

UpBeat

The Official **NAMM** Show Publication

DAILY

GAME CHANGERS

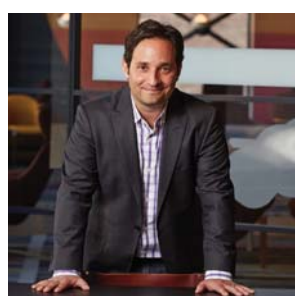


There's no doubt that change has come faster and more furious than ever before for the musical products industry. And there's no doubt that folks attending NAMM are looking for products, services and ideas that help them ride, or create, that giant wave. Here are a few!

1. The great Bobby Watson (left) riffs with Jerry Vivino from Conan O'Brien's Basic Cable Band at Vandoren's VandoJam on Wednesday night. **2.** From left: guitarist John Petrucci from Dream Theater, Brian and Sterling Ball from Ernie Ball Music Man, singer-songwriter St. Vincent and Maroon 5 guitarist James Valentine introduce the new Artist Series guitars Thursday during a press conference at the Ernie Ball booth. **3.** From left: Amy D'Addario, Jonathan Turitz, Jim D'Addario, Bryan Vance and John D'Addario III accept the 2015 *Music Inc.* Product Excellence Award for the company's NYXL Strings. **4.** The Korg team shows off the new minilogue synthesizer at the company's booth on Thursday. The minilogue is a fully programmable, four-voice polyphonic analog instrument with powerful sound creation capabilities. From left: Korg's Joe Castronovo, Tatsuya Takahashi, James Sajeva, and Stephanie Sajesk-Franquie. **5.** To celebrate the 100th anniversary of the dreadnought guitar, Martin Guitar has released the limited edition D-222 Anniversary Model seen here with company CEO and chairman Chris Martin.



BREAKFAST SESSION



Join best-selling author Josh Linkner for a fascinating discussion on how to turn creativity into action!

Hilton Anaheim Hotel,
Pacific Ballroom

Turn Big Ideas Into Results
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IK Multimedia's New App
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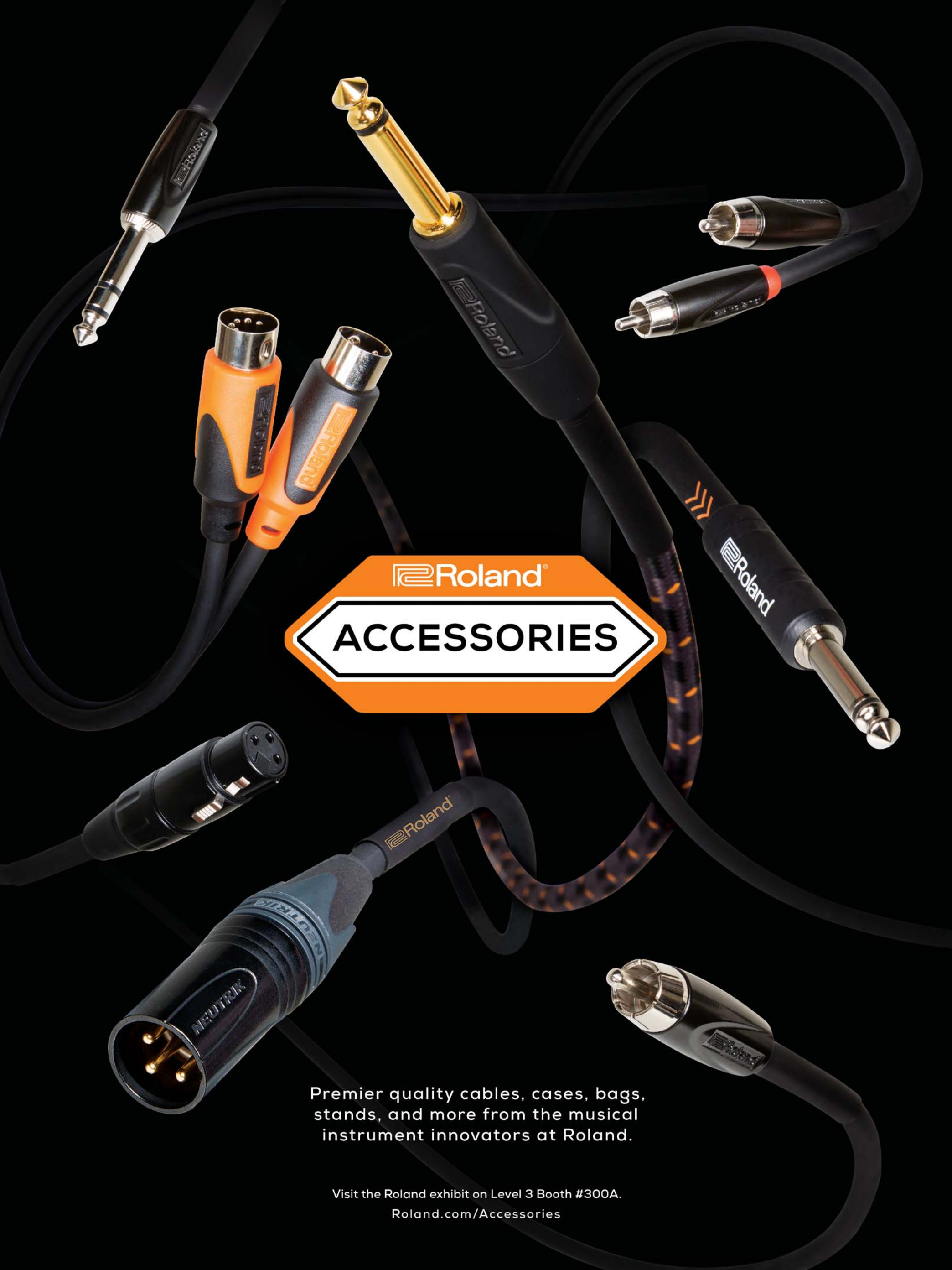
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YamahaCorpUS



From left: Emmanuel Tonnelier, Bill Gray, David Gould, Greg Grieme, Sylvain Carton, Gary Winder and Michael Skinner at the opening of Vandoren's Musician's Advisory Studio in Los Angeles

Vandoren Opens Musician's Advisory Studio in Los Angeles

After more than 20 years of success with the Musician's Advisory Studio in New York, Vandoren has introduced a new studio in Los Angeles. The grand opening took place Jan. 19 with local artists in attendance, including saxophonists Sal Lozano and Doug Masek and clarinetist David Howard of the L.A. Philharmonic. The studio offers musicians a space to try out Vandoren's full line of

products with a product specialist.

"Woodwind players can expect to find everything Vandoren makes, practice rooms to try out gear, guidance from a product specialist, good vibes, espresso or tea, a place to come take a break between sessions and, most importantly, the perfect setup," said Sylvain Carton, Los Angeles Vandoren studio manager.

INFO [DANSR \(dansr.com\)](http://DANSR.com)

Sabian Unveils XSR Cymbals

During a Thursday morning press conference, Sabian introduced its XSR cymbal series as well as new Gon Bops instruments, including the DDLR cajon and the Ergo Chimes.

The XSR cymbals are crafted using "trickle-down technology" that incorporates some of the proprietary processes that are used to hand-craft the award-winning Evolution and X-Plosion cymbals.

"XSR is another result of a relentless passion to move the art of cymbal-making forward," said Stacey Montgomery-Clark, Sabian senior vice president of sales and marketing.

"XSR cymbals are fully hammered



Sabian's Stacey Montgomery-Clark, drummer Billy Cobham and Sabian President Andy Zildjian at the company's booth on Thursday morning.

cymbals that have great sustain and projection," said Mark Love, master product specialist. "Any professional musician would be happy to play these cymbals in their existing setup."

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



Ernie Ball Music Man CEO Sterling Ball (left) introduces the company's new Artist Series models with Dream Theater guitarist John Petrucci, singer-songwriter St. Vincent and Maroon 5 guitarist James Valentine.

Ernie Ball Adds to Artist Series

Ernie Ball Music Man debuted three guitars in its Artist Series Line and an anniversary model of its signature StingRay bass during a press conference at the Ernie Ball booth on Thursday. Sterling Ball, CEO of Ernie Ball, introduced new models by guitarists St. Vincent (aka Annie Clark), John Petrucci (of Dream Theater) and James Valentine (of Maroon 5), all of whom were present for the press conference.

The John Petrucci JP16 model retains the styling of the JP15 model and features a

basswood body with original JP6 arm scoop, black Floyd Rose Pro Series Tremolo with matching black hardware and two DiMarzio Illuminator humbucking pickups with a 20dB boost. The Annie Clark "St. Vincent" model boasts an ergonomic body made from lightweight African mahogany, three DiMarzio mini-humbucking pickups and custom wired five-way switching. The James Valentine "Valentine" model features a slab ash body and two Ernie Ball Music Man designed pickups.

INFO [Ernie Ball \(ernieball.com\)](http://ErnieBall.com)

KHS to Distribute Sonor

KHS America highlighted its acquisition of Hohner Inc. during a Thursday morning press conference at its booth. A key benefit of this acquisition is that KHS will now be the exclusive distributor of Sonor drums in the United States, alongside its popular Mapex drums.

"We are particularly excited about Sonor [because] Sonor has kind of run away and hidden for a few years in the U.S.," said Tabor Stamper, president of KHS America. "We're very enthusiastic about the reemergence of Sonor as a legacy brand. We believe that there are a lot of drummers out there who want Sonor to be more than it is today in the U.S. It certainly has maintained its reputation and presence worldwide, but

not as much in the U.S. We'll be working hard in the next months and years to bring all of that back."

INFO [KHS \(khs-america.com\)](http://KHS.com)



Iron Maiden drummer Nicko McBrain discusses his endorsement of Sonor drums at the KHS America booth on Thursday morning.

Mackie's AXIS Mixing System Delivers Live Sound Solution

Mackie launched the AXIS Digital Mixing System during a press conference at its booth on Thursday morning. The modular system combines the power of the 32-channel DL32R digital mixer and the DC16 control surface to deliver a live sound solution with workflow efficiency. "This is our biggest launch of the show," said John Boudreau, Mackie's vice president of the music gear group. "We've been researching and talking to people in the mobile production and system integrations market for the last couple of years, and thinking about what Mackie could bring to the market for those customers and their venues and their applications."

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



Mackie's John Boudreau debuts the AXIS Digital Mixing System.



Larry Fishman (center) accompanied by the Fishman crew and endorsing artists.

Fishman Commemorates 35 Years in Business

Fishman kicked off The NAMM Show with a press event to celebrate 35 years in business.

"Thirty-five years was the blink of an eye," said Larry Fishman, president of Fishman. "We're here because we love music, we love musicians, and we love gear. I've been fortunate enough to have the best musicians in the world come out today to help me celebrate. And it's only fitting that they do, because everything that we do emanates from the music side. I started as a bass player. The gear was secondary. It happened to work out that I was a better gear-maker than a bass player, but there were no regrets there."

Fishman was joined on stage by guitarist Jennifer Batten (Michael Jackson, Jeff Beck), Devin Townsend (Strapping

Young Lad and the Devin Townsend Project), Stephen Carpenter (Deftones) and guitarist Greg Koch.

"I'm surrounded by really talented people at work," Fishman continued. "Engineers, product managers, marketing people, salespeople — the whole thing. But we all converge on the same stage because of our relationship with musicians. We're making things that hopefully will allow artists to be more expressive. And I couldn't think of a better way to spend my life and make a living than doing that."

The presentation was followed by a video reel of musicians and MI professionals congratulating Fishman.

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

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40 YEARS AGO HISTORY WAS MADE

Since its introduction in 1976, the Music Man StingRay has been embraced as one of the world's classic electric bass designs. To celebrate, Ernie Ball Music Man is proud to introduce the 40th Anniversary "Old Smoothie" StingRay, a faithful reproduction of StingRay prototype #27, designed by Leo Fender for Sterling Ball during his time spent testing and developing the original prototypes back in the 70s.

Named for its smooth, even tone that is reminiscent of the highly sought after vintage Music Man StingRay sound, "Old Smoothie" has been precisely reproduced including the one-of-a-kind custom made 10 pole piece pickup design, body, headstock, and pickguard shape, 34-inch scale maple neck and fingerboard, high profile narrow frets, active electronics, hardware, and exclusive chocolate-burst finish.

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music-man.com | Booth #5440

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BRIEFS



Veillette Guitars Releases Avante

Veillette Guitars has introduced the newly expanded Avante line.

Manufactured in Korea under exclusive license, these instruments offer superb performance at a fantastic price. The Gryphon unison 12-string is tuned 10 frets higher than normal, for a shimmering, powerful sound. It is available in three finishes. The Baritone six- and 12-strings are huge-sounding, piano-like machines that are great for the stage or the studio. The extended range of tonalities has proven to be a real breakthrough.

🛒 **Veillette** (veilletteguitars.com)

Blueridge Offers Jorgenson Guitar

Blueridge has introduced the John Jorgenson Signature Model guitar, the BR-5060. Materials like rare solid Port Orford Cedar from the Pacific Northwest for the top, plus the specifically engineered oversized soundhole, combined with prewar style forward shifted X-bracing, make for a remarkably responsive guitar. Features include the Dalmatian tortoise binding of top and back with matching pickguard.



🛒 **Blueridge Guitars** (sagamus.com)

AES Hosts Membership Drive

The Audio Engineering Society (AES) is hosting a membership booth at the Convention Center, Jan 21–24. Attendees can stop by booth 159 (in the lobby, outside of Hall B) to meet AES members, get the latest information on AES events at The NAMM Show and throughout the year, and renew their membership or become a member of the world's largest organization dedicated to audio engineering, standards and education.

📄 **AES** (aes.org)

Vandeweerd Family Acquires Rodgers

Roland has agreed to the Vandeweerd family's acquisition of the U.S. company Rodgers Instruments. The family owns the Johannus, Makin and Copeman Hart organ brands, and the acquisition of Rodgers will advance its mission to further perfect the top segment of the global organ market.

📄 **Roland** (roland.com)



The International Coalition met Wednesday at the Anaheim Convention Center with the NAMM Executive Committee and opinion leaders in the music products industry. This year's guests of honor included Yasutomo Suzuki, the mayor of Hamamatsu, Japan, and Mishal Montgomery from the city of Anaheim. Brian Majeski, editor of *Music Trades* magazine, presented the keynote address. As music industry leaders, International Coalition members meet annually to learn about business developments taking place in markets around the globe as well as exchange ideas on campaigns for promoting active participation in music making.

Taylor Enhances Focus on Sustainability

Continuing its commitment to sustainable wood sourcing, Taylor Guitars hosted an event on Wednesday night to recap developments in 2015 and to provide an in-depth look at the company's partnerships with its ebony and Koa suppliers in Cameroon and Hawaii, respectively.

Bob Taylor, co-founder and president of Taylor, emphasized the company's efforts to partner with suppliers of sustainable tonewoods. "We have to learn how to mitigate the fact that there's less high-quality wood available today," Taylor said. "We have to grow wood. It's the only way out."

Taylor introduced his partner — Vidal de Teresa of Madinter Trade — who, along with Taylor, assumed ownership of the Crelicam ebony mill in Cameroon. De Teresa gave the audience a look into how the company has

improved working conditions at its mill, as well as its efforts to grow more ebony trees.

Steve McMinn gave a presentation on his newest company, Paniolo Tonewoods, which is working to grow sustainable Koa in Hawaii.

🛒 **Taylor Guitars** (taylorguitars.com)



Paniolo Tonewoods' Steve McMinn (left) and Bob Taylor (right).



Direct Sound Highlights New Headphones

Direct Sound is showcasing two of its most popular isolation headphones for the MI and pro-audio markets, the EX-29 and EX-25 Extreme Isolation Headphones.

Extreme Isolation refers to the EX-29 and EX-25's ability to block out more noise than conventional headphones. Isolation headphones are essential in recording and pro audio environments where problems like headphone bleed while tracking can ruin an otherwise perfectly great take or recording.

The true gauge of the benefits exhibited in an isolation headphone is its NRR (Noise Reduction Rating). NRR measures the amount, in decibels, of noise isolated by a pair of headphones. The NRR should reflect the average noise isolation across the entire frequency range, not just one frequency. The EX-29 has an NRR of 29 dB, and the EX-25 an NRR of 25 dB.

"Many headphone manufacturers only report their best dB isolation, usually at higher frequencies such as 8,000 Hz, where it is easiest to isolate noise," said Steve Rois, president of Direct Sound. "At Direct Sound, we want the customer to know exactly what level of isolation they can expect, so we don't hide or misrepresent our NRR. We do this because we believe our isolation headphones can outperform any others on the market, in terms of isolation, as well as response and comfort. We encourage any dealer who may not be familiar with Direct Sound to come by the booth for a demo."

The headphones feature TruSound technology for a flat frequency response, desirable for recording and reference monitoring. Additionally, the EX-29 and EX-25 headphones feature the IncrediFlex headband for durability and a comfort.

🛒 **Direct Sound** (extremeheadphones.com)



Andreas Mayerl unveils the LUCAS NANO 608i.

HK Audio Debuts the New LUCAS NANO 608i

HK Audio officially launched its LUCAS NANO 608i, the latest addition to the LUCAS NANO family of crossover P.A. systems, during a press conference on Wednesday evening at the Clarion Hotel.

The LUCAS NANO 608i is the first high-end, all-in-one system with an iPad-enabled wireless mixer and Bluetooth streaming built in. The eight-channel digital mixer integrated into LUCAS NANO 608i's subwoofer can be

controlled in two ways: directly on the 608i itself using conventional knobs, or wirelessly via a free iPad app, which opens up a vast world of professional wireless mixing options.

"It's a compact system that you can really carry in your hand," said Andreas Mayerl, international sales director for HK Audio. "We are really excited about this product."

🛒 **HK Audio** (hkaudio.com)

4834

SWING BY THE BOOTH TO CHECK OUT NEW GEAR AND
HAVE A DISCUSSION ON THE **LATEST IN PERCUSSION**



Forward & Rebound Select Balance drumsticks have been reinvented with acorn tips on 7A, 5A, & 5B models, designed to have a larger sweet spot to increase responsiveness.



Fully redesigned with features like rain guard flaps and extra pockets, the new large-sized hanging mallet bag fits your full collection of mallets. Field tested and approved by the Blue Devils.



Rich Redmond, one of America's top country and pop drummers, has a new signature stick fully designed with ActiveGrip™, perfect for those big country backbeats.



D'Addario

daddario.com



John “JR” Robinson, Zoomed In

One of the most-recorded drummers of all time focuses on every angle.



THE HANDS

“I like to keep my grip fluid...not too loose, not too stiff. My hands open and close depending on how hard I’m playing, but I never grip the drumsticks tightly. I use matched grip for power and traditional grip on lighter, jazzier stuff.”

THE RIGHT FOOT

“I teach flat-footed bass drum technique...it’s kind of old school. Once you get past the couple years of pain, it makes you a stronger drummer. I always focus with the bass drum on the beat – not in front or back – exactly on the beat, no matter what. I believe you need to set the standard of where the time is in each song.”

THE CONFIDENCE

“When I was younger and famous people were coming into the clubs, we’d get all antsy and overplay. I found out the hard way to just be yourself, be relaxed, and have confidence. I always had chops, even as a kid. Now that I’m in my middle years, I let it flow – like painting with oils, an actual physical art – and always think about being musical.”

THE SONG

“Play the song. It’s not just playing the drums, but listening and then playing the song. Pick up all you can on your first listen and apply that to your interpretation. Add your own style without damaging the integrity of the music.”

THE GROOVE

“Groove is obviously my signature – while other people try to conjure a groove and think about it – I find the key is not to think about it. If you think about playing a groove you’re not gonna sound good. Stay in a relaxed state. I lean into it. I sway with it, like dancing. It’s all about the groove.”

JR records each moment, captures every angle, and documents his career with the remarkable visual brilliance and audio clarity of the new Q4n.

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BRIEFS



Sabian XSR Replaces Xs20

Sabian has announced the new cymbal series XSR. Replacing Xs20, the budget-priced XSR cymbals are hammered and feature enhanced profiles. Bells have been reshaped and redesigned to accelerate the overall sound of the cymbal. The XSR can be put on any kit, on any stage, and not sound out of place.

[SABIAN \(sabian.com\)](http://www.sabian.com)



Apogee Introduces Symphony I/O Mk II

Apogee Electronics has introduced a second generation of its flagship audio interface. Symphony I/O Mk II is a multi-channel audio interface featuring Apogee's latest AD/DA conversion, modular I/O (up to 32 inputs and outputs), intuitive touchscreen display and optional world-class microphone preamps. It comes with direct connectivity to one of three different platforms: Thunderbolt, Pro Tools HD or Waves SoundGrid network.

[Apogee Electronics \(apogeedigital.com\)](http://www.apogeedigital.com)

Ultimate Ears Pro Offers Prize Pack

Ultimate Ears will be giving away a prize pack valued at more than \$25,000 to one NAMM attendee. Stop by the company's booth to enter the sweepstakes. "We've partnered with some of the biggest names in the industry, and this will be the buzz of the show floor," said Mike Dias, sales director for Ultimate Ears Pro.

[Ultimate Ears Pro \(pro.ultimateears.com\)](http://www.pro.ultimateears.com)



The MIDI Association Forms Advisory Group

The MIDI Association (TMA) provides education for existing MIDI users and aims to create new music makers by promoting the creative possibilities of connecting digital musical instruments, MIDI controllers, smartphones, tablets and computers. TMA has now established an advisory team made up of music industry veterans to further these goals.

[The MIDI Association \(midi.org\)](http://www.midi.org)

GAMA's Optimism Shines

The Guitar and Accessories Marketing Association (GAMA) kicked off its annual meeting on Wednesday morning, recapping a successful year in 2015 and renewing its sense of optimism for the year to come.

Joe Lamond, NAMM president and CEO, opened the meeting with a bright outlook in light of recent legislation. "The passing of the Every Student Succeeds Act by Congress last month, and the signing of it by President Obama before Christmas, is going to change what you're doing," Lamond said to GAMA members. "Schools will have more access to guitar programs than ever before. Local control [will let] people decide in their own communities what kind of music education they want. The door is opening. This is the time to put your foot on the gas."

Moderator and GAMA President Peter D'Addario started the meeting with the announcement of two new board members, Yamaha's Dennis Webster and Fishman's Rob Ketch.

Allegra Hale provided a summary of the programs that received grants from GAMA in 2015, including Guitars For Vets, Make Music New York, Tilted Axes, Day Of Guitar and Lead Guitar. Together with Guitars in the Classroom (GITC), these programs received just



over one-half of the funding allotted for grants in 2015, which, D'Addario noted, opens the discussion for ramping up funding for any of these programs in the coming year, or adding more programs that are eligible to receive grants.

Additionally, Robert Sulkow, executive director of GAMA, gave a rundown of a profitable year for Teaching Guitar Workshops (TGW), the profit from which will be reinvested into the program for 2016.

"[TGW] trains more than 4,000 school music educators to bring guitar instruction to well over 1 million kids," Sulkow said. "This is the time to strike. This is the time to get more guitar programs in schools. It's a no-brainer and it's an easy addition to the music curriculum."

[GAMA \(discoverguitar.com\)](http://www.discoverguitar.com)



QSC Offers E Series Loudspeakers

QSC has introduced the E Series range of passive loudspeakers, designed for sound reinforcement in entertainment applications, such as live performance, DJ and dance music, karaoke, and stage monitoring and production.

With its high-capacity continuous power ratings, E Series loudspeakers perform well with any quality, professional power amplifier. When used as part of the complete QSC entertainment system — with the company's PLD and GXD amplifiers and TouchMix Digital Mixer — the E Series takes advantage of advanced DSP settings designed for the latest generation products.

The new E Series line consists of four models incorporating QSC's DMT (Directivity Matched Transition), which delivers uniform frequency response across the entire coverage area.

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

Tascam SD-20M Recorder Features Mic Preamps

Tascam has introduced the SD-20M, a simple-to-use solid-state recorder.

The 1U rackmount unit includes a pair of microphone preamps with phantom power for direct microphone recording. Both the mic inputs and line inputs can be



recorded simultaneously in four-channel mode. The dual recording mode captures a copy of the user's audio at a lower level, as insurance against distorted takes. The

SD-20M includes a battery backup system whereby AA batteries can keep recording for hours in case of power loss.

[Tascam \(tascam.com\)](http://www.tascam.com)

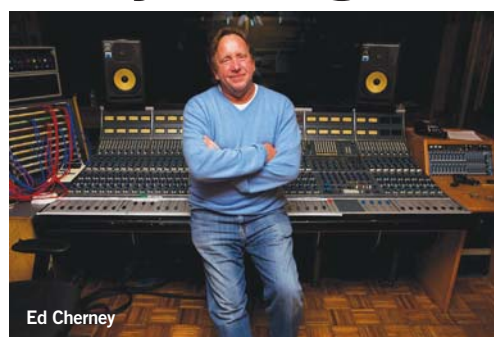
NAMM TEC Tracks to Host Dream Studios By Design

During this year's TEC Tracks series of educational sessions there will be a special panel titled Dream Studios by Design.

The panel will feature award-winning studio designers/acousticians and their clients discussing how their dream studio became a reality. The hour-long panel will take place at 4:15 p.m. Friday in The Forum (203 A-B).

When an artist's studio is conceived by a leading commercial studio designer, a new kind of creative space comes available. In this session, leading studio designers and their top clients get together to discuss how dreams come true for those with the desire, and budget, to bring the best to their commercial or home-based production centers.

Dream Studios By Design is moderated by Grammy and TEC Award-winning producer/engineer Ed Cherney, known for his work with a wide array of artists, including Iggy Pop, Bonnie Raitt, Sting, Eric Clapton, Jann Arden, Jackson Browne, Bob Dylan and the Rolling Stones. The panel features Conway Studios founder/owner Buddy Brundo (The Weeknd, Taylor Swift, Pharrell Williams, Lorde), producer/engineer Bob Bullock of Cool Springs Mix Studio (Shania Twain, George Strait, Reba McEntire), Waterland Design LLC, Vincent



Ed Cherney

van Haaff (Capitol Studios, Conway Studios, Village Recorder), producer/engineer/artist Sylvia Massy (Tool, System of a Down, Johnny Cash, Prince), Walters-Storyk Design Group's John Storyk (Jungle City Studios, Church, Dream Asylum, Electric Lady Studios) and Carl Tatz Design founder Carl Tatz (Rascal Flatts, Grand Ole Opry, Ryman Auditorium and WWE). Dream Studios by Design was conceived and organized by audio consultant Lisa Roy of Lisa Roy Audio.

Formerly The H.O.T. Zone, TEC Tracks features more than 70 sessions showcasing strategies on music technology, recording, live sound, lighting, DJ, apps and game audio, including some of the biggest names appearing as keynote speakers and a full-day program powered by A3E on the Future of Audio.

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



Zildjian S Family Cymbals Use B12 Alloy

Zildjian has launched the S Family of cymbals, a new line of B12 alloy (88 percent copper, 12 percent tin) instruments that are bold, bright and expressive.

The S Family is a versatile collection built with a balanced frequency response, making it suitable for a variety of musical styles. Each model features extensive hammering and lathing, as well as a brilliant finish that helps open up the sound, providing a bright and shimmering tone.

The S Family joins Zildjian's other premier families of cymbals, "K" and "A." The new line pays homage to Alice "Sally" Zildjian, wife of Avedis Zildjian III and grandmother to Craigie and Debbie Zildjian.

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



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 Albert Hammond Jr. (The Strokes) • Animal Collective • Justin Meldal-Johnsen (Beck) • Ariel Rechtshaid (Adele)
 Flying Lotus • Weezer • The Glitch Mob • Macklemore & Ryan Lewis • Derek Ali (Kendrick Lamar) • Big Data
 Bassic • Die Antwoord • DJ Jazzy Jeff • Patrick Carney (The Black Keys) • Jim James (My Morning Jacket)
 Jacquire King (Kings of Leon) • Carl Cox • Salaam Remi (Amy Winehouse) • DJ Khalil (Eminem) • Hans Zimmer
 Dave Pensado • Paul Epworth (Adele) • Alan Parsons (Pink Floyd) • Jamie Lidell • Diplo • Phosphorescent
 Ken Lewis (Kanye West) • Alex Lifeson (Rush) • Mick Guzauski (Daft Punk) • Carl Cox • Britt Daniel (Spoon)



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Audio-Technica brings its stunningly clear, high-resolution sound quality and elegant design to a broad range of new audio tools for the professional. We welcome two new transmitters to our System 10 family of digital wireless products: ATW-T1006 boundary mic and ATW-T1007 microphone desk stand for goosenecks. For a limited time, we're offering the critically acclaimed ATH-M50x in a matte-gray color. And we're introducing two high-SPL dynamic instrument mics, AE2300 and ATM230, along with the E-Series line of in-ear monitors. Stop by booth 6740 and see what's new.



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Vandoren Introduces V21 Saxophone Reeds

After experiencing the overwhelming success of the V21 Bb Clarinet reed, Vandoren has expanded the line to include alto and tenor saxophone. Utilizing a unique conical design, the V21 provides players with a beautifully dark, focused sound with an easy yet full-bodied response in all registers,

including altissimo. These qualities make it the perfect reed for students and professionals currently on Traditional reeds that are searching for even more depth and warmth in their sound without sacrificing reed-response.

“For musicians looking for something darker than Traditional reeds but with slightly less resistance than the V12, the V21 could be the reed they’ve been searching for,” adds Michael Fenoglio, Vandoren Product Specialist. “With its warm, even tone and incredible

response, the V21 will be a game-changer for saxophonists of all levels across the country.”



For more information, visit **NAMM booth #3112** or **Vandoren.com**.

V21 Saxophone Reeds Earn High Praise

In December, 2015 Vandoren officially introduced the new V21 saxophone reeds to the U.S. Receptions were held at Lincoln Center and the brand new Los Angeles Vandoren Musician’s Advisory Studio to celebrate the launch. Top artists were in attendance to try the new reed and they’ve been overflowing with positive feedback ever since.

“The V21 for saxophone is a game-changer,” said New York based saxophonist, Allen Won. “Not only do they sound great, but each played immediately right out of the box!”



Michael Skinner, David Bixler, Adam Kolker, Allen Won, and David Gould at the New York V21 reception

“Being a freelance saxophonist in Los Angeles, I need a reed that will give me versatility, response, color and consistency,” added UCLA Professor Doug Masek. “The V21 provides all of that and more, allowing me the freedom to perform in a variety of situations without having to change reeds for every performance.”

“We are so pleased by the initial response from the new V21 reeds for alto and tenor saxophones,” said David Gould, Artist Relations Manager and head of the New York City Vandoren Studio. “We really got to see the reed’s versatility in action when Allen Won, David Bixler, and Adam Kolker tried them out. Follow that up with a luncheon with the likes of Scott Robinson, Roxy Coss, and Lucas Pino among others, I’d say we had an amazing day!”

For more information, visit **NAMM booth #3112** or **Vandoren.com**.

The Future for Woodwinds Has Arrived



V21 for Saxophones

The highly popular V21 clarinet reeds are now available for alto and tenor saxophones. Utilizing a unique conical design, the V21 reed provides players with a beautifully dark sound with an easy yet full-bodied response across the range of the instrument.

Clarinet Mix Cards

The new Vandoren Clarinet Mix Cards are the best way for players to find their ideal clarinet sound. The card also includes a free V21 reed! Now the clarinetist can decide on their favorite cut and come back to your store to buy a whole box.



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The Story Continues – Be Part of It.

Yamaha drums has inspired drummers for almost 50 years, allowing them to express their individual artistry. These newest offerings will continue to do so for years to come.

Recording Custom

Widely regarded as the most recorded drums in history, the Recording Custom was instrumental in shaping the modern drum set as we know it today. In collaboration with legendary artist Steve Gadd, the iconic Recording Custom Series for 2016 has been elevated with new design elements, producing a refined, focused sound with enhanced rounded and deeper tone. The result is an easy-to-use and easy-to-tune drum set that redefines the classic signature sound. The seven new Recording Custom metal snares of 1.2mm stainless steel, aluminum or brass feature a simple snare drum design with an outer center bead which helps open up the tone of the drum for crisp, articulate performance.

DTX

New configurations of the popular DTX700 Series and professional DTX900 Series kits include a new kick tower, a new DTX700 Touch app, and larger 3-zone DTX-PADs. Drummers will appreciate the top professional quality sounds, expressiveness, and playability of these high-end DTX kits.

See the new Recording Custom and DTX sets – and over 40 more new Yamaha products – at the Marriott Marquis Ballroom.



SHARING PASSION & PERFORMANCE



YamahaCorpUS

Fishman Launches Contest

In celebration of 35 years in business, Fishman has launched a yearlong social media campaign to showcase its products, build brand awareness and encourage engagement among fans of Fishman and its extensive lineup of OEM partners.

Utilizing a combination of targeted, pay-per-click advertising, strategic call-to-action engagement, active listening and incentivized activation, the plan is to re-target and re-market to players who might not yet know about the assortment of products the company offers.

"When I started out, I was just looking for a better solution to amplify my bass," said Larry Fishman, the company president. "From there things really took off and we went from Fishman Transducers to Fishman Acoustic Amplification, and now it's Fishman

Inspired Performance Technology.

"Each iteration of Fishman has reflected an expansion into new categories. The common thread — whether it's an acoustic pickup, amplifier, MIDI controller or electric guitar pickup — relates directly to my original desire to create sound and affordable solutions to real problems."

Fishman will be increasing its followers on its Facebook, Instagram, Twitter and YouTube pages. The campaign will encourage users to post a photo online of them doing something that relates to Fishman's culture.

Each quarter, the company will give away a Fishman-equipped OEM instrument that features leading technologies, such as Aura, Fluence and TriplePlay. Additionally, every two weeks, Fishman will give away



a Loudbox Mini amplifier to one winner. There will also be daily grab bag prizes, such as tuners and other small goods.

INFO Fishman (fishman.com)



Yamaha Debuts Montage Synth

Yamaha has introduced the Montage synthesizer. Available in 61-, 76- and 88-key configurations, Montage features the Motion Control Synthesizer Engine, which controls two sound engines: the Advanced Wave Memory 2 (AWM2) and the FM-X.

The AWM2 engine is significantly more powerful than the previous Motif XF flagship, with nearly 10 times more wave memory, integrated flash, double the effects and twice the polyphony.

The FM-X is a sophisticated pure FM (Frequency Modulation) synthesizer engine capable of producing classic '80s or cutting-edge EDM sounds.

Montage features a color touchscreen, endless rotary encoders and the Super Knob: a macro control that lets users control multiple parameters simultaneously.

"Montage is the culmination of over 40 years of synthesizer legacy and innovation," said Nate Tschetter, marketing manager, Yamaha Corp. of America.

Yamaha (usa.yamaha.com)

NEW PRODUCT SPOTLIGHT String Swing USA MIC STAND TABLET HOLDER

The Mic Stand Tablet Holder is the latest addition to the String Swing product line. As portable electronic devices prove themselves useful in nearly every situation, one will surely find its way on stage with you.

With this holder, you will have approximately 1,215 degrees of freedom to position your tablet exactly where you want it. Wing screws allow the assembly to move easily when you want it to and lock it in place when you don't.

The Mic Stand Tablet Holder utilizes a low-profile adhesive coupler which remains attached to the back of your device or its cover. The coupler creates a surprisingly strong magnetic attachment point that will not affect the functionality of the device. While only 0.2" thick, the coupler provides a secure hold on even the largest tablets, and yet still works great with smartphones.

The powder coated steel arm secures a rock solid grip on all mic/music/cymbal stands ranging from 1/2"-1" in diameter.

As with all of String Swing's products, the Mic Stand Tablet Holder is covered by a lifetime structural warranty.

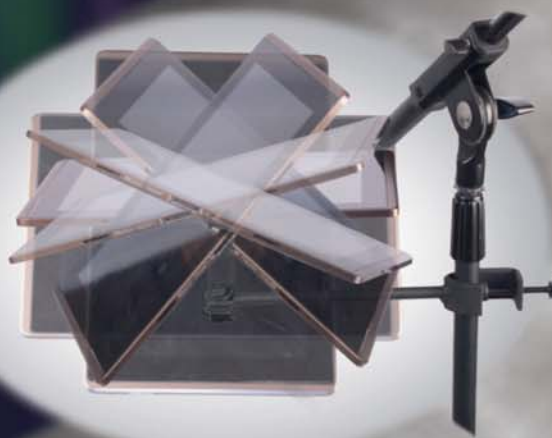
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NEW YEAR MORE GEAR

NEW! ProDX Series



ProDX Series mixers bring powerful digital mixing to solo performers, small bands, venues and commercial applications that require lower channel counts with an intuitive, easy-to-use interface that looks great anywhere. Keep it simple with its single knob design, perfect for quick and easy level adjustments. Get total wireless control via the MixerConnect™ app to unlock recallable mix presets, built-in processing like EQ and compression per channel and great-sounding ReadyFX™ effects. Plus, with Bluetooth® streaming, you can wirelessly play back music or backing tracks right from your phone. ProDX mixers deliver the powerful benefits of digital mixing with wireless control in our most compact mixer design ever.



NEW! SRM1550

The Mackie SRM1550 powered subwoofer is designed from the ground up to be the perfect match for SRM450 and SRM350 speakers, delivering 1200W of raw power paired with a custom high-output 15" woofer for powerful room-shaking performance. The road-worthy internally reinforced poplar cabinet delivers on the "Built-Like-A-Tank" legacy that the SRM series is known for and its front ported design provides maximum punch and low-frequency extension. The SRM1550 features stereo XLR inputs, full-range and high-pass outputs plus a variable digital crossover that includes presets for the Mackie SRM450 and SRM350. Get the powerful low end you need from the subwoofer built on the proven SRM legacy.



VISIT DEMO ROOM 209 A/B



SOUND LIKE YOU MEAN IT®

GUITAR WALL

Limited Edition Loar Archtop Now Available

The Loar has introduced the limited-edition LH-1280, a classic full-depth electric cutaway archtop with world-class pickups and hardware.

The LH-1280 is a professional-grade fully hollow archtop guitar. The Loar's California workshop custom-wires each 1280 by hand. Seymour Duncan Seth Lover humbuckers deliver classic PAF sound, and are combined with CTS pots, Orange Drop capacitor and Switchcraft jack for top-shelf tone delivery. High-end components and careful U.S. setup are the perfect combo for this roadworthy instrument.

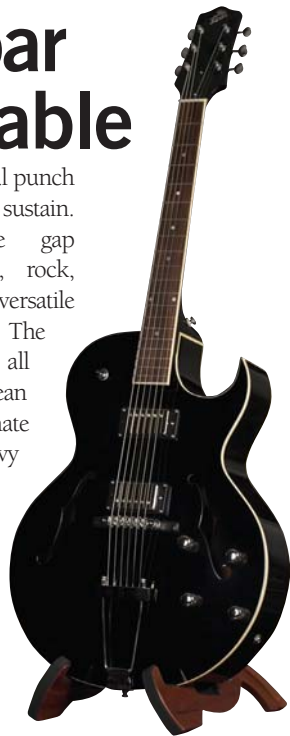
The Loar workshop has installed a volume kit on each 1280 to help eliminate muddiness when players roll back on the volume knob. To make sure the guitar is stage-ready right out of the case, the fretwork and setup is all done in the U.S. workshop as well.

The 24 3/4-inch scale is familiar to players of vintage electrics, and the 1 3/4-inch bone nut and TonePros tune-o-matic floating bridge

give it powerful punch and singing sustain. Bridging the gap between jazz, rock, and blues, this versatile archtop from The Loar does it all — smooth clean tones alternate with heavy crunch all packed in a classy tuxedo of a guitar.

The new LH-1280 is a limited production run of 25 pieces and is available to dealers now.

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



Modern Update of a Classic

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

Recording King guitars combine vintage design with modern upgrades for players, 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 Dirty 30s Parlor will be available in March 2016.

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

Yamaha Crafts 50th Reissue

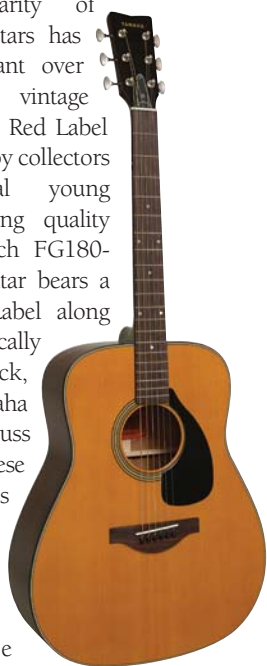
Yamaha's handcrafted FG180-50th model acoustic guitar is in limited edition of 180 units for the United States market.

The special model pays homage to the iconic FG180, first released in 1966, which gained a reputation for delivering great value and sound.

The popularity of Yamaha FG guitars has remained constant over the years, and vintage models with the Red Label are sought after by collectors and influential young musicians seeking quality instruments. Each FG180-50th reissue guitar bears a facsimile Red Label along with an historically accurate headstock, tuner, Yamaha logo and truss rod cover. These remade models also feature solid sitka spruce tops treated with Acoustic Resonance Enhancement, a proprietary wood treatment process that replicates the rich tone of an instrument that has been played for years.

"This is where it all started for Yamaha Guitars — the birth of a legacy that has come to embody great quality and value," said Dennis Webster, marketing manager, acoustic guitars, Yamaha Corp. of America. "Many people today talk about the Red Label Yamaha they once had, but parted with, and the FG180-50th gives guitarists another chance to own a pristine, handcrafted version of the iconic model."

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



Alvarez's Shadowburst Finish Added to Artist Series

Alvarez announced the addition of a Shadowburst finish for every model in their award winning Artist Series.

"Previously the Shadowburst finish had only been available in our high end Masterworks line," says Chris Meikle, Alvarez head of development and senior vice president at St. Louis Music. "It's a higher end finish that requires greater time and production, but we felt by adding this type of quality to our

mid range instruments gave us a competitive advantage and a finish quality rarely seen at this price point."

The Alvarez Shadowburst is an edge burst finish, which gives a deep gradient of balanced color over the top grain and a mirror-like, glassy shine. Application is heavily researched and developed to ensure the superior aesthetic doesn't come at the cost of tone, and Alvarez has worked for years to bring a thinness and quality to their finish that is rarely found in imported instruments.

🛒 [Alvarez \(alvarezguitars.com\)](http://AlvarezGuitars.com)



Riversong Opens the Vault

Riversong's Vault series continues to grow, and many of Riversong's newest models started out in the vault, including models that feature fanned frets, as well as intricate carvings and inlays. Riversong luthiers create these one-offs daring to do what they've always wanted to do. Several Vault guitars will be on display during The NAMM Show.

"Our original idea was to have an outlet to showcase our custom shop creations," said Mike Miltimore, founder of Riversong Guitars. "After all that's what we are, a custom guitar builder. The Vault series has turned into so much more, now our luthiers contribute their own ideas to build Riversong Vault guitars as a personal expression. The only stipulation is that we

have to agree on the general guitar first, then creative control is totally up to the builder! That makes it fun."

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



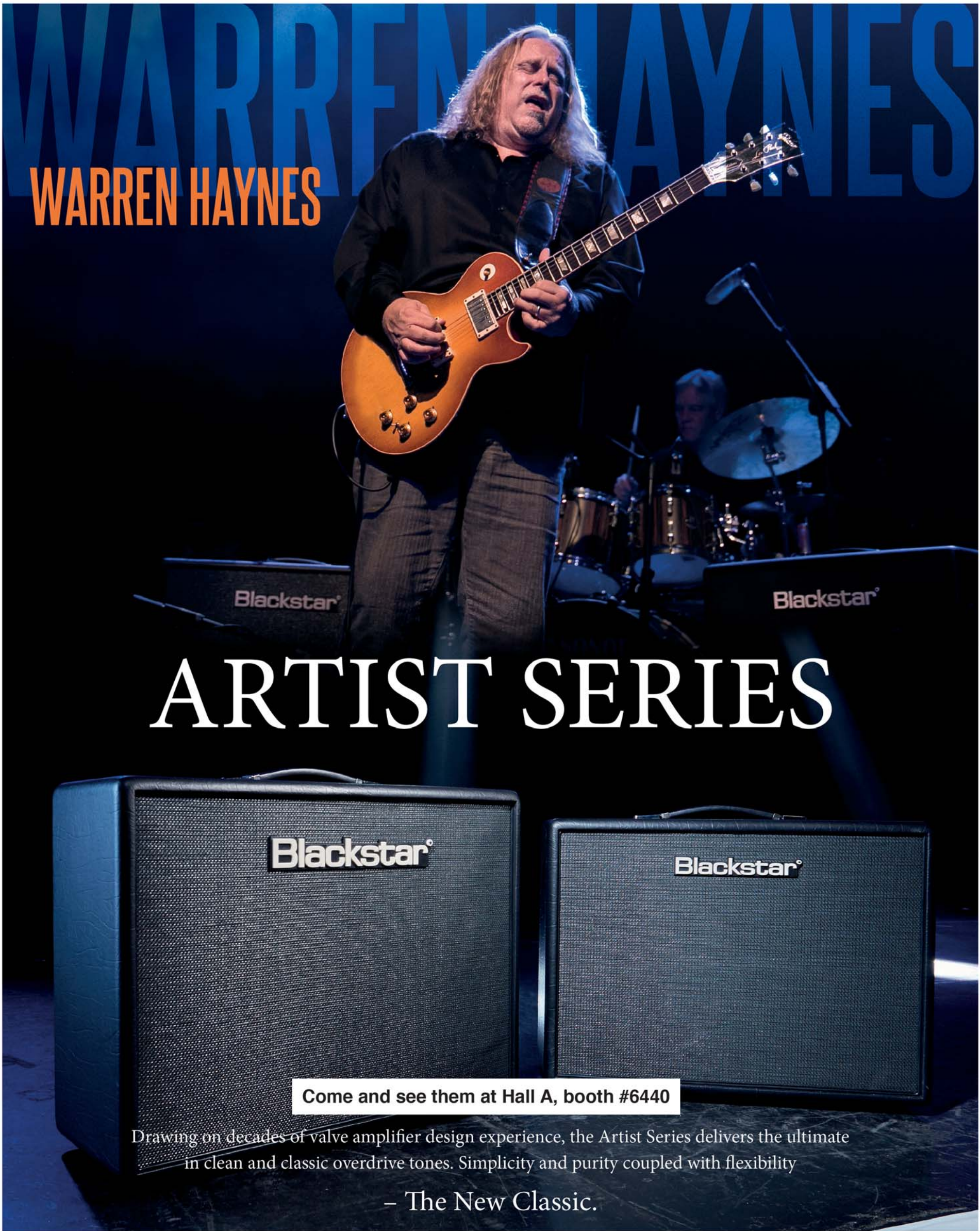
Reverend's HB Custom Gets a Makeover

The Reverend Pete Anderson HB Custom model has been given a makeover. New for 2016 are the following colors: Satin Deep Sea Blue and a deeper Satin Violin Brown.

Reverend also added a Bigsby for all your vibrato needs. Like the other PA-1 models, this one also has the classic hollow-body look and feedback-controlling Uni-Brace system.

The PA-1 HB Custom, however, is loaded with Reverend's newest pickups, the Special HAL Humbuckers, for a clean and smooth vintage tone.

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



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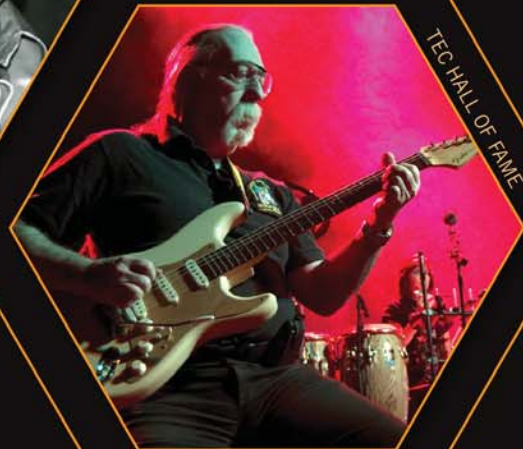


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Hartke Unveils TX600 Bass Amp

Hartke has introduced its first lightweight bass amplifier, the TX600. This 600-watt Class D micro bass amplifier offers the legendary Hartke tube preamp circuitry in a compact, highly portable design.

Featuring a rugged aluminum chassis and weighing only 7 pounds, the TX600 is always ready to deliver serious tone on the road. The amp's tone stack EQ section gives players access to a preset equalization curve tailored to bass guitar. The Shape and Frequency knobs provide detailed control of the midrange frequency voicings.

[Hartke \(samsontech.com/hartke\)](http://samsontech.com/hartke)



Hosa Introduces CAT-600BK Network Cables

Hosa Technology has debuted the CAT-600BK Series Category 6 Network Cables. Featuring 24 AWG Oxygen-Free Copper (OFC) conductors for increased signal flow, the cables provide the best throughput in today's high-speed networks.

Tested to meet ANSI/TIA standards, the cables reduce crosstalk and return loss while increasing signal-to-noise ratio. To further minimize interference, the cables utilize S/FTP construction, shielding each twisted pair as well as the overall cable.

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



goRack Boasts High-Quality Sound

The goRack Performance Processor from dbx by Harman is an easy-to-use loudspeaker management processor that enables a portable P.A. system to be optimized for high-quality sound. It's so small it fits in the palm of the hand.

"The dbx goRack boils all the essentials of our industry-leading DriveRack processors into an affordable product that is incredibly simple to use," said Noel Larson, retail solutions, Harman Professional.

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

Seymour Duncan Releases Catalina Dynamic Chorus

Some guitarists like their chorus to be subtle and traditional. Others like it to be bold and unique. The Catalina Dynamic Chorus is designed to do it all: classic chorus and vibrato, deep '80s goth, simulated double-tracking and rotating speaker simulations. The Dynamic Expression mode lets users control the depth of the effect through the intensity of their picking.

The Catalina Dynamic Chorus has controls for Mix (from silent to unity to a +3 dB boost for the wet signal), Rate, Depth and Delay (which sets the distance between the dry signal and the effected one), as well as a treble-attenuating Tone control for dialing

in the clarity and warmth of the wet signal.

The Expression footswitch lets users interact dynamically with the Depth control. When it's on, users flip the Dynamic switch to the left and the chorus effect will kick in only when they play hard. Users can flip it to the right to engage the effect when they play soft or when notes begin to fade out.

Catalina employs Analog Bucket Brigade Devices (BBDs) supported by modern low-noise analog electronics. It has a mono input and stereo outputs, and the footswitch is True Bypass for the most pure signal when the pedal is not in use.

The Catalina Dynamic Chorus is



designed by the same team responsible for the company's famous pickups.

[Seymour Duncan \(seymourduncan.com\)](http://seymourduncan.com)



Photo Credit: Ali Hasbach

TriplePlay is the Wireless MIDI Guitar Controller From Fishman

"TriplePlay is a mind-blowing thing. I have access to any sound a keyboard player has access to. Over 140 factory presets, and you can also control any MIDI synth or download VST sounds to your computer... It even controls sounds on iOS devices. The possibilities are endless."

- Jennifer Batten, Performer, author, collaborator with Jeff Beck, Michael Jackson and more.

Hear Jennifer demo TriplePlay and the FC-1 Controller at the Fishman booth, Hall C #4340 at 11am, 2pm and 5pm daily.



TriplePlay FC-1 Controller
Control your synths and other modules directly with the optional TriplePlay FC-1 Controller. Players can use their favorite MIDI synths and sound modules without the need for a computer at the gig.

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Audio-Technica Goes Matte Gray

Audio-Technica has unveiled the ATH-M50xMG Professional Monitor Headphones, a limited-edition matte gray version of the popular ATH-M50x and part of A-T's M-Series line. The included cables and storage pouch are also a stylish gray to match the headphones.

With sound-isolating earcups and robust construction, the ATH-M50x headphones can be used for recording, live sound, broadcasting and DJ applications.

They feature proprietary 45-mm large-aperture drivers with rare earth magnets and copper-clad aluminum wire voice coils, exceptional clarity throughout an extended frequency range and circumaural design contours. The ATH-M50xMG headphones join the ATH-M50x models in black (ATH-M50x) and white (ATH-M50xWH).

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

IK Multimedia Debuts App

IK Multimedia's Riff Maestro is a free app for iPhone, iPad, iPod Touch and Android devices that lets users quickly and easily learn how to play any song in their mobile device's music library. It's loaded with useful features for both novices and professionals. It sports tempo and pitch shifting, an automatic chord detector, an audio waveform display, touch-and-drag loop point setting and more.

With Riff Maestro, musicians will feel like they have their own personal guitar teacher. Its convenient browser displays available songs. Users can import a song from their available music library on their device. Once a song has been loaded, the tempo can be adjusted with the tempo slider to slow down difficult passages without affecting pitch, which makes learning much easier. Users can set loop points in a song to repeat sections and phrases until they're perfected.

The optional chord detection tool automatically detects and displays chords as they happen in a song. These chords are



shown above the waveform display as easy-to-read chord diagrams or large labels. They are helpful for learning the chords of a song and also for gaining confidence in scale and key while practicing a new solo.

Riff Maestro is available from the App Store for iPhone, iPad and iPod touch or from the Google Play store for Android users.

BPM Detection, High-Quality Time Stretch/Transpose and Chord Detection are available as in-app purchases for \$4.99 separately or as a bundle for \$9.99.

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

Kala's Waterman Glows

Kala Brand Music has expanded its Makala Waterman Ukulele series by adding a model that glows in the dark. The ability to glow in the dark adds another fun feature to the play-anywhere weatherproof design.

The Waterman Glow features the latest water-resistant composite technology, combined with vintage design and great sound. The Waterman is designed for playability, portability and durability, making

it the ideal outdoor/travel ukulele.

The Makala Waterman Glow ukulele comes in soprano size and includes a logo backpack/carrying bag. The instrument is made of high-grade polycarbonate ABS construction, which is durable and weather resistant. The ukulele has nickel-plated open gear tuners and is strung with Aquila Super Nylgut Strings.

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

KMC Adds Brands

KMC Music has added Aclam pedal boards, Aalberg Audio effects pedals and Manuel Rodriguez Spanish guitars to its lineup of brands.

"After adding a total of 18 new lines to our portfolio in 2015, we're not letting up in our efforts to secure all of the many exciting and innovative lines our dealers want to be able to buy from a single reliable source," said Roger Hart, KMC Music's vice president of merchandising. "Adding Aclam's pedal boards, Aalberg Audio's effects pedals and Manuel Rodriguez's fine line of Spanish guitars to our existing lineup of brands really is going to strengthen our ability to provide dealers with even more selection across a broader range of price points. This, in turn, will empower them to meet the needs of a broader range of MI consumers."

According to Hart, all three of the new appointments are exclusive for the MI channel, a fact that will help to ensure immediate product availability to all retailers on a year-round basis.

"We are going to be working very closely with our dealers to plan the complete integration of these exciting new lines into their 2016 business plans," Hart said. "They'll be able to have all the product they need when they need it most to maximize their local sales."

[INFO KMC \(kmcmusic.com\)](http://kmcmusic.com)

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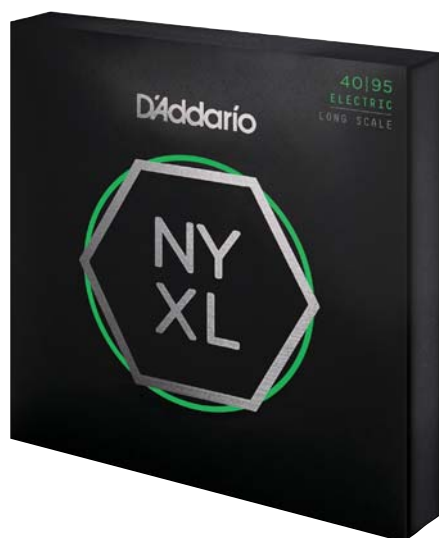
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D'Addario Bass Strings Provide Dynamic Response

The innovations that have made D'Addario's NYXL guitar strings so successful now have been applied to a premium bass string: NYXL Bass.

NYXL Bass features D'Addario's exclusive NY Steel core and reformulated nickel-plated wrap wire. These modifications offer deeper, more powerful lows, accentuated harmonics and focused punch.

With a re-imagined core-to-wrap ratio, NYXL Bass provides a comfortable feel and dynamic tonal response to give players an expanded sonic range.

Additionally, the strings' NY Steel core increases durability and offers unrivaled tuning stability.

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

Grundorf Helps DJs Rock in Style With Beat Booth

Grundorf Corporation has introduced the model BB-48LSWB Beat Booth Tabletop Lycra-front facade.

Designed for DJs looking to enhance their on-stage visual aesthetic, the Beat Booth tabletop facade is a compact, lightweight, all-in-one mobile solution that provides space for turntables, mixers and other equipment while maintaining a clean, uncluttered appearance.

By combining the facade with a table, the Beat Booth is extremely mobile, making set up and break down quick and easy. The facade's two sides fold, after which the front folds back over the sides. The table

is height-adjustable so that performers can position their equipment exactly as they prefer. Beat Booth can support up to 200 pounds.

Beat Booth is available in black or white Lycra.

When used with LED lighting, the Lycra diffuses the audience's ability to see the light fixtures behind the material, creating a more polished look.

"We've had numerous requests for a product of this type and I believe it will be well received," said Frank Grund, president of Grundorf Corporation.

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



Willcox Offers Lower Pricing

Willcox Guitars has streamlined the manufacturing process at its facility, allowing the company to offer lower pricing on its Atlantis guitars and Saber basses.

The pricing shift will make these instruments more attractive to consumers and more profitable for dealers. The changes in manufacturing at the company's Carpinteria, California, headquarters were the result of a yearlong R&D effort spearheaded by the company's founder, Christopher Willcox.

Willcox Guitars are all powered by the LightWave Optical Pickup System, an advanced string transducer. The optical pickup system uses infrared light to sense string vibration, precisely capturing the rich and powerful sound of the instrument.

In addition to the Stylus upright bass, Willcox offers Atlantis ElectroAcoustic Guitars and Saber Basses, as well as HexFX editions of both.

The company is now sourcing batteries from a new supplier, which results in longer playing time between charges.

🛒 [Willcox \(willcoxguitars.com\)](http://Willcox.com)

Yamaha Expands Violin Lineup

Yamaha has debuted four electric violins, expanding the current Yamaha Silent/Electric Violin lineup. Available in four- or five-string models and priced at a comfortable entry point, the all-wood YEV series provides outstanding sound and electric performance benefits while maintaining its appeal to traditional performers.

The solid-center body is crafted from maple, mahogany and spruce, while the instrument frame is constructed of a resonant walnut. The maple neck is capped with a solid ebony fingerboard and ebony tuning pegs. It is available with a natural wood body, or in a modern transparent black finish.

On the electric side, the YEV series borrows the same integrated bridge and

pickup design found on the higher-end Yamaha Silent Violin Pro series. This system faithfully captures the sound of the entire instrument.

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



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Bome Presents MIDI Translator Pro Verison 1.8

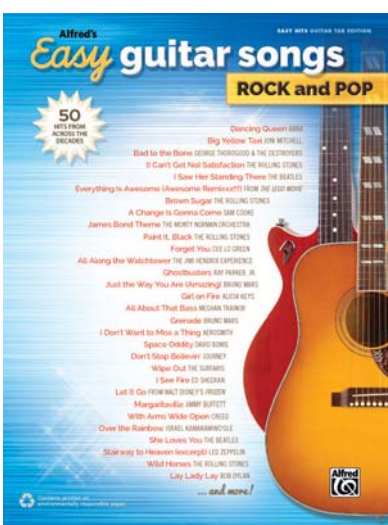
Bome Software has introduced version 1.8 of MIDI Translator Pro, a real-time MIDI and event processing and mapping software for Mac and PC.

The software adds MIDI intelligence and flexibility to MIDI hardware connected to a computer by way of user-configurable translations.

“Many performers use it for controlling an off-stage computer from a control surface or a foot controller,” said Florian Bomers, CEO of Bome Software. “They appreciate both the flexibility and the stability of the software.”

Other uses include configuring a keyboard with any number of splits, or merging/duplicating/filtering MIDI messages on multiple MIDI ports. The simple scripting engine provides the ability to implement elaborate setups for studio and stage. The keyboard emulation can be used to control non-MIDI software via MIDI. The updated version features an improved MIDI event editor, AppleScript actions, support for serial port input and output, and invisible improvements like the overhauled processing engine, which now exploits modern multi-core processors for ultra-low latency.

[Bome Software \(bome.com\)](http://www.bome.com)



Alfred Music Announces New 'Easy Songs' Series

Alfred Music has rolled out its “Easy Hits” series, which includes Alfred’s Easy Guitar Songs: Rock and Pop, Alfred’s Easy Ukulele Songs: Rock and Pop, and Alfred’s Easy Piano Songs: Rock and Pop.

For beginning musicians, this series is a fast-track to developing a repertoire of well-known songs. More experienced players will find it to be an excellent resource of favorite songs.

The 50 arrangements in each book provide melody, chords and lyrics — plus any integral “hook” parts.

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

Switch it Up With BOSS

BOSS has debuted the ES-5 Effects Switching System, an advanced audio command center for pedalboards.

Offering the essential features of the flagship ES-8 in a smaller size, the ES-5 is ideal for ready-made pedalboards and pro travel rigs. Equipped with five audio loops, extensive real-time control capabilities, as well as MIDI, the ES-5 allows all guitarists and bassists to explore the benefits of BOSS’s powerful switching technology.

ES-5 systems enable players to recall complex effects combinations, and to easily control various effects parameters in real time. The systems are designed to constantly



maintain the cleanest tone by running the instrument signal through effects only when needed.

Like the ES-8, the ES-5 audio path has been developed for pure signal transfer to preserve tone, and the integrated switches provide robust performance. The ES-5 is ideal for players who want power and creative flexibility in a compact size. An easy fit on many off-the-shelf pedalboards, the ES-5 offers a massive boost in programmable control over simpler loop switchers that occupy a similar footprint.

[BOSS \(bossus.com\)](http://www.bossus.com)



Levy's Latest Soars

Levy's Leathers has released the Falcon strap (MJ2PLD) in four vibrant plaids. The edges of this strap are a frayed jacquard weave on a polyester back. The ends feature distressed leather. The strap is available in tan, brown, green and purple and is adjustable to 65 inches.

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



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Ernie Ball Rolls Out Anniversary Bases

Ernie Ball Music Man has introduced its 40th Anniversary StingRay electric bass, Old Smoothie, named after the prototype from 1976 that first featured the unique design.

The bass has a rare five pole piece pickup design, resulting in a smooth, full tone that is reminiscent of the vintage 1970s StingRay sound. "Since its introduction in 1976, the Music Man StingRay bass has been embraced as one of the world's classic electric bass designs, and Old Smoothie was an interesting — and great-sounding — variation given to me by Leo Fender during the time I spent testing and developing the original prototypes back in the '70s," said Sterling Ball, CEO of Ernie Ball. "We recently revisited the bass and were knocked out by its rich, deep, beautifully sweet tone."

The 40th Anniversary bass is a faithful reproduction of the original. "We analyzed the original with a spectrograph, micrometer and other measurement tools and examined and re-created it to the smallest detail to deliver the exact tone of the original," Ball said.

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



Mojotone Eliminates the Hum

Mojotone has released its Quiet Coil pickups, which look and sound like single-coil pickups and feature hum-canceling technology. Mojotone has eliminated the use of PCBs, batteries and stacked coils to give Quiet Coil pickups an unadulterated single coil tone response, hoping to change the minds of those who

are convinced that hum-canceling pickups always sacrifice tone.

🛒 [Mojotone \(mojotone.com\)](http://Mojotone (mojotone.com))



ESP Guitars Adds Signature Models

ESP Guitars has continued to expand its Signature Series guitar and bass offerings.

"The number-one reason that people get into various styles of guitars and basses is that their biggest musical heroes and influences play them," said Chris Cannella, ESP's director of artist relations.

The newest member of the ESP artist family is Glenn Tipton of Judas Priest. The LTD GT-600 is based on the ESP Viper shape and includes 24 frets, two custom EMG Glenn Tipton 81 active pickups, a chrome pickguard and truss cover, and a Kahler tremolo. Other new Signature series artists include Alan Ashby (Of Mice & Men), who has customized a TE series guitar for the LTD AA-600. Mille Petrozza (Kreator) has put together a daring V-shaped model with Fishman Fluence pickups, a Floyd Rose and glow-in-the-dark side dots with the E-II MK-1 and the LTD MK-600.

James Hetfield and Kirk Hammett of Metallica also have new Signature series models in the final stages of development.

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

Genelec Gets Compact

Genelec has rolled out the 8010 Active Monitor, the smallest member of the acclaimed 8000 series product range, along with the 7040A, an ultra-compact subwoofer. Suitable for professional work in small studios, the 8010 offers accurate monitoring capability with ease of installation. The outstanding sound quality makes the 8010 ideal for small editorial studios and OB vans, and a perfect companion for portable recording devices and other mobile production work. Designed to complement Genelec's 8010, 8020 and M030 active monitors, the 7040A delivers

accurate sound reproduction and precise monitoring of low-frequency content. These performance characteristics, combined with a compact form factor, make the 7040A ideal for use in music creation and sound design applications, as well as audio and video production work in small rooms and improvised monitoring environments.

Featuring a balanced XLR input, 3-inch bass driver, 3/4-inch tweeter and efficient Class D power amplifiers — one for each driver — the 8010 produces more sound pressure level than might be expected, considering its size.

🛒 [Genelec \(genelecusa.com\)](http://Genelec (genelecusa.com))



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Manley Enhances Features for ELOP

Since its introduction in the early 1990s, the Manley ELOP optical limiter has graced the signal chain of numerous recordings. Nearly a quarter of a century later, the engineers at Manley Labs have created a new and improved ELOP: the ELOP+, which has an integrated stereo compressor. The ELOP+ has the same controls and functionality as the original ELOP while adding the versatility of an on-board stereo compressor.

A dramatically improved layout gives the ELOP+ a new solid metal chassis and faceplate design. The output stage has been re-engineered

to deliver a pristine signal path, and a new low-impedance switched mode power supply is standard.

“Thanks to our streamlined production and increased buying power, the cost of


a new ELOP+ is lower than the original ELOP,” said EveAnna Manley, Manley Labs president and co-founder.

MSRP: \$250.

[Manley Labs \(manley.com\)](http://www.manley.com)



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JodyJazz Expands Accessories

JodyJazz has expanded its selection of saxophone accessories.

The Deluxe Microfiber cleaning cloth safely removes fingerprints and oils from metal, wood, hard rubber and plastics. The new JodyJazz premium high-grade cork grease will lubricate an instrument cork to ensure an airtight fit. (Using it regularly will extend the life of cork.) The Perfect Patch mouthpiece cushion protects players' mouthpieces and the enamel on their teeth.

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



Triad-Orbit Rolls Out IO-Desk

Triad-Orbit has introduced the IO-Desk, a support platform. The IO-Desk provides secure support for creative, medical and industrial devices, such as laptops, media players, hard drives, data loggers and power supplies. The IO-Desk can be configured as a versatile sheet-music desk.

The IO-Desk mounts to traditional 5/8-inch mounting threads and Triad-Orbit IO-equipped support systems via the included IO-H2 mounting head.

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



Zerberus Debuts Gemstone-Laden Guitar Models

Zerberus has launched the Gorgonized Guitars series, featuring designs with genuine gemstones like amethyst, tiger's eye, labradorite and Brazilian onyx.

The new construction, with its light mahogany body and optimized sound chambers, offers interesting sound characteristics. Thanks to a strong resonating stone top, the Gorgonized guitars show a distinct acoustic volume, even when unplugged. Played through an amp, this acoustic capability delivers a balanced sound.

Each gorgonized guitar is one of a kind.

[Zerberus Guitars \(zerberus-guitars.com\)](http://www.zerberus-guitars.com)




Innovative Percussion Debuts New Series of Mallets

Innovative Percussion has unveiled the Christopher Lamb Orchestral Series of bass drum mallets.

The bass drum mallets in this line have been engineered carefully with weight distribution thoughtfully considered. Some are designed to be nimble in the hand and snappy off the drum, while others are intended to allow a lingering weight at impact. The mallets offer the feel that experienced players seek.

Models sold as single mallets include the CL-B1 Big Beater, CL-BD2 General, CL-BD3 Igor, CL-BD4 Legato Igor, CL-BD5 Little Igor, CL-BD6 Saturn and CL-BD7 Maximus.

Models sold as pairs include CL-BD8 Light Rollers, CL-BD9 Rogue, CL-BD10 Little Punk, CL-BD11 Rite Stix, CL-BD12 Classic Wood and CL-BD13 Bulls-Eyes.

 **Innovative Percussion**
(innovativepercussion.com)

Mojave Audio MA-1000 Delivers Versatile Capabilities

Mojave Audio now offers the MA-1000 large-diaphragm multi-pattern tube condenser microphone, the first model in the company's new Signature series.

Designed by award-winning microphone designer David Royer, the MA-1000 features an original new old-stock 5840 tube, a 251-style capsule and a custom-designed transformer built by Coast Magnetics.

The MA-1000 includes a remotely controlled, continuously variable polar pattern selector that is located on microphone's power



supply. The MA-1000 offers a switchable 15-dB pad that facilitates high SPL recordings with no microphone distortion or preamplifier overload. This is particularly useful for close-miking electric guitars.

Similarly, the microphone provides a switchable low frequency roll-off designed to reduce the excess low end created by proximity effect — the bass buildup commonly experienced during close miking of vocals and acoustic instruments.

 **Mojave Audio**
(mojaveaudio.com)

Theo Wanne Offers Mindi Abair Alto Sax Mouthpiece

Acclaimed saxophonist Mindi Abair and world-renowned mouthpiece designer Theo Wanne began working together in 2012, and now the Mindi Abair Custom Alto Mouthpiece has been introduced.

Completely new A.R.T. (Advanced Resonance Technology) features have been developed for this model, including a 'swept-step' baffle with roll-over, a newly designed flat-side-wall chamber and a unique duck-bill beak.

The result is an alto mouthpiece that can scream but still be incredibly expressive at any volume.

"Theo and I worked on this mouthpiece for years," said Abair. "And somehow, amazingly, it kept getting better and better, allowing me to express myself in ways I had never thought possible. I can honestly say it's the powerhouse mouthpiece that I always dreamed of playing! It's even, free-blowing and incredibly resonant in every register."

It also includes the Theo Wanne LIBERTY Ligature.

The company has honored Abair's request to make an ultra-high-quality alto mouthpiece that is accessible to all.

 **Theo Wanne** (thewanne.com/mindi-abair)

Black Lion Audio Bolsters Operations

Black Lion Audio (BLA), manufacturer of professional audio signal processing, converters and other essential audio tools, has recently enacted a new strategic business plan, positioning the company for its next phase of growth. The announcement was made by company CEO Nate Bierdeman and further emphasizes the company's ongoing dedication to long-term growth and global expansion.


As part of this initiative, which is bolstered by increased engineering and production capabilities, Bierdeman has assembled a team of industry veterans from the worlds of technology, engineering, marketing and sales.

In past years, BLA has been recognized for high-end audio modifications and is now focused on developing market-driven products for the recording, broadcast, live sound and

post-production market sectors. BLA digital products have received acclaim for managing accurate clocking and AD/DA conversion.

BLA offers the Micro Clock MKIII, utilizing BLA's proprietary patented circuitry, known for precision clocking within the recording industry and live sound applications. BLA also offers mic preamps, including the B12A MKII 500, Auteur MKII and Auteur MKII 500, which will be complemented soon by a feature-full 500 series rack and the new B173 500.

"We have made a significant commitment, from a technology, personnel and financial standpoint, to expanding Black Lion Audio's business and increasing our market share globally," Bierdeman said.

 **Black Lion Audio** (blacklionaudio.com)

Willcox

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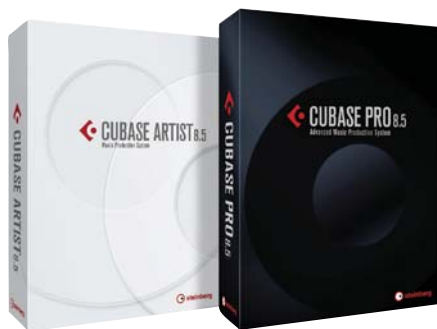
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Steinberg Updates Cubase Pro, Artist

Steinberg Media Technologies has introduced the Cubase Pro 8.5 and Cubase Artist 8.5.

Cubase has established a strong reputation as the centerpiece of many professional studios for mixing, arranging, recording and composing. With Cubase Pro 8.5 and Cubase Artist 8.5, producers and musicians receive new tools plus many improvements.

VST Transit ushers in Steinberg's cloud collaboration service. Users running version 8.5 can share and synchronize joint projects and take full advantage of cloud-based music production by receiving 500 MB cloud storage and 1 GB free traffic for Cubase projects. Upgrades to a capacity of 5 GB space and 20 GB traffic are now available.

Retrologue 2 is the second iteration of Steinberg's virtual analog synthesizer, which includes enhancements to the synth section, many new presets, the highly flexible Arpeggiator and five new effects.

The MixConsole now has an improved dynamic hover mode.

🛒 [Steinberg \(steinberg.net\)](http://steinberg.net)

Martin Adds Aura VT Enhance to Standard Models

Martin Guitar has upgraded its 18, 28 and 35 Standard series with cutaway models featuring the Aura VT Enhance acoustic amplification by Fishman.

Included in the 35 series are the DC-35E, a Sitka spruce acoustic-electric dreadnought cutaway; the OMC-35E, a narrow waist, small-bodied guitar; and the GPC-35E, slightly smaller than a dreadnought.

The 28 series boasts the DC-28E, a dreadnought, acoustic-electric cutaway, and the OMC-28E orchestra acoustic-electric cutaway, featuring a solid Sitka spruce top.

The 18 series features the DC-18E, a

dreadnought acoustic-electric cutaway.

The new 17 series includes the 00L-17 Black Smoke, which features a solid Sitka spruce top and mahogany back and sides; the 000-17 Whiskey Sunset Auditorium model; and the 00-17S Black Smoke, a grand concert model featuring a satin black smoke finish. The 15

Series features the DC-15ME, a dreadnought with an all mahogany body and the OMC-15ME, a small-bodied orchestra model.

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



ROLI Releases 49-key RISE

ROLI's Seaboard RISE 49 is an expanded 49-keywave version of the Seaboard RISE controller.

Arriving four months after the launch of the highly successful 25-keywave Seaboard RISE, the RISE 49 offers new possibilities for music-making and performance.

With a four-octave playing surface approximately twice the size of the RISE 25, the RISE 49 suits music-makers who want to access the multidimensional expressiveness of a

Seaboard RISE on a larger interface.

Players can create new sonic possibilities by mapping sound parameters to unique gestures. Additionally, they can customize the sensitivity to match their playing style.

🛒 [ROLI \(roli.com\)](http://roli.com)



Prestige Debuts Troubadour

Prestige Guitars has debuted the Troubadour. It is the first guitar in the Prestige Custom series, which will feature solid and semi-hollow body guitars with hot-rodged custom designs, finishes and components.

The Prestige Troubadour is a single cutaway solid-body guitar, boasting a combo of a solid, carved Canadian maple top and solid mahogany body and neck. The guitar is finished in satin/matte black with cream 3-ply binding surrounding the body, and a cream bound neck and headstock.

The Prestige Troubadour has an ebony fingerboard and mother of pearl dot inlays.

🛒 [Prestige Guitars \(prestigeguitars.com\)](http://prestigeguitars.com)

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JBL Unveils Powerful EON618S Subwoofer

JBL Professional by HARMAN has introduced the EON618S, an 18-inch, 1,000-watt subwoofer that supports true low-frequency extension and can be controlled wirelessly.

The EON618S weighs in at just 78 pounds and delivers a range of robust features. The subwoofer's maximum SPL output is 134 dB, with a frequency range of 3 Hz to 150 Hz (-10 dB) and a frequency response of 42.5 Hz to 150 Hz (-3 dB).

DSP parameters, including presets for EON600, EON200 and other manufacturers' full-range loudspeakers, can be controlled via a Bluetooth app for iOS and Android.

Aesthetic and functional design enhancements to the JBL EON618S include premium handles, a standard M20 threaded pole cup and a rugged enclosure. The design maximizes cabinet volume while maintaining a highly transportable form factor.

The JBL EON618S extends a tradition that started in 1995 with the introduction of the first HARMAN JBL EON portable PA loudspeakers.

In January 2014, JBL Professional continued the line's tradition with the JBL EON600 Series loudspeakers, featuring waveguide technology for uniform coverage, an updated design with a new enclosure



for road-worthy durability and Bluetooth control of all EQ functions for easy system adjustment. The entire JBL EON600 Series leverages the latest technologies in cabinet materials, acoustic science, transducer design and user friendliness.

🛒 [Harman \(harman.com\)](http://Harman (harman.com))

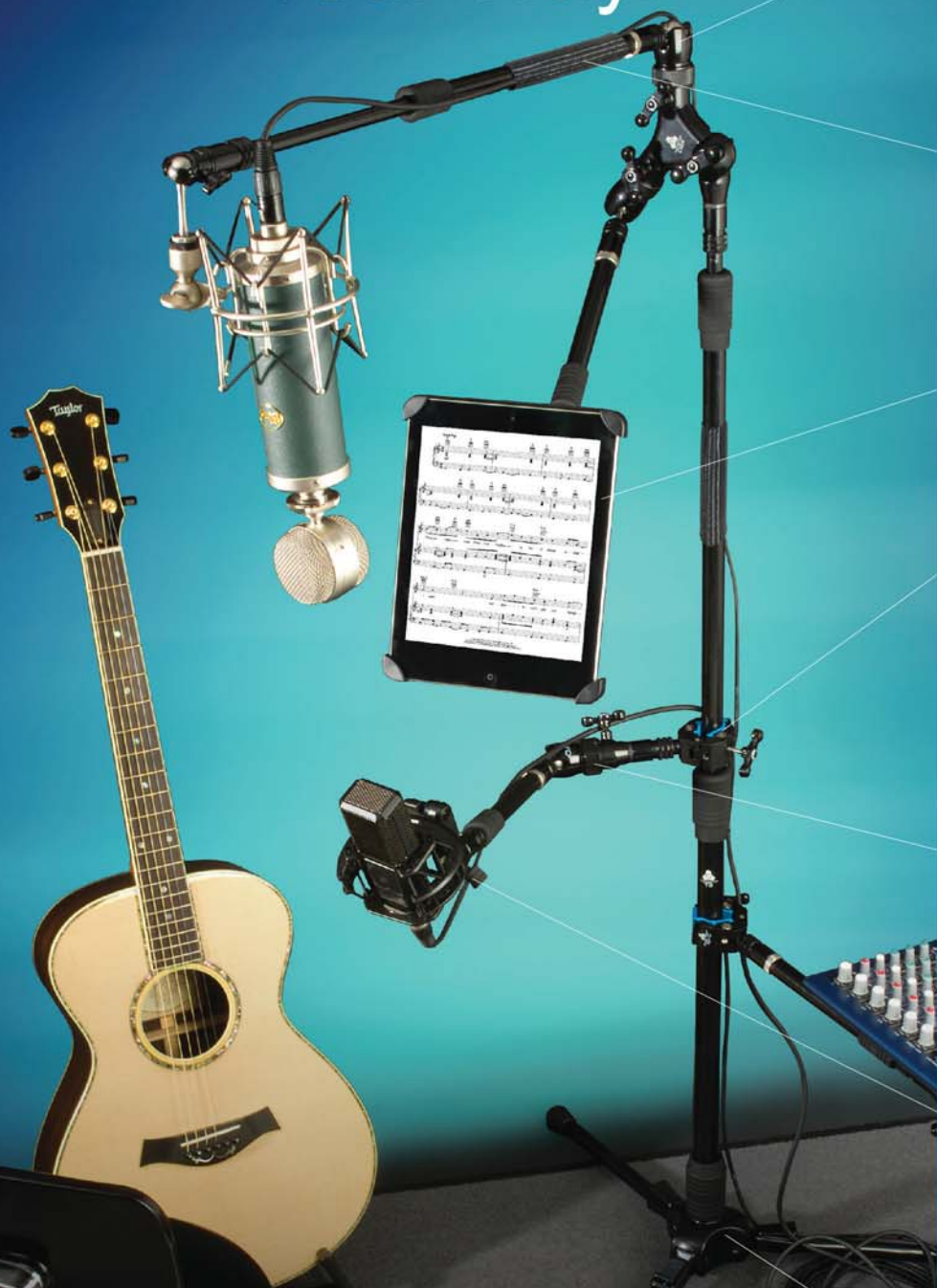


Samson Launches Lightweight System

Samson has announced its new AirLine 88 Headset Micro Transmitter UHF Wireless System. The AirLine 88 Headset system features the lightweight, sweat resistant AH8 headset. This frequency-agile UHF wireless system offers high-definition sound, premium reliability and a 300-foot operating range for fitness instructors and active performers. The headset combines a micro transmitter and adjustable stainless gooseneck into a low-profile that contours to the shape of the user's head for a secure fit. The system will be available in multiple frequency bands (region dependent), all outside of the 600 MHz band that is set for upcoming auction by the FCC.

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

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CLAMP



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BOOM ARM



M1 & M2
ADAPTORS



IO-VM
VESA MOUNT



TRIAD T3
STAND

SLM Partners With Sabian

On Sept. 1, 2015, Sabian appointed St. Louis Music as a partner in distribution in the United States.

"We started selling our products direct to retailers in the U.S. market last January and it has gone extremely well," said Andy Zildjian, Sabian CEO. "After six months of creating better contact with our dealers, our communication with them made it very apparent that there are many dealers we are just not able to reach and service in a way that is most effective for them. SLM is the best in the industry at reaching a very broad and diverse group of dealers in the market and meeting the needs that have presented to us by our retail partners. We are confident this partnership will provide a greater level of our services to retailers all over the country."

"We are excited to add Sabian as a major new product line in our rapidly growing percussion business," said Mark Ragin, president and CEO of St. Louis Music. "SLM will complement the direct sales efforts of the Sabian sales team in the USA by selling to the very broad base of SLM customers."

📄 [SLM \(stlouismusic.com\)](http://SLM (stlouismusic.com))

Roland Rolls Out Electronic Cajon

Roland has unveiled the EC-10 EL Cajon, a unique and versatile hybrid percussion instrument. Combining an authentic acoustic cajon with electronic percussion technology, the EC-10 allows cajon players to easily enhance their music with layered electronic sounds. Completely self-contained with battery power and onboard amplification, the EC-10 puts the dynamic world of hybrid percussion in the hands of every cajon enthusiast.

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





Riversong Expands Booth

Riversong Guitars will display custom "Vault" guitars and its entire line of Tradition guitars, letting NAMM attendees try out a wide array of high-quality instruments.

"We have doubled our booth space and installed a silent room," said Mike Miltimore, founder.

Riversong's Silhouette series offers a hybrid design that combines a carbon fiber neck with the classic tone of a traditional Riversong body.

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

Levy's Offers Suede Model

Levy's Leathers new Hudson (MS317HUD) strap is a soft suede garment leather strap with a decorative ridge down the center. The strap is available in six colors: burgundy, rust, honey, brown, copper and black. It's adjustable from 37 to 51 inches.



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

Switchcraft Seals the Deal

Switchcraft has introduced standard data connectors that are sealed when unmated through a unique, IP 68-rated sealing cap. USB, HDMI, and RJ45 Ethernet connectors are increasingly used in harsh environment applications.



When not in use, these ports can allow the ingress of dust and moisture, which can cause sophisticated electronics to fail. The Data-Con-X sealing cap, when used with Data-Con-X Panel Connectors, solve this problem with a watertight IP 68 seal. The caps can also be used in conjunction with Data-Con-X connectors, which are sealed when mated.

[Switchcraft \(switchcraft.com\)](http://switchcraft.com)

Ernie Ball Gets Expressive With New Expression Series of Effects Pedals

Ernie Ball has introduced the Expression series of effects pedals.

The new Expression Overdrive and Ambient Delay hybrid pedals for guitar and bass allow on-the-fly, dynamic foot control, giving players more sonic expression than traditional stomp pedals in a roadworthy metal construction.

Ernie Ball's Expression Overdrive and Ambient Delay pedals also come equipped with a newly engineered ultra-durable PVC-coated Kevlar cord and spring linkage for dependable performance

under the most punishing conditions of professional use. The new design replaces the traditional Vectran string in the Ernie Ball VP and VPJR series.

The Ernie Ball Expression Overdrive delivers everything from a hint of natural tube-amp-like overdrive and rhythm crunch to searing lead tones. It features settings for drive, boost and tone, with a foot-sweepable overdrive control, making it easy to go from clean to roaring all-out growl — and everything in between.

The Expression Series Ambient Delay

hybrid provides 50 to 750 milliseconds of delay time layered with reverb, for everything from slap-back to extended repeats.

It features settings for delay time and feedback, reverb level, with a foot-sweepable effect level control to integrate anything from subtle textures to ambient soundscapes.

Both units come with a power supply and are finished in polished gold and rose gold aluminum casings.

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



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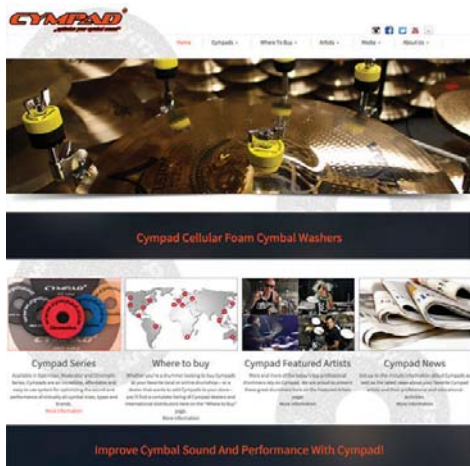
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Cympad Launches Redesigned Website

Cympad has launched its improved, revamped website, cympad.com.

The enhanced platform features photos and detailed descriptions of Cympad's Optimizer, Chromatic and Moderator cellular foam cymbal washers as well as up-to-the-minute news about the popular drum accessories and its artist roster. Along with this extensive information, a comprehensive list of international Cympad dealers and distributors is also available on the site.

"We wanted to make it easier for drummers and dealers to discover the benefits of Cympads," said Cympad founder Reto Hirschi. "The updated website has lots of photos, simplified text, a world-class artist roster and direct links to our top dealers all over the world. It is designed to support Cympad's position as the new industry standard."

🛒 [Cympad \(cympad.com\)](http://Cympad (cympad.com))

T-Rex Rolls Out Replicator Analog Tape Echo Pedal

T-Rex Effects has begun production of the Replicator analog tape echo pedal, initially unveiled as a prototype last year.

With Replicator, the inimitable qualities of a pure analog tape echo are paired with modern features. Replicator is the first analog tape delay to feature a tap-tempo footswitch, allowing users to easily adjust delay time.

Two playback heads mounted at different distances from the record head offer a wide range of delay time.

Replicator uses a proprietary cassette that features durable 1/8-inch tape made in

Germany by BASF.

🛒 [T-Rex Effects \(t-rex-effects.com\)](http://T-Rex Effects (t-rex-effects.com))



660 Guitars' Patriot Sports Aluminum Body

660 Guitars has debuted the Patriot guitar, which launches the company's line of American-made instruments featuring all-aluminum bodies.

The 25 1/2-inch scale Patriot design combines bold engineering with modern playability, while maintaining the principal build features consistent in all 660 Guitars.

Handcrafted with U.S.-made parts, the Patriot's body is constructed from one piece of aircraft-grade aluminum, paired with a shallow-oval 16-inch-radius solid graphite/carbon fiber neck.

The finish is a resilient powder coat, available in multi-color options.

The Patriot has a TonePros wraparound bridge that is piezo-loadable. The pickups are 16.50K Dimarzio Dominion Humbuckers with ceramic magnets, mounted on "mini rails" to allow for user-adjusted tonal variations.

MSRP: \$3,400.

🛒 [660 Guitars \(660guitars.com\)](http://660 Guitars (660guitars.com))

IMS Technologies Expands Charactune Family

IMS Technologies has introduced the latest additions to its Charactune family: the bulldog and cat clip-on instrument tuners. Both have presets for chromatic (virtually any instrument), guitar, bass, violin and ukulele. They work well with fretted, string, woodwind and brass instruments.

The bulldogs come in blue, brown, red and yellow. The cats come in blue, green red and yellow. As with all IMS products, a portion of the proceeds from each sale will go to a fund to assist cancer patients and their families. MSRP: \$19.99.

🛒 [IMS Technologies \(imstechnologies.net\)](http://IMS Technologies (imstechnologies.net))



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Kala Brand Broadens its Guitar Offerings

Kala Brand Music continues to broaden its guitar choices with a mini-orchestra model (KA-GTR-OM) and a parlor guitar (KA-GTR-PLR). Both guitars fit into the category of Kala travel-inspired instruments, portable in size and notable for a full, rich tone.

The Mini OM separates treble and bass tones due to the proper ratio of its small upper bout and beefy lower bout. Its small body and shortened neck provide portability and convenience that will appeal to solo artists and fingerpicking stylists. It features a solid spruce top, rosewood back and sides, maple binding with rosewood purfling, mahogany neck, chrome die-cast tuners, rosewood fingerboard and a gloss finish.

It has a 22 1/2-inch scale length, 35 1/4-inch overall length and 20 frets.

The KA-GTR-PLR Parlor guitar's features include a solid cedar top, mahogany back and sides, rosewood binding, herringbone

purfling and rosette, slotted headstock with pearloid inlay, chrome open gear Grover tuners and a satin finish. It has a 24 3/4-inch scale, 39-inch overall length and 19 frets.

🛒 **Kala Brand** (kalabrandmusic.com)



Roland Introduces System-500 Set

Roland has released the System-500 Complete Set. This fully analog modular synthesizer is inspired by two of the company's revered electronic instruments, the System-700 and System-100M. Made for Eurorack format, the System-500 Complete Set is a comprehensive system with multiple oscillators, filters and effects in a versatile custom case with top-quality patch cables.

The System-500 Complete Set delivers the classic character and playability of a vintage Roland modular synth with all the advantages of a modern instrument. The Eurorack format also makes it easy to expand or neatly integrate into an existing modular setup.

🛒 **Roland** (rolandus.com)

ART Unveils 500 Series Compressor

Applied Research & Technology (ART) has introduced a high-performance 500 Series module at an affordable price for pro-grade studio tools.

Based on the ART ProVLA VCA-less Vactrol Opto-Compressor design, the VLA-500 delivers essentially the same tone and function as its rackmount predecessor.

The VLA-500 offers three discrete user-selectable tone-shaping circuits. The clean Op amp signal path, a much warmer FET circuit ideal for vocal tracking and mixing, and a simple one-button "grit" switch adds more aggressive tone.

🛒 **ART** (artproaudio.com)



Direct Sound Features Divvywav

Direct Sound has unveiled its HPA (High Precision Audio) EXW-37 wireless headphones, which feature up to 100 playback hours of battery life on a single charge and an operating range of up to 150 feet.

Incorporating the TruSound technology of the company's EX-29 Extreme Isolation model, the HPA EXW-37 is the first pair of wireless headphones on the market to utilize Divvywav technology, resulting in extended operating range and battery life.

They offer 37.7 dB of isolation at 8,000 kHz and an NRR (Noise Reduction Rating) of 29 dB across the entire frequency spectrum.

🛒 **Direct Sound** (extremeheadphones.com)



AARON TINDALL SIGNATURE tuba mouthpieces

Designed in collaboration with world renowned tuba artist, Aaron Tindall, this new line is designed to provide improved articulation, intonation, greater endurance, and significantly enhanced power in both the high and low registers. Available in sizes AT1U - AT8U. For more information visit, www.bit.ly/tubamp



FIBER CUP MUTE new for trumpet

The new Denis Wick fiber cup mute joins the fiber straight mute as another inexpensive option perfect for students up through professionals. Crafted from durable fiber and the highest quality cork, the Denis Wick fiber mute offers the performer a great sound and quick response.

Visit booth #3014 or contact Stephanie for more information.
stephaniem@dansr.com

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nord

The Nord Piano 3 takes piano feel and realism to a new level with outstanding Nord Virtual Hammer Action Technology, Grand Weighted Action and Ivory Touch keys.



dBTechnologies

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KURZWEIL It's the sound.

Following the standard of sonic excellence established by the Forte®, the Forte® SE brings your performance to new heights with its astonishing sound quality, dependability and user-friendly operation – all at a new affordable price.



reloop

The new Reloop Mixtour is an ultra-portable, yet sturdy all-in-one DJ controller with audio interface, designed for djay 2 (iOS/Android) and djay Pro (Mac) by Algoriddim. The Mixtour is designed for all DJ's that want to have the unlimited flexibility with a small compact footprint.



Fostex

The latest in a 30+ year heritage of renowned studio headphones, the new Fostex TR series headphones are sturdy, comfortable, sound great, come with both straight and coiled cables, and include both regular and extra-cushioned ear pads.



LEWITT

Ever wonder how your recording would sound with a different polar pattern? The new Lewitt LCT-640-TS microphone lets you record all patterns at once with its discrete output for each capsule, giving you seemingly endless possibilities to tweak during mixing!



made to perform

From the manufacturer of the world's best keybeds comes a controller with an all-new, powerful operating system, perfect for controlling your hardware and virtual instruments.



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The Alpine Music Safe Pro is the flagship musicians' earplug from world's #1 hearing protection manufacturer. Specially tuned acoustic filters provide a variable attenuation to make sure you can still hear with accuracy and precision while protecting your ears!



XONE

Xone 43 & 43C is a 4+1 channel mixer, offering a simple and intuitive layout with sublime analogue audio quality. The 43C is supported by leading DJ Software, Serato DJ, and is DVS upgrade ready with the addition of the Serato DJ Club Kit, eliminating the need for any external interface.



DPA Microphones Expands d:vote 4099 Series

DPA Microphones has expanded its line of d:vote 4099 Instrument Microphones with the addition of three mount options: a Clamp Mount with a grip that allows it to anchor to any instrument, a Microphone Stand Mount and an Accordion Clip.

The d:vote line allows one microphone to be utilized across various classifications of instruments with a simple switch of the mount.

The d:vote Condenser Microphone is a natural-sounding instrument microphone. Like all DPA microphones, it rejects unwanted noise and accurately captures the sound of the instrument.

The d:vote microphone line is designed for use with every woodwind and acoustic instrument.

DPA also offers four d:vote touring kits situated in sturdy Peli cases, with quantities of four or 10 microphones packed in a pencil case as well as 10 or 25 mounts, respectively. The kits come with everything needed to bring high-quality sound anywhere in the world.

The Kevlar reinforced cable is available in two sizes, the slim 1.6-mm cable or the heavy-duty 2.2-mm.

Musicians can use DPA microphones without having to purchase a new microphone for each different instrument they own. The AC4099 clip is for the accordion, which is an instrument often played with a lot of gusto and can prove to be difficult to mic during recordings and live performances. This clip is mounted directly

on the accordion, which requires a minimum of two microphones, one at the left-/right-hand side and one at the bass/treble area. The musician can choose to either attach the clip permanently to the instrument by using screws or temporarily by using adhesive.

The SM4099 Stand Mount makes it possible for musicians to mount the d:vote mic on a traditional microphone stand. The CM4099 Clamp Mount is designed for instruments with no dedicated holder.

“The addition of these new mounts



makes it possible for musicians — even those with the most unique acoustic instruments — to record or amplify the exact sound of their equipment,” said Mikkel Nymand, product manager. “By expanding the d:vote instrument microphones, we are aiming to reach a whole new realm of DPA users who may have previously been unaware of the unique capabilities of the product. Our intention is to simplify the process of choosing the right microphone, by offering one solution with accessories to fit the needs for various applications.”

🛒 [**DPA Microphones \(dpamicrophones.com\)**](http://DPA Microphones (dpamicrophones.com))

AKG Presents Monitor Headphones

AKG has introduced the K182 professional monitor headphones, building on more than 65 years of history in professional recording and expanding its studio headphone lineup.

With a closed-back, folding design, the K182 headphones provide comfort, sonic clarity and convenient portability. They are ideal for professional musicians, producers and engineers working in a range of production environments.

The large, high-sensitivity 50-mm transducers deliver an extended frequency range of 10 Hz to 28 kHz and ample output when used with portable music players and mobile devices. The closed-back, over-ear design provides excellent isolation and exceptional comfort during long sessions.

High-quality construction ensures that the K182 headphones are built to endure the inevitable drops and bumps that can occur during use and transport. Employing a three-axis mechanism, the headphones fold conveniently into a compact form factor when not in use. A detachable cable and replaceable ear pads extend the longevity of the customer's investment. The included screw-on adapter allows the K182 headphones to be connected to a broad range of pro and consumer gear.

AKG designed the K182 headphones with extensive input from professionals working in a broad range of environments.



“The K182 headphones are AKG's response to the demand for excellent sonic performance, along with exceptional comfort and built-to-last reliability,” said Peter Chaikin, recording solutions, Harman Professional. “The folding portable design of the K182 allows pros to have a consistent, accurate reference, wherever their projects take them.”

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

Heil Sound Brings Back the Heritage

Heil Sound has reintroduced the Heritage, a stylish dynamic microphone with a vintage look that is equally at home in live sound, recording and broadcast applications. The performance of the Heritage is achieved by the use of a special magnet structure with a large 1 ¼-inch aluminum low mass voice coil assembly similar to the Heil PR 20.

The frequency response is 50 Hz to 18 kHz with a mid-range boost at 4 kHz, which results in brilliance and presence.

Special attention has been paid to the phasing plug assembly with equally placed ports that sense audio from the back of the microphone. The result is a tight cardioid pattern with rear rejection. The Heritage has



a slide switch that turns the audio on and off, and it has a lock screw that can lock it in position.

The mic comes in two finishes: chrome with blue, and black matte with blue. The chrome finish is a special “show chrome.” The steel body is copper plated and then double chrome plated, producing a deep chrome finish.

🛒 [**Heil Sound \(heilsound.com\)**](http://Heil Sound (heilsound.com))

Nady Announces Move

Nady Systems has announced plans to relocate to a new 65,000 square-foot facility in Richmond, California. The company has been at its current location in Emeryville, California, since 1990. The move is expected to take place in February or March of 2016.

Nady's new location will allow continued growth and development of its product line as well as a renewed and expanded focus on sales and marketing, artist relations, and a revamped customer service program.

Along with the move to a new, modern facility, Nady will be installing a more

advanced computer network to better meet its current needs.

The upcoming move represents an exciting new chapter for Nady. The company has many innovative advances in the works.

“This is definitely the right time for this move,” said John Nady, president and CEO. “Nady is poised to take an important next step forward not only in our product development and branding, but also in re-establishing our leadership role in this fast-changing industry.”

📄 [**Nady Systems \(nady.com\)**](http://Nady Systems (nady.com))

Apex Delivers New Mics

Apex Electronics has introduced two vintage-looking yet thoroughly modern high-performance microphones.

The Apex747 large diaphragm side address dynamic microphone and the high-performance Apex787 active ribbon microphone are the first mics in the Apex line to debut a new, classic vintage appearance.

The Apex747 is a side address large diaphragm dynamic supercardioid microphone that delivers exceptional tone in a vintage-style package. The black-over-black chrome all-metal chassis, vintage yoke design and antique windscreen make the Apex747 the ideal mic for artists needing to make a visual as well as sonic impact.

The Apex787 is the first active ribbon mic in the Apex catalog. The Apex787 delivers the tone associated with a ribbon mic, with the advantages of added impedance stability and improved sensitivity.

MSRP: Apex747, \$209; Apex787, \$299.

🛒 [**Apex Electronics \(apexelectronics.com\)**](http://Apex Electronics (apexelectronics.com))



CAD Audio Reimagines Classic A77 Microphone

As part of its 85th anniversary celebration, 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 stylish retro cosmetic appearance, the A77 delivers a high-powered, articulate sound that cuts through

the mix in any live situation.

Originally described as a “high fidelity uni-directional cardioid microphone,” the A77 featured a wide dynamic range for that time of 30–15,000 c.p.s.

CAD is also introducing the A77r mic to bring the unmistakable vintage ribbon sound of the past to a range of modern vocal situations. The A77r features a large ribbon element surrounded by PowerGap high gauss magnets, which sets this

mic apart in terms of warmth, clarity and a full-bodied sound.

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



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Yellow Jackets Tube Converters Redesigns Website

Yellow Jackets has announced the complete redesign of its website, yellowjacketstc.com.

The new site has a modern look, better organization and an easy-to-use design. Detailed product information, technical specifications and updated amp recommendations make it easy for users to bring Yellow Jackets' tone to their amps.

Yellow Jackets allow EL84 power tubes to be used in place of most common guitar amp power tubes, providing a "self-bias" Class-A configuration for the EL84 so that no bias adjustment is required.

EL84s have a tight, focused sound,

and most converters will produce a substantial maximum power reduction, making it easier to find the adequate mix of preamp and power amp distortion at a lower volume.

Because Yellow Jackets ignore the amplifier's grid bias voltage, it is possible to take them in and out at will to adjust the power level and sound appropriately for an individual gig or session.

All Yellow Jackets tube converters are handmade in the United States.

They are known for their high quality and their ability to change an amplifier's tone



without the need of a technician.

INFO Yellow Jackets (yellowjacketstc.com)



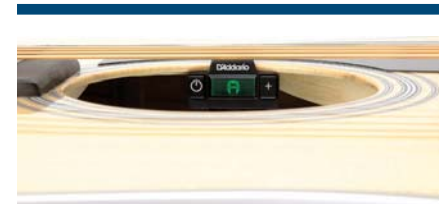
Singular Sound Ships BeatBuddy Mini Pedal

Singular Sound/BeatBuddy, maker of the BeatBuddy pedal-controlled drum machine, has announced the the BeatBuddy Mini.

The BeatBuddy Mini is a smaller and less expensive (\$149) version of the BeatBuddy with more of a focus on the home user. The device is perfect for musicians practicing at home or participating in jam sessions.

"BeatBuddy Mini is a full-featured yet lower-cost option for musicians who just want to jam and have fun," said David Packouz, CEO of Singular Sound/BeatBuddy.

INFO Singular Sound/BeatBuddy (mybeatbuddy.com)



Planet Waves' Adds Soundhole Tuner

Planet Waves by D'Addario has announced the NS Micro Soundhole Tuner.

Designed specifically for acoustic guitar, bass, ukulele and other acoustic instruments, the chromatic NS Micro Soundhole Tuner remains concealed within the instrument's soundhole. The non-marring universal mounting clip allows stress-free installation, while the piezo transducer senses vibrations directly from the soundboard.

MSRP: \$39.95.

INFO D'Addario (daddario.com)

Yamaha Models Offer Tonal Warmth

Yamaha has introduced the FG800 and FS800 acoustic guitar series, featuring updates and upgrades.

Each model in the redesigned FG800 and FS800 series features a solid sitka spruce top that improves the instrument's tonal warmth. Scalloped bracing enhances sound projection, and a slimmer, tapered neck profile with slightly rounded fretboard edges increases playing comfort. The series includes nine models.

INFO Yamaha (usa.yamaha.com)



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3i-1813-7WMC 8-Pack Wireless Mic Case

Dual layered case, holds (8) mics and (8) Body Pack transmitters. MAP of \$199.99



3i-1813-5WMC 4-Pack Wireless Mic Case

Fits (4) handheld wireless mics, (4) Body Pack transmitters and accessories. MAP of \$149.99



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BBICO Represents Eko, Acus

North London-based British Band Instrument Company (BBICO) has announced that it will represent QuikLok Stands and Eko Guitars for sales in the Middle East and Africa. BBICO will also be representing Acus Sound Engineering for sales in the Middle East, Africa, India and Eastern Europe.

QuikLok and Eko are both part of the Eko Music Group and are based in Italy's Ancona Province. Gaetano Clementi, export manager for QuikLok, said, "BBICO has a great reputation for their knowledge of the musical instrument industry in the Middle East and Africa. We look forward to working with them."



Acus Sound Engineering is also based in the Ancona Province. Renato Gasparini, export manager for Acus, said, "We believe that with the professionalism of BBICO, Acus will be able to improve the technical and commercial service in these territories."

INFO BBICO (bbico.com)

Vandoren Offers Reed Mix Card

Vandoren offers clarinetists a variety of reeds to choose from beyond the widely known traditional reed: the V12, 56 rue Lepic and V21.

To help players find their favorite reed, Vandoren has introduced the Clarinet Reed Mix Card, which is available in strengths 3, 3.5 and 3.5+. Each Clarinet Reed Mix Card includes one each of the V12, 56 rue Lepic and the V21, all in a select strength. In addition, each card includes a bonus V21 that is a half-strength harder to ensure clarinetists find the perfect strength.

"Dealers have been asking for these ever since we released the Jazz Reed Mix Cards for saxophone," said Michael Fenoglio,



Vandoren product specialist.

DANSR (dansr.com)

Heinz Launches New Company

Heinz Electrodynamische Designs (HEDD) was launched in October by physicist and music enthusiast Klaus Heinz, founder and long-term head of R&D at Adam Audio, and his son, Frederik Knop, a musicologist and mastering engineer.

The Berlin-based company has entered the professional audio market with three studio monitor models. Type 05, Type 07 and Type 30 comprise the Series One.

Features include an improved woofer design, new-generation ICE power amplifiers and a new version of Klaus Heinz'



Air Motion tweeter design.

HEDD (hedd.audio)

SKB Introduces PreSonus Case

SKB has introduced a case solution for PreSonus StudioLive 24 Mixer. The 1R2723-8B-W features a custom foam interior to accommodate the PreSonus StudioLive 24-channel and other similar sized mixers, such as the Allen & Heath ZED24.

The 1R2723-8B-W is made of low-density polyethylene plastic, giving the case strength and durability.

The case includes three oversized carrying handles, convenient in-line skate wheels and an expandable pull handle for easy transport.

Also included are SKB's patented trigger release TSA latches and stainless steel hinges for protection on the road.

The custom interior foam provides additional space under the mixer for cables and other accessories and includes four

adhesive backed foam inserts for a custom fit to a mixer.

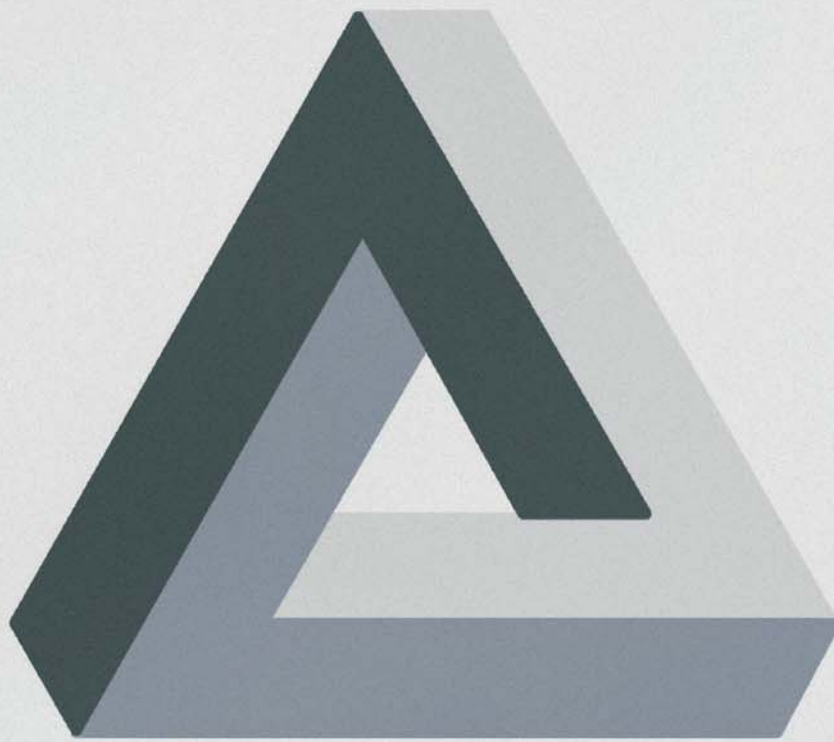
The 1R2723-8BW mixer case comes with SKB's unlimited lifetime warranty to the original purchaser.

SKB (skbcases.com)



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OR BOOTH #5910 IN HALL B

Paul Reed Smith Rounds Out SE Acoustic Offering

PRS Guitars has added two models to its SE line of acoustic guitars. The SE A20E and SE A30E models help round out the SE acoustic offering while continuing the SE legacy of providing professional quality and dependability for players of all levels.

Both new models feature the PRS 15 1/2-inch Angelus Cutaway body shape with a solid spruce top and the x-brace/classical hybrid top-bracing design, as well as the company's trademark bird inlays and headstock design. Undersaddle electronics, which are accessible via the soundhole with both tone and volume controls, come standard and provide added flexibility and functionality for playing on stage or at home with friends.

The SE A20E pairs the solid spruce top with mahogany back and sides and a rosewood fretboard and bridge, while the SE A30E is

appointed with rosewood back and sides and an ebony fretboard and bridge.

 [Paul Reed Smith \(prsguitars.com\)](http://PaulReedSmith.com)



Alfred Offers 'Guitar Method' Content Online

Alfred Music has released *Belwin's 21st Century Guitar Method 1 (2nd Edition)*, *Alfred's Basic Guitar Method Complete*, and *Pumping Nylon* for online streaming and download.


The collections include video content that can be accessed online from any computer, tablet or smartphone, or played directly from the DVD. Also available online are corresponding audio tracks and TNT (Tone 'N' Tempo) 2 software for isolating and looping sections, and adjusting the volume, tempos, and keys on the audio tracks.

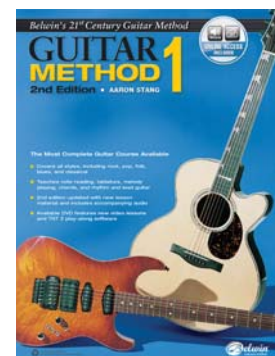
Belwin's 21st Century Guitar Method 1 (2nd Edition) includes new songs and lessons, and introduces new topics at a progressive speed, using both music notation and tablature.

Alfred's Basic Guitar Method Complete has been updated to include online access to new video content, audio tracks, and TNT 2 software for customizing the mixes for each practice track.

Pumping Nylon (2nd Edition) includes new lesson videos that can be accessed online or played from the DVD.

MSRP: \$9.99–\$29.99.

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



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 Check out the **SNARE CLIP** for a super cool snare sound. Fits on any pail.
DRUMHEADS are available separately and fit most 5, 6, and 7 gallon USA made pails.

CHECK THEM OUT IN BOOTH 3440.

Reader Handles Many Formats

The Newzik sheet music reader can easily handle multiple formats. In addition to supporting PDF, or lyrics and chords files, Newzik is also a MusicXML reader app. Plus, The Band Mode syncs and connects multiple screens together, and the annotation feature makes it easy for multiple users to share messages (such as solo sections, etc.).

Compatible with iPhone and iPad, Newzik has close partnerships with many accessory retailers and is currently working on creative and innovative collaborations with additional retailers.

 [Newzik \(newzik.com\)](http://Newzik.com)

Medea Unveils Evolution Guitar Effects Pedals

Medea has debuted its new line of guitar effects pedals, the Evolution series.

Luigi Verrua, CEO and head engineer said, "These modules are an evolution of the current analog effects for the guitar toward units with new potential." The modules maintain the signal in analog form, never digitized, but have the capability of memorizing up to 10 settings, which can be recalled at any time by the musician.

Red Cat is a distortion pedal that gives a full body and powerful distortion. Green Fox is an overdrive pedal that generates rich harmonics.

Blue Jelly is a low noise equalizer that allows the control of the amplitude of five frequency bands. Each module can memorize up to 10 groups of settings and can be chained using the UCONTROL module.

 [Medea \(medea-tech.com\)](http://Medea.com)

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Bloggers Lounge: Marriott Elite Ballroom 3

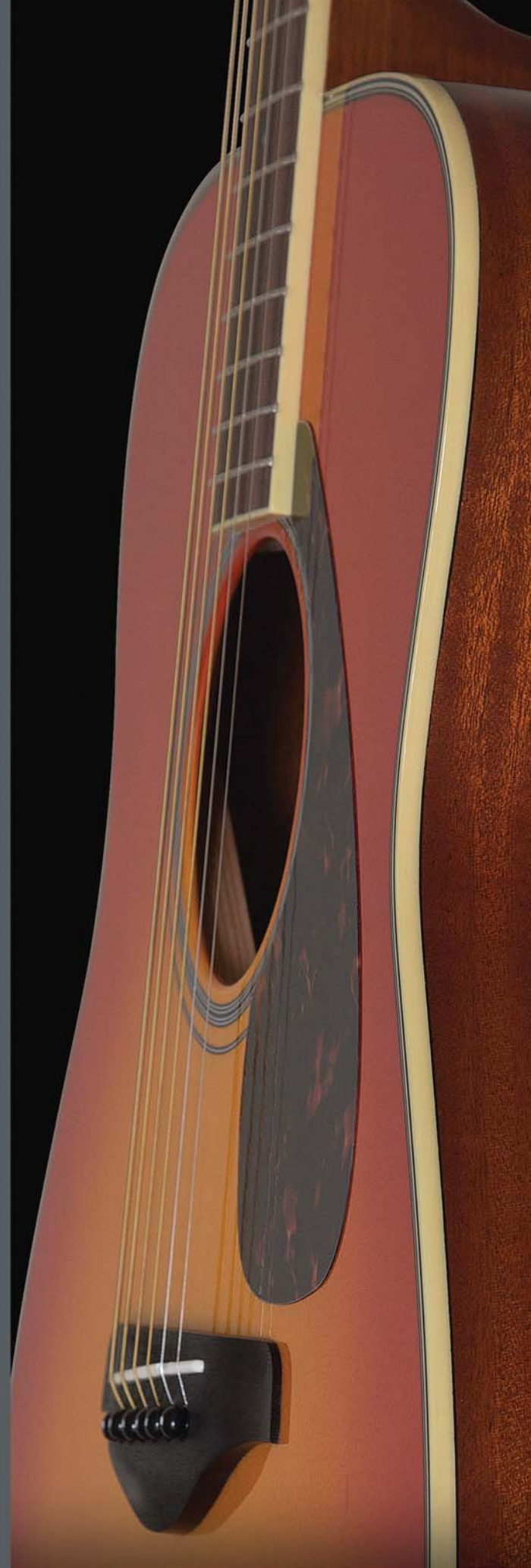
Line 6: Convention Center Level 2, Room 212 A/B



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20th Anniversary



FG800 Series
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Events

Today, 6:00 – Yamaha New Product Happening
Marriott Platinum Ballroom. By invitation only

Tomorrow, 11:00 – Drum Artists Autographs
Marriott Marquis Ballroom

Tomorrow, 1:00 – Guitar Artists Autographs
Marriott Marquis Ballroom



SHARING PASSION & PERFORMANCE

Michael Ahern's Bright Idea

StompLight International, a lighting effects pedal (LEP) technology company in the San Francisco Bay Area, has announced the availability of its flagship product, StompLight.

StompLight is a portable lighting pedal small enough to sit alongside a pedalboard, in a DJ booth or as part of any minimalist stage setup. It produces dozens of colorful lighting effects at the click of a button. Effects include a Color Organ Mode, Color Wheel Mode and Strobe Light Mode. It also houses a built-in microphone with adjustable input gain, which allows the lighting to be synced with the music.

StompLight is already being embraced

by musicians like James Nash, professional singer and guitarist for The Waybacks, and Ronny Crawford, drummer and sound engineer for artists like Lisa Loeb and Vanessa Williams. San Francisco Bay Area house music DJ Grensta is another StompLight user.

"The lighting makes the difference between whether you're background music, or whether you're the show. Playing in the dark, it's hard to notice the band. When the lights are jumping out at you, the music jumps out at you," Nash said. "Lights are usually big and bulky and a hassle to set up, but StompLight is easy and ready to use when I need it." Designed and manufactured



in California, StompLight comes housed in a custom-built, power-coated steel enclosure with an aluminum control surface.

🛒 **StompLight International**
(StompLight.com)



Steinberg Releases Cubase Pro 8.5, Artist 8.5

Steinberg Media Technologies GmbH has announced Cubase Pro 8.5 and Cubase Artist 8.5. With Cubase Pro 8.5 and Cubase Artist 8.5, users receive new tools and improvements tucked away in a vast feature set.

"The 8.5 updates are the next step in the 'Provolution' that started with the Pro and Artist 8 versions," said Director of Marketing Frank Simmerlein. "We listened to what our customers said, and our team responded by delivering an equal balance between strong new features and a multitude of refinements to the brick and mortar of Cubase."

🛒 **Steinberg** (steinberg.net)

Ampeg Artist signings Friday and Saturday at 12 and 3pm. Upstairs outside demo room 209A/B



LEGENDARY HISTORY. MODERN DESIGN.

The original Ampeg B-15 is the most sought-after and widely recorded bass amp in history. The all-tube tone of this flip-top wonder has inspired countless bassists since the '60s. Ampeg's current Portaflex line features a range of compact, modern high-powered heads and a ton of mix-and-match cabinets to build the ultimate Portaflex rig. But, what about that amazing all-tube tone? Meet the all-new PF-20T and PF-50T. These all-tube heads deliver everything you love about authentic Portaflex tube tone in compact designs built for the modern player. And, since they are the most affordable all-tube Ampeg heads ever created, more players than ever can bask in the glory of all-tube tone.



THE ROUND SOUND
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Samson Adds DK700 Mic Kits

Samson has introduced its DK700 series drum microphone kits. In three configurations, the kits produce exceptional drum sound in live and studio settings.

The DK700 series features three microphone models: the Q71 Kick Drum Microphone, Q72 Instrument Microphone and C02 Pencil Condenser Microphone. The DK703 3-Piece Drum Mic Kit features three Q72s, while the DK705 5-Piece Drum Mic Kit offers one Q71 and four Q72s. Lastly, the DK707 7-Piece Drum Mic Kit includes one Q71, four Q72s and two C02s.

MSRP: DK703, \$149.99; DK705, \$199.99; DK707, \$299.99.

🛒 **Samson** (samsontech.com)



Rotosound Launches New Guitar Care Kit

Rotosound has launched its premium Guitar Care Kit. The kit includes a set of Rotosounds R10s; a bottle of string cleaner; a pot of guitar polish; lemon oil; a soft, lint-free polishing cloth; a string winder with a wide handle grip and lock-nut glide mechanism for winding; and a pack of six guitar picks.

The Rotosound Guitar Care Kit contains the tools needed for a well-looked-after guitar.

Rotosound believes a guitar that is well looked after will give a lifetime of musical enjoyment.

🛒 **Rotosound** (rotosound.com)



hummingbird

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See us at NAMM booth #2575

Conn-Selmer Introduces 50AF3 Bass Trombone

Conn-Selmer has added the Bach 50AF3 bass trombone to its line of Bach Stradivarius trombones.

The Bach 50AF3 features dual axial-flow "Infinity" valves, which require little maintenance and provide the performer with a very open response and feel. The hand slides on all Bach Stradivarius trombones are produced with the utmost care and attention to detail in every facet, providing the performer the response they need for



faster passages. The 50AF3 bass trombone is available with yellow and gold brass bells, as well as with 9 1/2-inch and 10 1/2-inch bell sizes.

[Conn-Selmer \(conn-selmer.com\)](http://Conn-Selmer (conn-selmer.com))



Promark Designs Acorn Tip Stick Models

Promark by D'Addario has added a newly designed acorn tip to a number of models in its drumstick line.

The new acorn tip models will be available in both Forward Balance and Rebound Balance, Promark's exclusive system for optimizing a player's performance style through strategically placed weight balance.

Forward Balance optimizes power and speed, while Rebound Balance optimizes finesse and agility. Promark's new tips reimagine the traditional acorn design, widening the "sweet spot" with engineering

specifically tailored to increase responsiveness and adaptability.

"There's a new generation of drummer that doesn't accept a one-size-fits-all approach to their instruments," said Nick Gordon, percussion business unit manager at D'Addario. "They're different, visionary players with new techniques and sounds in their heads. At Promark, we're focused on form-fitting product solutions that remove performance barriers and allow drummers to push their technique farther than previously possible."

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

Epifani HDI Cables Offer Superior Signal Transmission

Epifani has announced a new innovation: HDI cables. For two years, Epifani studied and researched many different cables, measurements and recordings and conducted live test with some of the world's best musicians and instrument manufacturers. The company found that a special combination of materials and manufacturing techniques was able to transfer an electrical complex signal from a magnetic signal generator (a pickup from an instrument such as an electric guitar or upright bass) to an electronic device (an amplifier or recording console) with superior signal transmission.

HDI cables are hand-assembled and tested in Epifani's Brooklyn, New York, facility. They come in 12-, 15- and 20-foot sizes and feature gold Neutrik 1/4-inch connectors (straight or angled), a silent



switch (optional), a Havier heat shrink for durability and cable connection protection, and a plastic carrying case. Proprietary Braid shielding construction eliminates microphonic handling noise.

[Epifani \(epifani.com\)](http://Epifani (epifani.com))

Bösendorfer Showcases Distinctive 280VC Vienna Concert Grand

Bösendorfer has introduced the 280VC Vienna Concert grand piano, designed to achieve the ultimate level of dynamic response and the distinctive Viennese Bösendorfer sound.

Using the company's exclusive resonance case principle, this model presents performers with an unparalleled spectrum of diverse tonal colors.

For the 280VC, Bösendorfer employed an entirely new construction and design concept. A modification to its action makes it a very accessible instrument that puts the pianist at ease from the first note they play.

The Bösendorfer 280VC was developed with the close involvement of numerous



pianists and music experts, including Sir Andrés Schiff, Paul Badura-Skoda and Aleksandra Mikulska.

[Bösendorfer \(bosendorfer.com\)](http://Bösendorfer (bosendorfer.com))

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Guitar Tunes™

Guitar Tunes™ is an app for every guitar player that lets you jam along with your favorite iTunes® songs. As your iTunes song plays, you'll see fingering positions for the guitar part light-up on the fretboard in real-time. Available for desktop and mobile devices.



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Audio-Technica Offers Powerful ATM230 Mic

Audio-Technica has expanded its Artist Series line with the The ATM230.

The microphone's proprietary capsule is designed to excel in high SPL applications, delivering full, well-rounded audio with an exceptional low-end.

The hypercardioid polar pattern reduces pickup from the sides and rear, improving isolation of the desired sound source, and it features a rare earth magnet for improved output and transient response.

Its low-profile design permits versatile placement around a drum kit, and it has a rugged, all-metal design that is sturdy yet stylish.

The Audio-Technica Artist Series ATM230 Hypercardioid Dynamic Instrument Microphone will be available in March 2016.

Plus, the ATM230PK pack with three ATM230 microphones will also be available. [Audio-Technica \(audio-technica.com\)](http://www.audio-technica.com)

ESP Guitars Expands 400 Series

ESP Guitars has debuted a batch of new additions to its 400 series.

The LTD EC-401FR is equipped with a Floyd Rose tremolo, offers set-thru construction and includes an EMG 60/81 pickup set. The EC-401 is available in a Military Green Satin finish. The LTD EX-401 includes a set-thru heel joint for greater fret access and comfortable playability. The EX-401FR adds a Floyd Rose tremolo.

Two new additions to the M series have joined the 400 series with the M-400 Maple and M-400 Rosewood, which offer metallic finishes and Floyd Rose tremolos on a bolt-on neck design. Upgraded hardware and pickups are the focus of the new LTD

MH-401FR QM and MH-401NT models. The MH-427 features neck-thru-body design and a fingerboard setup that provides 27 extra-jumbo frets. The new TE-401, TE-401FM and seven-string TE-417 feature set-thru construction, tilt-back headstock

and smooth elbow contouring. The V-401 features new inlay designs, neck and body binding. The LTD Viper-401 offers a double-cutaway shape with upgraded construction and components.

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



Hal Leonard Adds Two Country Titles

Hal Leonard has released two major country fake books, *The Real Country Book* and *The Nashville Number System Fake Book*.

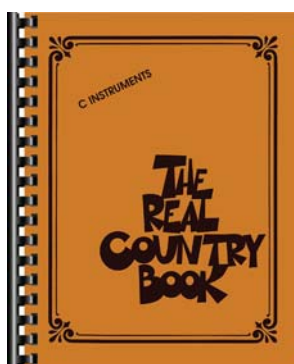
The Real Country Book includes 275 songs in one comb-bound collection. Songs run the gamut from classic country treasures to recent hits, including "Always On My Mind," "Amazed," "Before He Cheats," "Coal Miner's Daughter," "Crazy," "The Devil Went Down To Georgia," "I Hope You Dance," "Live Like You Were Dying," "Mean," "Ring Of Fire" and many more.

The Nashville Number System Fake Book is a collection of song charts written

in the Nashville number system. Each chart conveys the harmony, key, meter, rhythm, phrase structure, instrumentation, arrangement and form of the song — all on a single piece of paper.

For players not yet familiar with the system, the book includes an introduction that provides basics and details of how to interpret the charts, along with definitions of all the symbols. After players have absorbed these basics, they can put their new knowledge to work with 200 of the best-

known songs in the history of country music. [Hal Leonard \(halleonard.com\)](http://www.halleonard.com)

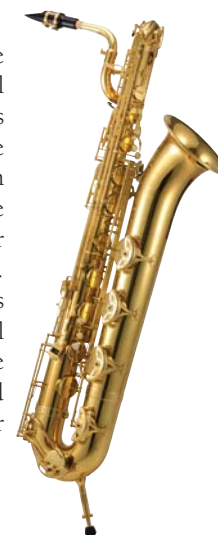


Jupiter Unveils Bari Sax

Jupiter's Artist Baritone saxophone features metal tone-boosting resonators and a patented Sona-pure neck, which add depth to the sound, creating the optimal sonic presence for performance environments.

The instrument comes with a wheeled wood shell case, patented adjustable palm key system and standard floor peg for ergonomic comfort.

[Jupiter \(jupitermusic.com\)](http://www.jupitermusic.com)



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[CM9HL] SHOTGUN MICROPHONE

- Light weight and rugged metal construction
- Maximum isolation from other sound sources, and minimum off-axis tone coloration.
- Consistent pickup quality even if the microphone is rotated on its axis.

[WSK1] WINDSHIELD KIT

- Greatly reduces handling and wind noise
- Accommodates most shotgun microphones 325mm in length and 19-22mm diameter
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[HMD565] HEADSET

- Specially-designed headband construction with solid structure
- Apply to requirements of demanding broadcast applications for studio or outside productions.
- Dynamic, Closed-back headphones for optimum ambient-noise attenuation
- Excellent details and clear mid-range and extended highs
- It includes different types of connecting methods

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BATTERY MICROPHONE AMPLIFIERS / MIXER

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aria ENGINE™



Schilke Celebrates 60th Anniversary

This year marks the 60th year of business for Schilke Music Products. Since 1956, Schilke has produced fine trumpets, trombones and brass instrument accessories.

Over the years, Schilke has created and developed new products that have become industry leaders. Instruments such as the P5-4 piccolo trumpet, E3L Eb trumpet and G1L G trumpet were new concepts developed by Renold Schilke that have become standards for their category.

Schilke has continued to develop new mouthpiece and instrument designs, such as the HD and Handcraft line of Bb trumpets as well as the P7-4 piccolo trumpet and the new line of ST-21 Schilke trombones.

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

DiGiCo Partners With Fits & Starts For Informative 'How To' Sound Workshops

For more than 15 years, Fits & Starts Productions' HOW-TO Sound Workshops have been traveling around the United States providing pro audio training sessions for houses of worship, schools and colleges.

Visiting approximately 36 cities each year, Chief Instructor Mike Sokol and the F&S team provide a comprehensive, full-day, hands-on opportunity to learn the essentials of setting up and running a sound system, and one of the primary tools they rely on is DiGiCo's SD9 mixing console.

"We first took the SD9 out on the HOW-TO tours more than three years ago, and it's been a prominent part of our setup since then," said Fits & Starts' Hector La Torre.

The console serves as the workshop's featured instructional digital mixer.

📄 [Fits & Starts \(howtosound.com\)](http://FitsAndStarts.com); [DiGiCo \(DiGiCo.biz\)](http://DiGiCo.biz)



Jl Strings Introduces NeoTek Series Carbon Fiber Bows

Jl Strings has introduced the JIS NeoTek II bow. With a natural finish, the bow shows the aesthetic beauty of the interwoven design.

These bows provide excellent playability and flexibility, making them a good choice for a high-quality second bow. Features include a braided carbon fiber stick; a nickel-silver mounted, interwoven design; fully lined ebony

frog; leather grip, Parisian eye; and authentic unbleached horsehair.

🛒 [Jl Strings \(jlstings.com\)](http://JlStrings.com)



Adam Hall Releases Gravity Premium Stands

Gravity is the new, modern brand of stands from Adam Hall. After two years of development with users and designers, a sophisticated core range of music stands and accessories has been developed.

The technical development is focused on the choice of materials and rugged construction. The combination of higher-strength materials, twice-molded ABS plastic and zinc die-cast joints provides for accuracy and professional quality.

🛒 [Gravity Stands \(gravitystands.com\)](http://GravityStands.com)

THE ORIGINAL
WEBBASS
Played by the Best.

BOOTH #5320

www.UBASS.com

A woman with long dark hair, wearing a black halter-neck top and light blue jeans, is DJing. She is wearing large black Denon DJ headphones around her neck. Her right hand is on the central mixer of the Denon DJ MCX8000 DJ controller. The background is dark with colorful stage lights in shades of blue, purple, and red. The text "NO COMPUTER REQUIRED" is overlaid in large white letters across the middle of the image.

NO COMPUTER REQUIRED



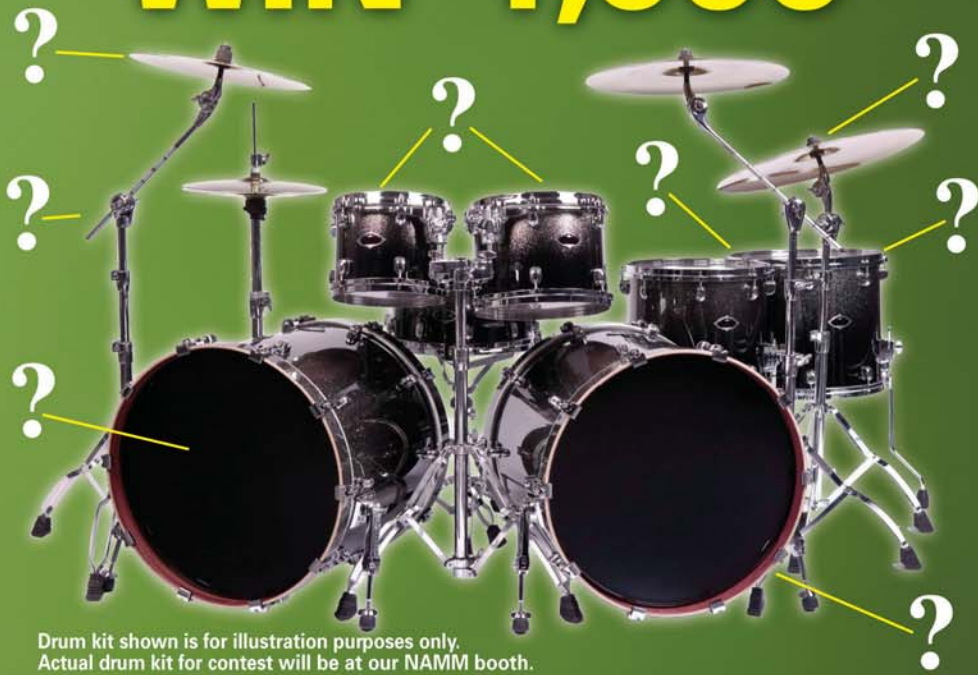
DENON DJ MCX8000

STANDALONE DJ PLAYER AND DJ CONTROLLER  **engine** |  **serato DJ**

NAMM HALL A BOOTH 6700 | DENONDJ.COM

Visit us at NAMM booth #2575

GUESS and WIN \$1,000



Drum kit shown is for illustration purposes only. Actual drum kit for contest will be at our NAMM booth.

Guess how many places you can apply PROcussionCare® to a drumset for maximum performance and WIN \$1,000 AT OUR NAMM BOOTH!

- PROcussionCare® is a breakthrough product line for Comprehensive Drum Gear Maintenance.
- Three different formulas of PROcussionCare® - WearBarrier, CymbalCare, & Pedal Lube - provide targeted conditioning and maintenance care for every component of your kit.
- Visit us at NAMM booth 2575, submit the correct number of places on a drum kit that will benefit from PROcussionCare® and take home a cool \$1,000! (Correct or closest guess takes all)
- Winners are announced at 12:00 on Sunday of the NAMM show. Winners will be listed in Music Inc's March/April issue - look for the PROcussionCare® ad.

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Dust, dirt, and oxidation build up over time on your drums, cymbals, and hardware, potentially leading to corrosion, poor response, compromised sound quality. PROcussionCare's high-efficiency lubricant/conditioning formulas are unequalled in their ability to penetrate and lift away deeply entrenched grime and debris.

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PROcussionCare® - WearBarrier, CymbalCare, & PedalLube are available in three sizes perfect for the studio, stage, shop, or home. Also comes in a pack with all three formulas for a total drum and percussion care solution.

Visit - www.soundsynergies.net to learn more about each PROcussionCare® product.

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PreSonus Goes Mobile

The PreSonus Studio 192 Mobile USB 3.0 audio interface and studio command center records up to 192 kHz and combines two digitally controlled XMAX Class A, solid-state mic premps and premium Burr-Brown converters with 118 dB of dynamic range.

Easily expanded with PreSonus' DigiMax DP88 professional 8-channel A/D/A converter with remote-controllable preamps, the Studio 192 Mobile provides an integrated, portable, hardware and software solution for recording in personal and professional studios and on the go.

In addition to advanced monitor mixing, users get StudioLive Fat Channel signal processing on every analog input and the first eight ADAT channels. The result is a



comprehensive solution for advanced studio recording and monitoring.

PreSonus' innovative UC Surface touch-ready control software for Mac, Windows, and iPad is included for easy management of all Studio 192 Mobile functions. PreSonus' Studio One 3 Artist DAW is also included and integrates full preamp control and advanced zero-latency monitor-mix functions.

The Studio 192 Mobile offers two front-panel mic/instrument inputs and two rear-panel direct-to-ADC line inputs; 16-channel ADAT Optical In and Out; coaxial, stereo S/PDIF I/O; and BNC word-clock I/O.

PreSonus (presonus.com)

Perri's Leathers Introduces Guitar Strap Collections

Perri's Leathers has extended its guitar strap range with the Black & White, Hippy, Skull and Praise collections.

The Black & White collection consists of eight monochromatic straps, each of which makes a bold, balanced statement.

The Hippy collection is a bright, colorful selection of seven guitar straps with a vintage vibe. Inspired by the carefree spirit of the 1960s, these straps feature the classic smiley face, psychedelic tie-dye patterns and peace symbol designs.

The three guitar straps in the Praise collection offer astral and mythological symbolism. Included in the designs is the Greek symbol Ichthys incorporating the word Jesus, a guitar with a dove representing Peace, Love & Music and astral symbols.



The Skull collection contains four artistic, powerful and elegant guitar straps that offer something for everyone.

All the straps are 2 inches wide and fully adjustable from 39 to 59 inches long.

Perri's Leathers (perris.ca)

Mi-Si Acoustic Trio Air Uses Dual-Source System

The Acoustic Trio Air is a combination of the undersaddle pickup system Acoustic Trio with Mi-Si's new MEMS microphone-based Mi-Si Air.

The signals from the undersaddle transducer and internal microphone are mixed and controlled by soundhole-mounted pan and volume potentiometers.

This combo provides users with a strong, feedback-free sound, capturing natural vibrations of the body of the instrument and the air around it.

The Acoustic Trio Air is light and simple to operate due to battery-free technology and Mi-Si's minimalistic design philosophy.

Mi-Si Electronics Design (mi-si.com)

Dunlop Debuts Cry Baby Mini Wah

Dunlop's 105Q Cry Baby Bass Wah has been a popular bass wah for years. Bass players have used its deep, expressive tones to add groove and texture to their bass lines. Now players can get that sound and functionality without taking up much more space than a Phase 90 does.

The Cry Baby Bass Mini Wah is half the size of the 105Q, and unlike its bigger brother, it comes in a lightweight aluminum housing.

This pedal has been carefully designed to retain and complement a player's low end, with volume and Q controls to further fine-tune a wah sound. It also works for players of downtuned and extended-range guitars.

Stepping in and out of the wah effect is



simple thanks to convenient auto-return switching.

With such a small footprint, the Cry Baby Bass Mini Wah fits nicely on a downsized travel board.

Dunlop (jimdunlop.com)



Relish Brings Swiss Precision to Guitarists

Switzerland-based Relish Guitars has developed an electric guitar that couples a chambered aluminum and wood body with a modern European design style.

After three years in the research-and-development stage, the company has launched the Mary model, which allows players to access the inside of the guitar with no need to remove any screws. By opening the back lid, users can reach the electronics, which can then be easily adapted and customized. The three-layer construction is fixed by powerful magnets.

MSRP: \$2,700.

[Relish Guitars \(relishguitars.com\)](http://RelishGuitars.com)

GTC Launches Wireless Touchpad for Guitars

GTC Sound Innovations has launched the first production of REVPADs. Using patented TouchFX technology, this is the first wireless touchpad-controlled, multi-effects guitar processor.

The REVPAD touch controller is a small device that can be attached to any amplified guitar. It transmits expression control wirelessly to a sound-processing base unit that contains high-end digital FXs along with traditional analog distortion and overdrive. The REVPAD's FX library consists of 25 effects, which can be placed into eight FX blocks with multiple routing options.

[GTC Sound Innovations \(gtcsound.com\)](http://GTCsound.com)



ADJ Releases Airstream IR App

ADJ released its free-to-download Airstream IR app, which lets users turn their handheld device into a universal infrared remote control compatible with a wide range of ADJ products.

Airstream IR is a lighting control app designed for use on all iOS devices (iPad and iPhone). Once downloaded, it lets users control a wide-range of IR-compatible ADJ fixtures, wirelessly, from an phone or tablet.

Compatible with the Ricochet, ON-X, H20 IR, H20 DMX IR, Gobo Projector IR and a wide range of the popular Inno Pocket fixtures, including the recent Fusion and Z4 effects, the Airstream IR app can now also be used with an array of other products. ADJ plans to continue to develop products that are compatible with the Airstream IR app.

[ADJ \(adj.com\)](http://ADJ.com)

ART Unveils Compact Studio Control Solution

Applied Research & Technology (ART) has released the ultra-compact SCC Studio Control Center monitor solution.

The ART SCC has been designed as a control center for small home and project studios. Housed in the all-metal ART Project series chassis, the SCC delivers three selectable stereo sources that can be routed to any or all of three sets of stereo balanced outputs from the front panel. Sources can be individually selected or blended from the front panel. A large, single volume knob controls the overall output level of the system.

A separate cue source input with its own outputs and level control allows a separate

headphone mix to run in parallel to the main mix. The headphone output can easily switch between the cue source and the main input source with the touch of a button on the front panel.

Additional controls on the SCC include a master mute switch and a mono switch that allows users to sum the stereo inputs to mono to check phase in any mix.

In a typical studio setup, one set of inputs on the SCC would connect to the main output of a DAW workstation or computer audio card. Secondary outputs or headphone output would be connected



to the SCC's Cue Mix input, allowing for a second, completely separate headphone mix. Other sources (keyboard, iPod, analog sub mixer, etc.) can connect to the additional stereo inputs.

Outputs would be connected to nearfield and midfield monitors or monitors and a subwoofer. Multiple inputs and outputs can be used at the same time.

MSRP: \$149.

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

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BAND ROOM

Sabian Education Network Holds Panels to Improve Drum Teachers' Practices

The Sabian Education Network (SEN) recently held events in Nashville, Tennessee, and San Antonio. Each event was led by SEN director Joe Bergamini and included a panel of education experts who shared information and ideas.

The Nashville event was held Oct. 27, 2015, and the panelists included business coach and former music industry executive Rick Drumm, Drumming's Global Ambassador Dom Famularo, international touring and recording artist Rich Redmond and well-known Nashville educator Zig Wajler. The San Antonio event was held Nov. 14, 2015, during PASIC, and the



panel consisted of Famularo, PAS Drum-set Committee Chairman Eric C. Hughes and veteran Austin-based teacher Nic Marcy. The focus of these events was to provide concrete ideas for drum teachers to build and improve

their teaching practices. Sabian plans to stage more of these events in 2016, and invites drum educators to join SEN to take advantage of all the benefits of the program.

INFO Sabian (sabian.com)



Juno Reeds See Historic September

DANSR has announced that Juno reeds reached new heights in sales last September, posting the greatest month's sales to date.

The brand continues to gain momentum, catching on with beginning music programs and music stores across the country. DANSR and Vandoren look forward to its continued success in 2016.

Juno reeds are made from the same cane as other Vandoren reeds, and are specially designed to meet the needs of beginning students.

INFO Juno (junoreeds.com)

New Sax Ideal for Advancing Students

Jupiter has introduced the JSS1100 soprano saxophone. The professional features of this performance-level soprano make it ideal for the advancing student or semi-professional saxophonist. The rich tone of the patented Sona-pure neck is enhanced by metal tone-boosting resonators, resulting in a warmth and presence worthy of all performance environments.

INFO Jupiter (jupitermusic.com)

Knilling Introduces Intermediate Cello Models: Sebastian Artist London & Paris

Knilling has introduced two intermediate cello models, The Sebastian Artist "London" and "Paris" Cello, which combine quality construction and affordability.

The Sebastian Artist "Paris" model cellos feature flamed-seasoned maple backs and select spruce tops. The "London" model cellos feature flamed-seasoned maple and even-grain spruce tonewoods. Both feature ebony pegs, nut and fingerboard.



Both Sebastian Artist "London" and "Paris" cellos come with Knilling approved factory adjustment.

INFO Knilling (stlouismusic.com/brand/knilling)

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JBL Introduces Powerful Studio Monitor Line

JBL Professional by Harman has introduced monitor system controllers that are ideal for use with JBL's 3 Series Studio Monitors and can be used with any studio speaker system. The Nano Patch Plus serves as the volume control between the output of the production system and a pair of studio monitors. It features balanced combo XLR/TRS and stereo mini TRS input connectors, balanced TRS and stereo mini TRS outputs.

The M-Patch 2 stereo controller and switch box can be placed on the desktop and is rack-mountable to provide versatile switching and dedicated level controls for two stereo input sources.

The M-Patch ACTIVE-1 desktop controller integrates versatile monitor system controls and USB connectivity to make the ideal monitoring controller in computer audio production systems.

The Active Speaker Starter Kit bundles two studio monitor isolation pads with the Nano Patch Plus volume controller and four 3-meter male XLR-to-TRS cables.

🛒 Harman (harman.com)

Roland Releases Vintage Blues Cube Tube Amp

Roland has introduced the Blues Cube Hot, an addition to the Blues Cube guitar amplifier series. Equipped with 30 watts of power and a custom 12-inch speaker, this compact combo features Roland's Tube Logic design, which provides authentic tube tone and touch response with modern advantages like lighter weight and maintenance-free operation.

Roland's Tube Logic approach starts by carefully reproducing the inner workings of the revered tweed-era tube amp in every way, including preamp and output tube distortion characteristics, power supply compression and speaker interaction.

The single-channel configuration offers

easy and intuitive operation. The amp also features USB connectivity.

🛒 Roland (rolandus.com)



Hartke Shapes Bass Tone

Hartke has debuted the Bass Attack 2 pedal. It combines Hartke's classic preamp circuitry with thick overdrive tones and a low-noise direct box into a rugged zinc die cast stompbox design.

The stompbox gives players access to Hartke's Shape circuit, which activates a specialized preset EQ curve that can be customized using the Shape Frequency and Amount knobs. Players can also add a little extra color with the dedicated Contour switch.

The Bass Attack 2's Overdrive circuit provides bass players with creative control over their tone—from subtle tube emulation to grungy fuzz. The Tone and Mix knobs let users determine the perfect amount of high-frequency growl and blend between distorted and dry signals.

The Bass Attack 2 provides direct output options for FOH or studio recording consoles.

MSRP: \$149.99.

🛒 Samson Tech (samsontech.com/hartke)

Revoice Pro 3.1 Unveiled

The Revoice Pro is used by top audio professionals for the easy adjustment and alignment of vocals, instruments and ADR as well as double track generation.

SyncroArt's Revoice Pro 3 was released in 2014, and the new Revoice Pro 3.1 adds a host of powerful tools, workflow enhancements (for all DAW users) and major new features, including a simple yet powerful toolset for manually adjusting audio timing and pitch.

At the heart of Revoice Pro is the unique Audio Performance Transfer (APT) process, which can give one signal the timing, pitch, vibrato and level features of another signal, plus the highly realistic Doubler process.

These two functions, combined with the new manual Warp process for pitch and timing, means there is now a one-stop, time-saving, high-quality solution for creative and corrective audio manipulation tasks.

Revoice Pro 3.1 allows users to edit faster and with more simplicity and power.

Features include manual pitch editing tools; track group controls, which support group creation, display, solo and mute; A/B comparison of different process settings on output audio; and multicore background processing, which speeds up large session editing.

🛒 SyncroArts (synchroarts.com)



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Mackie Gets Compact

Mackie's ProDX series is an all-new line of ultra-compact digital mixers with complete wireless control. The line features two models, the 4-channel ProDX4 and the 8-channel ProDX8. With wireless streaming and control, powerful processing and a control app for iOS and Android, ProDX mixers deliver the benefits of digital mixing in Mackie's most compact mixer.

ProDX series mixers offer the power of digital mixing in an ultra-compact form factor. Both mixers are equipped with Mackie's Wide-Z mic preamps. In addition to the quick front panel hardware, ProDX mixers provide complete wireless control over everything from EQ and FX to voicing and mix presets using the MixerConnect app available for iOS and Android devices. Both models feature an integrated control bridge.

The built-in ReadyFX effects engine offers a choice of 16 great-sounding effects, so users can pick delays for their guitar or apply reverb to any vocal application.

A flexible graphic EQ on all outputs allows fine tuning of the overall mix.

🛒 **Mackie (mackie.com)**

Eden Adds GlowPlug Pedal

Eden has added the GlowPlug to its growing pedal line. Housing a 12AX7 tube, this sturdy stompbox is a "tube warmer" that adds rich harmonic content to a player's tone. Designed specifically for the bass, the GlowPlug emphasizes the instrument's natural harmonics, adding warmth and depth to the tone. This pedal is the perfect upgrade for any solid-state bass rig.

GlowPlug boasts a proprietary circuit featuring a 12AX7 tube to add harmonic content; adjustable warmth control to change gain level of the tube; adjustable crossover control to fine-tune the specific frequencies

to which the tube warmth is added; and mix control to create the desired balance of the tube.

🛒 **Eden (edenamps.com)**



RZI Features Avolites Console

New Orleans is known for its live shows, which will now be even more spectacular thanks to RZI Lighting's purchase of two Avolites Arena lighting control consoles. RZI is the first U.S. production company to take delivery of the product, which made its debut at LDI in October.

RZI Lighting principal Ray Ziegler said the purchase was due to his company's rental clients clamoring for the Arena by name. "As a rental house, we rely on our customers to choose the products that we supply," he said. "Our new Arenas are state-of-the-art control desks and are really designer-requested."

The company took delivery of the consoles in late November and immediately sent them into action on a large-format show.

"Mardi Gras is right around the corner and we will be providing gear for the largest events in the city," Ziegler said.

In addition to the two new Arena consoles, RZI has numerous other Avolites products in its rental inventory, including Quartz, Tiger Touch II, Pearl Expert Pro, Expert and Titan Mobile Wing models.

📄 **Avolites (avolites.com)**

Alfred Expands 'Music for Little Mozarts' Series With New Release

Alfred Music has added *Notespeller & Sight-Play Book 2* to its "Music for Little Mozart" series.

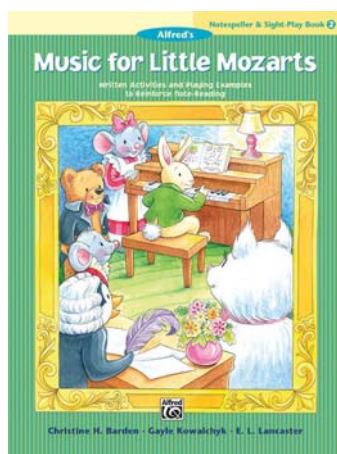
Notespeller & Sight-Play Book 2 reinforces note-reading skills based on the concepts introduced in the *Music Lesson Book 2*. Each page of the *Notespeller & Sight-Play Book* has two activities — a written activity, which reinforces notes on the keyboard and staff through coloring, circling, drawing or matching; and a playing example that helps

students relate notes and musical concepts to performance on the keyboard, move out of fixed hand positions and identify melodic and rhythm patterns.

The *Music for Little Mozarts Piano Course* was written specifically for 4-, 5-, and 6-year-olds.

Music for Little Mozarts: Notespeller & Sight-Play Book 2 is now available for \$8.99 at music retail stores and online retailers.

🛒 **Alfred Music (alfred.com)**



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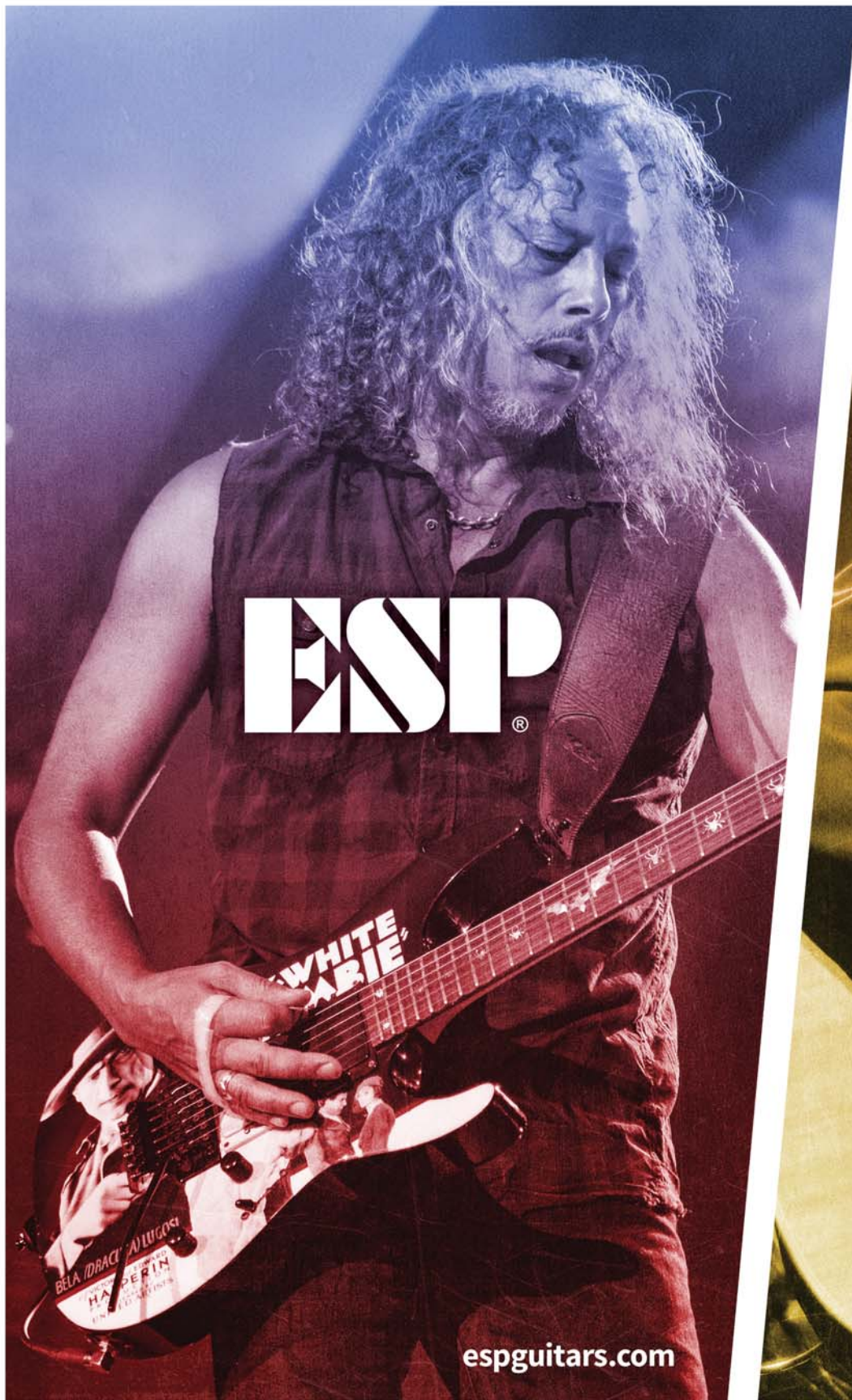
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Eden's New Terra Nova Amps Boast Great Portability

Eden's new Terra Nova range of lightweight and portable bass amplification products feature stage- and studio-ready offerings in a compact design.

The heads are designed to provide the same tonality and feel as the critically acclaimed World Tour line.

Features include built-in compressor, Eden's proprietary Enhance control (footswitchable), balanced DI & Tuner outputs, mute switch (footswitchable), FX loop and 4-stage EQ with a split, semi-parametric Mid control for exact tone shaping.

The Terra Nova range consists of seven products — two combos, two heads and three extension cabinets that are ported, braced and tuned.

🛒 [Eden Amps \(edenamps.com\)](http://Eden Amps (edenamps.com))

Lok-N-Roll Locks in Pitch

The Lok-N-Roll can improve guitar sound by providing proper pitch and compensation across the fretboard. The need to apply a different string pressure on each string due to inherent sharp or flat notes is no longer an issue. Equal pressure on each string is provided across the fingerboard. These features help prevent wrist, arm and finger discomfort.

Lok-N-Roll users will notice an improved difference in chords, scales, alternate tunings, string skipping, sweeping, tapping, harmonics, dive bombs and other tremolo tricks. The nut is a direct drop-in replacement for most

similar style locking nuts, making it easy to retrofit. As the Lok-N-Roll does not need to be clamped to be compensated, it can also be used as a standard nut without the locking feature.

The Lok-N-Roll is distributed by AP International, parent company of Floyd Rose Marketing.

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



RCF Debuts Line Array

RCF has unveiled the HDL50-A line array. The most powerful in the series, the HDL50-A is an active three-way line array module, designed specifically for large events — both indoors and outdoors.

Equipped with two 12-inch woofers, four symmetrical 6 1/2-inch midranges and two 2-inch drivers, it offers excellent playback quality and high sound-pressure levels with a built-in 4,400-watt digital amplifier. Using advanced neodymium magnets and a housing constructed from lightweight plywood and polypropylene, it weighs only 106 pounds.

The custom 4PATH designed waveguide allows a precise coverage of 90 degrees by 10 degrees, while also delivering a superb, linear high-frequency response. The unique shape of the four ducts forming the guide create an isophasic load from 700 Hz to the highest audible frequencies.

RCF's SUB 9007-AS has been designed to serve as a powerful active subwoofer.

🛒 [RCF USA \(rcf-usa.com\)](http://RCF USA (rcf-usa.com))

Bergantino Unveils AD Series Guitar Speakers

Bergantino Audio Systems has introduced the AD Series Electric Guitar speakers.

The guitar cabinets are engineered for performance, musicality and definition of tone. The AD112 and AD212 use proprietary, custom drivers mated to a highly engineered cabinet, which delivers accurate tone.

The metal grille ensures that the tonal transparency and accuracy of the custom engineered drivers are delivered to the artist, preventing these sonic qualities from being muffled and compromised by a cloth grille.

The low-end on the cabinets is full and round.

🛒 [Bergantino Audio Systems \(bergantino.com\)](http://Bergantino Audio Systems (bergantino.com))



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Yamaha Offers Stage Box Solution

Yamaha has introduced the Tio1608-D Dante-equipped I/O Rack and the NY64-D Dante I/O expansion card digital snake solution for the TF series digital mixers.

The Tio1608-D offers a QuickConfig mode, which auto patches the inputs and outputs without requiring a computer to configure. With just three easy steps and a CAT5e LAN cable, sound engineers can network the Tio1608-D from the stage to the TF console for high-quality, low-latency audio transfer with 16 mic/line inputs and eight line outputs. Up to three units can be daisy-chained to offer 48 inputs and 24 outputs. The NY64-D expansion card increases the capability of the TF series to route audio over a Dante network. It allows for the transmission and reception of up to 64 input channels and 64 output channels of uncompressed 48 kHz/24-bit digital audio data. In addition, V2.0 of the TF Firmware will include feature enhancements requested by users, plus additional QuickPro Presets for microphones and speakers.

Yamaha (usa.yamaha.com)

Auralex GeoFusor Delivers Smooth Diffusion

Auralex Acoustics has introduced the GeoFusor, a versatile sound diffuser based on the geodesic dome pattern.

The GeoFusor's dimensional shape offers smooth, even diffusion and allows back-filling with absorptive material for enhanced low-end control.

The GeoFusor is wall- and ceiling-mountable and is offered in two sizes (1-by- 1-foot and 2- by 2-foot). The 2 by 2-foot GeoFusor is sized to fit in ceiling grids. It comes in fire-rated and non fire-rated variations.

The GeoFusor's contemporary aesthetic



complements residential or commercial environments.

Auralex (auralex.com)



Framus Acoustic Series Expands

The Framus Legacy Acoustic series has expanded. New in the range are instruments with solid spruce tops, solid backs and solid sides made from East Indian rosewood.

The Framus Legacy Dreadnoughts are available with or without cutaway, with or without a Fishman pickup system.

The Framus Legacy Acoustic Jumbo family has also grown. Already available are the new Maple Jumbos (tops made of solid spruce, backs and sides made of laminated maple) as well as the Framus Legacy Mahogany Jumbos (tops made of solid mahogany, backs and sides made of laminated mahogany). Each model is available with or without cutaway, with or without a Fishman pickup system and in various finishes.

Also, 12-string dreadnoughts now enrich the Framus Legacy Acoustic series.

Framus (framus.de)

D'Addario Launches Brand Name Accessories

D'Addario Woodwinds has launched brand-name woodwind accessories.

D'Addario's Reed Guard is an effective way to keep reeds safe and secure. The grooved surfaces prevent reed warping. It can hold any assortment of B-flat and E-flat clarinet reeds or soprano and alto saxophone reeds. This product accompanies Rico Reed Guards, D'Addario's current reed storage solutions.

Practice Grip is an instrumental hand exerciser designed for woodwind and brass instrumentalists. It is designed to foster proper, healthy finger motion, digital independence and increased finger speed and dexterity.

D'Addario's new premium cork grease prevents corks from breaking down.



D'Addario Woodwinds (woodwinds.daddario.com)



Bob Breithaupt
BB-1/BB-2

Jimmy DeGrasso
JD-1

Sheila E.
SE-1

Marcus Gilmore
MG-1

Chris McHugh
CM-1

Ed Soph
ES-1/ES-2

Chad Wackerman
CW-1

Joey Waronker
JW-1/JW-2

Nir Z
NZ-1



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NEW AV Series Analog Amplifiers
AV15 / AV30 / AV60



NEW Custom Series Heads & Cabinet
AC15CH / AC30CH / V212C





Analogue Solutions Goes Retro

Analogue Solutions has released the Nyborg-24, a Moog-style, 4-pole, 24dB/octave, low-pass-filter-equipped standalone monophonic synthesiser module. The Nyborg-24 features real analog voice and modulation circuits and shares the same features as its white-faced Nyborg-12 Oberheim SEM-style, 2-pole, 12dB/octave sibling.

The Nyborg-24 is absolutely analog and hand-built using real transistors and op-amps. It has no CPU-stabilized and quantized circuits, DCOs (Digitally-Controlled Oscillators), digital LFOs (Low Frequency Oscillators), or digital EGs (Envelope Generators). Instead, its circuitry is based on distinctive-sounding designs dating back to the late 1970s.

🛒 Analogue Solutions (analoguesolutions.com)

SKB Encases PAR Lights

SKB has developed another new interior for the popular iSeries watertight cases to fit Chauvet Freedom PAR Lights or similar-sized models. The 3i-201510PAR Chauvet Freedom PAR Case is designed for a rental house band or DJ who travels with up-lighting.

The interior of the iSeries 3i-201510PAR case has been fitted with rigid dividers to keep the fixtures from rubbing against each other. The case is watertight, dust-proof and lightweight. It has a convenient pullout handle and wheels for easy transport with



trigger release latches.
🛒 SKB (skbcases.com)

Raleigh Church Utilizes L-Acoustics

Like many audio system design projects, the biggest challenge in specifying sound for a house of worship often is simply overcoming the limitations of the physical space. First Assembly Church of Raleigh, North Carolina, overcame this obstacle with the help of Indiana-based Custom Sound Design Group Inc., which used a system based on L-Acoustics' Kiva and ARCS WiFo product lines, controlled by a Yamaha CL5 digital audio console.

First, 118 custom acoustic panels made by Golterman and Sabo were installed.

CSD turned to the L-Acoustics Kiva and



ARCS WiFo ranges for the loudspeaker end of the equation, deploying a dozen Kiva modules in left and right arrays of six, then extending that coverage to the sides with an ARCS Wide and ARCS Focus (a.k.a. WiFo) paired together on each side for outer fill.

🛒 L-Acoustics (l-acoustics.com)

Elysia Unveils Karakter 500 Saturator

Studio processor manufacturer Elysia has introduced the Karakter 500, a discrete class-A stereo saturator — the latest addition to its line of 500 products.

The Karakter 500 covers a complete sonic spectrum, including mastering-grade saturation, tube-inspired distortion, and glorious destruction.

The Karakter 500 offers two individual channels that can be used in dual mono, linked stereo, and Mid/Side configurations, making it a flexible tool for any studio or live scenario. Its Color filter network allows for subtle or extreme harmonics-frequency relation tweaks, while the integrated Mix control for parallel signal processing helps to dial in just the right amount of enhancement or grit. Stepped potentiometers ensure fast and precise recall of earlier settings.

"Gone are the days when only racks full of outboard gear could achieve these elusive and highly-desirable styles of tonal coloration," said Ruben Tilgner, Elysia's head of development.

🛒 Elysia (elysia.eu)



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TouchMix-16

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The perfect complement of loudspeaker, amplifier and DSP technologies, the E Series Entertainment System represents a breakthrough in high performance at a value price. Perfect for both installed and portable sound reinforcement applications including live performance, DJ and dance music, karaoke and production, the system is optimized via new, customized preset voicings for E Series loudspeakers in both GXD and PLD amplifiers, as well as TouchMix Series digital mixers.

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Smith Updates Prophet 12 Operating System

Dave Smith Instruments has released a new operating system for the Prophet 12 hybrid digital/analog poly synth that adds a number of features.

The new version, OS 1.3, is available for download from the company's website for users wishing to upgrade instruments with older versions of the OS.

The upgrade is compatible with both the keyboard and the desktop version of the Prophet 12. Notable among the new features are a classic linear FM synthesis; support for up to 16 alternate tunings (a set of 16 popular tunings is included); MIDI note output from the arpeggiator; assignable voice stacking in unison mode; and new modulation destinations.

The addition of linear FM is a key feature of the upgrade and significantly expands the tonal palette of the Prophet 12.

Linear FM (frequency modulation) was originally popularized in Yamaha's classic

DX-series of instruments and is well-suited to create a wide range of sounds, from percussive bell-like timbres to hard-edged industrial effects.

🛒 **Dave Smith Instruments**
(davesmithinstruments.com)



Joyful Noise Releases TKO Snare Drum

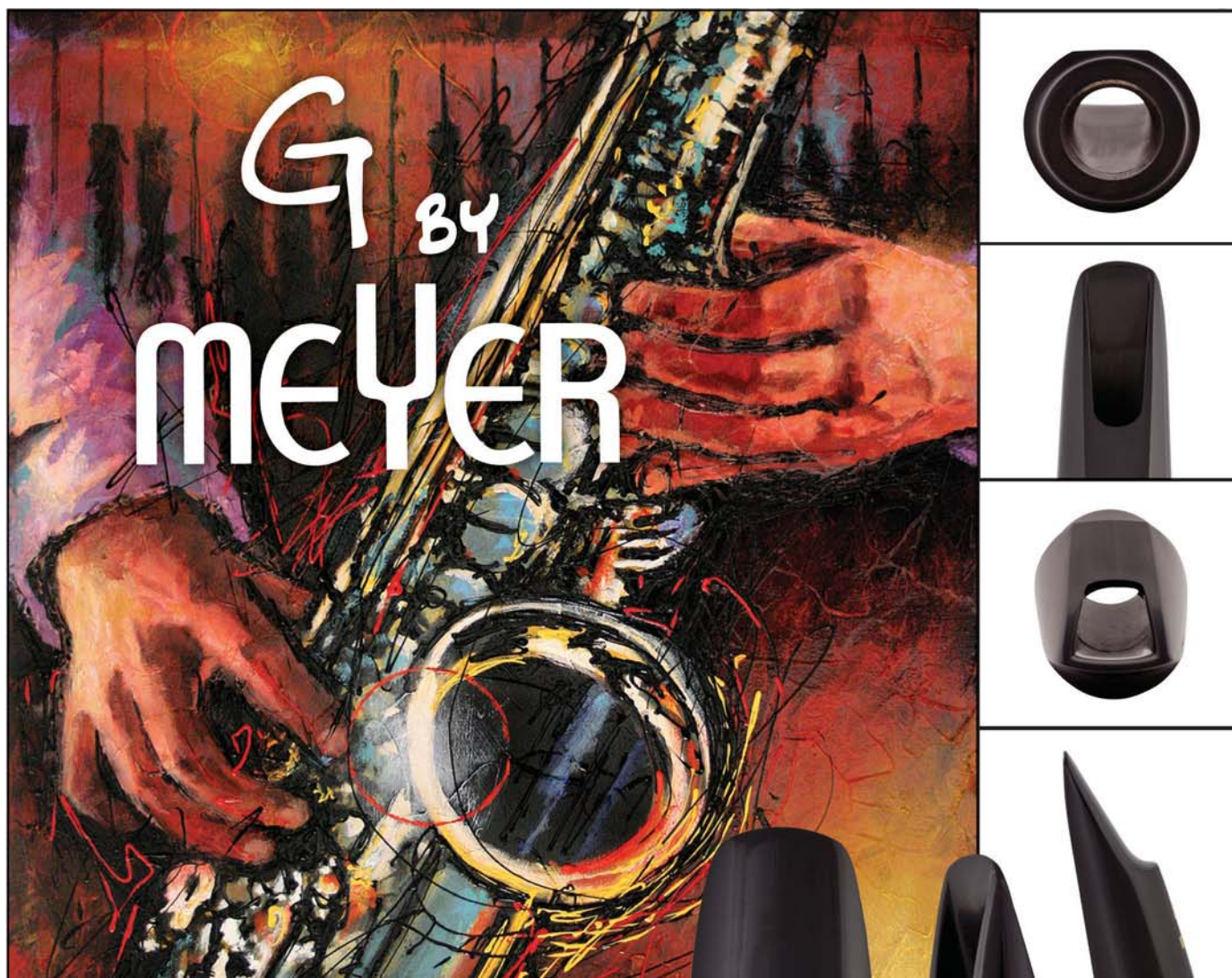
The Joyful Noise Drum Co. has unveiled 10 limited edition TKO snare drums in conjunction with its 10th anniversary this year.

The TKO model is the company's flagship snare drum. It features a hand-selected, seamless 6 1/2 by 14 brass shell, 2 1/2 mm solid brass triple flanged hoops, 10 Corder tube lugs, bell-flanged bearing edges, vintage-inspired crimped snare beds, JNDC One Touch Classic snare strainer and "tailpipe" patina finish.

The limited-edition TKO also features a 10th anniversary logo hand-engraved by John Aldridge of Not So Modern Drummer fame.

MSRP: \$1,495.

🛒 **Joyful Noise Drum Co.**
(joyfulnoisedrumcompany.com)



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Yorkville Unveils Compact Complete PA Solution

Yorkville Sound has introduced a compact, versatile and scalable all-in-one PA solution for live sound application.

The Yorkville Sound Excursion EXM400 compact PA is a 400-watt, four-channel, Bluetooth-enabled active stereo system built with mobile live sound in mind. Lightweight compact extension speakers, innovative pole-through connectivity and versatile input/mixer functions ensure the EXM400 can easily be used in small solo or duo performances, DJ applications, conferencing and public-address functions.

Designed for mobility, the center of the EXM400 is a compact powered subwoofer module with integrated mixer. Two high-efficiency satellite speakers and two speaker poles complete the core package. Connectivity between subwoofer/mixer and satellite speakers is handled with pole-through conductors.

Integrated 24-bit digital effects ensure the EXM400 can be used for live musical performances without need of cumbersome external signal processing. A dedicated Bluetooth channel means direct connection of any Bluetooth-enabled audio device for music playback can be made without additional cables. This makes the EXM400 an ideal compact high-fidelity conferencing/presentation and public speaking system.

MSRP: \$1,399.

🛒 **Yorkville Sound** (yorkville.com)

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www.BOSS.info



Alfred Music Links Up With 'The Legend of Zelda'

Alfred Music has introduced a songbook containing arrangements from *The Legend of Zelda: Symphony of the Goddesses*.

Based on the orchestral arrangements currently being performed in concert during the popular "Master Quest" tour, with scores overseen and approved by Zelda franchise composer Koji Kondo, the songbook presents the music from the symphony as solo piano arrangements, including pieces from all four movements of the symphony.

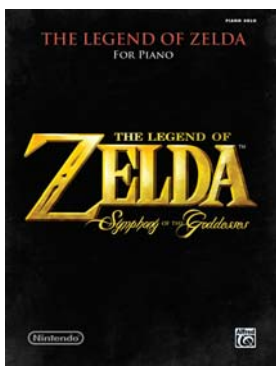
The Legend of Zelda: Symphony of the Goddesses songbook presents selections of music from the incomparable *The Legend of Zelda* video game series.

The songs include music from "The Legend of Zelda: Ocarina of Time," "The Legend of Zelda: Wind Waker," "The Legend of Zelda: Twilight Princess" and more.

The Legend of Zelda: Symphony of the Goddesses

is available for \$21.99 at music retail stores and online retailers.

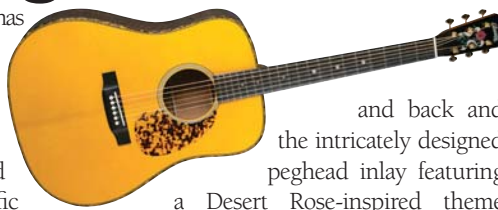
🛒 Alfred Music (alfred.com)



Blueridge Guitars Presents Jorgenson Signature

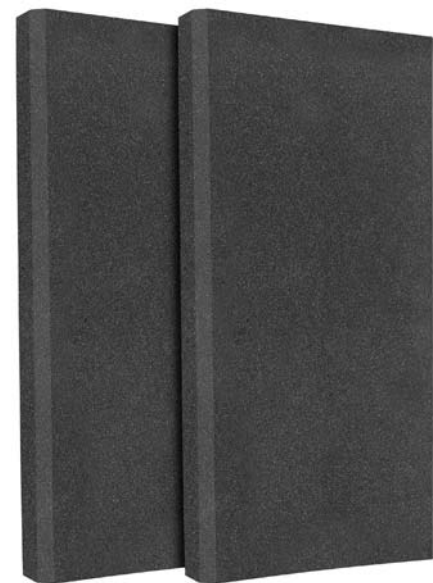
Multi-instrumentalist John Jorgenson has collaborated with Blueridge Guitars to release a signature model dreadnought guitar.

Almost a year in the making, this guitar incorporates many of Jorgenson's favorite stylistic touches. The guitar's top is crafted from solid Port Orford Cedar from the Pacific Northwest and a specifically engineered oversized soundhole — combined with prewar-style forward shifted X-bracing — makes for an unbelievably responsive guitar, with a powerful and complex tone. Features include the Dalmatian tortoise binding of top



and back and the intricately designed peghead inlay featuring a Desert Rose-inspired theme comprised of rare red, green, and blue abalone. Select Santos rosewood forms the back and sides, while the fully adjustable low profile neck of solid mahogany has an ebony fingerboard.

🛒 Saga Music (sagamusic.com)



Michael Kelly, Lindy Fralin Team Up

Michael Kelly Guitars has once again teamed up with esteemed pickup builder Lindy Fralin for the Michael Kelly CC50 Fralin guitar, which combines Steel Poled 43 pickups with an ebony topped body.

The Steel Poled 43 pickups, named for the steel adjustable pole pieces, have a bar magnet in the back and are wound with 43 gauge wire, which gives the pickup 25 percent more output. The bridge pickup registers at 10k ohms, and the single coil in the neck registers at 8.5k ohms.

This alder body guitar comes with maple



binding and striped ebony top. The 25 1/2-inch bolt-on maple neck has a 10 1/2-inch radius, rosewood fretboard, 22 frets and dot inlays. The 1950 headstock includes die cast tuning keys. Controls include master and tone volume and a three-way blade switch. The CC50 Fralin features a T-style bridge and a chrome hardware finish. MSRP: \$1,015.

🛒 Michael Kelly Guitars (michaelkellyguitars.com)

Auralex Acoustics Introduces Studio6 Bass Trap

Auralex Acoustics has developed the Studio6 Bass Trap, which provides effective broadband control from 40 Hz and up, providing low-frequency control in a 2-foot by 4-foot footprint with slim 6-inch profile.

To address a growing need requested by Auralex customers, the Studio6 is stand-mountable, using the optional ProMAX stands, allowing the panels to be used in a number of temporary recording and mixing situations or where a permanent installation is not possible or desired. The Studio6 also mounts to room walls and corners using Auralex FoamTak or TubeTak Pro.

🛒 Auralex Acoustics (auralex.com)



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PHOTO BY ANTHONY GIACOMINO

Meet Carlos Berumen, United States Air Force 1997 – 2007, Guitars for Vets Graduate 2015. Carlos is one of the thousands of Vets who have benefited from the Guitars for Vets (G4V) program.

Guitars for Vets provides guitars and lessons at more than 60 chapters throughout the United States at no cost to Military Veterans who suffer from PTSD and physical injuries. This mission honors the service that the Vets have given on our behalf, while bringing joy to their journey toward recovery.

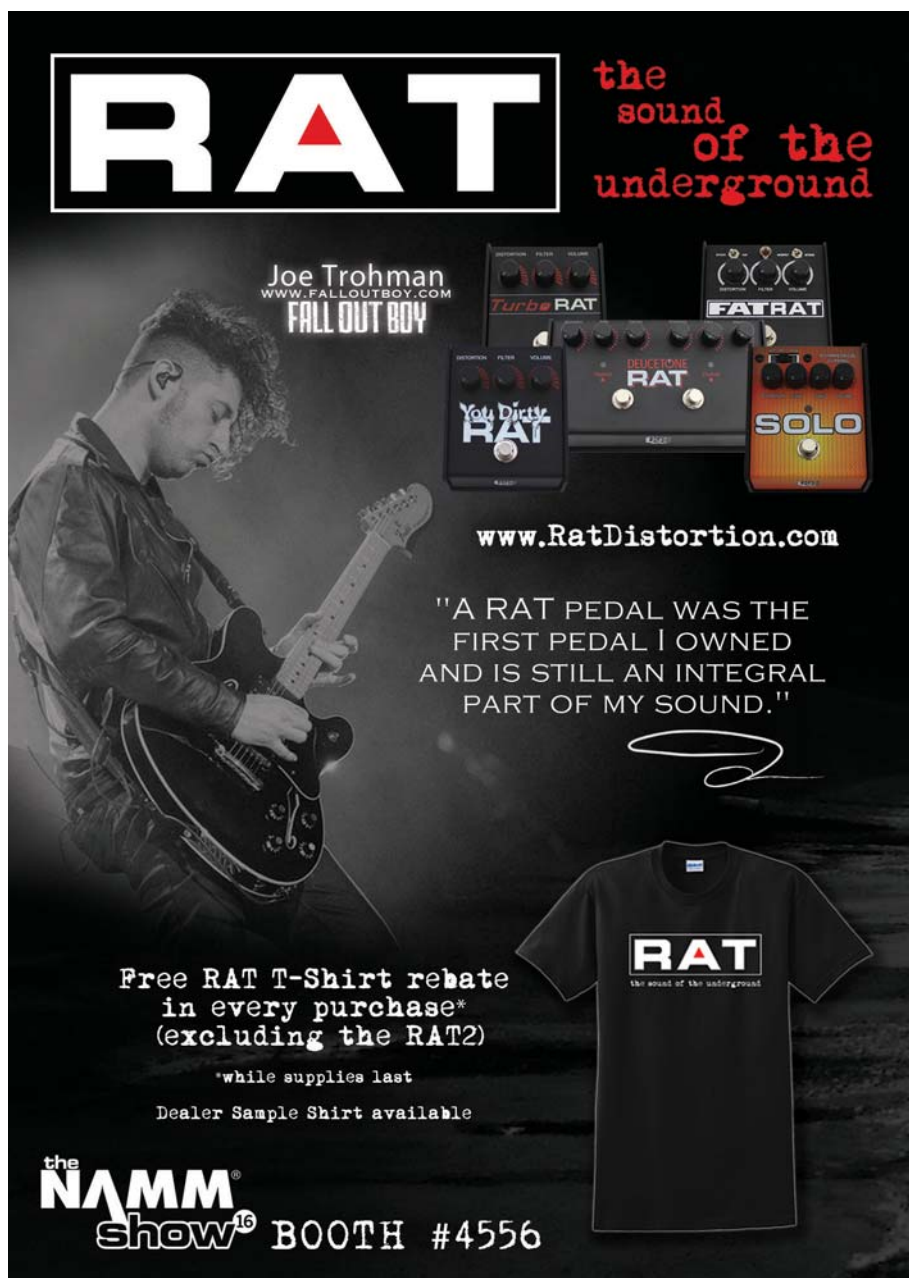
All of Levy's profits from the sale of any Levy's guitar straps or gig bags bearing the Guitars for Vets logo will be donated to Guitars for Vets. Together we can continue putting the healing power of music in the hands of our heroes!



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Vandoren BD5 Sales Figures Go Off the Charts

DANSR has announced that sales of the new Black Diamond Ebonite BD5 mouthpiece have exceeded all other clarinet mouthpiece sales in its first quarter of release.

Its dark yet colorful sound has major performing artists and pedagogues around the country switching over to the mouthpiece.

Musicians using it include Boris Allakhverdyan of the Metropolitan Opera, Dan Gilbert, Jon Manasse and the Chicago Symphony Orchestra's John Yeh.

"BD5 mouthpieces are selling as fast as Vandoren can make them," said Michael Fenoglio, Vandoren product specialist. "It seems like we're hearing about a new artist

or professor switching to this mouthpiece on a daily basis."

Bernard Van Doren crafted the first BD5 by hand from Black Diamond Ebonite in the 1970s. Forty years later and armed with cutting-edge technology, Vandoren is able to precisely recreate that same mouthpiece each and every time.

🛒 [DANSR \(dansr.com\)](http://DANSR.com)



Waves Audio Introduces the Abbey Road Reverb Plates Plug-in



Waves Audio has launched the Waves Abbey Road Reverb Plates Plug-in, the latest collaboration between Waves and the legendary London recording facility.

In 1957, Abbey Road purchased four EMT 140 plates to complement the studios' echo chambers. These beautiful-sounding units were each tweaked to perfection over the years by technical engineers.

Waves has meticulously created models of these legendary units, individually modeling the harmonic distortion of both the drive and output amps as well as the individual plate/dampener behaviors. The plugin offers many controls, including plate selector, time (decay control), four bass cut positions, treble boost, pre delay, wet and dry control, input and output gain and crosstalk.

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

Yamaha Electronic Drum Kits Boast Larger DTX Pads

Yamaha has announced the latest additions to its DTX700 series models — the DTX720K and DTX760K — as well as new DTX900 series models, the DTX920K and DTX920HWK.

Each of the electronic drum kits are built on the legacy of the DTX 700 and 900 series families. As one of the most requested features, Yamaha has added larger DTX pads to deliver a more natural playing surface. These kits also feature the KP100 kick pad, exclusive three-zone DTX pads and a DTX700 Touch app for iOS devices. The app is available as a free download providing easy, intuitive operation and a better overall

playing experience.

The DTX series drum kits respond to the needs of studio and live performance drummers by providing them with the ability to import their own sounds.

Plus, the DTX700 and 900 series kits come with a vast and deep assortment of sounds, including the signature Yamaha acoustic drums sounds, world percussion, electronic drum and sound effects.

All DTX kits are supported by a new website, yamahaDTX.com, which gives users a resource for all things DTX, including free kit and sound downloads.

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

UE Pro Reference Remastered Monitor Tuned for Hi-Res Audio

Ultimate Ears Pro has announced its latest custom in-ear monitor: the UE Pro Reference Remastered, an in-ear monitor tuned for high-resolution audio.

This marks Ultimate Ears Pro's second collaboration with Capitol Studios, which is at the vanguard of hi-res audio recordings.

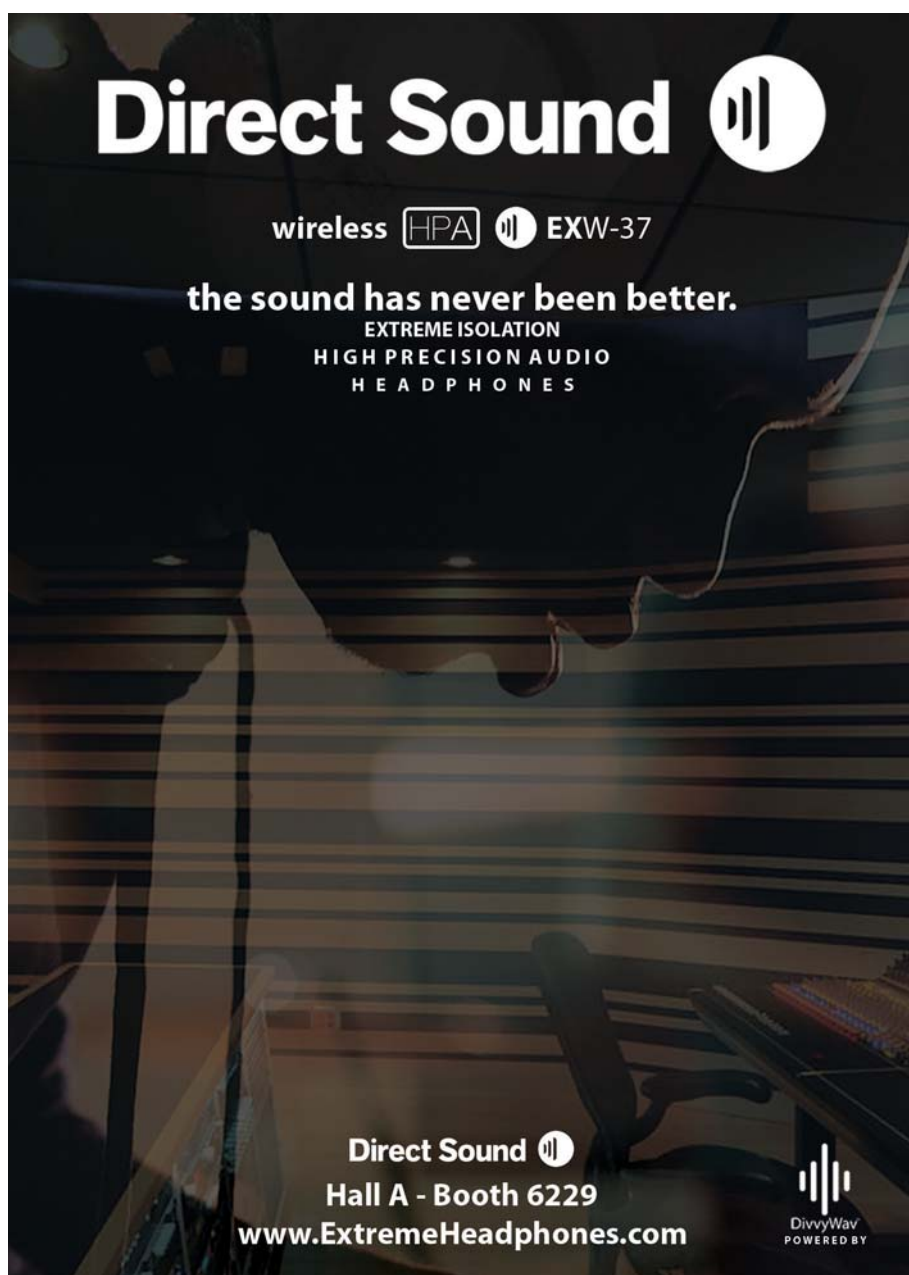
The custom in-ear monitor lets users experience the nuances and details of hi-res recordings whether they are in the studio, at home or on the road.

The UE Pro Reference Remastered features an internal mechanical structure that makes sure frequencies are faithfully presented. And, with the natural ambient sound occlusion of custom in-ear monitors, using the UE Pro Reference Remastered is



similar to the experience of working in an acoustically controlled studio.

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



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cdc six

CDC six is the latest in the digital console line up from Cadac, featuring 64 inputs and 48 configurable busses all accessed via a 23.5" 16:9 optically bonded touch screen.

The screen displays the innovative and widely acclaimed "high agility" user interface developed from the CDC eight, which provides a workflow that is fast and logical without the restrictions imposed by hardware-centric designs.

With a unique combination of an exceptional user interface, legendary Cadac mic-pre's, state-of-the-art DSP and FPGA processing with incredibly low latency, the CDC six makes an exceptional proposition for those who do not want to be limited by either audio or creative compromises.

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Fret-King Guitars Offers Jorgenson Artist Model

Fret-King Guitars has introduced the Black Label 'JJ' John Jorgenson Artist model, designed in conjunction with Trev Wilkinson.

A world-class musician and virtuoso guitarist who has collaborated with the likes of Elton John, Luciano Pavarotti, Bonnie Raitt and Bob Dylan, Jorgenson needs a versatile guitar that can slip seamlessly from one style to another.

The JJ's unique chambered body with faux f-holes is made from American alder, with a Canadian maple neck matched to a Indian rosewood fingerboard. A Wilkinson WTB fixed bridge provides solid anchoring to the guitar, providing sustain and tone transfer due to its three self-intonating brass saddles and cold roll steel chrome-plated bridge/pickup surround.

A Wilkinson/JJ WVOBT bridge pickup matched to a WTN/JJ neck pickup are coupled

with two auxiliary "ghost" coils under the pickguard. These are activated with a push-push switch on the tone control, and per Jorgenson's request, these should switch between single-coil tones associated with a guitar of this style and a true hum-cancelling noise reduction with no perceptible change in sound or tonality.

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

"The very first time I met Trev back in the early '80s, I liked him right away," said Jorgenson. "He had all the knowledge and creativity regarding guitars without any of the superior attitude that seemed to always come along with that knowledge, especially in the guitar world. He always seemed to have already designed something that I had



wanted and wondered if it was possible to make. Already having enjoyed a number of Trevor's innovations over the years, it's an absolute treat to be able to collaborate on a guitar with him now. I'm really excited about what we are coming up with, and I think other players will be, too."

🛒 [Fret-King Guitars \(fret-king.com\)](http://Fret-King Guitars (fret-king.com))



Toontrack Sticks to Swedish Roots

Small Upright is the latest (and ninth) release in Toontrack's EZkeys series, which sees the company sticking to its Swedish roots with a six-octave model 1001 piano by August Hoffman.

Built in the 1970s and often referred to as the "Bambino" the piano produces a distinct, focused tone that is suited to cut through in any mix. Despite being long out of production, the piano can still be heard in songs by many top indie pop, rock and alternative bands today.

Toontrack has also introduced the EZkeys Indie Pop MIDI Pack, which delivers a versatile set of song foundations that touch on pop, rock, soul, synth and psychedelia.

🛒 [Time+Space Distribution \(timespace.com\)](http://Time+Space Distribution (timespace.com))

Spitfire Partners With Award-Winning Composer

Spitfire Audio has introduced Ólafur Arnalds Evolutions — the Icelandic composer and multi-instrumentalist's take on Spitfire Audio's EVO GRID series of sample-based virtual instruments for Native Instruments' KONTAKT platform.

Each evolution or 'Evo' was exhaustively curated and produced by Ólafur Arnalds himself.

Arnalds described his original, meticulous approach as to how the all-analogue Vox-Ton Recording Studio's selection of microphones, pre-amps and outboard effects should best be used for the latest EVO GRID sample-based virtual instrument.

🛒 [Spitfire Audio \(spitfireaudio.com\)](http://Spitfire Audio (spitfireaudio.com))



Megadeth Bassist Rocks ISP's Beta Bass Pedal

David Ellefson, co-founding bassist of metal band Megadeth, has joined the ISP Technologies artist family. After playing through the Beta Bass Preamp Pedal at The Platinum Underground studio in Mesa, Arizona, Ellefson decided to take it on tour.

The ISP Technologies Beta Bass Pedal was designed using an external 9 volt AC adaptor, which is internally multiplied to provide a +/-15 volt power supply for a full 30 volt signal swing. The Beta Bass Preamp Pedal includes a boost/cut Bass control, dual semi-parametric mid-band EQ with sweep-able frequency and a boost/cut treble control. Also included is ISP's proprietary Time Vector-based compression.

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

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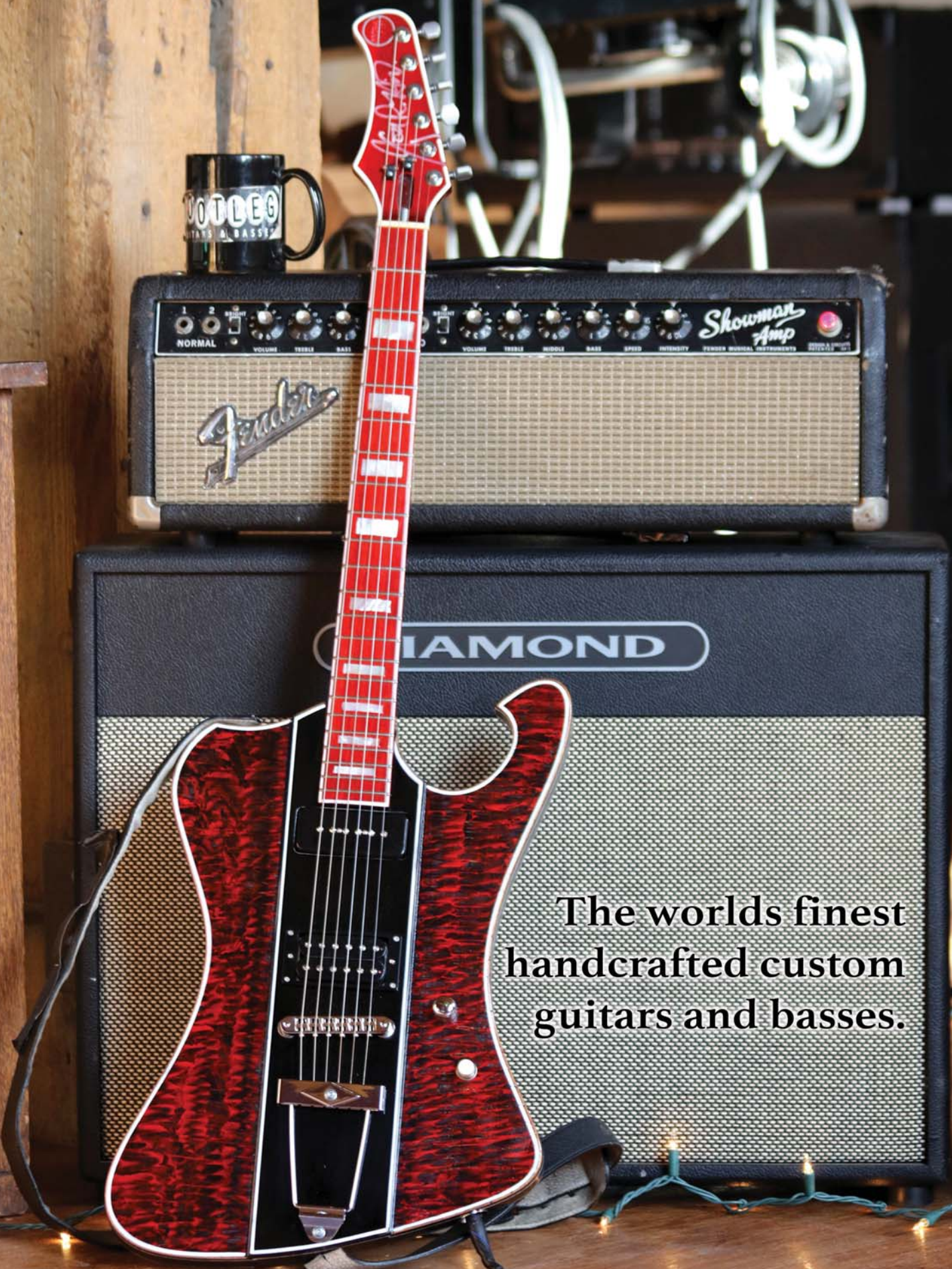
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NS DESIGN

Hartke Thrills Bassists With Two New Pedals

Hartke has introduced two all-analog, true-bypass stompboxes optimized for bass players. The new releases are the HC33 Bass Chorus and HF44 Bass Fuzz pedals.

The Hartke HC33 Bass Chorus Pedal features all-analog circuitry for adding lush, shimmering accents, from vibrant modulation to elegant swirls. A depth knob lets users set the modulation sweep amount, while the speed knob adjusts the



rate of the chorus effect.

The Hartke HF44 Bass Fuzz Pedal delivers the classic fat distortion of vintage effects boxes.

The HF44's Field Effect Transistor (FET) circuit design delivers the high-voltage saturated sound of a tube, while the mid and tone controls dial in the harmonic character and high-frequency edge needed for aggressive tracks. The rugged, die cast stompbox is built to last.

MSRP: HC33 & HF44, \$69.99.

🛒 **Samson Tech** (samsontech.com/hartke)

Yamaha Adds Five Models to TransAcoustic Line

Yamaha has expanded its line of TransAcoustic pianos with two new grand models and three uprights. The C1XTA and C3XTA grands and YUS1TA, YUS3TA and YUS5TA uprights bring the number of TransAcoustic models to seven.

The C1XTA and C3XTA grands and YUS1TA, YUS3TA and YUS5TA upright models are fine acoustic pianos with real strings and a superb action. They also open new possibilities for performers. These include the ability to switch to the tone and presence of the world-renowned Yamaha CFX concert grand piano, or a wide variety of other instruments — from electric pianos to a marimba and harpsichord. Perhaps the

most scintillating sounds are generated when the player combines the acoustic and digital properties of the instrument.

🛒 **Yamaha** (usa.yamaha.com)



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Recording King Offers Versatile Beginner Banjo

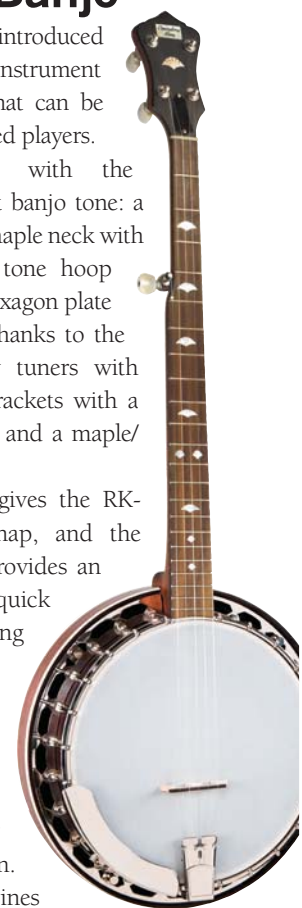
Recording King has introduced the RK-R18 banjo, an instrument made for beginners that can be appreciated by advanced players.

The R18 starts with the fundamentals for great banjo tone: a multi-ply maple rim, maple neck with adjustable truss rod, tone hoop and Recording King hexagon plate flange. It's upgraded thanks to the addition of planetary tuners with geared 5th peg, 24 brackets with a notched tension hoop and a maple/ebony 5/8-inch bridge.

The coated head gives the RK-R18 classic banjo snap, and the rosewood fretboard provides an optimal platform for quick and comfortable picking and fretting.

This versatile instrument is ideal for playing bluegrass, modern folk, Americana or anything in-between. The RK-R18 combines classic tone, vintage looks and quality components.

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



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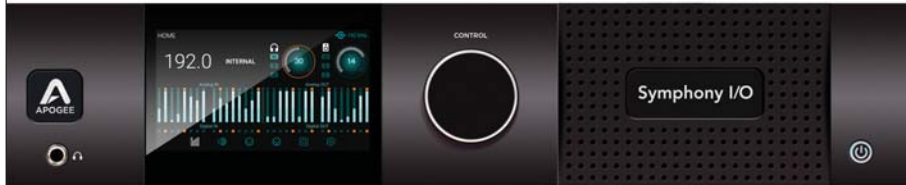


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CRX Stack Packs From TRX Combine Effects Cymbals

The CRX division of the TRX Cymbal Co. has introduced a new range of Stack Pack effect cymbals in specially priced, pre-selected configurations.

The pre-packs combine CRX's Classic, Rock, Xtreme Series 8-inch, 10-inch and 12-inch Splash, 10-inch, 12-inch and 14-inch China and 10-inch and 14-inch Stacker cymbals to create a new palette of short, "trashy," unconventional yet musical sounds.

While more than 100 possible

combinations of the 24 cymbals exist, CRX has selected 10 of the best-sounding, most popular pairings for the Stack Pack collection. The available Stack Packs offer a variety of high, mid and low pitches as well as dark, medium and bright tones that are relevant for a variety of contemporary styles and playing situations.

Each Stack Pack comes with a free CRX Stack Pack cymbal bag and special pricing.

🛒 **TRX Cymbals (trxcymbals.com)**

BAE 10DCF Includes Inductor-Based Bypass Filter

BAE Audio has announced the 10DCF compressor. The 10DCF, which builds on the capabilities of BAE Audio's 10DC compressor/limiter, features Carnhill and Jensen transformers and discrete circuitry, all while adding a new inductor-based bypass filter.

The new bypass filter delivers increased flexibility while recording low-frequency-ranged instruments, like drums and bass, and engages at 50 Hz, 80 Hz, 160 Hz and 300 Hz — ideal for users who want to

compress a broad frequency range while leaving lower frequencies uncompressed.

Aside from its unmistakably authentic sound quality, the 10DCF also features a useful range of features on its front panel, including Elma stepped switches for each control, BAE Audio's trademark Marconi knobs, and a gastank-style analog meter.

MSRP: Single unit without power supply, \$1,900; single unit with power supply, \$2,100; pair with power supply, \$4,000.

🛒 **BAE Audio (baeaudio.com)**

D.A.S. Launches Aero 20A Compact Line Array



D.A.S. has launched its Aero 20A compact powered line array system.

The Aero 20A incorporates a new D.A.S. 12-inch loudspeaker optimized to provide high output and reliability. It is powered by an advanced electronics package comprising

a compact Class D amplifier that combines the power supply, output stage and connectors in a single, lightweight chassis. The two channel amplifier makes use of the latest in switch mode technology and offers immunity from intermodulation artifacts.

The Aero 20A also incorporates the latest in digital signal processors. Brick wall FIR filters have been used to achieve exceptionally uniform coverage all the way down to the crossover point, and top-of-the-line AD/DA converters have been employed allowing for improvements in dynamics, lower distortion and ultra-low noise levels.

🛒 **D.A.S. Audio (dasaudio.com)**

Waves Audio Adds DTS Neural Surround Collection

Waves Audio and DTS have collaborated to create the DTS Neural Surround Collection, which includes the DTS Neural DownMix, DTS Neural UpMix and DTS Neural Mono2Stereo.

DTS Neural DownMix reduces multichannel surround sound to a stereo mix while accurately representing the original. DTS Neural UpMix provides creative controls for soundfield width and depth, channel layout, output levels, LFE filtering and a final limiter. DTS Neural Mono2Stereo provides control over how mono elements are positioned and

perceived in the final stereo or 5.1 mix.

🛒 **Waves (waves.com)**



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Ludwig Ultimate Drums March Onward

Ludwig Drum Company, a division of Conn-Selmer, has debuted Ludwig Ultimate marching drums.

The completely redesigned drums are tailored to the needs of today's marching ensemble. Using the company's exclusive R.E.S.T. shell making process, Ludwig's U.S.-made drums are able to produce an ideal sound for corps or show band style.

The Ultimate series features 100-percent maple shells, 1 1/2-inch maple reinforcement rings (snare and tenor only), sonically located air vents, integrated cortex finishes (lacquer available), polished aluminum hardware (chrome available) and Randall May hardware.

"Ludwig has been making drums for over 100 years, and our legacy on the football field is second to none," said Ryan Galasso, percussion category manager. "We are elated about the



launch of our new drums to bring Ludwig back to the forefront of the activity."

The Ultimate series drums will replace the current Ludwig marching products. The new drums are expected to begin shipping in April.

🛒 [Ludwig \(ludwig-drums.com\)](http://Ludwig(ludwig-drums.com))

Production Begins at Guild Guitars' New California Factory

Guild Guitars has opened the doors to its new state-of-the-art facility in California and resumed building guitars in the United States.

After the previous Guild factory was closed in New Hartford, Connecticut, in 2014, Guild moved cross-country to Ventura County, California. The company's new factory has been built from the ground up with meticulous care and scrupulous purpose under the guidance of Ren Ferguson, vice president of manufacturing and R&D.

No detail was overlooked in the factory's

layout, with efficiency and precision the primary goal. New machines were designed by Guild's manufacturing team, and even the older machines from Guild's past were re-tooled and re-purposed.

Guild began producing the first guitars out of its new factory late in 2015. The first models were the M-20 and D-20, followed by the D-55, F-55 and F-512 — Guild's flagship acoustics.

Guild will also bring back some classic electric models.

🛒 [Guild Guitars \(guildguitars.com\)](http://GuildGuitars(guildguitars.com))

Dixon Goes Compact With Jetset Plus, Roomer Kits

Dixon has unveiled two new kits that offer innovative approaches to the compact drum: the Dixon Jetset Plus and Roomer kits.

The Jetset Plus is a compact five-piece drum set with excellent multifunction properties. Each drum can be flipped over to reveal an underside of nylon mesh drumhead, essentially transforming into a low-volume practice set. The Jetset Plus also features adjustable heights on both the toms and snare.

The Dixon Roomer redefines the compact kit by expanding the cajon into an ultra-mobile drum set. The cajon combines with Dixon's Cajon Pedal Plus to create a bass drum, while a hi-hat stand accommodates a tom, cymbals



and a jingle snare. A floor tom completes the set.

🛒 [St. Louis Music/Dixon \(stlouismusic.com\)](http://St.LouisMusic/Dixon(stlouismusic.com))

New AKG WMS40 Frequency Bands Work in Big Cities

AKG has introduced additional frequency bands for the WMS40 Mini wireless system. The new frequency bands are designed for use in major U.S. cities where existing frequency bands may be crowded.

Up and running in seconds, the ultra-compact WMS40 Mini wireless systems are ideal for small stages, clubs, places of worship, hotels and gyms. WMS40 Mini is available in different application-optimized packages, all of which include a universal, switched mode power supply for worldwide operation. New frequency bands are available for both the AKG WMS40 Mini and WMS40 Mini Dual systems.



The WMS40 Mini system's new frequency options are designed to protect the investment of customers, and include US25A 537.500 MHz, US25B 537.900 MHz, US25C 539.300 MHz and US25D 540.400 MHz. The dual-band WMS40 Mini2, meanwhile, addresses the combined frequency bands US25A/C and US25B/D.

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

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eMedia Releases MagicScore Guitar Version 8

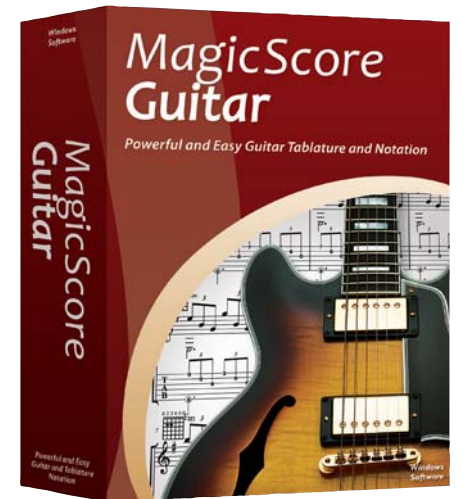
eMedia Music has released version 8 of the MagicScore Guitar notation software by Maestro Music Software.

MagicScore Guitar offers guitarists and other fretted instrumentalists powerful and easy tablature and notation software at a breakthrough price. Version 8 delivers a fast, enhanced workflow, and lets guitarists work simultaneously with tab and/or notation and synchronize their display if desired. Arrangements can be played back with a full range of instrument sounds using the included custom sound bank. An extensive number of tools are available to make writing music easier for guitarists, including symbol libraries and playback support for bends, vibratos, and alternate tunings, a virtual guitar fretboard to make input easier, and built-in chord diagrams and libraries that are user extensible so you can create your own voicings.

For all fretted instrumentalists, MagicScore Guitar delivers the crucial tools

needed to compose, arrange, transcribe, and learn music. It's also a great tool for working with those thousands of .gp4 interactive tabs and .mid song files found on the Internet.

eMedia Music (eMediaMusic.com)



SOLOMON MiCS' Debuts Signature Gold LoFReQ

SOLOMON MiCS and Daru Jones have teamed up to announce the Signature Gold LoFReQ, a mic worthy of the groove and sound this iconic drummer has become known for.

Based on the standard LoFReQ, the Daru Jones Signature Gold LoFReQ is elevated to match its namesake. With a stunning gold sparkle finish, gold contact Neutrik XLR, brass hardware and beefed up electronics, the Daru Jones Gold LoFReQ has the looks to match the performance more and more musicians are getting to know.

Many artists and engineers have supported the newest addition, including Rik Simpson (Coldplay, Jay Z, BRMC), Rick Kwan (My Morning Jacket, Jim James, James Taylor, Vanessa Carlton), Glenn Rosenstein (Bruce Springsteen, Carly Simon, Stevie Wonder, Lou Reed), Chris Frantz (Talking Heads), Michael Glabicki (Rusted Root), Will Easterwood (Trick Pony), and Matt

Iceman (David Nail and the Well Ravens).

The SOLOMON MiCS "LoFReQ" is built from the ground up to get all the coveted chest-rumbling, sub-freq goodness, in a smaller package, at half the weight of the conventional manufactured sub-mic.

SOLOMON MiCS (solomonmics.com)



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PRS Releases Private Stock

To kick off the 20th anniversary celebration of its Private Stock line, PRS has made a limited edition run of 40 instruments. Paul Reed Smith played a major role in the design of these instruments, which harken back to Howard Leese's Golden Eagle model. Like the Golden Eagle, these guitars have slightly modified body dimensions, with a 1/16-inch thinner top and 1/8-inch thicker back than the normal PRS "Custom" body design, resulting in a warmer tone.

Paul Reed Smith specified a precise



24.6-inch scale length neck, and he hand-selected all the East Coast curly maple tops.

The electronics are unique, with a three pickup configuration consisting of two narrow 408 treble and bass pickups and a Narrowfield middle pickup. The five-way blade switch and control placements also nod to the Golden

Eagle's original electronics layout.

The Private Stock program started in 1996 as a way to recapture the original essence of the PRS workshop with a small team making fewer guitars with more customization.

🛒 Paul Reed Smith (prsguitars.com)



LOKNOB Locks Settings

LOKNOB is a high-quality aluminum, reusable knob that comes in three sizes, retrofits easily onto a user's favorite equipment and locks the settings in place.

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If a user changes their mind, LOKNOB's one-handed operation lets them keep playing while adjusting settings. Users just pull up on the LOKNOB, twist into the new position and release to lock it in place.

🛒 LOKNOB (lokno.com)

Eden's Terra Nova Goes Lightweight

Eden's Terra Nova range of lightweight and portable bass amplification products are comprehensively featured, stage and studio-ready offerings in a compact design. The heads are designed to provide the same tonality and feel as the World Tour line.

Features of the Terra Nova range include a built-in compressor, Eden's proprietary Enhance control, balanced DI and tuner outputs, mute switch, FX loop and four-stage EQ with a split, semi-parametric mid control for exact tone shaping.

The Terra Nova range consists of seven models — two combos, two heads and three extension cabinets that are ported,



braced and tuned.

🛒 Eden (edenamps.com)

Hal Gets 'All Jazzed Up'

Hal Leonard's *All Jazzed Up!* series reimagines popular favorites into intermediate piano solo arrangements with a jazz flair. From Disney classics and J.S. Bach mainstays to Coldplay, Nirvana and Stevie Wonder pop hits, the first five releases provide hours of creative playing time.

"We think these books will be appreciated by players and teachers alike looking for interesting new repertoire just for fun or for recitals," said Jeff Schroedl, Hal Leonard's executive vice president. "You'll definitely be the hit at the cocktail party playing these arrangements. And teachers who may not be personally well-versed in teaching jazz will be comfortable introducing jazz concepts to their students through these songbooks."

🛒 Hal Leonard (halleonard.com)



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Artiphon Makes Time's 'Best 25' Inventions List

Artiphon's Instrument 1 was named one of *Time* magazine's "25 Best Inventions of 2015." The list highlights new inventions from around the world that make life "better, smarter, and, in some cases, a little more fun."

Representing a new category of creative technology, the Instrument 1 is an adaptive, app-connected musical device that can be played in a variety of positions and make any sound imaginable, including guitar, piano, drum pad, synthesizer and many other instruments. By connecting the Instrument 1 to smartphones, tablets and computers, users of all skill levels can choose from a customizable palette of sounds and features.

Users can play hundreds of apps, such as GarageBand with universal musical gestures like strumming, tapping, bowing, sliding and more.

The digital string-like interface works with any MIDI-compatible software, and the device can be played through on-board stereo speakers, headphones, external speakers or an amplifier.

🛒 [Artiphon \(artiphon.com\)](http://artiphon.com)

Orion Interface Shines for Antelope Audio

Antelope Audio's new Orion32+ and Orion Studio are both fully compatible with Apple Thunderbolt technology.

Both devices pack multiple channels of pristine quality I/O conversion and flexible routing options. Each unit also features zero latency monitoring and Antelope's legendary clocking technology.

Orion32+ is Antelope's flagship interface, and features Thunderbolt compatibility, improved dynamic range, zero latency monitoring and Antelope's signature uncompromising audio quality. It also delivers 32 channels of I/O, unmatched



connectivity options, zero latency monitoring and 32-simultaneous channels of 24-bit, 192 kHz audio performance. The unit delivers a vast range of connectivity options including Thunderbolt, MADI and USB, making it suitable for use in commercial, home studio and live environments.

Antelope's Orion Studio brings the latest

interface technology to Apple Mac Book Pro users. Constructed in an 1U form factor, Orion Studio delivers a massive feature set in a small package: the lowest latency AD/DA converter in its class, USB compatibility and custom routing flexibility.

MSRP: Orion32+, \$3,495; Orion Studio, \$2,795.

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

Orange Amplification Commemorates Tiny Terror

This year marks 10 years of Orange Amplification's original lunchbox amp, the Orange Tiny Terror. To celebrate this musical landmark, Orange's UK Custom Shop has designed and produced 110 commemorative Tiny Terror 10th-anniversary half stacks.

The limited-edition head is a point-to-point hand wired recreation of the iconic original. It features premium components throughout and is housed in a polished mirror-effect stainless steel chassis.

Each Orange Tiny Terror comes with its own open-back speaker cabinet. The cabinet revels in Orange's British heritage, finished in a British racing green. It will not be available separately. Fitted with a brace of 10-inch Celestion G10 Gold alnico speakers,

the cabinet and head dovetail together to produce the ultimate Tiny Terror tone.

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



Radial Adds Compact Switcher

Radial Engineering has announced the JX42 compact switcher, a device used to matrix four guitars and two amps in the studio or on a live stage.

"Ever since we launched the JX44 Air Control guitar and amp switcher, we have received requests to build a smaller, more affordable version," said Radial's Ryan Juchnowski. "The JX42 is exactly that."

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

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Like the ferocious Ibanez SM9, this power packed Mini deploys the same five controls, through two stacked knobs (Edge/Punch & Attack/Level) and a significantly larger Drive knob.



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BOSS Unveils Waza Craft VB-2W Vibrato

BOSS has introduced the VB-2W Vibrato, the latest addition to the Waza Craft lineup of special edition pedals.

Based on the classic BOSS VB-2 Vibrato pedal from the 1980s, the VB-2W uses 100-percent analog circuitry to completely recreate the original's distinctive, sought-after sound. In addition, the pedal features a new Custom sound mode and real-time control functions that extend the range and versatility of the effect for today's players.

This innovative analog stompbox creates vibrato with true pitch modulation, enabling guitarists and bassists to achieve rich, expressive effects without physically bending their strings. For example, players can easily produce consistent, controlled vibrato sounds similar to fretless string instruments like violin and cello, and apply natural vibrato to full chords without using a whammy bar. At extreme settings, the pedal is also capable of warble sounds and dramatic special effects.

With the Waza Craft VB-2W, BOSS has recreated the original pedal while adding more range and control. In Standard mode, the VB-2W faithfully reproduces the warm, BBD-driven analog tone of the VB-2. Like the original, the user can adjust the vibrato rate and depth, and also control the time it takes for



the effect to reach full intensity (called the "rise time"). A latch setting provides normal stompbox on/off control, while unlatch engages the effect only when the pedal switch is held, perfect for naturally applying vibrato effects as needed while playing.

Flipping the VB-2W's mode switch to custom produces a newly developed vibrato tone that offers more depth than the original effect. In addition, a low-pass filter moves along with the pitch for bold low-range tones. The VB-2W also features a jack for controlling the effect depth with an optional expression pedal, or via the powerful external control capabilities of the BOSS ES-8 Effects Switching System.

🛒 **BOSS (bossus.com)**

Haramis Musical Hardware Customizes Parts

AP International has announced distribution of Haramis Music Hardware, handmade parts to customize your favorite instrument or amplifier.

Whereas other hardware on the market utilizes surface-printed designs that lack depth of color and realism, Haramis uses proprietary casting methods that require an artist's careful touch to bring them to life. The colors produced are vibrant and vivid with a remarkable three-dimensional appearance.

All color blending, fitting and polishing is carefully done by hand by artist Matthew Haramis, ensuring that each piece of hardware is a one-of-a-kind work of art. All hardware

is produced in small batches to keep the quality high and the colors unique.

🛒 **AP International (apintl.com)**



König & Meyer Secures Tablets

König & Meyer has introduced a versatile tablet holder for the studio, stage or home.

The sleek and streamlined Universal Tablet Holder can be adjusted in height, width and depth to accommodate different tablet sizes without tools and holds the devices securely and effectively in place.

Strong, prismatic clamping arms hug the tablet securely, with or without a cover.

The tablet snaps in and out easily and can be adjusted to portrait or landscape view.

Four standard K&M configurations are available:

The "Clamp-On" Universal Tablet holder attaches to any tube up to 1.181 inches in diameter; the "Mic Mount" attaches to standard mic stands; the "Tabletop" is ideal for any flat surface; as well as the "Tripod Stand" mic mount, which comes with a K&M mic stand.

🛒 **König & Meyer (km-america.com)**

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





Aguilar Colors SL 112 Cabinet in Blue Bossa

Aguilar Amplification has announced the 2016 limited edition color for the SL 112 cabinet: Blue Bossa.

Only 250 units of these special SL 112s will be built using this striking color and finish. Each Blue Bossa cabinet will feature a custom limited edition 2016 label on the crossover and come with a numbered certificate of authenticity.

A lightweight bass cabinet with no compromise in tone, the 25-pound SL 112 cabinet features a neodymium driver with a custom-designed crossover. The SL 112 also uses a phenolic tweeter with variable level control and a frequency response ranging from 37 Hz to 16 kHz. These cabinets are an inspiring blend of modern technology with a classic vibe.

🛒 [Aguilar Amplification \(aguilaramp.com\)](http://Aguilar Amplification (aguilaramp.com))

JamHub Announces All-in-One Monitoring Unit

JamHub has made significant upgrades to its product lineup and introduced a new innovation: the all-in-one JamHub Recording + Live product for bands who want a live performance, home studio and rehearsal monitoring device that works right out of the box.

JamHub's new Recording + Live unit will ship with Cubase LE. It features the same seven-section layout as the company's current GreenRoom and TourBus models with updated input and output amplifiers for reduced crosstalk and improved clarity,

but replaces the knobs on the master section with easy-to-use faders and a master output for a pair of new XLR jacks, making it easier than ever to use the system with powered speakers.

Thanks to the new live breakout jack, musicians can plug their instruments and microphones into the JamHub studio, and then plug the device into a stage breakout. The JamHub acts as a splitter, giving bands control over their own monitors without sacrificing front-of-house signal.

🛒 [JamHub \(jamhub.com\)](http://JamHub (jamhub.com))



Bergantino Updates HDN Series Speakers

Bergantino Audio Systems has announced the HDN (High-Definition Neo) series of bass guitar speakers, an update of its lightweight bass guitar speaker line.

The goal for Bergantino Audio was to get the sound of a lightweight series of speakers as close as possible to its HD line, and the HDN series is the result.

The Bergantino Audio Systems HDN series lightweight speaker cabinets retain the Bergantino Audio sound and give players the weight savings but not at the expense of tone and performance.

The the enclosures are built with lightweight Italian poplar plywood finished in a durable bronco tolex covering for long life and cabinet protection. A rigid black grille is added to protect the drivers.

🛒 [Bergantino Audio Systems \(bergantino.com\)](http://Bergantino Audio Systems (bergantino.com))

Fender Audio Releases Speakers, In-Ear Monitor

Fender Audio has released several new products.

The Fortis F12BT 12-inch active two-way powered speaker lets users experience Fender sound in an easily portable package that's ideal for DJs, schools, houses of worship, solo performers, businesses or small to medium-sized venues. With a wide variety of I/O connections, the three-channel F-15BT can handle almost any source you send to it.

As part of Fender's entry into the in-ear monitoring market, the DXA1 pro in-ear monitor is a low-profile slimline-style monitors, which use custom drivers to

create powerful sound that enhances your performance with an immersive multi-dimensional listening experience. Fender's FXA2 in-ear monitor use custom Aurisonics technology for powerful audio that works especially well for bassists and drummers, while the FXA6 in-ear monitors offer the ideal balance of transparency, ambience reduction and clear headroom for pure, natural sound.

At the "pinnacle" of Fender's in-ear monitors, the FXA7 in-ear monitor delivers an articulate performance, comfort, precision and clarity.

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

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TEC TRACKS

FRIDAY, JANUARY 22, 2016

All TEC Tracks sessions will be held in rooms 202 A, 202 B and 203 A-B.

11:00 A.M.

Breakthroughs in Hearing Tools for Music Professionals

Dr. Melissa Heche, New York Speech and Hearing

Master Class (202A)

Whether you're a musician, an engineer, a producer or any other sound professional, your most valuable instrument is your hearing. In this session, audiologist Dr. Melissa Heche will discuss the latest tools on the market to preserve and protect your critical listening abilities.

Acoustic Guitar: Fix It Before the Mix

Rick Keeler, Keeler Sound

TEC Lab (202 B)

A new type of feedback control for any acoustic instrument has been developed that pre-processes the sound before the microphone diaphragm is struck. Find out how acoustic guitarists no longer have to give up bass and/or volume to have feedback control.

Keynote: Tony Brown

Tony Brown

The Forum (203 A-B)

Often credited as the founding father of the Americana country movement, Tony Brown is a Grammy Award winner and has also won eight Academy of Country Music Awards, two ACM Producer of the Year Awards, nine CMA Awards, numerous Gold, Platinum and multi-Platinum album credits, and a Grammy nomination for Producer of the Year.

12:00 P.M.

Technology to Help Your Film Scoring Workflow

Frank Ferrucci, Manhattan Producers Alliance

Master Class (202A)

Composer Frank Ferrucci will talk about use of past and current technology in the art of film scoring and how computers are used to make a composer's job easier.

Preparing Great Mixes for Great Mastering

Izotope Education

TEC Lab (202 B)

In this session, hosted by iZotope Education, well-known mix guru Andrew Scheps and acclaimed mastering engineer Jonathan Wyner discuss and demonstrate techniques and considerations for best practices in mixing and mastering.

Thinking Outside the Box in Manufacturer/Artist Relations

Tim Shuttleworth, AES Board of Governors

The Forum (203 A-B)

Building bonds between manufacturers and music artists has become ever more innovative and practical. This panel, composed of both manufacturers and artists, will discuss the unique type of mutually beneficial relationships they have developed.

1:00 P.M.

Martin Guitar's 'Ballad of the Dreadnought'

Chris Thomas, Martin Guitars

Master Class (202A)

Narrated by actor and musician Jeff Daniels and Martin Guitar Chairman and CEO Chris

Martin IV, along with Crosby, Stills & Nash, Rosanne Cash, Steve Miller and Jason Isbell and many others, *The Ballad of the Dreadnought* will take you through a 100-year journey of the Martin Dreadnought.

Mastering for the International Music Industry

Maor Appelbaum, Maor Appelbaum Mastering

TEC Lab (202 B)

In this session, mastering engineer Maor Appelbaum describes how he communicates

with international clients about concepts as abstract as sound, and how to achieve your desired results by understanding the nuances of the various international musical styles and where they are being released.

Building a Band in the Digital Age: Audio Rhythm Project

Brian Hardgroove, A.R.T.

The Forum (203 A-B)

Police drummer and founder Stewart Copeland is joining forces with Public Enemy bassist Brian Hardgroove to create an

international, multi-language, performing/recording music project called Audio Rhythm Theory. But the story here is that they are working closely with manufacturers, cloud-based recording innovators WholeWorldBand.com and ReverbNation.com to audition singers from around the world in what is being called the World's Biggest Audition.

2:00 P.M.

Choosing the Best Direct Box for Each Application

Peter Janis, Radial Engineering



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Special guest
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Master Class (202A)

This panel discussion delves into choosing the best direct box for a wide variety of applications, whether for live performances or for recordings. Learn where to use active or passive direct boxes, as well as special types of DIs, including re-amping.

Composing Music for Film and Visual Media

Frank Ferrucci, Manhattan Producers Alliance

TEC Lab (202 B)

New York City film and TV composer Frank Ferrucci gives a behind-the-scenes look into the creative process and real-life challenges of composing music for film and visual media.

Strategies to Promote Your Music in 2016

Kevin Breuner, CD Baby

The Forum (203 A-B)

Kevin Breuner, CD Baby's vice president of marketing, will discuss how changes in the music business have opened up enormous opportunity for any artist with an Internet connection, music they believe in and the desire to connect directly with fans.

3:00 P.M.

On-the-Fly Looping and Multi-instrument Dynamics

Tiffany Christopher, One-woman Band

Master Class (202A)

Limited only by how much gear a solo performer can fit in his or her car, audio artists are being transformed by loopers, multi-effects processors, sampling and live computer applications. In this presentation, one-woman band Tiffany Christopher will show some

simple yet potent loop techniques — and the innovative use of instruments, vocals, and even silence within this do-it-all setting.

Composing Music for Games

Steve Horwitz and Scott Looney

TEC Lab (202 B)

In this engaging insider's look at the world of music for games, Steve Horowitz and Scott Looney, authors of *The Essential Guide to Game Audio: The Theory and Practice of Sound for Games*, will supercharge your understanding of how music for games differs from film and TV.

Multi-Band Festival Audio Production Equipment: Mine, Ours or Yours

Mark Frink, Mark Frink Live Sound

The Forum (203 A-B)

Live sound guru Mark Frink and special guests will outline several methods of audio production for a band on a multi-act music festival.

4:00 P.M.

Meet the Makers Panel

Vintage King Audio

Master Class (202A)

Come listen to stories of the origins of the equipment we all use from the sources — the inventors, visionaries and entrepreneurs whose names are frequently synonymous with the gear.

Music and Audio for the Internet and Apps

Jerome Rossen, Manhattan Producers Alliance

TEC Lab (202 B)

Step inside the world of creating professional audio and music for mobile devices with a group of top industry pros. Join members of the Manhattan Producers Alliance as they discuss creating great audio for hand-held devices.

Dream Studios by Design

Lisa Roy, Lisa Roy Audio

The Forum (203 A-B)

In this session, top studio designers and their top clients get together to discuss how dreams come true for those with the desire, and budget, to bring the best to their home-based production centers. This panel includes John Storyk, Walters-Storyk; Vincent van Haaff, Waterland; Buddy Brundo, Conway Studios; Carl Tatz, Carl Tatz Design; Sylvia Massey, Producer/Engineer/Artist; and Bob Bullock, Producer/Engineer/Studio Owner. This panel is moderated by Ed Cherney.

5:00 P.M.

Blurred Lines: The Changing Music Copyright Laws

Heather Rafter, RafterMarsh US

Master Class (202A)

With so many songs coming out that seem to sound similar, what does it take to qualify as an infringement of someone's intellectual property? This panel will bring together musicians and legal experts to discuss and demonstrate how to interpret the similarities and dissimilarities that can make or destroy a fortune from a hit record.

Career Development for Media Producers

Jerome Rossen, Manhattan Producers Alliance

TEC Lab (202 B)

Members of the Manhattan Producers Alliance will give a brief talk about developing your brand and your business, and functioning as a creative talent in an ever-changing music business. Take this unique opportunity to meet some ManhatPro members, and spend time learning tips and tricks for business development.

Making Money in Game Audio

Steve Horwitz and Scott Looney

The Forum (203 A-B)

Join game audio gurus Steve Horowitz and Scott Looney, along with composers and sound designers including Blizzard's Russell Brower, Disney's Brennan Anderson, and Bioshock's Garry Schyman, as they reveal the skills you need to work in the game industry. The festivities start with a fast paced TED-style talk and then quickly jump into a free-wheeling no holds barred group discussion. Come listen, learn, and most importantly, get your questions answered.



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Fender Amps Up Lineup

Fender has introduced several new amplification products, including Acoustic Pro amplifiers. Along with a flexible pro feature set, Acoustic Pro offers high-grade components and technology, pure Fender tradition and expert sonic imaging allowing every note to be naturally replicated.

For the discerning player in search of any eye-catching piece of acoustic architecture, the Acoustic SFX offers state-of-the-art technology for a lush sonic experience. The ultimate solution for acoustic players, the lightweight design and portability suit anyone looking for a grab-and-go rig.

The Bassbreaker 45 is the 45-watt flagship model that leads a first-rate lineup of lower-wattage models, all with pro-level tone and performance for today's rock players.

Features include '59 Bassman circuitry with Dual EL34 output tubes.

🛒 **Fender (fender.com)**



Vic Firth Introduces Keith Moon Signature Stick

Vic Firth has announced the production of the first-ever Keith Moon Signature Stick.

Keith Moon, legendary English drummer of The Who, was noted for his unique style and tremendous energy and he continues to be praised by critics and musicians to this day. Keith was posthumously inducted into the Modern Drummer Hall of Fame in 1982, becoming only the second rock drummer to be chosen.

At the invitation of and in consultation

of the Keith Moon Estate, Vic Firth created the new Keith Moon signature model, which matches the exact specifications of the stick used by Keith throughout his career.

The Keith Moon Signature Stick is designed with the combination of a medium shaft, fast-sloping medium taper and a length just short of 16 inches. Crafted in hickory with an oval wood tip, this stick can work in a variety of musical settings.

🛒 **Vic Firth (vicfirth.com)**



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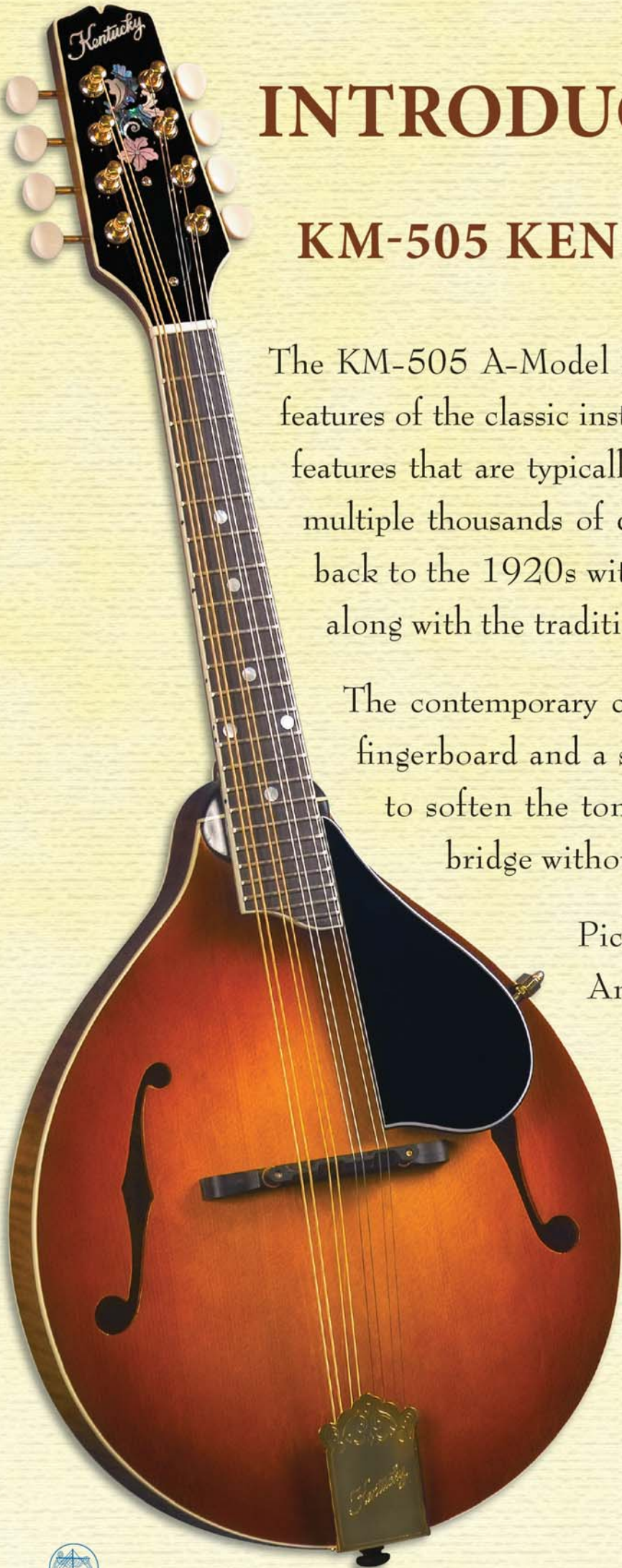
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The KM-505 A-Model Kentucky Mandolin incorporates the finest features of the classic instruments of the last Golden Age with modern features that are typically found only on boutique mandolins costing multiple thousands of dollars. The A-5 body configuration harkens back to the 1920s with all solid carved, graduated tops and backs along with the traditional split-lip neck/body joint.

The contemporary contributions include a comfortable, radiused fingerboard and a shortened extension which allows the player to soften the tone color by picking strings further from the bridge without the accompanying pick clatter.

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Friday
January 22, 2016

NAMM® U

This Morning's NAMM U Breakfast Session

Unleashing Innovation—Turn Big Ideas Into Results

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

Join four-time tech entrepreneur, *New York Times* best-selling author and jazz guitarist Josh Linkner for a discussion on innovation, presented in a way you've never heard before. In 60 minutes, Linkner will deliver practical tools to expand creative output and increase the bottom line. Discover best practices from the world's most innovative companies, brainstorming techniques you've never heard of and strategies for building a company that celebrates new ideas.

Today's TEC Tracks Keynote

Tony Brown

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

Often credited as the founding father of the Americana country movement, Tony Brown's power for bending genres, establishing careers and tirelessly pushing the envelope has earned him numerous awards and recognitions. Over the course of his career, he has played a major role in more than 100 No. 1 singles and built a pantheon of stars unparalleled in music history. Come to this keynote and hear from the man with the Midas touch.

NAMM Idea Center Spotlight

Instagram Insights for Music Retailers

12 p.m., *NAMM Idea Center, Level 1 Lobby*

How can you make the most of Instagram? In this fast-moving session, Michael Newman of Michael Newman Consulting will present Instagram insights and strategies from three diverse and successful music retailers that are getting the most from their Instagram marketing. You'll also learn about the latest Instagram updates and changes, including advertising on the platform. Discover what this means to you and your store.



Check out the entire schedule of NAMM U and TEC Tracks sessions on the NAMM app, available for download on your mobile device's app store.

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APPEARANCES

10:00 A.M.

Sylvia Massy
MV Pro Audio
Booth 6914

Leah Zeger
Yamaha
Booth 100, 102

11:00 A.M.

Travis Perry demos Chord Buddy.
Hal Leonard
Booth 5720

Juan Alderete
Red Panda
Booth 1495

Val & The Southern Line
RCF
Booth 6780

Jonathan Hischke
Red Panda
Booth 1495

Mary Galime
DANSR
Booth 3112

Greg Bissonette
Dixon Drums
Booth 4000

11:30 A.M.

Steve Toth
Hal Leonard
Booth 5720

Eric Calderone
ESP Guitars
Booth 208AB

12:00 P.M.



Victor Wooten

VICTOR WOOTEN
Hal Leonard
Booth 5720

12:30 P.M.

Marco Mendoza & Bunny Brunel
ESP Guitars
Booth 208AB

12:45 P.M.

Angeline Saris
GHS Strings
Booth 4682

1:00 P.M.

Gene Cornish & Skunk Baxter
D'Angelico Guitars
Booth 210C

Mark Michell
Hal Leonard
Booth 5720

Jonathan Hischke
Red Panda
Booth 1495

Mandy De Wolf
Vic Firth
Booth 3040

Bobby Watson
DANSR
Booth 3112

Megan Wilde
Mackie
Booth 209A

Whitford/St. Holmes Signing
TonePros
Booth 3390

Greg Bissonette
Dixon Drums
Booth 4000

1:30 P.M.

Dominic Bazile
Hal Leonard
Booth 5720

Demetrio Scopelliti
Stephallen Guitars
Booth 3095

Jessica Lynn
RCF
Booth 6780

2:00 P.M.

Nick Reinhart
Red Panda
Booth 1495

Hanan Rubenstein
D'Angelico Guitars
Booth 210C

Joshua Ray Gooch

FRIDAY, JANUARY 22, 2016

Hal Leonard
Booth 5720

Sonia Shubb
Booth 6240

**Johnny A
TonePros**
Booth 3390

2:30 P.M.

**Aidan James demos jamstik+
Hal Leonard**
Booth 5720

**John Jorgenson & Brad Davis
ESP Guitars**
Booth 208AB

2:45 P.M.

**Mike Orlando
GHS Strings**
Booth 4682

3:00 P.M.

**Vinny Valentino
D'Angelico Guitars**
Booth 210C

**Larry Mitchell performs on Antares
ATG-1 Floor pedal.
Hal Leonard**
Booth 5720

**Whitford/St. Holmes Signing
TonePros**
Booth 3390



Gregg Bissonette

GREG BISSONETTE

Dixon Drums
Booth 4000

3:30 P.M.

**Akira Takasaki
ESP Guitars**
Booth 208AB

4:00 P.M.

**Brent James & the Vintage Youth
D'Angelico Guitars**
Booth 210C



Billy Sheehan

**BILLY SHEEHAN DEMOS
HARTKE BASS AMPS**

Hal Leonard
Booth 5720

**Jamie Stillway
Shubb**
Booth 6240

**Julian Coryell
Mackie**
Booth 209A

4:30 P.M.

**Nathaniel Kunkel
Wholegrain Digital Systems**
Booth 201C-6

4:45 P.M.

**Doyle Dykes
GHS Strings**
Booth 4682

5:00 P.M.

**Ryan McGarvey
D'Angelico Guitars**
Booth 210C

**Paul Jennings demos Tycoon cajon.
Hal Leonard**
Booth 5720

**Prashant Aswani
ESP Guitars**
Booth 208AB



Friday
January 22, 2016

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Featuring the 2016 NAMM TEC Awards!

See the Newest Music Software on Level 2

Teaming up with IMSTA (the International Music Software Trade Association), NAMM created Software.NAMM—an exciting collection of software providers offering the latest music-related programs and technology. Stop by **Room 201 C-D on Level 2** to check them out for yourself. Your customers will thank you!

Intellectual Property Roundtables: Patents

2 p.m., NAMM Member Center, ACC Lobby
Stop by to hear everything you need to know about patent protection! NAMM members can take advantage of small group and individual consultations with a representative from the USPTO.

**Music Education Advocacy Fly-In
Information Session**

4 p.m., R&B Lounge, Hall E Lobby
Join Mary Luehrsen, NAMM Director of Public Affairs and Government Relations, and Leo Coco, Senior Policy Advisor of Nelson Mullins Riley & Scarborough, as they provide updates on the 2016 NAMM Music Education Advocacy Fly-In, taking place May 23–26, 2016, in Washington, D.C. All NAMM members are welcome.

Network With Other NAMM Young Professionals

4 p.m., NAMM Member Center, ACC Lobby
Are you under 40? Join with other young industry leaders for a special NAMM YP event. In addition to a keynote address by **West Music President and CEO Robin Walenta**, there will be roundtable discussions followed by a networking happy hour.

Find Your Rhythm at the All-industry Drum Circle



5:45 p.m., Palm Terrace between the ACC and Anaheim Hilton
Join us for our annual All-industry Drum Circle—a can't-miss NAMM Show experience! Blow off some steam and get ideas for setting up your own fun, group-based Recreational Music Making experiences. Instruments provided. Brought to you by NAMM and Remo.

**Tonight on the NAMM Nissan
Grand Plaza Stage: The John Lennon Educational
Tour Bus Imagine Party**

6 p.m., ACC Grand Plaza
When the show winds down, the music's just getting started on the NAMM Nissan Grand Plaza Stage. Join us for **The John Lennon Educational Tour Bus Imagine Party**, an inspiring night of great music benefitting The NAMM Foundation and helping to support music education.



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SCHEDULE

FRIDAY, JANUARY 22, 2016

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).

Hano Elite Series

Hano Series Java Series Rainbow Series Kahiko Series

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useful tips to make the most of Reverb.com.

and networking will follow the keynote.

2:30 P.M.
Gimme Some Credit! (Tips for Getting Inventory Financing)
Alan Friedman,
Friedman, Kannenberg & Co.

Unless you've got a stash of cash, it's almost impossible to grow a music retail business without bank borrowing, institutional financing or vendor credit. And the wrong kind of debt can hurt your business. Alan Friedman, a CPA and partner with Friedman, Kannenberg & Co., will moderate an informative discussion with three inventory finance and credit professionals dedicated to music retailing. You'll find out how to identify and obtain the right type of inventory financing for your store and how to avoid the financial pitfalls that cause loan and vendor-credit requests to be denied.

3:00 P.M.
Finding Profit in Educational Events
James Harding,
Gist Piano Center & Music Inc. Columnist
Recitals, student showcases, clinics, reading sessions — they're not just educational events, they're also profit opportunities. James Harding, president of Gist Piano Center and *Music Inc.* columnist, will show you how to turn your in-store education programs into powerful and profitable marketing events with a few easy-to-implement tips.

3:30 P.M.
5 Website Changes to Get Right — Right Now!
Bryan Cole,
Website and Digital Marketing Expert
Join Bryan Cole as he covers five key changes you'll want to make to your website to stay competitive. He'll explore video, mobile, advertising, marketing data and personas, and you'll get actionable takeaways you can implement on your website immediately.

4:00 P.M.
NAMM YP Annual Meeting
NAMM Member Center

Come network with other young MI industry professionals at this free event. Guest speaker Robin Walenta of West Music will discuss various topics including the challenges of being a woman in the industry. Hors d'oeuvres

4:00 P.M.
Effective Facebook Ads on a Dollar a Day
Michael Newman,
Michael Newman Consulting

Want to get real results on Facebook by spending just a dollar a day? Michael Newman will show you how. Newman, a marketing guru, industry veteran and founder of Michael Newman Consulting, will reveal how to create Facebook ads that perform even before you increase your advertising budget.

4:30 P.M.
Succession Planning: What You Need to Know
Jaimie Blackman,
BH Wealth Management

During this session, Jaimie Blackman will help you prepare for what may be the most important financial decision of your career. Blackman, who created "The Sound of Money" e-book and video series, will discuss a simple three-step process to help you get organized and understand key succession-planning issues — and help you find a succession strategy that's right for you.

5:00 P.M.
How to Create a Profitable Repair Business
John LeVan,
The Guitar Services Workshop

Join John LeVan and discover how to take your repair business from profit drain to profit center. LeVan will cover the five fundamentals of a successful repair department: customer service, space allocation, inventory, staffing and compensation. Find out how these fundamentals can improve customer relations, sales and the bottom line in your company's repair department.

7:00 P.M.
She Rocks Awards
Hilton Anaheim Hotel

The annual awards ceremony pays tribute to women in the music and audio industry. This year, She Rocks will honor guitarist Jennifer Batten, singer/songwriter Chaka Khan and NAMM's Mary Luehrsen.

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SCHEDULE

FRIDAY, JANUARY 22, 2016

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



She Rocks Awards, 7 p.m.

BREAKFAST SESSION

8:30 A.M.–9:30 A.M.

Unleashing Innovation — Turn Big Ideas Into Results

Josh Linkner, Tech Entrepreneur, Best-Selling Author and Jazz Guitarist
Hilton Anaheim Hotel, Pacific Ballrooms

Most companies have tons of creative buzz and big ideas. So why do some get game-changing results while others miss the mark? The answer: Successful companies have a process for turning creativity into action. Join four-time tech entrepreneur, *New York Times* best-selling author and jazz guitarist Josh Linkner for a discussion on innovation. In 60 minutes, Linkner will deliver practical tools that can be used immediately at your business to expand creative output and increase the bottom line. Discover how to apply best practices from the world's most innovative companies, brainstorming techniques you've never heard of and strategies for building a company that celebrates new ideas. Unleash your innovation in 2016. (Free breakfast served from 8–8:30 a.m.)

10:00 A.M.

All-Industry Drum Circle

Palm Garden, Outside of Convention Center
Get your groove on during the drum circle presented in collaboration with Remo Inc.

10:30 A.M.

Create Effective Videos for YouTube, Facebook and More

Shane Kinney & Tony Interlande, Drum Center of Portsmouth

Join Shane Kinney and Tony Interlande as they share their best practices for creating videos for YouTube and other media channels, including Facebook, Instagram, eBay and websites. They'll discuss everything from video length and using video to create a brand to helpful guidelines for tagging and links. Find out how they did it and how you can, too.

11:00 A.M.

7 Ways to Improve Your Website Now (Double Session)

Mike Ross,

Sweetwater

Is your store's website working for you? Want practical, proven tips to take your online presence to the next level? Join Mike Ross, Sweetwater's senior vice president of marketing, for seven simple ideas you can use to improve your website right away. Sweetwater has one of the most successful and forward-thinking websites in retail. In this double session, Ross will look at the nuts and bolts of a powerful website, discussing everything from do's and don'ts to best practices from Sweetwater. Find out how to give your website an upgrade, straight from a retail leader.

12:00 P.M.

Instagram Insights for Music Retailers

Michael Newman, Michael Newman Consulting

How can you make the most of Instagram? What Instagram updates will you want to know about? Join Michael Newman of Michael Newman Consulting for this fast-moving session. Newman, an industry veteran and marketing maven, will present Instagram insights and strategies from three diverse and successful music retailers that are getting the most from their Instagram marketing. He'll also look at the latest Instagram updates and changes, including advertising on the platform. Discover what this means to you and your store.

12:30 P.M.

Store Design: Tips for Better Merchandising and Branding

Todd Meislahn of Guitarfish; Paul Tobias of Tobias Music; Todd Heid of Heid Music; Jen Lowe of Boom Boom Percussion

Looking to give your showroom a visual upgrade? Want to take your branding to the next level? Then join this panel of music retail experts: Todd Meislahn of Guitarfish, Paul Tobias of Tobias Music, Todd Heid of Heid Music and moderator Jen Lowe of Boom Boom Percussion. They'll share their tips and tricks for effective store design and merchandising. You'll also find out how they've successfully



Harding on profiting from educational events, 3 p.m.

used store design to better brand their operations and set themselves apart. Discover design ideas that you can use — and that deliver a return on your investment.

1:00 P.M.

Music Lessons: Your Big Questions Answered

Kevin Cranley of Willis Music; Gayle Beacock of Beacock Music; Chris White of White House of Music; Daniel Jobe of Friedman, Kannenberg & Co.

Do you run into the same issues over and over again in your lesson program? Kevin Cranley of Willis Music will moderate a panel of music lesson gurus and retail experts: Gayle Beacock of Beacock Music, Chris White of White House of Music and Daniel Jobe of Friedman, Kannenberg & Co. They'll dig into their best practices and how they've solved the biggest issues that come up in running lesson programs. Leave with actionable ideas on everything from billing issues and handling makeup lessons to retaining students and teachers.



Robin Walenta presents the keynote at NAMM YP's annual meeting, 4 p.m.

1:30 P.M.

Guerilla Marketing on a Chimp's Budget, 2.0

Cris Behrens, Summerhays Music

Want to get gorilla-sized sales from a marketing budget that's too small to feed a chimpanzee? Want to grab some fast, easy sales dollars without spending money? Then stop monkeying around and come to this session. Discover how Cris Behrens uses cross-promotions, Facebook, food trucks and print ads to keep the registers ringing.

2:00 P.M.

10 Ways to Increase Your Sales With eBay and Reverb.com

Stephen Olsen & Sierra Williams, Blues Angel Music

This is a can't-miss session if you sell on or want to sell on auction sites. Stephen Olsen and Sierra Williams will not only cover the ins and outs of eBay, but they'll also give you

CONTINUED ON PAGE 116

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