

UpBeat

The Official **NAMM** Show Publication

DAILY



MUSIC CITY BOOM!



Look up in the sky. It's a bird! It's a plane! It's ... a ton of cranes and new buildings going up! Nashville is a boom town, y'all. Let's hope a little of that swagger and growth rubs off on the musical products industry in the coming year. Here are a few exhibitors — with reaching larger markets in mind — setting up before the show.

1. Team Hal Leonard gets ready to rumble while setting up their booth packed with guitars, drums, ukuleles, pro audio gear ... and print music! 2. Fred Poole, left, and Michael Smith show some American pride with Peavey's U.S.-made electrics. 3. Rob McCoy, left, Crystal Morris and Michael Swenson light it up with Gator's LED Edition Guitar Case. 4. Boss' Yoshihiro Ikegami, left, and Jay Wanamaker, Roland Corp. North America, with the new Boss Katana-Mini amplifier (see Page 24). 5. The Music Link's Jim LaPlaca shows off Recording King's Series 7 Limited Edition Lily of the Valley acoustic.

TODAY'S BREAKFAST SESSION



THE RETAIL STORE OF THE FUTURE

Join Doug Stephens, founder and CEO of Retail Prophet, as he details the next

See Full Schedule
Page 30



Vintage's Classic VS6
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Tama Does Ulrich Worldwired Kit
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Ansmann Charges Gear
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Don't be left in the dark.



LED edition GUITAR CASES

We are proud to announce LED editions of our GC and TSA Hardshell Guitar Cases. These unique cases are equipped with an LED lighting system that auto-activates when the case opens. Don't be caught backstage searching in the dark for your strings & picks... grab a Gator LED Edition Case!

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Ed Sheeran SIGNATURE EDITION

The **Ed Sheeran  Signature Edition** is the third Signature Custom Edition from multi-platinum artist and **Martin Ambassador Ed Sheeran.**

Designed in collaboration with the team at Martin Guitar, this edition features Ed's signature "÷" inlaid on the headstock, down the fretboard and etched into the top of the guitar.

Ed Sheeran is donating 100% of his royalties from the sale of every model to the East Anglia's Children's Hospices. www.each.org.uk | edsheeran.com

 Available Worldwide
edsheeran.com



Find an authorized Martin Guitar Dealer at martinguitar.com

Visit Martin Guitar at Booth 801 to preview their Summer 2017 New Models.

NAMM SHOW NEWS

Alvarez Adds Armrest Models

Alvarez has expanded its Artist Series with the Armrest model guitars.

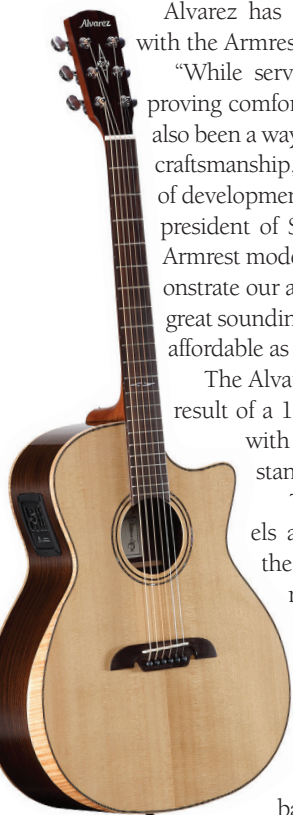
“While serving a functionality of improving comfort, a bevel edge armrest has also been a way for luthiers to exhibit their craftsmanship,” said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. “Our new Armrest models have allowed us to demonstrate our ability to craft great looking, great sounding guitars and make them as affordable as possible.”

The Alvarez Armrest models are the result of a 12-month process designed with a slimmer bevel than the standard.

The Alvarez Armrest models are featured in two series, the 60 and 70. The 60 series features a solid Sitka spruce top with mahogany backs and sides with a rosewood armrest.

The 70 series is delivered in solid Sitka spruce with rosewood backs and sides with an armrest made of flamed maple for a strong contrast.

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



Mark Goff and Joe Lamond

WELCOME BACK TO MUSIC CITY!

While it may seem like we were just in Nashville for last year's Summer NAMM, another incredible year of change has come and gone.

Any predictions made back then about the tumultuous events that lay ahead would have likely missed the reality by a wide mark. I suspect anyone trying to make similar predictions this year would fare no better.

But we are all here together to chart the course of our own future, to meet with our business partners, learn from some of the best educational sessions available anywhere and to reconnect our souls with the love of music that attracted us all to this industry in the first place.

And what better place to do all this than Music City, right?!

Your schedule will likely consist of three main areas, starting with the show floor. Our exhibiting members have once again supported Summer NAMM, creating an inviting place to show off their latest products and help our buyers plan for the important fall and holiday selling seasons.

The educational offerings, including yesterday's Retail Boot Camp, this morning's Retail Summit and the upcoming Breakfast, Idea Center and TEC Track sessions, will

give you the tools to adapt quickly to the changing retail and economic conditions. As we've said many times, “Change only becomes useful when one adapts to it.”

And like all good music industry participants, you will want to take advantage of the networking and musical offerings, like tonight's opening night party, featuring the 34th Annual American Eagle Awards, honoring Patti Smith, Crystal Gayle and — for those of the Spinal Tap generation — Derek Smalls, (a.k.a. Harry Shearer)! The Top 100 Dealer Awards on Friday night will be a once-a-year opportunity to learn what your retail friends and peers are doing to grow their businesses.

And then there is Nashville itself. While it has changed and grown since Summer NAMM first arrived in town back in 1993, the core essence has always been about the music. Enjoy your time in Nashville. Our staff is standing by if there is anything we can do to assist.

Have a great show!

— Joe Lamond and Mark Goff

Levy's Leathers Empire Straps Stand Out

Levy's Leathers MS-317EMP Empire strap features contrasting triple decorative stitching combined with subtle hand-brushed suede shades to set them apart.

They are 2½ inches wide and are made fully adjustable from 41 to 57 inches.

These straps are available in three colors: indigo, stone and slate.

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



Markley Bundles

Musopia, the Finland-based music mobile app developer, has finalized a bundling promotion with Dean Markley strings that lets Dean Markley customers engage with a digital guitar instruction method.

All packages of Dean Markley strings will contain a promo code that gives string buyers one-month of free VIP access to a Dean Markley-branded version of Musopia's popular FourChords guitar instruction and karaoke app.

FourChords offers an instruction method that gets first-time guitarists playing popular songs on quickly. There are nearly 2,000 songs in the app.

“Dean Markley USA is happy to team up with Musopia and provide aspiring musicians a revolutionary new way to learn, improve, and master guitar playing in a fun and easy environment,” said John Weaver, Dean Markley CEO.

To date, Musopia's apps have more than 11 million play-sessions. In addition, FourChords collects user data for marketing and product development purposes. The company tracks what genres customers prefer and what songs they're learning. It also enables Dean Markley to engage directly with customers through in-app messaging.

🛒 [Dean Markley \(deanmarkley.com\)](http://deanmarkley.com)

Glide with Graph Tech Talc

Graph Tech Guitar Labs has introduced Dry n' Glide, an engineered hand talc created specifically for musicians.

Guitar greats such as Carlos Santana and Jeff Beck use talc to keep their hands dry while playing in humid conditions but common talc leaves a gritty feeling on the neck and frets, cakes up the fretboard, and can be messy on stage. Acidic sweat and moisture from skin also corrodes instrument strings and hardware.

Dry n' Glide has been formulated to solve these problems, company officials said. It's non-gritty, pH balanced and cleanly applies. A 20-gram bottle delivers hundreds of quick, clean applications.

“This is really an amazing product,” said Dave Dunwoodie, president and head

honcho at Graph Tech. “It's so easy to roll on your hands without creating a mess, and once you start playing, you will love the way it feels.”

MSRP: \$8.95

🛒 [Graph Tech \(graphtech.com\)](http://graphtech.com)



3rd Collaboration for Sheeran, Martin

Martin Guitar and Ed Sheeran have collaborated again to produce the third in a series of Ed Sheeran Signature Artist Edition guitars.

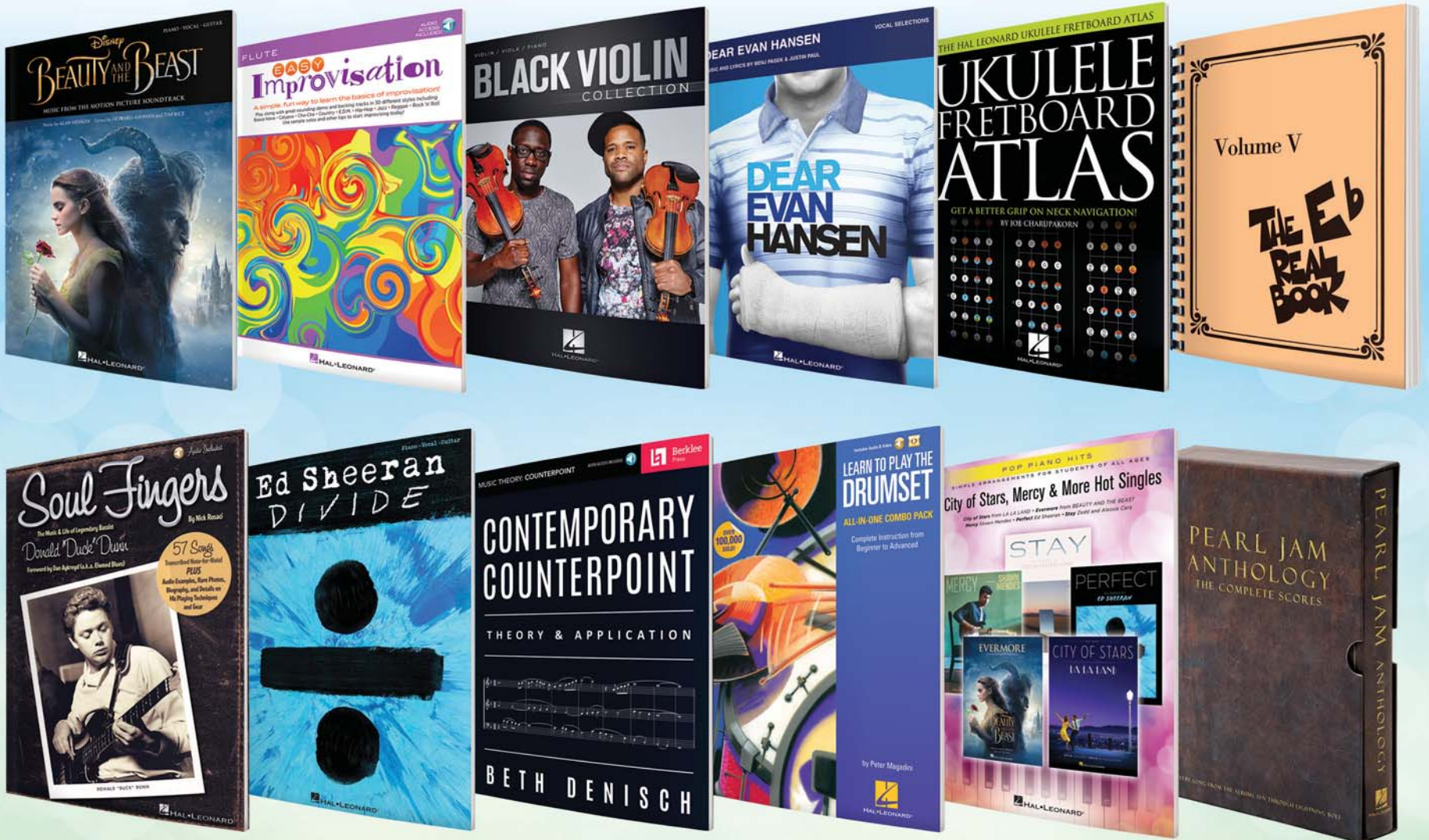
The newest instrument celebrates Sheeran's long-awaited third album ÷ (Divide). In 2013 and 2015, Martin Guitar and Sheeran unveiled their first and second collaborations. Each guitar was custom designed to celebrate the artist's albums.

Sheeran's newest model stays true to his love for Martin's LX1E Little Martin and continues with his mathematical-themed album cover art which adorns the guitar's headstock and the solid Sitka spruce wood top. The guitar also features a matching blue rosette, around the soundhole, and is constructed with mahogany high-pressure laminate back and sides. The model comes stage-ready, equipped with Fishman Sonitone electronics, Martin SP Acoustic strings and a padded gig bag.

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

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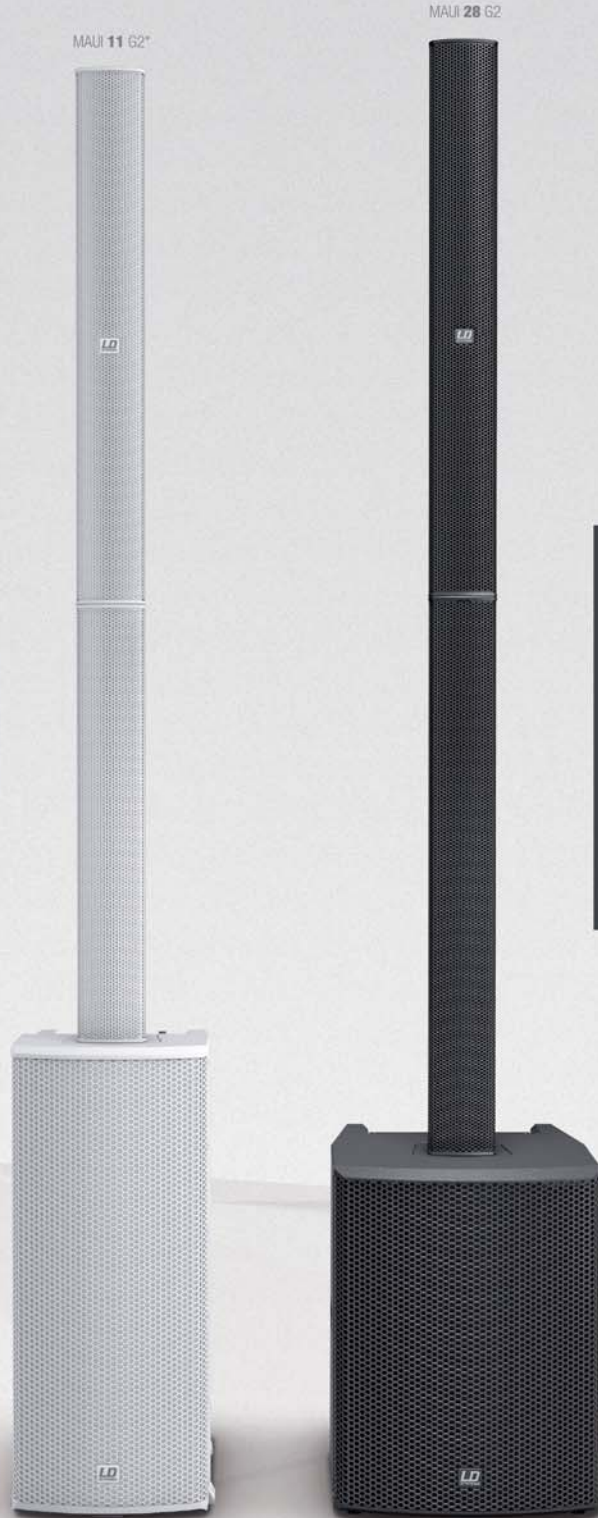
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Elisa Palladino, Sales Director

Years at Alfred Music: Twenty

Instrument: Voice

Best Perk of Working at Alfred Music:
It's a fun place to work!

Favorite Genres to Sing: Anything I
can put my emotions into

Favorite Artists: Too many to name

First Concert Experience:
Duran Duran, 1982



Our hardcover artist books—*Joni Mitchell: Complete So Far*, *The Rolling Stones: 50 Songs for 50 Years*, *Jimmy Buffet: Songs from a Sailor*, and our latest, *Led Zeppelin: The Complete Studio Recordings*—are truly unique and highly desirable products. These are perfect high-ticket items made for fans who want to own the artists' full library of songs or for music enthusiasts who want cool coffee table books!



alfred.com

GUITAR WALL



Prestige Hot-rod Electrics

Prestige Guitars has rolled out its DC Coupe electric guitar series. The Prestige DC Coupe Series is the double-cutaway counterpart to the company's single cutaway solid body line.

The DC Coupe Series guitars are built with all solid woods and top-end components to the same specs as its single cutaway solid body line, but have been given an infusion of rockabilly, rock 'n' roll outlaw styling.

Available in a single pickup configuration, The Ace, or double pickup configuration, The Deuce, the DC Coupe is truly a custom shop

hot-rod, straight off the rack and ready to rock.

The DC Coupe Ace is a single pickup model of the Coupe. The Ace features a solid mahogany body, with 3/4-inch carved solid maple top and a knockout double-cutaway body shape.

The DC Coupe "Deuce" is Prestige's double pickup model of the Coupe. It features a Bigsby USA B5 Tailpiece, TonePros roller saddle, metal knurled volume/tone controls and three-way toggle switch, open-geared Grover Sta-Tite tuners and a TonePros roller saddle.

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

D'Angelico, Weir Team Up for Signature Model

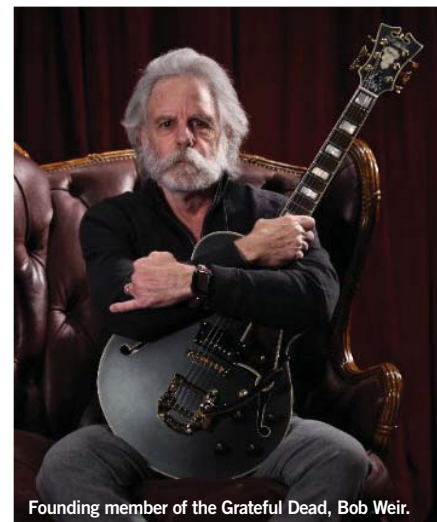
D'Angelico Guitars announced it has released the Bob Weir Signature SS.

Honoring the Grateful Dead guitarist, the Bob Weir Signature SS is a single-cutaway, semi-hollow electric and comes in a custom Stone finish.

To guarantee accessibility for every fan, it will be available at three different price points — Premier, Deluxe, and a hand-signed Deluxe collector's edition.

Featuring a gold Bigsby tremolo system, coil-tapping push/pull tone knobs, a master volume pot, and a full center block for feedback resistance, the Weir SS is fully equipped to produce the artist's legendary sounds and lets players craft their own.

🛒 [D'Angelico Guitars \(dangelicoguitars.com\)](http://dangelicoguitars.com)



Founding member of the Grateful Dead, Bob Weir.



Vintage Classic VS6 Now Available in US

Vintage Guitars announced that the VS6, one of the most popular guitars in the Vintage guitar line, is now available in the United States.

With its classic design, genuine tonewoods and Wilkinson designed hardware and pickups, the Vintage VS6 serves as a versatile solid-body for everything from blues to heavy rock.

The VS6 comes standard with a pair of Wilkinson MWVC double coil pickups that provide everything from mellow jazz

to the heaviest rock tones. The VS6's solid mahogany body and set neck provides an abundance of sustain and tone.

The VS6V has all the design and hardware features of the standard model with the addition of a Wilkinson designed Vintage Vibrola tailpiece that offers return-to-zero performance. The VS6V is available in Cherry Red and Gun Hill Blue finishes.

Finishing out the VS6 range is the VS6MRCR complete with battle scars and aged hardware. The VS6MRCR looks like it has gigged every night for 30 years but still performs and sounds as good as the day it was made. VS6MRCR is available in distressed Cherry Red.

🛒 [Vintage Guitars \(vintageguitarsus.com\)](http://vintageguitarsus.com)



Yamaha Evolves Pacifica Line

Yamaha's Pacifica 611VFMX represents an aesthetic reimagining of the company's Pacifica line of electric guitars for 2017.

In addition to its flamed maple top, the Pacifica 611VFMX sports a choice of three silky matte body finishes: Translucent Black, Root Beer and Translucent Blue. The guitar's tinted yellow matte neck finish enhances playing ease while its headstock is finished in matte black and stamped with the Yamaha tuning fork badge.

The key to the Pacifica 611VFMX's versatility is its unconventional pairing of Seymour Duncan pickups. The black covered SP90-2N neck pickup (which updates the SP90-1N) combines extra coil winding with two small ceramic bar magnets for

increased output and sustain. In addition to Seymour Duncan pickups, the 611VFMX boasts a Wilkinson V550 tremolo bridge, locking Grover tuning machines, a Graph Tech nut and a Graph Tech string retainer.

"The Pacifica series was launched in 1990 and driven by the demand of California session players of the day," said Dennis Webster, guitar product marketing manager, Yamaha. "They needed a versatile instrument that consistently performed night after night, session after session, and offered the flexibility to capture their own identity. That's the essence of Yamaha Pacifica guitars."

MSRP: \$1,050.

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



Reverend, Matt West Unite

Reverend Guitars and Neck Deep member Matt West have united to create a signature model for Neck Deep's Warped Tour jaunt. Based on the Jetstream platform that West loves, the guitar has a single Reverend CP90 pickup and a Wilkinson tremolo. It's topped off with a reverse headstock and West's wizard logo on the back. The model is available in Midnight Black and Powder Yellow, both with tortoise pickguards.

Matt West is a member of the Welsh pop-punk band Neck Deep, known for its intense and philosophical lyrics and riff-driven music. The band will embark on the Vans Warped Tour for the entire U.S. run.

As with all Reverend Guitars, the signature models feature a Boneite nut and locking tuners, Reverend's Bass Contour Control, and a dual-action truss rod.

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

SLM Marketplace Distributes Silvertone

SLM Marketplace is now the distributor of Silvertone electric guitars in the U.S. and Canada, and is shipping the line of guitars among many other new products.

"SLM Marketplace is always on the lookout for brands that mainstream music stores can take advantage of in terms of quality and profitability," said Rich Dumstorff, vice president of SLM Marketplace.

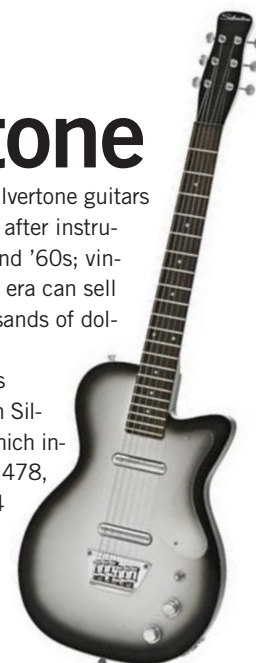
"For 2017, these new additions are the start of another great year of growth for the SLM Marketplace."

The Silvertone brand goes back more than 100 years and has origins in the Sears

& Roebuck lineage. Silvertone guitars became highly sought after instruments in the 1950s and '60s; vintage models from that era can sell today for tens of thousands of dollars and higher.

SLM Marketplace is distributing the modern Silvertone electric line, which includes the 1303/U2, 1478, 1423, 1449 and 1444 RAZR Bass models.

🛒 [St. Louis Music \(stlouismusic.com\)](http://stlouismusic.com)





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Experience Cool Wind™, the next generation of ABS polymer horns. With high-precision, all-metal valves, superior tonal quality and other features found only on traditional brasswinds, Cool Wind™ is the most complete line in the category, with six popular models in seven exciting colors. Also available in custom colors and simulated silver and gold.

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DRUM PAD

Yamaha Set Celebrates 50 Years

Yamaha has introduced the Tour Custom Maple drum set, designed for today's active-working drummer looking for a versatile kit for both recording and live playing.

Currently celebrating its 50th anniversary of drum manufacturing, Yamaha designed this series with features that emphasize an organic sound and look, combined with the durability drummers look for.


The Tour Custom Maple drum sets are constructed with

100-percent maple six-ply shells using the company's proprietary staggered diagonal seam shell construction, building a thin drum shell

that will start round and stay round. The series features five satin finishes, including Butterscotch Satin, Caramel Satin, Candy Apple Red Satin, Chocolate Satin and Black Licorice Satin.

"With the world's music in mind, the Tour Custom Maple kit design draws on our company's experience as the No. 1 backline company in the world for drums — with kits played by countless top musicians in all genres of music," said Steven Fisher, marketing manager of Yamaha Drums. "This kit offers a durable solution for working drummers who incorporate a variety of applications and styles into their everyday playing."

MSRP: \$2,320.

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



Tama's Kit Made for Metal

Tama has introduced the Starclassic Lars Ulrich Worldwired drum kit. The six-piece, double-bass kit is the configuration that Ulrich uses on tour and is geared to inspire hard rock and metal drummers.

As part of the Starclassic Series, the limited-edition replica kit features eight-ply maple 7-mm shell bass drums, and six-ply maple 5-mm rack and floor toms.

Other features include quick-lock tom

and floor tom brackets, Die-cast zinc hoops for sharp, solid rim-shots, the star-cast mounting system for resonance and projection, and air-cushioned floor tom legs for superior shock absorption.

The Ulrich Worldwired set serves as a tribute to the iconic Metallica drummer, made for players in search of a pro kit.

MSRP: \$6,150.

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



Promark Turns Up the Heat


Promark by D'Addario has released its FireGrain line of drumsticks — made using a heat-tempering process that transforms ordinary hickory drumsticks into precision tools with unmatched durability.

While keeping its original weight,

balance and feel, FireGrain sticks let drummers hit harder and play longer, naturally.

No excess vibration, just natural hickory that's been hardened by flame.

MSRP: \$22.60.

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


Drum Texts from Berklee

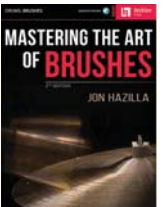
Berklee Press has released three drum titles by its percussion faculty, including a re-release of an iconic text by Alan Dawson and Don DeMicheal.

"Berklee Jazz Drums" has over 200 online audio examples by Berklee professor Casey Scheuerell, which helps students play jazz with an authentic vocabulary. This approach to jazz drumming presents a blend of four-way coordination and soloing/improvisation concepts, infused with world rhythms. It will help players develop a deep, practical understanding of how to play jazz drums and to develop their own sound and style.

"A Manual for the Modern Drummer" is written by the founder of the Berklee Percussion Department, Alan Dawson, and writer Don DeMicheal, and helps players to learn jazz drums from one of the classic texts of jazz drumming. The book was originally published in 1962, and presents some of his seminal thoughts about drumming technique.

"Mastering the Art of Brushes – 2nd Edition" by Berklee professor Jon Hazilla provides an in-depth focus on understanding the concepts behind brush playing and presents many brush patterns and techniques. Players will learn the signature brush strokes of such drumming legends as Buddy Rich and Philly Joe Jones.

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



Odery Adds New Flavors

Following up on the success of its Fluence Fusion line, Odery Drums has added two colors: Blue Burst and Magma Vintage.

In addition to the new colors, these two sets utilize the same maple hybrid six-ply shells with a 7.2-mm external thickness and maple/maple/bass wood interior used

in the rest of the line. They come complete with a kick drum, a snare, two rack toms and two floor toms. A hardware pack with a hi-hat stand, snare stand, straight cymbal stand, boom cymbal stand, and a single bass pedal are also included.

 [Rhythm Band \(rhythmband.com\)](http://rhythmband.com)



Sabian Grows XSR Cymbal Line


Just a year after Sabian launched its XSR cymbal line, the company has added three more models. Included in the expanded line are 17- and 19-inch XSR Fast Crashes and a 22-inch XSR Ride. XSR models are professional-level, B20-cast cymbals incorporating many of the processes that make HHX Evolution and AAX X-Plosion cymbals best sellers for Sabian.

The 17- and 19-inch Fast Crashes are hammered and feature enhanced profiles. In addition, bells are shaped and designed to

accelerate the overall sound, for a quick response with penetrating definition and power.

The 22-inch Ride adds that "in-demand" big ride to the line-up, offering a balance of stick definition and tonal wash, as well as a mid-size bell meant for playing solid grooves. Its versatility will please drummers on a budget.

The XSR line represents smartly priced cymbals designed to better fit within the average drummer's budget.

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



Get into the Digital Piano Business Without a Wallet

Music retail business practices and methods have remained essentially unchanged for decades. This while malls close. Brick & Mortars die. The old local "Music Houses" have become irrelevant. Internet sales, next day, front door, delivery has changed the world. Your competition is no longer your buddy down the street. It's everybody and everywhere!



Time to stop doing business the way your Daddy did it!

Samick's new business model embraces the Internet, understands the new demands of customers, and the new opportunities for music retailers who are ready to step up to the new world.

No exposure and no risk!

This new business model requires no inventory, no up-front costs, and no trucks or delivery staff.

You may not like it but the fastest growing retail category in the world is not the piano or guitar business. It is the consumer electronics business. The good news is that digital pianos are as much or more a consumer electronics product as they are a piano. This new world moves faster than your daddy's world.

Hurry to **Booth 549** and have a chat with Samick about your digital piano business or adding digital pianos to your new business plan. And, don't bring your wallet - our plan doesn't require one!



You'll love our entire line. All three of them. Less is more.

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SOUND ROOM

UA, SSL Team Up

Fully endorsed by Solid State Logic (SSL), Universal Audio has introduced the SSL 4000 G Bus Compressor Collection for UAD-2 hardware and Apollo interfaces — an end-to-end circuit emulation of the compressor that's integral to the SSL sound.

Embarking on a ground-up re-design of the original SSL G Bus Compressor plug-in, UA's team of engineers modeled every nuance of the in-console and FX G384 rack-mount specimens, including CV (control voltage) summing. By capturing all of its circuit behaviors, the SSL G Bus Compressor plug-in offers the same punchy, transparent glue and ultra-accurate stereo image of the original hardware.

The Pure Plate Reverb plug-in provides UA's plate reverb emulation in a simple, affordable package with all of the essential features. It captures all of the sonic and mechanical nuances of the steel plate, transducers and dampers that have flattered iconic recordings for over half a century.

Universal Audio (uaudio.com)



Neutrik Adds to Xirium Pro

Neutrik USA has added several features to its Xirium Pro Wireless Cable Replacement System. Expanding upon the full bandwidth, compression-free, low-latency and FCC license-free attributes, the new features add greater functionality and security while increasing the system's versatility.

Foremost among Xirium Pro's updated features is the Xirium App Version 3.0. This version of the control software offers an Advanced Mode that provides additional control and settings options.

Central to Xirium Pro's performance is what Neutrik calls DiWA (Digital Wireless Audio). Developed by Neutrik, DiWA technology provides compression-free, FCC license-free, wireless transmission of audio within the 5 GHz band. Among the new Xirium features is an app-activated RF attenuator. The RF attenuator enables the system receivers to "see" the DiWA signal in high-powered RF environments and, in the process, all but

eliminates minimum distance requirements.

Xirium Pro's security provisions have also been upgraded. Now, the system provides users with the ability to hide/unhide the SSID (Service Set Identifier) of individual base stations. This capability removes visibility of Xirium Pro devices on a Wi-Fi network, eliminating unauthorized access.

Neutrik (neutrik.us)



Antelope's Goliath HD Offers Enormous Processing Power

Antelope Audio has announced its flagship interface, Goliath HD. The Goliath HD features 64 channels of high-quality audio I/O and powerful upgrades including the adaptable new Accusonic pre-amps. This release follows the launch of Antelope's Orion32 HD.

Both units offer immense connectivity flexibility, conversion, and a bevy of powerful hardware FX — to both Pro Tools HD and native DAW-based digital recording systems.

"With the launch of Goliath HD, even the most sophisticated studios can access the market-leading features and innovations that only Antelope Audio interfaces can provide," said Igor Levin, Antelope Audio CEO. "Goliath HD — which works seamlessly in Pro Tools environments — is an uncompromising studio tool that improves overall sound quality while vastly expanding overall functionality."

Antelope Audio (antelopeaudio.com)

PreSonus Updates Studio One

PreSonus has released Studio One 3.5, an extensive update to the company's DAW for Mac and Windows. The update has 60 new features and enhancements, including several of the most requested features. The update is free for registered Studio One 3.x users.

Version 3.5 eliminates the need for expensive hardware DSP by introducing native low-latency software monitoring. When used with a high-speed audio interface, such as the PreSonus Quantum, Studio One 3.5's redesigned audio engine latency management lets users stay in the native processing domain throughout the entire process. The result is faster performance and better stability, including Dropout Protection that reduces the risk of audio dropouts in CPU-heavy songs.

Native low-latency software monitoring works on virtual instruments as well, enabling VIs to be played live, typically with unnoticeable latency. For DSP-equipped interfaces, like the PreSonus Studio 192 series, users have a choice between low-latency hardware and low-latency-software monitoring.

Studio One 3.5 Professional introduces a revised Project page with file-independent track markers that can be inserted and positioned in the Project page arrangement.

Version 3.5 offers many more features, including independent recording and playback devices for OS.

PreSonus (presonus.com)



Warm Audio Mic Boasts Universality

Warm Audio has released the WA-14 Large Diaphragm Brass Capsule Condenser Microphone. The WA-14 utilizes fully discrete classic circuit topology, including an all-brass CK12 style capsule design by "Lens Kondensator" of Warm Audio and a custom premium CineMag USA transformer.

The WA-14 can be used on an array of sources, which includes punchy and warm intimate lead vocals, aggressive guitars and heavy percussion.

The LK12-B-60v is an all-brass, edge-terminated capsule that captures all the smoothness, rich top end and other sonic qualities of the original CK-12 capsule. The o-ring and housing are all made from brass, and the capsule diaphragm is 24-karat gold sputtered and skinned using 6-micron and NOS Japanese PET film (Mylar).

Warm Audio (warmaudio.com)

Sennheiser Takes Sound Quality to the Edge with GoPro

Sennheiser's GoPro-verified MKE 2 elements microphone brings high-quality sound recording to GoPro's HERO4 Black and Silver cameras. Based on Sennheiser's professional microphone technology, the ultra-tough, waterproof microphone lets GoPro users take the next leap forward and add uncompromising sound to breathtaking video.

Designed to be the ideal audio partner to a GoPro HERO4 camera in its protective housing, the audio specialist's new MKE 2 elements microphone has been created to go anywhere a GoPro can. It easily withstands adverse conditions such as wind, water and snow.

The waterproof MKE 2 elements is the first mic for the GoPro HERO4 camera to have obtained "Works with GoPro" verification.

Sennheiser (sennheiser.com)



Love the YPG-235?

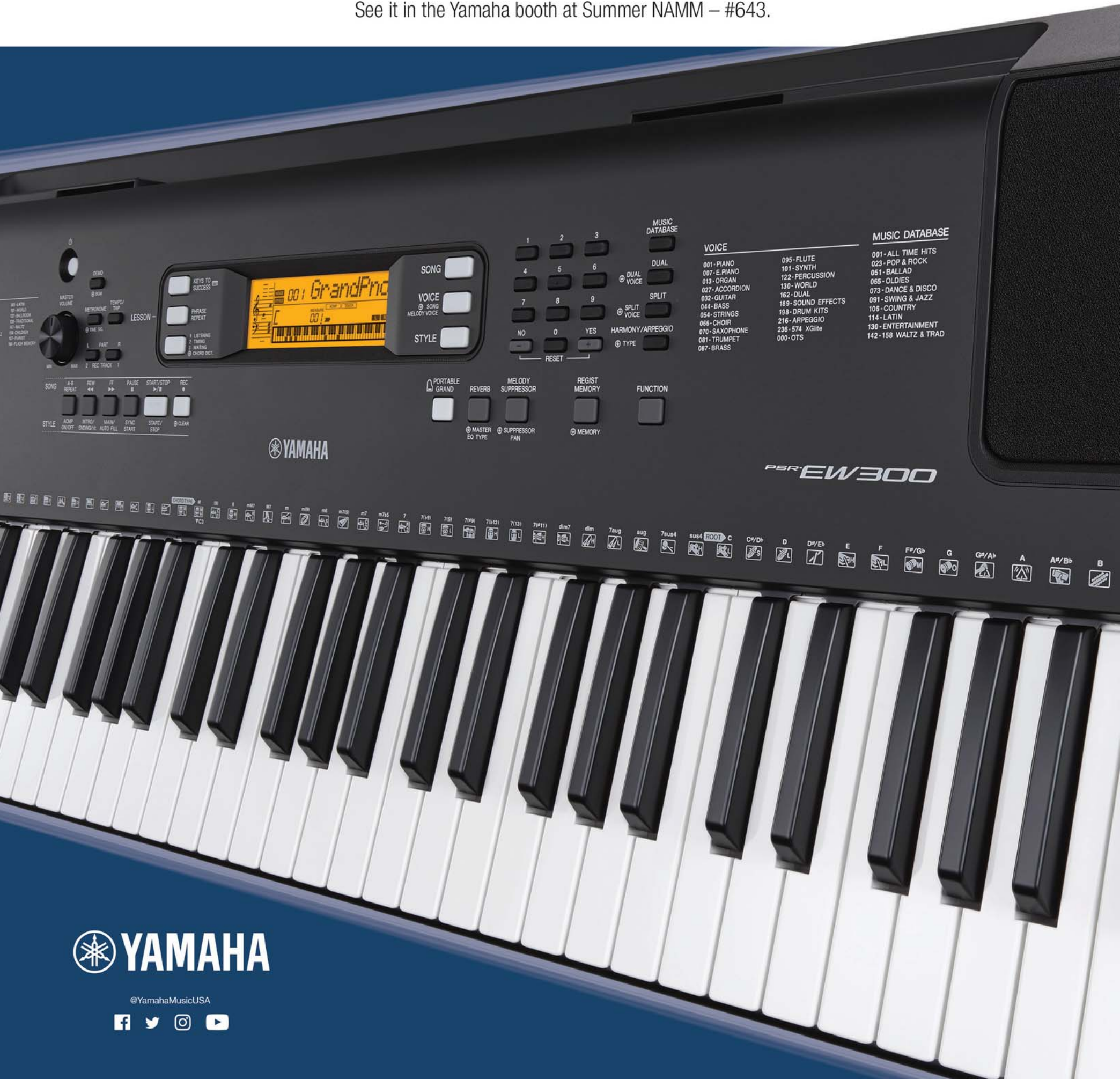
(and really, who doesn't)



There's a New Kid on the Block

The new PSR-EW300 is the heir to the best-selling YPG-235 keyboard.

See it in the Yamaha booth at Summer NAMM – #643.



VOICE		MUSIC DATABASE	
001 - PIANO	095 - FLUTE	001 - ALL TIME HITS	
007 - E-PIANO	101 - SYNTH	023 - POP & ROCK	
013 - ORGAN	122 - PERCUSSION	051 - BALLAD	
027 - ACCORDION	130 - WORLD	065 - OLDIES	
032 - GUITAR	162 - DUAL	073 - DANCE & DISCO	
044 - BASS	189 - SOUND EFFECTS	091 - SWING & JAZZ	
054 - STRINGS	198 - DRUM KITS	106 - COUNTRY	
066 - CHOIR	216 - ARPEGGIO	114 - LATIN	
070 - SAXOPHONE	236-574 XGlite	130 - ENTERTAINMENT	
081 - TRUMPET	000 - OTS	142-158 WALTZ & TRAD	
087 - BRASS			



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Thursday: The Retail Store of the Future

Doug Stephens and Joe Lamond

**Friday: The Connected Consumer:
Customer Experience in an Online World**

Doug Fleener

Saturday: Best in Show

Frank Alkyer and Panel



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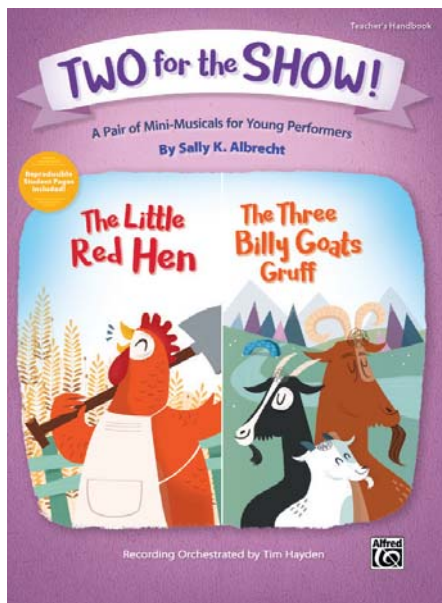


Alfred Hits the Classroom

Alfred Music has released four songbooks and musicals designed for the classroom: "The Great Big Holiday Bake-Off," "Two for the Show," "More Children of the World," and "Regards to Broadway."

"The Great Big Holiday Bake-Off" is a Christmas musical for unison and two-part voices. "Two for the Show" includes a pair of mini-musicals for primary-aged students. "More Children of the World" includes authentic folk songs. "Regards to Broadway" celebrates musicals past and present with this entertaining and educational revue.

🛒 Alfred Music (alfred.com)



Lock in with D'Addario Straps

D'Addario Accessories has announced the launch of its low-cost alternative to strap locks with the Dual-Lock Strap Lock. Dual-Lock Strap Lock provides additional instrument protection without the need of modification to straps.

The Dual-Lock clips onto an existing strap button, preventing the strap from releasing accidentally.

Additionally, the Dual-Lock can be clipped onto an instrument cable, securing your cable to your instrument to prevent the plug from being pulled unintentionally from the input jack. The Dual-Lock Strap Lock is sold in pairs.

MSRP: \$4.75.

🛒 D'Addario (daddario.com)

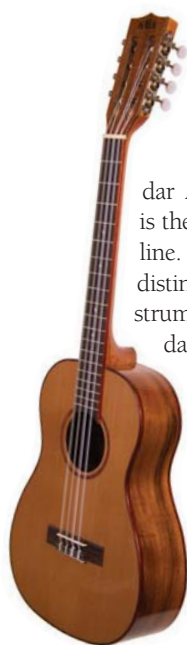


New Kala Uke Sings

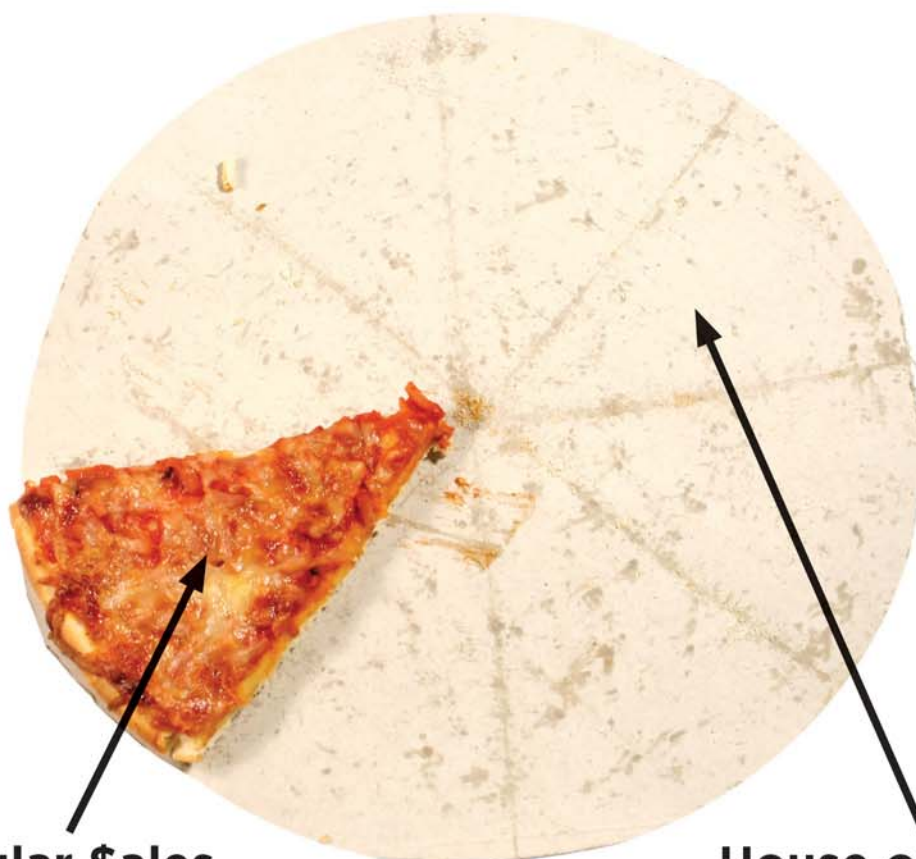
Kala Brand Music Co.'s Solid Cedar Acacia 8-String Baritone Ukulele is the latest addition to its Solid Cedar line. The 8-String Baritone exhibits a distinct, rich tone and is well-suited for strumming. The cedar supplies a lush, dark tone with plentiful low end and projection for full, evenly distributed sound.

Other features include Padauk binding, slotted headstock, Aquila Super Nylgut strings, Graph Tech NuBone nut and saddle, and a gloss finish.

🛒 Kala Brand Music Co. (kalabrand.com)



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Levy Brings it Back



Levy's Leathers' MS17AIF Spirit isn't new to the company's lineup — it was discontinued two years ago — but the company is bringing it back due to popular demand.

The Spirit strap is inspired by native North America and is made of soft suede with soft suede fringe. It's available in designs from 001 to 006. The strap is 2½ inches wide and adjustable from 41 to 55 inches.

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

Cloud Helps You Elevate Sound to the Power of Z

Cloud Microphones is now shipping its Cloudlifter Zi Vari-Z Instrument DI and Mic Activator — bringing Cloudlifter technology to guitar, bass and keyboard players and more. The Zi gives players control over their tone and loads of ultra-clean gain when going direct or miking up their amp.

“While typical DI boxes are one-dimensional, our new Cloudlifter Zi packs a dual

punch for instrumentalists,” said Cloud Microphones' Rodger Cloud. “It maximizes your instrument or mic's signal strength and also lets you contour your tone by manipulating the impedance load. Going direct just got a whole lot more fun.”

The CL-Zi's variable impedance “Z” knob and high-pass filter work in tandem to create massive tone shaping through the manipulation of impedance loading. Players can customize their tone before the gain stage of their signal path — just turn the “Z” knob until it sounds right.

As with all Cloudlifters, the Zi can be used with dynamic microphones to increase gain before feedback on stage or ribbon mics to boost signal quality in the studio.

🛒 [Cloud Microphones \(cloudmicrophones.com\)](http://cloudmicrophones.com)



Reverend Gets Dirty

The Reverend Reeves Gabrels Dirtbike was inspired by a couple of bikes — a '66 Schwinn and a '71 Honda Stingray.

The Reverend Reeves Gabrels Dirtbike is a single pickup guitar on the company's Sensei platform with a six-in-line

headstock and a Wilkinson tremolo. The pickup is a Railhammer Reeves Gabrels Signature pickup that has a distinct tone that drives hard and cuts through the mix, even with heavy overdrive.

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

Ansmann Energy 4 Charges Your Gear

The Ansmann Energy 4 battery charger is the ultimate personal charger for musicians, vocalists, presenters or anyone who uses wireless mics, in-ear monitors or effects pedals. Small enough to travel with and ideal for applications where only wireless mics are in play, the Energy 4 charger offers automatic charging,

reconditioning and maintenance of 1-4 AA's or AAA's plus two 9V's in any combination.

No power cords are needed; the Energy 4 charger plugs directly into the wall. When used with Ansmann's Max E Pro batteries, users can recharge each battery up to 2,100 times.

🛒 [Ansmann USA \(ansmann-pro-audio.com\)](http://ansmann-usa.com)



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TMP Distributes Bose

TMP-Pro has announced it's now a distributor of Bose Professional audio products. "Partnering with Bose adds an exciting new world of options for TMP-Pro and its clients," said Jim Mingo, TMP-Pro's national accounts manager and director of pro-audio business development. "Bose is synonymous not merely with innovation

but with outright invention, with using pure and applied science to provide elegantly engineered yet practical resolutions. We're all thrilled to welcome Bose Professional to the TMP-Pro distribution family and look forward to an expansive, rewarding relationship."

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



TKL's Cases Fit All Guitar Types, Players

TKL's Concept MC and Zero-Gravity cases are noted for their combination of portability, protection and affordability, and both carry TKL's exclusive 24/7 protection limited lifetime warranty.

The Concept series cases feature a Rig-Idlite, proprietary, precision-molded exterior with a plush, cushion-soft, secure-fit interior and the company's Providence-Forge hardware.

The rugged design is recommended for professionals, semi-pros and collectors.

The TKL Zero-Gravity case offers a tough, T-Cord 600 exterior over a protective, reinforced core along with a cushion-soft, secure-fit interior and Providence-Forge hardware as well.

These cases are ideal for both professionals as well as weekend warriors.

TKL (tkl.com)



Maximize with Boss' MS-3

Boss has announced the MS-3 Multi Effects Switcher, a new-concept pedalboard solution that maximizes options for guitarists and bassists.

The MS-3 can run up to six internal pedal effects at once while integrating three of the user's favorite external pedals.

It includes 111 onboard effects types, a noise suppressor and a built-in tuner.

The MS-3 also offers deep rig control capabilities — letting users switch amp channels, adjust effects in real time, work with MIDI devices, and more.

Boss (boss.info)

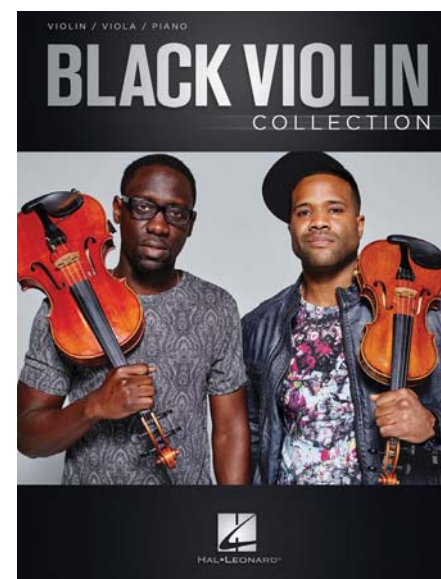
Hal Publishes String Music

Hal Leonard has released violin duo Black Violin's first-ever songbook. The book includes 11 original songs selected and edited by the duo and contains pull-out parts for both violin and viola as well as the full score with piano accompaniment.

Black Violin is a duo of two classically trained string artists (Kev Marcus and Wil B.) who use their talents to reach new audiences who might not otherwise know about string music.

Songs include: "A-Flat," "Brandenburg," "Dirty Orchestra," "Fanfare," among others.

Hal Leonard (halleonard.com)



DISCOVER THE LEGEND

SUMMER NAMM BOOTH #1247

Radial LX-3 Passive Line Splitter Ships

Radial Engineering's LX-3 passive line splitter is now shipping. The LX-3 is designed to send one audio signal to as many as three destinations at once. Completely passive with no need for power, users simply plug in and the LX-3 goes to work, delivering audio wherever it needs to go.

Like all Radial products, the LX-3 is built rugged to handle years of abuse on the road with heavy-duty, 14-gauge steel construction. A book-end design creates a protective housing around the connectors and switches to prevent damage, even in a harsh concert touring environment. An internal I-beam frame makes it almost impossible to torque the circuit board and to damage solder joints.

Typical applications include splitting the signal in the studio to send to multiple effects, feeding a console output to a number of recording devices, or even splitting a signal on a live stage to multiple monitors or headphone mixers.

Radial Engineering (radialeng.com)



Levy's Captures Arizona Sky

Levy's Leathers' MC8ARZ Arizona Skies strap is a 2-inch wide polyester weave guitar strap with geometric patterns inspired by the Arizona sky. This comfortable strap features

antique tri-glide adjustment and supple reinforced suede strap pin ends. Available in four patterns, this strap is adjustable to 64 inches.

Levy's Leathers (levysleathers.com)

On-Stage Delivers Side-loading Guitar Racks

On-Stage has debuted its latest guitar racks, the GS7563B and GS7563W, which are designed for convenience, security and visual appeal. The racks are a practical addition to any stage, studio, store or home.

Available in a black or natural wood finish, respectively, the GS7563B and GS7563W side-loading racks accommodate up to six electric or three acoustic guitars and feature solid ash construction with instrument-protecting EVA at all contact points.

"You can't take durability and function for granted and of course we don't," said Jeremy Payne, On-Stage brand director. "But what I really love about these new racks is how great they look. Visuals matter in the design and selection of the instruments

themselves, so why not display and access them with a rack that does them justice?"

On-Stage (on-stage.com)



IK Multimedia's new office in Sunrise, Florida.

IK Moves to Florida

IK Multimedia recently opened a new office in Sunrise, Florida.

"We're excited to expand," said Gary Kerzner, managing director. "We have the opportunity to further expand staffing and

capabilities in our marketing, distribution and customer support departments, as well as increase our ability to service current and future markets."

IK Multimedia (ikmultimedia.com)

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WiMN Holds Showcase Tonight

The Women's International Music Network's (WiMN) 2017 She Rocks Summer NAMM Showcase takes place tonight from 8:30-10:30 p.m. at The Listening Room Cafe in Nashville, Tennessee.

Performers include Canadian sister duo Command Sisters, singer and multi-instrumentalist Laura Clapp, singer-songwriter Julia Jordan Kamanda and life-long musicians, Southern Sirens.

The Listening Room Cafe is located at 217 2nd Ave. S. in Nashville — a short walk from the Music City Center. There will be sponsor giveaways during the event, and there's a \$5 online pre-sale or a suggested \$7 donation on-site.

The WiMN (thewimn.com)

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Setting New Standards

The Loar announced it has released its Honey Creek mandolins, solid-topped, hand-carved instruments.

Available in both F-style (LM-310F) and A-style (LM-110), both models combine the graceful curves of their respective body styles and a hand-carved top, offering players an instrument that not only sounds great out of the box but will be handed down to the next generation when the time comes.

Each Honey Creek mandolin is topped with a brown burst finish. For plugging in, the LM-310F is also available with a Fishman Nashville series pickup.

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



Striking Blue Steel

Dean Markley has launched its Blue Steel line of guitar cables. These cables undergo the same proprietary cryogenic treatment as its Blue Steel strings.

"Dean Markley is a proven innovator in the accessories market, and the Blue Steel Cable range continues that legacy," said

John Stippell, product manager of guitar brands at Korg USA. "The truly unique manufacturing process of these cables result in a more transparent, more durable cable that will instantly enhance the sound of any rig."

🛒 [Dean Markley \(deanmarkley.com\)](http://DeanMarkley.com)

Bam Expands Case Range

Bam has expanded its range of guitar cases to now include steel string guitar cases for 00, 000, OM, and Grand Concert models.

The cases are available in all of Bam's Hightech styles as well as the Panther "Soft Touch" black and gray, the "LEtoile," and the "Texas" series.

Bam's Hightech case is a combination of different high-performance materials. The result of this three-layer structure with AIREX core (a highly rigid cellular component) is a light and strong construction.

🛒 [Bam \(bamcases.com\)](http://Bam.com)



Yamaha's Arius Line Grows

Yamaha's YDP-103 is the latest and most affordable member of the company's Arius family of console digital pianos.

The 88-key piano combines the authentic sound and playing experience of a Yamaha acoustic piano with advanced digital features like iOS control and USB/MIDI connectivity.

"The addition of the YDP-103 means that more customers who

have admired or wished for a Yamaha digital piano can now get into the Arius line," said Dane Madsen, marketing manager, digital pianos, Yamaha. "The sound and feel are entirely authentic, providing

a solid foundation for future piano learning. The Digital Piano Controller app adds a new level of interaction and relevance for smartphone and tablet users."

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

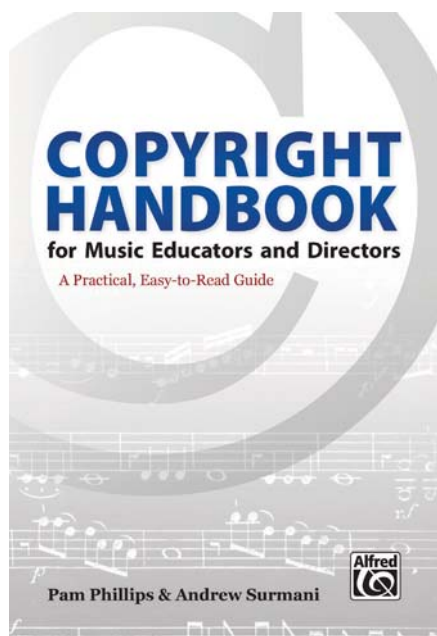


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Alfred Gets Legal

Alfred Music's "Copyright Handbook for Music Educators and Directors" provides a concise overview of the key aspects of copyright law that affect music educators and directors in the United States.

The handbook was designed to provide answers to the most common questions raised by educators and directors. This resource makes it easy to find specific answers by utilizing a user-friendly question-and-answer format. A thorough Glossary of Terms and an extensive Index are also included.

Not meant to replace legal counsel, the book is a starting point for music educators and directors with copyright questions.

🛒 Alfred Music (alfred.com)

Rhythm Band Offers Pro Cajons Without Pro Price

A Tempo's Performance line of cajons are ideal for upgrading your starter cajon.

Handmade in Peru, these three drums come standard with pro attributes at a reasonable price.

The cajons feature Monterey Pine and utilize A Tempo's signature dovetail joinery and furniture-grade construction to superior strength and fit.

Another common feature throughout the line is A Tempo's proprietary Tapa (playing surface) that brings out deep bass tones and crisp highs. The cajons also boast heavy-duty rubber feet, a deluxe bag, ergonomic



cut-outs for more comfortable playing, and a choice of three different Tapa finishes.

🛒 Rhythm Band (rhythmband.com)



Ukes Channel Seaside Style

Fender has debuted its line of California Coast Ukuleles, featuring five models with the recognizable Fender look and feel: Ukulele Venice, Ukulele Seaside, Ukulele Zuma, Ukulele Rincon and Ukulele Montecito.

Named after California beaches and inspired by Fender's Southern California roots, California Coast Ukuleles are resonant, portable and easy to play.

Available in soprano-, concert- and tenor-body shapes, the ukes boast upgraded woods and aesthetic appointments; multiple stained wood finishes; no-tie bridges on all models; as well as solid tops and Fishman electronics offered on select models.

🛒 Fender (fender.com)

D'Addario Innovates Picks

D'Addario Accessories has added the Acrylux series picks to its line of guitar accessories.

The Acrylux guitar picks are available in two different blends — Reso and Nitra — which offer two distinct tones while providing the grip and output that acrylic picks are famous for.

The Reso version comes in



transparent red, made of pure acrylic for a brighter tone, while the Nitra is black pearl, made from an acrylic and nitrate blend for a warmer tone.

The picks are available in standard and jazz shapes in 3-pack and 25-pick bulk packs.

🛒 D'Addario (daddario.com)



1007

POI POUNDER & PARQUETRY & SALT AND PEPPER DOGHAIR

The Poi Pounder Tenor ukulele, inspired by the Hawaiian tool used to mash taro root into poi paste, is made from the finest Hawaiian Koa. The Parquetry Tenor ukulele is made from reclaimed segments of Hawaiian Koa to help reduce our waste. The Salt and Pepper Doghair Tenor ukulele gets a black gloss finish with a white doghair grain filler to make the grains stand out. These unique, eye-catching ukulele and more are part of Kala's Elite USA series, designed and handmade at the Kala Shop in Petaluma, CA.



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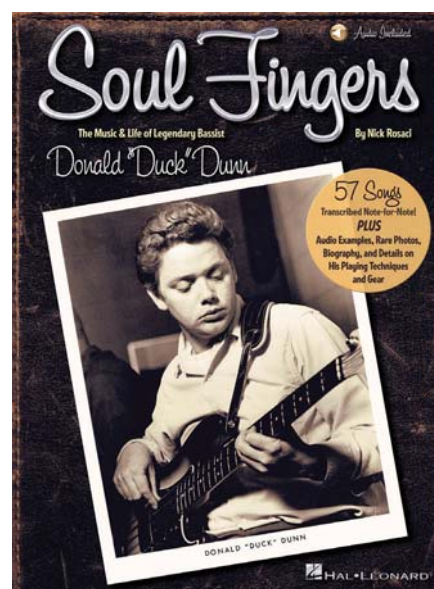



Kala's Transit Bag Transports Ukes Safely

Kala Brand Music Co. has released the Transit Bag, a sturdy, water-resistant ukulele bag. The Transit Bag is padded to keep the ukulele protected no matter where you take it. The black bag has a comfortable handle,

diagonal stitching and a pocket. The plush padding is removable for easy cleaning. The bag is available in soprano, concert, tenor and baritone sizes.

 **Kala Brand Music Co. (kalabrand.com)**




Hal Leonard Honors Stax-Volt Bassist

Hal Leonard has released "Soul Fingers," an exclusive book about Donald "Duck" Dunn, the legendary bassist for the famous Stax-Volt studios in Memphis, Tennessee.

Duck's life and music are presented in full detail — complete with photos, stories, gear info, and transcriptions of nearly 60 iconic bass lines.

Written by Nick Rosaci with help from Duck's family, friends and music compatriots, the book documents the triumphs and tragedies of Duck's amazing life and uncovers the magic behind the "soul fingers" that plucked a thousand timeless grooves.

 **Hal Leonard (halleonard.com)**

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On the Go Rainbow Piano


Mukikim, the maker behind the Rock and Roll It — flexible and portable piano and drums — has announced the Rainbow Piano.

The Rainbow Piano is made of flexible silicon rubber allowing for ultimate portability. Just roll it up and store in a backpack to take with you. The piano features 49 keys, a built-in speaker, record and playback functionality, multiple tones and demo songs. It's an ideal learning instrument that includes a songbook with six easy-to-learn songs and color coordinated notes that correspond to the keys.

"With its bright, new colorful design, new window packaging, and color-coded songbook, the Rainbow Piano is a hit with children who want to learn to play piano," said Zvika Givli, Mukikim president. "Our desire was to

make playing the piano a little easier to learn with the ability to take it anywhere you go."

MSRP: \$59.99.

 **Mukikim (mukikim.com)**



Sennheiser Redesigns Logo, Wordmark

Sennheiser has announced a new corporate design and visual language. The audio specialist will roll out the new look during 2017.


The most immediately recognizable changes will be in the evolution of the Sennheiser logo and wordmark, which will be further established as a standalone brand mark, making it more recognizable.

"The characteristic 'S' has been enhanced

to make it more eye-catching and appealing," said Oliver Berger, head of global design management at Sennheiser.

"In the same way, we are refreshing our wordmark with a narrower font style that improves legibility. These careful yet crucial changes keep the logo faithful to the roots of the company while also making

it look more elegant, modern and confident."

 **Sennheiser (sennheiser.com)**



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AMP WALL

Todd Sharp Expands JOAT Line

Todd Sharp has added a single 12-inch combo model to its JOAT line of amplifiers, available in 15- to 45-watt versions. The JOAT (Jack of All Tone) series of amps is made up of 20, 30 and 45RT heads (20, 30 and 45 watts with reverb/tremolo) and matching 2- by 12-inch speaker cabinets as well as the JOAT single 12-inch combo.

🛒 **Todd Sharp Amplifiers**
(toddsarpamps.com)



VHT Bolsters Redline Series of Amplifiers

VHT has introduced the portable Redline Micro 6 (AV-RL-M6). The Micro 6 amplifier packs six watts of clean class D power into a durable pedal-sized enclosure that will fit neatly on your board. Featuring volume and tone controls, speaker and headphone outputs, and instrument and aux inputs, the “on the go” Micro 6 is powered by a standard 9-volt power supply or for the ultimate in portability, the VHT Vooster.

The VHT Vooster (AV-VR1) is paired with any readily available 5V power bank and boosts its voltage to 9 or 12 volts.

The Redline 20R Head (AV-RL-20RH) takes all of the features packed into the Redline 20R combo and repackages it into a compact head design. Sporting two channels, real spring reverb, and vintage-voiced low-, mid-, and high-tone controls, the versatile VHT RedLine 20 Reverb head provides the full range of contemporary amp tones.

🛒 **VHT Amplification** (vhtamp.com)



Friedman Delivers Rich Tone

Friedman Amplification has unveiled the ASC-12 two-way 500-watt powered modeler/profiler monitor. The ASC-12 offers the same features and sound as the ASM-12 but in a combo-style cabinet.

The Friedman ASC-12 powered monitor was designed and voiced for use with today's guitar amp modelers and profilers including Fractal Audio Axe-Fx, Kemper Profiler, Line 6 Helix Series and others. It delivers rich, authentic tones — letting users get the most out of these systems in live use and playback applications. Plus, it looks just like a “familiar” speaker cabinet that would be used with a separate head.

The ASC-12 features a Celestion 12-inch loudspeaker with a 2½-inch edge wound voice coil and a Celestion high-frequency compression driver.

This proprietary amplifier design delivers rich, full tone and a wide frequency response making it suitable for backline, stage monitoring, or as your main P.A. speaker.

🛒 **Friedman Amplification**
(friedmanamplification.com)



Rich Sound on the Go

Boss' Katana-Mini is the latest addition to the Katana guitar amplifier series. Introduced in 2016, Katana amps have class-defying sound, authentic tube response and onboard effects. Portable, battery-powered and affordable, the Katana-Mini makes serious Katana tone accessible to everyone — from bedroom players and home hobbyists to traveling and recording guitarists.

The Katana-Mini features a multi-stage analog gain circuit that produces a wide range of highly expressive sounds. Inspired by Boss' flagship Waza amp, the Brown setting delivers refined high-gain tones sought by the world's greatest rock players. Crunch provides overdrive that's ideal for rock rhythms and bluesy solos, while Clean offers crisp, sparkling tone with big dynamic response. Also included is a three-band analog tone stack for sound shaping, plus a tape-style delay for ambiance.

The Katana-Mini produces rich, full sound from a modest footprint. The amp weighs just under three pounds and sits easily on a tabletop or shelf. And with the

comfortable, integrated handle and battery operation, it's convenient to grab the Katana-Mini and travel to all types of indoor and outdoor destinations.

The Katana-Mini is equipped with a phones/rec out with cabinet voicing for polished tone for silent practice and recording applications. The amp is also equipped with an aux-in jack for jamming along to music from a smartphone or other playback device.

🛒 **Boss** (boss.info)



Supro Statesman Amplifier Blends Vintage, Modern

Supro USA's Statesman is a 50-watt channel-switching amp with reverb that combines the vintage Thunderbolt and modern Comet models while adding an all-tube effects loop and a wealth of innovative, performance-friendly features.

The Supro Statesman features two distinct all-tube pre-amps that can be

independently selected or run simultaneously to create a massive, dual-channel sound where each pre-amp contributes part of the overall sonic texture. The red channel found in the Statesman uses the two-knob, Volume and Tone pre-amp from the Supro Thunderbolt amp. The Statesman's blue channel contains the high-gain pre-amp, two-band EQ and all-tube reverb section of the company's Comet model.

When run in parallel, these two pre-amps combine to provide the most versatile Supro amplifier yet.

🛒 **Supro** (suprousa.com)



Blackstar Venue MK II Boasts Guitarist-friendly Features

Blackstar Amplification continues its 10-year anniversary celebration with the release of the Venue Series MK II amplifiers. This line of all-valve amplifiers has been completely revamped and adds guitarist-friendly features such as power reduction, re-amping capability through a direct out with speaker cabinet emulation, and footswitch control over performance-critical functions.

The Venue MK II models will still feature

the original Venue's ISF (Infinite Shape Feature) control that lets guitarists change the tone stack with a single knob between traditional American and British voicings.

“There isn't a better time to announce this new series,” said Brian Piccolo, director of guitar brands at Korg USA. “The Venue series has been its most popular line; I think this series will impress guitarists even more.”

🛒 **Blackstar Amps** (blackstaramps.com/uk)

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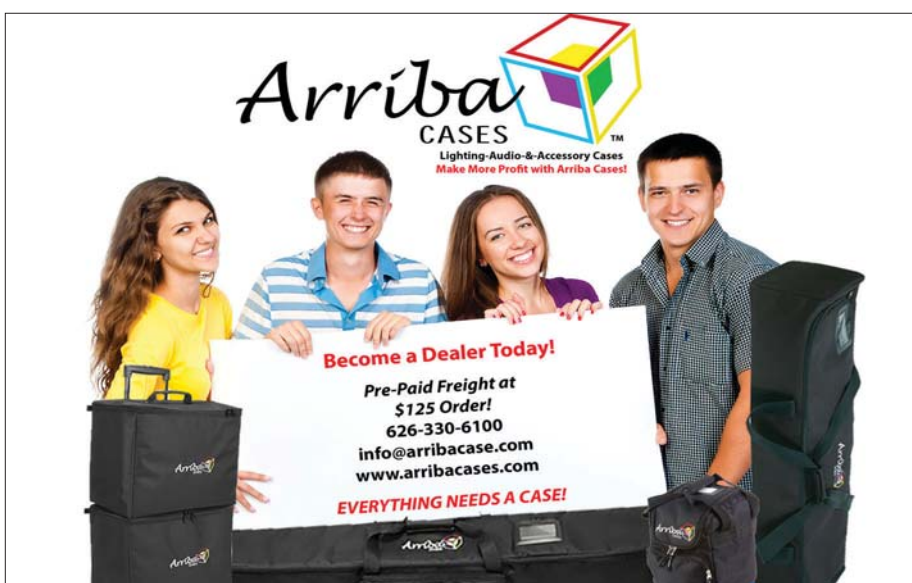
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ZERO GLIDE

Booth #1200

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www.ZeroGlide.com

NAMM U



Grow Your Business

Thursday, July 13, 2017

This Morning's Breakfast Session *Big-picture Ideas for Inspiration and Forward Direction*

The Retail Store of the Future

Doug Stephens, Retail Prophet, and NAMM President and CEO, Joe Lamond

Free breakfast (first come, first served!) 8–8:30 am
8:30–9:30 am

Grand Ballroom C (Level 4) – NEW LOCATION!



Doug Stephens

What does the future of retail look like—and how can you make it work for your business? What trends will impact you in the months and years ahead? In a special Breakfast Session, NAMM welcomes retail futurist and thought leader, Doug Stephens, founder and CEO of Retail Prophet.

Author of the groundbreaking best-seller, *The Retail Revival*, Stephens will sit down with NAMM President and CEO, Joe Lamond, for forward-thinking insights you won't hear anywhere else. Find out

how we got here, where we're going and how you can begin to chart your future now. Stephens will also look at the retail store of the future, from staffing and design to technology and marketing. A must-attend NAMM U Breakfast Session for music retailers and manufacturers alike.

NAMM Idea Center Spotlight *Results-oriented How-to's, Tactics and Tips to Grow Your Business*

Practical Tips for Better Website Content

Will Mason and Nicole Patton, Mason Music

11:30 am–12:00 pm

NAMM Idea Center (Booth 463)

Is your website getting stale? Have you given people a reason to visit your site if they saw it last month? Are you looking for new ideas for website content that impact your bottom line? In this session, Will Mason and Nicole Patton of Mason Music will explore how to craft compelling content that will drive new and returning traffic to your site and your store. Walk away with ideas that will help you build awareness, familiarity and likability with your retail business—and, ultimately, generate more sales.

TEC Tracks Standout

Sessions for Sound, Studio and Stage Professionals

Recording on the Fast Track

Craig Anderton, Gibson

10:30–11 am

TEC Tracks (Booth 263)

Audio industry guru, Craig Anderton, remixes his classic session with new ways to make a computer work for you—not against you. From lyrics to song structure to a workflow that maximizes opportunities for inspiration, discover how computers can assist with the songwriting and recording process.



Craig Anderton

SCHEDULE

All sessions are held at the NAMM Idea Center, booth 463, unless otherwise noted.

All TEC Tracks sessions will be held at booth 263.

CONTINUED FROM PAGE 30



Patti Smith

1:30 P.M. Innovative Store Design Ideas: Nashville Edition

Discover how some of the best-looking and most successful music stores in Nashville, Tennessee, merchandise and design their showrooms and what you can take away from their examples. Tim Spicer of Spicer's Music moderates this panel discussion with the best of the best in Music City. They'll share their most innovative and effective store design concepts and discuss how they made these ideas a reality.

2 P.M. 5 Social Media Strategies to Grow Your Business

Social media is constantly evolving. Are you keeping up? In this session, Paul Myatt, director of Forte School of Music, will challenge you to think differently about your social marketing. Here, he'll share his best ideas for targeting customers, social postings, Facebook Groups, Facebook ads and how to use your social profile to your advantage. Take your social media strategy to the next level, starting today.

2 P.M. NO REGRETS: PRESERVATION TECHNIQUES PAST, PRESENT & FUTURE

You've spent hours in the studio recording, tracking, overdubbing and finally mastering your latest project or hit single. But now that the heavy lifting is done, what are you doing to ensure the preservation and archival of all your hard work? This panel brings together leaders in the industry from a number of different disciplines to help guide you and give you practical information on how to save and preserve your most trusted works.

2:30 P.M. Amp Up Your Business with eBay: Insider Tips & Tools

What does it take to succeed on eBay? How can you better use the platform to grow your business? Find out straight from the source! Join Michael Mosser, general manager of eBay's musical instruments and



Harry Shearer

gear category. In this enlightening half-hour, Mosser will share tips, tools and best practices for running a successful eBay business, drawing from real-world examples you can use.

3 P.M. Will You Pass the Music Retail Financial IQ Test?

Today, more than ever, it's critical for music retailers and their staff to understand the financial principles of running a profitable music store. Inventory management, intelligent financing, expense monitoring, and proactive fiscal decision-making go a lot further than a mere bump in sales. Join Alan Friedman, CPA, for an interactive discussion on what matters for your music store. Find out if you will pass the music retail financial IQ test!

3 P.M. SOUND CHECK DECISIONS: CRITICAL LISTENING

This session examines the role of the sound check and critical listening in making decisions affecting the sound of individual inputs and their contribution to the overall mix.

3:30 P.M. New Technologies to Grow Your Lesson Program

YouTube, Skype and smartphones have changed the way people learn music. Is your lesson program keeping up? Join Billy Cuthrell of Progressive Music Center, a successful lesson business with 1,100-plus students weekly. He'll show you how he's expanded, modernized and updated his lessons using simple technologies. Discover how you can take advantage of video conferencing, remote learning and online video to cater to students' evolving needs and grow your lesson program.

4 P.M. BENEFITS & APPLICATIONS OF DANTE

Dante is the modern digital standard for connecting sound equipment. This session looks at how digital network interconnections save time, money and keep the mix in the digital domain; transformerless input



For a complete list of educational sessions visit the mobile app or namm.org/edu17



sharing for multi-console applications; and integrated multi-track recording and playback for Virtual Soundcheck.

4 P.M.
How to Make Your Reverb.com Listings Stand Out

Larry's Music Center has used Reverb.com to expand its customer reach, grow its online presence and boost the bottom line. Do you want new ideas for increasing your business through this online marketplace? Here, Gabriel O'Brien of Larry's Music Center will reveal his best practices for creating a Reverb product listing that stands out. Plus, he'll share tips for making the most of your inventory offerings on Reverb and also look at how to maximize Reverb's tools for music product retailers. Don't miss this opportunity to improve your Reverb presence today.

4:30 P.M.
5 Ways to Differentiate Your Lesson Program

You offer music lessons but so does the competition. How do you make your lesson program stand out? Join NAMM Top 100 finalist Noel Wentworth of Wentworth Music, and get new ideas to differentiate your lessons. Wentworth, who runs a program with 900-plus students weekly, will share ideas you can implement immediately to set

your lessons apart and grow your program. He'll cover everything from innovative student performance opportunities to tips for promoting your lessons. Creating a market niche isn't as difficult as you might think!

5 P.M.
IN-EAR MONITORING FUNDAMENTALS & SAFE SOUND

In-ear monitors provide many benefits, but there's no guarantee they can save performers' hearing. This discussion with Mark Frink and John Mills examines the physiology of hearing and fundamentals of in-ear monitoring that can help with hearing conservation.

6 P.M.
American Eagle Awards & Dinner
Music City Center, Grand Ballroom C (Level 4)

This year, the NAMM Opening Night Party will feature The American Eagle Awards honoring music legends Patti Smith, Crystal Gayle and Harry Shearer. Enjoy free appetizers, drinks, entertainment and networking with industry peers. To enjoy VIP seating and a plated dinner, purchase VIP online. The American Eagle Awards Dinner is a fundraiser for the National Music Council's Music Education and Creator's Rights Advocacy programs, dedicated to strengthening the importance of music in our life and culture.



Summer ¹⁷
NAMM

Thursday, July 13, 2017

What's New

- ★ **We've moved!** The Breakfast Sessions are now located, in the Grand Ballroom C, on Level 4!
- ★ For the first time ever, the **Summer NAMM Opening Night Party** is proud to host the **34th Annual American Eagle Awards**.
- ★ Enjoy live music performances at the NAMM *Reverb* Stage on the Terrace, newly relocated outside the Music City Center, Hall C. Check the guide or namm.org/events17 for performance times.
- ★ Take note of our **all-new education lineup**, including speakers like Doug Stephens, The Retail Prophet.

Highlight Events

Issues and Advocacy Roundtable: CITES Compliance
 presented by NAMM Public Affairs and Government Relations
11 am-12 pm • NAMM Member Center (Level 3)

International trade experts discuss compliance updates and best practices with regard to instruments containing all species of rosewood. Moderated by Mary Luehrens, Director of NAMM Public Affairs and Government Relations. Speakers include Charlie Redden, the Supply Chain Manager of Taylor Guitars, and others.



Summer NAMM Opening Night Party
 featuring The 34th Annual American Eagle Awards
5:30-8 pm • Grand Ballroom C (Level 4)

All NAMM Show attendees are invited to attend the 34th Annual American Eagle Awards, honoring Patti Smith, Crystal Gayle and Harry Shearer. Join us for this fun night of performances, drinks, appetizers and networking. VIP tickets are available for purchase by visiting www.musiccouncil.org.



World's Fastest Drummer Heats
NAMM Reverb Stage on the Terrace,
Music City Center, outside Hall C

Do you have what it takes to be the World's Fastest Drummer? Prove it! This highly charged, interactive contest consists of two categories: Battle of the Hands and Battle of the Feet. Preliminaries will be held Thursday and Friday, from 4-6 pm and Saturday, 10-11 am. The top ten Fastest Hands and top ten Fastest Feet will compete in a Finals Battle, Saturday at 3:30pm!



Members Only—Win a Free Membership Renewal

Stop by the Member Center to discover new business and money-saving ideas as well as connect with other NAMM members. Enter our sweepstakes for a chance to win a FREE membership renewal. One winner will be selected each day. Winners will be announced after the show.



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New users save up to \$20 on their first ride with code **NAMM2017**. To register, visit get.uber.com/go/namm2017



For a complete list of show events visit the **mobile app** or namm.org/events17

PEDALBOARD



WA's Next Iron Horse

In what Walrus Audio called a "summer surprise," the company has launched the Iron Horse Distortion V2. The true-bypass, high-gain behemoth, Iron Horse Distortion, was updated to help steer or let the reigns loose for full-on distorted onslaught. Re-skinned with both new artwork and a slight tweak to the enclosure color, the Iron Horse has been updated to be a more user-friendly, versatile distortion pedal.

The Iron Horse V2 includes updates to level control so that it's easier to dial in unity gain as well as tone control to allow more treble to be dialed in if desired. The unit also features an updated distortion control to smooth out the range of distortion and make it easier to dial in lower gain tones.

The Iron Horse V2 comes in a Galaxy Gold finish with black ink. The die-cast enclosure is 4.77 by 2.6 by 1.39 inches. Power requirements are 9VDC (100mA minimum). MSRP: \$199.

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

EHX Laces Up Tone Corset

Electro-Harmonix has introduced the Tone Corset analog compressor, a compact Operational Transconductance Amplifier compressor with an organic quality that works well with guitars.

The Tone Corset's four-knob design provides control and gives the user the ability to shape dynamics. Compression effects ranging from subtle to extreme are possible.

The pedal's sustain knob controls the amount of compression applied to the guitar signal. The attack knob adjusts how quickly the compressor recovers. As attack is turned clockwise, the pedal's response is slower and more initial pick attack



comes through. The blend knobs adjusts the mix of the dry and compressed signals.

By blending both, players can achieve a sound where the dry signal

allows the natural pick attack to come through, while the compressed side turns up the volume as the note decays.

Volume adjusts the overall output level of the effect. A Pad switch pads down the input signal to prevent undesirable distortion when the pedal is used with high output humbuckers, bass guitar, etc.

The Tone Corset features true bypass switching to ensure maximum signal path integrity. The pedal comes with a 9-volt battery.

🛒 [Electro-Harmonix \(ehx.com\)](http://Electro-Harmonix (ehx.com))



Mono Expands to Pedalboards

Mono has released a full range of pedalboards along with its updated line of accessory cases.

"Mono's pedalboards are the meeting of modern design and performance-ready practicality," said Randy Couvillon, Mono director of sales. "They're light enough to travel with but still strong enough to withstand serious stomping on stage. We're getting incredible feedback from the music community — lots of people are chomping at the bit to get their hands on one. We can't wait to see how the Mono pedalboard will help musicians push their performance to the next level [with ease]."

The full range of pedalboards includes: Lite, which is super lightweight for easy transit and can mount common compact power supply units; Lite+, which features all the benefits of the Lite with additional space so players can fit that extra pedal; Small, which is double the size of the Lite+ and can accommodate any power solution including AC, Medium which boasts a vertical cable outlet to give more flexibility to wire up pedals; and Large which features two front openings for cable access and management.

The pedalboards are crafted out of laser cut aluminum, bent from single sheet, chemical polished and anodized in either black or clear. Anodizing is an electrochemical process that converts the metal surface into a decorative, durable, corrosion-resistant and anodic oxide finish.

The pedalboards also feature rubber feet for stability and shock absorption.

🛒 [Mono \(Monocreators.com\)](http://Mono (Monocreators.com))

Ernie Ball Pedal Hits 40

The Ernie Ball Volume Pedal is celebrating its 40th birthday with a special 40th Anniversary VP Pedal, which features a limited edition Ruby Red chassis with updated graphics for a striking appearance both on and off stage.

A redesigned and ultra-durable Kevlar cord improves potentiometer traction for precise volume control and a super smooth foot sweep.

The Anniversary VP Pedal also features a

switchable taper for two distinct swell rates and works with active or passive signals.

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



Ampeg Scrambler, Classic Pedals Ship

The latest additions to Ampeg's lineup of pedals are now shipping. Launched at The NAMM Show in January, the Classic Analog Bass Preamp and Scrambler Bass Overdrive pedals join the company's SCR-DI Bass DI.



"Ampeg tones in high quality analog stomp boxes. It's just that simple," said John Boudreau, SVP of Ampeg product development. "The flexibility to punch in legendary bass tone right from your pedalboard whenever you need it is a new realm for any Ampeg-loving player."

The Classic Analog Bass Preamp pedal lets the player dial in a wide range of authentic Ampeg tones with the three-band tone stack and highly flexible Ultra-Hi and Ultra-Lo circuits.

The Scrambler Bass Overdrive pedal delivers a huge range of overdrive, from subtle to screaming. Players can add in a touch of highs, then blend in with the dry signal to create their custom Ampeg tone.

🛒 [Ampeg \(ampeg.com\)](http://Ampeg (ampeg.com))



Boss Grows 500 Series

Boss has announced the RV-500 Reverb and MD-500 Modulation, two effect pedals with 32-bit/96 kHz AD/DA, deep programmability and advanced features. The pedals share the basic design of the companion DD-500 Digital Delay, a best-seller that's been lauded for its great sound, powerful editing capabilities, intuitive interface and expressive real-time control. Carrying on the DD-500 benchmark, the RV-500 and MD-500 offer musicians unlimited creative capabilities with cutting-edge Boss technology.

The RV-500 features 12 modes and 21 reverb types and all include sound-shaping parameters like modulation, ducking and EQ.

On tap is everything from standard reverbs to shimmer, non-linear, fast decay, SFX and more, plus recreations of the classic Roland SRV-2000 and RE-201 Space Echo.

The versatile MD-500 provides 12 modes and 28 different mod effects. Included are Boss' chorus and Roland's Dimension D, plus flanger, tremolo, phaser, vibe, slicer, ring mod, and more. Many effect modes include advanced prime variations developed for the MD-500. Simul mode enables using two patches at once, while the Insert Loop function lets the user position mod effects around external pedals for the best sound.

🛒 [Boss \(boss.info\)](http://Boss (boss.info))

Tama Shrinks Cocktail-JAM

Tama has expanded the compact Cocktail-JAM kit to include the Cocktail-JAM Mini. Similar to the original Cocktail-JAM, the CJP44 is a slightly smaller version of its predecessor, featuring drum sizes 2 inches smaller in diameter.

With a smaller footprint, the entire kit fits into two bags, which are included.

The original Cocktail-JAM has been upgraded as well. Now built with a high-grade, 100 percent birch shell equipped with a sound arc hoop, the CJB46 delivers the sound of a standard drum kit.

🛒 **Tama (tama.com)**



Blessing Adds Woodwinds

E.K. Blessing is now shipping its new and full line of woodwinds. The woodwind instruments compliment Blessing's selection of standard brass instruments, which debuted earlier this year.

The Blessing Woodwind line will include flute, clarinet and alto saxophone. Also available are the Blessing color instruments such as piccolo, tenor saxophone and baritone saxophone. Blessing worked with woodwind experts to design instruments that fulfill a high standard of parameters, resulting in a bespoke line that

is inspiring to play, rental-ready and priced for the mid-tier student market.

🛒 **E.K. Blessing (blessingbrass.com)**



Connect to Keyboards, Synths with On-Stage's KEP100 Pedal

Durable, versatile and designed to work with any electronic keyboard or synthesizer, the On-Stage KEP100 Expression Pedal features an instrument-accommodating polarity switch with a six-foot, 1/4-inch TRS interface cable and scalable expression range control



knob. The pedal is housed in a heavy-duty chassis with a smooth-operating cam and a textured, slip-resistant rubber surface.

"It's beyond road-worthy," said Chris Roberts, On-Stage product line manager.

The KEP100 joins the KSP100 and KSP20 in On-Stage's line of keyboard pedals.

🛒 **On-Stage (on-stage.com)**

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SCHEDULE

THURSDAY, JULY 13, 2017

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

THURSDAY, JULY 13

BREAKFAST SESSION

8:30–9:30 A.M.

The Retail Store of the Future

Doug Stephens, founder & CEO of Retail Prophet, interviewed by Joe Lamond, NAMM President & CEO

Music City Center, Grand Ballroom C (Level 4)

What does the future of retail look like, and how can you make it work for your business? What trends will impact you in the months and years ahead? NAMM welcomes Doug Stephens, founder and CEO of Retail Prophet, to sit down with Joe Lamond for forward-thinking insights you won't hear anywhere else. Free breakfast is served on a first-come, first-served basis from 8–8:30 a.m.

 10:30 A.M.

5 TIPS TO MAKE THE MOST OF YOUR VIDEO MARKETING

Video is an invaluable tool for building your customer base and improving your online visibility, but are you doing everything you can to ensure that your videos are making an impact? In this session, Dan Abel, director of marketing for Reverb.com, will explore five powerful tips to help you grow your video audience and create videos that keep them coming back for more.

10:30 A.M.

Recording on the Fast Track

This session by audio industry guru Craig Anderton of Gibson covers how to make a computer work for you, not against you, during the songwriting and recording process — from lyrics to song structure to a workflow that maximizes the opportunities for inspiration. Find out how to get into a creative zone with a computer *and* how to stay there.

11 A.M.

Proven Ideas for Effective Instagram Posts

Instagram can open up new customer bases and revenue opportunities — *if* you use it right. Here, Ryan Carter, social marketing expert and founder of Parachute Media, will reveal Instagram power tips you can use to take your marketing to the next level. A can't-miss session for retailers who want to improve their online marketing.



Cream City Music's Brian Douglas (left) and NAMM President and CEO Joe Lamond during the NAMM U Breakfast Session at the 2016 Summer NAMM Show.

 11 A.M.

THE FEMALE VOICE — ON STAGE & IN THE STUDIO

So much of the time, effort and joy in the art of sound recording and reinforcement lies in the care and understanding of the female singing voice. In this first-of-its-kind panel, experts in the studio and stage presentation of female singers discuss how they work with singers and audio technology to bring out their best qualities.

11 A.M.

Issues & Advocacy Roundtable: CITES Compliance

NAMM Member Center (Level 3)

Join industry import/export experts for an informal roundtable discussion covering compliance updates and best practices regarding international trade in instruments containing all species of rosewood. Speakers include Christie Carter, owner of Carter Vintage Guitars; Chris Martin, CEO

and chairman of C.F. Martin Guitars; and Charlie Redden, director of supply chain of Taylor Guitars. The panel will be moderated by Mary Luehrens, director of NAMM Public Affairs and Government Relations.

11:30 A.M.

Tips for Better Website Content

Is your website getting stale? Have you given people a new reason to visit your site if they saw it last month? Are you looking for new website content ideas that impact your bottom line? In this session, Will Mason and Nicole Patton of Mason Music will explore how to craft compelling content that will drive new and returning traffic to your site and your store. Walk away with ideas that will help you build awareness, familiarity and likability with your retail business and, ultimately, generate more sales.

12 P.M.

The Chuck & Bill Show

Move over "Pensado's Place." There's a new duo that's dishin' in Nashville, and you'd better show up for this session or they're likely to talk about you behind your back! Otherwise, come hear Chuck Ainlay and Bill Gibson talk about everyone else — who's doing what in the studios, and the popular secrets.

12 P.M.

Lesson Program Do's & Don'ts

Lesson programs need constant fine-tuning to stay relevant and successful. During the past 23 years, The Music Room has regularly refined its program to keep up to date with customer trends while also protecting its bottom line. Here, company owner Carol Cook will share her biggest takeaways and hard-earned wisdom from more than two decades of working and reworking her program. Whether you're a veteran or new to the lessons market, you'll want to be at this session.

12:30 P.M.

Facebook as an Effective Sales Tool

Port Mac Guitars has built a Facebook following with nearly 30,000 likes and heavy customer engagement, resulting in increased sales directly from the social platform. In this session, Rob Mestric, company CEO and founder, will reveal how to improve the look and success rate of your Facebook posts. He'll show simple but often-overlooked Facebook strategies and discuss how to use its powerful set of marketing tools. Calling on his own real-world best practices, Mestric will also show what to avoid when creating Facebook posts, so your social marketing consistently resonates with customers.

1 P.M.

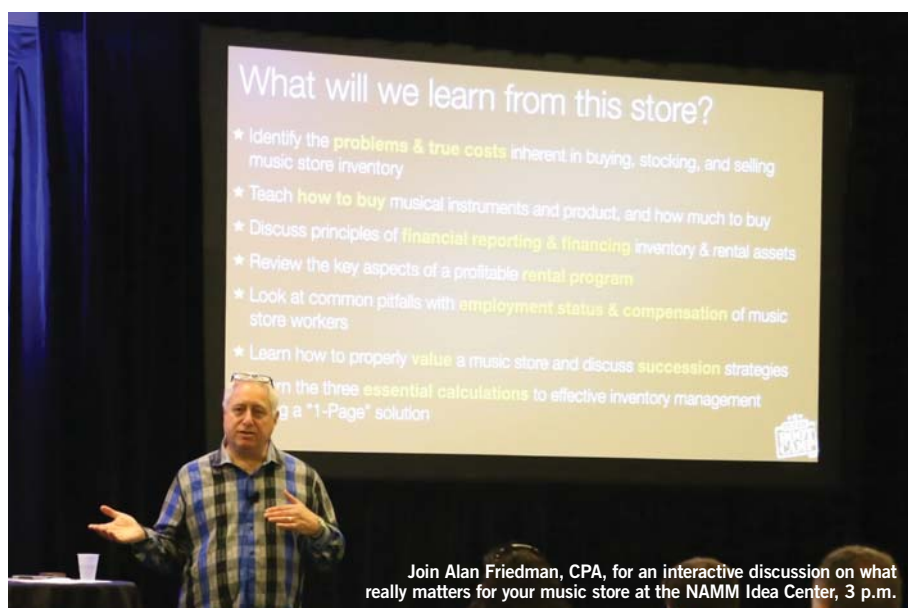
Supercharge Your Email Marketing

Email still generates the best return on investment of any ad channel in the known universe. In this session, find out how to harness cutting-edge techniques to grow your list, acquire new customers and re-engage existing customers. Join Lumen Foundry CEO and MI industry marketing expert Peter Mallick to uncover the six things that will transform your email list into a growth engine for your business.

 1 P.M.

PRODUCERS & ARTISTS: THE ART OF THE CRAFT

Representing Nashville's Grammy P&E Wing, Mark Bright — multi-award-winning record producer, songwriter, publishing company executive, and former president and CEO of Word Entertainment — will hold court with a special guest recording artist. They'll have an insightful conversation about the creative process and optimizing the collaboration between the artist and producer.



Join Alan Friedman, CPA, for an interactive discussion on what really matters for your music store at the NAMM Idea Center, 3 p.m.

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