

The Official **NAMM** Show Publication

UpBeat

DAILY



FEEL THE SURGE!

There's a pulse to The NAMM Show floor. You can feel when it's going to be a good year. You can feel when it's, well, not. And this year, that pulse feels more like a surge, with more optimism about this industry than has been felt in a number of years. Here are a few folks at NAMM with a reason or two to agree!



1. From left: Joe Colantonio, Steve Hendee, Tim Marshall and Joe Warrick kick off the show in style at the Yorkville pre-NAMM party Wednesday at Ralph Brennan's Jazz Kitchen in Downtown Disney. 2. From left: Jeff "Skunk" Baxter, Charlie Lorme, Robert Randolph, John Montalbano and Andrew Watt play a VIP set at the D'Angelico booth on Thursday after the show. 3. From left: DR's Mark Dronge, bassist Victor Wooten and DR's Annika Dronge at the DR Strings booth Thursday. 4. Progressive rock keyboardist Keith Emerson (left) greets fans and signs autographs at a Casio dealer cocktail reception held at the company's booth Thursday evening. Emerson is pictured with Mike Martin, Casio's general manager of marketing. 5. In celebration of its 20th anniversary, Cannonball has released the Big Bell Stone Series A5-20 alto saxophone, seen here with Randal Clark, saxophone acoustic customizing lead.



HUG YOUR HATERS!



CUSTOMER SERVICE IN THE DIGITAL AGE

Come see Jay Baer, digital business expert, to discover how to handle negative comments about your company in the mobile, social world.

Hug Your Haters!
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Kala Expands Guitarlele
Page 28



Levy's Uke Strap
Page 36



Grundorf Keeps Truckin'
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Alfred's Notation Tales
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Roland
ACCESSORIES

Premier quality cables, cases, bags,
stands, and more from the musical
instrument innovators at Roland.

Visit the Roland exhibit on Level 3 Booth #300A.
Roland.com/Accessories

INNOVATION on DISPLAY

Yorkville Sound – Hall A Booth 6555



EXM400

- Ultra Compact Complete Four Channel Active Stereo PA System
- Rugged Lightweight ABS Cabinet Design
- Ideal for Live Sound, Mobile DJ or Conferencing Applications
- Made in Canada



NX10C

- Compact, Rugged Lightweight ABS Cabinet Design
- High Efficiency 10-inch Co-ax Driver
- Through Cabinet Pole Mount Allows Multiple Cabinet Configurations on Single Stand
- Cabinets Can be Mounted Under Front-of-House Cabinets for Center Fill or Side Fill Applications
- Made in Canada



PARASOURCE

- Conical Horns for Improved Constant Directivity and Midrange Response
- High Efficiency Class-D Amplifiers
- Integrated Mixer
- Multiband Limiting for Extremely Transparent Listening Experience
- Made in Canada

NAMM SHOW NEWS



Participants in the Women in Percussion panel discussion held by the PMC on Friday morning were, from left: Jonathan Mover of Drumhead magazine, Victor Salazar of Vic's Drum Shop, Chris Stankee of Sabian, drummer Cora Coleman, Joe Testa of Vic Firth, Gary Forkum of Fork's Drum Closet and drummer Allison Miller.

PMC Highlights Female Drummers

The Percussion Marketing Council hosted its annual membership meeting at the Anaheim Hilton Hotel on Friday morning.

An overview of market development plans and programs for 2016 were presented by the four executive officers of the PMC: Brad Smith, senior sales and marketing manager for Hal Leonard; Dave Jewell, marketing communication manager, customer sales and marketing group for Yamaha; Stacey Montgomery-Clark, senior vice president of sales and marketing for Sabian; and Karl Dustman of Dustman & Associates.

The meeting featured a panel discussion

titled Women in Percussion: The Changing Market for Percussion. The focus of the panel was to explore ways that drum shop owners and instrument manufacturers can remove obstacles that prevent girls and women from pursuing drumming as a hobby or a profession. The panelists were Victor Salazar (Vic's Drum Shop in Chicago), Gary Forkum (Fork's Drum Closet in Nashville), Joe Testa (Vic Firth), Chris Stankee (Sabian) and professional drummers Cora Coleman and Allison Miller. The moderator was Drumhead magazine founder Jonathan Mover.

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



Gon Bops Offers Rootsy DDLR Cajon

When Gon Bops artist Daniel de los Reyes approached the percussion manufacturer to build the perfect cajon for his Zac Brown Band gig, it was a challenge the company embraced.

The resulting cajon is a signature model, the Gon Bops DDLR Cajon. It is crafted from choice poplar wood selected for its warm resonance, and its internal wires are positioned to deliver rootsy snare tones.

"I always loved the Gon Bops Flamenco cajon, but for my current gig it's just a little too bright," de los Reyes said. "But using it as our template, we went back to the drawing board and essentially tuned it down."

[Gon Bops \(gonbops.com\)](http://gonbops.com)

Rozini Tanajura Produces Wide Variety of Sounds

Brazilian-based Rozini Percussion has introduced Tanajura, a versatile instrument that follows the shape of the ant-like insect from which it gets its name.

The Tanajura can be played in numerous ways, and it can produce many different sounds. Players can install a crash cymbal on Tanajura's wooden strap, for example. With removable 24-strand snare wires, Tanajura is great for playing jazz, blues, pop, rock, country and other styles that typically require a bass drum/snare drum configuration, as well as regional styles like flamenco, samba, choro and milonga.

Tanajura is equipped with two piezo transducers for amplified performances.

[Rozini Percussion](http://rozini.com)
([youtube.com/watch?v=d_s40wPxxRQ](https://www.youtube.com/watch?v=d_s40wPxxRQ))



Scan, Sync, Play with Audix Performance Series

Audix has released its Performance series wireless system, designed for vocalists, musicians, performers and presenters.

The Performance series is simple, reliable and versatile, with features for both the novice and the experienced user. "The Audix Performance series takes the mystery out of wireless by making it possible to go from setup to performance in just three simple steps — scan, sync and play," said Cliff Castle, Audix vice president of sales.

The Performance series features a contemporary design, rugged construction and intuitive menus. System configurations include options for handheld, lavalier, headworn and instrument use, as well as

combinations for instrument and vocals.

"The new Audix Performance series has features that are simply not available elsewhere at these price points," Castle said.

[Audix \(audixusa.com\)](http://audixusa.com)



ideaBench Does a Switcheroo

With the launch of the FC14 14-button foot controller and SW10 10-loop switcher, ideaBench has introduced the Switcheroo line of pedal switching units.

The modular Switcheroo System allows users to switch pedal loops, trigger amp channels and control MIDI products with ease.

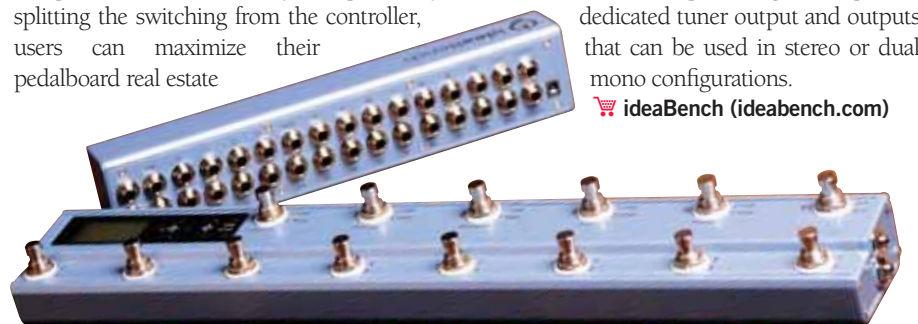
The products use studio-grade components and are sonically transparent. By splitting the switching from the controller, users can maximize their pedalboard real estate

by mixing and matching foot controllers and switching units to suit their needs.

Players can control MIDI pedals without ever learning MIDI, using the computer app to quickly configure everything.

The foot controller is fully configurable and can change loops, switch amp channels and send MIDI commands with the press of a button. The SW10 features six mono loops, four stereo loops, two guitar inputs, a dedicated tuner output and outputs that can be used in stereo or dual mono configurations.

[ideaBench \(ideabench.com\)](http://ideabench.com)



ROLI Rolls Out Seaboard RISE 49

ROLI has introduced the Seaboard RISE 49, a larger, 49-keywave version of its Seaboard RISE, which was introduced four months ago and features 25 keys.

The Seaboard RISE is a MIDI controller with a rippling layer of semi-rigid, tactile, wave-like silicon that resembles a traditional piano keyboard. Players can strike, bend, squish, press and nudge the surface to achieve multidimensional expressiveness that combines the sound and feel of acoustic instruments with digital technology. The Seaboard RISE is a more affordable and portable version of the original Seaboard Grand, released in 2013.

"The Seaboard RISE has taken revolutionary technology for touch-based control of sound and made it affordable and accessible to a much wider range of people," said Will MacNamara, senior communications lead for the London-based company.

"RISE works across multiple devices and platforms — not all of them yet, but we're getting there quickly," MacNamara said, noting that the ROLI exhibit featured multiple RISE units interfaced with a desktop,

a Windows laptop, an Apple laptop, an Android tablet, an iPad, and Android phone and an iPhone. "So this is where we're going with this, and the most exciting interfaces that we're looking at are the smart phone and the tablet, because that's where the Seaboard RISE becomes really mobile and portable. It's wireless, and it works MIDI over Bluetooth. For a sophisticated electronic instrument, it's inherently about as portable as a guitar. And it has mass market commercial potential by being compatible with everyone's favorite programs."

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



ROLI's Will MacNamara demonstrates the Seaboard RISE 49 Thursday afternoon on the show floor.

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Cutlass Ivory White

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Crafted from original Music Man 1970's designs, the StingRay and Cutlass have been re-imagined with Ernie Ball's groundbreaking engineering, delivering unmatched playability, feel and tone. Both models feature updated vintage spec electronics, super smooth modern tremolo systems, covered bridges, stainless steel frets, Schaller locking tuners, compensated nut, innovative tonal volume control and oversized 4 over 2 headstocks, delivering straight string pull for superior tuning stability.

Available 02.01.16 | Booth #5440 | MUSIC-MAN.COM

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Precise Pitch Calibration | Dual axis 360 degrees pivot arm provides unmatched adjustability | \$24.⁹⁹

ERNE BALL®

Available Spring 2016 | Booth #5440 | ernieball.com

BRIEFS



Spectrasonics Announces New Delivery Platforms

Spectrasonics has announced a change in its delivery platforms. The company has eliminated all DVD-ROM discs in its virtual-instrument product line, replacing them with modern Download and Drive editions.

Spectrasonics now uses high-quality USB drives in its in-store packaging for all three of the company's virtual instruments: Omnisphere 2, Trilian and Stylus RMX Xpanded. This makes physical installation faster and easier.

🛒 [Spectrasonics \(spectrasonics.net\)](http://Spectrasonics.com)

ImmersAV Immerses The Audio Market

ImmersAV Technology was invited to participate in AXPONA, Audio Con 2015 in Chicago. There, the company produced a live jazz quartet concert featuring John Moulder. This event allowed ImmersAV Technology to showcase its proprietary recording and Binaural Crosstalk Cancellation (CTC) filter technology. Attendees were able to switch between the live performance and the ImmersAV audio mix while seated in the audience.

🛒 [ImmersAV \(immersav.com\)](http://ImmersAV.com)



Arturia Advances iSEM Synth App

Arturia has advanced its iSEM, a software recreation of the 1970s-era Oberheim Synthesizer Expander Module (SEM) for Apple's iPad. It is one of the first fully compatible apps for Apple's new Audio Unit Extensions technology. The latest iSEM update provides a user-friendly experience of interlinking apps using Inter-App Audio or Audiobus.

🛒 [Arturia \(arturia.com\)](http://Arturia.com)

Prism Sound Adds Modules for Titan and Atlas Audio Interfaces

Prism Sound has unveiled its MDIO-HDX expansion module, which has been designed for Titan and Atlas professional multichannel USB audio interfaces.

The MDIO-HDX Pro Tools module allows multiple Titan or Atlas units to be connected directly to an AVID Pro Tools HDX or HD native system via AVID's "Digilink" connection. With this setup, Pro Tools users can operate the Titan and Atlas A/D and D/A converters along with on-board microphone preamplifiers.

All of the key controls are made available within the Pro Tools GUI.

🛒 [Prism Sound \(prismsound.com\)](http://PrismSound.com)

Kawai Hosts Awards Dinner

Kawai America and Kawai Canada Music hosted their 2015 Awards Reception at the Sheraton Park Hotel on Thursday evening.

Kim's Piano, based in Garden Grove, California, received two honors — Dealer of the Year for Kawai America and Dealer of the Year (USA) for Shigeru Kawai Piano Company. Benjamin Kim, general manager of Kim's Piano, accepted the two plaques.

Among the other dealers recognized with Kawai Pinnacle Awards were Lacefield Music, Merriam Music, Loewen Piano House, Provo Music Center, Schmitt Music and Kraft Music.

Hirota Kawai, global president of Kawai, noted that the company has been honored with 43 international awards. "We are deeply grateful to all of you who have made these awards possible," he said. "We hope that this extraordinary level of recognition helps you position Kawai in the eyes of your customers as one of the most successful music product companies in the world."

Billy Heschl, sales manager for *Music Inc.* magazine,

presented Kawai with two honors — a 2015 Supplier Excellence Award and a 2015 Product Excellence Award for the CA97 and CA67 digital pianos.

Jerry Porter won the Regional Sales Manager of the Year award and was recognized for his 25 years with Kawai.

"Every time we sell a piano, someone's life gets better," said Brian Chung, senior vice president of Kawai America. "We know from reliable studies that music-making can make people smarter. It accelerates learning. It fosters confidence and self-respect."

🛒 [Kawai \(kawaius.com\)](http://Kawai.com)



Billy Heschl (left), sales manager for *Music Inc.* magazine, presents a 2015 Supplier Excellence Award and a 2015 Product Excellence Award to Hirota Kawai, global president of Kawai, and Naoki Mori, president of Kawai America, Thursday night.

System Blue Set to Go



Jennifer Lowe and Allan Murray give a thumbs up for the launch of System Blue marching percussion and marching brass instruments. The percussion instruments, made in conjunction with Natal Drums, deliver professional-level sound while reducing the weight of the drums by 30 percent.



Manley Labs Releases Amp for Headphones

Manley Labs has introduced the Manley Headphone Amplifier. Manufactured in Chino, California, the Manley Headphone Amplifier tremendously enhances the headphone listening experience.

The Manley Headphone Amplifier is built for versatility, with 12 independent controls.

Each amplifier features proprietary handwound, air-gapped, dual-mode Manley Iron output transformers, easily configured to drive headphone loads ranging from 12 to more than 600 ohms, and the output stage that can be switched on the fly between all-triode Push-Pull or Single-Ended topology.

Other features include a Variable Feedback switch, ultra-high Precision Stepped Relay ladder matrix volume control, fully symmetrical operation to drive balanced headphones via its XLR outputs and a direct preamp out to feed an external power amp or powered monitor.

🛒 [Manley Laboratories \(manley.com\)](http://ManleyLabs.com)

Peavey's Piranha Micro Head

Peavey has launched the 6505 Piranha micro head, an addition to the 6505 Series of amplifiers. Powerful and portable, the 6505 Piranha follows in the footsteps of the popular 6505 MH mini head by packing high-gain tones into an even smaller, 20-watt power amp head. Small enough to use in a bedroom, but powerful enough for the studio, the new 6505 Piranha harnesses the full gain and tone of the 6505 Series.

The 6505 Piranha adds a bright switch along with a "scoop" control to achieve a wide array of tones with few controls. Additional features include the 20-watt, solid-state power amp, one 16 ohm speaker output, Aux input and 12AX7 preamp tube.

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

PreSonus Introduces ULT-Series Active Loudspeakers

PreSonus has introduced the ULT-series active loudspeakers, which combine wide horizontal dispersion with a focused vertical dispersion for an ultra-long throw.

Designed for both mobile use and permanent installations by PreSonus' WorxAudio commercial loudspeaker division, the series includes the ULT12 and ULT15 full-range systems and the ULT18 subwoofer.

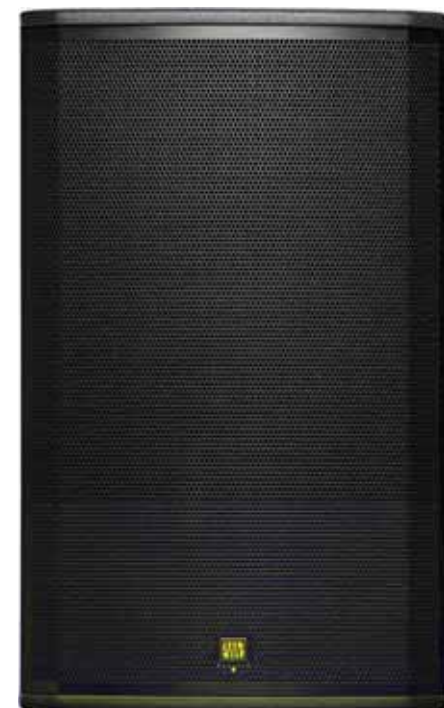
The full-range ULT12 and ULT15 feature PreSonus' proprietary rotatable Pivot X110 horn and a proprietary 12- by 15-inch low-frequency driver with a 2 1/2-inch voice coil.

Both speakers are biamped and driven by a 1,300-watt (peak) Class D amplifier. The ULT12 generates up to 132 dB SPL, and the ULT15 delivers up to 136 dB SPL.

PreSonus' proprietary Pivot X110 constant-directivity, rotatable horn combines ultra-wide horizontal coverage (110 degrees) for broad coverage with focused vertical dispersion (50 degrees). In addition, the Pivot X110 horn's size (11- by 11 inches) enables it to control the dispersion pattern lower in the frequency range, so it maintains consistent gain on- and off-axis.

The Pivot X110 horn can be rotated 90 degrees, so the ULT12 or ULT15 enclosure can be mounted in a horizontal configuration while still maintaining its 110- by 50-degree coverage pattern. A multi-angle enclosure and presets can be added for live performance, floor monitor use and music playback.

🛒 [PreSonus \(presonus.com\)](http://PreSonus.com)





RETURN TO WHERE IT ALL BEGAN.

Fifty years ago, the Yamaha FG180 became the first love of countless musicians. Its iconic Red Label represented the heart of the instrument — a beautiful, soulful tone that has come to define Yamaha acoustic guitars. Now, Yamaha proudly introduces the FG180-50. With a limited run of just 180 guitars, this 50th Anniversary re-issue becomes a true collector's edition that will take you back to where your passion for music began.

See the FG180-50 and the new FG800 Series — and over 40 more new Yamaha products — at the Marriott Marquis Ballroom.



NEVER STANDING STILL



SHARING PASSION & PERFORMANCE



YamahaCorpUS



From left: BOSS's Yoshi Ikegami, Roland U.S.'s Jay Wanamaker, producer Jimmy Jam, producer Terry Lewis, guitarist Jeff "Skunk" Baxter and Roland's Jun-Ichi Miki celebrate the inaugural Roland Lifetime Achievement Awards on Wednesday.

Roland Announces BOSS WAZA Series Cabinets, Heads

Roland announced Wednesday the release of over 150 new products for The NAMM Show, including the BOSS WAZA series cabinets and heads. The amp was demonstrated by guitarist Mike Himmel.

Hosted by VP of Marketing and Communications Chris Halon, the press conference also acknowledged the winners of the company's inaugural Lifetime Achievement Awards, which recognize individuals who have made lifetime contributions to the music industry while using BOSS and Roland products.

The first recipient of the award was former Steely Dan and Doobie Brothers guitarist Jeff "Skunk" Baxter, who, for over 40 years, has used the Roland JC-120 Jazz Chorus guitar amp. A second award was given to production team Jimmy Jam and Terry Lewis, who have collaborated with Michael and Janet Jackson, Prince and Boyz II Men. The awards were presented by Roland Corp. CEO and President Jun-Ichi Miki and Roland CEO and President U.S. Jay Wanamaker.

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

Joly Named VP of QSC Professional Division

QSC has named Gene Joly vice president of QSC Professional, the division that offers live performance solutions for musicians, bands, DJs, mobile entertainers, clubs and live music venues, as well as for A/V rental and production.

"I am very excited to have such an experienced, well-respected industry executive as Gene Joly join our team," said QSC President and CEO Joe Pham. "With his exceptional product, retail and business management experience, Gene is the ideal leader for the QSC Professional Division as we move the company

forward in building the future."

Joly brings a career of experience to QSC, with almost 40 years of sales and executive management roles in the professional audio and MI marketplaces. He has spent the past 12 years in various executive positions at Guitar Center, where he held a variety of positions. Joly has also served on the board of directors of NAMM and the board of trustees at Berklee College of Music. He is a member of the advisory board and development panel of The MIDI Association.

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



Schecter Adds Custom Models

Schecter Guitar Research has released new Signature Models from Avenged Sevenfold's guitar duo of Synyster Gates and Zacky Vengeance.

The new Syn Custom-S will retain Syn's demanding features, including the Sustainiac Infinite Sustain System and his Signature Seymour Duncan Invader humbucker. New appointments include Schecter's exclusive Floyd Rose 1500 locking tremolo and side glow-in-the-dark position markers.

These guitars follow Syn's pinstripe graphic pattern, but with a burst added to the edges along with a thin satin finish for increased acoustic resonance and response.

The 2016 Zacky Vengeance ZV-6661 will be armed with Seymour Duncan JB humbuckers and outfitted with distressed chrome hardware, including the TonePros TOM System. Finished in a new Aged Natural Satin Black Burst, each guitar will have Zacky's "6661" insignia hand-engraved into the body.

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

Soundtoys 5 Adds to the Collection

Soundtoys has launched Soundtoys 5, a new effects collection that includes the entire line of Soundtoys plug-ins in one package.

Soundtoys 5 upgrades the popular Soundtoys line of effects plugins, adding the new Soundtoys Effect Rack, Little AlterBoy, and the new PrimalTap retro delay plug-in. The release offers a new iLok-optional licensing option and two activations per license, which lets users work from both a studio computer and a laptop.

At the core of Soundtoys 5 is the new Effect Rack, a multi-effects processor that improves workflow by providing a single place to browse the entire Soundtoys effects catalog, and to mix, match, tweak and save

combinations of Soundtoys effects. The Effect Rack's global controls make it possible to create effects that would otherwise require complicated routing. The Effect Rack ships with more than 200 factory presets covering a wide range of effects, from basic saturation and coloration to lush delays, chorus, filters, and modulation.

[Soundtoys \(soundtoys.com\)](http://soundtoys.com)



UN-WIND

THE REVOLUTION CONTINUES

In 2014 Fishman introduced Fluence Multi-Voice pickups, challenging the archetype that had existed for over 80 years. Casting off the common knowledge of what pickups were, how they were made, how they could sound and how they operated.

Today, some of the world's most expressive, creative and daring players have joined the Fluence Revolution, choosing Fluence as the voice for their electric guitars.


STOP BY HALL C, BOOTH 4340 to hear live demos and join the Revolution.

Meet Devin Townsend and Greg Koch today at 1PM!

Fostex Introduces TH-900mk2

The new Fostex TH-900mk2 premium stereo headphone system offers the same high-performance design and construction of its predecessor, the TH-900, with the addition of a detachable cable system and an optional balanced cable for improved dynamic range.

The TH-900mk2's neodymium magnet and Biodyna diaphragm provide high-resolution audio reproduction at any sound level. Its detachable cable system allows quick replacement of a worn cable. A gold-plated 1/4-inch TRS headphone cable is standard, while an optional four-pin, gold-plated XLR cable allows the use of a high-performance, balanced drive headphone amplifier.

 **American Music & Sound**
(americanmusicandsound.com)



BAC to Distribute System Blue in U.S.


System Blue has announced that BAC Musical Instruments will be its U.S. distributor. Through this partnership, BAC Musical Instruments will expand System Blue's reach throughout the United States.

"It's a perfect partnership to provide distribution and support to expand the reach of System Blue," said Mike Corrigan, BAC Musical Instruments founder and president. "They are a welcome addition to our distribution branch." Corrigan has earned his honorary title as the "BAC Horn Doctor" for

his expertise in band instrument design and repair.

The distribution deal with BAC lets System Blue continue to develop products and services, and to provide world-class instruments to the marching world.

Coupled with this distribution deal is the addition of several drum and bugle corps to the System Blue Family. Kidsgrove Scouts, Minnesota Brass, The Atlanta Corps Vets and The Sunrisers will play System Blue Brass.

 **System Blue (systemblue.org)**


New Concert 88 Camera Frequency-Agile UHF Wireless System

Samson introduced its Concert 88 Camera Frequency-Agile UHF Wireless System for broadcast, electronic news gathering and other video production applications.

The Concert 88 Camera system features the camera mountable CR88V Micro Wireless Receiver with a removable shoe mount adapter, as well as a belt clip for strap mounting. The CR88V offers 12 hours of battery life from a single removable rechargeable lithium ion battery (two included). A battery level



indicator lets you know when to swap in the backup. The receiver also offers a 1/8-inch headphone monitor output with dedicated level control. Ideal for multi-location shoots, the Concert 88 Camera system provides 16 selectable frequency options. Tone key provides further interference protection by eliminating the reception of stray RF bursts when your transmitter is past its 300 foot operating range.

 **Samson (samsontech.com)**

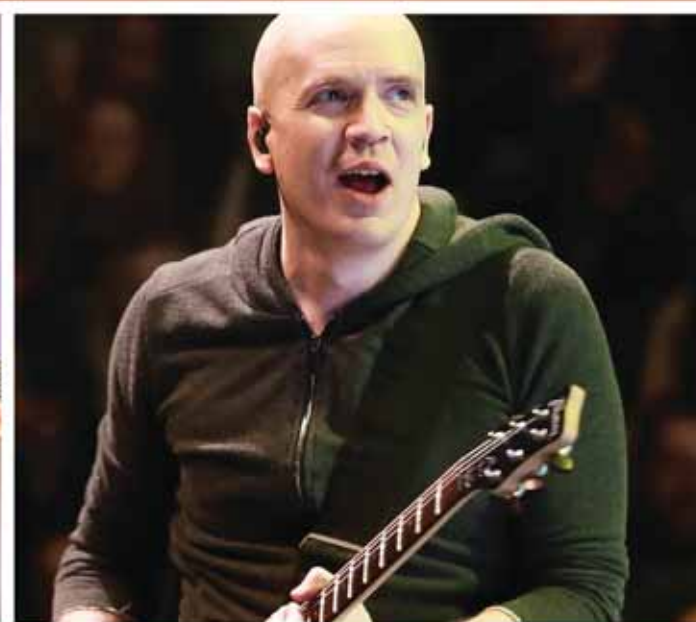
Avid Debuts Cloud Collaboration



Avid's Chairman, President and CEO Louis Hernandez, Jr. announced a slew of new products from the company at its booth on Thursday morning. One highlight was the Avid Cloud Collaboration for Pro Tools, which makes it easy for artists and audio professionals to compose, record, edit == mix projects from any location worldwide.

FISHMAN FLUENCE Signature Series

Designed in close collaboration with each artist to deliver the spirit and essence of their individual tone - The Revolution Continues




Greg Koch - Gristle-Tone™ Signature Pickup Set


Stephen Carpenter - Signature Pickup Set


Devin Townsend - Signature Pickup Set



Santa Cruz Guitar Co. Celebrates 40th

To celebrate its 40th anniversary, Santa Cruz Guitar Co. is going all out with 11,000-year-old tone woods and the rebirth of a classic SCGC model.

Richard Hoover, owner and founding luthier of SCGC, was gifted a set of 8,000-year-old oak from the Czech Republic, and paired it with a 3,000-year-old set of ancient sitka spruce to create a one-of-a-kind H/13 model that has been nicknamed "The Ghost Oak."

The guitar will be adorned with Snakewood appointments, including Snakewood bindings, overlay and century blocks in the fingerboard, to highlight the natural beauty of the wood. The Ghost Oak has layers of texture and figuring, and the ancient spruce is eerily blue in color.

This year will also see the rebirth of the SCGC FTC model. Hoover and his luthiers had a great time restoring a 1980s FTC for Eric Clapton last year, so they decided to bring back the F cutaway model for a limited run of 12 guitars. Each model will vary in tonewood and finish.

The final commemorative showpiece will be a Custom OO model, built with Brazilian back and sides from Hoover's personal archive of old-growth Brazilian and a 100-year-old German top.

All three guitars will be on display in SCGC's booth.

🛒 [Santa Cruz Guitar \(santacruzguitar.com\)](http://santacruzguitar.com)

Willcox Guitars Debuts Stylus Electric Upright Bass

Willcox Guitars has introduced the Stylus Electric Upright Bass (EUB).

Stylus is the first EUB powered by the exclusive LightWave Analog Optical Pickup System, which uses infrared light to sense string vibration. The inaugural Stylus model, conceived by Willcox Guitars founder Chris Willcox, is crafted through Willcox's USA Custom Shop and built in collaboration with Custom Shop master luthier Mark Garza.

The new instrument features a solid mahogany body with a burl maple top, a maple neck laminated with purple heart stringers, a Pau Ferro fingerboard and an open headstock with matching burl maple cap. The scale length is 41 inches. Controls include master volume, bass boost and cut, mid boost and cut, mid sweep and IceTone blend. The Stylus has a standard tripod mount, and an optional endpin stand is also available.

The Custom Shop version of the Stylus EUB will be available as a limited edition,

with price dependent on the musician's specifications for wood, hardware and appointments. The production version of the Stylus will be released this year and will also be available as a HexFX Edition, with pricing and availability to be announced.

"The Stylus Electric Upright Bass represents the next generation of precision stringed instruments, offering an extremely playable instrument that utilizes the cutting-edge technology of our LightWave optical pickup systems," said Tom Kowalczyk, Willcox Guitars vice president of sales and marketing. "Chris Willcox is a visionary and master designer who truly has his finger on the pulse of players' needs from all genres and playing traditions, and the Stylus will find a home in the arsenal of great players around the world."

"I wanted to create an instrument that represents the future of the upright stringed bass," said Chris Willcox.

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



TMP Promotes From Within

The Music People (TMP) has announced several promotions, effective Jan. 1.

John and Sharon Hennessey have assumed the role of co-president, formerly held by their father, Jim Hennessey.

Jim Hennessey, who founded TMP in 1979, will now serve as executive chairman and will continue to have an active role in the direction of the company in terms of financial oversight, strategy and product development.

Sharon Hennessey joined the company in 1989, and John in 1991; both have filled a variety of roles throughout their careers. Most recently, John served as senior vice president of operations and Sharon served as senior vice president of sales and marketing.

Also, Tom Tedesco was promoted to vice president of sales and business development. Tedesco will oversee the domestic sales team. He joined TMP in 2010 as the director of business development.

Casey Cabler has been promoted to ERP and analytics manager. Cabler, will oversee all ERP operations for the company. He has more than 10 years of ERP experience with a specialization in Microsoft Dynamics NAV.

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



Paiste Adds 2002 Black Big Beat Cymbals

Paiste has launched the 2002 Black Big Beat cymbal, coinciding with the 45th anniversary of the company's 2002 series.

Big Beat cymbals are available in 18-inch, 19-inch, 20-inch, 21-inch, 22-inch and 24-inch singles, and 15-inch and 16-inch pairs. The set represents a modernized yet timeless interpretation of the celebrated 2002 sound.

Visually, the cymbals feature a distinct new hammering pattern for the 2002 family, a slightly darkened, semi-matted finish and simplified black logos to distinguish the Big Beat set.

In terms of sound, the cymbals are rooted in the world of 2002 Alloy, with its celebrated brilliance, clarity, precision and strength. Big Beat models add warmth, depth and complexity to the mix. They are perfect for broad, voluminous sound without being overly aggressive.

The individual cymbals are designed to be multifunctional and work well across the range as both crashes and rides. Despite their sizes, the cymbals feature excellent manageability and controllable decay.

🛒 [Paiste \(paiste.com\)](http://paiste.com)

Tascam Adds Bluetooth to VL-S3BT Studio Monitors

Tascam's new VL-S3BT compact studio monitors feature Bluetooth connectivity.

For around the price of a set of headphones, the two-way powered monitors include a 3-inch woofer and rear ported design for low-end punch. A pair of RCA inputs accepts any line-level input, and a stereo 1/4-inch-to-RCA cable is included.

The added Bluetooth feature allows instant playback from your smartphone or tablet from anywhere in the room, without the need to plug in any wires. Both aptX and AAC codecs are included for the best possible audio quality, and one-touch pairing makes setup simple. A 1/8-inch stereo mini jack is also available for plugging in MP3 players and other devices.

An efficient 14-watt-per-side stereo power amplifier drives the

two monitors. The ported cabinets fit almost anywhere.

The VL-S3BT is suitable for home studios, video editing or Portastudios.

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



Guitars for Veterans



From left: Patrick Nettesheim and Eric Weinstein from Guitars for Vets with Hal Leonard's Brad Smith discuss the organization's mission to help military veterans through music at Wednesday night's reception for the Guitar & Accessories Marketing Association (GAMA). To learn more about Guitars for Vets, check out guitars4vets.org.

4834

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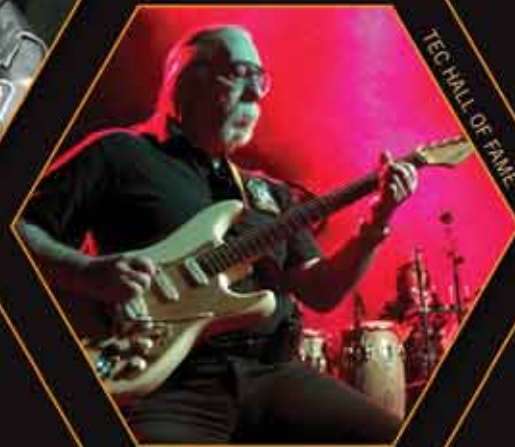
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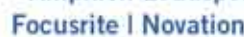
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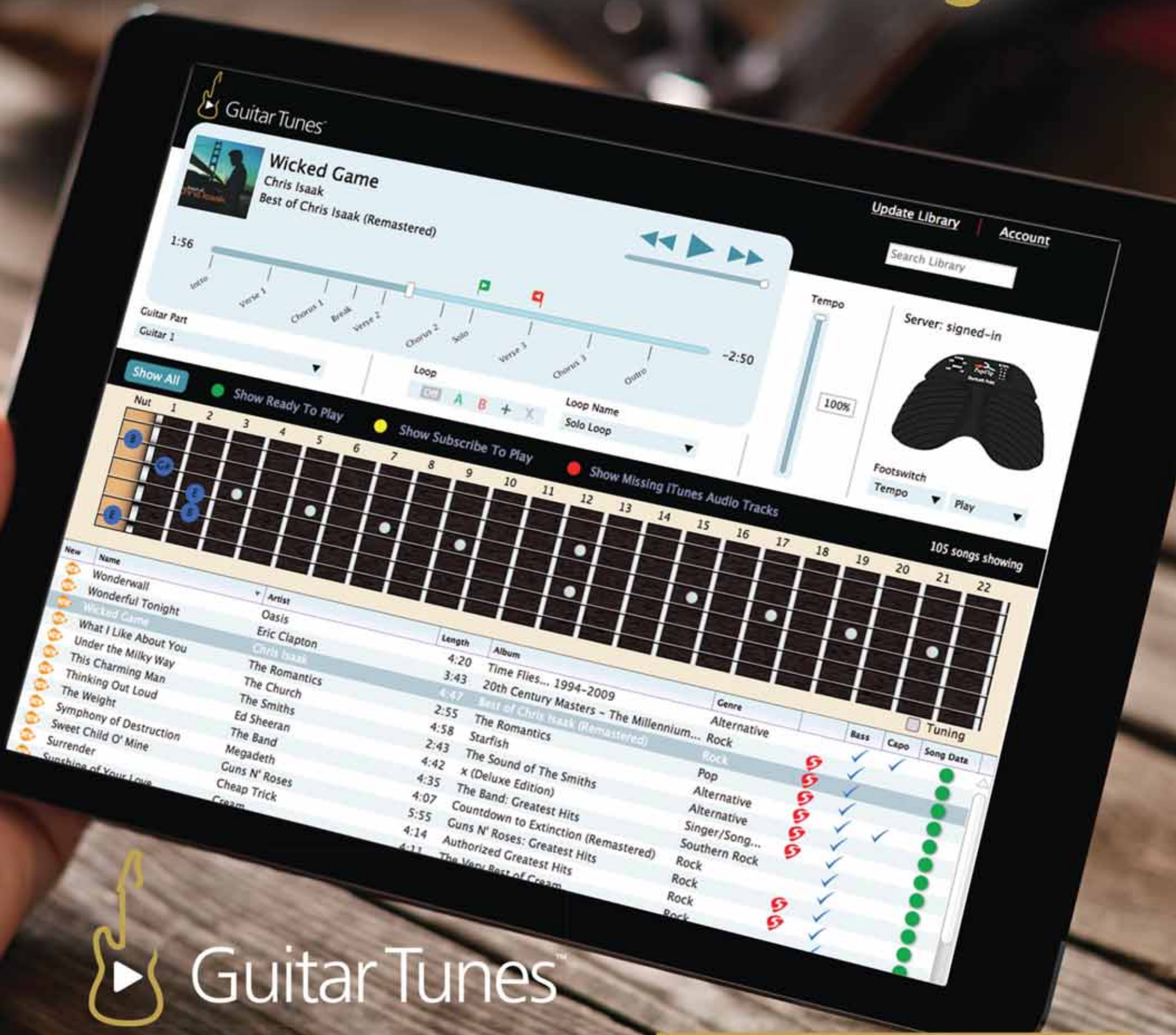
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Alfred Releases Series for 5-String Banjo

Alfred Music has released "The Complete 5-String Banjo Method" series, available in three new levels by Ned Luberecki: *Beginning 5-String Banjo*, *Intermediate 5-String Banjo* and *Mastering 5-String Banjo*.

These books are packed with essential information organized in easy-to-master sections. Musicians wanting to expand their musical horizons will also find this series to be a great introduction to playing the banjo. Each book includes accompanying online audio and video media that can be streamed or downloaded to any device.

Beginning 5-String Banjo is an ideal choice for beginning banjoists as well as players who want to enhance their knowledge. This

book and DVD teaches everything from chords, strumming, rolls, basic music theory, and reading tablature (TAB), and features folk, bluegrass, and old-time songs.

Intermediate 5-String Banjo is great for banjo players who have learned the basics and are ready to take the next step; and as a conclusion to the series, *Mastering 5-String Banjo* is for students who have completed *Beginning 5-String Banjo* and *Intermediate 5-String Banjo* and are ready to expand their skills and technique. *Beginning 5-String Banjo* is available for \$24.99, and *Intermediate* and *Mastering 5-String Banjo* are available for \$19.99 each.

🛒 Alfred (alfred.com)



A-T Handles High SPLs

Audio-Technica's AE2300 Dynamic Cardioid Instrument Microphone features a double-dome diaphragm construction, giving it high-frequency and transient response that far exceeds typical dynamic microphones. With its rugged, brass metal construction and low-profile design (able to be placed unobtrusively in a variety of applications) and the ability to handle high SPLs, the AE2300 is a versatile performer, able to capture sound from guitar amps, brass and woodwinds, drums and percussion instruments with clarity and precision.

The double-dome diaphragm construction allows the AE2300 to maintain directionality across the entire frequency range, with little off-axis coloration for excellent phase cohesion in multiple-mic setups. The microphone is also equipped with a switchable low-pass filter that cuts out harsh, high-frequency noise, such as hiss from a guitar amp or high-hat bleed, without negatively affecting the overall tone of an instrument.

🛒 Audio-Technica (audio-technica.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



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UpBeat

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Vol. 63 No. 3 | The NAMM Show | Saturday, January 23, 2016

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SKB Debuts Fly-Racks

SKB has developed a line of ATA removable shock racks that will protect delicate electronics and guitar amps: the 3i-2217-82U (2U), 3i-2217-103U (3U) and 3i-2217-124U (4U) Fly Racks.

The internal Fly Rack frames are made in Orange, California, and are built of high-strength, lightweight aluminum alloy and 11-gauge, hot-rolled carbon steel rack rails. Each internal rack contains front and rear rack rails with a 13-inch rack depth. ABS plastic covers the top and bottom of the removable shock rack for added protection when the rack is out of the case. The rack frame will easily fit into SKB's iSeries case, which is protected by PE foam that provides space for protruding knobs and buttons as well.

The iSeries Watertight cases are lightweight and under 62 linear inches.

🛒 SKB (skbcases.com)



Kala Expands Guitarlele Series

Kala Brand Music has added a new model to its Guitarlele series with the introduction of a mahogany model, the KA-GL. The mahogany model is a more affordable version of Kala's Koa Guitarlele, which is a hybrid instrument that fills a niche for guitar players looking for the perfect travel guitar, as well as for ukulele players exploring guitar for the first time. The 6-stringed instrument is tuned

to A-D-G-C-E-A and projects a bright full tone, similar to capoing up on the 5th fret of a regular guitar.

The KA-GL is constructed of mahogany back and sides and projects a full rich sound that makes the guitarlele a good choice for players seeking to add a new voice to their sound repertoire.

🛒 Kala Brand Music (kalabrand.com)

Yorkville Ships Compact Coax Cabinet

Yorkville Sound's versatile 600-watt NX10C full-range cabinet is now shipping from the company's Pickering, Ontario, factory. The cabinet design lets the NX10C act as a scalable front-of-house solution, side-fill cabinet or monitor enclosure.

The NX10C has a through-cabinet stand-mount design that lets multiple NX10C cabinets be mounted on a single standard speaker stand in a vertical array for high-volume applications. When wider horizontal coverage is required, the NX10C cabinets can be rotated about the axis of the pole while still maintaining full phase coherency.

The NX10C can also be mounted under a conventional front-of-house cabinet and oriented toward the artist, making it well suited for tight stages. The custom rear-mounted handle operates as a tilt stand, letting the NX10C be used as a compact wide-coverage floor monitor or center fill cabinet.

Versatile inputs for mic or line-level sources with individual volume controls as well as 1/8-inch TRS jack let the NX10C directly connect to any audio source.

MSRP: \$499.

🛒 Yorkville Sound (yorkville.com)

Adam Hall Opens Showroom in Barcelona

Adam Hall selected the cultural metropolis of Barcelona as center stage for the southern European market. The entire Adam Hall product range will be showcased and used for demonstrations or presentations in a 500-square-meter viewing area.

The focus is not only on brands like LD Systems, Cameo Light, Palmer and Defender, but also on the new label Gravity and the new compact LD Systems CURV 500 Line Array. The new Cameo lasers are also on site, as well as many of the products from other manufacturers distributed by Adam Hall, such as RAM Audio.

There is also a stage to show off the sound and light equipment. The new showroom is not only an event center for Adam Hall clients, but also serves as a platform for presentations to their own customers. More than 7,000 products from the comprehensive Adam Hall range can be tested or presented there in a live atmosphere.

An office and training area of 400 square meters is located next to the showroom.

"We have chosen the location of Barcelona because this city is very attractive and draws many business travellers from all over Europe," said Gabriel Medrano, international area manager, Adam Hall Southern Europe. "The cultural features and great infrastructure including a comprehensive range of hotels and affordable transportation made Barcelona a favorite."

🛒 Adam Hall (adamhall.com)

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Recording King Gets Back to Roots With Resonators

Recording King introduced four new wood body resonators made for traditional blues, bluegrass and roots players. The RR-51, 55, 61 and 65 deliver historic resonator tone and style with designs based on history's venerable resophonic instruments.

The new resonators are available in both roundneck and squareneck styles. The RR-51 roundneck and its squareneck counterpart (RR-61) are all-mahogany resonators finished in vintage-style brown satin. The hand-spun Recording King spider cone delivers powerful resonator sound immediately familiar to roots music aficionados. The traditional-style

soundwell and soundholes are placed to optimize bass and treble frequencies as they exit the body for the perfect dry, throaty resonator sound. The mahogany neck and body give the 51 and 61 classic "hog" style warmth in either roundneck or squareneck versions. A bone nut and bell brass tailpiece complete the design, and accentuate the crisp metallic resophonic tone players demand.

The RR-55 roundneck and 65 squareneck all-maple resonators deliver a slightly brighter sound that modern slide and blues players will love. Both share the same body design



and Recording King cone as the 51 & 61 but are finished in vintage sunburst. All four instruments are equipped with Grover vintage-style tuners.

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

Powell Flutes Introduces VQP

Verne Q. Powell Flutes has developed a mobile app, VQP Connect, which is now available to the public. VQP Connect allows users to find information easily, submit requests and interact with Powell's social media pages. With multiple pages and functions centralized into one place, the app offers a user-friendly experience with access to services and features at one's fingertips.

"After considering the increasing number of people using mobile applications to save time and simplify their lives, we realized it was time to offer our customers a new resource for connecting with Powell," said Steven A. Wasser, Powell president.

🛒 [Powell Flutes \(powellflutes.com\)](http://Powell Flutes (powellflutes.com))

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EBMM Debuts Three New Signature Models

Ernie Ball Music Man has debuted three new Artist Series guitars at NAMM 2016: the John Petrucci "JP16," the Annie Clark "St. Vincent" and the James Valentine "Valentine" models. The new guitars were designed with extensive input from the artists and manufactured to their exact specifications.

The Ernie Ball Music Man John Petrucci JP16 retains the styling of the current JP15 and features a basswood body with original JP6 arm scoop. The Annie Clark "St. Vincent" features an ergonomic body shape made from lightweight African mahogany, which houses three DiMarzio mini-humbucking pickups.

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



Planet Waves NS Micro Banjo Tuner Won't Mar Finish

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

Designed specifically for banjos, the chromatic NS Micro Banjo Tuner blends with the instrument's aesthetics for discreet tuning. A non-marring hoop mounting bracket allows for stress-free installation.

The highly sensitive piezo transducer senses vibrations directly from the instrument for fast and accurate tuning response. The bright, multi-color display allows for easy viewing in any environment. MSRP: \$37.95.

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

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Recording King Offers Torrefied Guitar Tops

Recording King has released a new line of Torrefied Series guitars that offer players the premium tone-enhancing benefits of torrefied tops. With the addition of the new Torrefied Dreadnought (RD-T16) and 000 (RO-T16), Recording King gives guitarists access to vintage sound in classic shapes.

Torrefaction is a specialized heating process used on Recording King Adirondack

spruce tops in which the wood is heated at a low temperature in an oxygen-free environment. The curing process reduces impurities in the wood and results in weight reduction and increased stiffness, producing a similar chemical transformation as wood that has been dried for decades. The end result is a lightweight, extra resonant top.

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

Ableton Unveils Push, Live 9.5, Link

Ableton has released a new version of Push, as well as Live 9.5, a free update for all Live 9 users. The company invites owners of the original Push to take part in a trade-in that offers savings on the new version. Plus, Ableton is introducing Link, a new technology that lets users play in time with multiple instances of Live and a growing number of iOS apps.

The new version of Push facilitates hands-on creation of melody and harmony,

beats and song structure. Live 9.5 introduces new filters based on classic vintage hardware that will self-resonate, produce feedback and distort beautifully. Link is a new technology that lets users play in time with multiple instances of Live and a growing number of iOS apps. It syncs devices' timing over a wireless network so users can set up almost instantly and jam with others as freely as a live band.

🛒 [Ableton \(ableton.com\)](http://Ableton (ableton.com))

D.A.S. Designs Sound Force for Big Dance Clubs

D.A.S. has launched the new Sound Force Series of club systems designed for high-level dance venues. The new series currently offers four models comprising mid-high, mid bass and subwoofer options.

The SF-112 is a powerful mid-high three-way cabinet which allows for passive or bi-amp operation.

The SF-215 is a bass system comprising two DAS 15-inch loudspeakers in a fourth order bass-reflex configuration. Two subwoofer options are available in the Sound Force series. The SF-221, a double 21-inch subwoofer comprising twin 21LXN4

loudspeakers and the SF-30A, a powered ultra-low system.

Cabinet construction for the Sound Force Series is consistent with the D.A.S. pro systems standards, using birch plywood, a robust build and the durable ISO-flex coating for years of service. to facilitate flying.

🛒 [D.A.S. Audio \(dasaudio.com\)](http://D.A.S. Audio (dasaudio.com))



Soundcraft Si Impact Ideal for Studio, Stage

Soundcraft has introduced the Si Impact Digital Console.

The Si Impact is designed to be as simple as an analog mixer, but with radical workflow enhancements and DSP power that make it a perfect tool for the stage and the recording studio.

The 40-input Soundcraft Si Impact offers powerful live sound digital mixing with ViSi iPad control and built-in Stagebox connectivity for I/O expansion. In addition to its live sound components, the Si Impact has a 32-in/32-out

USB recording and playback interface that provides easy multitrack recording and playback directly from a DAW.



The Si Impact provides 32 mic/line inputs, 40 DSP input channels and 31 output busses, with 20 sub-group aux busses and four mono/stereo matrix busses.

The console also features a 5-inch color touchscreen display.

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



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SHARING PASSION & PERFORMANCE



YamahaCorpUS

Mitchell Introduces Ukulele Line

Mitchell Guitars, maker of acoustic and acoustic-electric instruments, has introduced a new line of ukuleles designed to put even more fun into one of today's most popular and enjoyable instruments.

Mitchell's new MU40 soprano ukuleles are designed around a lightweight yet durable bound Lindenwood body to deliver quality sound and classic good looks, with a 14-fret bound rosewood fingerboard for comfort and smooth playability. All models feature classic



open-gear tuning machines and a rosewood bridge for authentic ukulele tone.

Mitchell MU40 soprano ukuleles are available in an elegant natural finish as well as a handful of limited-edition, eye-catching colors including Midnight Black and Flamingo Pink.

🛒 **Mitchell Guitars** (mitchellguitars.com)

Seymour Duncan Preamp Controls Gain Stages

Seymour Duncan has released the Seymour Duncan Palladium Gain Stage Preamp.

The Palladium is a medium-sized stomp box that incorporates two independent gain stages plus boost for a maximum of 110 dB of gain. It features controls for bass and treble, plus mid-level and mid-frequency knobs to let you dial in the gain voicing in this crucial area of the tone. There is a presence control for setting the sparkle of the high end and a resonance knob for setting the amount of cabinet "thump"

at low frequencies, letting the user keep the low end either tight or full.

The gain control gains up your signal anywhere from a cranked vintage British-style crunch to hot-rodded Californian power. You can think of it as the ultimate high-gain amp head, placed right at your feet. Running the Palladium into any clean amp will provide you with enough tone variety to get through almost any gig, from classic and hard rock to extreme metal.

🛒 **Seymour Duncan** (seymourduncan.com)

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IK Multimedia Releases Miroslav Philharmonik 2 for Mac/PC

IK Multimedia announced that Miroslav Philharmonik 2 for Mac and PC is now shipping. Made in conjunction with master musician and sampling luminary Miroslav Vitous, Miroslav Philharmonik 2 is an emotionally charged orchestral workstation that takes the virtual instrument to new levels of expressiveness and realism. It provides more than 2,700 instruments with over 55 GB of samples with new sounds recorded in high resolution at the Czech National Symphony Orchestra Studios in Prague.

Miroslav Philharmonik 2's expressive collection of sounds includes soaring strings, animated woodwinds and majestic brass. Precision-tuned percussion sounds include a 9-foot concert grand piano, harpsichord, orchestral chimes, concert marimba, vibraphone and glockenspiel.

🛒 **IK Multimedia** (philharmonik.com)

BluGuitar Rounds Out AMP1 System

BluGuitar has announced that its AMP1 System is now complete. With the arrival of the NanoCab and the FatCab guitar cabinets, a complete analog guitar tone system is now available for the BluGuitar AMP1.

BluGuitar AMP1 is a professional guitar amp for onstage and studio use. The NanoTube 100-watt power amp delivers enormous sound pressure levels. Four modifiable channels can take players on a journey through the history of guitar amplification, from clean to vintage to classic and modern tones. AMP1 also features switchable and adjustable boost and reverb controls, easy to control with three integrated footswitches.

🛒 **BluGuitar** (bluguitar.com)

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Levy's Unleashes Uke Strap

Levy's has introduced the MJ19UKE ukelele strap. This 1/2-inch wide polyester and leather jacquard weave strap features strap pin holes at each end to accommodate ukuleles with two strap buttons.

It is also suitable for mandolin and available in three jacquard patterns.

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

JBL Debuts EON208P Portable P.A.

JBL Professional by Harman has announced the EON208P, a portable P.A. system developed to make legendary sound accessible to small bands, solo artists, coffeehouses and clubs. The JBL EON208P builds on the legacy of its predecessor, the JBL EON206P, with Bluetooth streaming, 8-inch speakers and an integrated 8-channel mixer.

The JBL EON208P system features two loudspeakers housed in versatile enclosures suitable for ground stacking or

pole mounting. Each loudspeaker features an 8-inch woofer and 1-inch neodymium black nylon dome tweeter powered by a 320-watt power amp section. Like the rest of the JBL EON family, the EON208P features advanced waveguide technology for uniform coverage, and it leverages the latest cabinet materials, acoustic science and transducer design for superior sound.

Designed for easy portability, it can be carried comfortably with just one hand.

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



Pearl 150 Stands Lose Weight, Increase Function

With a sturdy profile at less than half the weight of many professional drum and cymbal stands, Pearl's new 150 Series Flat-Based Hardware is made for the gigging drummer on the move.

Taking on the flush-based platform of classic drum hardware, 150 Series cymbal (C150S), cymbal boom (BC150S) and snare (S150S), stands are built to stand up to rigorous gigging and play at less than five pounds each. Each stand also changes quickly from flat-based to traditional single-braced legs by simply flipping the convertible tripod base.

"We have a lot of active gigging drummers here in-house at Pearl," said Glen Caruba, Pearl's national director of sales. "Our goal was to make a series of simple, lightweight stands that would break down and transport easily, but not scrimp on modern adjustability."

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



Martin Debuts Aura VT, Matrix VT Pickup Systems

Martin debuted a new pickup and preamp system, the Aura VT Enhance acoustic amplification by Fishman. Aura VT Enhance uses Aura Acoustic Imaging to preserve the unique and pristine acoustic tone of each instrument with studio microphone quality. In addition, the new streamlined Matrix VT

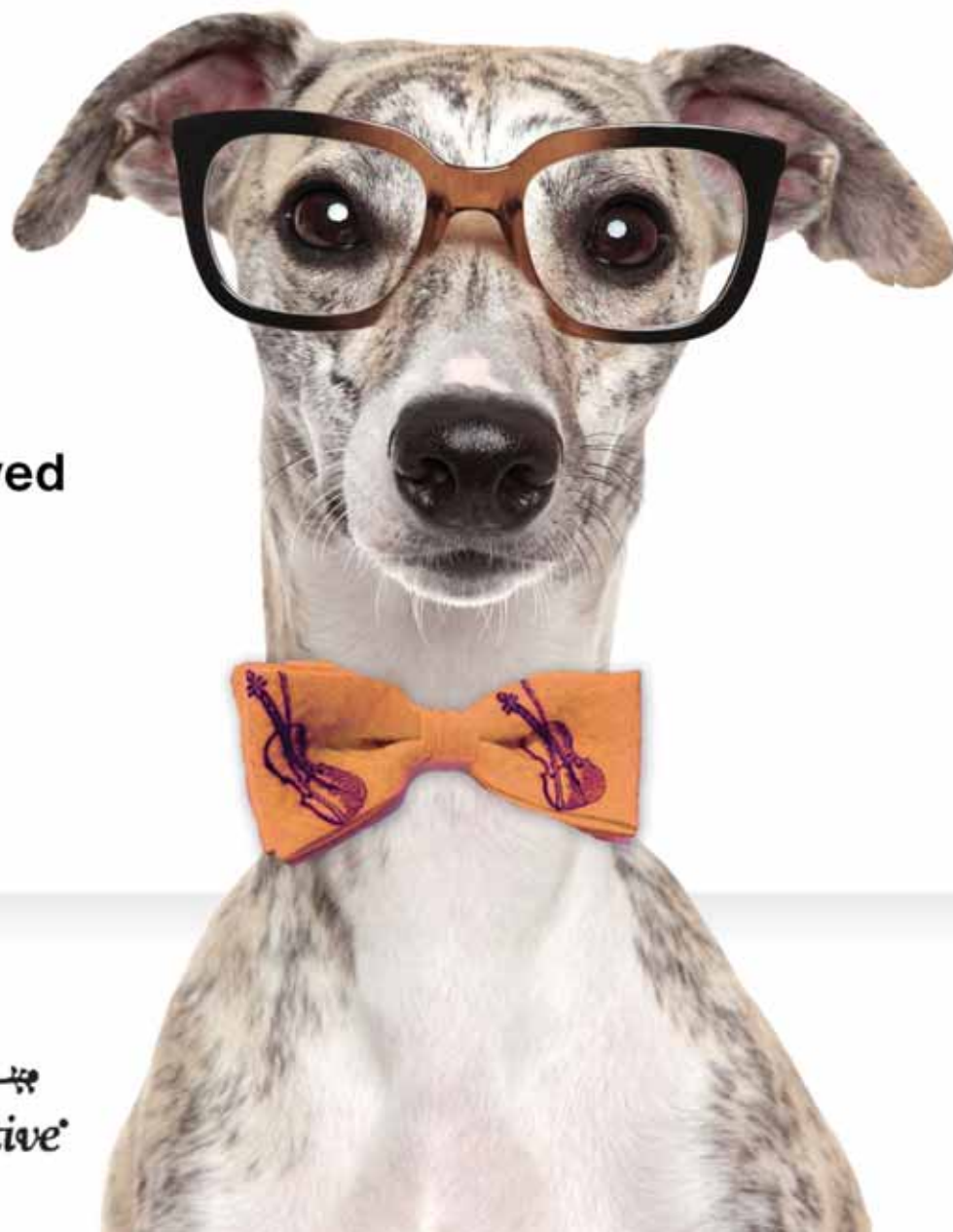
Enhance will be offered on select models.

Both the Aura VT Enhance with Acoustic Imaging and the Matrix VT Enhance feature a new bridge-plate-mounted transducer to add dimension, resonance and body to the tone of the guitar.

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

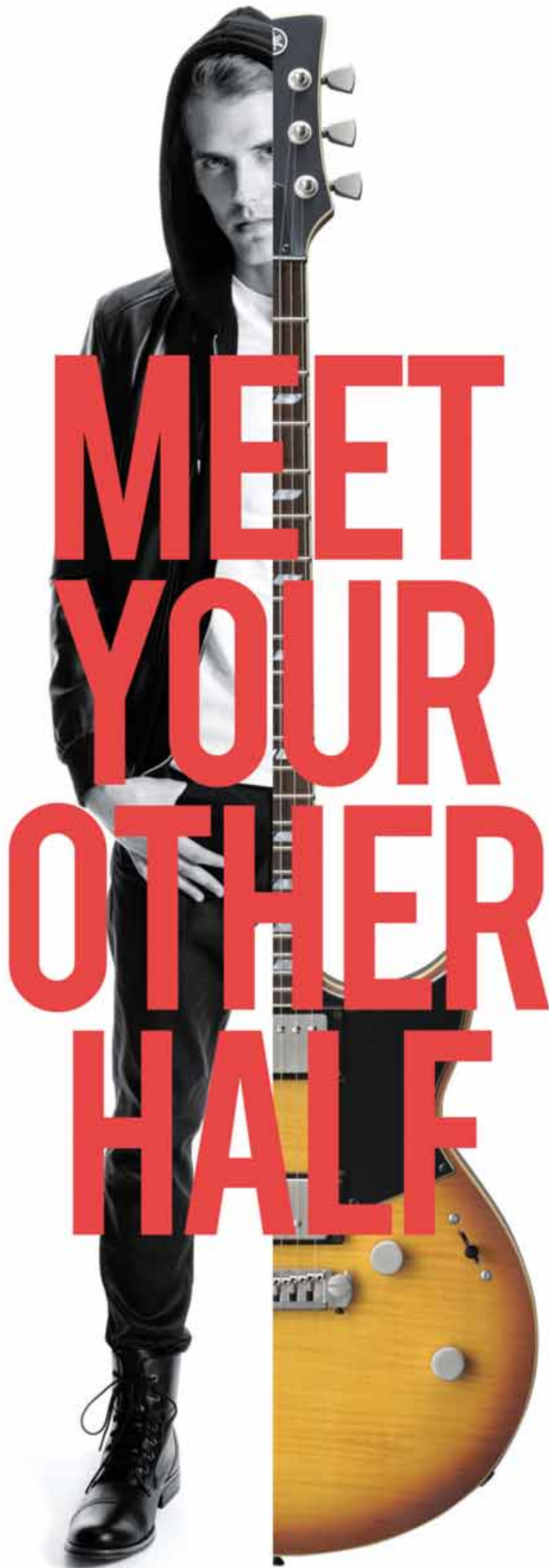


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SHARING PASSION & PERFORMANCE



YamahaCorpUS

Yamaha Debuts CSS-A Series Concert Snares

Yamaha has debuted the company's next generation CSS-1450A and CSS-1465A Concert Snare Drum models featuring upgraded hardware.

Ideally suited for wind ensembles and a wide variety of musical genres, the CSS series has earned an enviable reputation as one the top selling models in the concert snare drum category, exceeding similar

brands in every aspect of sound and overall quality.

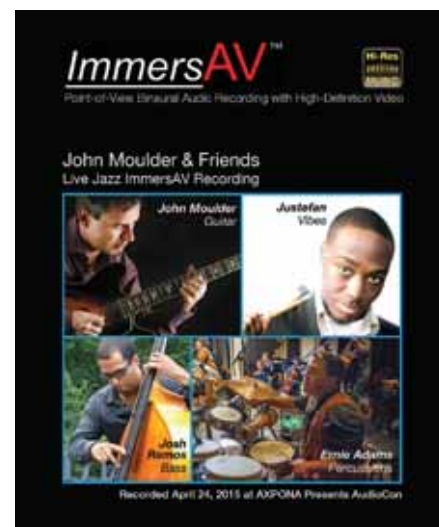
The new models provide a significant upgrade from the original CSS series, most notably in their highly durable 1.2-mm chrome-plated steel shells, making them the only drums of this kind offered by a major percussion manufacturer specifically for the concert percussion market. Other improvements include a 3-piece zinc/steel tubular lug tuning system to optimize the shell vibration, and a Q-Type strainer, which enables the snares to be tightened and released quickly and easily. Coiled snares make it effortless to play even-sounding rolls, perfect for both the beginning and intermediate percussionist, while the 30/45 bearing edge ensures fast transfer of vibration throughout the shell for increased

sensitivity and warmth.

Designed with aspiring drummers in mind, the CSS-1450A (14- by 5-inch) and CSS-1465A (14- by 6.5-inch) are built to be concert snare drums as the first priority, but ideal for all types of situations, including with a drum set.

"It was as important to respect the history, quality, and playability of our successful CSS Series as it was to improve upon it," said Troy C. Wollwage, marketing manager, percussion instruments, Yamaha Corporation of America. "After more than 36,000 consecutive tests that included every component of these drums, these concert snare drums have proven themselves to be worthy of the Yamaha name in every way."

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



ImmersAV Immerses the Audio Market

At AXPONA 2015 in Chicago, ImmersAV Technology produced a live jazz quartet concert — John Moulder & Friends. This concert gave ImmersAV Technology an opportunity to showcase its Binaural Crosstalk Cancellation (CTC) filter technology. Concert attendees were able to switch between the live performance and the ImmersAV audio mix while seated in the audience.

[ImmersAV \(immersav.com\)](http://immersav.com)



Hosa Announces DMX-000 Cables

Hosa DMX-000 Series DMX Cables feature 24 AWG Oxygen-Free Copper (OFC) conductors and a nominal impedance of 120 ohms in adherence with the DMX512 specifications to deliver accurate control data. The DMX-000 Series consists of four conductors instead of only two as required by the DMX standard. This enables full functionality with devices using the extra two channels for additional connectivity functions.

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

Thomastik-Infeld Thinks Violists

Thomastik-Infeld has employed cutting-edge technology to create a string for professional violists.

Peter Infeld (PI) Viola strings have a vast range of tonal colors with powerful projection and an immediate response. They radiate a rich, dark sound with a beautiful timbre that can be big and powerful as well as tender and nuanced.

A vast spectrum of colors offer an ideal balance across all strings and provide support for the cello's lower voice. The bow creates an expressive and powerful sound while the left hand feel is gentle and engaging.

Ideally suited to dark, well-balanced instruments, PI Viola strings provide excellent pitch and stability and can perform tasks ranging from the subtlest tonal effects to producing a strong sound allowing players to blend in or stand out. They are made in Vienna to Thomastik-Infeld standards.

[Thomastik-Infeld \(connollymusic.com\)](http://connollymusic.com)



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SHARING PASSION & PERFORMANCE





PhatApp System App Now Available

A new tool for intra- and inter-company as well as customer communications delivered to mobile devices, the PhatApp System is “a powerful business-development tool designed to impact customer relations and revenue-producing exchanges,” said Jim Akers, company CEO.

This new app system is easily adaptable to various business models, totally customizable and seamlessly proprietary to any company. “It is a smart, mobile-technology platform which is interactive and scalable to support any business development agenda or opportunity,” Akers said.

The PhatApp System is affordable because the development, programming and coding were already done and are available in templates ready to customize and brand to any company of any size. The template approach eliminates the cost of programming and coding, which represent the largest single expense when developing an app. Manufacturers, distributors, dealers, retailers and consumers all benefit by the use of this flexible and powerful business development tool.

🛒 [**Sound Synergies \(soundsynergies.net\)**](http://Sound Synergies (soundsynergies.net))

Applied Acoustics Systems Debuts Chromaphone 2

Applied Acoustics Systems has released of a new version of its Chromaphone 2 creative percussion synthesizer.

Chromaphone is a synthesizer that uses acoustic resonators to create drums, percussion, mallet, string, and other unique instruments. Drum skins, bars, marimbas, plates, strings, and tubes are combined into pairs and played by a configurable mallet and a flexible noise source. A proprietary coupling technology models precisely how vibrating

objects interact and influence each other.

🛒 [**Applied Acoustics \(applied-acoustics.com\)**](http://Applied Acoustics (applied-acoustics.com))



Dave Smith Unveils Prophet-6 Desktop

Dave Smith Instruments has begun shipping its desktop module version of the Sequential Prophet-6.

Like the keyboard version, it features an all-analog signal path and discrete VCOs, VCAs, and filters. The knob-per-function front panel is free of menu-diving and offers immediate

access to virtually all parameters.

The Prophet-6 features two discrete voltage-controlled oscillators and two discrete filters: a four-pole, resonant, low-pass, and a two-pole, resonant, high-pass filter.

🛒 [**Dave Smith Instruments \(davesmithinstruments.com\)**](http://Dave Smith Instruments (davesmithinstruments.com))

Syntorial Teaches Synthesizers

Audible Genius's Syntorial is a video game-like training software that teaches users how to program synth patches by ear.

Pairing video demonstrations with interactive challenges, Syntorial provides hands on experience programming patches on a built-in soft synth. Much more than just a simple tutorial, Syntorial transforms sound design knowledge into an intuitive skill, enabling users to stop relying upon presets and create the exact sounds they need.

Syntorial is the creation of Joe Hanley, a synth-loving musician determined to build an interactive tutorial that would eliminate all of the science-speak and instead focus on how each control affects sound — information users can immediately apply to real-life sound design situations.

“In my early efforts to become a better synth programmer, I was still unable to translate the sounds I was hearing into actual synth patches,” Hanley said. “Syntorial is intended to bridge that gap.”

🛒 [**Audible Genius \(syntorial.com\)**](http://Audible Genius (syntorial.com))



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Conn-Selmer Customizes Conn, King Sousaphones

Conn-Selmer has added several custom Conn 20K and King 2350 sousaphone models to its line of instruments.

The new custom models are available with options, such as heavy-duty bracing, school logo engraving and black lacquering. New models with all combinations of these added options are available in both the Conn and King sousaphone lines.

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



CAD Debuts Powerful CADLive D88 Kick Mic

CAD has added to its CADLive microphone line with the introduction of the muscular new D88 kick mic.

As with all CADLive mics, the D88 benefits from the company's Equitek technology heritage and knowhow, and is designed to provide exceptional performance and a dynamic response in all kinds of live sound situations.

The CADLive D88 is equipped with one of the largest capsules for a percussion mic. The TrueFlex diaphragm is powered with a PowerGap Neodymium magnet to provide a particularly hot signal engineered for today's massive kick drum sounds.

The D88 is ideal for extreme musical styles

with exceptionally high volume and low-end output.

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



Auralex Shows SonoTech

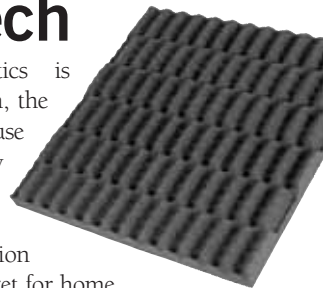
Auralex Acoustics is displaying SonoTech, the latest product to use Auralex's proprietary Studiofoam.

SonoTech offers effective absorption treatment on a budget for home studios in need of a softer aesthetic than offered by other Studiofoam products.

Studiofoam SonoTech eliminates standing waves and flutter echo, reduces unwanted reflections and decreases slap-back and room ring.

The unique 2-inch-thick profile is available in a 2- by 2-foot format and is a great choice for a variety of residential applications. SonoTech panels are available in charcoal and are made from Auralex's long-lasting, melamine-free formula, which won't crumble with age.

🛒 [Auralex \(auralex.com\)](http://Auralex (auralex.com))



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Walrus Audio Releases Vanguard Dual Phase

Walrus Audio has released the Vanguard Dual Phase.

The Vanguard was designed to create evolving beds of sound, from thick and sweeping harmonics to symphonic tidal waves. It operates as a series phaser system, with two phasers working together.

The user has three selectable modes to shape the series phaser, sending your signal through a single 10-stage phaser with the option to pass through a second phaser. The second phaser offers three different phaser voicings at the flip of a toggle switch: 10-stage with regeneration, six-stage with pitch bend and four-stage with filter.

MSRP: \$279.

🛒 [Walrus Audio \(walrusaudio.com\)](http://Walrus Audio (walrusaudio.com))



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Spitfire Audio Adds Zimmer Piano Library

Spitfire Audio has introduced HZP — Hans Zimmer Piano, its fourth collaboration with Hollywood film-scoring supremo Hans Zimmer. This time, they turned their attention to creating the ultimate piano as the latest addition to the so-called Signature range of sample-based virtual instruments.

“This is a project that we began planning with Hans in March 2014, so it’s had a very long planning and gestation period,” said Spitfire Audio Director Paul Thomson. “We’ve been into Air Studios many, many times to do different tests, to try things out, work out the best way of recording this, and then, finally, for days and days of actual recordings and actual session time, the idea being that we wanted to really try and produce something that, for us, was the kind of ultimate sampled grand piano in a beautiful room.”

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



Pilgrim Raises Morning Star

Luthier Paul Tebbutt’s latest quest has been to accurately reproduce the tone of the Tubaphone tone ring banjos of the 1920s for the Pilgrim brand.

The new Pilgrim Morning Star range features four distinct models that combine classic looks with fine tone woods and premium hardware.

The new range features a bell brass tubular section to provide clarity, projection and tonal purity.

All four models share the same Morning Star Tone ring and solid maple/flame maple facing shell. The 5-string open-back banjo has a solid maple/flamed maple shell with ebony cap, flamed-maple neck and ebony fingerboard. The 5-string long-necked open back banjo is made for the player who prefers the flexibility of lower tunings, without losing the clarity of tone when playing more complicated pieces or higher up the neck.

🛒 [John Hornby Skewes & Co. \(jhs.co.uk\)](http://John Hornby Skewes & Co. (jhs.co.uk))

Synthax Features USB Audio Interface

Synthax, distributor of audio production tools for studio and live applications, has introduced the RME Babyface Pro 24-Channel 192 kHz bus-powered USB audio interface.

The Babyface Pro USB audio interface is a solution for mobile recording as well as project and home-studio applications. It ships with RME’s TotalMix FX zero latency software available for Windows, Mac OS X, and iOS, which enables one to use the interface in a wide range of audio applications.

The RME Babyface Pro supports a total of 12 input and 12 output channels. There are four analog inputs, including two XLR connectors and two 1/4-inch connectors that support either line-level or high-impedance signals. There are also four analog outputs, encompassing two XLR connectors as well as two headphone outputs: one 1/4-inch TRS and one 3.5-mm minijack. Digital connectivity includes one 8-channel ADAT TOSLINK input and one ADAT TOSLINK output.

🛒 [Synthax \(synthax.com\)](http://Synthax (synthax.com))



Zero-G Releases Cinematic Sound Design Libraries

U.K. sample pioneer Zero-G has to produced an extensive selection of high-quality cinematic and sound design titles from which the sounds can now be heard in numerous TV, video game and movie soundtracks.

Zero-G’s *Zetamorph: Cinematic Mutations & FX* delivers more than 2.9-Gb of extreme, modern cinematic sound design and mutating electronica to create interest and excitement, whether writing soundtracks, trailers or electronic dance music.

Other Worlds: Cinematic Textures, brings you a 4.6-GB collection of cinematic textures and atmospheres by sound designer Adam Pietruszko. Created using a combination of different synthesis techniques plus intricate effects and reverb programming, this library is full of evolving and spacious sounds that will fill your productions. Timbres range from modern sci-fi, out-of-this-world, electronica layers and effects, through eerie stingers, sweeps and howls, all the way to horror-filled, suspenseful atmospheres and melodic sequences for action/drama.

Both are packaged with Acid Wav and AIFF Apple Loops formats plus Kontakt, NN-Xt, EXS24, and HALion instruments.

🛒 [Zero-G \(zero-g.co.uk\)](http://Zero-G (zero-g.co.uk))



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A woman with long dark hair, wearing a black halter top and light blue jeans, is DJing. She has large headphones around her neck and is adjusting a knob on the Denon DJ MCX8000 DJ controller. The controller is a standalone unit with two decks, a mixer, and various controls. The background is dark with colorful stage lights.

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Samson's Concert 99 Goes Wide-range

Featuring the rugged, all-metal rack-mountable CR99 Wireless Receiver with True RF Diversity design for extreme reliability, the Concert 99 system delivers high-definition wireless audio to performers and presenters. It also offers a 300-foot operating range and transmitter battery life of up to 8 hours via two AA batteries.

The CR99's backlit LCD is ideal for monitoring on dark stages, even at long distances. In addition to showing the transmitter battery life, the display lets users navigate through 80 selectable channels to locate the best frequency option for a given area. A one-touch group scan delivers fast and intuitive set up for both single and multi-system arrangements (up to eight systems in a single location per frequency band).

The Concert 99 system is available in four unique configurations. The Concert 99 Handheld features the CH99 Handheld Transmitter with Samson's Q8 professional dynamic mic capsule. CB99 Beltpack Transmitter configurations include Guitar (Samson GC32 cable), Earset (Samson SE10 earset mic) and Presentation (Samson LM10 lavalier mic).

MSRP: \$299.99.

 [Samson Tech \(samson-tech.com\)](http://www.samson-tech.com)



Vintage Rolls Out REISSUED Series

Bringing a subtle blend of classic looks with modern specification to the Vintage electric range, the REISSUED V72 models set a new standard for playability and tone.

The REISSUED Series V72HFTB features a American alder chambered body matched to a one-piece hard maple neck. Its modern bridge design with through body stringing gives unparalleled sustain and superb tone, which is captured through

the Wilkinson WHHB double coil pickups, with their tight low frequency response and crisp highs.

The REISSUED Series™ V72FTB is fitted with a Wilkinson WDG mini double coil pickup at the neck position, which provides great sustain with increased highs, and is matched to a Wilkinson Alnico V WVTB single coil bridge pickup.

 [Vintage \(jhs.co.uk/vintageelectric\)](http://www.vintage-jhs.co.uk/vintageelectric)


Bösendorfer Unveils Kessler Grand Bohemian

To find inspiration for its special edition piano, Bösendorfer collaborated with Richard Kessler (owner of the acclaimed Grand Bohemian boutique hotels and a passionate art collector) to create the Grand Bohemian piano.

The Grand Bohemian was inspired by a painting of a peacock and the collection of bronze sculpture Kessler owns.

LED lighting within the soundboard area and under lighting at the base give the piano an otherworldly glow — an appropriate finishing touch for such a grand instrument. It's classical, yet edgy, with a distinctive Baroque funk factor,

perfectly in tune with the Kessler Collection's unique brand.

 [Bösendorfer \(boesendorfer.com\)](http://www.boesendorfer.com)



Grundorf Keeps on Truckin'

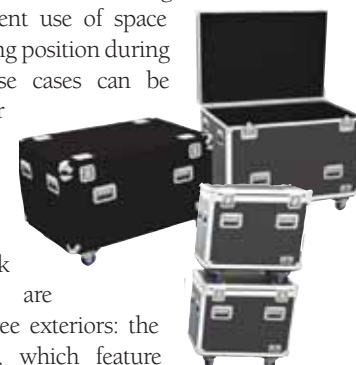
Grundorf has introduced Truck Pack Utility Cases.

Available in four sizes and three exterior styles, the cases are suitable for packing all the various cables, junction boxes and other items commonly used in sound, lighting and staging applications. Regardless of their size, the cases are designed with dimensions to fill a truck from side to side with little to no extra room left over — making the most efficient use of space while not shifting position during transport. These cases can be turned in either direction and they meet this requirement.

Grundorf's new Truck Pack Utility Cases are available in three exteriors: the Tour 8 Series, which feature 3/8-inch plywood with laminate ATA exterior; the Tour 2 Series with 1/2-inch plywood with laminate ATA exterior; and the Carpet Series, with multi-layer plywood construction.

Truck Pack Utility Cases are designed to withstand the rigors typically associated with professional touring. These cases feature heavy-duty steel ball corners, as well as recessed catches and handles that minimize the chance of being caught on anything. Each case employs large 4-inch casters, two of which incorporate brakes to ensure no movement.

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



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CARDIOID DYNAMIC
INSTRUMENT MICROPHONE



ATM230
HYPERCARDIOID DYNAMIC
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NEW AT NAMM

STOP BY BOOTH **6740** TO LEARN MORE



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.



Xeno Trumpet
25th Anniversary



50th Anniversary FG180-50
Return to Where it All Began.

Over 40 new products on display

Keyboards, Pro Music, B&O, Steinberg: Marriott Marquis Ballroom

Recording/Commercial Audio: Marriott Elite Ballrooms 1 & 2

Premium Pianos: Marriott Orange County Ballroom 1

Bloggers Lounge: Marriott Elite Ballroom 3

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



YAMAHA

Recording Custom
The New Classic.



Bösendorfer Oscar Peterson
A Tribute to a Jazz Icon

Events

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

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



YAMAHA

SHARING PASSION & PERFORMANCE

DRUM PAD

Los Cabos Adds Hickory Hybrid Sticks

Los Cabos Drumsticks has announced a new addition to its line of Red Hickory drumsticks. The 55AB stick is a hybrid: It's more than a 5A, but less than a 5B. It serves as a solid alternative when a 5B is just a little more stick than needed. The 55AB Red Hickory is 16 inches in length.

🛒 **Los Cabos Drumsticks**
(loscabosdrumsticks.com)



Dixon Unveils Precision Coil Pedal

Dixon has taken its reputation for high-quality bass drum pedals to the next level with the Precision Coil, a spring design engineered to deliver ultimate responsiveness and ergonomic action.

"We believe the rocking spring mechanism on traditional bass drum pedals lends itself to inefficiency and compromises playability," said Jim Uding, Dixon brand manager. "Drummers devote considerable time and energy to developing technical solutions that compensate for what is essentially a mechanical problem. The Dixon team designed Precision Coil to be a mechanical solution. The result is a pedal with a sophisticated and streamlined feel that responds to your every move."

Precision Coil features a specially selected coil spring enclosed in a chamber with a direct

connection to the axle/cam assembly. Fewer moving parts results in an extremely efficient transfer of energy from the pedalboard to the beater.

🛒 **St. Louis Music** (stlouismusic.com)



Mapex Drums, Randall May Join Forces

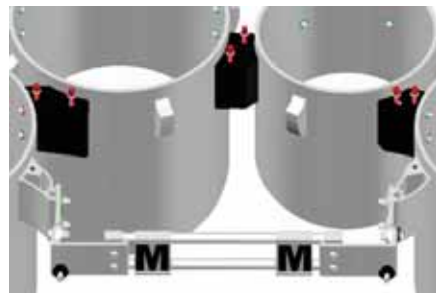
Mapex marching percussion has debuted the patented Free Floating Lug Bridge (FFLB) multi-tenor mounting system from Randall May International on Quantum series marching drums.

The FFLB utilizes the standard lug casing holes to ensure consistent, flat and stable positioning of the drums within a tenor array. No additional drilling for mounts or spacers is required, and stress on shells is reduced, producing resonance and projection.

Featuring performance polymer and advanced alloy parts, the overall carrying

weight of the instrument is reduced.

🛒 **Mapex, Randall May**
(quantummarching.com, randallmay.com)



Innovative Percussion Unveils New Models

Innovative Percussion is displaying three new drumstick models at The NAMM Show: the FS-BK2 Bret Kuhn Velocity model, the LS-JD Jesus Diaz timbale signature stick and the LS-1 Timbalero.

The FS-BK2 Bret Kuhn Velocity model is constructed of white hickory and features an oval bead with a quicker taper than the FS-BK. With today's added physical demands and high velocity musical tempos, the FS-BK2 Velocity is

a great addition for all performance levels.

The LS-JD Jesus Diaz timbale signature stick measures 16.5 inches in length and .5 inches in diameter and features a 7-inch rubber dip grip and a tapered end.

The LS-1 Timbalero features a very popular profile, measuring 16 inches in length with a .485-inch diameter.

🛒 **Innovative Percussion**
(innovativepercussion.com)



NEW A AVEDIS COLLECTION

Top Drummers Will Tell You-

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AVEDIS ZILDJIAN III,
QUINCY, MA

Introducing the "A Avedis" collection, a new addition to the legendary Zildjian "A" family of cymbals. Reminiscent of cymbals from the 30's through the 60's, yet distinctly modern and relevant for today's music, this line is a vintage recreation of the timeless sound and feel heard and played on thousands of top hits throughout the 20th century by the biggest drumming icons.

The "A Avedis" line is named in honor of Avedis Zildjian III, the father of the modern American cymbal. His innovations, crafted here in America, helped form the backbone of popular music, from swing to bebop to the explosion of rock & roll.

For the first time, this legendary sound has been remastered and is now available for a new generation of drummers.

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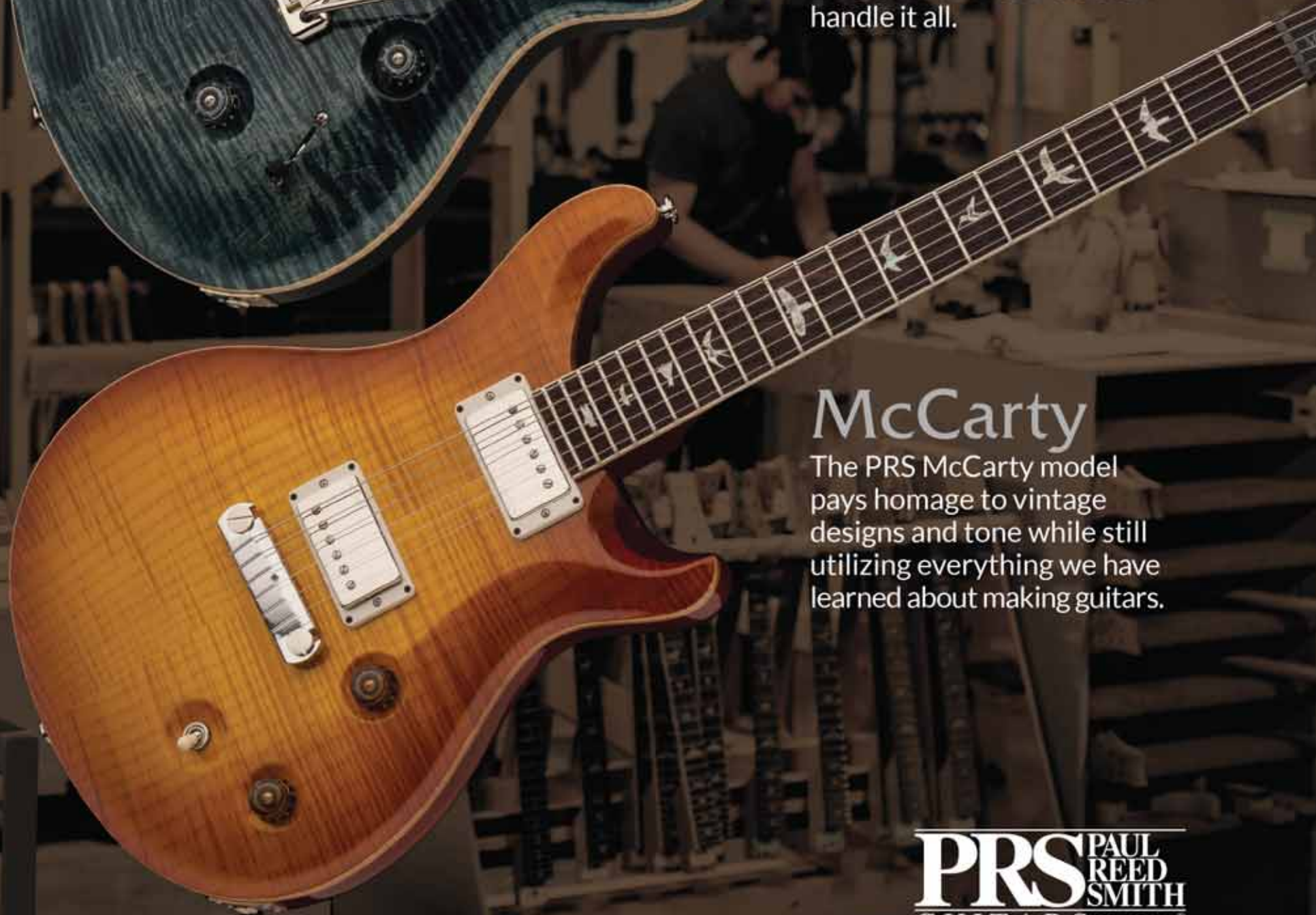
Diversity

Two distinct guitars from the PRS Core line that play in tune, stay in tune, and get great sounds gig after gig.



Custom 24

The Custom 24 is the flagship PRS – the one that started it all back in 1985. From rock to country to pop, the Custom 24 is a modern tool that can handle it all.



McCarty

The PRS McCarty model pays homage to vintage designs and tone while still utilizing everything we have learned about making guitars.

Visit us at NAMM booth #2575

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LECTRICare® Music Electronics is available in the handy 2oz aerosol can, the eco-friendly 4oz trigger bottle and the cost effective 7oz aerosol can.



Watch instructional application video at www.soundsynergies.net/beat

Be sure to check our other ads within this issue during NAMM week.



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Eden Unveils Euke Combo

Eden has announced the Euke, a 20-watt, one 8-inch speaker combo amp designed specifically for ukulele.

"Believe it or not, we received numerous compliments from ukulele players who've been using our small bass combos because they really love the tone," said Luke Green, Eden's director. "We pride ourselves in designing products for players who are not adequately catered for in the market, so we've come up with the Euke — a simple to use, high-fidelity, portable combo for ukulele."

The compact ukulele combo features a



two-tone crimson and cream vinyl covering. It has an input for XLR or 1/4-inch jack and controls for volume, tone and EQ sweep.

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

Together We Can Help More People Make Music

If you want children to grow up with music education — just like you did — consider joining forces with The NAMM Foundation. Together we can create a brighter future for music makers of all ages ... one note at a time.

The NAMM Foundation is supported by passionate people just like you, people who believe in the transformative power of making music and the vital importance of music education for all children.

"The Foundation's new Believe in Music

donor program is an ideal way to thank or honor someone for contributions to music or personal support," said Mary Luehrsen, NAMM Foundation executive director. "Your donations support our efforts to keep music education strong and promote music's role in life and learning for every person."

Learn more about how you can help ensure that more children learn and grow with music tonight on the NAMM Nissan Grand Plaza Stage.

[NAMM Foundation \(nammfoundation.org\)](http://NAMM Foundation(nammfoundation.org))

PG Music Updates Band-in-a-Box

PG Music Inc. has released version 2016 of its Band-in-a-Box intelligent music accompaniment software for Windows. The new version has more than 50 new features and enhancements, with 201 more RealTracks, 11 new MIDI SuperTracks, 19 Instrumental Studies and, for the first time, three artist video performances, which are video files that play in Band-in-a-Box. PG Music also offers more than 89 new RealStyles, which are new styles using existing RealTracks and loops.

"Now the full UltraPlusPAK version of Band-in-a-Box includes over 2,500 hours of digital audio studio musician recordings,"

said Peter Gannon, program author and creator.

A completely redesigned StylePicker has many new features including sizable window, columns sort, selectable font size and a four-bar preview of the current song. With the new Intelligent Style Suggestion feature, users can type the name of a familiar song title into the StylePicker, and Band-in-a-Box lists styles with a genre, feel and tempo that are similar to that song. The Chord Sheet is completely redesigned with a new look, feel and customization, plus users can now load and save MusicXML files.

[PG Music Inc. \(pgmusic.com\)](http://PG Music Inc.(pgmusic.com))



ESP Covers Basses

ESP has shown its commitment to the low frequencies with a batch of new basses.

The LTD B-1004SE Multi-Scale and the B-1005SE Multi-Scale use a special fret design to optimize string tension and ergonomics. The new Multi-Scale basses have rosewood tops, 24 extra-jumbo frets on rosewood fingerboards, and world-class components, including Nordstrand Big Splits pickups, Hipshot Solo bridge, and ESP Designed 3-band active EQ.

ESP's Stream bass has grown with the professional-focused Stream-1004, Stream-1005, and the affordable Stream-205.

ESP's higher-end E-II brand has also expanded with the addition of the Stream-SL5, a five-string bass at 35-inch scale with a larger body than the previous version.

In the LTD Signature Series, the LTD MM-4FM has been designed by Marco Mendoza (Dead & Daives). It boasts an alder body, flamed maple top, a Hipshot drop tuner, and EMG-X PJ pickups. Longtime ESP player Tom Araya of Slayer has also updated his three bass models with the ESP Tom Araya FRX, the LTD TA-600 FRX and TA-204 FRX.

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

BREAKTHROUGH



WAZA AMP | Guitar Amplifier

BOSS WAZA craftsmanship evolves into the creation of an ultimate rock sound amp.

www.BOSS.info





Fishman Debuts TriplePlay FC-1

With the new TriplePlay FC-1 Floor Controller, players can now extend the capability of the TriplePlay Wireless Guitar Controller and breathe new life into their MIDI gear and performances.

MIDI synths and sound modules can be played wirelessly with a TriplePlay-equipped guitar, eliminating the need for bulky cables and connectors. With the addition of the FC-1 directly controlling the player's sound sources, guitarists no longer have to bring their computers to the stage. Three assignable footswitches let users step through Triple-Play patches, change presets on MIDI devices, control hold and loop functions and more.

The FC-1 features a bright, graphic display that shows patch name and number, plus a useful selection of status indicators, including MIDI activity, TriplePlay battery level, and the position of the guitar/mix/synth switch on the controller. It also provides access to the TriplePlay built-in tuner and allows easily routing of a guitar's pickups through the integrated relay switcher to enable mixing of guitar and MIDI sounds.

🛒 **Fishman (fishman.com)**



PreSonus Unveils DigiMax DP88 Preamp/Converter

The PreSonus DigiMax DP88 8-channel microphone preamplifier and A/D/A converter combines eight remote-controllable, high-headroom mic preamps with advanced remote control features, superior connectivity and unprecedented integration with the new Studio 192 and Studio 192 Mobile audio interfaces.

The newest member of the company's popular DigiMax series, the 24-bit, 96 kHz

DigiMax DP88 delivers audio quality thanks to its clean audio path, eight XMAX Class A preamps, and Burr-Brown A/D/A converters with 118 dB of dynamic range. Unlike many recallable mic preamps, which rely on digital ICs that compromise audio quality, the recallable XMAX is a true analog preamp with a separate digital volume control circuit.

MSRP: \$699.

🛒 **PreSonus (presonus.com)**

Music Education Days: Today's Highlights

The NAMM Foundation is pleased to host a variety of music educators and music industry students at the show, where they'll meet, learn and network. Here are highlights of today's sessions:

9:30 a.m.

Grand Rally for Music Education

Hilton, NAMM Foundation Lounge, Level 2

11:30 a.m., 12:30 p.m., and 1:30 p.m.

Music Education Networking Showcases
Hilton, Avila A/B

2:30 p.m.

Music Achievement Council: A Practical Guide for Recruitment and Retention Session.

Hilton, Avila A/B, Level 4

4 p.m.

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

Hilton, NAMM Foundation Lounge, Level 2

5-6 p.m.

Generation Next Mixer
NAMM Nissan Grand Plaza Stage VIP Area

The NAMM Foundation, in collaboration with NAMM Young Professionals, invites all Generation Next participants to attend the Generation Next Mixer.

📄 **NAMM (namm.org)**

PRS Introduces Baritones for 2016

PRS Guitars has added two new baritone guitars, the SE 277 Semi Hollow Soapbar and the SE 77, to its bevy of more affordable guitar model options. Tuned B to B, two-and-a-half steps below standard, the two new baritones offer a taut muscular low end, with powerful aggressive tones and flexibility of going from chimney clean, to warm depth, to articulate tonal hostility.

Named for its 27.7-inch scale length neck, the SE 277 Semi Hollow Soapbar takes the traditional mahogany back, maple top platform to new territories with its chambered back, f-hole, and dual soapbar pickup configuration. The semi-hollow body provides increased acoustic resonance and clarity while the soapbars deliver a balance of transparent, uncompressed clean tones and thick growl.

For guitarists who are comfortable with more traditional appointments, PRS has introduced the SE 277, which features the same 27.7-inch baritone scale length as its semi-hollow brother but with a solid body and PRS SE dual humbucking pickups. The SE 277 covers the spectrum of sound from sparkling highs, to surf-rock jangle, to heavy down-tuned aggression.

🛒 **Paul Reed Smith (prsguitars.com)**



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Since 2005, you've known us as Musiquip, a company dedicated to delivering world-class brands, friendly service, and unmatched support to the MI industry in the USA.

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INTRODUCING...



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THE MUSIC SOFTWARE COMMUNITY Presented by NAMM & IMSTA



For the first time, NAMM has teamed up with IMSTA

(the International Music Software Trade Association) to create a collection of software providers at The 2016 NAMM Show.

The goal is to showcase how emerging technology influences music, sound, studio and stage, so you can put this knowledge to use in your business.

Visit 201 C/D to See the Evolution of Music Technology for yourself!

SOFTWARE.NAMM
THE MUSIC SOFTWARE COMMUNITY PRESENTED BY NAMM & IMSTA



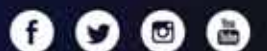
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The NAMM app is your one-stop source for all show information. Search your app store for "NAMM."

Join the conversation! #NAMM





Accessorize With Ernie Ball

Ernie Ball has unveiled an expanded line-up of guitar and bass, including a new range of Ultraflex instrument cables; a combination neck cradle/tuner; a Polylock self-locking guitar and bass strap; and a new Pick Buddy adhesive-free pick holder.

Ernie Ball's Ultraflex cable series includes instrument, speaker, and patch cables. The cables feature premium construction, connectors and internal wire and combine clear sound with low handling noise and road-tough durability. The Ernie Ball Ultraflex cable line consists of 10-foot and 20-foot straight instrument cables, 25-foot coiled instrument cables, a 10-foot speaker cable, and 6-inch patch cables.

The Ernie Ball CradleTune provides players with an instant "work bench," incorporating a tuner and tripod, creating an integrated, portable solution for quick and easy setups, maintenance or string changes.

Ernie Ball's Polylock guitar and bass straps feature a patent-pending self-locking mechanism that securely holds the strap without the need for modification or bulky hardware.

 **Ernie Ball** (ernieball.com)

Will You Be a 2016 Top 100 Dealer?

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

Dubbed the "retail Oscars" by *Music Inc.* magazine, NAMM's Top 100 Dealer Awards was created to share best practices and spotlight the very best retailers in our industry. An independent panel of anonymous industry judges will also select winners in variety of "Best Of" categories, including the prestigious

Dealer of the Year award.

"When they called my store as Dealer of the Year, I was shocked," said NAMM's 2015 Dealer of the Year, Tracy Leenman of Musical Innovations in Greenville, South Carolina. "I kept thinking, 'How can this be?' What an honor to be recognized like this by our fellow industry people!"

Beginning March 1, NAMM will once again open the competition to NAMM member retailers, and we invite you to throw your hat in the ring.

 **NAMM** (namm.org)



Primacoustic Offers Free Online Room Acoustics Analysis

Primacoustic now offers a comprehensive room acoustics analysis service that can be accessed through the company's website.

The free service invites the user to fill out a series of questions that will be used to determine the acoustic issues with the space. Questions cover the purpose of the room, the size of the room, wall surface measurements and existing floor and ceiling materials. A description of the way in which the room will be used, as well as an explanation of the acoustical issues that need to be resolved in the space also form part of the information required for the analysis. Once filled out, the form is sent to an acoustic specialist who will engage with the user to review requirements and then provide a room analysis along with suggested materials and estimated budget for the installation.

"To use this service, one simply visits the Primacoustic website and clicks the 'Get A Quote' button at the top of the page," said Primacoustic Market Development Manager Steve Dickson. "The information input steps only take a few minutes to complete."

 **Primacoustic** (primacoustic.com)

EMD Music Sees Growth for Riversong Guitars

Riversong Guitars' exclusive distributor in North America, EMD Music of Nashville, Tennessee, has seen tremendous growth for Riversong Guitar products.

EMD has a team of 20 outside sales representatives along with its inside team and is delighted with the reaction from

its dealer base. EMD Music will be adding the new Silhouette series, Tradition Grand Auditorium Models, and the highly anticipated Riversong Licensed James Neligan Guitars.

"We are looking forward to an awesome year ahead for all things Riversong," said Tony Graham, EMD Music's North America sales manager. "It truly is the most innovative and exciting new brand in the acoustic guitar world. Quality workmanship, incredible

design and beautiful tone. With the introduction of the new silhouette series and additional auditorium models, combined with our own line of JN licensed models, 2016 should really be a breakthrough year."

 **Riversong** (riversongguitars.com)



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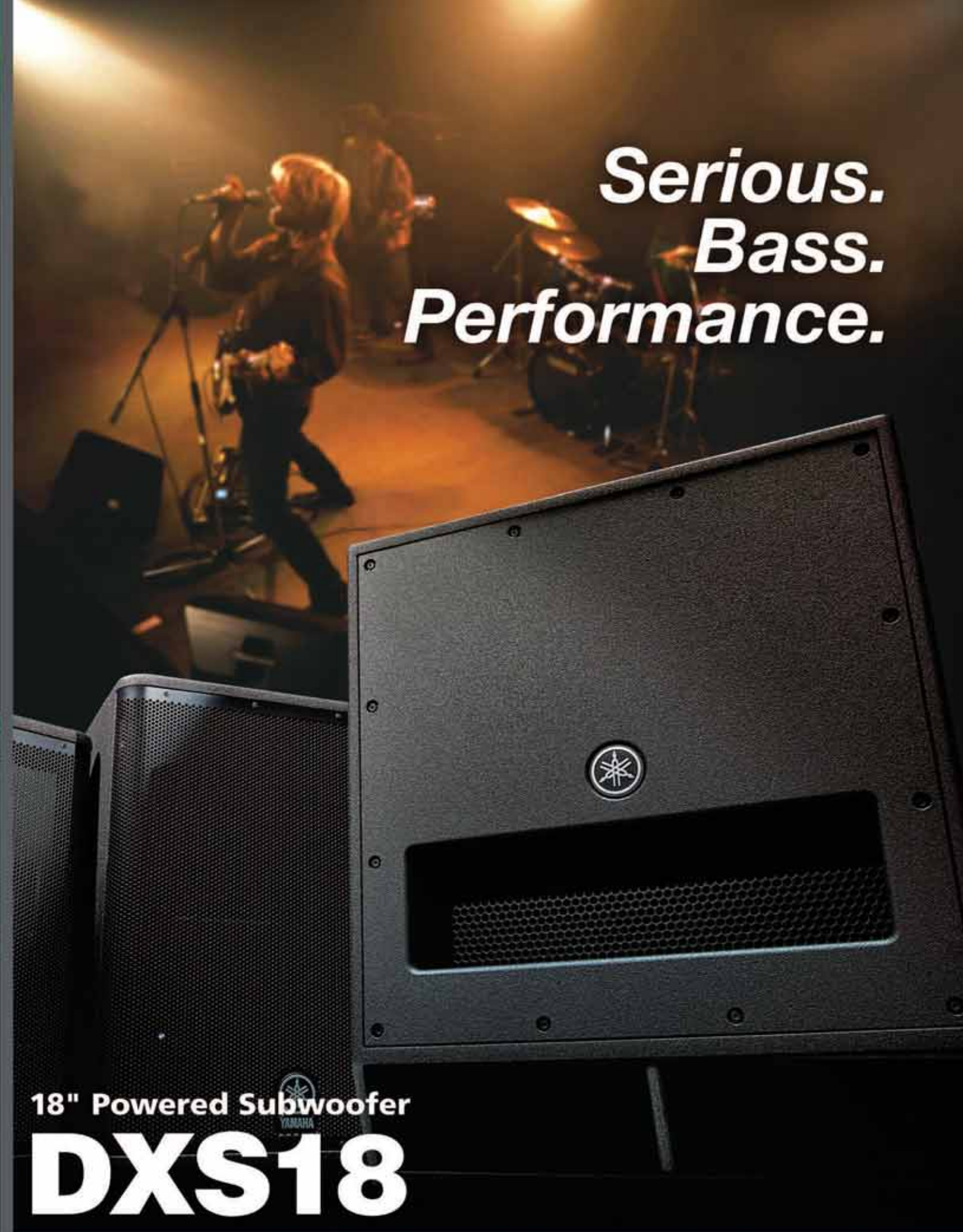
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SHARING PASSION & PERFORMANCE





Signature Cry Baby Wah Wails

The JP95 John Petrucci Signature Cry Baby Wah is the result of the prog metal shredder's years-long quest to hone his wah tone.

For years, Petrucci used the Cry Baby Rack Wah system to tweak and fine-tune its numerous parameters until he found the sound that represents all the expression and intensity he needs. Recently, he and Dream Theater engineer Richard Chycki worked with the Cry Baby design team to replicate and further fine-tune that sound with a single pedal. This is a wah that, as Petrucci put it, "sounds huge and badass like an angry, screaming monster with the ultimate expressive range. It's perfect for shaping single notes or manipulating growling, heavy chords."

Factory set to Petrucci's personal settings, the JP95 features all the controls he used to find his Cry Baby voice: volume to add gain, Q to shape the width of the effect and a six-band EQ to shape the tone of the wah sound, from 100 Hz to 3.2 KHz.

The John Petrucci Signature Cry Baby Wah comes in a sturdy, road-ready housing with custom smoked chrome finish.

🛒 [Cry Baby \(jimdunlop.com\)](http://CryBaby(jimdunlop.com))

JodyJazz Introduces Mobile-Optimized Website

JodyJazz has launched a new website that's optimized for use with mobile devices.

The new JodyJazz website is designed to be a comprehensive resource for all information regarding JodyJazz and its products. The site features a sleek contemporary design, and each page is liberally populated with an assortment of videos. Comprehensive product information for all mouthpieces and accessories is presented, as well as the company's selection of instructional music media, including DVDs and play-along

CDs. There are tools to help players identify the mouthpiece that is right for them.

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



ART Adds Studio-Quality USB Mic

Applied Research & Technology (ART) has completed the revamp of its microphone line with the addition of the studio-quality C1USB large diaphragm side-address USB microphone.

The C1USB delivers the performance and tone of a professional studio quality side-address FET microphone with the convenience and simplicity of direct-to-digital USB 2.0 audio interface.

C1USB will operate as a standalone unit with any Windows- or Mac-based recording system. In addition to being an audio-to-digital input device, the C1USB microphone also has an integrated D/A converter that makes the microphone in effect its own audio interface. An integrated D/A converter provides computer playback to the 1/8-inch headphone output jack with volume and mix controls integrated into the microphone chassis.

MSRP: \$229.

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

Triad-Orbit Unwraps T-O CableControl

Triad-Orbit's (T-O) new T-O CableControl braided wraps easily attach and position cable on support stand systems for clean, tangle-free and tension-free cable management.

The support stand cable management product is rugged yet pliable and doesn't require any additional fasteners such as velcro or tape. T-O CableControl is a semi-rigid 10-mm PET braid configuration that is lightweight, quiet and flexible. The overlapping edge of CableControl tubes insure easy installation and secure retention.

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



Over the last 48 years, countless customers the world over have found the secret to sounding great.

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Turn to page 82 to learn how.



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Yamaha Rolls Out HPH-MT7

Yamaha has added the HPH-MT7 to its MT Series professional studio monitor headphones.

Drawing from the same philosophy of sonic purity that inspired the development of the industry standard NS-10M studio monitor speakers, MT7 headphones are designed to deliver flat, high-resolution sound with precise stereo imaging and faithful source signal reproduction. They also provide a high level of isolation and comfort, which is ideal for extended listening sessions where fatigue is a primary consideration.

The MT7 headphones feature custom drivers equipped with CCAW voice coils and powerful neodymium magnets to achieve precise definition and control even at the highest output levels. Made from aluminum wire coated in highly conductive copper, the lightweight yet powerful drivers deliver a broad frequency response of 15 Hz-25 kHz.

The MT7 models featuring a closed-back, circumaural configuration that provides a comfortable fit and the solid ABS housing, die-cast aluminum support arms and sweat-resistant headband.

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




Style Meets Sound in Updated AKG DJ Headphones

AKG has made updates to the K67 DJ and K167 DJ professional-grade DJ headphones.

Featuring a sleek new look, both headphones have been designed with the professional performer/producer in mind.

The on-ear AKG K67 DJ and over-ear AKG K167 DJ feature closed backs for ambient noise reduction, which is especially important in loud club environments. The large 40-mm transducers with dynamic/moving coil design are critical for reproducing accurate bass frequencies.

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



Willcox Guitars Adds Paul Hanson as Advisory Artist

Willcox Guitars has added American guitarist Paul Hanson to their team of Advisory Artists.

"We are proud to add Paul to our inner circle," said Tom Kowalczyk, vice president of sales and marketing at Willcox. "His resume speaks for itself, as a performer, educator, composer and much more."

Hanson is a successful author and contributing writer for *Guitar World Magazine*. His works also include the best selling book: *Shred Guitar* (Warner Brothers), *Hard Rock Solos* (REH), *Metal and Rock Improvising*, (Video, REH), and *Arpeggios for Lead Guitar* (Video, Hal Leonard). As a solo artist, his albums include *The Visitor*, *Paul Hanson Orchestra* and *Raindancer*.

Hanson is a guitar clinician for companies including BOSS and Roland, and he produces and hosts a guitar talk radio podcast called "BOSS Tone Radio."

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

Waves Audio Introduces Element 2.0

Waves Audio now offers the Element 2.0 Virtual Analog Synth. Powered by Virtual Voltage technology, Element 2.0 is an updated version to the original Waves Element, an analog-style polyphonic instrument engineered to deliver the fat, gritty sound of the classics, with all the precision, flexibility and control of contemporary digital synths.

Element includes a vast array of convenient features, functions and integrated effects, a 16-step arpeggiator/sequencer, MIDI Learn for all controls and a massive preset library with total tweakability. Plus, all parameters are laid out right there in front



of you, so when inspiration strikes, there's no need to scroll through page after page to customize your sounds.

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

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www.graphtech.com

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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.



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YamahaCorpUS



Alfred Tells Notation Tales

Alfred Music has released new elementary classroom software for interactive whiteboards. *The Tale of Guido d'Arezzo* and *Recorder Express Interactive* bring creativity and innovation to the music classroom.

The Tale of Guido d'Arezzo, an interactive storybook about the inventor of music notation, is told with beautiful illustrations and age-appropriate vocabulary, and can be read from the screen or heard by clicking the listen icon. Students will learn how this medieval monk laid the groundwork for the system of music notation that we use today. Embedded audio plays period music, whimsical sound effects and a professionally voiced narration. As teachers scroll through each interactive page, they will be able to click highlighted elements to watch the story come to life. It's

recommended for grades 1–5.

Recorder Express Interactive, designed to be used alone or with the best-selling soprano recorder method, includes 11 interactive lessons that introduces a single note, teaches its fingering and then incorporates the note into a song. Play along with recorded accompaniments and then extend learning with a skill-building activity. It's recommended for grades 2 and up.

Both resources utilize flash technology that works on individual computers and interactive whiteboards. An interactive whiteboard is an instructional tool that allows computer images to be displayed onto a board using a digital projector. Instructors can then manipulate the elements on the board by using their finger as a mouse, directly on the screen.

🛒 **Alfred** (alfred.com)



ADJ Pioneers Video Technology With AV6

ADJ has introduced its first modular LED video panel, the AV6 — a compact, linkable unit that offers bright, ultra-vivid visuals.

The AV6 was designed with a pixel pitch of 1/4-inch, a pixel density of 27,777 pixel/m² and a powerful three-in-one SMD2121 LED source, ensuring that users have access to an expansive, vivid display with a total brightness of 1,200 NITS. Visuals and video footage can be easily projected across the panel using control software, making it ideal for use on stage, in churches, behind the DJ booth or mounted onto the ceilings and walls of venues. The video effects produced by the AV6 boast brilliance, clarity and color. Weighing 23 pounds and measuring 22 3/4 inches by 22 3/4 inches by 3 inches, the AV6 is easy to transport. Users can easily incorporate multiple panels into their portable setup.

🛒 **ADJ** (adj.com)

Martin Honors 100th Anniversary of Dreadnought

To launch the year-long celebration of the 100th anniversary of the Dreadnought model, Martin Guitar has unveiled two distinctive limited edition models: the D-222 Anniversary Edition and D-28 John Lennon 75th Anniversary Edition.

Limited to only 100 instruments, the D-222 is a 12-fret Dreadnought crafted from a Sitka spruce top with Vintage Tone System and mahogany back and sides.

To commemorate John Lennon's 75th birthday, the D-28 John Lennon model is limited to only 75 instruments. A solid Adirondack spruce top is combined with Madagascar rosewood back and sides for a strong and powerful bass resonance.

🛒 **Martin Guitar** (martinguitar.com)

Conn-Selmer Introduces New King Trombones

Long regarded as sought-after jazz instruments, the Legend series of King trombones are known for their versatility and features.


Conn-Selmer is bringing back the vintage style of these classic instruments with a variety of bell dimensions, bore sizes and metal materials.

Three new models have been added to the line: the 3BL, 3BLG and 3BLS. All featuring lightweight slides.

🛒 **Conn-Selmer** (conn-selmer.com)



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DiGiCo Names Two U.S. Reps

DiGiCo's US distributor, Group One Limited, has strengthened the manufacturer's North American distribution network with the appointment of two additional sales rep firms, Right Track Marketing and On The Road Marketing. Effective immediately, both organizations report directly to Matt Larson, DiGiCo's national sales manager for the United States, and Group One President Jack Kelly.

Based in Riverdale, New Jersey, with satellite offices in Pennsylvania and Virginia, Right Track Marketing is under the direction of Bob Jordan, who joined the company in 1997 and purchased it in 2008. Right Track Marketing now services Delaware, Maryland, Eastern Pennsylvania, Southern New Jersey and Virginia for the console brand.

Meanwhile, On The Road Marketing, headquartered in River Vale, New Jersey, is servicing the adjacent northern portion of the state, along with the metropolitan New York City area and upstate New York. With additional offices in Massachusetts and

New York, the firm is led by Mark Meding, principal.

On The Road Marketing's Mark Meding said: "We service high-end loudspeakers, amplifiers, video walls and other professional tools, so the addition of DiGiCo perfectly rounds out our line card, allowing us to truly be a full-service rep firm. We're very excited to now be part of the brand's front line here in the United States."

🛒 **DiGiCo (digico.biz)**



Propellerhead Pops Out Pop Chords Electric Guitarist

Propellerhead has released the new Reason Rack Extension instrument Pop Chords A-List Electric Guitarist. Pop Chords adds studio-grade rhythm guitar to your music.

Pop Chords includes over 1300 rhythms spread across 119 styles — combinable and playable in real-time to generate an unlimited number of performance on the fly. Create unique, realistic and inspiring performances in a matter of seconds and across a wide range of genres including Pop, Rock Funk, Indie Rock and many more.

"Pop Chords fuses the creative possibilities of a top-notch performer with the accessibility and ease of use of using audio loops," said Mats Karlöf, Propellerhead product marketing manager.

🛒 **Propellerhead (propellerheads.se)**



Sample Logic Launches CinemorphX

Sample Logic announced the availability of CinemorphX, a cinematic virtual instrument library fit for sound design, and music production.

CinemorphX is built on the framework of Cinematic Guitars Infinity. All of the sample material from Sample Logic's virtual instruments are integrated into a single Kontakt library with new sound design, presets and effects functionality for a totally reinvented production experience.

With more than 6,000 presets and at 30GB, CinemorphX is professionally programmed from scratch for instantaneous inspiration.

🛒 **Sample Logic (samplelogic.com)**

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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!



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made to perform

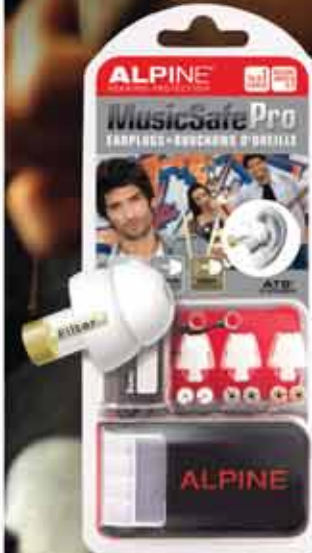
From the manufacturer of the world's best keybeds comes a controller with an all-new, powerful operating system, perfect for controlling your hardware and virtual instruments.



ALPINE

HEARING PROTECTION

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.





MXL Honors History of Studio Mics

MXL Microphones has released its Heritage Edition series.

The Heritage Edition honors the history of studio microphones through the release of alternate versions of MXL's most popular microphones — Genesis, Genesis FET, 990, V67g, R144 and V69m (MOGAMI Edition).

Now styled in a polished silver finish with gold accents, each of the six Heritage Edition mics come packed in a premium flight case with an extended accessories kit tailored to each mic.

The Heritage Edition microphones celebrate MXL's history of technical expertise and commitment to sound excellence over the last 20 years.

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

PMC 'Activates' IB1S-AIII

PMC has launched the IB1S-AIII "activated" reference monitor, a high-resolution three-way speaker that combines plug-and-play design with high audio quality. Aimed at discerning audio professionals working in small- to medium-sized control rooms, the IB1S-AIII is ideal for a wide range of applications, from recording and mixing to broadcast, post production and mastering. The IB1S-AIII delivers unparalleled levels of audio transparency and accuracy, letting users reach critical decisions quickly.

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



Mojave Audio Debuts MA-50 Condenser Mic

Mojave Audio's new MA-50 large-diaphragm transformerless condenser microphone is designed to produce clarity and realism. The MA-50 is made for professionals and aspiring professionals alike.

Utilizing the capsule found in the company's MA-200 and MA-201fet models, the MA-50 handles the fastest transients with ease — all the way up to 140dB. The microphone's transient response and its ability to handle high SPLs make the

MA-50 a versatile model that is well suited to capturing vocal performances, voiceovers, acoustic instruments, Foley/ADR, percussion instruments and drum overheads.

The MA-50 uses a large-diaphragm, fixed-cardioid polar pattern design. The microphone incorporates a 3-micron capsule and employs transformerless circuitry that results in a low noise floor.

MSRP: \$495.

🛒 [Mojave Audio \(mojaveaudio.com\)](http://Mojave Audio (mojaveaudio.com))

Metric Halo Offers Free Thump Plug-in

Metric Halo has announced the free release of Metric Halo Thump in AU, VST and AAX formats for Mac and Windows.

Thump is a percussive subharmonic synth that gets triggered by the audio track that it is inserted on, making it a suitable go-to plug-in for adding sub bass to kick drums and percussion.

Like all Metric Halo products, Thump combines great sound with intuitive user controls and presets so that users can make substantive improvements to their mixes in just moments.

Thump uses the dynamics of its audio input to control two oscillators, each of which has independent attack and sustain frequencies, dynamics amplitude followers and pitch amplitude followers. A wet/dry mix adjusts the output and a useful display makes it easy to set the controls to create the desired effect.

🛒 [Metric Halo \(mhlabs.com\)](http://Metric Halo (mhlabs.com))



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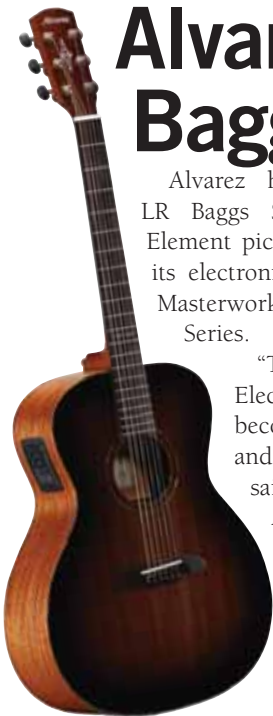
Levy's Adds Suede Option

Levy's has introduced the MS317STR, a soft suede garment leather strap with Stradivarius embroidery. The strap is available in black only with soft suede backing. It is

adjustable from 37 inches to 51 inches. See these and more than 30 new models of guitar straps and gig bags at the Levy's booth.

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

Alvarez Chooses LR Baggs for Electronics



Alvarez has chosen the LR Baggs Stage Pro with Element pick up to upgrade its electronics across Artist, Masterworks and Yairi Series.

"The Acoustic Electric market has become very popular and competitive," said Chris Meikle, Alvarez head of development and senior vice president at St. Louis Music. "Part of our R & D is constantly

asking ourselves whether we're offering the best products to our customers, and this inspired us to test as many new EQ and Pickup systems as possible. The LR Baggs system was best suited for the current Alvarez line."

The LR Baggs Stage Pro Element is an advanced undersaddle pickup with unrivaled dynamic range.

A flexible film sensor only two thousandths of an inch thick picks up the guitar's most delicate nuances and the pickup's minimalist construction lessens any influence on the guitar's acoustic properties, creating an intimate coupling between the pickup and guitar for high fidelity.

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

MOTU Adds iPad Support to MicroBook

MOTU's MicroBook IIc is an updated version of the company's personal studio interface for Mac and Windows. As the "c" appended to its name implies, the MicroBook IIc is now USB audio class compliant, which means that users can connect it to an Apple iPad with a standard Apple camera adapter cable, giving them studio-grade audio I/O for their iPad music and audio apps.

"More musicians are turning to mobile systems, whether it's a laptop or iOS device, to do serious recording and production work," said Jim Cooper, director of marketing at MOTU. "The MicroBook IIc

offers musicians the perfect combination of excellent analog audio quality, studio-grade connectivity and rugged, ultra-portable design and construction."

When connected to an iPad, the MicroBook IIc is powered by a standard Micro-B-to-Type-A USB cable with attached AC power adapter (both included). This helps preserve maximum battery life for the iPad. When connected to a Mac or PC, the MicroBook IIc is bus-powered by the USB connection to the computer. No separate power connection is necessary.

MSRP: \$249.

[MOTU \(motu.com\)](http://motu.com)

Protection Racket Hardware Bag Offers Compact Option

Protection Racket has introduced a new compact hardware bag, designed for drummers with small setups as it comfortably carries a hi-hat stand and three booms.

This hardware bag is just 30 inches long, 11 inches wide and 7 inches high. It comes with a 19-inch long, 9-inch wide, 2-inch deep pocket on the lid. The zips of the coffin-style lid open virtually all the way around the case, making it easy to get hardware in and out. The two internal straps prevent the racks and stands from rattling around during transit.

Like all Protection Racket cases, it comes with plenty of

carrying options. There is a handle at the top, two padded side handles that Velcro together at the side and a fully padded, adjustable shoulder strap. The bag is constructed using Racketex material, hard-wearing PVC Diamond material at the base and indestructible zips.

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



Seventy Seven



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Hamilton Stands Out With StagePro Guitar Stands

Hamilton Stands' Stage Pro guitar racks are designed to be versatile and portable while securely and gently cradling the instruments. A three-place rack at 23 inches wide and a five-place rack at 37 inches wide have two padded rails at the bottom to cushion the instrument bodies and a single rail across the top with three or five rubber "hands" that act as neck rests. These hands may be moved to accommodate instruments of varying body depths. The steel racks fold up quickly and easily for transport and storage. All points of contact with the resting instruments are covered in finish-safe rubber composites and the side rails are also covered in the same padded material to prevent dings or scratches from aggressive instrument exchanges. The steel is finished in "stage-friendly" black.

🛒 [Hamilton Stands \(hamiltonstands.com\)](http://Hamilton Stands (hamiltonstands.com))

Kaplan Orchestral Set Expands for Solo Bass Tuning

D'Addario's Kaplan Orchestral set has been expanded for solo tuning on the double bass. Kaplan's Solo Double Bass set is specifically tailored for A-E-B-F# tuning, applying the technology behind the Kaplan Bass set specifically for solo tuning. The strings are customized to bolster the projection and clarity of the instrument, essential for solo playing, while maintaining the bow response and tonal balance that is consistent across the Kaplan string line.

Made in the United States, the Kaplan Solo Double Bass set is balanced to let bassists have precise articulation and clarity without sacrificing volume or beauty of tone. The string set will be available in 3/4-size and medium tension, and a D-extension string

will also be available.

MSRP: \$417.25.

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



VHT Rolls Out Cables, Pedalboard

VHT's Ultra-series high-definition, ultra coherent cables feature a special low-capacitance design for exceptional sound. They have a flexible outer jacket so they wrap easily and lay neatly on the floor. VHT Ultra-series cables are available in 12- and 18-foot lengths, in black, blue or red, and with straight plugs on both ends. There is also a straight-plus-angled plug option. All plugs are by Neutrik.

VHT's pro-style pedalboards feature durable plywood construction with composite-laminate top, heavy-duty extruded aluminum wrap-around edging, comfortable aluminum handles and

slip-resistant rubber feet. A featherweight case with high-density foam padding is included. Two sizes are available: small (8- by 19-inch) and medium (13- by 25-inch).

🛒 [VHT Amplification \(vhtamp.com\)](http://VHT Amplification (vhtamp.com))



Yamaha Adaptors Universal

Yamaha has debuted the UD-BT01 and MD-BT01 Wireless MIDI Adaptors. The MD-BT01 and UD-BT01 connect synthesizers, keyboards and electronic drum kits to Mac computers and iOS devices for a variety of applications — from education and instrument editing, to full-scale music production.

Both the MD-BT01 and UD-BT01 send and receive MIDI data over Bluetooth LE. The UD-BT01 connects to instruments with USB to HOST MIDI connectivity, while the MD-BT01 is designed for instruments with traditional 5-pin DIN MIDI in and out ports.

"These products give keyboardists and drummers unprecedented freedom," said Mark Anderson, director of marketing, keyboard division, Yamaha Corp. of America. "Now, connecting instruments to a computer can be done wirelessly, making it even easier to tap into the wide variety of creative and educational software applications."

MSRP: UD-BT01 and MD-BT01, \$79.99.

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



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Kala Opens East Coast Warehouse

Kala has opened its third warehouse in Ashland, Virginia, in order to serve its customers in the eastern half of the country and guarantee uninterrupted service to customers on either coast. The new warehouse is strategically located to cut down on the transport time and cost of shipments to Kala's eastern seaboard customers and surrounding states.

"Opening a warehouse in Virginia satisfied a long-term solution to the high cost of shipping lightweight instruments to the East Coast, and also provides insurance against future port closures or slowdowns like we experienced earlier this year," said Dave Cafiero, VP of sales and operations.

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

KMC Adds Manuel Rodriguez Guitars

Manuel Rodriguez Guitars, a 110-year old crafter of iconic Spanish guitars, has named KMC Music its exclusive U.S. distributor. Effective immediately, KMC Music will present nine exclusive Manuel Rodriguez guitars to its network of 6,000 resellers, making it possible for dealers to offer their customers the greatest range of Rodriguez models in the company's history.

The full range Rodriguez guitars are almost entirely handmade. Rodriguez still employs the traditional Spanish Heel construction technique, which increases the solidity of the neck joint, resulting in enhanced resonance and tone. The tuning machines are intricately cast, whether nickel-plated or gold-plated.

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

Genelec Gets Smart

Genelec has introduced the 8351 three-way Smart Active Monitor (SAM). Like Genelec's 8050, the 8351 has a "particularly compact footprint" for a three-way monitor.

The center of the 8351's enclosure features the Minimum Diffraction Coaxial midrange/tweeter driver evolved from the 8260. This coaxial driver design provides more accurate imaging and improved sound quality, both on- and off-axis, vertically as well as horizontally.

The 8351 is capable of delivering 110 decibels at 1 meter through a combination of Class D amplifiers for the bass (150-watt) and midrange (120-watt) drivers, while a discrete (90-watt) Class A/B amplifier powers the tweeter.

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



Mason & Hamlin Hosts University

Mason & Hamlin hosted the 2015 Mason & Hamlin University (MHU) in Haverhill, Massachusetts, in September. The two-day product training seminar for Mason & Hamlin dealers began with a tour of the piano factory led by lead engineer Bruce Clark. The factory tour gave dealers an opportunity to see the hand-built manufacturing processes of some of Mason & Hamlin's trademark features: high-quality materials, a substantially thick rim, a seven-layer quarter-sawn maple pin block, an oversized Eastern White Spruce sound board and the Crown Retention System.

Following the tour, Clark discussed the key benefits and features of the Wessell, Nickel & Gross composite action and why

it performs well. Composite materials offer consistently smooth response and even tone, resistance to the effects of high humidity and arid climates, better energy transfer to the strings for longer sustain, and dramatically reduced maintenance, he said.

National sales manager Cecil Ramirez finished the day with presentations on representing Mason & Hamlin pianos to customers in dealer markets, a demonstration of the Crown Retention System and lively dealer discussions on various ideas about selling. He also gave a demonstration on the effects of hammer

voicing, and performed on the pianos to illustrate the sonic character and colors attainable in a well-voiced Mason & Hamlin piano.

[Mason & Hamlin \(masonhamlin.com\)](http://www.masonhamlin.com)



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AAS Releases Ultra Analog Session 2

Applied Acoustics Systems has released the Ultra Analog Session 2 for Mac OS X and Windows. Ultra Analog Session 2 unfolds as a simple and fun synthesizer. At its core lies a "hard sync" oscillator and filter duo supplemented by a powerful unison imparting a rich and modern sound. Additionally, key synthesis controls, an arpeggiator and a multi-effect module complete the package for a direct and lucid playing experience.

🛒 **Applied Acoustics Systems**
(applied-acoustics.com)



Roland Adds JC-01 Bluetooth Audio Speaker

Roland has introduced the JC-01 Bluetooth Audio Speaker, a new addition to the company's Jazz Chorus lineup.

For the first time in the long-running series, the JC-01 steps outside the world of musical instrument amplification to provide ultra-clean stereo sound reproduction for smartphones, tablets and other Bluetooth wireless devices. The JC-01 is the ideal mobile companion for music lovers, guitar enthusiasts and anyone

who wants great sound on the go.

Roland's Jazz Chorus amp series is known for clean tone and is equally respected for reliable operation and lasting durability. True to the Jazz Chorus tradition, the JC-01 offers clear and natural sound in a rugged design that will stand up to years of everyday mobile use. The integrated, rechargeable battery



provides hours of wireless operation.

🛒 **Roland** (rolandus.com)



String Swing Holds Tablets

String Swing has added the Mic Stand Tablet Holder, offering users the freedom to position an electronic tablet exactly where they want it on stage. Wing screws let the assembly move easily and to lock in place. The Mic Stand Tablet Holder uses a low-profile adhesive coupler which remains attached to the back of any device or its cover.

While only 0.2 inches thick, the coupler provides a secure hold on even the largest tablets, and yet also works with smartphones.

🛒 **String Swing** (stringswing.com)

Hal Leonard Dishes Uke Titles

For uke players looking to hone their craft, Hal Leonard has several new instructional titles to choose from, including *Essential Elements Ukulele Method Book 2* by Marty Gross, *Essential Strums & Strokes for Ukulele* by Lil' Rev, and *Left-Handed Ukulele – The Complete Method* by Barrett Tagliarino and John R. Nicholson. It also features online audio track demos of the techniques explained in the book.

Hal Leonard will also have many new songbooks on hand to keep uke players busy. *The Ukulele 4 Chord Songbook* and *The Ukulele 5 Chord Songbook*

join the original *Ukulele 3 Chord Songbook* to accompany players as they advance their

playing skills to handle more complicated songs. New editions in the *Ukulele Play-Along Series for Elvis Presley: Hawaii and Gypsy Jazz* let players strum along with backing tracks. And several new personality folios will also be released including titles from Pink Floyd and the Grateful Dead as well as *Today's Folk Rock Hits* featuring 20 songs from Phillip Phillips and



the Lumineers.

🛒 **Hal Leonard** (halleonard.com)

MOD Offers Suspended Chime

The Suspended Chime pedal kit is the first multiprocessor kit offered by MOD Kits DIY. The Suspended Chime has two effects in one pedal: chorus and chorus/delay.

The Suspended Chime features a blend knob that allows you to go from subtle to lush chorus effect in either setup. Using the selector switch, you can add a 190-millisecond delay to the chorus, introducing special depth to your tone. Varying the dry/wet mix can fatten your rhythms or produce a shimmering 12-string sound. The Suspended Chime kit comes equipped



with an LED indicator and industry standard 9-volt center negative power jack.

MOD kits and assemblies are designed to give novice and experienced musicians the opportunity to build or modify their own amps, effects pedals and guitars. All kits come with easy-to-follow instructions and use point-to-point wiring. All effect pedals and amplifiers come with a pre-drilled enclosure and all necessary parts are included. All you need to provide are hand tools, a soldering iron and solder.

🛒 MOD Kits DIY (modkitsdiy.com)



A-Designs Racks Up REDDI With V2

The fire-engine-red REDDI delivers rich, full tone for basses, guitars, keyboards/synths and other instruments when going direct to a DAW or tape. After receiving numerous requests for a rack-mounted version of the stand-alone all-tube DI unit, A-Designs now announces the launch of the REDDI V2, a dual-mono-channel, 19-inch, 2U model.

"The new REDDI V2 faithfully brings the exact same warmth, transparency and clean, airy high end to the rack, with the added

benefit of featuring two separate 6N1P tube-driven mono channels for stereo devices," said Peter Montessi, A-Designs Audio president.

The REDDI V2 is not a high-gain device. Rather, its gain structure has been engineered to avoid the slightest compromise in sound quality. Inspired by the sound of the Ampeg B-15 tube bass amp, the REDDI V2's 6N1P-driven amplifier feeds its signal directly into a hefty custom output transformer by Cinemag.

🛒 A-Designs Audio (adesignsaudio.com)



Audio-Technica Featured in Online Sessions

Audio-Technica products have been chosen by drummer Mike Johnston for use in his online drum lesson videos at mikeslessons.com.

"Audio-Technica microphones were always the products I was seeing in studios when I was growing up, all the way to the current day," Johnston said. "A-T is a name I associate with quality. One of the main reasons why I chose Audio-Technica over all of the other brands was their commitment to 'honest' sounds. I wanted a set of mics that made my students and fans feel like they were in the room with me, even if they were 3,000 miles away watching me on YouTube."

🛒 Audio-Technica (audio-technica.com)

Alfred Features Wayne Bergeron

Alfred Music's new instructional DVD *Playing Lead Trumpet* features Wayne Bergeron, one of the top jazz and studio musicians around today.

In the DVD, Bergeron discusses and demonstrates the essential aspects of lead trumpet playing for all levels — information that is highly relevant for students, professionals or anyone wishing to improve their trumpet skills. Bergeron demonstrates a variety of concepts and techniques using

tunes from Gordon Goodwin's *Big Phat Band Play-Along Series: Trumpet, Vol. 2*. Viewers can watch Bergeron up close and listen as he performs and demonstrates key concepts. You can also watch the music on the screen as he plays.

🛒 Alfred (alfred.com)

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Yorkville EXM 70 Travels


Yorkville Sound's Excursion Series EXM 70 is an ultra-compact portable P.A. system.

Weighing less than 15 pounds, the EXM 70 uses two high-quality long-excursion 5-inch woofers and a studio-monitor-quality soft dome tweeter to deliver full-range tone from a small footprint.

The integrated three-channel 70-watt passively cooled amplifier allows direct connection of instruments, media players or microphones to the system without an additional external mixer. Individual volume and tone controls for each input channel and a master digital effect processor ensure the EXM 70 is ready for any solo or duo performance.

Two EXM 70s can be linked with a single XLR microphone for true stereo operation, effectively doubling the number of inputs and output power for larger events and increased audience coverage. Built for mobile convenience, the EXM 70 has an integrated handle for easy transport, and integrated standard speaker stand-mount adaptor for maximum projection in any live sound application.

MSRP: \$510.

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




BLA Releases B12A MKII 500 Series Mic Pre

Black Lion Audio has released the B12A MKII 500, an API-style single-channel microphone preamp like its B12A MKII one-half-rack unit, but in the convenient and flexible 500 series format.

The MKII version features an upgraded input transformer from CineMag, higher gain and lower noise than the original B12A. It also features an output transformer, a Hi-Z

input, phantom power, pad, polarity reverse and 70 dB of available gain.

"We created the MKII with higher gain and lower noise," said Nate Bierdeman, Black Lion Audio CEO. "This revision also gave us the opportunity to integrate a nicer input transformer, and has resulted in an incredible-sounding preamp with lots of API-style gain."

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

Wilgenbus Invents Integral Neck


Luthier Nicolas Wilgenbus has invented a new concept in acoustic guitar building called Integral Neck.



The player feels his whole instrument vibrate while playing. The tone is rich, full of harmonics and sustain.

Integral Neck does away with the aging process known as "hinge effect." It suits acoustic/electro-acoustic guitars, electric hollowbody guitars, acoustic basses and any string instrument without a solid body.

Wilgenbus is seeking opportunities for a partnership with a U.S. guitar company in order to step up the Integral Neck to the next level.

 [Nicolas Wilgenbus \(wilgenbusguitars.com\)](http://Nicolas Wilgenbus (wilgenbusguitars.com))

Manley Labs Releases Amp for Headphones

Manley Labs has introduced the Manley Headphone Amplifier. Manufactured in Chino, California, the Manley Headphone Amplifier delivers a new standard of engineering that brings Manley's professional performance to the headphone listening experience.

The Manley Headphone Amplifier is built for versatility, with 12 independent controls. Each amplifier features proprietary handwound, air-gapped, dual-mode Manley Iron output transformers, easily configured to drive headphone loads ranging from 12 to more than 600 ohms, and the output stage that can be switched on the fly between all-triode Push-Pull or Single-Ended topology.

Other exclusive features include a Variable Feedback switch, ultra-high Precision Stepped Relay ladder matrix volume control, fully symmetrical operation to drive balanced headphones via its XLR outputs and a direct preamp out to feed an external power amp or powered monitor. The Manley Headphone Amplifier is available in three color schemes.

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



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Vandoren BD5 Sales Off The Charts

Since their release in April, 2015, the Black Diamond Ebonite BD5 mouthpieces have exceeded all other clarinet mouthpiece sales in its first quarter of release. The dark, yet colorful sound has major performing artists and pedagogues around the country switching over to the mouthpiece including Boris Allakhverdyan of the Metropolitan Opera, Dan Gilbert, Jon Manasse, and Chicago Symphony's John Yeh.

"BD5 mouthpieces are selling as fast as Vandoren can make them," says 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 and immediately knew it was special. Forty years later and armed with cutting edge technology, Vandoren is now able to precisely re-create that same exceptional mouthpiece each and every time. For the clarinetist looking for

custom quality and design at an affordable price, the BD5 is a must-try mouthpiece.



"The BD5 is a mouthpiece with a remarkable blend of coveted qualities," says performing artist Jon Manasse. "It combines a beautiful balance of depth and clarity with powerful projection and with immediate response."

"The Vandoren BD5-13 is my new mouthpiece of choice," comments Chicago Symphony's John Yeh. "It provides an unparalleled focus, depth, and coloristic flexibility along with ample power to project in orchestra and exquisite delicacy for the most intimate chamber music."

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

Vandoren Introduces Clarinet Reed Mix Card

Vandoren already offers clarinetists a wide variety of reeds to choose from beyond the widely known Traditional reed – the V12, 56 rue Lepic and the fastest growing reed in popularity, the new V21. To help players find their favorite reed, Vandoren is pleased to introduce 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 brand new 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.



"Clarinetists and dealers have been asking for these ever since we released the Jazz Reed Mix Cards for saxophone," adds Michael Fenoglio, Vandoren Product Specialist. "Now players can find which Vandoren reed works best for them without having to buy an entire box up front."

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

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Reverend's Rick Vito RT Offers Punch, Twang

Reverend Guitars recently unveiled the Rick Vito RT, an Art Deco masterpiece with features that include an ebony fretboard, stairstep tuner buttons, pickup pan knob, and Reverend's Standard Two-Tone Teardrop case.

This version has Reverend's own

Revtron pickups and a Bigsby, for all of the punchy, twangy adventures that you can dream up.

The new Rick Vito RT model will be available in Cream or in Metallic Alpine Green.

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

Seymour Duncan Teams With Jeff Loomis on Blackouts Set

With help from Conquering Dystopia's Jeff Loomis, Seymour Duncan has produced the Blackouts set, which stays clear under heavy distortion with a strong pick attack to maintain detail when playing fast and enough sustain and dynamics to keep up with advanced legato and picking techniques.

"I'm very excited to be a part of the Seymour Duncan family," Loomis said. "With the addition of the new Jeff Loomis signature pickup, we've created a set that's extremely rich in harmonic tones for leads and pick attack, as well as a very tight low end for rhythm playing. I believe this is the

perfect pickup for my style of playing and I'm looking forward to getting it out to the masses."

This active humbucker set is designed to sound more organic and dynamic, with a voicing like hot passive pickups.

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



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Theo Wanne's Redesigned GAIA2 Produces Fuller Tone



Theo Wanne received much acclaim after the GAIA series was first released in 2009. Now, in 2016, the GAIA has undergone its first full update since conception, yielding the GAIA2.

Over the past six years, Wanne has discovered a number of new design principals

and manufacturing techniques, helping him create an even better version of the legendary GAIA, which is richer in harmonics, more responsive and produces a fuller tone.

The GAIA2 is available in Vintage Hard Rubber for Soprano, Alto and Tenor, and 24k gold-plated brass for Tenor. All Hard Rubber models include Theo's award-winning Enlightened ligature, and Metal models include the Liberty ligature.

🛒 [Theo Wanne \(thewanne.com\)](http://TheoWanne.com)

Bösendorfer Honors Oscar Peterson

The Bösendorfer Oscar Peterson Signature Edition piano pays homage to the late jazz icon, who treasured his own handpicked Bösendorfer Imperial piano. It also represents a technological feat — that of recreating note-for-note performances that Peterson had personally recorded in the 1970s on the Pianocorder.

Only 12 Bösendorfer Oscar Peterson Signature Editions will be available for sale worldwide.

MSRP: \$189,999.

🛒 [Bösendorfer \(boesendorfer.com\)](http://Boesendorfer.com)





I M A G I N E D R A G O N S : O N T H E R E C O R D

“The Blue Bottle is definitely one of my favorite mics and is found all over our record.”

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For Dan Reynolds of Imagine Dragons, the Bottle microphone perfectly captures the delicate power and unique nuance of his vocal delivery. Bottle is the highest achievement in microphone innovation, and can be found on definitive recordings across all genres—it’s an unmatched studio solution for recording any vocal or instrument.



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AUDIO

BomeBox Makes MIDI Worry Free

Bome Software has debuted the BomeBox, a versatile hub for connecting and mapping devices via MIDI, USB, ethernet and WiFi. Designed for stage and studio use, the box has all the power of the Bome MIDI Translator Pro software in a compact and solid case.

"Many artists using MIDI controllers will finally be able to perform on stage without a computer," said Florian Bomers, CEO of Bome Software. All connected devices can talk to each other, be it USB-MIDI devices, 5-pin DIN MIDI devices, or connected computers and tablets via Ethernet and WiFi.

The BomeBox is configured via its user friendly Web interface from a computer or smartphone. After loading a MIDI Translator project file into the box, it is self-contained and worry free: just plug it in and it will run the translations immediately. It delivers reliable performance and low latency while using extremely little power — a standard



cell phone charger is sufficient, and the BomeBox can run for days on an external battery pack.

The BomeBox is "HD Protocol" ready, so once the upcoming high definition standard

of the MIDI Manufacturers Association is published, a firmware update will allow you to use it for transparent translations to and from the new HD protocol.

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



Mackie Subwoofer Extends SRM Portable Series

Mackie's new SRM1550 portable powered subwoofer is built as a companion to the SRM450 and SRM350 powered loudspeakers. The SRM1550 features a powerful 1200W amplifier, custom high-output 15-inch woofer, digital variable crossover and the recognizable looks of the SRM Portable series.

The new SRM1550 features a powerful 1200W amplifier paired with a custom designed 15-inch woofer with a 3-inch voice coil for chest-pounding bass. It meets the high-output demands of modern portable applications and is made to complement the SRM350 and SRM450. The road-worthy, internally reinforced poplar cabinet is "built like a tank," and its front-ported design provides maximum punch and low-frequency extension. The SRM1550 is equipped with stereo XLR inputs, full-range and high-pass outputs, and a variable digital crossover that includes presets for the Mackie SRM350 and SRM450 for simple and fast set up at every gig.

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

D.A.S. Designs LX-118A Low-Frequency System

D.A.S. Audio has introduced a single 18-inch powered subwoofer system designed to be flown in conjunction with the Aero 20A.

The companion system lets Aero 20A units be flown below the subwoofer by means of compatible rigging hardware. The LX-118A can also be flown in separate arrays alongside the Aero 20A.

The new system comprises a single 18-inch 18LXN long-excursion loudspeaker manufactured by D.A.S. and equipped with a 4-inch voice coil and neodymium magnet assembly. Improved voice-coil materials, magnet circuit and surround design provide high power handling, low power compression and low distortion. The amplifier powering the LX-118A offers 1,200 watts of continuous power and incorporates an advanced Class D design, plus a universal power supply allows for safe operation anywhere in the world. Remote monitoring and control is provided by way of DASnet, the audio management application for D.A.S. powered cabinets and processors. A family of low pass



filters can be selected using DASnet or the controls located on the rear panel. For each selection a cardioid preset is also available. Front-located connectors (power, audio and

DASnet) allow for a convenient installation and linking of cabinets when using cardioid configurations.

🛒 [D.A.S. Audio \(dasaudio.com\)](http://D.A.S. Audio (dasaudio.com))

New Soundcraft Console Ideal for Stage, Studio

Soundcraft has introduced the Si Impact Digital Console.

The Si Impact draws on Soundcraft's more than 40 years of excellence in live sound mixing, combining the latest digital innovations together with its unrivalled sound quality. The Si Impact is designed to be as simple as an analog mixer, but with radical workflow enhancements and DSP power that make it a perfect tool for the stage and the recording studio.

The 40-input Soundcraft Si Impact offers powerful live sound digital mixing with ViSi iPad control and built-in Stagebox connectivity for I/O expansion. In addition to

its live sound components, the Si Impact has a 32-in/32-out USB recording and playback interface that provides easy multitrack recording and playback directly from a DAW. Right out of the box, you get a free download of Ableton Live 9 Lite.

The Si Impact provides 32 mic/line inputs, 40 DSP input channels (32 mono inputs and four stereo channels/returns) and 31 output busses (all with full DSP processing and GEQ) with 20 sub-group aux busses and four mono/stereo matrix busses. Eight XLR/quarter-inch combi-jacks are available



for line inputs and instruments, while a four-band fully parametric EQ is available for each channel and bus. The Si Impact also offers studio grade effects and dynamics from Soundcraft's sister companies BSS, Lexicon and dbx.

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

Megadeth's Ellefson Uses ISP in Studio

Megadeth's David Ellefson has been making good use of ISP Technologies' equipment. While serving as a celebrity judge for his son's high school, Ellefson was blown away by the "cute, but scary" glitter punk band Doll Skin.

"They have an amazing sound, look and charisma that just blows audiences away," Ellefson said.

Last June, Ellefson took the band under his wing to produce their debut EP "In Your Face," recorded at the Platinum Underground studio in Mesa, Arizona, under the engineering direction of owner John Aquilino.

"The tones we got on the Doll Skin record at the Platinum Underground took the band to a whole new level, and ISP was a huge part of that journey," Ellefson said.

With the Doll Skin's recent EP debut, ISP stands alongside the band in its quest for global domination of the glitter punk genre.

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

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Crown Showcases XLS DriveCore 2 Amplifiers

Crown's XLS DriveCore 2 series two-channel power amplifiers offer a host of upgraded features including more flexible DSP band pass filtering, selectable input sensitivity, remote power trigger operation and sleek styling.

Four XLS DriveCore 2 models are available, including the XLS 2502, XLS 2002, XLS 1502 and XLS 1002, with power ratings from 350 to 775 watts per channel at 4 ohms and 1,100 to 2,400 watts at 4 ohms bridged. Setting performance and value benchmarks at their respective price points, Crown's XLS DriveCore 2 Series amplifiers feature Harman's DriveCore amplifier circuitry that combines high power output with exceptional energy efficiency, all under 11 pounds.

"The XLS series has been a true industry workhorse and with the introduction of the XLS DriveCore 2 models, the amplifiers are even better suited for a wider range of live, portable P.A. and installed sound



applications," said Craig Lambrecht, retail solutions manager, Harman Professional.

Crown XLS DriveCore 2 amplifiers now offer a bandpass filter on each channel in addition to the previous low and high pass filters, enabling more precise DSP crossover tuning, loudspeaker matching and system EQ capability.

Crown (crownaudio.com)

MakeMusic Releases Update

MakeMusic has released free updates for all owners of Finale 2014 music notation software.

Finale 2014.5 incorporates new features, bug fixes, and significant modernization of Finale code, including many Mac-specific updates resulting in performance improvements and full compatibility with Apple's OS X El Capitan operating system.

Features added in this release include the ability to save SmartMusic accompaniments with premium VST/AU instrument sounds, including the provided Garritan sounds.

Additionally, this release includes enhanced MusicXML and EPUB support.

All plug-ins provided with the update have also been modernized, and many have been enhanced, including FinaleScript, Global Staff Attributes, Latin Percussion, TG Tools Lite, Band-in-a-Box Auto-Harmonizing and more. Finale's documentation was also overhauled, offering vastly improved search results and compatibility with any device, including smartphones and tablets.

MakeMusic makemusic.com.

MANOS Now Holds iPad Pro

AirTurn's MANOS Universal Tablet Holder has added the Apple iPad Pro to the list of tablets it can hold. The MANOS can be mounted on any mic stand or extension using the industry standard 5/8-inch 27-thread. It easily rotates from portrait to landscape and can be tilted to

any position. The MANOS is made in the United States from rugged plastics with stainless steel pivots and springs.

The MANOS retails for \$49 and the Desk Clamp for \$16.95. Both may be purchased together for \$59.

AirTurn (airturn.com)

NAMM Shares Vision, Mission, Objectives

NAMM's Vision, Mission and Objectives serves as your association's road map and defines the "end zone" in our service to our members and the industry.

Vision: We envision a world in which the joy of making music is a precious element of daily living for everyone; a world in which every child has a deep desire to learn music and a recognized right to be taught; and in which every adult is a passionate champion and defender of that right.

Mission: NAMM's mission is to strengthen the music products industry and promote the pleasures and benefits of making music.

Objectives:

Trade Show

- Produce successful trade shows that serve our members and the industry, thus ensuring the growth of NAMM's Circle of Benefits model.

Membership

- Recruit and retain members by making NAMM services an invaluable tool for success.

- Convene stakeholders around industry

issues to provide tools and strategies to help members address challenges and pursue opportunities.

Professional Development

- Provide relevant and high-value educational programs for NAMM members.

Market Development

- Promote music education as a right for all children.

- Create, fund and market programs, initiatives and public relations campaigns designed to encourage people of all ages to make music.

- Promote and represent the shared interests of NAMM members to elected officials and policy makers in the United States.

Global Impact

- Expand NAMM's Circle of Benefits model by pursuing new opportunities globally.

- Increase global attendance at NAMM trade shows.

- Convene a global coalition of stakeholders around industry issues.

NAMM (namm.org)



Protection Racket Introduces A6021 Deluxe Rigid Cymbal Vault

Protection Racket's A6021 Deluxe Rigid Cymbal Vault is a deluxe cymbal vault featuring Propile Fleece and is protected by Rocket Foam in the eight internal compartments. The company's Triple AAA — Access All Areas/All Accidents Averted — drum case technology comes with a polycarbonate frame

for lightweight durability.

The A6021 Deluxe Rigid Cymbal Vault is completed with indestructible zips, waterproof luggage tabs, a central handle, ProGrip front and back handles, and a padded shoulder strap.

🛒 **Protection Racket** (protectionracket.com)

Bad Cat Partners With Panthera Organization

Bad Cat Amplifiers announced a mission-driven partnership with Panthera, the global wild cat conservation organization, to connect Bad Cat's passionate customers with the protection of big cats around the world. The campaign will center around the promotion of Bad Cat's Unleash V2 Re-amplifier Attenuator.



With the support of *Premier Guitar Magazine*, Bad Cat Amplifiers', "Save the Cats" campaign will include a major sweepstakes to award four new Unleash V2's to winners over an eight-week period and

donate \$1 to Panthera for every musician who registers, up to a total of \$2,500. Bad Cat will also donate \$5 for every Unleash V2 sold to musical equipment dealers through December 2016. Donations will go to fund Panthera's initiatives to help save some of the world's most imperiled wild cats, including tigers, lions and leopards.

Panthera's team of leading scientists, law enforcement experts and wild cat advocates work in 47 countries around the world.

🛒 **Bad Cat Amplifiers** (badcatamps.com)

Percussa Unveils Synthor

Percussa has launched the beta version of Synthor, a digital modular synthesizer application for AudioCubes — the company's modular hardware interface for electronic musicians.

Using Synthor, existing AudioCube users are no longer required to use additional software to make sounds with the AudioCubes. And musicians who haven't discovered AudioCubes yet now no longer have to MIDI-map synthesizers to the AudioCubes to take advantage of their possibilities.

Synthor is a software digital modular synthesizer with a dedicated hardware interface. It lets users patch wirelessly by placing AudioCubes next to each other and change synthesis parameters

simultaneously, while changing distance between AudioCubes.

Synthor lets users create different configurations of synth modules, which can be saved, recalled and shared with other musicians.

🛒 **Percussa** (percussa.com)



Softube Launches Fix Flanger & Doubler

From the mind of audio-equipment designer Paul Wolff comes the new Fix Flanger and Doubler. This package is made in collaboration with Swedish high-end plug-in developer Softube. Fix Flanger and Doubler takes the legacy and sound of classic flanging and vocal doubling of the 1960s, but with all the benefits of the digital world.

In 1979, Wolff formalized a vision that was turned into exclusive limited-edition

hardware, later embraced by musicians and sound engineers. In 2015, Fix Flanger and Doubler is the reincarnation of this vision: a plug-in package that handles hands-on flanging with unique stereo widening methods, as well as vocal doubling with lush chorus and rich textures.

Fix Flanger is capable of classic guitar pedal-style flanging with an automatically swept flange, as well as direct interaction in the manual mode. A VSO mode features hands-on control with emulated servo motor bounce. Added features include tap tempo sweep, unique stereo widening methods and selectable delay polarity. MSRP: \$149.

🛒 **Softube** (softube.com)

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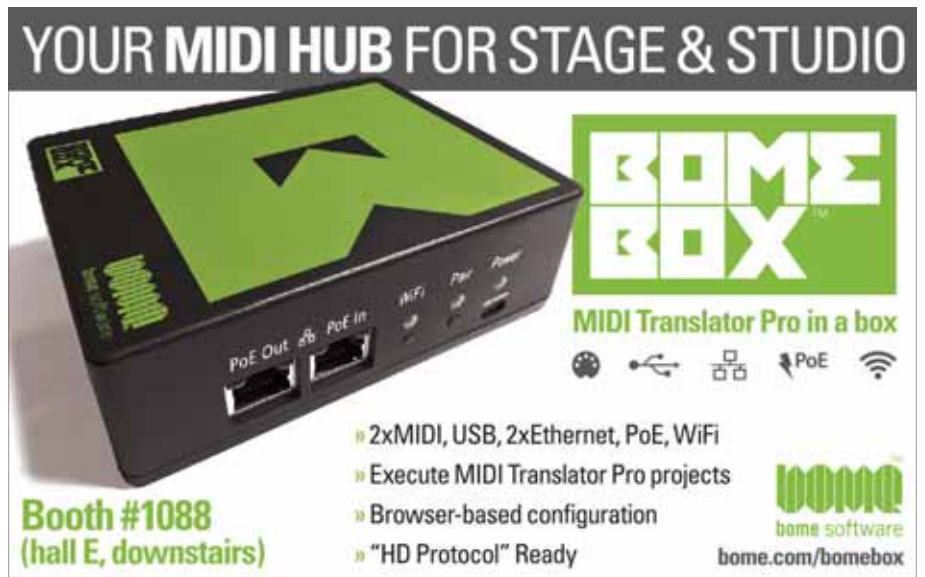
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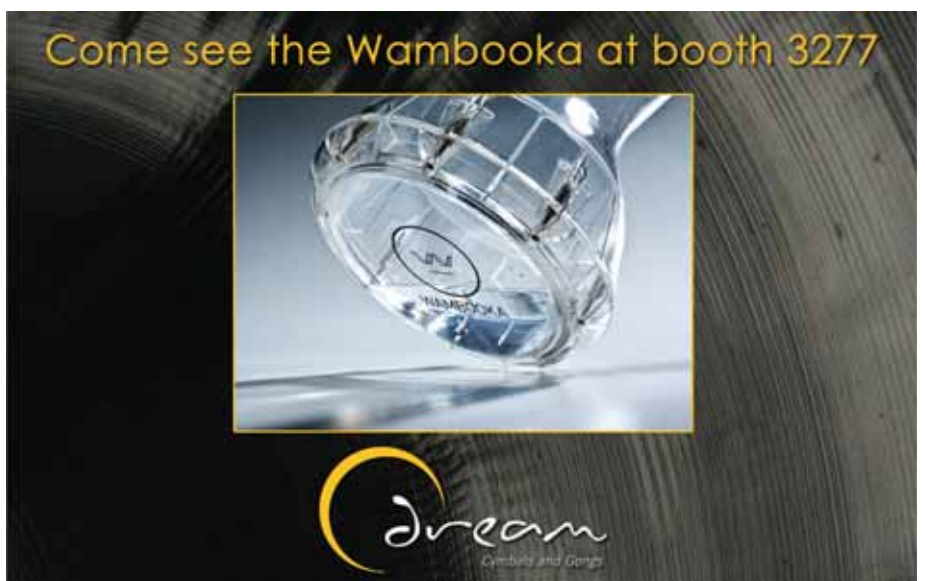
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Stomp on This

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

StompLight is a portable unit, small enough to sit alongside a pedalboard, in a DJ booth or as part of any minimalistic stage setup, which produces dozens of colorful lighting effects at the click of a button.

"StompLight will change the way that artists and musicians perform, rehearse and record music," said Michael Ahern, StompLight's founder. "StompLight's patented design and integrated Cree LED lighting array promises musicians, DJs and theatrical performers fantastic stage lighting with the convenience of a single effects pedal."

StompLight is an easy-to-use tool that produces dozens of lighting effects including a color organ mode, color wheel mode, instrument input mode, and strobe light mode, and houses a built-in microphone with adjustable input gain that is ideal for acoustic musicians, live bands and DJs.

Also ideal for street performers, videographers and photographers, StompLight is versatile and affordable.

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

Yamaha DXS18 Powered Subwoofer Premiered

Yamaha showcased its newest addition to the DXS Series of powered subwoofers, the DXS18. Joining the DXS12 and DXS15 models, the DXS18 delivers the highest output level of the series as well as the lowest frequency range capability.

Since the introduction of the DSR, DXR and DBR series of full-range speakers, Yamaha's powered speaker lineup has earned considerable acclaim worldwide. Yamaha developed the DXS Series to complement its speaker lineup and add a more prominent, well-defined bottom end to their sound. The DXS18 builds on the



design ethic of its predecessors, the DXS12 and DXS15, by offering improved cabinet construction, DSP processing, protection functions and crossover control. The new model adds flexible features and higher power output suitable for larger or more professional applications.

Powered by a 1020W Class-D amplifier, the DXS18 houses an 18-inch woofer with a durable 4-inch voice coil in a sturdy band-pass-type plywood enclosure.

MSRP: \$1,949.

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



Sensaphonics AU Established in Melbourne

Sensaphonics has opened its new Australian location, Sensaphonics AU in Melbourne. The new facility includes corporate offices and a manufacturing lab. Operating under the brand philosophy of "Softer & Safer," Sensaphonics AU is an independent organization, operating as a fully accredited affiliate of Sensaphonics, Inc.

"The music industry is growing very fast in Oceania and Asia right now," said Ryota Tanaka, managing director. "We know from experience that hearing loss will also be a growing problem in this part of the world. We opened this new office and lab to help meet the needs of musicians and music fans, representing the Sensaphonics approach — as the experts in safe sound."

Sensaphonics AU offers both in-ear monitors and Musicians Earplugs, all custom-fit in medical-grade soft silicone.

📄 [Sensaphonics AU \(sensaphonics.com.au\)](http://Sensaphonics.com.au)

Palatino's Genoa Violin Kit Now Available

Palatino has introduced the Genoa, a prosumer violin kit at an affordable price point ideal for teachers or students who are ready to move to the next level of tone and quality.

The Genoa violin kit (VN-650) starts with a high-quality Genoa violin, assembled with a hand-carved spruce top and hand-carved figured maple back and sides for classic violin tone. The strong, high-density ebony fingerboard is comfortable, free from buzz, and won't wear down over time. Ebony pegs with a classic Parisian eye are perfectly fitted to the headstock scroll to

keep the violin in tune.

🛒 [Palatino USA \(palatinousa.com\)](http://PalatinoUSA.com)



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Veillette 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's now available in three finishes. The Baritone six- and 12-strings are huge-sounding, piano-like machines that are turning heads on stage and in the studio. The extended range of tonalities is proving to be a real breakthrough.

🛒 [Veillette \(veilletteguitars.com\)](http://Veillette (veilletteguitars.com))



Fender Rolls Out New EVH Models

Fender has introduced the EVH Wolfgang WG Standard and Wolfgang USA Ivory.

The Wolfgang WG Standard contains a one-piece bolt-on maple neck with graphite reinforcement rods that holds strong against the ravages of temperature and humidity. Its speedy 12- to 16-inch compound radius maple fingerboard with comfortably rolled edges and 22 jumbo frets won't drag your fretting hand down.

Dual EVH Wolfgang humbucking pickups mounted directly to the body increase vibration transfer, resulting in long sustain. Two domed control knobs have been dialed in to Van Halen's exacting specifications — the smooth-feeling 500k pots make it easy to find your sound while retaining the crisp high-end sparkle of the EVH Wolfgang pickups.

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

Babicz Releases BFG Tele Bridge

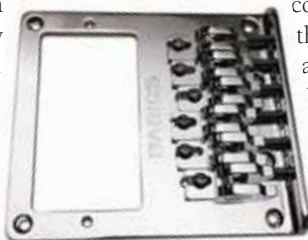
Designed in cooperation with Billy Gibbons, Babicz' BFG telecaster-style bridge utilizes the patented Babicz "eCAM" saddle design and can string both from the back or through the body of the guitar. This production model represents the same bridge Gibbons is currently touring with.

"The Babicz is stabilizing intonation, and is no doubt maintaining accuracy throughout an evening's thrashing, keeping exacting pitch all the while. Amazing," Gibbons said. "The Babicz design fundamentals make for a remarkable work,

indeed."

Babicz Full Contact Hardware is designed to maximize and maintain consistent contact between the vibrating guitar string and the guitar/bass body. With Babicz Full Contact Hardware, you can adjust your action as high or low as desired while maintaining maximum string transference to the body, for optimum tone, dynamic range, pitch stability and resonance.

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



BOSS Pedal Compresses Bass

BOSS has introduced the BC-1X Bass Comp, a compact pedal designed for bass.

The BC-1X provides studio-level multi-band compression specifically optimized for the needs of performing and recording bassists. It allows the player to dial in a wide range of compression without altering their fundamental bass tone.

Released one year ago, the BB-1X Bass Driver has become a favorite of players thanks to its great tone-shaping ability and useful functions. Now, the BC-1X Bass Comp leverages the power of innovative MDP technology to bring another tool to bassists.

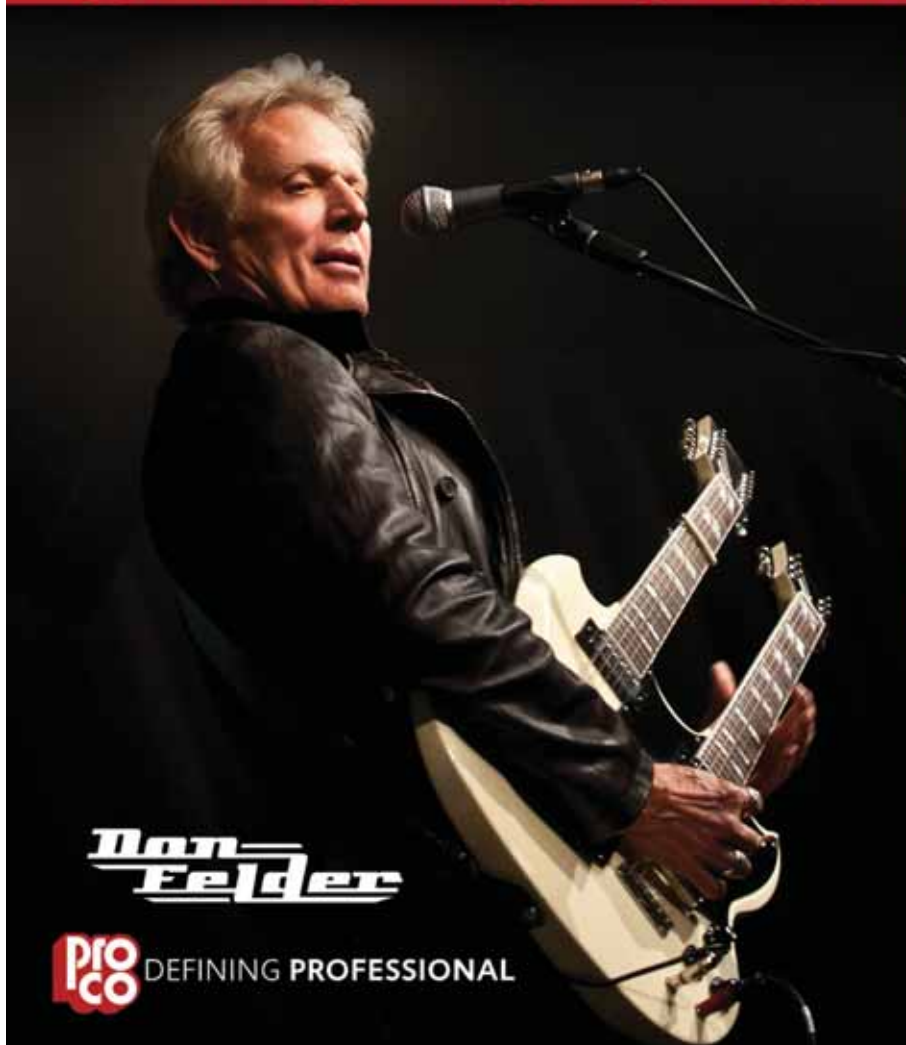
Simple and intuitive to operate, the BC-1X is equipped with the familiar ratio, threshold, release and level controls found in studio compressors. A 16-segment gain reduction meter clearly displays the amount of compression at all times, a high-end feature rarely seen in a stompbox compressor. Unlike typical compressors that work on the entire signal at once, the BC-1X employs multi-band compression, where different frequency ranges are processed separately to create a more refined and pure overall sound.

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



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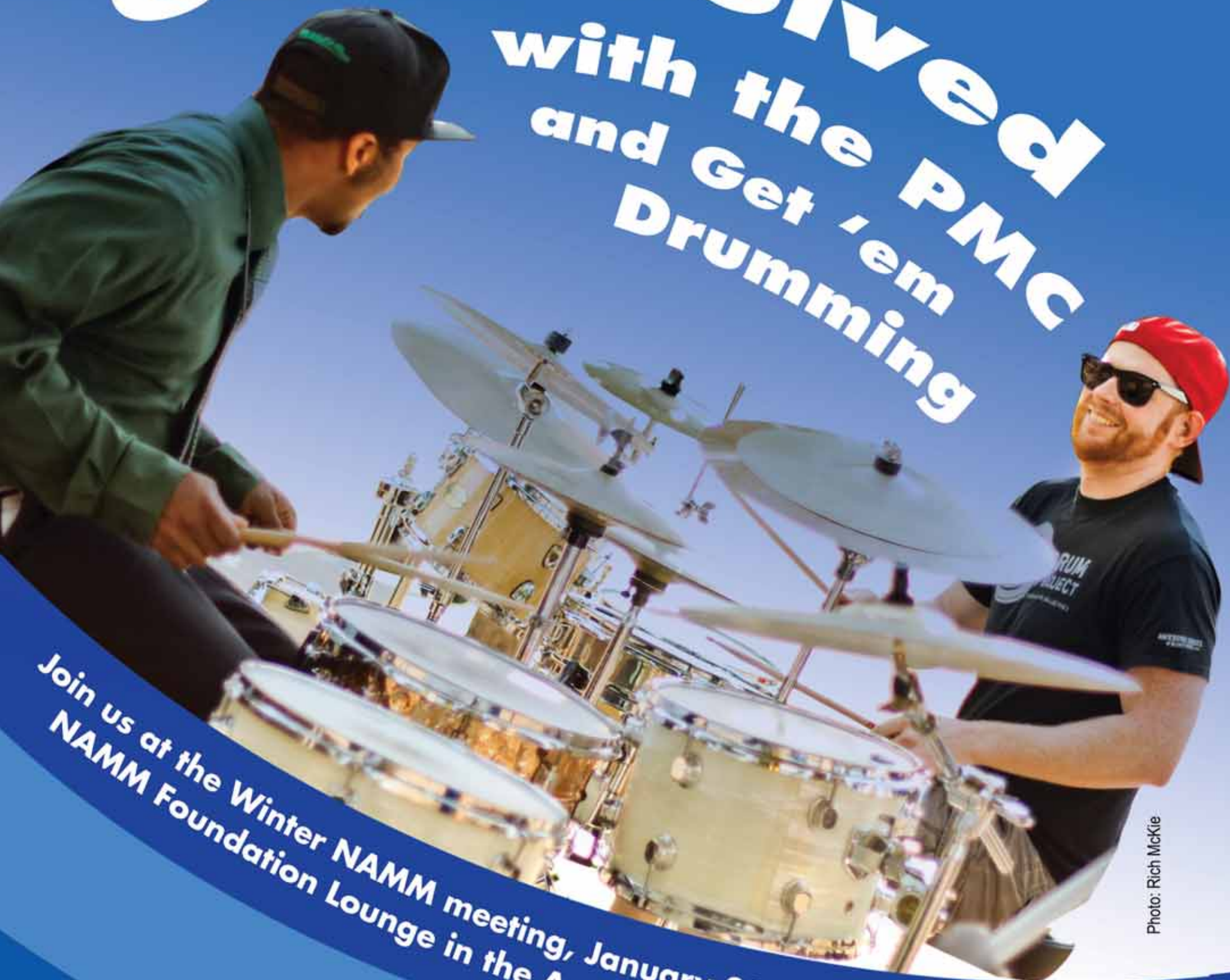


Photo: Rich McKie

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Knaggs Rolls Out New Signatures

Grammy-Award winning Virtuoso and long time collaborator Steve Stevens and Knaggs Guitars have announced the Steve Stevens SSC. Based on its successful Signature models SS1 and SS2, the SSC is a more classic approach for serious players who are interested in this particular shape, feel and sound yet are looking for a less flashy and more vintage oriented instrument.

The SSC features a classic single cutaway mahogany body with a carved maple top, custom SS neck carve (22 frets on 24 3/4-inch scale), rosewood fingerboard with block inlays, Ray gun headstock inlay, Bare Knuckle pickups and appointments tailored to Steve's preferences.

🛒 [Knaggs Guitars \(knagsguitars.com\)](http://KnaggsGuitars.com)



Solid Sound Debuts SemiCase

Solid Sound's new SemiCase is made from molded EVA (Ethylene Vinyl Acetate), and is a mix of a case and a bag. It protects like a case but is lighter and includes backpack shoulder straps and a handle to make carrying easy. The SemiCase offers a steel frame structure, lined with foam and plush. The line features models for bass, drums, keyboards, acoustic guitars, electric guitars and wind. In addition to the SemiCase, Solid Sound offers a wide range of products that are

exactly what a musician needs.

🛒 [Solid Sound Cases \(solidcasesandbags.com\)](http://SolidSoundCases.com)



Don't Miss Out on VIRTUAL JEFF

FOMOfx, guitar technology specialists from Sydney, Australia, have launched the VIRTUAL JEFF — the first electronic vibrato (whammy) bar. VIRTUAL JEFF is the 21st century update to legacy mechanical versions from Bigsby, Fender and Floyd Rose. It fits in seconds to electric guitars, basses and acoustic guitars.

"Traditional 'whammy bars' exact a heavy mechanical toll on instruments/strings and take years of practice to perfect," said Peter Walker, FOMOfx co-founder. "VIRTUAL JEFF is fully electronic with zero mechanical

stress, dual modes and a unique control system that makes everyone experts in seconds."

Unlike mechanical systems, it works on acoustic guitars as well, with all the familiarity and functionality of a traditional whammy bar. It opens up a whole new world of expression for that booming market.

Ian Moss, guitarist of Australian band Cold Chisel will be putting VIRTUAL JEFF through its paces daily at NAMM on the FOMOfx booth 2192.

🛒 [FOMOfx \(fomofx.com\)](http://FOMOfx.com)

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Relish Brings Swiss Precision to Guitarists

Swiss manufacturer, Relish Guitars, has developed a new kind of electric guitar, coupling an innovative chambered aluminium and wood body with a distinctive, modern, European design.

After three years in the R&D stage company joint-owners, Silvan Kung and Pirmin Giger, who call themselves The Relish Brothers, have unveiled the Jane model and are debuting the new Mary model.

The secret of Relish Guitars' sound and

the extensive sustain lies in the combination of materials and construction. The bodies of the guitars are a sandwich. The middle layer is made out of one piece of aluminium while the back and the front are made out of moulded wood veneer. The maple neck is covered with a bamboo fretboard.

The Mary model boasts a design that lets players access the inside of the guitar with no need to remove any screws.

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



Ibanez Reshapes Terra Firma Bass

Ibanez is building on the success of its Bass Workshop collection with a dramatic reshaping its Soundgear bass.

The SRSC800 and 805NTF features a Mahogany body with a poplar burl top, and an SR4/5 5-piece, neck-through maple/purpleheart neck, fitted with a purpleheart fretboard for ultra-smooth, fast playing. The slightly smaller extended upper horn connects with the neck between the 24th

and 13th frets, providing stability and increased sustain. The back of the neck is sculpted, offering easy access to the highest notes of the G string.

The bass includes the Ibanez Mono-Rail V bridge which delivers string-to-string isolation, enabling each string to vibrate independently with minimal interference caused by sympathetic vibrations.

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



Vic Firth Teams With Korn Drummer

Vic Firth Co.'s new Ray Luzier signature stick honors the Korn drummer.

"Going back to my days in high school, Vic Firth was the brand of sticks I most respected due to the unsurpassed quality that they offered," Luzier said. "My favorite two models were the 5B and Rock, so when I was able to design my own signature model, blending those two models was the way to go. It's the perfect stick for me."

The Ray Luzier signature model is a hickory stick designed with an oval wood tip, thick neck and short taper. Combining

a 5B shaft with the tip and taper of a ROCK, this stick can survive heavy back beats while still creating great sound and feel.

"Drumsticks are the tools we place in our hands, and they must be perfect," Ray said. "I play hard in the bands that I work in, so I need a strong stick that will stand up to my style of playing while still feeling great in my hands. Give them a try. You'll see and hear what I mean."

MSRP: \$18.

🛒 [Vic Firth Co. \(vicfirth.com\)](http://VicFirth.com)

Italian Brands Make a Splash

Proamp is a new brand of professional bass amplifiers engineered and manufactured completely in Italy. Compact and light, they have neodymium speakers and feature a range of power from 300 watts to 1000 watts. The amps are available in different cabinet configurations and combos.

Also, at The NAMM Show will be IQS, an Italian manufacturer of high quality music strings for bass, electric and acoustic guitar. The strings are



produced with nickel plated, stainless steel, pure nickel, bronze, phosphor bronze, silver plated, coated clear and coated color.

IQS's strings are expressive, soft and comfortable. Well balanced, the strings give players an incredible sustain and sound definition. Harmonics are consistent and defined. IQS Strings are ideal for all styles, including slapping, tapping, popping, picking and fingering.

🛒 [Proamp, IQS \(proamp.it; iqsstrings.com\)](http://Proamp, IQS (proamp.it; iqsstrings.com))

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Gator Cases' G-Club Series Grows by Two

Gator Cases has added two new models to its G-Club line. The series now offers a sleek and compact DJ Headphone bag and a rugged, adjustable backpack designed to fit the most popular DJ controllers.

Gator's G-Club DJ Headphone bags provide a stylish and secure carry bag for DJ-style headphones and related accessories. On the inside, the padded headphone section is lined with velvet and secures with a hook and loop strap and elastic mesh. The front panel features numerous storage compartments ideal for headphone and USB cables, flash storage, smartphone, ID card and more. This headphone bag

includes a USB grommet on the front to run a power cable for charging devices without having to remove them.

Gator's G-Club Controller Backpack is a carry bag designed to transport and protect a variety of popular DJ controllers, including the Pioneer DDJ-SX, DDJ-SR, Numark NS6 and more.

With its padded interior section and included additional foam blocks, the Controller Backpack ensures a safe and secure fit while its rigid frame and reinforced corners protects from dings and dents during transport.

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

System Blue Now Distributed by BAC Musical Instruments

System Blue has announced that BAC Musical Instruments will be its U.S. distributor. Through this partnership, BAC Musical Instruments will expand System Blue's reach throughout the United States.

"As the demand for our instruments increases, it's vital we work with industry partners who can supply high quality distribution and support to our valued customers," said David Gibbs, president of System Blue.

With a 15-year-long track record in the music industry, BAC Musical Instruments Founder and President Mike Corrigan said, "It's a perfect partnership to provide distribution and support to expand the reach of System Blue. They are a welcome addition to our distribution branch, and we really look forward to working with them."

The distribution deal with BAC lets

System Blue continue to develop products and services and remain focused on providing instruments to the marching world.

Coupled with this distribution deal is the addition of several Drum and Bugle Corps to the System Blue Family.

System Blue also announced that Kidsgrove Scouts, Minnesota Brass, The Atlanta Corps Vets and The Sunrisers will play System Blue Brass.

"These are exciting times," said Allan Murray, who heads up product development and sales for System Blue. "There is nothing more rewarding than seeing your products being played by topnotch marching ensembles. It is our hope that the use of System Blue instruments will give these corps the tools they need to achieve the highest of goals and excellence."

[System Blue \(systemblue.org\)](http://systemblue.org)

Tycoon, Gabor Dornyei Launch Special Drum Accessory Pack

Tycoon has announced its collaboration with drummer Gabor Dornyei, one half of tHUNder Duo, to release a special drum pack of accessories.

Dornyei uses a trio of Tycoon instruments to accent and highlight his sound and abilities as a drummer. They include the Black Pearl Series Rock Bell, a Mountable Tambourine with brass jingles and a Low Pitched Lip Block. Add on a Multi-Percussion Rack and you have the makings of a nearly perfect drum pack. Each item was handpicked by Dornyei to give him an added dimension in his playing style.

"I chose these three particular instruments for my drum pack because they are the most colorful, versatile and inspiring instruments that give me exactly what I need for my setup," Dornyei said. "It's a dream to play my favorite Mozambique rhythms and rock grooves on the Black Pearl Rock Bell, while you can perform the cascara or the clave on the Low Pitched Lip

Block with unmatched feel and sound."

[Tycoon \(tycoonpercussion.com\)](http://tycoonpercussion.com)



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Fender Announces Charvel Trio

Fender has introduced three new models of Charvel guitars.

The Pro Mod San Dimas Style 1, 2H and FR sport a pair of hot-rodded high-output Seymour Duncan JB and '59 humbucking pickups directly mounted to the body to crank out high-octane rock 'n' roll tone with plenty of sweet overtones. The volume control variations are on tap while the No-Load tone control operates like a standard tone control from positions one through nine, removing itself from the circuit at position 10 for transparent sound.

Other features include a Floyd Rose double-locking recessed tremolo and locking nut, a two-piece maple neck with a thumbwheel butt-adjust truss rod along with a pair of graphite reinforcement rods to match your personal specifications.

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

A woman with a floral lei and a hula skirt is playing a ukulele in a tropical setting. The ukulele has the brand name 'HAMANO' on the headstock. The background shows palm trees and a beach.

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APPEARANCES

SATURDAY, JANUARY 23, 2016

10:00 A.M.

Sylvia Massy
MV Pro Audio
Booth 6914

Leah Zeger
Yamaha
Booth 100, 102

Doug Johns
Pedulla Guitars
Booth 5962

Keith Jones
DrumClip
Booth 2877

11:00 A.M.

Travis Perry demos Chord Buddy.
Hal Leonard
Booth 5720

Cody Marks
RCF
Booth 6780

Sal Loyo & friends
Yamaha
Booth 100, 102

Dan Lawson
King Blossom Guitars
Booth 1383

Kotaro Oshio
ESP
Booth 208AB

Doll Skin
ISP Technologies
Booth 5863

11:30 A.M.

Shelly Peiken
Hal Leonard
Booth 5720

12:00 P.M.

Richie Ramone
Los Cabos Drumsticks
Booth 3464

Dave Pensado & Herb Trawick
Hal Leonard
Booth 5720

Jaime Wyatt
Shubb
Booth 6240

12:30 P.M.

Andy James
ESP
Booth 208AB

1:00 P.M.



DOUG WIMBUSH, BILLY SHEEHAN

Rotosound
Booth 4850

Arthur Migliazza
Hal Leonard
Booth 5720

Jaco Caraco
D'Angelico Guitars
Booth 210C

Rick Monroe
Shubb
Booth 6240

Halemanu
King Blossom Guitars
Booth 1383

Kris Orlowski
Mackie
Booth 209A

Rex Brown & Mark Zavon autograph signing
Rapcohorizon
Booth 4556

1:30 P.M.

Coreen Sheehan, Anika Paris, Bobby Borg, Eric Corne, Michael Eames
Hal Leonard
Booth 5720

1:45 P.M.

Mike Orlando
GHS Strings
Booth 4682

2:00 P.M.

Roger Espino Shubb
Booth 6240

Eddie Ojeda & friends
D'Angelico Guitars
Booth 210C

Andy Babiuk
Hal Leonard
Booth 5720

Sal Loyo & friends
Yamaha
Booth 100, 102

Jonas Gerigk & Julian Schoenscheck
King Blossom Guitars
Booth 1383

Pat Heath
ESP
Booth 208AB

Six members of Foreigner will hold an autograph signing.
Rapcohorizon
Booth 4556

2:30 P.M.

Kevin Rones
Hal Leonard
Booth 5720

Demetrio Scopelliti
Stephallen Guitars
Booth 3095

2:45 P.M.

Stu Hamm
GHS Strings
Booth 4682

3:00 P.M.

Pluuto (Nick Maybury's band)
D'Angelico Guitars
Booth 210C

Adam Riveira conducts a Tycoon drum circle.
Hal Leonard
Booth 5720

3:30 P.M.

Chris Broderick demos Cakewalk's Sonar DAW.
Hal Leonard
Booth 5720

Peter Malick
King Blossom Guitars
Booth 1383

Gary Holt

ESP
Booth 208AB

3:45 P.M.

Courtney Cox & Nikki Stringfield
GHS Strings
Booth 4682

4:00 P.M.



VICTOR WOOTEN DEMOS HARTKE BASS AMPS.

Hal Leonard
Booth 5720

Gene Cornish & Guests
D'Angelico Guitars
Booth 210C

Ted Wulfers
Shubb
Booth 6240

Tess Henley
Mackie
Booth 209A

Yngwie Malmsteen
Seymour Duncan
Booth 5560

5:00 P.M.

Jimmy Hewitt
D'Angelico Guitars
Booth 210C

Al Schmitt
Hal Leonard
Booth 5720

Joe Bass
Uncle Dave's Custom Guitars
Booth 1278

Marco Mendoza
ESP
Booth 208AB

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- www.PianoNet.com is your comprehensive guide to everything about pianos – their history, noted artists, pianos in the news and more. The piano may be 300 years young, but there's always more to learn about everyone's favorite instrument!
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- Join PMAI as a retailer and join the NPF/PMAI dealer network!
- National Piano Foundation – promoting the benefits of music education through the piano and RMM!
- Shipment statistics
- Major market statistics
- Partnership with Music Teachers National Association and RMM Outreach
- Retailer & Manufacturer Code of Ethics



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Saturday
January 23, 2016

NAMM® | **U**

This Morning's NAMM U Breakfast Session

Hug Your Haters: Customer Service in the Digital Age

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 Jay Baer, digital business expert, entrepreneur and marketing guru, as he reveals why customers are more vocal than ever and how to use this as an opportunity to grow your business and improve the customer experience. You'll gain tips and strategies for turning bad news into good. Learn to embrace this new normal, get more business and keep the customers you've already earned.

Today's TEC Tracks Keynote

The Global Impact of Disruptive Music Technology

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

Technology has completely revolutionized the recording industry. In this keynote, presented by A3E, you'll explore the future of audio with the luminaries behind this development. Their vision for game-changing technology has no fear of disrupting tradition in the quest to revolutionize the music industry for an emerging generation. Don't miss the talk that will help shape the years ahead for your business model—and the profound global impact it will have on the NAMM community.

NAMM Idea Center Spotlight

Web Mash-Up 2016—Big Ideas for Website Success

11 a.m., NAMM Idea Center, Level 1 Lobby

A mash-up is where the latest big ideas come together. And in this special high-energy double session, you'll hear everyone from small independents to international music retailers share proven tips to help you generate more success online. Building, promoting and managing a website—they'll cover it all! As a bonus, there will be surprise guest appearances from some of the biggest website success stories in the music retail industry. Walk away inspired and fired up to get your online presence on track.



Check out the entire schedule of NAMM U and TEC Tracks sessions on the NAMM app, available for download from your mobile device's app store.

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TEC TRACKS

All TEC Tracks sessions will be held in rooms 202 A, 202 B and 203 A-B.

10:30 A.M.–12:00 P.M.

TEC Preview

Eric Geer, NAMM
TEC Lab (202 B)

The TEC Award product nominees represent the latest and greatest designs and technologies for professional audio products. In this session, get a quick look (five minutes per product) at the hottest new tools for recording and live sound, presented by company experts. Gear heads will find this essential to attend.

11:00 A.M.

How to Get an Endorsement Deal

Chandra Lynn, Glow Marketing
Master Class (202A)

Presented by Glow Marketing's Chandra Lynn, this panel will bring together the music industry's artist relations heavyweights to discuss the dynamics of an artist endorsement deal. Musicians will learn what manufacturers are looking for in an endorsing artist, what the endorsee needs to provide and what the manufacturers can do to support their endorsee's career.

A3E Keynote: The Global Impact of Disruptive Music Technology

Jack Joseph Puig, Marcus Ryle, Steven Slate, Dr. Jeffery Smith, Ernst Nathorst-Böös and Doug DeAngelis
The Forum (203 A-B)

In this keynote, A3E invites you to explore the future of audio with the luminaries behind the development of studio recording. Their vision for game-changing technology has no fear of disrupting tradition in the quest to revolutionize the music industry for an emerging generation.

12:00 P.M.

Audio Video Bridging (AVB) in Live Sound for Houses of Worship

Tom Knesel, Pivitec
Master Class (202A)

Ethernet AVB/TSN (Time Sensitive Networking) enables precise timing and synchronization and bandwidth reservation, making it an ideal solution for several of the consistency and convenience issues musicians face on the road and during live performances. Tom Knesel, co-founder of Pivitec, will walk through the specifics of the AVB enabled systems.

Les Paul — Celebrating 100 Years

Michael Braunstein, Les Paul Foundation
TEC Lab (202 B)

Come celebrate the 100th birthday year and experience some of the magic and memories of the "Wizard of Waukesha," presented by the president of the Les Paul Foundation, Michael Braunstein.

Journey to the Major Label President's Mind

Joe Solo
The Forum (203 A-B)

This year, Joe Solo takes you on an adventure right to the top of the music industry and straight inside the minds of a handful of major label presidents. Find out firsthand from deep inside the brains of the gatekeepers of your music dreams the realities of what it

takes to break through to the big time.

1:00 P.M.

Taming Volume in the Modern Church

Worship Musician! Magazine
Master Class (202A)

Starting with an "it's about the congregation" approach, this session will explore technology and techniques to help prevent volume wars on Sunday morning. It will be led by Mike Overlin of Yamaha and Corey Fournier of Roland.

Explore the Powerful Future of iOS Music Technology

Chris Halaby, Enrico Iori, David Mash, Rounik Sethi and Jim Boitnott
TEC Lab (202 B)

With a powerhouse processor and more screen real estate, the iOS DAW is poised to take some enormous strides in the coming year. Whether you are an iOS developer, a mobile musician or an audio professional utilizing the power of iOS applications, this session will explore the latest trends on the horizon.

The Art and Science of Mastering

Jonathan Wyner, Berklee College of Music
The Forum (203 A-B)

Mastering expert Jonathan Wyner will show you how to artfully and accurately get your music to the right parameters for wide distribution, whether for MP3, iTunes, iTunes radio, Spotify, CD or LP.

2:00 P.M.

Tech Team — Praise Team — One Team

Worship Musician! Magazine
Master Class (202A)

Worship musicians and techs can become fragmented as they focus on their own role in a service and forget that there is really only one worship team — half of them on the platform and half at front of house. In this session, you'll discover how to see your Sunday morning through "the other guys's eyes" and regain a holistic, one team approach. Panelists include: Mike Overlin, Yamaha; Corey Fournier, Roland; Doug Gould, WorshipMD; Greg Riggs, GCPPro and Audio Engineering Society; and Holland Davis, Calvary Chapel.

Futuristic Control Surfaces: The Multidimensional Realm of Next-generation Instruments

Moldover, Roland Lamb, BT, Jordan Rudess and Doug DeAngelis
TEC Lab (202 B)

Touchscreen instruments, multi-dimensional controllers and gesture control may be unconventional to the traditional musician, but to the new generation of performers, these forward-thinking products will unleash creativity and help define the next decade of music. Meet the leaders and explore the future of next-generation instruments for the studio and stage.

Engineers' Forum: Jazz Recording Techniques

TransAudio Group, PlugIn Alliance and studioexpresso

We all love jazz, but how does that love play

SATURDAY, JANUARY 23, 2016

out in the studio? This panel will bring together some of the world's top jazz engineers and producers to discuss their studio techniques, tricks and subtleties that allow jazz to be captured at the highest level of its art form. The all-star panel includes: Curt Bisquera (Sarah McLachlan, Lana Del Rey, Josh Groban); Brent Fischer (D'Angelo, Elvis Costello & The Roots, Clare Fischer); and Al Schmitt (Paul McCartney, Bob Dylan, Diana Krall). Co-moderated by Brad Lunde and Claris Sayadian-Dodge.

3:00 P.M.
Making It as an Indie Artist
Jay Warsinske, INDIEPOWER
Master Class (202A)

Join music industry leaders breaking down all the exciting ways to be a successful independent artist, and to operate your own label and publishing company. In this session, major label honchos and movers and shakers across the industry will explain these dynamic opportunities.

Harnessing the Cloud for Music Production and Collaboration
Pete Brown, Mick Kiely, Bobby Lombardi, Gregory Butler and Robert Sermeño
TEC Lab (202 B)

Whether it's used to integrate an ecosystem of applications seamlessly, transfer files between facilities, produce music in the Web platform or connect artists to record in real time anywhere on the globe, cloud technology is the future of audio. This session will dig deep into the latest technology available and how it is best put to use in your work.

Producers' Forum: Big Releases on a Small Budget
TransAudio Group, PlugIn Alliance and studioexpresso
The Forum (203 A-B)

Music producers are faced with an increasing number of details and evolving realities, as they set the course and steer a successful recording project. With economics a challenge as never before, this panel will discuss how to not compromise quality while reducing production costs, leveraging the producer network to get better session musicians, cutting win-win deals with studios, dealing successfully with labels and managers and more! This world class panel includes Peter Asher (Linda Ronstadt, James Taylor, Steve Martin & Edie Brickell); Larry Klein (Joni Mitchell, Melody Gardot, Herbie Hancock); and Rafa Sardina (Plácido Domingo, Estopa, Katherine Jenkins). Co-moderated by Brad Lunde and Claris Sayadian-Dodge.

4:00 - 6:00 P.M.
The TECnology Hall of Fame, Presented by the NAMM MUSEUM of Making Music
George Petersen, FOH
Master Class (202A)

Founded in 2004 and developed by George Petersen, the TECnology Hall of Fame honors and recognizes audio products and innovations that have made a significant contribution to the advancement of audio technology. This year's session, which is presented by the NAMM MUSEUM of Making Music

and supported by AES, will induct 10 pivotal products — developed between 1928 and 2002 — into the Hall of Fame. Inductees are selected by a panel of more than 50 recognized audio experts, including authors, educators, engineers and other professionals. Products or innovations must be at least 10 years old to be considered for induction. Come out and celebrate these innovations and the people and companies that made them possible.

4:00 P.M.
New Technology in Traditional Instruments
Athan Billias, Ed Simeone, Keith McMillen, Adrian Haselhuber, Denis Labrecque, and Robin Sukroso
TEC Lab (202 B)

A panel of industry leaders will focus on the movement toward integrating high-tech tools and processing, such as USB ports, built-in autotune systems, Bluetooth 4, on-board pickup/tone modelling, wireless MIDI, hexaphonic pickups, DSP, touchscreen integration, etc. This session will prepare your sales, marketing and engineering staff with a look at what is ahead, and how to market these high-tech instruments effectively to your customers.

Digital Royalties From Sound Exchange
David Pack
The Forum (203 A-B)

This event is a must for recording artists who are thinking about plugging into the fastest growing royalty source in the music industry. Grammy winning artist/producer David Pack will be joined by The Who and Toto drummer Simon Phillips and 2013 The Voice finalist Will Champlin, as well as SoundExchange executives Barry LeVine and Wade Metzler, to discuss everything artists need to know about this breakthrough digital royalties collection and distribution organization.

5:00 P.M.
Google-powered Audio: Android OS and the Web Platform
Chris Wilson, Nicholas O'Toole, Gabor Szanto, Phil Burk and Craig Swann
TEC Lab (202 B)

A panel of industry leaders will focus on the movement toward integrating high-tech tools and processing, such as USB ports, built-in autotune systems, Bluetooth 4, on-board pickup and tone modeling, wireless MIDI, Hexaphonic pickups, DSP, touchscreen integration, and more. This session will prepare your sales staff with a look at what's ahead and how to market these high-tech instruments effectively to your customers.

Birth of a Record: Hotel California Mr. Bonzai
The Forum (203 A-B)

Legendary music producer/engineer Bill Szymczyk and the inimitable Joe Walsh will join music photojournalist, author and moderator Mr. Bonzai in an exploration of one of the most successful albums of all time, the Eagles' "Hotel California." Recorded at The Record Plant in LA and Criteria Studios in Miami, it was released in 1976, won two Grammy Awards and sold over 32 million copies worldwide.



Saturday
January 23, 2016

the music begins here
OPPORTUNITY • COMMUNITY • PROFITABILITY

Featuring the 2016 NAMM TEC Awards!

Grand Rally for Music Education

9:30 a.m., NAMM Foundation Lounge, Hilton Level 2
Join us for a salute to music educators everywhere. The Grand Rally kicks off with an appearance by multi-GRAMMY-winning artist, best-selling author, TV and film actor-producer-director "Weird Al" Yankovic and the internationally acclaimed Canadian Brass. Hosted by the executive director of The NAMM Foundation, Mary Luehrsen, the event celebrates the vital role of music teachers and the importance of music education, and will include a live SupportMusic Coalition webcast.

NAMM Annual Meeting of Members

11:30 a.m., Avalon Ballroom, Hilton Anaheim
You're invited to join us for the Annual Meeting of Members, where NAMM members will vote in a new slate of eight Board Members. Let your voice be heard!

Tonight on the NAMM Nissan Grand Plaza Stage

6 p.m., ACC Grand Plaza
Stop by the Grand Plaza after the show to check out the Legends Concert, featuring Bill Champlin (formerly of Chicago), Bobby Kimball (formerly of Toto), Dennis Tufano (formerly of The Buckingham), Chuck Negron (formerly from Three Dog Night), Spencer Davis (The Spencer Davis Group) and Jimmy Sohns (The Shadows of the Knight), to name a few.

Honoring Excellence at Tonight's 31st Annual NAMM TEC Awards



7 p.m., Pacific Ballroom, Hilton Anaheim
Join us tonight for the NAMM Technology Excellence & Creativity (TEC) Awards, the most prestigious awards event in the professional audio and sound production industry, on Level 2 of the Anaheim Hilton. At tonight's event, hosted by comedian Sinbad, this year's Les Paul Award will go to musician and producer Don Was; in addition, guitarist "Skunk" Baxter and

Record Plant co-founders Gary Kellgren and Chris Stone will be inducted into the NAMM TEC Awards Hall of Fame. Purchase your tickets at tecawards.org or in front of the Anaheim Hilton Pacific Ballroom after 12 p.m.



Don Was



Gary Kellgren and Chris Stone



"Skunk" Baxter



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SCHEDULE

SATURDAY, JANUARY 23, 2016

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).

Breakfast Session

8:30–9:30 A.M.

Hug Your Haters: Customer Service in the Digital Age

Jay Baer, Digital Business Expert, Technology Advisor and Marketing Guru
Hilton Anaheim Hotel, Pacific Ballrooms

In our mobile, social, right-now world, consumers speak their minds like never before — in-store and online. This presents a huge opportunity to music businesses willing to embrace comments and complaints. Join Jay Baer, digital business expert, entrepreneur and marketing guru, as he reveals why customers are more vocal than ever and how to use this as an opportunity to grow your business and improve the customer experience. Baer will also share tips and strategies for turning bad news into good. (Free breakfast served from 8–8:30 a.m.)



Billy Cuthrell on future-proofing your business, 12:30 p.m.

10:30 A.M.

10 Ways to Improve Your Google Presence

Chrissy Hansen
Reverb.com

Discover how search engine optimization works and how you can make it work for you with Reverb.com Brand Director Chrissy Hansen. Find out how to make the Google bots fall in love with your website, what tools are best for measuring success and why creating outstanding content that you are proud to share is always the best strategy.

11:00 A.M.

Web Mash-Up 2016 — Big Ideas for Website Success (Double Session)

Gordon O'Hara & Bee Bantug, Retail Up!

In this special high-energy double session, Gordon O'Hara and Bee Bantug of Retail Up! will moderate a panel of music retailers who will share proven tips to help you have more success online. Building, promoting and managing a website — they'll cover it all! As a bonus, there will be surprise guest appearances from some of the biggest website success stories in the music retail industry.

12:00 P.M.

Social Media: How One Person Can Do It All

Ben Ash, Sam Ash Music

Ben Ash, director of social media at Sam Ash Music, will discuss the most effective ways to reach and retain your audience on multiple social media platforms — and how one man is able to do it all on his own. Hear the best practices of a music retail leader.

12:30 P.M.

5 Ways to Future-Proof Your Music Store

Billy Cuthrell, Progressive Music Center

Join Billy Cuthrell, Progressive Music Center founder and *Music Inc.* columnist, to discover

how to future-proof your music retail business. He'll look at five simple tools and strategies that will keep your business consistently up to date and forward-thinking. Get prepared for the next five years — and beyond.

1:00 P.M.

Host Staff Meetings That Deliver Big Results!

Donovan Bankhead, Springfield Music

Don't let your meetings be a drag! Staff meetings present a huge opportunity to get people engaged and deliver big results at your store. Donovan Bankhead of Springfield Music will show you how his company organizes, plans and executes meetings that keep everyone involved and make them more results-oriented.

1:30 P.M.

Proven Ways to Increase Lesson Sign-ups

Susan Pascale, Pascale Music

In this session, Susan Pascale, director of the Pascale Music Institute and a self-proclaimed risk-taker, will share her proven, out-of-the-box methods for attracting and retaining students.

2:00 P.M.

Simple DIY Store Design Ideas for High Impact

Tim Spicer, Spicer's Music

Join Tim Spicer of Spicer's Music, NAMM's 2015 Top 100 Award winner for Best Emerging Dealer, and get practical, do-it-yourself store design and merchandising ideas to maximize the customer experience — and ultimately boost your profits.

2:30 P.M.

How to Attract Millennial Customers, Employees and Students

Ravi, Music Inc. Columnist

The millennial generation is not to be ignored. In this session, music industry veteran and *Music Inc.* columnist Ravi will explain how



Don Was is honored at this year's TEC Awards, 7 p.m.

you can attract and retain millennial customers, employees and students. He'll dissect the psyche of this younger generation and provide actionable tips and tools to help influence their decisions.

3:00 P.M.

Profit-Minded Promotions That Work

Leslie Faltin, Instrumental Music Center

Leslie Faltin of Instrumental Music Center will explain how she's come up with her company's most successful promotions, giving you tools, examples and inspiration to create your own.

3:30 P.M.

You're Making a Profit But There's No Cash — What to Do?

Deb Barker, GE Capital

In this session, Deb Barker of GE Capital will share how successful businesses manage to improve their cash flow and their bottom line. Find out how to afford a well-merchandised store, stay price competitive and have a healthy bank balance.

4:00 P.M.

Sure-Fire Ways to Improve Your Collections

Robin Sassi & Kimberly Deverell, San Diego Music Studio

Listen in as Robin Sassi and Kimberly Deverell of San Diego Music Studio discuss the do's and don'ts of collections. They'll walk you through their proven best practices for phone calls, emails and certified letters. They'll also discuss helpful ideas for filing small claims, preparing for court and collecting post-judgment.

4:30 P.M.

5 Steps for Building Your Retail Dream Team

Liz Reisman, Creative Music Center

During this session, Liz Reisman of Creative Music Center will share her system for



Leslie Faltin on promotions, 3 p.m.

conveying expectations to employees and getting them working together as a team. Walk away with five sure-fire ways to be the Coach K of your retail sales staff.

5:00 P.M.

Big Ideas for Retail Growth: Session and Q&A

Donovan Bankhead of Springfield Music; Gayle Beacock of Beacock Music; Gabriel O'Brien of Larry's Music Center

Looking for some big ideas to grow your business in this hyper-competitive market? Then end the day with a dynamic think tank of independent music retail experts: Donovan Bankhead of Springfield Music, Gayle Beacock of Beacock Music and Gabriel O'Brien of Larry's Music Center. They'll discuss proven, practical tips that they've successfully implemented to improve and expand their own businesses. They'll also make time for a Q&A, so bring your burning questions. Kick off the new year with a focus on retail growth!

7:00 P.M.

31st Annual TEC Awards

Anaheim Convention Center

Nominees across 30 categories will be honored for creative and technical excellence. Hall of Fame inductees will include Record Plant co-founders Chris Stone and Gary Kellgren, and guitarist Jeff "Skunk" Baxter. Must have a ticket to enter.

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