditional Danelectro D59 double cut design.

A semi hollowbody with F-hole and two 56 vintage lipstick pickups help to re-create the familiar vintage 12-string jangle and tones. The guitar is available in three vintage finishes — Aqua, Metallic Red and Vintage White.

🛒 **LPD Music** (lpdmusic.com)



Fret-King Jorgenson Artist Model 'Oozes Classic Style'

Designed in conjunction with Trev Wilkinson, the new Fret-King Black Label 'JJ' John Jorgenson artist guitar boasts a chambered body with faux "F-holes" and is made from American Alder with a Canadian maple neck matched to an Indian Rosewood fingerboard. The Wilkinson WTB fixed bridge provides solid anchoring to the guitar, unparalleled sustain and ultimate tone transfer thanks to its three self-intonating brass saddles and cold roll steel chrome-plated bridge/pickup surround.

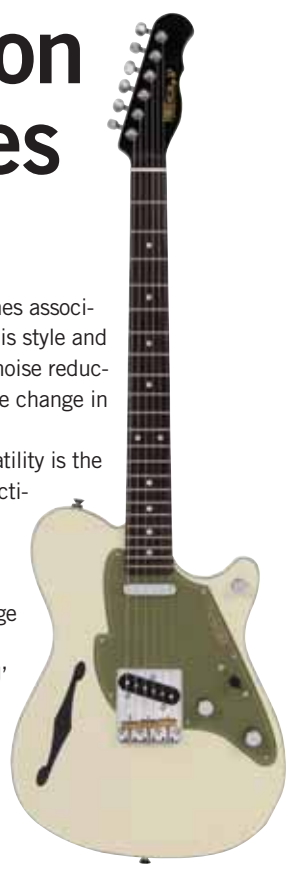
A Wilkinson/JJ WV0BT bridge pickup matched to a WTN/JJ neck pickup are coupled with two auxiliary 'ghost' coils under the JJ's unique pickguard. These are activated with a push-push switch on the tone control, and as per Jorgenson's request, these switch

between single coil tones associated with a guitar of this style and a true hum canceling noise reduction with no perceptible change in sound or tonality.

Adding to this versatility is the "Vari-Coil," (which is activated by the third control knob on the lower front bout) dialing in extra boost on the bridge pickup.

The Black Label 'JJ' oozes classic style and holds its own in every playing situation.

🛒 **Fret-King** (fretking-vintage.com)





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We hope to see you next year for 2017 Summer NAMM in Nashville, July 13-15! 

SOUND ROOM



Prism Sound Halts Marketing of Maselec Master Series Products

The MEA-2, MLA-2 and MMA-4XR products, designed and manufactured by Mases Electronics Limited, will in the future be available under the Maselec brand from Mases Electronics Limited. A limited quantity of remaining Prism Sound branded stock, new and used, is available. Contact sales@prismsound.com for details.

Prism Sound and Maselec will maintain their partnership in the United States, where Prism Media Products Inc. will continue to

be the exclusive distributor for the complete Maselec product range for the United States, Canada, Mexico and South America.

Prism Sound and Maselec remain complementary brands and will continue to work together internationally to provide solutions for mastering and other recording facilities. The decision follows a review of the Maselec product line and discussions between Prism Sound and Maselec about the future of both brands.

[Maselec \(maselec.com\)](http://maselec.com)



TMP-Pro Adds sE Electronics

TMP-Pro has added microphone manufacturer sE Electronics to its pro-audio brand lineup.

"The unique hand-crafted designs, precision engineering, and quality components of sE Electronics microphones make them a good fit for TMP and an excellent brand to add to our line card," said Eugene Mulcahy,

TMP's director of pro-audio products.

TMP-Pro Distribution, a division of The Music People and makers of On-Stage products, offers the value-added service of a family business with the expertise of an organization focused on live and installed pro-audio distribution.

[TMP-Pro \(tmppro.com\)](http://tmppro.com)

Dynaudio Monitors Excel in Low Volumes

Dynaudio Pro's LYD Nearfield Monitors are personal nearfield monitors that excel at low volume precision, making them ideal for home studios and workstations.

Each drive unit is fueled by a powerful, state-of-the-art Class-D amplifier that features a 96kHz/24bit signal path. Advanced Position and Sound Balance controls ensure the best possible performance in any professional listening environment.

Advanced controls on LYD Monitors' rear panel include Bass Extension which lets the user choose between having the speaker play with a flat default bass setting, or tuned to play as loud as possible (+10Hz/+5dB) or as deep as possible (-10Hz/-5dB). None of the three settings influences the linearity of the

frequency response.

Knowing that placing a speaker close to a wall is always problematic, especially for bass-ported systems, LYD Monitors offer two user selectable Position Settings, one for free-standing speakers ("free") and one for speakers placed within 50 cm of a back wall or closer ("wall").

[Dynaudio Pro \(dynaudio.com\)](http://dynaudio.com)



Direct Sound Goes Extreme

Direct Sound's new HPA EXW-37 Wireless Extreme Isolation Headphones feature a 300-foot line-of-sight range and 50 hours of playback at 90 percent volume. The HPA EXW-37 incorporate patented new High Precision Audio (HPA) technology for superior audio quality. High Precision Audio outperforms standard High Definition Audio (HDA) specifications found in most professional model headphones. While HDA's maximum sampling rate is 6kHz to 192kHz, High Precision Audio (HPA) sampling technology starts at 48kHz and can go as high as 320kHz, supporting requirements in today's professional studio environment where the common range is 192kHz-320kHz.

The new headphones offer 37.7 dB of isolation at 8,000 kHz.

[Digital Audio Labs \(digitalaudio.com\)](http://digitalaudio.com)



MXL's DX-2 Mic Features Side Address Pickup

MXL Microphones' new MXL DX-2 Variable Dynamic Instrument Microphone features a unique design and signature variable control for selecting or blending tone and pickup patterns with two distinctly different capsules.

The MXL DX-2 is flat-faced for side address pickup while the crossfade knob allows blending between two different capsules with complimentary characteristics. The slotted

semi-open back lets Capsule 1's super cardioid large capsule pick up ambient and naturalistic room tone. Capsule 2's cardioid small capsule offers complete rejection of monitor and stage volume.

The MXL DX-2's flat-face design also allows for optimal placement directly on guitar cabinets with a higher SPL tolerance for horns and drums.

[MXL \(mxlmics.com\)](http://mxlmics.com)



Peavey's RBN Ships

Peavey Electronics has announced the availability of the RBN 112 speaker enclosures and the RBN 215 powered subwoofers. Driven by highly efficient power amps designed specifically for powered speaker enclosures, the RBN series combines best-in-class audio quality with Peavey's legendary reliability. The 1,500 watt RBN 112 speaker enclosures are top quality, ultra-reliable loudspeakers. Unique to these speakers is Peavey's proprietary 120-mm true ribbon high frequency driver on a low-coloration wave-guide. Used in studio environments for decades, Peavey has developed a method for applying this high-quality sound technology to live applications.

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

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Wilkinson at Fret-King, Vintage Guitar Booth

Often described as a “guitar guru” or “one-man think tank” Trev Wilkinson has been at the forefront of guitar design and innovation for over 30 years. Decades of experience, not to mention many years of listening first-hand to some of the biggest legends in the industry, such as Leo Fender and Wayne Charvel, have given him an almost encyclopedic knowledge of all things guitar. Wilkinson will bring that knowledge to the Fret-King and Vintage Guitar booth throughout Summer NAMM to talk to attendees about his fabled innovations and show off his latest guitar designs. From his earliest designs, such as the “Wilkinson Roller Nut,” through to his current range of Fret-King hand-built electric guitars, Wilkinson has provided the working guitarist with the best possible tools to do the job, paying tribute to classic designs without being hampered by the nostalgia often associated with them.

“He has all the knowledge and creativity regarding guitars without any of the superior attitude that seemed to always come along with that knowledge,” said John Jorgenson, guitarist for Elton John. “He always seemed to have



Trev Wilkinson

already designed something that I had wanted and wondered if it was possible to make.”

Stop by booth 1634 in Hall D to talk guitars with Wilkinson.

🛒 [Fret-King \(fretking-vintage.com\)](http://Fret-King (fretking-vintage.com))

Get a Leg Up With K&M's Durable Leveling Leg

Adaptable, secure and durable, K&M's latest Leveling Leg has found the answer to a common problem — finding even ground. The new Leveling Leg simply attaches the leg to a variety of K&M stands or any stand with a leg diameter of 1.575 inches for stabilization and is ideal for use on stairs, sloped

surfaces or setting up outside. The Leveling Leg is easily interchangeable by using the simple clamping bracket to attach. Use the red leg when caution is needed or black to blend in. Once on level footing simply retract the leg and use the stand as normal.

🛒 [K&M \(km-america.com\)](http://K&M (km-america.com))



Reverend Gets Colored

Reverend Guitars has added new colors to some of its most popular basses. The Reverend Dub King will now be available in Metallic Alpine Green, and the Reverend Decision will be available in 3-Tone Burst. The Dub King is Reverend's semi-hollow, set-neck bass with a short scale neck and thick, deep tone. The Metallic Alpine will be complimented by a rosewood fingerboard and black pickguard. The Decision bass pairs two distinctly different pickups that are harnessed to a pickup

pan control, so the tone can go from funk to thump and all points between. The 3-Tone Burst is matched with a rosewood fingerboard and a tortoise pickguard.

Both basses have Korina body and are loaded with Reverend's own custom pickups. A lockdown bridge enhances clarity and sustain. Hipshot Ultralight Tuners, a six-bolt neck plate and five-piece maple and walnut neck all create a balanced, high-performance bass.

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

Fishman Packs High-Quality Sounds Into SA Performance System

Fishman's new SA Performance Audio System is the ideal solution for high-quality sound reinforcement in a portable, powerful and easy-to-set-up package.

The SA Performance Audio System consists of the SA330x wide dispersion modified line array speaker system, the SA Sub subwoofer and the SA Expand 4-channel expander/mixer.


Easily personalized for specific audio needs, the SA330x, alone or in conjunction with the SA Sub and SA Expand, is ideal for solo acoustic performers, small combos, DJs, keyboardists, corporate presenters at trade shows or in conference rooms — any and all who need to be heard in small- to medium-sized situations where a portable,

practical and full-frequency amplification solution is required.

The SA330x produces 330 watts in a wide dispersion design for clean, crisp audio without overwhelming the front rows. Channel expandability via an accessory port provides one-cable audio and power for the SA Expand. In addition to full-range audio source capability, the SA330x includes a dedicated subwoofer output to optimize system voicing and a strong, lightweight modern industrial design that's easy to set up.

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






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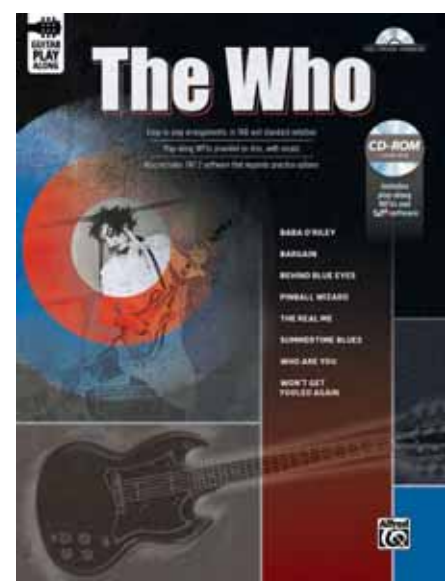


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Alfred Adds Two

Alfred Music has added *The Who Guitar Play-Along* and *Classic Acoustic Guitar Play-Along* to its “Guitar Play-Along” series.

Alfred's “Guitar Play-Along” series presents some of the most classic songs in modern music in practical but easy-to-play arrangements. The music works for both the bedroom hobbyist, who can practice with the provided play-along tracks, and the weekend warrior, who can perform these arrangements with a band.

Titles in *Classic Acoustic Guitar Play-Along* include Led Zeppelin's “Babe I'm Gonna Leave You,” The Kinks' “Lola,” and more.

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



Yamaha Adds PSR-E453, PSR-EW400

Yamaha has added the PSR-E453 and the PSR-EW400 to its lineup. The new models offer a host of serious, yet easy-to-use professional features to help beginners and intermediate musicians take their live performance, composing and recording to the next level.

The 61-key PSR-E453 provides both audio and MIDI transfer via the USB to HOST port — a first at this price point, and previously available only on professional-level keyboards. This

enables easy transmission of data between the keyboard and a connected computer, including keyboard performance information and song playback data. Designed with the piano-focused player in mind, the PSR-EW400 is the first keyboard in the PSR-E series to incorporate 76 touch-sensitive keys in a wider design, which provides extra room for Split Keyboard and piano playing.

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

Roland Teams With Robben

The new Robben Ford Tone Capsule brings the signature tone of the noted blues and jazz fusion guitarist to the Roland Blues Cube amplifier series. This user-installable Tone Capsule changes the sound and response characteristics of the original Blues Cube amps, authentically reproducing the bold, creamy blues lead tone and strong presence of Ford's sound.

Known for his longtime solo career as well as collaborations with big names in blues, jazz and rock, Ford has used a prized, custom-made tube amplifier to achieve his distinctive and appealing guitar tones. Ford worked directly with Roland engineers on



this new Tone Capsule, fine-tuning it to his personal specifications.

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

New Riversong Model 100-Percent Canadian

The new Riversong Silhouette guitar boasts a West Coast Sitka Spruce top, Chillakwian Maple back and sides, and a walnut fretboard. Made of 100-percent Canadian woods means that this guitar represents the hometown of Riversong in Kamloops, British Columbia.

An easy playing composite neck and a new version of the company's patent-pending Riversong neck system make this model both look and sound good. The guitar is finished with a gloss ebony top and satin black back

and sides with a satin finish neck.

The Silhouette Deluxe (DLX) features 3A Chillakwian Maple back and sides with a unique linear black burst. Included in this model is an integrated pickup system so that it is ready for the stage or studio.

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



Casio Expands Celviano Lineup

Casio has expanded its Celviano Grand Hybrid lineup with the introduction of the GP-400BK. The Celviano Grand Hybrid pianos combine the advantages of both digital and acoustic pianos, while delivering the performance of a grand piano in tone, keyboard quality and playing comfort.

Casio previously released two pianos in the Celviano Grand Hybrid lineup in 2015 — the GP-500BP and GP-300BK — and both were equipped with the company's AiR Grand Sound Source and Grand Hammer Action keyboard. This keyboard is made with full-length wooden grand piano keys, using the same materials and processes as the C. Bechstein grand pianos.

The new GP-400BK comes with the three historically popular grand piano sounds featured in the GP-500BP and GP-300BK, as well as the same reliable key response and supple



playing comfort. New with the GP-400BK is the design, which boasts a curved rear panel and thicker side panels and legs.

🛒 [Casio \(casiousa.com\)](http://casiousa.com)

THE ORIGINAL

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DRUM PAD



Meet Adoro Drums

The Adoro Drums brand includes the City Lights Maple Series, the Worship Series as well as Adoro drumheads and Ultra-Tone Silent sticks and beaters from Lidwish Solutions.

The City Lights Maple Series is made of high-quality materials, accurate manufacturing and features a distinctive sound. The City Lights Custom is a true custom instrument, custom built to meet the player's dream sound and look. The City Lights Custom Sets

are not limited in choices of shells and sizes.

The Worship Series offers slightly thicker shells to give more attack and volume, and the lacquer finishes let them. Adoro doesn't believe a drum set has to be mic'd to sound good, so it does not build semi-acoustic drums. Therefore with each series, Adoro Drums offers optimum sound, with the features you expect from a professional drum set.

🛒 [**Adoro Drums \(adoro-drums.com\)**](http://Adoro Drums (adoro-drums.com))



Sabian Adds Vanguard Cymbals

Sabian has added the Vanguard cymbals to its Remastered HH line. Like all HH cymbals, Vanguard models are fully hand hammered, however they feature a few key differences. Vanguard cymbals employ pin-point lathing, rather than traditional lathing. Also, Vanguard cymbals are thinner and lighter, with smaller bells and extended profiles overall. The result is a clean, woody stick definition.

Drummers who prefer dark cymbals with fast responses will enjoy HH Vanguard

cymbals, especially fans of the HHX Evolution line. They provide a crystalline complexity of sound that is always musical. Choose the 16- or 18-inch for immediate responses, or the 20-, 21- or 22-inch for less overall wash.

The 14-inch Vanguard Hats deliver an ultra-smooth transition from a fat, meaty foot "chick" to a dry closed stick sound. They are completely raw on the bottoms, and lathed only on the outer 2-inch area of the tops, lined the rest of the way to the cup.

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

Drumeze Grips Reduce the Shock

Drumeze Drumstick Grips by A.R. Products are the original patented drumstick grip that helps reduce the shock of playing drums. The grips were created to help beginners and professionals reduce the potential of injury while playing drums. Drumeze Drumstick

Grips also come in Extra Grip for the drummer wanting more shock reducing benefits. These grips wick away sweat during playing, so players don't have to worry about dropping a drumstick.

🛒 [**Drumeze \(drumeze.com\)**](http://Drumeze (drumeze.com))

Promark's ActiveGrip Coating Available on Wide Variety of Models

Promark by D'Addario has announced that its patent-pending technology ActiveGrip, a heat-activated drumstick coating, is now on a wide variety of models. The coating made its debut on the Glenn Kotche Active Wave 570 — a collaboration between Wilco drummer Glenn Kotche and the drumstick maker.

The ActiveGrip technology will be

available on eight stick models in addition to the Kotche ActiveWave 570. The technology behind the heat-activated coating makes the stick tackier as the player's hands heat up and sweat, offering a smooth, natural feel instead of the typical rubbery texture many drummers find uncomfortable.

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



Pearl Adds Three USA Galaxy Flake Finishes

Pearl's three new finish options are available in two all-maple shell packs.

Each new Decade Maple kit showcases high-density Galaxy Flake sparkle finishes for a dual-dimensional visual effect. Options include Ocean Galaxy Flake, Crimson Galaxy Flake and Slate Galaxy Flake wraps made exclusively for Pearl by Delmar USA.

Introduced at The NAMM Show 2016 in celebration of Pearl's 70th anniversary, Decade Maple drums' quality is the final product of 10 years of process and material refinement. Decade's cross-laminated six-ply

SST all-maple shell projects with authority, reacting quickly to the stroke with resonant highs and thundering lows.

"Delmar USA is the leading supplier of wrapped finishes to the boutique drum market," said Terry West, Pearl Corporation CEO. "Custom touches like this truly set Decade Maple drums apart from other kits in their price range. We are proud to be able to offer these five piece shell packs at the same \$699 street price as the original lacquer version."

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

Evans Offers Synth Alternative

The Evans '56 is a new series of products geared towards drummers looking for a vintage look and sound. Making its debut in this new series is a line of Calf-tone drumheads — a synthetic alternative to traditional calfskin. These heads embody the calfskin look and sound but with the consistency, fit, and tuning range made standard with Level 360 Technology. Calf-tone is made using a 12mil Mylar base blended with unique materials to produce warm, full and rich tones. These heads bring out the best of a vintage kit and evoke a classic appearance and sound.

🛒 [**Evans \(evansdrumheads.com\)**](http://Evans (evansdrumheads.com))





Alfred Adds Three Titles to 'Easy' Songbook Series

Alfred Music has added three compilation songbooks to its "Alfred's Easy" series: *Love & Romance* for guitar, piano and ukulele.

For beginning musicians, "Alfred's Easy" series is the fast track to developing a repertoire of well-known and fun-to-play songs, while more experienced players will find an excellent resource of favorite songs. This series heralds the debut of the "Easy Hits" guitar TAB, ukulele TAB and piano arranging formats, which provide melody, chords and lyrics — plus any integral "hook" parts — to songs spanning across the decades.

MSRP: \$18.99–\$19.99.

🛒 Alfred Music (alfred.com)

Faith Guitars Crafts New Venus 'Blood Moon' Model

Faith Guitars has added a limited-edition Venus "Blood Moon" electric-acoustic guitar to its lineup.

The OM-style electro cutaway continues the tradition of Faith Guitars by using innovative tonewoods for sonic variety and aesthetic impact.

The top, back and sides of the Venus Blood Moon are made from Javanese

high-figure trembesi. Tonally, it is similar in timbre to a solid mahogany instrument, but it benefits from a slightly more pronounced treble response.

Once the select high-grade wood wanes, this limited-edition model will withdraw from the lineup.

MSRP: \$1,399.

🛒 Faith Guitars (connollymusic.com)



Two New Vintage Reissued Models Blend Classic Looks, Modern Specs

Vintage has released two new models in its Reissued series: the V72HFTB and V72FTB.

The V72 guitars bring a subtle blend of classic looks with modern specification to the Vintage electric range.

The Reissued series V72HFTB features an American alder chambered body matched to a one-piece hard maple neck. Its modern bridge design with through-body stringing

gives sustain and superb tone that is captured through the Wilkinson WHHB double coil pickups, with tight low-frequency response and crisp highs.

Using the same woods and materials, the Reissued Series V72FTB is fitted with a Wilkinson WDG mini double-coil pickup at the neck position.

🛒 Vintage (fretking-vintage.com)

Planet Waves NS Micro Tuner Won't Mar Finish

Planet Waves by D'Addario has introduced the NS Micro Soundhole Tuner to its line of instrument accessories.

Designed for acoustic guitar, ukulele and other acoustic instruments, the chromatic NS Micro Soundhole Tuner remains concealed within the instrument's soundhole for discreet tuning. A non-marring universal mounting clip allows stress-free installation.

Featuring a calibration range of A435–A455, the NS Micro Soundhole Tuner's highly sensitive piezo transducer senses vibrations directly from the soundboard for fast and accurate tuning response. A bright multi-color display allows easy viewing in any environment. MSRP: \$39.95.

🛒 D'Addario (daddario.com)

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V72 Series



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Booth 1634, Hall D



www.VintageGuitarsUS.com

PEDAL BOARD

Source Audio Adds Three

Source Audio has expanded its One series to include the L.A. Lady Overdrive, Kingmaker Fuzz, and AfterShock Bass Distortion pedals.

All three pedals feature a compact housing and the straight-forward control surface of a traditional stompbox, but inside live and breathe the archetypal tones of over 50 years of overdrive and fuzz technology. Out of the box the L.A. Lady, Kingmaker, and AfterShock include four control knobs and a center toggle switch that selects between three overdrive, fuzz, or distortion engines, but connecting these pedals to the Neuro Mobile App (a free download for iOS and Android) opens a far deeper level of control and flexibility.

The Neuro App lets users access Source Audio's library of over 40 drive engines, with extended EQ, mix, and noise gate control as well as alternate routing options.

"Our industry has been wondering which pedal company could pull off the first rack-quality digital distortion in pedal format," said Roger Smith, Source Audio president. "With the Kingmaker, L.A. Lady and AfterShock, we are not only delivering the quality, but deep editing, and a vast sound library, too. These pedals are completely unprecedented."

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



Step Up With MOD Kits

MOD Kits DIY has debuted the Step Ladder kit, a passive input attenuator using high-quality components. True-bypass mode provides the maximum signal level. The attenuator pot and tow toggle switches allow for flexibility in the amount of signal attenuation when not in bypass mode.

Treble bleed capacitors in the circuit let you retain crisp high frequencies even at maximum attenuation. The Step Ladder has a compact size that fits in most guitar cases.

🛒 [MOD Kits DIY \(modkitsdiy.com\)](http://MOD Kits DIY (modkitsdiy.com))



StompLight International Improves Product Line

StompLight International has announced a host of changes to its offering, including lower pricing, improved margins for dealers and the addition of three new products to the StompLight International line.

StompLight is a fully self-contained and powerful performance lighting solution that sets up in seconds. StompLight is designed for solo performers, DJs, bar bands, dancers and as part of any minimalist stage setup producing dozens of colorful lighting effects at the click of a button.

StompLight's effects include a sound responsive Color Organ, Color Wheel and a Strobe Light. The StompLight Professional model also houses a built-in microphone with adjustable input gain and spectrum analyzer capable of producing lighting synched to the performer or the ambient music.

Notable improvements to StompLight include improved brightness, simplified connectivity for expanding the light show using multiple units or the new StompLight Slave or StompLight Mini. A DMX adapter has also been developed for integrating StompLight with DMX lighting systems. StompLight also



offers off-the-grid capability via a small rechargeable battery pack.

Originally, CEO Michael Ahern intended to manufacture StompLight products in the U.S., but has opted instead to use a U.S. partner with facilities in China. This has enabled the StompLight Professional to be introduced to retail at a new price of \$249, affording attractive margin for dealers.

🛒 [StompLight International \(stomplight.com\)](http://StompLight International (stomplight.com))



Direct Sound

EXW-37 WIRELESS HEADPHONES



MADE IN THE USA - ONE YEAR WARRANTY - EXTENDED BATTERY LIFE UP TO 50 HRS

Direct Sound
EXW-37 WIRELESS HEADPHONES
Specifications

Type: Wireless High Precision Audio (HPA™) studio headphone
Passive Attenuation: 36.7 dB @ 800Hz, NRR 29 dB
Frequency Response: 10-25,000 Hz
Signal Processing: 50,000-320,000 Hz x 24 bit depth when using HPA™ DSP source
Drivers: 40mm, closed back
Impedance: 32 Ω
Total Harmonic Distortion: .000048% (virtually zero)
Connectivity: Bluetooth 4.0 x LE
Charging: Micro USB
Maximum Input Power: 1,000 MW
Battery: Lithium Ion / 50 hours at 90% volume / 1000 hours on standby
Operating Range: 300 feet line of sight / 100 feet typical
Mixwan Compatible Red is Right E-Z channel identification New Incrediflex padded, fully adjustable headband – foldable for easy storage
Warranty: One year Weight: 11.5 ounces

What's in the box:
EXW-37 Wireless Extreme Isolation Stereo Headphone
Battery Charging cord



Direct Sound
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Tune Fun!™



Tune Style!™



Exclusive Distributor for Christopher™ Referencing Speakers

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

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Amptweaker Expands Distortion Series

The Amptweaker JR Distortion Series has been expanded to include bass versions: The Bass TightDrive Jr, Bass TightRock Jr and Bass TightMetal Jr. Each pedal has the same features as its guitar counterparts, is tweaked for bass and includes a Dry Low blend, a popular feature from the Bass TightFuzz. This helps maintain the low-end while allowing the distortion to be chunky and tight.

Derived from the Pro series, the Tight control and Fat switches were re-configured into a three-position Fat/Normal/Tight switch to dial in the attack of the notes from thick and heavy to aggressive and chunky. An EQ switch similarly provides Plexi (Thrash on TMJR)/

Normal/Smooth tone settings, which helps the pedals work with a broad range of rigs. In addition to gain, tone and volume knobs, there's also a manually adjustable noise gate which can be cranked to stop notes hard and fast, and this gate only affects the distorted tone.

Amptweaker has also announced the consumer requested FatMetal Pro, a new version of the top selling TightMetal Pro. It has all the same boost features and multiple effects loops, but is voiced like the FatMetal, and is particularly well suited for use with brighter amps, or for thicker metal tones used in sludge, doom, and black metal.

🛒 Amptweaker (amptweaker.com)



Medea's New Pedals Evolve

Daredevil Medea designs and manufactures high-end analog guitar pedals that are easily programmed via a digital interface.

Medea's pedals have a full analog path providing a rich sound that is only available within the analog domain. Medea's pedal offerings include: RedCat, a distortion pedal; GreenFox, an overdrive pedal; BlueJelly, a low noise equalizer; UControl, control unit for the chained "Evolution Series" pedals; UControlM, a control unit for the chained "Evolution Series" pedals; and UMidiT, a compact, programmable MIDI sequencer/controller able to drive the "Evolution Series" pedals.

🛒 Medea (medea-tech.com)

Daredevil Offers Fearless Distortion

Chicago-based boutique builder Daredevil Pedals has introduced the new Fearless Distortion pedal. Designed to be much more versatile than the usual all-or-nothing tones, this pedal features high and low gain settings and a unique clipping section giving it a warm, vintage feel but with modern high output and cut. The Fearless sounds open and responsive like a cranked tube amp. This can deliver gain levels like a Marshall on 11, bluesy tweed combos, or saturated low end doom growl. Fearless Distortion is also ideal for solo boosts or warming up a clean amp as well.

🛒 Daredevil (daredevilpedals.com)



ACCESSORIES CASE



On-Stage Adds Accessories

Just in time for the upcoming student rental season, On-Stage has added a new line of band and orchestra care accessories. The assortment includes everything from brass/woodwind swabs, brushes and

cleaning kits, to cork grease and valve oil. The accessory line adds 38 new products in total, and all have been safely manufactured in the United States.

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

Gig Gear Expands Glove Line

Gig Gear's Gig Gloves line will expand to include Gig Gloves Onyx — an all-black version of the original Gig Gloves. Gig Gloves Onyx include all of the same features as the original but are geared towards live event theater and production crew members who need or prefer to be discreet or invisible.

Gig Gloves Onyx are "completely black" unlike other black work gloves that unhelpfully include logos or external tags that are brightly colored and stand out. "Sharpie-ing out" work gloves is no longer necessary for backstage crews.

Gig Gloves Onyx include some new design features, including clips to allow for securing the gloves together or to a keychain, as well as stronger nylon threading throughout the



gloves. The gloves also feature a redesigned removable fingertip that does not expose the fingers underneath.

MSRP: \$49.

🛒 [Gig Gear \(gig-gear.com\)](http://Gig Gear (gig-gear.com))

Kyser Debuts Quick-Clip



The Kyser Quick-Clip features an easy-to-use and accurate chromatic tuner which seamlessly attaches to existing full-size Kyser Quick-Change capos via a magnetic boot. This combo eliminates the need to have multiple items clamped on your guitar.

The Kyser Quick-Clip will keep you in tune if you are using the capo on a fret or if the capo is parked on your headstock. Resting on the capo's rear boot, the tuner sits behind the guitar neck when the capo is in use or behind the guitar's headstock when the capo is not in use. The audience won't even know the tuner is there. The Quick-Clip tuner is held in place by two powerful magnets while being fully rotationally adjustable, and the screen can flip for left-handed guitarists. MSRP: \$49.95.

🛒 [Kyser \(kysermusical.com\)](http://Kyser (kysermusical.com))



Henry Heller Unveils Embroidered Skulls

Henry Heller has introduced the Sugar Skull embroidered series to its line of straps. These custom guitar straps are hand-made in the company's Noblesville, Indiana,

facility. Dealers can choose from five woven cotton colors: black, brown, fuchsia, red or sky blue.

🛒 [OMG Music \(omgmusic.com\)](http://OMG Music (omgmusic.com))

Music Link Distributes Klotz AIS Cables



The Music Link is now handling all sales and distribution to the U.S. MI retail sector for Klotz AIS Germany's MI product range.

The Music Link and Klotz AIS have signed an agreement covering domestic sales and distribution of the Klotz MI cable range, responding to increased demand for Klotz Cables on the U.S. market. The Music Link serves the MI retail sector in the United States from two locations and delivers to MI customers throughout the country within three days or less.

The Music Link will initially carry 50 products from the instrument, guitar, pedal patch, microphone, speaker, and keyboard cable ranges, as well as supplying signature products including the T.M. Stevens Funk-Master range of guitar and bass cables and the guitar cable of #1 Billboard Blues Star Joe Bonamassa.

🛒 [The Music Link \(themusiclink.net\)](http://The Music Link (themusiclink.net))



Levy's Goes Southwest

Levy's has introduced the MS317JAX, a soft suede garment leather strap with Southwest-themed decorative leather inlay.

The new MS317JAX strap is available in four southwest-inspired colors, including Copper, Rust, Honey and black. The straps feature a soft suede backing and are adjustable from 37 to 51 inches.

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

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Big-picture Ideas for Inspiration and Forward Direction

Best in Show

FREE Breakfast (First-Come, First-Served): 8–8:30 am
Session: 8:30–9:30 am
Davidson Ballroom, Music City Center

What's your next best-seller? What products will be big in the fourth quarter—and beyond? Find out at "Best in Show," a can't-miss NAMM U Breakfast Session. Join Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, and a panel of music retail insiders as they reveal their top picks from 2016 Summer NAMM in less than 60 minutes. These are the products and services you'll want to see before you leave the show. Get a jumpstart on the holiday selling season, starting now.



NAMM Idea Center Spotlight

Results-oriented How-tos, Tactics and Tips to Grow Your Business

Social Media Strategies for Your Music Career

10:30 am, NAMM Idea Center, Booth 463



Everyone knows that social media is a powerful promotional tool, but how can you get serious mileage out of it to promote your music career? Join Mark Wilder, managing partner for the Wilder2 agency, for proven strategies and tactics that you can implement easily to improve your odds. Covering Facebook,

Instagram, Twitter, Snapchat, YouTube and more, this session will leave you with real-world examples of how you can use these powerful tools to advance your career.

TEC Tracks Standout

Sessions for Sound, Studio and Stage Pros

The Future Guitarist

1 pm, TEC Tracks, Booth 263

New technology is reinventing the role of the guitarist in contemporary music. For decades, keyboard players have monopolized the benefits of computer integration to bolster high-end work opportunities as orchestral arrangers, video game and television composers, sound designers and session musicians able to produce most any instrument on the planet. **Now guitarists can harness the power of computers, synthesizers and VST instruments through an array of new controllers and next-generation data protocols.** This session will explore new technologies every up-to-date guitarist must know.



SCHEDULE

All Idea Center sessions will be held at the NAMM Idea Center, booth 463, unless otherwise noted. All TEC Tracks sessions will be held at booth 263.



Best in Show 2015 panelists show off their selections.

SATURDAY, JUNE 25

BREAKFAST SESSION
8:30–9:30 a.m.

Best in Show
Frank Alkyer, *Music Inc.* and *UpBeat Daily* magazines, and guests
Music City Center, Davidson Ballroom

What's your next best-seller? What products will be big in the fourth quarter — and beyond? Find out at "Best in Show," a can't-miss NAMM U Breakfast Session. Join Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, and a panel of music retail insiders as they reveal their top picks from 2016 Summer NAMM in less than 60 minutes. These are the products and services you'll want to see before you leave the show. Get a jumpstart on the holiday selling season, starting now.

10 A.M.
A3E NASHVILLE MEET UP AT THE A3E SUMMIT: BREAKING THE FEAR OF MACHINE INTELLIGENCE AND VIRTUAL REALITY

This opening mixer will bring together Nashville's music tech and music industry and will feature special interviews with Justin Evans, the founder of LANDR, and Facundo Martin Diaz, the CEO and co-founder of VRTIFY. LANDR uses cutting-edge artificial intelligence to drive an adaptive mastering engine that "listens" and uses micro-genre detection to make subtle frame-by-frame adjustments based on the unique properties of the song. VRTIFY is technology that gives music lovers a way to pair their music with custom-created virtual environments or immerse themselves in the front row of a live concert.

10:30 A.M.
Social Media Strategies for Your Music

Career

Everyone knows that social media is a powerful promotional tool, but how can you get serious mileage out of it to promote your music career? Join Mark Wilder, managing partner for the Wilder2 agency, for proven strategies and tactics that you can implement easily to improve your odds. Covering Facebook, Instagram, Twitter, Snapchat, YouTube and more, this session will leave you with real-world examples of how you can use these powerful tools to advance your career.

11 A.M.
DIY Marketing for Musicians (Double Session)

The promotional landscape for musicians changes at lightning speed. In this session, Laura B. Whitmore, music industry marketing pro and owner of Mad Sun Marketing, will share insight and tips on getting the most out of your marketing and PR efforts — and how you can achieve success on your own. She'll cover email marketing, list-building, PR, social media, search engine marketing and much more.

11 A.M.
THE FUTURE OF COUNTRY MUSIC PRODUCTION: KELSEA BALLERINI

What's behind the mainstream pop success of the new generation of country artists like Kelsea Ballerini, Florida Georgia Line and Taylor Swift? Meet the writers, producers, and record executives behind the back-to-back No. 1 hits of Kelsea Ballerini. This masterclass session will showcase the technology and production techniques of Kelsea's chart-topping debut album, "The First Time," and explore how hip-hop, urban pop and alternative rock are propelling millennial country artists to new heights on the radio and at the box office.



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The NAMM app is your one-stop source for all show information. Search your app store for "NAMM."

SATURDAY, JUNE 25, 2016



A live performance during the 2015 Summer NAMM Show.

12 P.M.
Into the Sound Hole: Insights From Top Guitar Builders (Double Session)
Get a behind-the-scenes look as top guitar builders share insight into the guitar-building process. This expert panel will discuss what to look for when you purchase a guitar, trends, pitfalls, insider anecdotes and more. The session will be moderated by Paul Riario, tech editor of *Guitar World* magazine, and Laura Whitmore, owner of Mad Sun Marketing.

1 P.M.
The Targeted Hit Songwriter: Increasing Your Odds of Getting Cuts (Double Session)

What can songwriters do to increase their odds of getting cuts? The answer: targeted songwriting. Join award-winning songwriter Thornton Cline and his panel of hit Nashville songwriters, who will give you tips for writing efficiently and upping your odds of getting cuts.

2 P.M.
The Pedal Summit (Double Session)
After a standing-room-only crowd last year, "The Pedal Summit" returns to Summer NAMM for an encore presentation. Vintage King Audio has found an eclectic group of the most creative minds in the music industry, and they'll share their effects pedal design strategies, philosophies and secrets. Join this group of mad scientists for an in-depth, spirited discussion. If you're a guitarist, bassist or gearhead, this is a must-see session.

2 P.M.
THE FUTURE OF METADATA AND BUSINESS INTELLIGENCE FOR MUSIC ROW

Join Sam Brooker of Remix Hits, Stephen

Brady of Big Machine, Chris McMurtry of Dart Music, Betsy McHugh of HurdI and Doug DeAngelis of A3E for this lively panel. The future of Music Row is data. While the music industry struggles to invent and reinvent the monetization of recorded music, technology to self-produce music is saturating the playing field with content. This panel of music technology experts will explore ways to celebrate the democratization of music through new methods of metadata organization and business intelligence that will reward the creators of great content and foster new opportunities for the professional musician to prosper in the years ahead.

3 P.M.
Songwriting Tips From Nashville Pros (Double Session)

Hosted by *Guitar World* magazine, this panel of top hit Nashville songwriters will explore songwriting techniques, tips and more. Topics will include the power of the co-write, getting your foot in the door as a songwriter, how to anticipate the next big shift, demoing and the craft of songwriting. Join singer/songwriter and owner of Mad Sun Marketing Laura Whitmore as she moderates this double session.

3 P.M.
THE FUTURE OF INSTRUMENT AND AMPLIFIER MODELING

While amp modeling has been available for many years, the ability to digitally capture the tone of your own personal amplifier collection and create a high-quality library of your own personal studio gear is brand-new to most. This panel of leaders in the field of modeling technology will discuss the best techniques to model your own instrument collection, and explore the future of physical modeling hardware, software and mobile apps.

Summer NAMM

featuring:

NAMM Top 100 Dealer Awards

NAMM Today

Saturday, June 25

Today's NAMM Foundation Workshop

Issues & Advocacy Roundtable: Traveling with Musical Instruments

10:30–11:15 am, NAMM Member Center, Lobby (Level 3)

Heightened airport security and airline regulations have had unintended consequences for musicians traveling with musical instruments. The American Federation of Musicians has been on the forefront of supporting efforts that streamline regulations so that musicians have the right to freely and conveniently travel with their musical instrument-work tools. Stop by to ensure that your next trip goes smoothly for you and your instrument.



Attend the Star-Studded American Eagle Awards 1–3 pm, Davidson Ballroom, Music City Center

Visit the Davidson Ballroom today as The National Music Council hosts its 33rd Annual American Eagle Awards honoring country music royalty **Vince Gill, Emmylou Harris** and the **Grand Ole Opry**. Experience country star power, connect with industry peers and be inspired by the musical journeys of these standout artists. General admission is open to all attendees with a NAMM badge.

Today's NAMM Foundation Recreational Music Making (RMM) Events

Let's Make Some Noise! Ukulele Circle

12 pm, NAMM Member Center, Lobby (Level 3)

Add the uke to your musical repertoire! Unleash your island spirit at our ukulele circle, where you'll learn the basics of the instrument known as the "jumping flea." No experience required! Brought to you by NAMM in collaboration with Kala Brand Music.



Drum Circle

2 pm, The Terrace, Music City Center

Experience the power of percussion. This can't-miss event is open to the public and combines movement with pulsating rhythms that will feed your creative expression. Instruments provided. Brought to you by NAMM in collaboration with Remo, Inc.

2017 NAMM Show Housing and Registration

Mark your calendar now for Wednesday, July 27, at 8 am (PDT), when members-only badge registration and housing opens for The 2017 NAMM Show. Simply log in at namm.org/thenammshow to reserve your badges and hotel rooms.

To learn more about exhibiting at The 2017 NAMM Show in Anaheim, please call your NAMM Business Partner today at 800-767-6266 (760-438-8001) or email tradeshowsales@namm.org.



See you in Anaheim!

Share your show highlights on social media! #SummerNAMM

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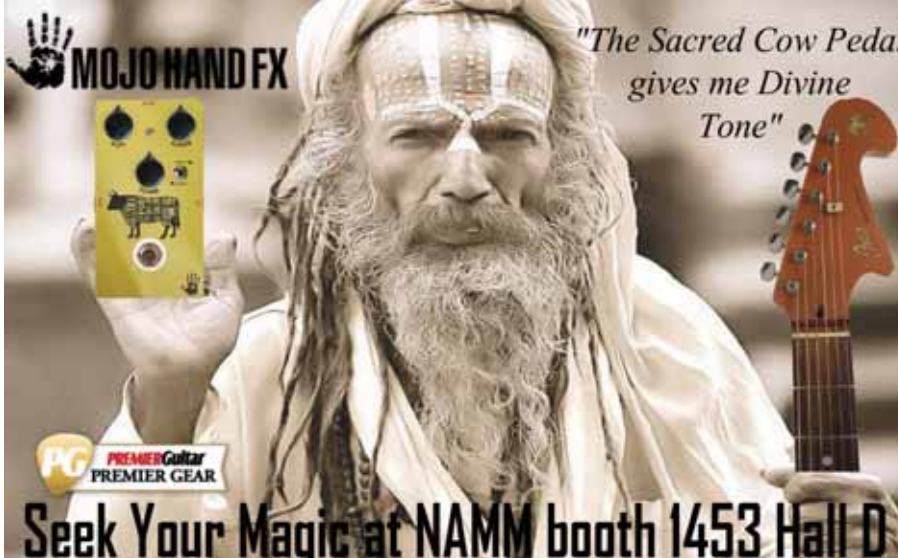
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Park Revisits the '60s With the 50LTD

Park has introduced the 50LTD, based on the Park 50s made in the 1960s.

The Park 50LTD is a recreation of the 50-watt plexi British two-channel, four-input amp used by many artists on stage and on recordings throughout the 1960s and 1970s. In order to be faithful to the originals, the Park 50LTD incorporates hard-to-find stock vintage parts (NOS) such as Iskra, Piher and

Allen Bradley resistors and Phillips Mustard and Lemco capacitors affixed to a Paxolin board with split-top turrets. This new version offers an additional push-pull switch on Channel 1 for more aggressive Lead. A Mer-rin clone output transformer and "Winged C" EL34s top things off. Only 20 Park 50LTDs will be built in New York by Mitch Colby.

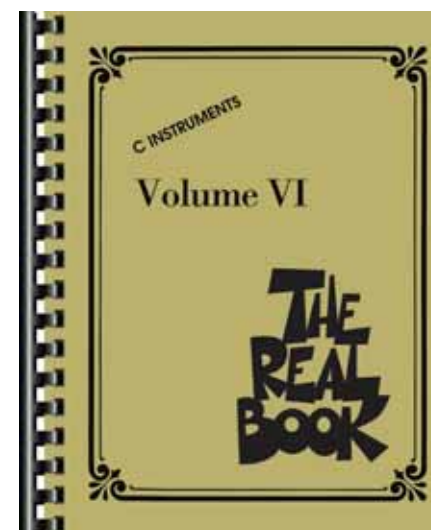
🛒 **Park** (parkamplifiers.com)

Hal Leonard Rolls Out Volume 6 for 'Real Book' Series

Hal Leonard's *The Real Book Volume 6* includes a new collection of 400 jazz tunes and jazzy arrangements of pop and show standards with no duplication of titles from earlier volumes.

Since the 1970s, *The Real Book* has been the go-to reference for gigging jazz musicians. Hal Leonard publishes completely legal editions of the originals, as well as many new volumes to carry on the tradition to new generations of players while paying royalties to the songwriters behind these classic works.

Volume 6 features work of the jazz giants of the last 40 years, including Chick Corea, Tadd Dameron, Nat Adderley, Miles Davis, Vince Guaraldi and a variety of newer artists.



Song highlights include "But Not For Me," "Cute," "Embraceable You," "Emily," "Good Bait," "Laura," "Lester Leaps In," and more.

🛒 **Hal Leonard** (halleonard.com)

Arriba Cases Adds Newly Designed Truss Bags, Covers for DJs On the Go

Arriba Cases has introduced newly designed truss bags and stretch covers for standard metric truss.

The new bags and covers accommodate the three most popular sizes of truss used by mobile DJs today: F34 square (290mm) in 1.5-meter, 2-meter and 2.5-meter lengths.

"These new bags and covers offer great profit margins for our valuable dealers," said Scott Davies, director.

The new stretch covers come in two versions: one with zippers, the other a simple stretch cover.

🛒 **Arriba** (arribacases.com)

CAD Audio Brings Back Classic A77

CAD Audio has reissued the classic A77 vocal microphone originally introduced by Astatic in 1959.

The A77 is a large-diaphragm, side-address dynamic microphone that has been updated with a PowerGap high gauss magnet and a TrueFlex diaphragm.

In addition to its retro appearance, the A77 delivers a high-powered, articulate sound that cuts through the mix in any live situation.

CAD also has introduced the A77r mic to bring the vintage ribbon sound of the past to a range of modern vocal situations.

🛒 **CAD Audio** (cadaudio.com)





Clavinova Makes 'Most Influential' List in 'Time'

Time magazine's technology and business editors, writers and reporters have designated the Yamaha Clavinova as one of "The 50 Most Influential Gadgets of All Time."

The list included other influential products, such as the Apple iPhone, Atari 2600, Sony Walkman, Fitbit, Polaroid Camera and the IBM Selectric typewriter.

This exclusive listing cites 50 revolutionary technologies that have forever changed the way humans live, work and play. The team of Time evaluators recognized each product as influential because it was the first model in its category to change the course of technology for good.

According to Time: "Yamaha's popular digital piano married the look and compactness of a spinet with the modern qualities of a modest synthesizer. With a plausibly pianistic weighted action and space-saving footprint, it's become a staple for parents looking to bring maintenance-free musicality into households."

[Time Magazine \(time.com/4309573/most-influential-gadgets/\)](http://time.com/4309573/most-influential-gadgets/)

Recording King Offers Modern Update on Classic Parlor Style

Recording King's Dirty 30s Parlor (RPH-P1-TS) is a modern update of a classic turn-of-the-century guitar. It's ideal for guitar history buffs, recording engineers, front-porch blues players and — thanks to its smaller body size and shorter scale length — beginners who need a compact, easy-to-play instrument.

The traditional parlor-size body is based on a historic Lyon & Healy model. It's built with a solid spruce top for classic tone, comfortable rosewood fretboard with stencil fret markers, a 24.2-inch scale length and a bone nut and saddle for excellent string/body resonance.

Recording King guitars combine vintage design with modern upgrades for playability, and the Dirty 30s Parlor is no exception.

Many turn-of-the-century small-body guitars

were made with ladder bracing, but the Dirty 30s Parlor benefits from x-bracing designed to accommodate modern string tension but retain the sound of the vintage parlor guitars.

The Recording King Dirty 30s Parlor is finished in dark tobacco sunburst with true parlor size, vintage design and modern upgrades.

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



The Fishman of Acoustic Preamps

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

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ACOUSTIC ROOM



Recording King Makes Getting Affordable Tone EZ

Available in three body shapes, dreadnought, 000-12th fret, and O, Recording King's EZ Tone Plus guitars include a solid Engelmann spruce top, solid mahogany back and sides, a thin-profile mahogany neck and ultra-thin finish.

Also, Recording King is shipping the EZ Tone Standard guitars — featuring solid spruce tops, mahogany back and sides, and the same thin-profile mahogany neck and ultra-thin finish as the EZ Tone Plus series.

The EZ Tone On-The-Go mini-dreadnought is also available, and includes a gig bag.

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

Blueridge Teams Up With John Jorgenson

From the Desert Rose Band to the Helicasters to Elton John and Earl Scruggs, John Jorgenson's versatility, musicality and technique know no limits.

Blueridge has announced its latest collaboration with Jorgenson, in a long-awaited Signature Model dreadnought guitar. Almost a year in the making, this guitar incorporates many of Jorgenson's favorite stylistic touches. Features, such as rare solid Port Orford Cedar from the Pacific Northwest for the top, or the specifically engineered oversized soundhole — combined with prewar-style forward shifted X-bracing

— makes for a responsive guitar, with a powerful, complex tone. Features include the Dalmatian tortoise binding of top and back with matching pickguard, and the intricately designed peghead inlay featuring a Desert Rose-inspired theme comprised of rare red, green, and blue abalone.

🛒 **Blueridge** (sagamusic.com)



Yamaha TransAcoustic Recreates Live Experience

Yamaha has unveiled its TransAcoustic Guitar, a new concept in acoustic guitar technology that recreates the experience of playing in a rich, live room without needing any external amplification or effects.

TransAcoustic technology expands the capabilities, versatility and the sound of traditional musical instruments. Originally developed in the company's acoustic piano division, TransAcoustic technology is now available in the Yamaha LL-TA handcrafted dreadnought and LS-TA concert acoustic guitar.

In essence, TransAcoustic guitar technology lets the player add both reverb and chorus to the natural sound of the instrument, emanating from the guitar itself, without having to plug in external effects or amplification.

It accomplishes this feat through the incorporation of an actuator inside the

guitar. When the player performs, the strings cause the actuator to vibrate, which is then conveyed to the guitar body and to the air around the guitar, resulting in reverb and chorus effects.

Three knobs located on the side of the guitar provide easy adjustment of the level of the effect, as well as a line out volume level and an on/off control.

The two models are available in Vintage Tint and Brown Sunburst finishes, with clear pickguards and ebony fingerboards. They each feature a solid Engelmann spruce top that has been aged with Yamaha A.R.E. technology, as well as rosewood backs and sides, which translates into a warm, yet powerful vintage quality tone. The guitars' five-ply mahogany and rosewood necks are climate resistant, and they stay intonated over time.

🛒 **Yamaha** (usa.yamaha.com)



Cordoba Adds Exotic Options

Cordoba has introduced the latest addition to the Cordoba Mini Series with the Mini SM-CE. The Mini SM-CE clearly stands out from other travel-sized guitars, with its solid cedar top and spalted maple back and sides accentuated by a padauk rosette and binding. The solid cedar top provides a warm tone that's nicely complemented by the brightness of the spalted maple, resulting in an instrument that really projects its voice. The Cordoba Mini SM-CE also features a soft cutaway and Cordoba 2Band pickup. The hallmark of Cordoba's Mini guitars is the comfortable feel and string spacing of a full-size guitar. The Mini SM-CE also includes a thin U-shaped neck outlined with padauk binding.

🛒 **Cordoba** (cordobaguitars.com)

Vintage Honors D-Day With Mandolin

Based on a 1940s mandolin originally owned by a U.S. Serviceman who fought at and survived the D-Day Omaha Beach landings during World War II, the Gordon Giltrap Vintage D-Day Mandolin has been faithfully reproduced by Vintage as a poignant reminder of the sacrifices made over 70 years ago by servicemen and women, and the importance of musical instruments in raising morale during wartime conflict.

Featuring a white ash body with Nyatoh neck and Indonesian Rosewood fingerboard, the mandolin also boasts aged hardware and displays replicas of some of the original hand-carved inscriptions made by the owner and his fellow soldiers. Supplied with a zero gravity carry case, the D-Day Mandolin is the brainchild of Gordon Giltrap, who was able to uncover the story behind this remarkable instrument.

🛒 **Vintage** (jhs.co.uk)



Martin Expands Junior, Road Series

Martin has added a new model to its Junior Series with the D Jr. 2 Sapele, crafted with a sapele top, back and sides. First introduced at The 2015 NAMM Show, the D Jr. E (also available without electronics) has become a favorite amongst guitar enthusiasts and popular singer/songwriters. The new D Jr. 2 Sapele will be available without electronics and the D Jr. 2E Sapele will come equipped with Fishman Sonitone electronics.

Adding to its Road Series, Martin Guitar has also introduced the DRSG, with Sitka spruce top and Fishman Sonitone electronics, as well as seven new X Series Cutaway models featuring Sonitone electronics, including three new dreadnought cutaways (DCXAE Black, DCX1RAE and DCX1AE), three GPC models (GPCXAE Black, GPCX1RAE and GPCX1AE) and the OMCXAE Black.

🛒 **Martin** (martinguitar.com)

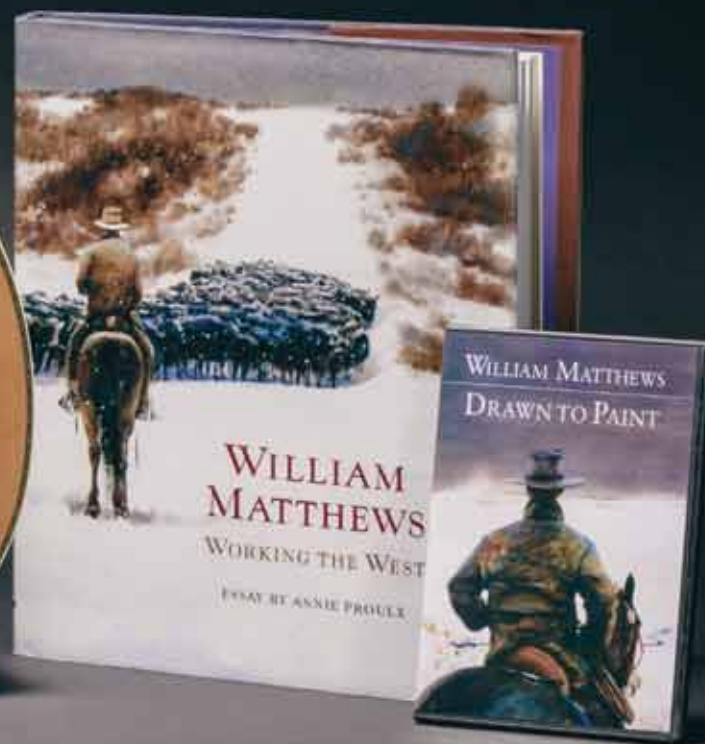




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— ARTIST WILLIAM MATTHEWS



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