

# UpBeat

The Official **NAMM** Show Publication

## DAILY

# NAMM's Summer Slam!

**WELCOME TO INDUSTRY DAY!** NAMM has a full day of gear, insights and music greats for everyone to enjoy. Here's a sampling:

**1.** Prestige Guitars' DC Coupe Series of electric guitars (see page 6). **2.** The Odery Fluence Fusion drum kit in Magma Vintage (see page 12). **3.** Warm Audio's WA-14 Large Diaphragm Brass Capsule Condenser Microphone (see page 8).

**4.** Charley Pride performs at the Reverb Stage (see page 19). **5.** Don't miss the Uke Circle (see page 4). **6.** And don't miss the finals of the World's Fastest Drummer. Here's Miss WFD 2015 Marley Richiez (see page 4).

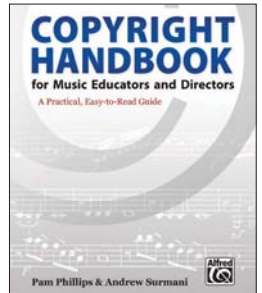


### TODAY'S BREAKFAST SESSION



**BEST IN SHOW**  
Join a panel of six retail experts as they share their selections for the best products and services at Summer NAMM!

**Best In Show**  
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**Alfred's Copyright Handbook**  
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**Yamaha's BB Series Bass**  
Page 13



**Kala's Tweed Cases**  
Page 15



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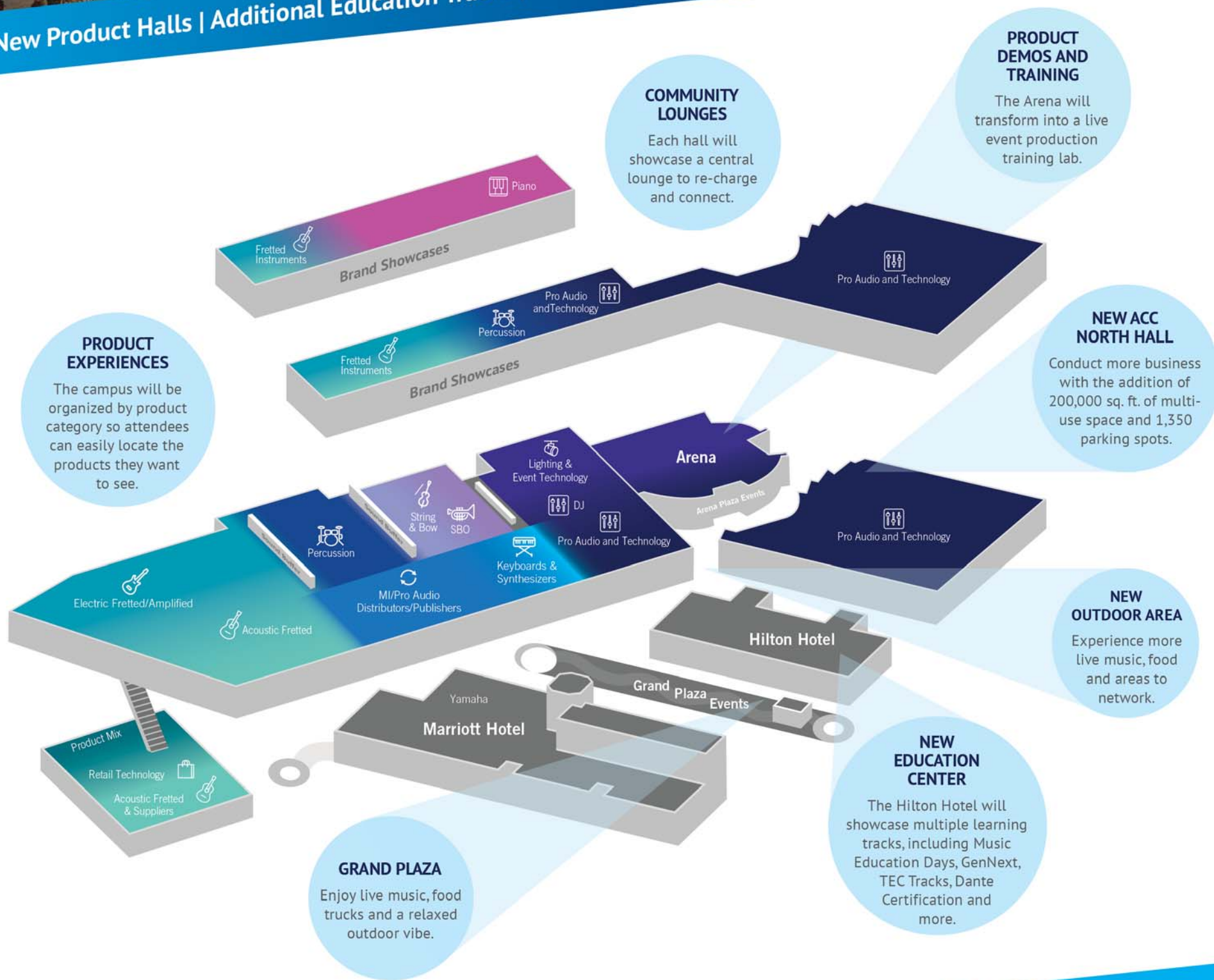
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January 25/28 2018 <sup>california</sup>

### Upcoming Dates:

- Initial Map Release: July 26, 2017
- Book Your Hotel: July 27, 2017
- Register for Badges: August 2, 2017

Learn more at [namm.org/ns18](http://namm.org/ns18)



# NAMM SHOW NEWS

## BRIEFS

### Levy's Leathers Stand Out Straps



Levy's Leathers MS317EMP 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.

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

Levy's Leathers  
(levysleathers.com)

### Graph Tech Talc Provides Dry Glide

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

Dry n' Glide is available through Coast Music in Canada and KMC, U.S. Band & Orchestra Supplies and Harris Teller in the United States. Dry n' Glide is available in single bottles or in a 12-pack POP display.

Graph Tech (graphtech.com)



### Today's Pick Hits!

**1–2 p.m. — Charley Pride**  
The country legend headlines Industry Day at the Reverb Stage on the Terrace.

**2–3 p.m. — Ukulele Circle**  
Grab a ukulele and unleash your island spirit! No experience necessary! NAMM Member Center (Level 3)

**3:30–5 p.m. — World's Fastest Drummer Finals**

How fast? REAL fast at the Reverb Stage on the Terrace.

**4–8 p.m. — 3rd Annual Summer NAMM Beer & Gear Hang**

Vintage King, 2826 Dogwood Place, Nashville

**5–7 p.m. — Muriel Anderson's All Star Guitar Night Unplugged**

3rd & Lindsley, Nashville



Summer NAMM 2016 Ukulele Circle



### Cordoba Grows Uke Offerings

Cordoba's 15CB — its latest concert ukulele — is built with exotic bocote wood prized for its striking grain patterns.

Features like the abalone rosette and cream binding set this ukulele apart from other models in this affordable price range.

Additional features include a satin finish, silver tuners with pearl buttons, and premium Italian Aquila strings. Beginners and professionals alike will appreciate the 15CB's stylish looks and easy playability.

Cordoba (cordobaguitars.com)



### Martin, Sheeran Collaborate on Signature Guitar Addition

Martin Guitar and Ed Sheeran have collaborated again to produce the third in a series of Ed Sheeran Signature Artist Edition guitars. The latest instrument celebrates Sheeran's 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 designed all three models with the luthiers at Martin, a collaboration that has produced tools that are key to the Grammy-winning artist's sound.

Sheeran's latest 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 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.

"Ed Sheeran's immense talent and innovation have earned him much deserved respect and popularity from fans and fellow musicians alike," said Chris Thomas, director of marketing at Martin. "Standing alone on a huge stage with nothing but a small guitar and a loop station is a unique and admirable approach to touring with such mega hits."

Sheeran, once again, is donating 100 percent of his royalties from the sales of each guitar to East Anglia's Children's Hospices, a U.K.-based charity. The organization, whose Royal Patron is The Duchess of Cambridge, supports families and cares for young people with life-threatening conditions and provides services across several U.K. counties.

Martin Guitar (martinguitar.com)

### Radial Has the 'Key'

Radial Engineering is now shipping the Key-Largo, a mixer and digital interface designed for keyboard players.

The Key-Largo is a compact keyboard mixer featuring ¼-inch analog inputs for connecting up to three stereo or mono keyboards as well as a USB interface for use with soft-synths



or computer based audio. All inputs are equipped with an individual level control.

Separate send controls access a shared effects loop. This stereo loop is activated using a dedicated footswitch that can be set to mono operation for use with guitar-style pedals.

Radial Engineering  
(radialeng.com)

### Tama Powers Up Bag Line

Tama's Powerpad bags are made with a semi-hard cushion consisting of four separate layers, each made from materials that help protect equipment from damage. The inner surface features a soft flannel material to prevent scratching while the outer surface utilizes high-density nylon with a water-repellent finish.

The latest additions to the Powerpad line include the Drum Throne Bag (PBTH15), the Stick and Mallet Bag (PBS50), and the Designer Stick Bag (TSB12).

The PBTH15 case includes an inside divider to provide separate, secure storage of the seat and base — plus, it can store a 14-inch snare drum and snare stand. The PBS50 is a larger style stick bag that can handle approximately 24 pairs of sticks, mallets and accessories. The PBS50 includes built-in hooks, to fit onto floor tom tension rods, while handle and shoulder strap make for easy transport. The TSB12 gives drummers four different color options for their stick bag. The TSB12 can store six pairs of sticks and mallets, and comes with an inner pocket for various drum accessories.

Tama (tama.com)



### IK Multimedia Ships ARC 2.5

IK Multimedia has announced that the ARC System 2.5 with MEMS microphone is now available for shipping.

Version 2.5 of the Advanced Room Correction (ARC) System is the first acoustic correction system that combines a MEMS measurement microphone, measurement software along with an audio correction plug-in for most Mac/PC DAWs (Digital Audio Workstations). This employs Audyssey MultEQ XT32 patented technology to improve the audio monitoring accuracy of speakers in any listening environment.

Like the other IK MEMS products, the ARC microphone is manufactured with an omnidirectional type capsule that ensures maximum response accuracy and stability over time.

IK Multimedia (ikmultimedia.com)







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# GUITAR WALL



## Prestige Hot-rods 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  $\frac{3}{4}$ -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-g 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

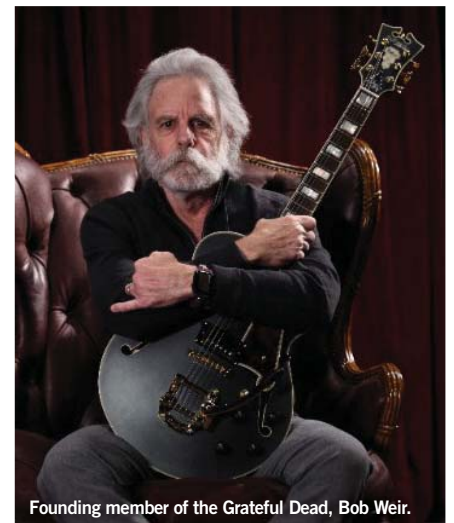
D'Angelico Guitars announced it has released the Bob Weir Signature SS.

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.

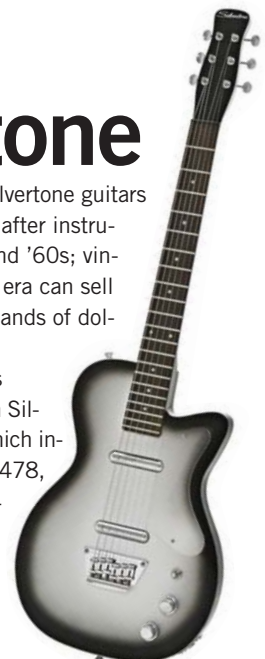
"For 2017, these new additions are the start of another great year of growth for the SLM Marketplace."

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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# 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)**



## 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)**



## 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)**



## 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)**





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# 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 guitar 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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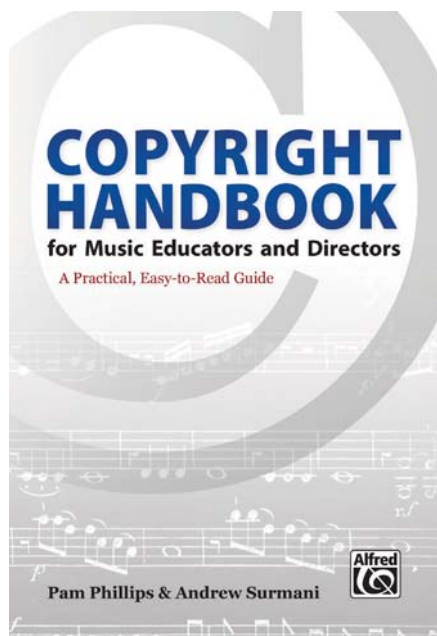
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## Alfred Gets Legal

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](http://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](http://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](http://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](http://daddario.com))



**KALA**  
~ BRAND MUSIC CO. ~



# DRUM PAD

## Yamaha Set Celebrates 50 Years

Yamaha has introduced the Tour Custom Maple drum set, designed for today's actively 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

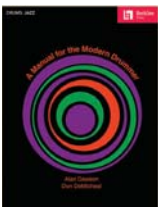
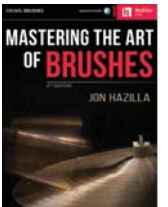
Berklee Press has released three drum titles by its percussion faculty, including a re-release of an iconic text by Alan Dawson and Don DeMicheal.

"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)





## Yamaha Shrinks, Boosts BB Series

Yamaha has debuted nine new BB series bass models that will continue to deliver the superb, legendary tone and build quality for which they are known, yet in a smaller body with even better playability.

Built for the working bassist, the models feature an alder/maple/alder construction, sandwiching maple into the center of

the body for quicker sound transmission from the strings. Custom-wound pickups achieve higher output gain while retaining the classic BB voicing. The new models also feature standard sized pickups for the first time in a BB, for more convenient customization or replacement.

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

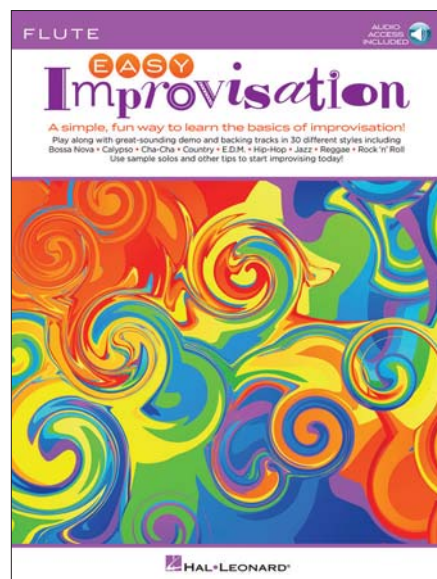
## Hal Leonard Shows Players Easy Improvs

Hal Leonard has released "Easy Improvisation," a book designed to help students better understand how to improvise.

It can be used by an individual player using the included PLAYBACK+ audio files, a small group of players, or a large ensemble with or without the audio. Students can play along with demo and backing tracks in 30 different styles including rock, jazz, EDM, hip-hop, bossa nova, country and more.

The book includes exercises for each musical style with tips and suggested notes.

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



Eric Velez

## Toca, Velez Partner

Toca Percussion has released a line of Eric Velez Signature Series pro-quality congas, bongos and timbales.

The congas are Cuban-style with three metal rings, finished in Black Mirror chrome with rubber bottoms. They stand at 28 inches tall. The accompanying bongos feature the same finishes outfitted on 7- and 9-inch heads and Easy Play hoops. Both the congas and bongos are made with sustainable plantation grown Asian oak wood.

The timbales feature 14- and 15-inch heads and come fitted with synthetic heads, a heavy-duty adjustable stand and an adjustable cowbell mounting bracket.

"[This new series] has some old school flair mixed with new school technology and design," said Eric Velez, world-renowned percussionist.

**Toca Percussion** ([tocapercussion.com](http://tocapercussion.com))

## Short Scale Bassists Rejoice

Ernie Ball's Short Scale Bass Guitar Strings are tailored to fit short scale basses. The strings are available in gauges .040, .060, .080 and .100.

The strings are precision-wound with nickel-plated steel and feature a high-carbon steel hex core, a rich and balanced tone, and compliment all bass guitar types and playing styles. The element shield packaging prolongs string life and keeps strings as fresh as the day they were made.

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

# Tune Fun!™



**Tune Style!™** **Tune Life!™**



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**Please visit booth #1635 at the 2017 Summer NAMM Show**

# 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://bamcases.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://usa.yamaha.com))





## Danelectro Rocks Classic Models



Danelectro has released five models for 2017. The '66 is a single-coil pickup combined with a classic lipstick humbucking pickup at the bridge.

The Vintage 12 offers a pair of '56 vintage single-coil lipstick pickups combined with

semi-hollow S-hole body to provide tonality.

Also sporting the semi-hollow S-hole body, the Vintage Baritone's high-output, high-impedance pickups are designed to capture lows without getting muddy.

The '84's familiar lines belie its sheer tone and playability, straight from the arsenal of one of the greatest players that ever lived. The '64 Bass features a single coil at the neck and pair of lipsticks to form a humbucker at the bridge.

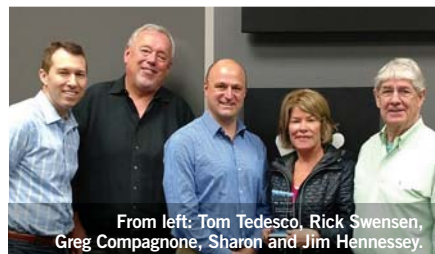
**🛒 Danelectro (danelectro.com)**

## TMP-Pro Receives Award from Bosch

TMP-Pro of The Music People has been recognized by Bosch Communication Systems as the recipient of its 2016 "Bosch Partner in Excellence Award."

The award was presented on June 6 by Rick Swensen, AudioPros principal owner, and Greg Compagnone, eastern U.S. director of sales.

"TMP-Pro is a world class operation," Swensen said. "Everyone there, from management to logistics, brings a professional, intuitive, forward-leaning approach."



From left: Tom Tedesco, Rick Swensen, Greg Compagnone, Sharon and Jim Hennessey.

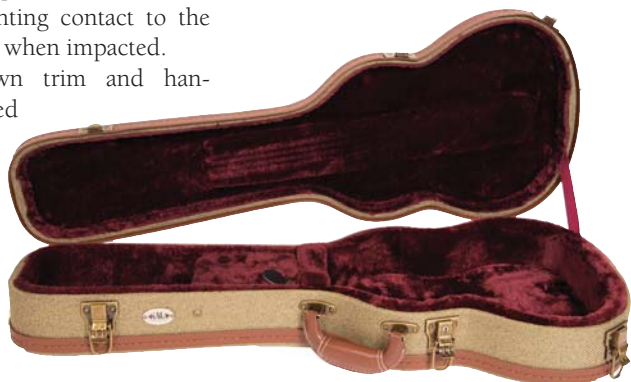
"We're greatly honored," said John Hennessey, TMP-Pro co-president. "We pride ourselves on consistency, and I think the longevity and growth of our relationship with Bosch speaks volumes — especially in this fast-changing business."

**📄 TMP-Pro (tmppro.com)**

## Kala Offers Rugged, Plush Olive Tweed Archtop Cases

Kala's Olive Tweed Archtop Hard Cases protect any ukulele and keep it safe while traveling. The Archtop Lid is more structurally sound, preventing contact to the top of the instrument when impacted.

The reddish-brown trim and handle and the antiqued hardware a vintage luggage look. The plush interior holds the instrument in place without scratching or damaging it. The cases are available in



soprano, concert, tenor and baritone sizes.

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

## Latest Dixon Kit Features Lava Lamp, Motion Effect Finish

Dixon's Limited Edition Motion Blue Burst three-piece kit features a unique electric finish that moves.

As the audience moves around the kit, the finish presents a lava lamp motion effect.

"The kit looks great and sounds better," said Jim Uding, Dixon brand manager.

**🛒 Dixon Drums (dixondrums.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**  
([todsharpamps.com](http://todsharpamps.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](http://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](http://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](http://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](http://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](http://blackstaramps.com/uk))



# HOW TO GROW A GUITAR PLAYER

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GAMA is a non-profit marketing group for manufacturers and suppliers that serve the guitar playing retail market.

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Saturday, July 15, 2017

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

**Best in Show**

Frank Alkyer, Music Inc. and UpBeat Daily Magazines, and Panel  
**Free breakfast (first come, first served!) 8–8:30 am**  
**Session: 8:30–9:30 am**  
**Grand Ballroom C (Level 4) – NEW LOCATION!**



Frank Alkyer

Don't miss out on your next best-seller! Find out what you need to see, before you leave Nashville, at "Best in Show." Join Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, along with a panel of music retail experts for this fast-moving NAMM U Breakfast Session. They've shopped the far corners of the show floor to bring you the biggest products, technologies and services at 2017 Summer NAMM. This is the gear that's sure to make a big impact in the fourth quarter—and the new year. Get to "Best in Show," and discover what it means to your business.

in the fourth quarter—and the new year. Get to "Best in Show," and discover what it means to your business.

**NAMM Idea Center Spotlight**

*Results-oriented How-to's, Tactics and Tips to Grow Your Business*

**Musician Marketing: Insider Tips to Grow Your Brand (Double Session)**

Jillian Kelleher, Connector Entertainment Group (Moderator), and Panel

**12–1 pm**  
**NAMM Idea Center (Booth 463)**

Join PR and marketing expert, Jillian Kelleher, founder of Nashville-based Connector Entertainment Group, along with several industry insiders for this insightful think tank about the importance of growing your career organically and how artists and brands can tap into local markets as a gateway for global exposure. Don't miss out on a chance to understand exactly what labels, publishers and brands look for when your tipping point arrives.

**TEC Tracks Standout**

*Sessions for Sound, Studio and Stage Professionals*

**New Technologies for Marketing Music**

Florian Doumenc, Hi Karl; John Mlynczak, Noteflight; Erik Mendelson, Recordgram; Kimberly Lannear, Scripturally Sound; Heather McBee, Project Music, Nashville Entrepreneur Center (Moderator)

**1–2 pm**  
**TEC Tracks (Booth 263)**



In the internet era of business and music, the most important technique for achieving success is one-to-many exposure. This session, powered by A3E, the leading industry resource in new music technologies, will focus on new technology-driven platforms that offer tremendous marketing and exposure opportunities to artists who are savvy enough to dive into new waters. Whether you are a band, a singer-songwriter or a DJ, you can utilize new technology to expose your music to a massive global audience.

# SCHEDULE

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



Dietze Music's Tim Pratt shows off his selections at 2016's Best In Show.

**SATURDAY, JULY 15**

BREAKFAST SESSION  
**8:30–9:30 A.M.**

**Best In Show**  
**Frank Alkyer, Music Inc. & UpBeat Daily magazines & panel**  
**Music City Center, Grand Ballroom C (Level 4)**

Find out what you need to see before you leave Nashville at "Best In Show." Join Frank Alkyer, publisher of Music Inc. and UpBeat Daily magazines, with a panel of music retail experts for this session. They've shopped the show floor to bring you the biggest products, technologies and services. Free breakfast is served on a first-come, first-served basis from 8–8:30 a.m.

**10:30 A.M.**  
**HOW TO BUILD AN AUDIENCE ON INSTAGRAM**

Here, Ryan Carter, social marketing expert and founder of Parachute Media, will show you how to monetize your Instagram and leverage sponsors for new content.

**10:30 A.M.**  
**A3E Opening Presentation: Disruptive Technology for the Traditional Musician**  
A3E opens the day with a performance to showcase the latest advancements in new technology for production and performance.

**11 A.M.**  
**The Future of the Guitar (Double Session)**  
Guitar Player Magazine celebrates its 50th anniversary with this special session, diving into the big question: What does the future of guitar look like? Featuring Mike Molenda, editor of Guitar Player, and several industry luminaries, this panel will take on that question in full force.

**11 A.M.**  
**THE FUTURE OF BASS GUITAR & DRUM TECHNOLOGY**

Nashville touring musicians have become increasingly challenged to replicate the sounds of contemporary pop on stage. A3E Conference Chair Doug DeAngelis was a pioneer in translating electronic sounds to the arena stage with live players. Join DeAngelis and a panel of special guests for a deep dive into the latest technology offerings for drummers and bass guitarists.

**12 P.M.**  
**Musician Marketing: Insider Tips to Grow Your Brand (Double Session)**

Join Jillian Kelleher and industry insiders for this think tank about the importance of growing your career organically, and how artists and brands can tap into local markets as a gateway for global exposure.

**12 P.M.**  
**THE FUTURE OF PRODUCTION IN NASHVILLE: A MASTERCLASS IN CONTEMPORARY COUNTRY**

Last year, Kelsea Ballerini's production team broke down the production techniques behind her album "The First Time." This year, A3E continues the tradition with a masterclass in contemporary country. Join the production team for a deep dive into how a hit album was made.

**1 P.M.**  
**Hit Songwriting: Making the Most of Cutting-Edge Trends (Double Session)**

Thornton Cline will lead a panel of hit songwriters, artists and producers who will share how they use musical, business and technology trends to succeed in getting their songs cut and licensed for various venues.



SATURDAY, JULY 15, 2017



Charley Pride will perform on the NAMM Reverb Stage as part of the show's Music Industry Day, 1 p.m.

**1 P.M.**  
**NAMM Music Industry Day**  
**Headliner: Charley Pride**  
**NAMM Reverb Stage on the Terrace**  
**(Parking Level)**

This year's show will welcome a variety of legendary performers, including a special performance from country music pioneer and multi-Grammy award winner, Charley Pride, who is releasing his album "Music in My Heart" on July 7. Music Industry Day is open to the public and welcomes music professionals, students, academics and others involved in the creation and production of music to The Summer NAMM Show.

**1 P.M.**  
**NEW TECHNOLOGY PLATFORMS**  
**FOR MUSICIANS: VIRTUAL**  
**REALITY & GAME AUDIO**

In the internet-era business of music, the most important device to achieve success is one-to-many exposure. This A3E session will focus on two technology-driven platforms that offer tremendous marketing and exposure opportunities to artists who are savvy enough to dive into new waters. Whether you are a band, a singer-songwriter or a DJ, you can utilize virtual reality and gaming to expose your music to a massive global audience through one-to-many incidental exposure.

**2 P.M.**  
**The Art of Endorsement Deals**  
**(Double Session)**

So you want an endorsement deal? Great! In this session, you'll hear directly from experts who will guide you on how and what to prepare, along with what the endorsee and endorser should bring to the table. Jen Lowe, endorsing artist, will lead this interactive Music Industry Day panel discussion with artist relations and industry insiders.

**2 P.M.**  
**EXPLORING THE NEW SOUNDS**  
**OF MUSIC CITY**

A3E explores several genres of music, including pop, indie rock and hip-hop, that are emerging in Nashville. If you are a musician looking to learn about the latest tools, applications and technology used to break new ground, this is a session you won't want to miss. Meet like-minded performers and cutting-edge producers who are pushing the envelope to new extremes here in Music City.

**3 P.M.**  
**2017 Songwriter Success Summit**  
**(Double Session)**

Join the Nashville Songwriter Association International (NSAI) for a discussion that covers everything from writing for artists and publishing deals to red flags to watch for in contracts.

**3 P.M.**  
**METADATA MASTERCLASS**  
**FOR MUSICIANS & DEVELOPERS**

Metadata guru Chris McMurtry teaches a masterclass on organizing your music data to maximize the earning potential of your music. As a musician, former employee at Apple and the founder of DART, McMurtry is the definitive voice of best practices for your musical data. This masterclass will teach you the latest metadata standards to prepare your music streaming and online sales.

**4-8 P.M.**  
**3rd Annual Summer NAMM**  
**Beer & Gear Hang**

**Vintage King, 2826 Dogwood Place**

All Summer NAMM attendees are invited to celebrate audio innovation with a night of festivities, including cold beer, snacks and killer vintage and new gear. Presented by Summer NAMM and Vintage King.

Summer <sup>17</sup>  
NAMM®

Saturday, July 15, 2017

**What's New**

- ★ **TODAY AT THE NAMM *Reverb* STAGE ON THE TERRACE**  
**1 pm** Country music legend, Charley Pride, will headline today's activities sponsored by *Reverb*
- 3:30 pm** Find out who the newest winners are of "The World's Fastest Drummer" finals
- ★ Get ready for **The 2018 NAMM Show!** Hotel reservations and badge registration opens earlier this year. Be sure to subscribe at [www.namm.org/subscriptions](http://www.namm.org/subscriptions) for event details and updates.
- ★ Mark your calendar for **Summer NAMM**, when it returns to Nashville, June 28-30, 2018.

**Highlight Events**



**Recreational Music Making (RMM) Forum**  
**1-2 pm • NAMM Member Center (Level 3)**

The Recreational Music Making (RMM) Forum is the place to be to get detailed information on how to host or support a successful Make Music Day event in your city. Hear firsthand how retailers and manufacturers, with Make Music Day city organizers, are maximizing participation in this world-wide celebration of music making. Moderated by Mary Luehrsen, Executive Director of The NAMM Foundation.



**Ukulele Circle**  
**2-3 pm • NAMM Member Center (Level 3)**

Join the uke community at Summer NAMM! Unleash your island spirit at our third annual Ukulele Circle, where you'll learn the basics of the instrument known as the "jumping flea." No experience is required, just a love for music. Facilitated by Lenny San Jose (a.k.a. "Ukulenny"), this jam session is brought to you by NAMM in collaboration with Kala Brand Music.



**Summer NAMM Beer & Gear Hang 2017**  
**4-8 pm at 2826 Dogwood Place, Nashville**

In cooperation with Vintage King, all Summer NAMM attendees are invited to celebrate audio innovation after the show with a night of festivities, including cold beer, snacks and killer vintage and new gear.



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

Join the conversation! #SummerNAMM



**New users** get up to \$15 in free ride credit at [lyft.com/summernamm](http://lyft.com/summernamm) or download the app and enter code **SUMMERNAMM**  
Existing users Save 11% off 2 rides during Summer NAMM with code **NAMM11**



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

**The NAMM Show**  
**January 25/28 2018** california

Initial Show Map Release: July 26, 2017 • Book Your Hotel: July 27, 2017  
Register for Badges: August 2, 2017



For a complete list of show events visit the **mobile app** or [namm.org/events17](http://namm.org/events17)



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- \* Includes Bag

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We've reached an era where customer reviews are key to a purchase, so why not stock what your customers are talking about? The newly released Mandocello has over 50 posts on Mandolin Cafe. The AC-1 won "Gotta Stock It" Summer 2016 NAMM. Gold Tone has set up & sold over 300 AC-1 since August. This is a no risk purchase for your store!

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## Martin Guitar Debuts D-18, Signature Edition Models

Martin Guitar has unveiled Jason Isbell's signature D-18, designed by the Grammy Award-winning artist and the luthiers at Martin.

The model boasts a pre-aged Vintage Tone System (VTS) Adirondack spruce top, mahogany back and sides, and rear-shifted

scalloped bracing which produce more natural volume and a clear, powerful tone.

Martin Guitar has also announced additional models to be unveiled at Summer NAMM 2017, including a re-imagined D-28, a limited edition Art Deco model, the FSC Certified Model America 1 dreadnought, along with four custom signature edition models — which includes the Ed Sheeran LX1 and Jason Isbell D-18.

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

## Boss Delivers Classic, Vintage Tone

Boss has released the Waza Amp Head 75: a guitar amplifier that expands the flagship Waza series to two amp models.

Driven by the proprietary Tube Logic design approach, the stage-ready 75-watt amp head is optimized for high-gain tone and includes four independent channels, custom voicing options via Boss Tone Capsules and more.

The Waza amp series also includes companion Waza Amp Cabinet 412

and Cabinet 212 speaker cabinet models, which provide optimized performance with custom 12-inch speakers and heavy-duty plywood construction.

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



## CMC2 Monitor Provides Big Sound for Small Studios

TransAudio Group has announced that shipments of Drawmer's CMC2 (Compact Monitor Controller) are now crossing the Atlantic from England for distribution to American project- and home-studios.

The CMC2 has all of the features of Drawmer's MC2.1 and MC3.1 monitor controllers, including superlative fidelity, balanced stereo inputs, a 3½-mm unbalanced stereo aux input, and mix check facilities. Support for two sets of stereo monitors, a subwoofer, and volume-independent

headphones is also included.

🛒 **TransAudio Group** ([transaudiogroup.com](http://transaudiogroup.com))



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# ACOUSTIC ROOM



## Ovation Channels Campbell

Ovation Guitars has launched the Glen Campbell Signature Model acoustic/electric guitar. Working in cooperation with the legendary country artist's family, Ovation has hand-crafted a precise recreation of Campbell's iconic "1771" model guitar with a AA solid Sitka spruce top, five-piece mahogany/maple neck with ebony fingerboard and walnut bridge, and a center sound hole design with inlaid maple leaf rosettes.

"Ovation has been honored to be associated with Glen Campbell and his incomparable legacy for nearly 50 years," said Bill Xavier, Ovation Guitars brand manager. "Working closely with the Campbell family, we have been able to faithfully recreate his most iconic guitars with modern updates that make the Glen Campbell Signature Model the best-sounding guitar Ovation has ever made."

🛒 [Ovation Guitars \(ovationguitars.com\)](http://OvationGuitars.com)

## Tanglewood Java Series Marries Vintage, Modern

U.K.-based Tanglewood Guitars has released its Java Series line of acoustic guitars. Available in parlor and dreadnought body shapes, the series marries vintage aesthetics with modern design and construction.

The Java Series comes with a natural gloss finish, open tuning keys and is outfitted with Fishman Presys EQ systems for compact, unobtrusive control over live performance or amplified acoustic tones.

"The Java series is not only stunning but it's a great sounding guitar at a price point you won't find anywhere else," said Brian Piccolo, director of guitar brands at Korg USA.

🛒 [Tanglewood Guitars \(tanglewoodguitars.co.uk\)](http://TanglewoodGuitars.com)



## Fender Expands Paramount Series

Fender has added the Paramount Travel (PM-TE) model to its Paramount Series of acoustics. Based on a scaled-down auditorium shape, the PM-TE acoustic guitar packs big tone into a stylish package.

Designed to be light, comfortable and easily portable to fit a variety of lifestyles, the Paramount Travel is an all-solid instrument that features an ovankol fingerboard and bridge, ebony bridge pins, short-scale necks, and bone nuts and saddles.

The guitars also boast an open-pore mahogany finish with options for a solid spruce or mahogany top as well as proprietary Fishman electronics re-voiced for this body shape.

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



## Recording King Updates Classic with Dirty 30's Parlor

Recording King has launched the Dirty 30's Parlor (RPH-P2-TS), a modern update of a classic turn-of-the-century guitar.

The guitar is ideal for history buffs, recording engineers, front-porch blues players and, thanks to the smaller body size and shorter scale length, beginners who need a compact, easy to play, great-sounding guitar.

The traditional parlor-size body is based on a historic Lyon & Healy model. It's built

with a solid spruce top, historically inspired stencil fret markers, a 24.2-inch scale length and a bone nut and saddle.

Many turn-of-the-century small-body guitars were made with ladder bracing, but the Dirty 30's Parlor benefits from the company's cross lap X-bracing, designed to accommodate modern string tension but retain the sound of the vintage parlor guitars.

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

## Yamaha Teams with Corgan

Yamaha has reintroduced to the U.S. a limited run of its LJ6R and LJ16R jumbo acoustic guitars — highlighting a special-edition custom guitar designed in collaboration with artist Billy Corgan.

Yamaha worked with Corgan, solo artist and lead singer and guitarist of the Smashing Pumpkins, to create the limited-edition LJ16BC Billy Corgan Signature Model Jumbo Acoustic Guitar. Based on the standard-run LJ16R model, this custom guitar features Corgan's zero logo on the headstock, a TUSQ nut and saddle, Gotoh vintage-style tuners, brass bridge pins and no pickguard.

The LJ16BC will bear a vintage natural finish, and Corgan's signature will appear on the label. This model will see a limited run of 400 guitars globally, half of which will ship to the United States. Of the 200 U.S. guitars, 50 will ship with an exclusive brown sunburst finish.

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



## Deering Banjo's Goodtime 6 Now Made in America

Deering Banjo Company has released its Goodtime 6 banjo, a six-string, steel string banjo, that tunes like a guitar and features a sleek, comfortable guitar-style neck.

The Goodtime 6 banjo is available in two models, the Goodtime 6 and the Goodtime 6 Jumbo. The Goodtime 6 features an 11-inch, three-ply violin grade maple rim with a

frosted top head for a more traditional banjo snap. For players looking for something a little warmer, the Goodtime 6 Jumbo sports a larger 12-inch rim and renaissance head.

"Sorry for the delay folks," said Greg Deering, founder. "But it's finally here and we couldn't be happier!"

🛒 [Deering Banjo Co. \(deeringbanjos.com\)](http://DeeringBanjoCo.com)



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