

UpBeat

The Official **NAMM** Show Publication

DAILY



MORE MUSIC MAKERS



The NAMM pre-show buzz? Make more music makers! In the lobbies, restaurants and meetings, insiders asked how we get more people playing and fewer quitting music. *UpBeat Daily* made some early rounds of the show floor and found a few exhibitors who wholeheartedly agree!

1. From left: Samson's Robert Caputo, Sean Meagher, Lenny Postiglione and Ira Cary Blanco show off the Go Mic Mobile wireless system. See page 40. **2.** Supro guitars return to the market at NAMM. Preparing for the launch were, from left, U.S. Music's Gil Soucy, KMC Music's Roger Hart, KMC's Joe Delaney, Supro's David Koltai and KMC's Mark Terry and James Tsaptsinos. See page 8. **3.** Yamaha focused on four major releases during a NAMM press preview last week in New York. On hand were, from left, Tom Sumner, Lisa MacDonald, Roger Eaton, Steve Fischer, Dennis Webster, Brian Peterson and Simon Oss. See page 8. **4.** The St. Louis Music crew takes a break Wednesday to show off a few new products. From left, Adam MacBlane, Phil Baughman, Chris Meikle and Craig Denny. **5.** From left, Korg USA's Joe Castronovo, James Sajeva and Nick Kwas display the full-sized ARP Odyssey set to launch this week. See page 4. **6.** Fishman's Thomas Ostrander and Gary Linaire show off the SA Performance Audio System. See page 32.

BREAKFAST OF CHAMPIONS



Who will be at Breakfast of Champions this year? See NAMM President and CEO Joe Lamond with some of the most exciting people in the industry this morning!

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SKB iSeries Cases Fly
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Schilke's Trombone Options
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Blue Mic Essentials
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COMMAND THE STAGE

Introducing the RD-2000, the latest in a generation of long-running RD stage pianos. Equipped with dual sound engines, exceptional feel, and advanced controller features, the RD-2000 offers top-level live and studio performance for modern working pianists.

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*Apple MainStage 3 is a trademark of Apple, Inc., registered in the U.S. and other countries.

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RD-2000

Come see the new RD-2000. Visit Roland
at Winter NAMM on Level 3 booth #300A.

NAMM SHOW NEWS

Martin Honors 2 Millionth Guitar

Martin Guitar will unveil its 2 millionth guitar at The NAMM Show.

To commemorate the milestone, Martin has partnered with watchmaker RGM Watch Co., a fellow Pennsylvania-based company, to create a one-of-a-kind model that will have a custom working RGM timepiece built into the headstock.

Martin Guitar and RGM will also collaborate on the limited edition D-200 Deluxe, which is limited to 50 guitars. The guitar will feature a D-45 style body with back and sides constructed from Brazilian rosewood. The watch motif marks the anniversary, replete with decorative gears, guilloché, decorative inlays and a working watch embedded within the headstock.

"The 2 millionth guitar is complicated, particularly because it incorporates an actual watch into the design," said Chris Martin, chairman and CEO of Martin Guitar.

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



ATV aFrame Responds Organically

ATV has released the Electroganic Percussion aFrame.

The aFrame enables performers to organically express their musicality just as if they were playing an acoustic instrument. ATV's proprietary Adaptive Timbre Technology responds to the acoustic percussion playing techniques of striking, pressing and friction. With nuance, players can produce sounds that have tonal variation not possible with existing digital percussion.

The playing surface of the aFrame is made of a high-tech material with bounce and friction characteristics, yet has the familiar feel of headed acoustic percussion instruments.

Tones can be created using the onboard acoustic and electronic sounds. They can be further enhanced with internal high-definition stereo effects. Up to 80 user-defined tones can be saved to the built-in memory.

The diamond shape of the aFrame aids in the production of varied tones — it all depends on where you strike it.

[🛒 ATV \(atvcorporation.com\)](http://atvcorporation.com)



NAMM's Mark Goff (left) and Joe Lamond

WELCOME TO THE NAMM SHOW

On behalf of NAMM's board of directors, executive committee and staff, we'd like to welcome you to your show.

As the global NAMM membership gathers for our annual family reunion, we hope that the experience here in Anaheim will provide you with the tools to succeed in the coming year.

With the largest number of exhibitors and brands on display in NAMM Show history, you will have a robust show floor to explore. And with more relevant educational opportunities — including the Retail Bootcamp, NAMM U Breakfast and Idea Center sessions, TEC Tracks, and our new addition of Dante Certification for our audio members — you have endless possibilities for personal and professional growth.

The way our world learns to play music, the way we record and share music as well as the innovation in how we experience music either live or virtually is in a rapid state of change. Your attendance here at The

NAMM Show is one of the most important steps you can make to take advantage of the opportunities created by these changes.

But one thing that you can count on in the midst of all this change is your NAMM Show. This reliable platform is the place where innovation springs forth, where the musical tribes all connect and where, for over the past century, the industry has created the future. And with our Circle of Benefits business model, your participation fuels the efforts of NAMM to achieve our vision of a world in which every child has access to music. You are making a difference and contributing to changing the lives of millions around the globe.

Thank you and enjoy the show!

Mark Goff, NAMM Chairman
Joe Lamond, NAMM President and CEO

Line 6 Creates Powerful Head, Combo Amp

Line 6 has introduced the Spider V 240HC guitar head and combo amp, an addition to the Spider V family. It's the first guitar amp head to include an integrated full-range stereo speaker system, enabling it to work stand-alone as a 50-watt practice combo amp or acoustic guitar amp.

When connected to the Spider 412 cabinet, Spider V 240HC creates a 240-watt stereo half stack with full-range stereo sound and plenty of power for the stage for all types of guitars.

Like other members of the Spider V family, it also features a collection of amps, cabs and effects models as well as a built-in Relay G10 wireless receiver.

"For almost 20 years, Spider amps have offered guitarists massive tonal options and groundbreaking features that push the bounds of technology," said Marcus Ryle, president of Line 6. "Spider V 240HC continues that legacy of innovation and gives performing guitarists the

power and flexibility to play loud on stage or practice more quietly at home, without compromising their tone."

Spider V 240HC is compatible with the FBV 3 foot controller, allowing full color-coded control of presets, effect bypass, volume/wah and the built-in looper.

[🛒 Line 6 \(line6.com\)](http://line6.com)

Shure, Rock Legends Partner for Limited Edition SM58 Mics

Shure's SM58 Cardioid Dynamic microphone has been used by influential musicians since 1966. To celebrate and honor the connection of the SM58 to legendary musical artists, Shure has partnered with Paul McCartney and The Who to make available at auction a one-time production of 600 serialized SM58s. All of the proceeds generated from the auction will go directly toward foundations, including Paul McCartney's Meat Free Monday and The Who's Teen Cancer America.

The serialized microphones will come with graphics specific to each artist. The Paul McCartney Special Edition 50th Anniversary SM58 will feature cover art from the album "Kisses on the Bottom," photographed by Mary McCartney. The Who Special Edition will feature original artwork from graphic designer Richard Evans, who has been designing The Who's album covers and promotional visuals since 1976.

Each artist will have 300 SM58 microphones produced for the auction, with serial numbers 1-10 featuring a hand-signed autograph on the microphone handle. The limited edition microphones will be available at auction through eBay's charitable giving arm, eBay for Charity, with all proceeds going directly to benefit each artist's chosen charity.

"Paul McCartney and The Who have created some of the most influential music in our lifetimes, and given their impact on the world, we thought it only appropriate to team up with them to create a special 50th Anniversary edition of the SM58 microphone," said Mark Brunner, vice president of corporate and government relations at Shure.

[📄 Shure \(shure.com\)](http://shure.com)



Korg Reissues ARP Odyssey

Korg's full-sized ARP Odyssey features a standard keyboard and a completely analog signal path to deliver the full Odyssey experience. The ARP Odyssey FS will be assembled in the United States — where the ARP story began — and will be available in limited edition quantities in all three historic variants (white, black/gold and black/orange) each with all three renowned filters included.

The ARP Odyssey FS will be shipped worldwide following its careful assembly in New York by a small number of experienced workers, overseen by David Friend, co-founder of ARP Instruments and advisor to the Korg ARP Odyssey.

[🛒 Korg \(korg.com\)](http://korg.com)

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BRIEFS



Gator Travels With Transit Series of Guitar Cases

Gator has bridged the gap between a durable guitar case and portable gig bag with the Transit Series. Transit offers a weather-resistant design available in a Camel Tan, Charcoal Black and Slate Grey blended fabric exterior.

Gator's Transit Series offers rugged, case-like interior protection without sacrificing the lightweight portability of a bag.

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

Superlux's Headphones Offer Powerful Bass

The Superlux HD387 in-ear headphones deliver a wide, flat frequency response and full-spectrum details. Delicate treble and powerful bass offers listeners an immersive music experience. Superlux provides multiple versions of the HD387 to accommodate different uses and music types.

[Superlux \(avlex.com\)](http://avlex.com)



Recording King Adds 3 Models to Series 7 Line

Recording King has added three models to its Series 7 line.

The Limited Edition Golden Strings #1 Decal model (RPS-7G-TS) is a throwback to intricately adorned early 20th century parlor guitars. The RPS-7-FE3-TS adds a Fishman Sonitone pickup, and the RDS-7 introduces a dreadnought to the line.

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



Enter to Win Daily Giveaway

MXL Microphones and Mogami Cable have teamed up for a daily giveaway during The 2017 NAMM Show. Enter to win the giveaway by stopping by booth 6700, and get your badge scanned. One winner will be selected for each day of the show.

[MXL Microphones, Mogami Cable \(mxlmics.com; mogamicable.com\)](http://mxlmics.com)

Yamaha Celebrates Milestones

Yamaha will be releasing more than 70 products at the NAMM Show, but during a gear preview in New York City last week, the company emphasized four products that demonstrate technological breakthroughs as well as milestones.

On technology, Yamaha introduced the SX Series acoustic piano, the first acoustic piano to incorporate Acoustic Resonance Enhancement (A.R.E.) treatment in its piano rims to generate tonal characteristics produced from naturally aged instruments.

"Basically, you take wood and you use heat and atmospheric pressure and you use moisture to get the wood to act like it's old," said Tom Sumner, senior vice president of Yamaha Corporation of America. "So, it reverberates more. It's much more responsive."

In terms of milestones, Yamaha guitars, drums and woodwinds all will be celebrating 50th anniversaries with special models.

In acoustic guitars, Yamaha debuted the flagship A5 model, crafted in Japan and featuring A.R.E.

"This is the first constant-run production, Japanese-made model of the A series," said Dennis Webster, marketing manager for guitars.

In drums, Yamaha will introduce the Limited-Edition 50th Anniversary drum set, based on the company's Absolute Hybrid Maple series released in 2014.

"It almost makes you weep, it's so beautiful!" said Steve Fischer, marketing manager for drums. The sets come in two finishes — Birdseye Maple in an Amber Sunburst finish. We also have a curly maple that's done in an antique natural finish.

The 50th anniversary of Yamaha woodwinds will be celebrated with a special 50th anniversary Custom Z alto saxophone.

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



From left, Yamaha artists pianist Frederick Chiu, saxophonist Grace Kelly and guitarist Carl Torsten were on hand to demonstrate and discuss Yamaha's SX Series pianos, 50th anniversary Custom Z alto saxophone and A Series acoustic guitars.



Kala Applies Salt-and-Pepper Finish

Kala has added the Salt and Pepper Doghair Mahogany Elite to its Doghair Mahogany collection.

Designed as an homage to Collings Doghair guitars, the Mahogany gets a color spray to fill the grains, which is then sealed and glossed to produce its sleek salt-and-pepper finish. The contrast is complemented by the ebony fingerboard and white binding and inlays.

The Salt and Pepper Doghair Mahogany Elite comes equipped with open gear tuners with black knobs, GraphTech NuBone nut and a bone saddle.

Handmade at the Kala shop, the Salt and Pepper Doghair Mahogany Elite is available in a tenor model with a high-gloss finish. Each comes in a sturdy, waterproof Transit gig bag.

[Kala \(kalaukulele.com\)](http://kalaukulele.com)

Zildjian's Dry Collection Delivers Funky Sound

Zildjian has introduced the K Custom Special Dry collection — an extension of its K Custom family of cymbals remastered for today's modern musical styles.

The raw and earthy cymbals deliver a dry, funky sound with lots of dirt.

"The dry and dirty sound is something we have been looking to expand upon since the original introduction of the Special Dry models over a decade ago," said Paul Francis, Zildjian's director of R&D. "However, we wanted to ensure the remastered collection featured the right sizes, styles and sounds to truly stand out across the industry."

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



Explore Musical Genres, Create Immersive Sounds With Casio

Casio has launched the Celviano Grand Hybrid GP-300WE piano, six digital keyboards and the Chordana Play app.

The Celviano Grand Hybrid GP-300WE features the Grand Acoustic System, which represents the sound of a grand piano as it emanates from above and below the soundboard. This six-speaker multichannel amplification system creates an immersive sound field like that of a 9-foot concert grand.

Casio's electronic musical instruments offer a comprehensive feature set geared to enrich the learning experience and explore new musical genres. The portable CTK-3500, CTK-2550 and CTK-1550, and Key Lighting LK-265, LK-247 and LK-190 keyboards are outfitted with Casio's Voice Fingering Guide, Step-up Lesson System and Lesson Lite, which enable beginners to learn built-in songs, phase-by-phase, at their own pace.

With the LCD display, consumers can learn both music notation and correct hand positioning, while Casio's Scoring System evaluates performance so users can track their progress.

The CTK-2550, CTK-3500 and LK-265 feature a direct connection to the Chordana Play app, letting users learn to play their favorite songs via downloadable MIDI files.

All of the keyboards feature Casio's Dance Music Mode, which divides the piano keyboard into different instrument sections like drums, bass and more.

By playing different combinations of keys, users can create and instantly remix dance music.

[Casio \(casiomusicgear.com\)](http://casiomusicgear.com)



Supro Brings Back the Classics

Supro aims to build on the company's legacy with the introduction of 14 electric guitar models based on the vintage heritage of this American brand.

The Americana Series guitars are replicas of the Supro "reso-glass" instruments, constructed with a chambered mahogany body and resonant molded top.

The Island Series guitars are updated instruments based on the 1962 version of the Supro Ozark model. The curves of this vintage solid-body design have been enhanced with ergonomic, set-neck construction, satin neck finish and rolled fretboard edges.

[Supro \(suprousa.com\)](http://suprousa.com)

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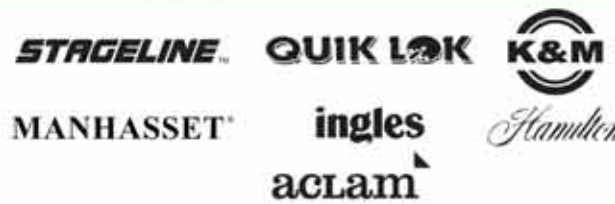
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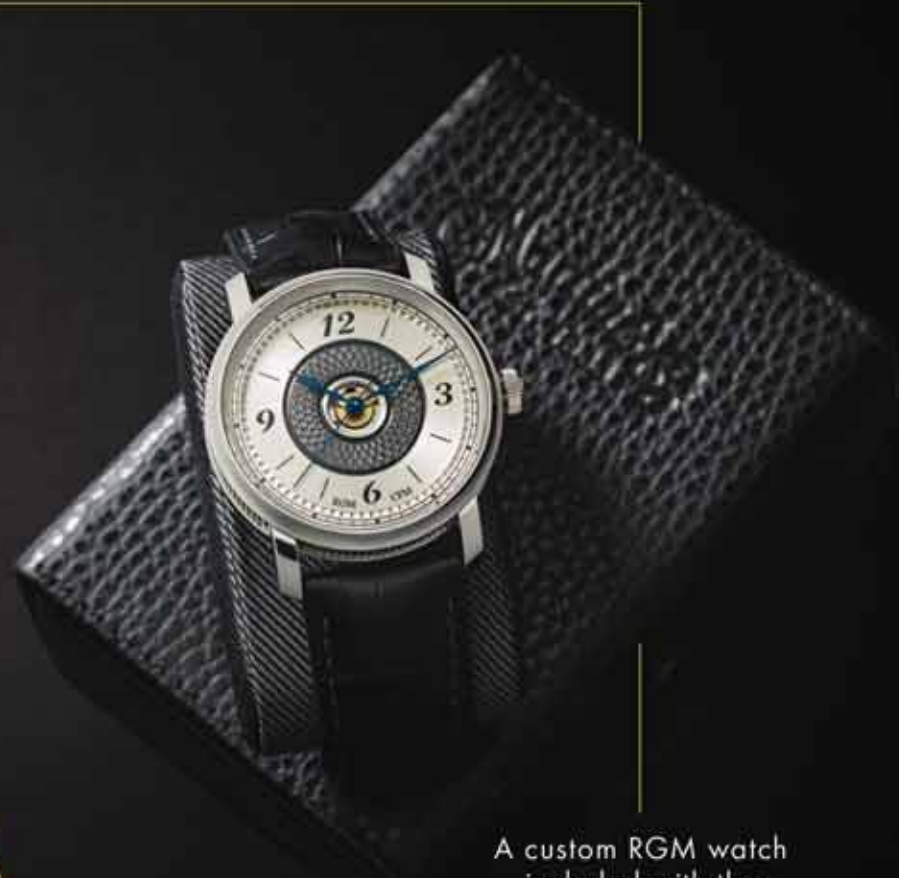
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Fostex



The legend, reborn – Fostex Rpmk3 series headphones can trace their heritage back to the original T20, released in 1982. Since then, they've become a staple in professional recording studios worldwide as the ultimate studio headphones.

LEWITT



The LCT 640 TS is the next big thing from the Austrian microphone manufacturer LEWITT. The signal of the front and back diaphragm is provided by independent circuitries, so any kind of polar pattern can be realized dynamically - even after the recording.

studiologic



Studiologic's new 88-note semi-weighted Numa Compact 2 keyboard is stylish and slim. It has 128 notes of polyphony with 80 sounds; splitting and layering; 1GB flash memory; and two dual effects processors for a total of four independent effects at once. It also has controllable string resonance, built-in speakers - all at a street price of only \$499.

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

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*ARP ODYSSEY FS (top) pictured next to original 2015 ARP ODYSSEY



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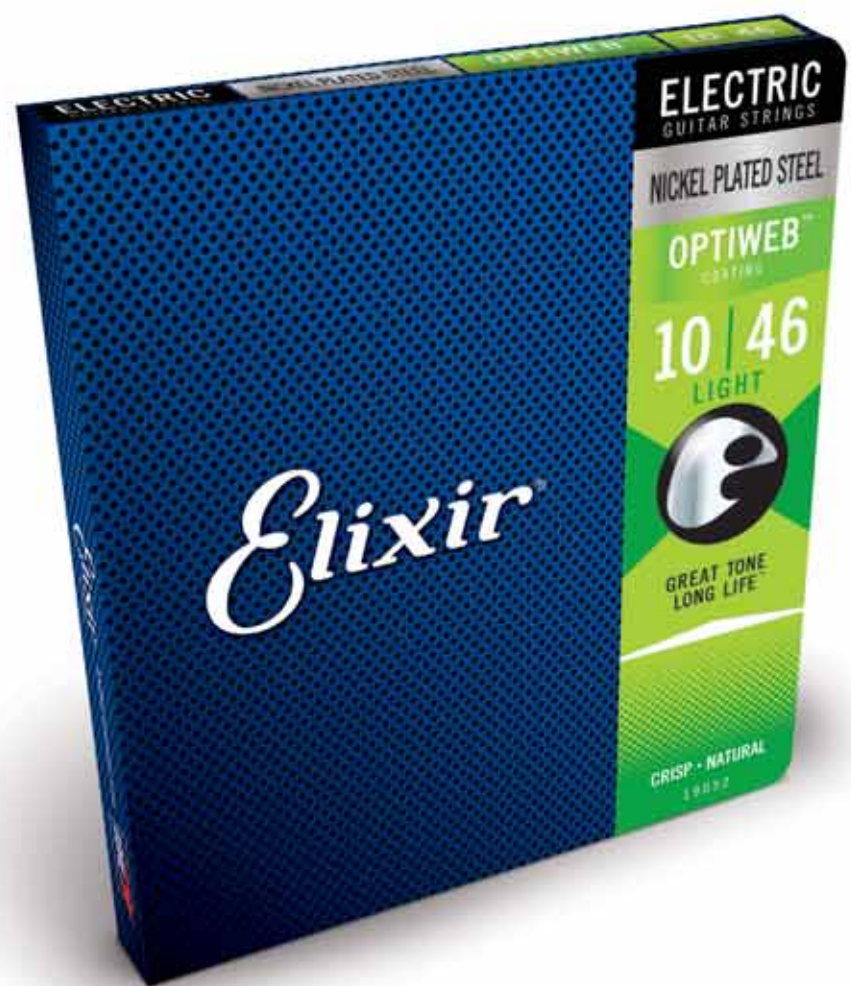
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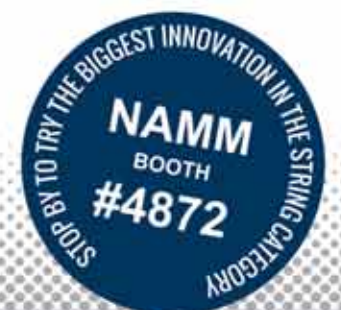
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ALFRED MUSIC STAFF PICKS

Oskar Karst, Sales Rep

Years at Alfred Music: Three

Instruments: Trumpet, piano

Best Perk of Working at Alfred Music:
Working in a community of musicians and music lovers

Favorite Genres to Play: Jazz, rock

Favorite Artist: Frank Zappa

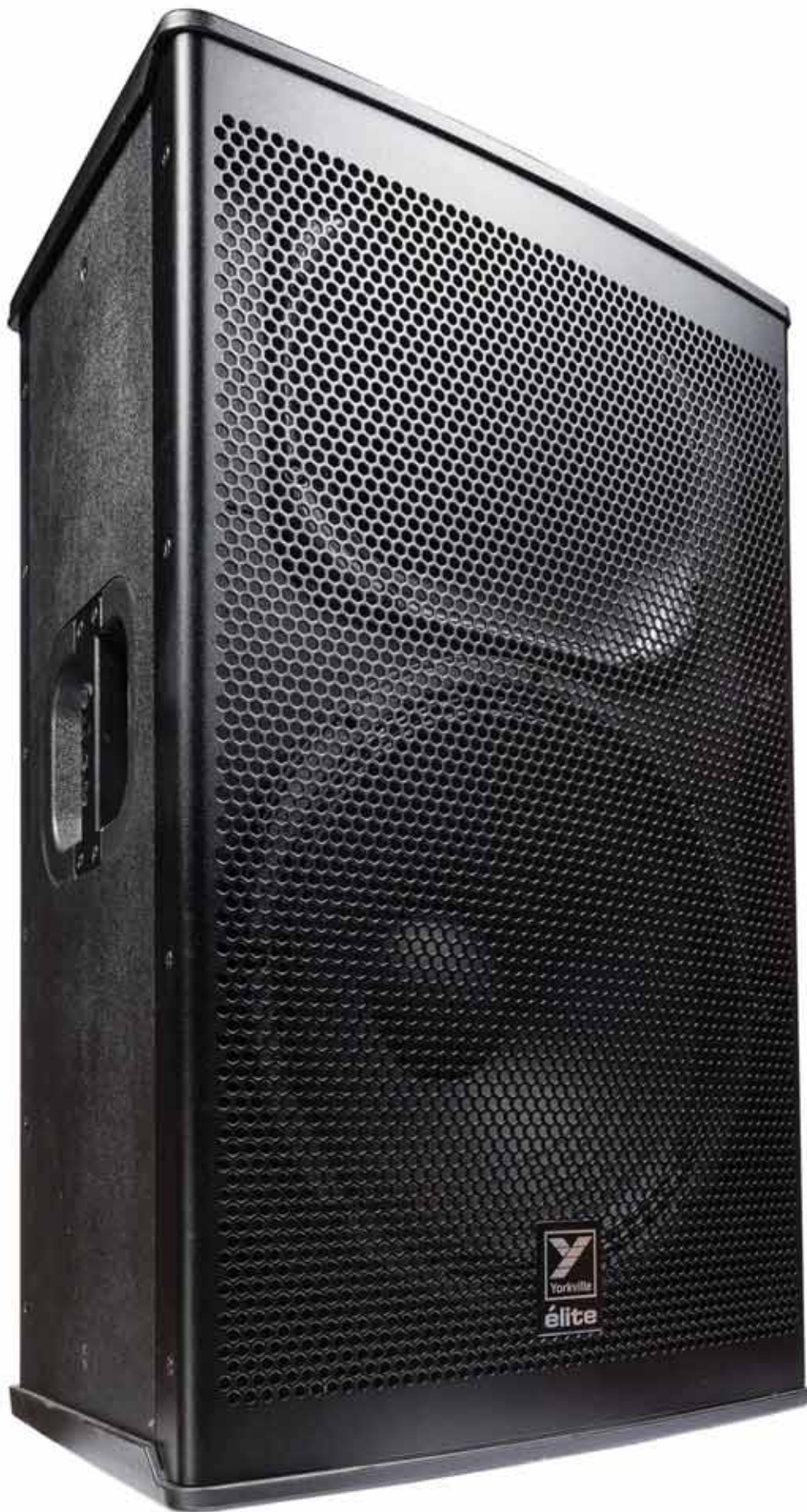
First Concert Experience:
Green Day, 1999

These books provide wonderful opportunities to be a part of Gordon Goodwin's exciting original music. His modern takes on the jazz idiom give musicians the chance to internalize the feel and style of creative compositions. From a trumpeter's standpoint, the challenging scope of the music is a great way for aspiring lead players to practice and add to their "abilities list." For added focus and study, I highly recommend *Playing Lead Trumpet*, an instructional DVD by Wayne Bergeron that contains invaluable information for any trumpet player.



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- OLED
- HIGH CONTRAST OLED DISPLAY
- HEADSET AVAILABLE
- DOUBLE RECEIVER AVAILABLE



U500® SERIES PROFESSIONAL WIRELESS MICROPHONE SYSTEMS

Making professional technology and sound most affordable, the U500® Series has been designed around you. We listened to your feedback and are now introducing a wireless system for live vocals with amazing performance and reliability that is sure to surpass your expectations. With a focus on pro and semi-pro users, our engineering and development created the U500® Series so you can share your emotions and great onstage moments.



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#ChangeYourRider



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SC5000
PRIME

PROFESSIONAL DJ MEDIA PLAYER
WITH 7" MULTI-TOUCH DISPLAY
DENONDJ.COM/PRIME

A promotional poster for the Ibanez JEM 30th anniversary. The main image shows Steve Vai wearing sunglasses and a black jacket, holding a bright green JEM 30th electric guitar. The background is a collage of images: a woman playing a guitar in a desert-like setting, a large stone tablet with ancient script, and various musical instruments and flags. The text is overlaid on the right side of the image.

STEVE VAI JEM 30TH

30 YEARS ON THE CUTTING EDGE

Ibanez, Steve Vai, and the JEM: the journey continues.

BOOTH 4634

JEM 30th
1987-2017

Ibanez

PHOTO: LARRY DIMARZIO



INTRODUCING THE

modern jazz

COLLECTION

You're going to want more than one.

These five models have been staples in our back room for years, and while the name says 'Modern Jazz,' we've found that they are exceptional in almost any musical setting. Never before available to the public, this collection was developed collaboratively with drummers on the cutting edge of "America's Original Art Form," including **Jeff Ballard, Greg Hutchinson, Joe McCarthy** and **Lewis Nash**.

For full specs, go to VicFirth.com/MJC.

Visit us at Booth 3040

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TAMA[®]

BOOTH 4634

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Digital Mixer
Multi-Track USB Recorder
With Wireless Control



Ui24R

lexicon

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STUDER



60 YEARS OF ICONIC TONE

Since 1957, VOX amplifiers have served as the foundation for some of the most memorable moments in musical history. 60 years later, the signature chiming tone of VOX amplifiers continues to serve as the voice for countless guitarists.

CRAFT A DIFFERENT ⚡ KIND OF SOUND **VOXAMPS.COM**

SOUND ROOM

Harman's Connected PA Operates on Central App

Harman Professional Solutions' Harman Connected PA is a complete, integrated ecosystem of live sound products that lets musicians and performers at any skill level quickly and easily get professional results. At the center of the Connected PA is the Harman Connected PA mobile app which provides one centralized solution for intuitive set up, configuration and control. The Harman Connected

PA brings together Soundcraft mixing consoles, AKG microphones, dbx stage boxes and JBL speakers that integrate Harman ioSYS technology for a flexible and scalable solution.

"The Harman Connected PA provides musicians a simple and effective way to set up and operate their entire P.A. system from one central app, with minimal pro-audio skills or previous live sound experience," said Noel Larson, senior global manager for Harman.

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



A-T Mics Mount Easily

Audio-Technica's ATM350a Microphone Systems offer a clear, well-balanced response in high SPL applications. The ATM350a comes in six systems that provide discreet mounting solutions for a host of instruments, including woodwinds, strings, brass, drums and piano.

Following in the footsteps of the ATM350, the ATM350a is capable of handling 159 dB max SPL — a 10 dB increase over its predecessor. Like the ATM350, the new mic features a cardioid polar pattern that reduces

side and rear pickup and protects against feedback. The mic's in-line power module incorporates a switchable 80 Hz high-pass filter to help control undesired ambient noise.

"This new variety of mounting options makes the ATM350a a versatile tool in the studio," said Gary Boss, Audio-Technica's marketing director, pro products. "Its unprecedented build quality is perfectly suited for the road on a wide range of instruments and applications."

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



VocoPro Adds Digital-1 Mic System

For musicians and bands wanting to make the jump to all-digital wireless microphones while sticking to a budget, VocoPro has developed the Digital-1 system.

The Digital-1 is a digital wireless microphone system that utilizes mic-on-chip technology to package the audio for transmission, which produces clear sound while delivering high value. The Digital-1 operates in the future-proof 900 MHz frequency band, far outside the TV broadcast station range (the primary cause for wireless microphone interference).

The Digital-1 receiver touts a high-resolution color LCD display that shows crucial information such as radio and audio signal strength, group and channel, and microphone battery status. A built-in frequency spectrum analyzer with a graphic readout provides an idea of the performance-area RF environment. The product's dual diversity antenna ensures reliable signal reception — even in heavy RF areas.

This handheld microphone's 1,200-mAH lithium-ion rechargeable battery can provide up to 14 hours of performance time per each full charge. The body of the microphone is made of durable aluminum to survive the knocks of gig life as well as minimizing handling noise while performing.

MSRP: \$279.

🛒 [VocoPro \(vocopro.com\)](http://VocoPro (vocopro.com))

Fishman Makes Portable Sound Easy

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

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

The SA330x is ideal for solo acoustic performers, small combos, DJs, keyboardists and corporate presenters at trade shows who need to be heard in small- to medium-sized situations where a practical and full-frequency amplification solution is required.

The SA330x produces 330 watts for crisp audio that won't overwhelm the front rows. Channel expandability via an accessory port provides one-cable audio and power for the SA Expand. The SA330x includes a Subwoofer output to optimize system voicing and a strong, lightweight modern industrial design.

Additional features include three-band EQ on each input channel, four digital reverb effects, a footswitch jack for remote channel mute and reverb mute and more.

MSRP: SA330x, \$1,549.95; SA Sub, \$849.95; and SA Expand, \$237.71.

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



CAD Ships A77

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

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

CAD is also introducing the A77r microphone to bring the vintage ribbon sound of the past to a range of modern vocal situations. The A77r features a large ribbon element surrounded by PowerGap high gauss magnets that immediately sets the mic apart in terms of warmth, clarity and a full-bodied sound.

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



Sennheiser Provides Quality Live Audio

Sennheiser has added the Digital 6000 Series of radio microphones to its Professional Wireless Range.

The Digital 6000 Series brings quality audio and solid RF wireless transmission to live productions. It uses the same long-range mode and proprietary Sennheiser Digital Audio Codec as the Digital 9000, Sennheiser's wireless series. The series is comprised of a

two-channel receiver in two different versions, a bodypack and a handheld transmitter as well as a rackmount 19-inch charging unit.

"With Digital 6000, we have brought the key benefits of our benchmark Digital 9000 system to a two-channel receiver and associated handheld and bodypack transmitters," said Tom Vollmers, product manager at Sennheiser.

The digital two-channel receiver works

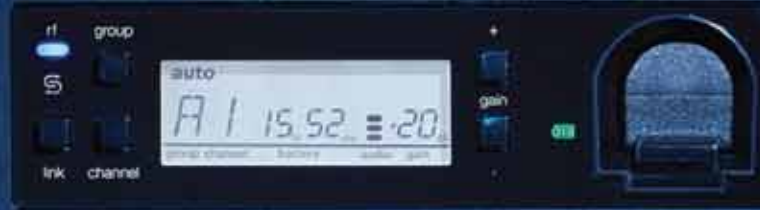
across a switching bandwidth of 244 MHz (470 to 714 MHz) which is covered by three transmitter versions. For larger systems, up to eight receiver units can be daisy-chained without the need for an additional antenna splitter; the multi-channel system will work with a single pair of antennas. The system latency is 3 milliseconds.

🛒 [Sennheiser \(sennheiser.com\)](http://Sennheiser (sennheiser.com))

SHURE
UA846Z2

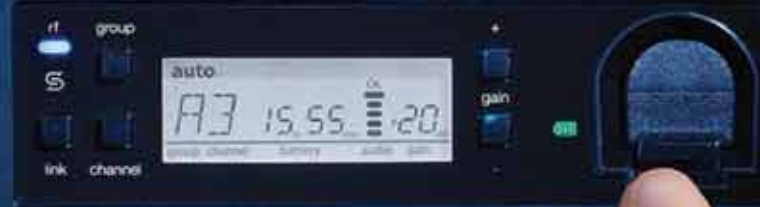
GLX-D Frequency Manager

SHURE
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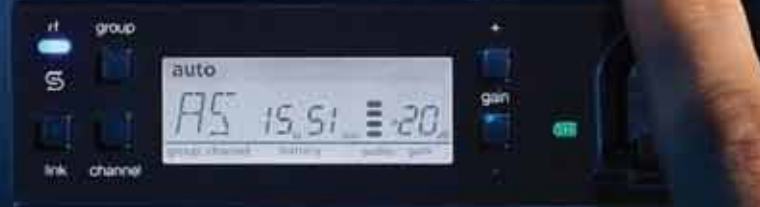
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INTRODUCING

GLX-D[®] ADVANCED DIGITAL WIRELESS

Exceptional Digital Audio Clarity and Rechargeability + Metal Rack Mountable Receiver

Shure brought legendary microphones together with groundbreaking automatic frequency management and rechargeability with the launch of GLX-D Digital Wireless Systems. Now, with GLX-D Advanced products, House of Worship and education customers can rely on increased system count and robust RF performance in installed rack-mount configurations. Visit www.shure.com/glxdadvanced for more information.

PRS Updates SE Models

PRS Guitars introduced the SE series in 2001 in an effort to bring high-quality, high-value guitars to the market. The SE series has grown considerably since its introduction — both in the style and quality of the instruments. The evolution continues with all maple-top models in the SE lineup receiving a new look, sound and feel for 2017.

“We wanted to bring the SE ‘closer to home’ to reflect that and bring more fluidity across our product offerings,” said Jack Higginbotham, PRS Guitars’ president.

🛒 PRS Guitars (prsguitars.com)



SKB iSeries Keyboard Cases Fly

SKB Cases’ 3i-5616-KBD iSeries Keyboard Case is a lightweight solution for flying with an 88-note keyboard.

The 3i-5616-KBD case is waterproof and highly customizable. It accommodates 88-note keyboards such as the Nord Stage 2 EX88 and Yamaha CP4 Stage, and features an interior measuring 53 by 15 by 6½ inches. Twenty-four pieces of adhesive-backed foam can be arranged to provide the ideal keyboard fit, while two pre-installed TSA-recognized and accepted locking latches

and built-in wheels help to ensure easy, convenient transport of heavy equipment.



All SKB iSeries Injection Molded Mil-Standard Waterproof Cases are molded of ultra high-strength polypropylene copolymer resin, and feature a water- and dust-tight, submersible design that’s resistant to corrosion and impact damage. Other standard features include a molded-in hinge and comfortable snap-down rubber over-molded cushion grip handles.

🛒 SKB Cases (skbcases.com)

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MOUTHPIECES FOR ALL CLARINETS AND SAXOPHONES

On-Stage Hangs in Tight Spaces

On-Stage has released a guitar hanger that attaches to any base stand with standard M20 threading, as long as the base is able to support the weight of the hanger and instrument. Guitarists can convert an extra mic stand base or add a guitar hanger to the GPA1003 Utility Stand for Pedal Board.

In other news, TMP Pro, On-Stage’s sister company, will feature its own separate booth located in Hall C at The NAMM Show — providing retailers shopping for guitars and drums the opportunity to also fill their pro-audio needs.

🛒 On-Stage, TMP Pro (on-stage.com; tmppro.com)



UpBeat

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Vandoren V21 Family Continues to Expand

Vandoren has expanded the V21 clarinet and saxophone families to include Eb clarinet and soprano saxophone. Since its original release for clarinet in 2015, V21 reeds continue to impress students and professionals alike with their smooth, warm sound, flexibility, and dynamic

response. "Players have really taken to the V21 since it's release," said Michael Fenoglio, Vandoren Product Specialist. "Bb and bass clarinetists, and alto and tenor saxophonists have found this to be yet another great option at their disposal for classical music in particular. Expanding these lines to include Eb clarinet, and soprano saxophone was the next logical step towards completing the family."

V21 reeds are now available for Eb, Bb, and bass clarinet as well as soprano, alto, and tenor saxophone in

a variety of strengths.

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



V21 Featured on new Vandoren Mix Card

Vandoren has long offered concert clarinetists and saxophonists a wide variety of reeds from which to choose. The Traditional, V12, 56 rue Lepic, and of course the fastest growing reed in popularity, the new V21. To help students and classical players find their favorite reed, Vandoren is pleased to now offer classical mix cards for clarinet and saxophone.

V21 Ground Breaking Design Continues

Introducing V21 for Soprano Sax and Eb Clarinet



Based on the incredibly popular V21 reeds for Bb clarinet, bass clarinet, alto and tenor saxophone, Vandoren introduces the newest members to the V21 family. Designed using the same sonic design as its brothers, the new V21 reeds for soprano sax and Eb clarinet raise the bar for performance.

Finding the right color and strength for you is a lot easier with Vandoren.

Mix cards help your customers find the right reed while you maintain your profitability. Available in a wide range of strengths, your customers can sample the colors of Vandoren without breaking a box.

See the new V21 products at NAMM booth #3112



Vandoren
PARIS



Each Clarinet Mix Card includes one each of the V12, 56 rue Lepic and the new V21 in a select strength plus one bonus V21 a half-strength harder to ensure clarinetists find the perfect strength. Each Saxophone Mix Card includes a Traditional, V12, and V21 all in the select strength along with one bonus V21, the popular new sax reed introduced in 2016.

"Musicians and dealers have been asking for these ever since we released the Jazz Reed Mix Cards for saxophone," adds Michael Fenoglio, Vandoren Product Specialist. "With the addition of the new mix cards, players can find which Vandoren reed works best for them – for any type of music – without having to buy an entire box up front."

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



"I highly recommend the new V21 reeds; they're wonderful reeds. They give you a lot of stability, great core, and a lot of warmth."

Steve Wilson, NYC alto saxophonist

Vandoren
PARIS

GoPro's Karma Grip Provides Smooth, Professional Video

GoPro's Karma Grip is a handheld and wearable stabilization grip for Hero5 and Hero4 cameras that makes it easy to capture smooth, professional-quality video during a wide range of activities.

"Karma Grip makes it easy for anyone to capture shake-free, Hollywood-caliber video that is nothing short of stunning," said Nicholas Woodman, founder and CEO of GoPro. "Whether it's holding it in your hand as you chase your kids around the house or wearing it on your chest as

you ski, hike or bike, Karma Grip makes ordinary shots look extraordinary."

Versatile and durable, Karma Grip can be used handheld or mounted to GoPro's Chest harness, Seeker backpack, helmet mounts and more.

GoPro (gopro.com)



ToneBoss Makes Good Sound Simple

DeArmond marks its return with the release of its pickup, the ToneBoss.

The DeArmond ToneBoss acoustic soundhole pickup provides a simple, high-fidelity magnetic pickup solution for any steel string guitar.

The passive humbucking design is easy to install and accurately reproduces the guitar's tone for a natural amplified voice, which may be controlled with a discreet onboard volume knob.

Three top trim colors (black, cream and tortoiseshell) are included with each ToneBoss — letting users

customize the pickup's look to match the aesthetic of any guitar.

DeArmond (dearmondguitars.com)



Godin Revamps Art & Lutherie Line

Godin Guitars has revamped the Art & Lutherie line with instruments that meld the feel and sound of vintage guitars.

The lineup features three body sizes: dreadnought (Americana series), concert hall (Legacy series) and parlor (Roadhouse series). All three models are stage-ready. The Americana and Legacy series come packed with a

built-in Godin QIT preamp. Both series are available in cutaway versions. The Legacy is also available in a 12-string or left-handed cutaway model. The series feature solid spruce tops with wild cherry back and sides. Semi-gloss patina finishes include Bourbon Burst, Tennessee Red and Faded Black.

Godin Guitars (artandlutherieguitars.com)

GrooveMaster Grooves Teams With Bass Legend Newton

Art Vista has released GrooveMaster Grooves bass loop player, featuring signature grooves by bass legend Tony Newton.

GrooveMaster Grooves Continuous Sync loop player offers a new intuitive way to bring life and authenticity to tracks where loop style, pattern and key can be switched at any time while maintaining sync with a DAW host.

The 1,800-plus loops are arranged in a three-dimensional grid, where all grooves are accessible at any time. The grooves are complemented by 11 bass slides that vary from

low growls, to longer slides from high to low. The slides may be triggered at any time in the playing groove.

Art Vista (artvista.net)



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See us at the **NAMM[®] show¹⁷**
Booth 6200

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 **D'Addario**

Alfred Goes Hollywood

Alfred Music has introduced the Alfred's Easy series *Movie Hits* for guitar, piano and ukulele. For beginners, Alfred's Easy series is the fast track to developing a repertoire of well-known and fun-to-play songs, while more experienced players will find an excellent resource of favorite songs. This series heralds the debut of the "Easy Hits" guitar, ukulele and piano arranging formats which provide melody, chords and lyrics.

Movie Hits features popular songs from classic films, such as "Over The Rainbow" from "The Wizard of Oz," "Let It Go" from "Frozen," "I See Fire" from "The Hobbit" series, "Gonna Fly Now" from "Rocky" and more.

🛒 Alfred Music (alfred.com)



Roland Delivers Top-level Performance

Roland's RD-2000 is the latest generation of the long-running RD stage piano series. Equipped with dual sound engines, exceptional feel and advanced controller features, the RD-2000 offers top-level live and studio performance for modern working pianists.

A dedicated sound engine for acoustic piano incorporates Roland's latest V-Piano technologies for rich, authentic tone. A second engine with 128-note polyphony drives an extensive electric piano library that includes classic EPs from the 1970s

and recreations of the Roland RD-1000 and MKS-20 from the 1980s.

The PHA-50 progressive hammer-action keyboard features hybrid keys constructed of wood and molded materials, combining classic feel with durability.

Via the built-in USB audio/MIDI interface, it's easy to integrate computer-based software instruments. Users can control them with zones along with the internal sounds and route audio through the RD-2000.

🛒 Roland (roland.com)

The Beatles Are Back

D'Addario Accessories has announced the return of the top-selling Beatles-licensed guitar straps and picks.

The strap line features vegan straps with designs from "Meet The Beatles," "Yellow Submarine," "Sgt. Pepper" and "Revolver." Plus, four polyester straps featuring art from the "White Album" and variations of famous Beatles logos will be re-released.

The pick line features a blister daisy pick pack available in all gauges and a collectable pick tin (medium gauge only).

🛒 D'Addario (daddario.com)



Zoom's Q2n Creates HD Videos With Quality Audio

Zoom North America's Q2n Handy Video Recorder is a portable camera that gives musicians the power to create HD videos with quality audio.

Suitable for capturing live performances and rehearsal sessions, the Q2n is equipped with a built-in X/Y microphone, 160-degree wide-angle lens, and intuitive controls — all in the most compact form factor ever created by Zoom.

The Q2n offers studio-quality detail and

clarity at resolutions up to 24-bit/96 kHz. For distortion-free recording, the built-in X/Y microphones can handle high sound pressure levels (up to 120 dB SPL), so musicians can record on stage alongside amps and drums.

With a portable design, the Q2n is small enough to carry anywhere and can record approximately two hours of footage on two standard AA batteries.

MSRP: \$159.99.

🛒 Zoom North America (zoom-na.com)



Stay in the Loop with Pro Tools

Is making music a big part of your creative passion? Get inspired. Get creative. Get your hands on new music creation and collaboration workflows, plus 2 GB of fresh loops, when you get the new Pro Tools® 12.7.

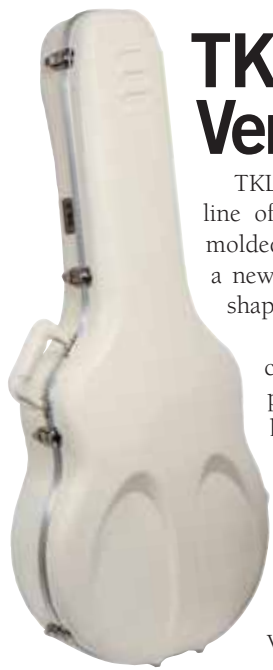
"With Pro Tools, I can quickly capture creative ideas and collaborate with producers around the world to get the best sounding tracks that stand out and get noticed."

Butterscotch, singer/beatboxer (*America's Got Talent*)

@ButterscotchMusic

Music creation has never been so easy and powerful than with the new version of Pro Tools—the industry's leading creative tool. See it in action in booth #6400. And be sure to get your badge scanned and follow @Avid on Twitter for your chance to win some amazing prizes throughout the show.





TKL Develops Soft Version of its Vectra Case

TKL has expanded its line of patented Vectra molded hard cases with a new series of Vectra-shaped soft cases.

The Vectra soft case shares the proven Vectra hard case shape in a highly protective, durable yet lightweight proprietary, premium-grade T-Cord exterior. Vectra soft cases

are available for electric and bass guitars, banjos, mandolins and ukuleles. They carry TKL's 24/7 protection limited lifetime warranty.

TKL has also developed the Alumin-X and Glacier White series of process-patented, molded cases.

"These new advanced materials-based cases have been chosen by several of the industry's elite instrument manufacturers for their prized instruments," said Tom Dougherty, TKL co-founder and CEO. "Alumin-X and Glacier White offer musicians a new form of expression and enhanced protection for their instruments."

TKL (tkl.com)



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GUITARS
Artisan-Built In Muro d'Alcoi, Spain.
ARTISANSHIP
COMMITMENT TO CUSTOMERS | COMMITMENT TO ENVIRONMENT

JodyJazz Adds Power

JodyJazz has expanded its Power Ring Ligature range. Originally available only for the company's exclusive DV series metal mouthpieces, the range has now been expanded to offer Power Ring Ligature models.

The Power Ring Ligatures for hard rubber mouthpieces come in alto, tenor and baritone sizes.

The Power Ring Ligatures also provide a solution to the problem with ligatures that dampen vibration of the reed. These new ligatures for hard rubber mouthpieces have



greater thickness and heft — adding more body to the sound. They feature a concave inner design which reduces the touch points on the reed to maximize reed vibration. There are no moving or added parts — increasing the efficiency of vibration. The increased mass and greater wall thickness of the Power Ring Ligature, along with its more contoured shape, provides a more solid contact with the reed at the points

where they touch.

JodyJazz (jodyjazz.com)



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NATIVE
NEXT-GENERATION AMP/EFFECT MODELING PLUG-IN

LINE 6
line6.com/helix/helix-native

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BOOTH 4634

Distributed in the United States by HOSHINO (U.S.A.) Inc.

Yorkville Sound Redesigns Elite Loudspeaker Line

Yorkville Sound has updated its flagship Elite Loudspeaker series.

The Elite series has been completely redesigned with construction materials, proprietary woofers and horn drivers, horns and amplifier design.

The EF15P is replacing the EF00P and delivers more power, a lower THD rating and weighs 64 pounds — a 22-percent reduction in overall weight from the original.

Also new to the EF15P is finely tuned multi-band limiting and four new user selectable playback/performance modes for flexibility and control in any live sound application.

The ES18P cabinet design has been upgraded to a proprietary 18-inch cast frame long excursion woofer and has added three DSP-based preset modes for fine-tuning the bass tone for any application or environment.

Additional cabinets in the Elite line include the 1,200-watt EF12P 12- by 2-inch powered front-of-house cabinet.

Yorkville took all of the attributes of its powered 18-inch subs and scaled them into the ES15P making it a smaller, high-powered 15-inch, 1,500-watt rear horn loaded sub.

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



Samson Brings Wireless Mic to Smartphones

Samson's Go Mic Mobile is a professional wireless microphone for smartphones.

"Our goal is to provide passionate creators with a wireless system that delivers superior, clean audio while on the go," said Sean Meagher, Samson's director of marketing. "The Samson Go Mic Mobile continues the evolution of our highly portable microphones as creative consumers demand more mobile options."

Users can capture audio via Go Mic Mobile's compact, dual-channel receiver that mounts and connects directly to a smartphone or DSLR camera. The dual-channel receiver lets users transmit and mix digital audio on two separate channels. The receiver's rechargeable lithium-ion battery offers up to six hours of high-definition wireless operation without draining a smartphone's battery. Go Mic Mobile transmits uncompressed, low-latency audio and can operate up to 100 feet utilizing the 2.4 GHz frequency band.

MSRP: \$199.99.

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



Henry Heller Adds Handmade Straps

Henry Heller has introduced the new Balance embroidered series of custom guitar straps. The straps are handmade in the company's Noblesville, Indiana, facility.

Guitarists can choose from six woven cotton colors: purple, fuchsia, green, sky, black or blue.


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

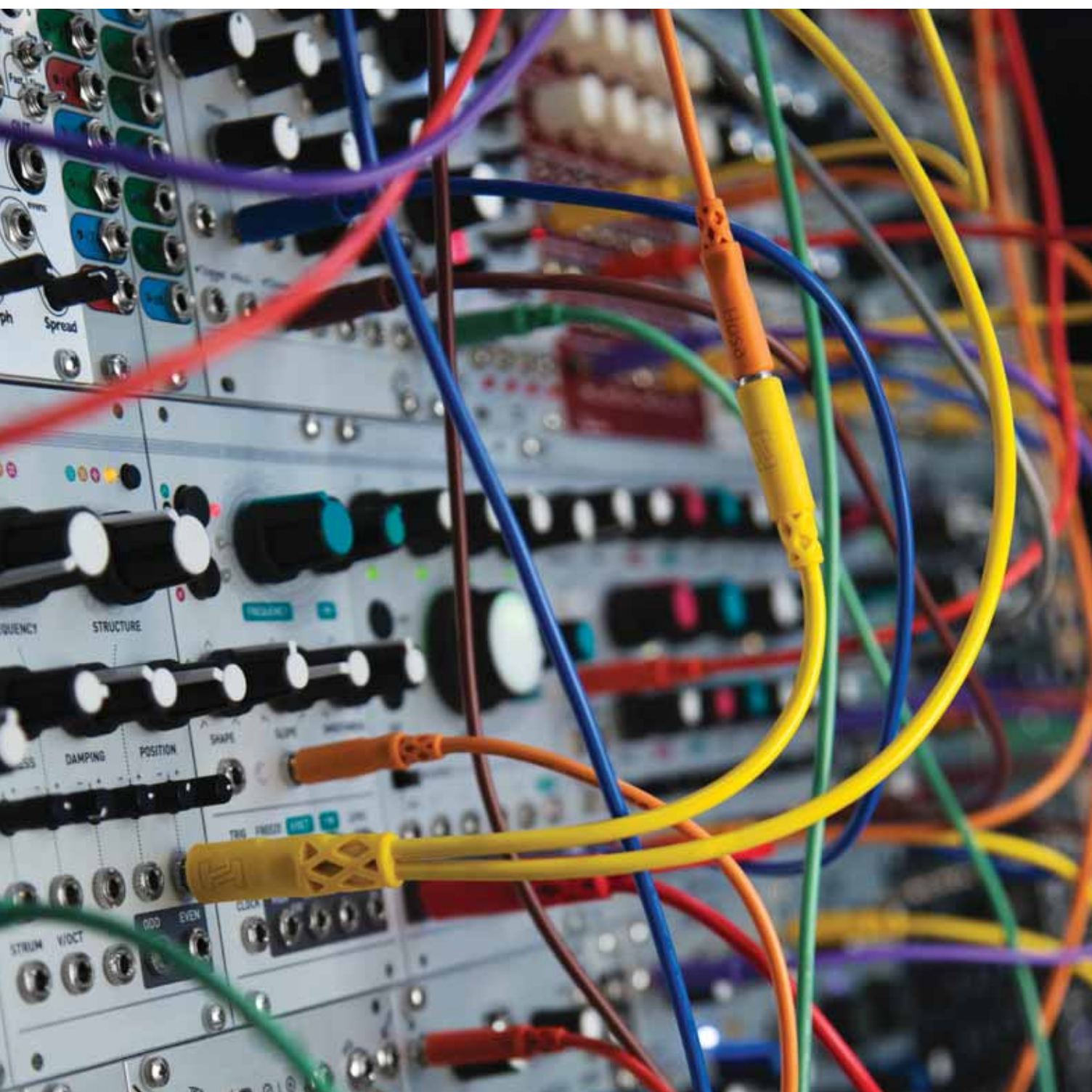


Amptweaker Switches on DeFizzerator

One of the most common qualities that varies from amp-speaker combinations is the sizzle, edge or "fizz." Amptweaker has introduced the DeFizzerator to address that issue. A passive low-impedance EQ rolls off highs at one of three high frequencies: Fizz, Buzz or Crackle.

The Fizz is the highest frequency, and the Crackle is a little higher frequency than a regular high control. The single knob mini pedal is always on, requires no batteries and adds no noise to the system — just cuts the fizz.

 [Amptweaker \(amptweaker.com\)](http://Amptweaker (amptweaker.com))



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Ibanez Archtop Series Sports Large Headstock Design

Ibanez's Contemporary Archtop is a series of hollow-body archtop jazz guitars. The series consists of three models — AFC155, AFC151 and the AFC125 — which feature a larger headstock design and have a three-piece mahogany/maple Artstar set-in neck. A bound ebony fingerboard, sporting mother-of-pearl offset inlay, is fitted with medium frets finished with a hand-rolled fret edge treatment for playing comfort.

The VT14 tailpiece includes an AFC wood cover. A moveable ebony bridge with compensated saddle simplifies the intonation process. All AFC models are outfitted with Ibanez custom wound "Magic Touch Mini" floating pickups.

The series is designed to produce a balance of classic warm tones without sacrificing articulation.

All models are complimented with a newly designed pickguard, wooden control knobs, gold hardware and hardshell case.

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



Allen & Heath Goes Compact

Allen & Heath's dLive C Class is a compact range of Surfaces and MixRacks which opens up its dLive platform to a wider spectrum of AV, installation and live event roles.

dLive C Class is founded on XCVI, the same 96 kHz FPGA core which drives Allen & Heath's flagship dLive S Class mixers and shares its DEEP processing architecture, letting class-leading compressors and processing emulations be embedded directly within the inputs and mix channels. The new range includes the first 19-inch rack mountable dLive surface: the ultra-compact C1500.

Three MixRacks are in the series — CDM32, CDM48 and CDM64 — plus three control Surfaces: the 19-inch rack mountable C1500, C2500 and twin screen C3500. The MixRacks provide capacity for 128 inputs with full processing and 16 dedicated stereo FX returns as well as a fully configurable 64 mix bus architecture with full processing on all mix channels. Each surface and rack has a 128 channel I/O port that are supported by networking cards, including Dante, Waves, MADI, fibreACE optical and more. dLive C Class is compatible with S Class hardware and the ME personal mixing system.

 [Allen & Heath \(allen-heath.com\)](http://allen-heath.com)


Ernie Ball Offers Straps

Ernie Ball offers more than 25 styles of guitar straps made from a variety of materials.

The Ernie Ball Comfort Collection includes neoprene and leather models. These straps provide a higher level of comfort by redistributing the instrument's weight — ideal for players with existing ailments, aches or chronic pain. The neoprene strap material is offered in 2½-inch and 3½-inch wide lengths. The strap is durable and flexible, allowing for several hours of comfortable playing.

The chestnut and black leather straps feature Fur Sherpa synthetic fur lining which conforms to the shoulder area for added

comfort. All leather straps are imported from Futura Leathers in Vicenza, Italy.

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



D'Angelico Adds DC to Premier Series

D'Angelico Guitars now offers its semi-hollow double-cutaway DC model in its Premier Series. A true semi-hollow with a full center block, the DC is available in three configurations: with trapeze-style tailpiece, stop tailpiece or with no f-holes.

Driven by a pair of D'Angelico humbuckers, the Premier DC's bold mid-range and

glassy high-end provide balanced output.

The Premier DC is a thin-line semi-hollow built with playability and comfort in mind. Its slim C-shape neck makes fretting easy, and its two cutaways let every note on the neck be reached with ease.

MAP: \$750.

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

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The Salt and Pepper Doghair Mahogany Elite was designed as an homage to Collings Doghair guitars. The Mahogany gets a color spray before filling the grains, which is then sealed and glossed, producing the sleek Salt and Pepper finish.

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NEW! Big Knob™ Series Monitor Controllers | Interfaces

Keeping your hands on the mix is just part of the job. Precision level control, swapping between monitors and routing sources all make your mix better. That's why the Big Knob has been the go-to studio command center for more than a decade. But, studios are different now. More nimble. More flexible. It's time for a new tool.

The all-new Big Knob Series expands functionality big time, with built-in high-resolution recording and playback up to 192kHz. There are three models so you always get the features you need and maybe a couple that allow you to grow. So... get very, very excited and then sit and hang for a second before standing up.

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Hamer Guitars Returns, Reissues Six Classics

KMC Music has reintroduced Hamer Guitars, originally founded in 1973 by Paul Hamer and Jol Dantzig. The lineup includes six reissues from the brand's best-selling Import Series guitars that feature classic Hamer designs — and 50-percent dealer margins on each of the six models.

The reissued models include the Vector Flame, the Standard Flame, Sunburst Archtop Flame Top in a transparent black gloss finish, the Sunburst Archtop Flame Top, The Hamer Special Junior and the Monaco Flame. Before retiring in 2013, Hamer guitars were played by such artists as Aerosmith and No Doubt.

🛒 **Hamer Guitars (hamerguitars.com)**



Reverend Bass Boasts Smaller Body

Reverend's Mike Watt Signature Wattplower is the result of a four-year exploratory journey between Watt and Reverend to produce a bass guitar that balances sonic explosiveness with playability.

Reverend's Mike Watt Signature Model Wattplower is a 30-inch scale bass with a smaller body that imitates the short scale vintage basses that Watt gravitated toward.

The fretboard has extra dots at the fifth and 12th frets for increased positional visibility, with an anchor inlay at the first fret and "wattplower" at the 17th. Luminlay dots are on the side of the neck that glow in the dark to help with excellent visibility on poorly lit stages. The Mike Watt Signature Model comes in Satin Powder Yellow or Satin Emerald Green.

🛒 **Reverend (reverendguitars.com)**

Schilke Greenhoe Trombones Offer Custom Options

Schilke has debuted two large bore tenor Greenhoe trombone models: the B Series orchestral model GB4 and the C Series model GC4.

All Greenhoe tenor trombones are offered with the Greenhoe valve. Custom options are available for both models, and the GC4 is offered with choice of standard bell tuning or Tuning-In-Slide design.

🛒 **Schilke (schilkemusic.com)**



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Akai Professional Adds MPC Live

Akai Professional has expanded its MPC line with the MPC Live. Building on the immersive production workflow and performance features introduced by the MPC Touch, the MPC Live offers standalone functionality.

The MPC Live has a full-color, 7-inch multi-touch screen and 16 responsive, velocity- and pressure-sensitive RGB pads. Additionally, it features 2 GB of RAM and 16 GB of on-board storage.

Weighing only 5½ pounds, the MPC Live is easy to transport from studio to stage. Plus, the MPC Live runs battery-powered via the internal, rechargeable lithium-ion battery.

Powering Live is MPC 2.0, Akai Professional's new update to the MPC software. Capable of running natively on MPC Live in standalone mode, MPC 2.0 can also be run from a Mac or PC with the Live tethered to a computer. Among the features added to 2.0 are: audio-track recording, an improved time warp algorithm, enhanced Q-Link control, and drag and drop audio/MIDI. All appear on a graphical interface.

"MPC Live is the most powerful MPC we've made to date, yet it's portable enough to take anywhere," said Dan Gill, product manager. "It represents a huge step forward in the product category."

🛒 **Akai Professional (akaipro.com)**



sonzera



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Make Adding Inputs Easy

Focusrite has debuted two Scarlett OctoPre mic-pre units: the standard Scarlett OctoPre and the Scarlett OctoPre Dynamic. With eight channels of Focusrite's second-generation Scarlett preamps and built-in Focusrite precision 24-bit/192 kHz conversion, Scarlett OctoPres present an ideal way of adding eight extra mic/line inputs to a DAW or digital console.

The preamps feed precision 24-bit Focusrite A-D converters that operate up to 192 kHz sampling with 109 dB dynamic range making the OctoPres ideal for high-resolution audio recording. Dual ADAT ports

enable eight channels to be used at sample rates up to 96 kHz, while four channels can be transferred at 176.4/192 kHz sampling.

The Scarlett OctoPre Dynamic model adds eight channels of 24/192 kHz D-A conversion too, with 108 dB dynamic range fed from dual ADAT inputs. Scarlett OctoPre and Scarlett OctoPre Dynamic are ideal for expanding any high-quality, multi-channel recording system. With its high-headroom mic, line and dual instrument inputs, it's ideal for tracking drums as well guitars, keyboards, vocals and more.

 **Focusrite** (focusrite.com)




Innovative Percussion Grooves With Latest Signature Model

Innovative Percussion has debuted the JG-1 Groovesicle James Gadson signature model drumstick.

The JG-1 is similar to the IP-L1A but has

a slightly smaller diameter. The JG-1 features an acorn-shaped bead and medium taper.

 **Innovative Percussion** (innovativepercussion.com)

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Vintage Offers Crossover Guitar

Vintage has introduced the VE9000RW Nylon Electro-Acoustic Crossover guitar, designed by luthier Roger Williams, who has been building fretted instruments in Lichfield, England, for more than 15 years.

The VE9000RW features a solid A-grade cedar top with rosewood back and sides, matched to a mahogany neck and ebony fingerboard.

Featuring the onboard Fishman Ink pre-amp and pickup system, the addition of a bone nut and saddle makes this a responsive and resonant guitar.

Endorsed by Vintage Signature Artist Gordon Giltrap, the VE9000RW comes with a Kinsman hardshell case.

"This beautiful electro-acoustic

classical is a dream come true for us steel string players who want to cross over to nylon strings," Giltrap said. "With its slightly narrower neck and elegant cut-away, it truly is a joy to play, and the Fishman pickup system produces such a sweet sound."

 **Vintage** (vintageguitarsus.com)




OnBoard Research Rolls Out Bluetooth-tuning Accessory

OnBoard Research's wireless smart-tuning capability is now available. The GoTune AppClip is the first-ever Bluetooth-tuning accessory for any musician wishing to use their smartphones, tablets and tuning apps in a more integrated, efficient and innovative manner.

Syncing the GT3 AppClip to any smartphone or tablet is quick and easy. The GT3 AppClip attaches to any musical instrument and communicates via vibration technology directly to the smart device's tuning application.

The GT3 AppClip will work with all Bluetooth-enabled tuning applications

running on today's smart devices.

 **OnBoard Research** (onboardresearch.com)





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Yamaha SX Series Premium Pianos Incorporate A.R.E. Technology

Yamaha has introduced the SX Series premium pianos, the first acoustic piano to incorporate the Yamaha Acoustic Resonance Enhancement (A.R.E.) treatment in its piano rims.

With innovative Yamaha wood-reforming A.R.E. technology, the evolutionary “aging” process of wood can be accelerated by using specialized equipment to precisely control temperature, humidity and atmospheric pressure. As no chemicals are used in the treatment process, A.R.E. technology has low environmental impact.

The concept was inspired by the results achieved by A.R.E. treatment on other Yamaha wooden instruments, such as the Artida violin as well as the L Series and A Series guitars.

For the pianos, Yamaha created a new hammer structure and incorporated the same soundboard scale design as that of the company's flagship

CFX concert grand. Available in three sizes, the SX Series pianos are suitable for professional use in conservatories and smaller stages such as salons, clubs and studios.

MSRP: S3X, \$77,999; S5X, \$84,999; S7X, \$104,999.

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



Kanile`a Crafts KCS Ukes

In response to the demand for slotted headstocks in various sizes, Kanile`a Ukulele has created the KCS series.

Named for the Kanile`a iconic two-pointed crown, the series combines the aesthetic beauty of deluxe curly Hawaiian koa, the clean look of ebony, and the practical function of a slotted headstock. Added to that are the Kanile`a TRU (Total Resonating

Ukulele) bracing system, with its touch-release-touch setup, geared tuners with an 18:1 ratio, a bridge pin system, and Aquila Corde Super-nylgut strings.

The Kanile`a KCS is available in all sizes (soprano, super soprano, concert, super concert, tenor, super tenor, super tenor 19-inch and baritone) except the GL6.

[Kanile`a \(kanileaukulele.com\)](http://kanileaukulele.com)

Remo Expands Symmetry Conga Drumheads

Remo has expanded its Symmetry Conga drumhead line that features a low collar height accommodating two major OEM brands: LP Compact Conga and congas with the X Rims, and Pearl's Travel Congas and congas with “Easyplay” Rims.

With these two additions, Remo answers the call from consumers who want to experience the benefits of Remo's Film Technology for synthetic conga drumheads.

[Remo \(remo.com\)](http://remo.com)



Blue Updates Essentials

Blue has updated and enhanced the Essentials series which features Spark SL, Bluebird SL and Baby Bottle SL.

Taking the microphone line a step further, Blue has given each mic a streamlined build and refined sonics, along with a versatile 100 Hz high-pass filter and -20 dB pad. The enhanced Essentials series provides the flexibility to track a variety of sound sources with nuance and power.

Baby Bottle delivers classic warmth and presence; Bluebird offers modern, crystal-clear performance; and Spark delivers detailed, transparent sound.

“We're excited to take the legacy of Baby Bottle, Bluebird and Spark one step further,” said John Maier, CEO of Blue Microphones.

“These mics serve creators in every situation, from the home studio to the professional mic locker. The new models were designed to enhance their distinct sounds and give customers greater control and flexibility.”

Each microphone in the Essentials series comes in a wooden storage box and includes a custom pop filter.

MSRP: Spark SL, \$199.99; Bluebird SL, \$299.99; Baby Bottle SL, \$399.99.

[Blue Microphones \(bluemic.com\)](http://bluemic.com)



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PreSonus Ships StudioLive 32

PreSonus is now shipping its StudioLive 32 digital console/recorder.

The third-generation StudioLive mixer is fully recallable, with 33 touch-sensitive, motorized faders and 33 recallable XMAX preamps. The new 40-input console improves on the StudioLive's ease of use while letting users customize its workflow

and operations to fit the way they work.

The StudioLive 32's Fat Channel processing section includes a plug-in-style workflow that features vintage-style EQ and compression options on every channel. Plus, the StudioLive 32 offers six-band, fully parametric EQ on mix outputs.

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

Perri's Leathers Supports Children's Hospital

The new Hope Collection of guitar straps from Perri's Leathers was hand-selected by Selena Perri, daughter of Anthony Perri, founder and CEO of Perri's Leathers. It's dedicated to Boston Children's Hospital.

Selena recently overcame kidney disease. She and her family have taken great comfort from fellow members of the music industry who supported her and her caregivers at Boston Children's Hospital.

Perri's Leathers has introduced the Hope Collection to continue to promote awareness of the work being carried out at Boston Children's Hospital.

The Hope Collection uses a mix of fun, colorful graphics that project a lighthearted spirit and positive attitude. The polyester woven web guitar straps, finished with premium leather ends, are fully adjustable from 39 inches to 58 inches and are 2½ inches wide.

🛒 [Perri's Leathers \(perris.ca\)](http://Perri'sLeathers.com)



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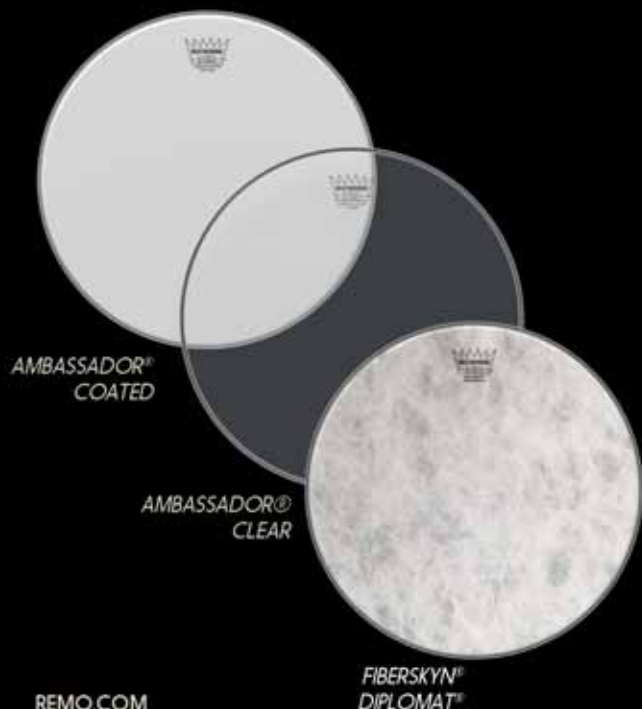
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Hal Leonard Teams With Shimabukuro

Hal Leonard has teamed up with ukulele superstar Jake Shimabukuro to release *Jake Shimabukuro Teaches Ukulele Lessons*.

The book features Shimabukuro introducing notes, chords, songs and playing techniques and includes instruction and transcriptions of every example. The full-length online video features Shimabukuro teaching and demonstrating all the skills and

techniques from the book. *Jake Shimabukuro Teaches Ukulele Lessons* also includes access to recordings of the demonstrations in the book. The audio and video are accessed online using the unique code inside each book and can be streamed or downloaded. The audio files include PLAYBACK+, a multi-functional audio player that lets players slow down audio without changing pitch.

The video footage features performances of Shimabukuro playing some of his most popular arrangements such as "While My Guitar Gently Weeps" and "Ukulele Five-O."

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



KMC Expands Pro-audio Offerings

In addition to previously announced pro-audio brands such as Audio-Technica and Focusrite as well as the Harman Professional Solutions Group brands, KMC has added products from Ashly Audio, Audix, Ultimate Acoustics, Samson Technologies and PowerWerks.

"The entire food chain of pro-audio products and brands are now available from KMC Pro Audio," said Mark Terry, KMC president. "This availability from a single source is going to have an accelerating impact."

With more products from more brands than ever before, dealers can expect to see a year-long series of promotions centered around specific system configurations that feature leading pro-audio brands.

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

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ESP Guitars Grows its LTD Deluxe Series

ESP Guitars has announced five additions to its LTD Deluxe series. The LTD EC-1000 Piezo is the first of the company's EC series to offer a piezo pickup. This guitar provides a range of tones with a combination of standard passive magnetic pickups — Seymour Duncan '59 and JB — and a Fishman Powerbridge and Tailpiece.

LTD's M series has expanded with two LTD Deluxe models: M-1007SE and M-1000HT. The M-1007SE is ESP's first foray into the world of multi-scale guitars, a seven-string model with a fret arrangement that allows for a scale from 25½ inches on the highest string to 27 inches on the lowest, providing quality ergonomics and string tension.

The LTD M-1000HT is a Hawaiian koa-topped, neck-through-body guitar with Seymour Duncan Jazz and Pearly Gates pickups.

ESP Guitars has also announced additions to its MH and H styles in the LTD series.

 **ESP Guitars**
(espguitars.com)




Godin Adds Blue to Summit CT Line

Godin has continued the tradition of Godin Summit CT with its Summit Classic Ltd Desert Blue. Boasting a vintage vibe and the playability of a modern guitar, this limited-run guitar raises the bar for classic single-cutaways.

Each guitar has hand-wound Bare Knuckle Mule pickups that deliver clarity and punch whether played clean or overdriven.

Beneath its ergonomically carved maple top is a mahogany body with five hollow chambers strategically placed throughout. Each is tap-tuned to a different note ensuring rich, musical tones and extremely consistent note-to-note balance.


The lightweight and resonant chambered custom shop guitar comes with a Godin hardshell case.

 **Godin Guitars** (godinguitars.com)

Tycoon Expands Supremo Series With Lava Wood

Tycoon Percussion has expanded its Supremo Select series to include the Lava Wood series. The Lava Wood series, which joins the Dark Iris, Chiseled Orange and Dessert Palm finishes, brings another flavor and can be found on congas, bongos, djembes and even a cajon.

The series is constructed of high-quality, environmentally friendly siam oak and is ideal for both beginners and percussion enthusiasts.

 **Tycoon Percussion**
(tycoonpercussion.com)



Los Cabos Develops 77A Hybrid Drumstick


Los Cabos Drumsticks' 77A stick is a hybrid drumstick falling halfway between the company's 5A and 7A models. The new stick model includes Los Cabos' first-ever olive tip, which produces a full-bodied low sound.

The 77A spreads impact energy over a wider area than a ball or acorn tip, helping prolong the lifespan of the drumheads.

The 16¼-inch length facilitates a longer reach; the evenly balanced medium taper

provides the ideal parity between the butt and tip of the stick.

"We wanted to offer something for drummers looking for a stick that's more agile than the 5A, but longer and more substantial than the 7A," explained Phillip Guay, administrator and A&R representative for Los Cabos Drumsticks.

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

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UA Adds API 2500 Plug-in

Universal Audio has announced the API 2500 Bus Compressor plug-in for UAD-2 and Apollo Hardware.

The API 2500 Bus Compressor is a fixture on the stereo bus of many engineers and producers. Considered one of the best Paul Wolff-era API circuit designs, this hardware is used to deliver energy, movement and tone

to stereo mixes and subgroups.

The API 2500 Bus Compressor plug-in for UAD-2 hardware and Apollo interfaces is an emulation of this classic compressor, capturing its discrete circuit path with Thrust circuitry. It features modeling of API's custom transformers and 2510 and 2520 op amps.

🛒 **Universal Audio (uaudio.com)**

Triad-Orbit iOrbit Supports All Tablets, Smartphones

Triad-Orbit has introduced iOrbit, its universal tablet/smartphone holder. iOrbit features a frame that adapts to the shape and size of all tablets and smartphones.

The iOrbit has clamping jaws that adjust from a width of 6 to 27½ cm. The lower jaw of iOrbit can be positioned inward to secure smartphones and small tablets; the upper jaw expands to accommodate larger tablets.

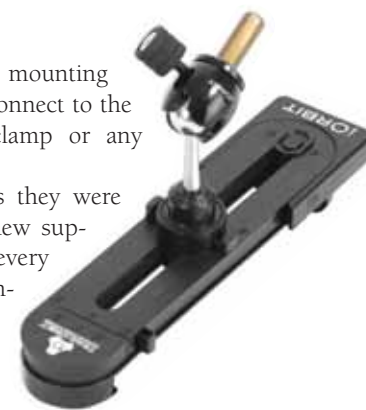
The iOrbit features a stainless steel ball swivel enclosed in a cast alloy housing that provides a 360-degree range of motion and four 90-degree crenels for support and positioning. The iOrbit ball swivel also features a Triad-Orbit IO hex mounting head.

The modular IO mounting head lets iOrbit connect to the included IO-C clamp or any T-O product.

"Users told us they were tired of buying new support hardware every time the next generation of tablets and smartphones were released," said Marty Harrison of Triad-Orbit.

"The iOrbit universal tablet/smartphone holder solves that problem."

🛒 **Triad-Orbit (triad-orbit.com)**



Hughes & Kettner Displays New Lineup

Hughes & Kettner (H&K) is returning to The NAMM Show with the company's smartest all-tube offerings yet.

H&K is showcasing its TubeMeister Deluxe 20 and 40 models, which were first unveiled at The 2016 NAMM Show.

Built into all H&K products is Red Box Ambience Emulation (AE) which lets players send thick tube guitar sounds directly to any P.A., mixer or recording interface via an XLR cable.

"The H&K range has an amp in it for every player who wants to rock on stage, play at home or record at night," said Rudiger Forse, H&K's senior product manager. "There has never been a better time to be a guitar player!"

🛒 **Hughes & Kettner (hughes-and-kettner.com)**

SLM Marketplace Now Distributes Silvertone Electrics

St. Louis Music Marketplace has become the distributor of Silvertone Electric Guitars in the U.S. and Canada.

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

SLM will also be debuting products from Elixir, TruTone, Option Knob, Bari Mouthpieces and Reeds and more.

The Silvertone brand goes back more than 100 years. Its guitars became highly sought after in the 1950s and '60s.

"SLM Marketplace is always on the lookout for brands that mainstream music stores can take great advantage of in terms of quality and profitability," said Rich Dumstorf, vice president of SLM Marketplace. "For 2017, these new additions are the start of another great year of growth for the SLM Marketplace."

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



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Fender Changes Up Flagship Models

Fender has introduced its American Professional Series, its American-made flagship lineup of electric guitars and basses. Replacing its American Standard line, the American Professionals feature updated pickups, neck profiles, colors and two new models — the Jazzmaster and Jaguar guitars.

Every aspect of the American Professional was born from Fender's commitment to help players move their artistry forward. The series is comprised of contemporary versions of classic Fender designs paired with modern playability to give players the best of yesterday and today.

Boasting 16 models and 92 SKUs, each guitar features rosewood and maple fingerboards, as well as 11 colors: Sonic Gray, Mystic Seafoam, Antique Olive, Olympic White, black, Three-color Sunburst, Sienna Sunburst and the return of classic Butterscotch Blonde (for Telecasters only).

The American Professional instruments are available in a variety of ash and alder body styles, including newly designed Stratocaster, Telecaster, Jazzmaster, Jaguar, Precision Bass and Jazz Bass models.

🛒 **Fender** (fender.com)

Tagima Guitars Come to U.S.

Tagima Guitars, based in Sao Paulo, Brazil, has arrived in the North American musical instrument market. To service these new territories and customers, the Tagima U.S. sales office is based in San Clemente, California.

Tagima Guitars offers a high-quality, affordable range of acoustic and electric instruments designed for students as well as seasoned players. The



Woodstock series instruments bring versatile tones from classic designs. The America series acoustics have modern appointments with traditional good looks and are available in multiple tonewoods such as the Mahogany series and Walnut series. The Hawaii series instruments are classic ukuleles made

to Tagima Guitars' high standards. 🛒 **Tagima Guitars** (tagimaguitars.com)



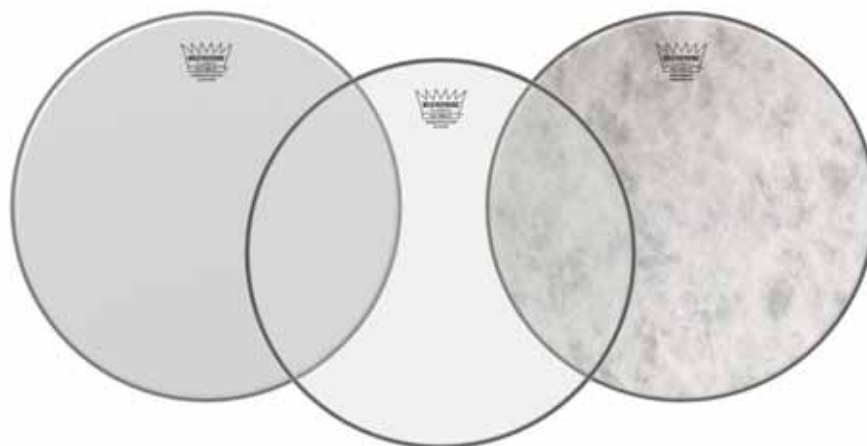
Ampeg Adds Bass Pedals to Lineup

Ampeg has added to its pedal lineup with the launch of the Classic Analog Bass Preamp and Scrambler Bass Overdrive pedals. The two pedals join the company's SCR-DI Bass DI.

The Classic Analog Bass Preamp pedal lets the player dial in a wide range of Ampeg tones with the three-band tone stack and flexible Ultra-Hi and Ultra-Lo circuits. The Scrambler Bass Overdrive pedal delivers a wide 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. Both pedals feature an all-analog, true bypass design with class-leading signal-to-noise ratio built into all-metal enclosures made to survive the rigors of the road.

🛒 **Ampeg** (ampeg.com)



Remo Fits the Classics

With numerous vintage drum enthusiasts looking for drumheads to fit their kits, Remo has developed the Classic Fit Drumhead for oversized drums made prior to the mid-'60s.

The Classic Fit batter drumheads have a slightly narrower flesh hoop and step design yet maintain a standard outside diameter that

doesn't interfere with the counter hoop. They are available with Ambassador Coated, Clear or Fiberskyn film and come in 12-, 13-, 14-, 16- and 18-inch sizes. Classic Fit batter drumheads are also available in a Snare Side Ambassador Hazy, 12- and 13-inch sizes.

🛒 **Remo** (remo.com)

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Covered

ATM350a Instrument Microphone Systems

Whatever your instrument, Audio-Technica has an ATM350a microphone system to ensure it sounds great. Not only does this cardioid condenser come with an array of mounts – many with a re-engineered, robust gooseneck built to stay where you set it – but it also provides clear, well-balanced response (even at high SPLs). So no matter what, where or how you play, the ATM350a has you covered. audio-technica.com



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TKL Supplies Hard, Soft Cases

TKL's Concept, Vectra and BlackBelt series cases are designed and built to provide a lifetime of performance.

The instrument and accessories cases feature proprietary components and manufacturing processes, including Rididlite HS strong, sustainably harvested, multi-ply, hand-laminated and select hardwood construction as well as RigidLite MP ultra-strong, ultra-light, precision-formed, custom resin-blend polymer exteriors.

Other features include authentic DuraHyde coverings, arch top and dual neck support systems as well as the patented, thermally insulated Advanced Interlink Cellulair interiors. The cases are complete with Providence Forge hinges, latches and hooks, Comfort-Grip Series II handles and custom-woven

lining.

"Our commitment to continuous R&D and attention to detail are two of the reasons we have remained the industry's top leading supplier of hard and soft cases," said Tom Dougherty, CEO and co-founder of TKL.

[TKL \(tkl.com\)](http://tkl.com)



Daisy Rock Reintroduces Classic Models

Daisy Rock has reintroduced 20 classic models in the all-girl guitar lineup under an exclusive global distribution and licensing agreement with Jam Industries and KMC Music.

"We're back — bigger and better than we have ever been before," said Tish Ciravolo, president and founder of Daisy Rock Guitars.

KMC Music is stocked on all models and ready to ship on an immediate basis.

[Daisy Rock \(daisyrock.com\)](http://daisyrock.com)



Tish Ciravolo



Yamaha Augments Xeno Artist Model Line With New York C Trumpet

Yamaha's New York C trumpet model has been added to the company's line of Xeno Artist Model trumpets.

The instrument's "YM" bell taper and other features provide flexible sound, enhanced dynamic response and excellent projection while offering ideal response, nuanced sound character and evenness of intonation.

"The YM bell New York C trumpet offers performers great expression and colorful tonal flexibility, enabling them to have a meaningful connection with the audience," said Brian Petterson, Yamaha's marketing manager, wind instruments.

MSRP: \$6,315.

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

Alvarez Treats Wood With ATR

Alvarez Guitars has implemented an upgrade to its wood preparation process, the Advanced Tonal Response System. ATR is an extra step in the production workflow that enhances an instrument's stability, strength and tonal attributes.

"ATR brings clarity and better response to our instruments and enhances their stability — especially in dryer climates and areas of extreme weather," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music.

ATR begins after months of air and kiln drying is applied to Alvarez tonewoods. The wood is cured and processed in an oxygen-controlled vacuum environment at specific temperatures to remove moisture and volatiles. The result is a more stable wood that is less vulnerable to overly dry and humid climates. ATR also advances the natural, post-build drying process so the wood behaves as if it were more mature,

giving the instrument a vintage tone.

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



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StompLight DMX Pro Offers Sound-responsive Effects

StompLight International's StompLight DMX Pro is a lighting effect pedal with DMX compatibility.

The StompLight DMX Pro is capable of working as a stand-alone stage light and is most suitable for solo performers and minimalist stage setups. It offers quality brightness with sound-responsive lighting effects controlled by the tap of a foot. It only takes seconds to set up and features a rechargeable StompLight Power Bank. The StompLight DMX Pro houses an internal microphone and instrument input/output jacks, each with adjustable gain. An internal spectrum analyzer creates lighting that's synced to the ambient sound or audio input. Other lighting effects include a color wheel, color

organ and a strobe.

The StompLight DMX Pro quickly connects to additional StompLight products such as the StompLight Pal.

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



Atomic Amplifiers Fires Up AmpliFire 12

Atomic Amplifiers' AmpliFire 12 is a professional guitar processor with amp modeling complete with a suite of effects.

AmpliFire 12 adds to the company's line of processors. This larger-format version features 12 programmable footswitches, a larger LCD screen, dedicated expression

pedal inputs, and a headphone connection packed into a rugged aluminum enclosure.

Atomic Amplifiers brings back the quality of Studio Devil's patented vacuum tube guitar amp modeling and effects technology to the hardware realm.

🛒 **Atomic Amplifiers** (atomicamps.com)



Loknob Stays Put

Loknob has created a locking knob for use with anything that needs a knob that stays put, such as pedals, mixing boards, guitars, keyboards and amps.

Loknob also introduced Fuggedaboutit tour caps, which are designed to not be moved once set. In the event of a needed setting change, Fuggedaboutit tour caps are easily accessed to make changes quickly.

Also from Loknob are Nut-Huggas, which let guitar players set a desired resistance level between the potentiometer and the knob.

🛒 **Loknob** (lokknob.com)

Use Old Gear to Build Clocks

Rocking the Clock, a company that builds clocks, lamps and accent furniture from vintage drums and guitars, has unveiled its latest series of products.

By refurbishing retired instruments, the company turns unplayable instruments into fashionable timepieces and home decor.

Battery movements are installed in place of non-working electric motors or worn out winding mechanisms.

Each Rocking the Clock product is handcrafted and unique. No two pieces are alike.

🛒 **Rocking the Clock** (rockingtheclock.com)



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- Night of Worship @NAMM** – Tonight, 7:00, Hilton Pacific Ballroom
- Heart of Inspiration** – Friday, 6:00, Marriott Platinum Ballroom*
- Artist Performances** – Throughout NAMM, Marriott Marquis Ballroom Stage

*By invitation only

Hosa Gets Modular

Hosa Technology's CMM-500Y Series Hopscotch Patch Cables are designed with modular synthesizers in mind. The CMM-500Y Series features a pigtail patch point that enables users to split a signal at its output for additional versatility.

Using patch cables, audio signals can "jump" from one device to another. Hosa's Hopscotch Patch Cables each



include a short pigtail with a female 3½-mm TS jack at one end of the cable. This jack makes it possible to take a signal that has already been patched elsewhere and send it along a completely new path.

The cables feature Oxygen-Free Copper (OFC) conductors, flexible spiral shielding and nickel-plated plugs. The series utilizes slim plugs that make it possible to use in any modular synthesizer rig without interfering with other cables or controls.

Hopscotch Patch Cables are color-coded by length to easily identify the cable needed prior to making the next patch. MSRP: \$34.95.

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

ReedGeek Refines G4 Reed Tool, Klangbogen

ReedGeek has introduced its next-generation woodwind reed tools and saxophone sound stabilizers.

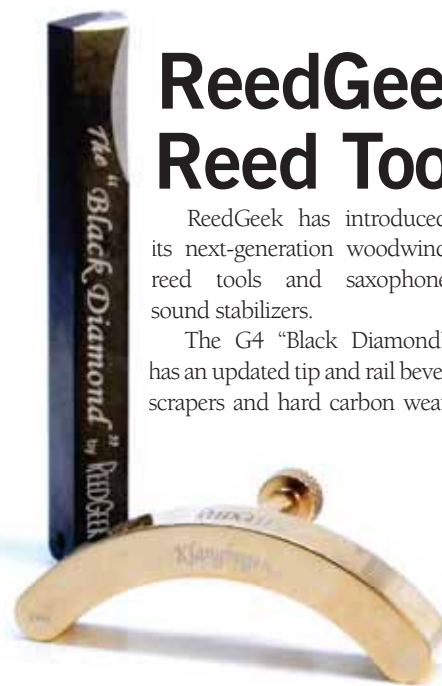
The G4 "Black Diamond" has an updated tip and rail bevel scrapers and hard carbon wear

finish to provide a refined cut — making the ReedGeek G4 an indispensable tool for reed adjustment on both natural cane and synthetic reeds.

The ReedGeek Klangbogen, with the company's custom secure resonance pins, now employs three distinct proprietary metallurgical finishes that give various sound responses and feels.

The ReedGeek Klangbogen increases output and depth of tone of all saxophones while stabilizing the extreme ranges of the horn so it speaks with clarity. ReedGeek products are manufactured in the United States.

[ReedGeek \(reedgeek.com\)](http://reedgeek.com)



Graph Tech Protects Hands

Graph Tech's Dry and Glide is an engineered talc formula designed to keep hands dry and smooth as well as neutralize acids to stop instrument corrosion. Talc or baby powder is messy, feels gritty on the instrument and does nothing to neutralize the acidic nature of your hands. But Dry and Glide's patent-pending formula and roll-on applicator is easy to use. Its pH-balancing formula protects instruments, strings



and cymbals from corrosion — all while creating an effortless feel when they play.

"It's so easy to roll on your hands without creating a mess," said Dave Dunwoodie, president of Graph Tech Guitar Labs. "Once you start playing, you will love the way it feels."

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



Nita Strauss Joins Marshall Artist Roster

Marshall Amplification has announced that Nita Strauss, the guitar sensation in Alice Cooper's band, has joined the company's artist roster.

"Nita is a tremendous clinician who uses her experience and skill to inspire and encourage others — especially youngsters," said Nick Bowcott of Marshall USA. "We're proud and delighted to have her onboard as she's a fantastic evangelist — not just for Marshall, but for rock guitar playing in general."

While Alice Cooper is taking a brief break from touring, Strauss is recording some original solo material using her new Marshall backline. One of her favorites is the CODE25, which she used at a recent clinic.

[Marshall \(marshallusa.com\)](http://marshallusa.com)

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COLD KINGDOM
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Jan 21, 1-2 pm Jan 22, 3-4 pm



DJ KRISTAVAL
Jan 19, 11-12 pm Jan 20, 4-5 pm
Jan 21, 11-12 pm Jan 22, 12-1 pm



HAMMER OF THE BROADS
Jan 20, 11-12 pm



JASON JANI
Jan 19, 3-4 pm Jan 20, 12-1 pm
Jan 21, 2-3 pm Jan 22, 2-3 pm



JEANNE TAYLOR
Jan 19, 2-3 pm Jan 20, 3-4 pm
Jan 21, 4-5 pm Jan 22, 10-11 am



JUST ALLIANCE
Jan 19, 1-2 pm Jan 20, 10-11 am
Jan 21, 10-11 am Jan 22, 11-12 pm



KAT PERKINS
Jan 19, 12-1 pm Jan 20, 1-2 pm
Jan 21, 12-1 pm Jan 22, 1-2 pm



THUNDERSTRUCK
Jan 21, 3-4 pm



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Electro-Voice

D'Addario Captures Classic Sound

Following the release of its initial Select Jazz Alto Saxophone Mouthpieces, D'Addario Woodwinds has announced the D8M alto saxophone mouthpiece and the upcoming launch of its Select Jazz Tenor Saxophone Mouthpieces.



Select Jazz mouthpieces capture the classic sound and response of vintage mouthpieces, with versatility for all styles of jazz and even intonation across the entire range of the saxophone. The mouthpieces are milled — not molded — from solid rod rubber using D'Addario's computer-controlled mouthpiece-making technology. With a medium chamber and facing length, the alto saxophone mouthpieces are available in four tip openings: 5, 6, 7, and the D8M model which features a tip opening of 2.24 mm.

Adding to its Select Jazz line, the Tenor Saxophone mouthpieces were inspired by the most desirable features of vintage and artisan handcrafted mouthpieces. Featuring a long rollover baffle into a medium chamber and a responsive, long-facing curve, these mouthpieces have a greater ease of projection and flexibility without sacrificing sound quality.

🛒 **D'Addario (daddario.com)**



Levy's Creates Strap From Hemp, Suede

Levy Leather's has announced the release of the Billy strap.

Ideal for both acoustic and electric guitars, the Billy strap is made with a fine hemp weave and features decorative suede

reinforcement on the ends.

The Billy is 2½ inches wide and is fully adjustable. It's available in brown, copper and emerald.

🛒 **Levy's Leathers (levysleathers.com)**

Roland Expands Premium Music Accessory Line

Roland has expanded its lineup of music accessories.

As part of the company's expansive line of more than 100 products in nearly every musical instrument category, the expanded lineup includes piano benches, tough and durable road cases, and professional MIDI cables.

"Our growing lineup of premium

accessories enhances our core products and the Roland and Boss brands," said Niko Spanos, Roland's general manager of global accessories. "We are constantly developing new and innovative solutions, ensuring that our customers always have top-quality accessory options to complement and protect their Roland and Boss gear."

🛒 **Roland (roland.com)**

Jensen Offers Tone Chamber

Jensen's Chamber of Tone will be featured at the company's booth during The NAMM Show for attendees to test out the latest in the Jensen Jet line, the Jensen Tornado Stealth speakers. The series includes the Jensen Tornado Stealth 100, 80 and 65.

The introduction of the 12-inch speakers originates from musicians' quest for lightweight amps and cabinets without compromising their tone. The result are these lightweight speakers with quality sound. Jensen Neodymium speakers react more sensitively to the individual player's techniques.

The Jensen Tornado Stealth 100 derives from the original Jensen Tornado and offers clear, clean tones accented by shimmering highs. The Stealth 80 remains smooth with note definition when presented with overdrive distortion; the 65 responds to the distortion with easy breakup and punch.

Take a trip through the Jensen Chamber of Tone, where you can hear the new Stealth speakers live at full volume.

🛒 **Jensen (jensentone.com)**



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Alesis Strikes a Chord With Electronic Kit

Alesis' Strike kit features drums that have larger dual-hoop pads with adjustable Alesis Mesh heads. Featuring Alesis' patented multi-sensor, multi-contact Enhanced Articulation System — which delivers a natural and responsive drumming experience — Strike's premium Hybrid birch wood shell drums come in standard acoustic drum sizes.

The Strike 16-inch ride cymbal, 14-inch crash and 12-inch movable hi-hat cymbals

are covered with a thick rubber that creates a blend of feel, control, bounce and volume. Plus, the cymbals are quieter than before — ideal for late-night practice sessions.

Strike comes in two configurations: The Strike kit is a five-piece electronic drum kit with three cymbals, and the Strike Pro kit is a six-piece electronic drum kit with five cymbals.

🛒 [Alesis \(alesis.com\)](http://alesis.com)

Fano Expands its Standard Series

Fano Guitars took its Standard Series and built upon it by adding two models, color options and two distinct finishes.

The 2017 Fano Standard Series adds the RB6 and TC6 models to the existing SP6, JM6/90 and JM6/HB offering. In addition, all Standard Series models will be available

in eight colors — Bull Black, Candy Apple Red, Olympic White, Ice Blue Metallic, Shoreline Gold, Inca Silver, Seafoam Green and Sonic Blue. The models come in two choices of finishes — medium distress and NOS.

🛒 [Fano Guitars \(fanoguitars.com\)](http://fanoguitars.com)

Ernie Ball CradleTune Makes Maintenance Easy

Ernie Ball's CradleTune uses a tuner and tripod to provide an integrated, portable solution for easy setups, maintenance and string changes.

The tuner attaches to the tripod and acts as the fixture, which holds the guitar at the headstock. The tripod pivots for multiple angles of setup to accommodate different instrument types and sizes, including electric guitars, acoustic guitars, bass guitars, ukuleles and more.

The tuner can also be quickly detached from the tripod for use as a clip-on practice tuner. The tripod folds up for a compact, durable design that easily fits into a gig bag or instrument case. The CradleTune is powered by an included 3V lithium battery.

MSRP: \$32.99.

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



Seymour Duncan Adds Power Amps to Product Lineup

Seymour Duncan has introduced a new category for the company: power amps. The PowerStage is the first power amp designed specifically for guitar players who create tone with pedals and modelers. With discreet stereo and the choice of either 170 or 700 watts of power, musicians can travel with just a gig bag and a backpack. PowerStage lets

musicians connect their pedals directly into their digital audio workstation.

The PowerStage 170 fits onto the pedalboard for convenient access and control. The 700 is a rack-mounted unit with True Cab Circuitry — directly delivering cabinet-like feel and response to the P.A. or studio monitors.

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



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hughes-and-kettner.com

Hughes & Kettner
TECHNOLOGY OF TONE

DPA Showcases Range of Modular Mics, Accessories

DPA Microphones will showcase its range of modular microphones and accessories at The 2017 NAMM Show, complete with demo performances by Colorado bluegrass band Trout Steak Revival.

"The NAMM Show gives us the opportunity to highlight our microphones for musicians and their instruments, including our popular d:vote and d:facto series of microphones. DPA is thrilled to bring another live musical performance to its booth, while having the chance to chat with our customers and potential users in person," said Anne Berggrein, vice president of marketing for DPA Microphones.

DPA will display the company's d:vote Instrument Microphones and accessories. The d:vote microphone line is designed for use with every woodwind and acoustical instrument. DPA will also feature its d:facto Handheld Microphone range which is entirely modular and consists of the latest addition, the d:facto 4018VL Linear Vocal Microphone.

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



DPA's d:facto in use.



EarthQuaker Devices Updates Pedals

EarthQuaker Devices has released updated versions of its Dispatch Master, Speaker Crankler, Acapulco Gold and Afterneath effects V2 pedals.

All four of the pedals feature soft-touch relay-based switching for silent and effortless

operation with increased long-term durability. The Dispatch Master and Speaker Crankler are outfitted with top-mounted input and output jacks for easier cable routing and to save space.

🛒 [EarthQuaker Devices \(Earthquakerdevices.com\)](http://EarthQuaker Devices (Earthquakerdevices.com))

Crossrock Rolls Out Banjo, Cello Cases

Crossrock has added the CRF1000 fiberglass banjo case and the CRF2000 deluxe fiberglass cello case.

The CRF1000 is designed for both tenor banjo and resonator banjo and is available in more than five color selections. The inside padding can be customized to fit various banjos.

Additionally, the fiberglass exterior can hold at least 400 pounds of pressure and the backpack straps can load at least 150-pound pulling. Plus, the accessory compartment was designed larger than usual to help musicians keep more accessories during performance.

Crossrock's CRF2000 deluxe fiberglass cello case features an adjustable strap in the head of the case.

The inside of the CRF2000 case can also be customized by removing the padding to accommodate different cello sizes.

🛒 [Crossrock \(crossrockcase.com\)](http://Crossrock (crossrockcase.com))



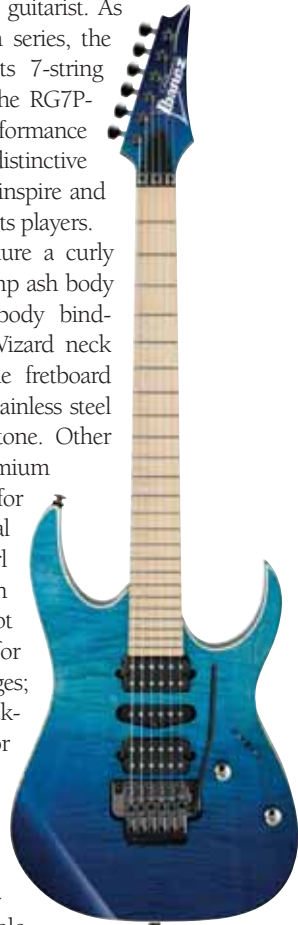
Ibanez Designs for Lead Guitarists

Ibanez's two RG models are designed for the experienced lead guitarist. As part of the Premium series, the RG6PCMLTD and its 7-string companion model, the RG7PCMLTD, are high-performance electric guitars with distinctive features designed to inspire and bring out the best in its players.

Both models feature a curly maple top on a swamp ash body with classic white body binding. The 11-piece Wizard neck sports a curly maple fretboard fitted with durable stainless steel frets for a brighter tone. Other features include premium fret edge treatment for a smooth, professional feel; mother-of-pearl off-set dot inlays with luminescent side dot position markers for visibility on dark stages; and Gotoh MG-T locking machine heads for enhanced tuning stability and quicker string changes.

The RG6PCMLTD features Edge-Zero II ZPS3Fe tremolo bridge for tuning stability and intonation. The RG7PCMLTD features Edge-Zero II-7 bridge tremolo bridge.

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



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UA Ships Apollo Twin MkII Interface

Universal Audio has announced that the Apollo Twin MkII is now shipping.

Featuring onboard Realtime UAD-2 Solo, Duo or Quad Core processing, this 2x6 Thunderbolt audio interface improves upon the original Apollo Twin's audio quality with redesigned A/D and D/A conversion — offering increased dynamic range and low THD.

Based on integration between Apollo's digitally controlled analog inputs and its

onboard UAD processing, Unison lets Apollo Twin MkII users track through a range of colorful pre-amp emulations from Neve, API, Fender and more.

Apollo Twin MkII features improved monitor functionality not used in the original Apollo Twin — with Mute, DIM, Mono and ALT speaker switching. It also includes monitor remote controls and a built-in talk-back mic for easy communication.

🛒 [Universal Audio \(uaudio.com\)](http://Universal Audio (uaudio.com))

Electro-Voice Sends 'Loud & Clear' Message

Electro-Voice has kicked off its 90th birthday year with a message to customers: Big wattage is fine, but clarity is key.

Under a "Loud & Clear" banner, the brand's NAMM booth will serve as a live performance venue to showcase the company's family of portable loudspeakers and ND series microphones. Over the course of the show, nine different artists from a range of genres will perform through various EV system setups at the booth, so guests can hear EV sound quality for themselves.

EV is also launching its #EVsound social media campaign, where EV enthusiasts can post and tag music they've made with EV gear to be entered to feature on EV video soundtracks. Participants will be featured on the #EVsound webpage and are entered into monthly drawings for EV-branded merchandise.

🛒 [Electro-Voice \(electrovoice.com\)](http://Electro-Voice (electrovoice.com))



Martin Revamps 16 Series

Martin Guitar has added three models to its 16 Series: the D-16E, DC-16E and OMC-16E. All three models include the Fishman Matrix VT Enhance acoustic amplification system and feature an ebony bridge and a silver bound ebony fingerboard with mother-of-pearl diamonds and square inlays.

The D-16E is a dreadnought with a

modified low oval neck with a high-performance taper that makes the guitar easy to play up and down the fingerboard.

The DC-16E is an acoustic-electric cutaway dreadnought ideal for players of any style.

The OMC-16E is a cutaway orchestra model that has a rich and articulate tone.

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



Sabian Gets Loud

Sabian's Chad Smith signature AA Holy China is a monster of loudness and cut that satisfies the need for drummers who are looking for an explosive China cymbal.

The new AA Mini Holy China compresses all the volume, trash and cut of the Holy China into a mini-China format. With an exaggerated high profile, rows of small holes and a raw bell, the "Mini Holy" cuts more than any other cymbal its size.

Designed for boosted trash and reduced tonal character, the Mini Holy China's cutting power comes not from higher decibels, but rather from perceived loudness, much like a highly compressed music track.

This design results in a level of high-end white noise that is typically found only in much larger cymbals — ideal for drummers who want huge cut in a mini-China splash format.

Sabian is committed to creating an innovative range of sounds. The cymbal is available in 8-, 10- and 12-inch sizes.

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

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ACOUSTIC ROOM



Alvarez Offers Armrest Models

Alvarez has added Armrest model guitars to its Artist series. The AG/AR Artist series models offer affordable, high-end features.

“Our Armrest models have allowed us to demonstrate our ability to craft great looking, great sounding guitars and make them as affordable as possible,” said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music.

The models come in two series: the 60 and 70. Both feature solid Sitka spruce tops. The 60 has mahogany back and sides with a rosewood armrest. The 70 features rosewood back and sides with a flamed maple armrest.

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



Ibanez Adds Torrefied Model

Ibanez's has added the Grand Concert-style acoustic to its Artwood series. The AC320 uses “Thermo-Aged” tonewood for the bridge and a bridge plate that features a solid Sitka spruce top with mahogany back and sides. Other features include a rosewood fretboard and bone nut and saddle.

Thermo-Aged tonewood is created by a special high-temperature drying process commonly known as “torrefaction.”

The wood becomes lighter, harder and more stable — taking on tonal characteristics associated with vintage acoustics.

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

New Loar Model Boasts Bright Tone

The Loar's LH-306T is a fully hollow arch top guitar with Loar-a-tron pickups and Bigsby tremolo.

The LH-306T features a maple top, back and sides for a resonant, fully hollow body. Two Loar-a-tron pickups create bright tone and clarity, providing wide tonal versatility. A classic Bigsby B70 tremolo allows for fluid bends.

With a 1 11/16-inch nut width and 24 3/4-inch scale, the guitar offers players comfort and responsiveness. The maple top, back and sides and comfortable C-shape mahogany neck provide the foundation for a great-sounding, stylish guitar with hints of retro flair.

The LH-306T features a Florentine cutaway for easy upper fret access and Kluson tuners for precision tuning. It's available in matte orange or green finishes.

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



Taylor Guitars Releases Academy Series Line

Taylor Guitars' Academy Series is a lineup of acoustic guitars featuring the Dreadnought A10e, Grand Concert A12e and nylon-string Grand Concert A12e-N.

The Academy Series provides the essential

qualities a developing guitar player needs — comfort, appealing acoustic tone, performance reliability and easy maintenance — packaged into an affordable price range.

🛒 [Taylor Guitars \(taylorguitars.com\)](http://taylorguitars.com)



H. Jimenez's Electric Bajo Quintos Feature Player-requested Options

The H. Jimenez “Coleccion Palomazo” bajo quinto series consists of six acoustic electric bajo quintos in a variety of colors and wood options.

Additional features include a solid headstock with individual chrome tuners as well as select models with rope edges or ABS binding. All instruments in this collection include the H. Jimenez standard neck profile, Thunderwing bridge, bone nut and saddle, Seymour Duncan pickup with volume control,

a padded gig bag, and a limited lifetime warranty.

“The exciting new Coleccion Palomazo provides several player-requested color options and features that complement our standard natural top bajos very well,” said Rock Clouser, H. Jimenez instruments product manager. “We appreciate the dealer and player support of H. Jimenez Latin instruments across the United States.”

🛒 [H. Jimenez \(hjimenезinstruments.com\)](http://hjimenезinstruments.com)

Yamaha Enhances A Series Guitars

Yamaha has announced significant enhancements to its A Series acoustic-electric guitars. Chief among these changes is the debut of the flagship A5 model, which is based on the 2015 limited run A6 model and, like the A6, will be crafted in Japan.

The A5 is available with a solid mahogany or rosewood body and features scalloped bracing for increased projection and enhanced bass as well as a vintage natural finish and a bound headstock with vintage-style tuners.

The A5's solid Sitka spruce top benefits from Acoustic Resonance Enhancement (A.R.E.), a patented process that uses precise control of temperature, humidity and pressure to alter the structure of wood at a sub-cellular level, transforming it into the same material as what would be found on a guitar that has been played for many years. Benefits include increased resonance, greater midrange, high-frequency responsiveness and bass sustain.

Yamaha has also updated the A1 and A3 model guitars. Both instruments are available with mahogany or rosewood bodies in either dreadnought or concert shapes and feature solid Sitka spruce tops, scalloped bracing and a new neck finish.

MSRP: \$965–\$1,365.

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



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Yamaha Disklavier Celebrates 30 Years

Thirty years ago, Yamaha first introduced to the U.S. market its MX-100A, a 48-inch Yamaha Disklavier upright reproducing piano, powered by a PianoSoft music library that consisted of 11 magnetic floppy disks.

Today, the Yamaha Disklavier is available in a full line of instruments that include Disklavier Enspire, the eighth generation of Disklavier pianos. Floppies are replaced by an easy-to-use and intuitive controller app that provides direct access to more than 500 built-in songs and more than 6,000 performances that can be downloaded directly to the instrument from the Yamaha MusicSoft online store.

Exclusive high-quality streaming radio and video services are also available — past events have included the Monterey Jazz Festival, the Newport Music Festival and an Elton John concert displayed on a big-screen TV — with the piano performance received “live” (or on-demand) on the Disklavier Enspire, all in the comfort of the home.

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



Charvel Delivers High-speed Playability

Charvel's Pro-Mod San Dimas Style 2 HH FR QM offers an alder body with a quilt maple top. The two-piece bolt-on maple neck with graphite reinforcement rods offer rock-solid stability. The guitar also features a 12- to 16-inch compound radius, either maple or dark rosewood, fingerboard with hand-rubbed urethane gel back finish, 22 jumbo frets, either black dot inlays or white dot inlays, and a thumbwheel truss rod butt-adjust for easy access.

This instrument has a high-output Seymour Duncan JB TB-4 humbucking bridge pickup and a warm, fat Seymour Duncan '59 SH-1N humbucking neck pickup, controlled with a three-way blade switch.

A Floyd Rose double-locking recessed tremolo and locking nut increase tuning stability and laser intonation. The guitar is available in Transparent Black Burst, Transparent Blue Burst and Transparent Red Burst.

 [Charvel \(charvel.com\)](http://charvel.com)

Yorkville Sound to Distribute Ernie Ball Strings, Accessories

Yorkville Sound has added the Ernie Ball String and Accessories catalog to its growing list of distributed lines.

Considered a core brand for music retailers, the addition of the Ernie Ball line presents opportunities for Yorkville Sound and the company's extensive Canadian dealer network.

“Brian Ball and Nathan Stiff have been

wonderful to work with as we lead up to our launch, and our large network of Canadian dealers should be thrilled about this valuable addition,” said Jeff Cowling, Yorkville Sound's vice president of sales and marketing.

In addition to the famous string lines, the Ernie Ball catalog includes straps, tuners, slides, and a pedal line.

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




Peavey Sponsors 2016 Skratchpad DJ Youth Battle

Peavey Electronics sponsored the 2016 Skratchpad DJ Youth Battle on Dec. 17 at the Chai Bar in San Francisco. Participants were 19 years old and younger.

Peavey's FX2 16 mixer was used during the performances for live mixing. The FX2 series mixers feature Peavey-exclusive technology to enhance live sound reproductions by allowing very high gain with low noise and distortion for clear signal reproduction.

The mixer includes dual DSP engines that let multiple, simultaneous effects assign to any channel via aux 5/6. Also featured are dual USB 2.0 ports, which allow for streaming of digital audio directly to a computer or memory stick as well as exclusive, built-in MP3 compression.

A hip-hop based event, Skratchpad highlights the DJ as the backbone of the hip-hop culture. Since starting in 2003, Skratchpad has hosted numerous DJ and breakin' battles. They've transitioned from being a 21-and-over event to one that's more kid-friendly, aiming to inspire the next generation of DJs.

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



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64 Audio Debuts Tia

64 Audio has launched its tia technology which is featured in three in-ear models — the tia Fourné, U18 Tzar and A18 Tzar.

This technology features custom tia drivers, the tia single bore and special acoustic chambers.

“As a sound designer, I always look for ways to eliminate limitations of old technologies,” said Vitaliy Belonozhko, CTO and founder of 64 Audio. “The tia system allowed us to reach new heights in personal and professional audio.”

[64 Audio \(64audio.com\)](http://64audio.com)

BassBoss Dominates in Home, Studio

Powered loudspeaker manufacturer BassBoss has debuted the SV8 Powered MicroMain. With 117 dB of sustained output in satellite mode and maximum output of 120 dB, the SV8 Powered MicroMain is capable of output levels that compare to some 12-inch powered boxes.

With its flat frequency response and neutral character, the SV8 delivers high-fidelity sound reproduction that makes it an ideal solution for critical listening in the studio.

[BassBoss \(bassboss.com\)](http://bassboss.com)



Audified Adds U78 Plug-in

Audified has announced the U78 Saturator, a saturation effects plug-in using models of the analog circuitry central to the U73b, a vintage German broadcast compressor/limiter.

Just like the U73b Compressor reboot before it, U78 Saturator’s GUI implementation includes a display area that is easy to use with selectable display color. All parameters can be set numerically while preset management is located on the right-hand side of the display alongside self-explanatory load and functions and a key symbol-designated services menu.

[Audified \(audified.com\)](http://audified.com)

Kemper Rethinks Profiler’s Delay Effects

Kemper has unveiled a range of delay effects for the Kemper Profiler. Profiler owners now have the chance to preview the new delays immediately with the public beta version of OS 5.0.

The Kemper approach to delay effects is quite different from what musicians are accustomed with: There is no dedicated Reverse Delay, Tape Delay or Ducking Delay. Kemper believes that it makes no sense splitting crucial tone design features into separate delay types. Instead, Kemper has equipped every single delay type with a range of tone-shaping parameters. The new Delay categories are: Single Delay, Dual Delay, Two Tap Delay, Serial Two Tap Delay, Rhythm Delay, Quad Delay and Dual Crystal Delay.

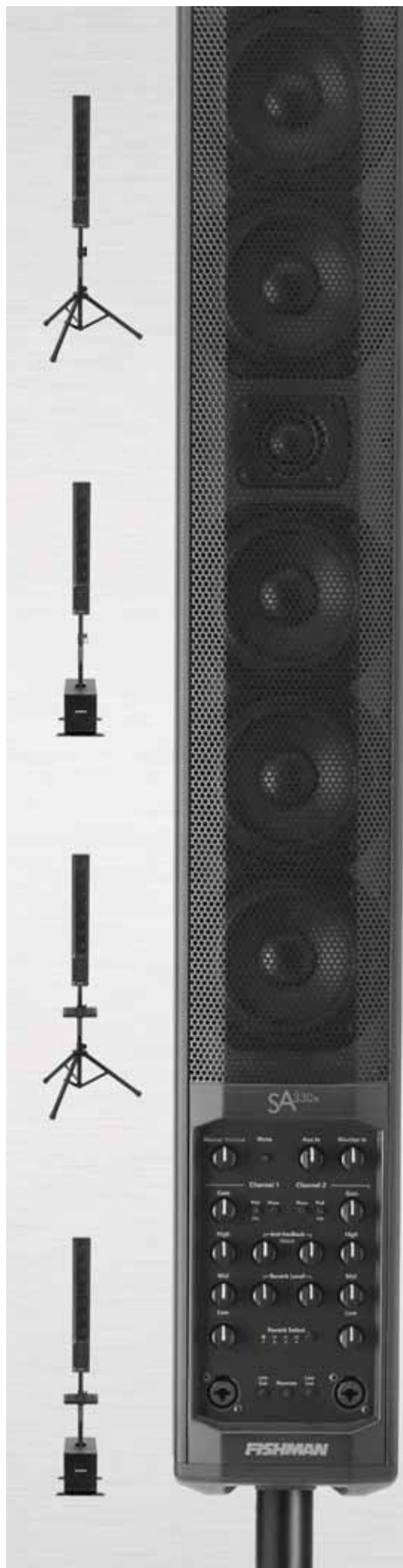
Most of the delays can be designed toward a tape delay tonality with parameters like Hi Cut/ Lo Cut, Cut More, Flutter Intensity and Flutter Shape, and Grit (Tape Sat & Distortion).

Many of the delay types feature a Grit control to add typical tape saturation and distortion to the delay signal.

A number of delay types feature the parameters

“Swell,” “Smear” and “Cross Feedback.”

[Kemper \(kemper.com\)](http://kemper.com)



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Levy's Adds Additional Colors to LM18 Bag Line

In response to requests to offer the LM18 leather gig bag in additional colors, Levy's Leathers now offers the bag in red, white and blue. The bag features dual sturdy, heavyweight cotton, adjustable shoulder straps, full 1-inch foam padding, internal

string and bridge protectors, a large saddle-bag front pocket and a smaller headstock string pocket. The bag is constructed with reinforced soft garment leather with contrasting trim appointments.

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

Alfred Releases the 'Beasts'

Alfred Music has released selections from the film "Fantastic Beasts and Where to Find Them" and are available in two editions: *Easy Piano* and *Piano Solo/Vocal*.

This souvenir folio is loaded with full-color photos from the movie, which marks a new era in J. K. Rowling's *Wizarding World* and takes place decades before her popular "Harry Potter" series.

The *Easy Piano* collection, by music arranger Dan Coates, makes memorable themes from the movie accessible to

students at the intermediate level. Helpful fingering suggestions and pedaling indications are included. Titles include: "Newt Says Goodbye To Tina/Jacob's Bakery," "A Man And His Beasts," "Blind Pig," "End Titles Pt. 2: Fantastic Beasts And Where to Find Them" and "Kowalski Rag."

The *Piano Solo/Vocal* folio presents arrangements of selections from the film's sweeping score, penned by composer James Newton Howard.

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

Graph Tech Saves Time

Graph Tech Guitar Labs has been awarded a U.S. patent for its InvisoMatch mounting plate system for machine heads to work in conjunction with Graph Tech patented Ratio balanced-gear machine heads.

"When I worked in a guitar shop over 30 years ago, it was such a pain retro-fitting machine heads on guitars," said Dave Dunwoodie, president of Graph Tech. "Nine times out of 10, the screw pattern wasn't even close to matching the existing holes, which meant filling in holes, drilling new ones, and making sure the machine heads were straight," he said. "When we



came out with Ratio Balanced-Gear Machine Heads, I thought, 'This is the time to come up with a solution to this age-old problem of replacing machine heads.' The final design was original, aesthetically pleasing, functional and patentable."

InvisoMatch mounting plates reduce the time to install Ratio machine heads to under 15 minutes and also aligns machine heads — leaving no holes to drill or fill. Sets of brushed aluminum InvisoMatch mounting plates come free with every set of Ratio machine heads, so they can be installed on the spot.

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

A-T Goes Wireless

Audio-Technica's System 10 PRO Rack-Mount Digital Wireless System operates in the 2.4 GHz range. The system's rack-mount chassis houses one or two receiver units that can be operated locally within the chassis or can be removed and mounted remotely (up to 300 feet away) via Ethernet cable. Up to five System 10 PRO chassis can be linked together using the RJ12 cable included with each system to create a stable multichannel system.

"It gives users a very stable, interference-free multichannel system that works anywhere in the U.S., right out of the box," said Gary Boss, Audio-Technica marketing director, professional products.

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



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REAL WORLD

Strait Uses A&H's dLive

The "King of Country" George Strait has performed a series of sold-out concerts in Las Vegas this year using Allen & Heath's dLive digital mixing system.

"It's probably the fastest console I've been on, and the latency is very low so it sounds really good," said Josh Kaylor, Strait's monitor engineer.



Students Conserve Hearing With Alpine Plugs

Kelvin Flores, director of instrumental music at Arroyo Seco Junior High School in Santa Clarita, California, has high-frequency hearing loss that he attributes to long-term exposure to high-sound levels. Concerned about his students' hearing health, Flores contacted Alpine U.S. distributor American Music & Sound and arranged for parents to purchase Alpine's MusicSafe Classic and MusicSafe Pro musicians' ear plugs. "The

kids like them because they're comfortable to wear," Flores said.



Violinist Sotos Joins Hercules Family

Hercules Stands has welcomed violinist Cassandra Sotos to its artist family.

"Even with all the chaos that ensues during a rock show, combined with endless instrument changes, I know my instruments are safe and secure in Hercules Stands," Sotos said.

"We are very excited to have such an eclectic, talented and notable player in the industry represent our brand," said Angelica Lattimore, Hercules' product manager.

Tascam Aids Podcaster

Bruce Wawrzyniak hosts a free weekly podcast, "Now Hear This Entertainment," where he dispenses advice about the entertainment business.

Despite its success, Wawrzyniak said he felt somewhat limited until he got his hands on Tascam's MiNiSTUDIO Creator US-42.

"The results are professional quality," Wawrzyniak said.



Bruce Wawrzyniak (left) records podcast.

Church Updates With Focusrite's RedNet

The Christian House of Prayer, located in Fort Hood, Texas, serves as a ministry that



reaches across the country and into Europe. Later this year, the church will be installing the Focusrite RedNet suite of Dante-networked audio converters and interfaces as a bridge from the church's existing analog sound system to the Danley P.A. system.

"Looking at the features that RedNet offered, it was clear that RedNet was the key to our sound system's future," said Chris McKinney, the church's head audio engineer.

ISP Equips Steakhouse With Audio, Video Work

Rascals, a combination steakhouse and live music venue, has begun construction for its Albany, New York, location at the Crossgates Mall.

"Rascals will be one of a kind, offering three unique experiences with a top-of-the-line steakhouse, three bar areas to socialize

and relax in, and a stage that will feature local, regional and national acts," said Philip Lama, CEO of Rascals.

ISP Technologies and ASE Service Group will provide all audio video components, including video walls, installation and design work for the 16,000-square-foot restaurant.

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Shubb Offers Stirrup-yoke Styled Capo

Shubb has introduced its Fine Tune capo series — a traditional stirrup-yoke styled capo. The Fine Tune capo incorporates modern features.

Made of polished stainless steel, it has interior rubber bumpers on the sides to protect guitar necks and a knurled tension adjustment knob that is numbered for quick visual reference to help with tension consistency. The Fine Tune capo is adorned with a mother-of-pearl



jewel on the knob.

The capo comes in three models: F1 for steel string guitars, F3 for wider-necked guitars and F5 for banjo.

🛒 **Shubb (shubb.com)**

Morley Expands Pedal Lineup

In response to customer requests, Morley has released four pedals.

The Limited Edition Cliff Burton Power Fuzz Wah is mirror finished chrome and comes in optical and European M2 formats.

For the Cliff Burton Fuzz Box, Morley took the fuzz circuit from its Power Wah Fuzz and put it in a stand-alone box.

The limited edition reissue of the Stereo Chorus Volume features Morley's analog stereo chorus combined with optical volume.

The Dual Boost Distortion is an analog distortion pedal that lets players boost the signal in distortion mode or independently boost overall signal.

The four new Morley pedals are housed in cold rolled steel housings. They have LED

indication, a quick-clip battery door and a two-year warranty.

All can be used with electric guitar, acoustic guitar, electric bass or any instrument you can plug into.

🛒 **Morley (morleypedals.com)**



Schaller Adds M6, M6 Mini

Schaller's M6 and M6 Mini tuning machine series features 18:1 Velvet-Tec and LX6-Lube for tuning precision and comfort.

The M6 is available in five different designs: M6 Pin, M6 180-degrees, M6 135-degrees, M6 90-degrees and M6 Mini. The tuning machine features 10 exclusive M6 buttons — metal, perloid, ebony, galalith and polybone — in large and small sizes.

The M6 has six different stringposts: locking, top-locking, solid and slotted headstock, classical and classical deluxe.

The series is available in 10 different colors.

🛒 **Schaller (schaller.info)**



Boss EV-30 Expression Pedal Saves Space

Boss has unveiled the EV-30, an expression pedal for controlling parameters on devices with 1/4-inch TRS expression inputs.

Suited for use on pedalboards, the EV-30's rugged, space-saving design offers pro-level performance in a small footprint.

The pedals feature an internal mechanism that delivers smooth action, precise control and lasting durability.

The pedal chassis is constructed of die-cast aluminum, providing solid foundation while maintaining reduced weight for easy transport.

The EV-30 is equipped with two expression outputs, letting users control two different effects from a single pedal. A polarity switch provides compatibility with nearly any device that supports expression control.

🛒 **Boss (boss.info)**



BEYOND MIXING

TouchMix Digital Mixers

Every mixer has features. Only TouchMix guarantees results. We're showcasing the incredible power and versatility of the TouchMix Series and the new, TouchMix-30 Pro in our *TouchMix Theater*. Along with product demos, we also have interviews with musicians and bands as well as AV rental/production and HOW professionals discussing value of TouchMix in their respective environments. Special guests will also be on hand. The full schedule of events is available in the booth.



Dave Weckl

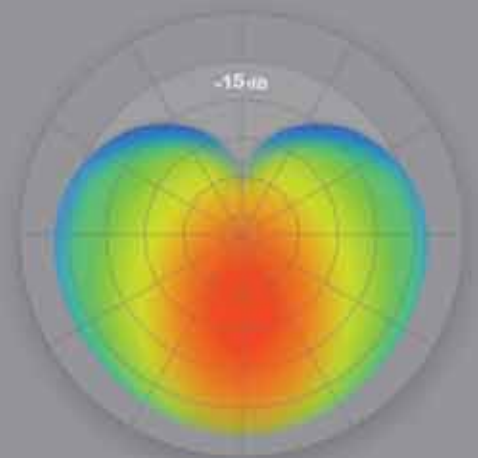
**Friday/Saturday/Sunday
1:30 pm**

Legendary drummer Dave Weckl discusses his TouchMix experience.



K Cardioid Subwoofer

Deploying innovative design, legendary QSC amplification and advanced DSP in a single, compact enclosure, the **K Cardioid Subwoofer** represents the **world's first-in-class** single-box powered cardioid subwoofer solution for highly portable entertainment and installation applications. See it first, right here at NAMM.



E Series 2 New Models

Two new E Series models make their debut at NAMM:

- **E215** double 15-inch full-range loudspeaker
- **E218SW** double 18-inch subwoofer

Each E Series loudspeaker offers superior design and construction, robust reliability and overall performance beyond expectations. Preset loudspeaker tunings found in QSC DSP-equipped PLD or GXD Series amplifiers and TouchMix Series digital mixers further optimize E Series performance to deliver the most compelling price/performance value proposition in the industry.



E218SW



E215

LECTRICare Cleans With Ease

LECTRICare from Sound Synergies offers advanced conditioning and maintenance care for a vast range of electronic support gear, including amps, effects, processors and mixing consoles.

A single LECTRICare application lifts away dust and grime, conditioning all metal surfaces to provide a clean, dry operating environment for electronics. LECTRICare's various active ingredients handle multiple conditioning tasks with a single formula.

After conditioning and cleaning components, a long-lasting protective micro-barrier remains to prevent humidity and moisture buildups.

All formulas are environmentally safe.

🛒 **Sound Synergies** (soundsynergies.net)



HK Audio Adds Lucas Nano 602

HK Audio has unveiled Lucas Nano 602, the latest and most affordable member of the company's Lucas Nano 600 series of professional, portable P.A. systems.

Lucas Nano 602 is a compact P.A. for anyone who prefers to use their own external mixer. Featuring one stereo input, it can be flexibly set up as a small-footprint mono quickly, depending on requirements. It also combines with any other 600 series Nano to form a twin stereo system when more power is required. Weighing 36 pounds, Lucas Nano 602 can be transported in one hand, with the satellites mounted inside the subwoofer. Despite its small size, it houses HK Audio technologies, including Multicell Transformer and Anti-Resonance Bracing.

"Lucas Nano 602 continues the Nano



family philosophy of offering an incredible sounding and versatile P.A. in an ultra-compact and lightweight format," said Rudiger Forse, HK Audio's senior product manager.

🛒 **HK Audio** (hkaudio.com)



COME
UPSTAIRS!
DEMO ROOM
209A

NEW! AMPEG STOMP BOXES

The Classic Analog Bass Preamp pedal allows the player to dial in a wide range of authentic Ampeg tones with the 3-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. Both pedals feature an all-analog, true bypass design with class-leading signal-to-noise ratio built into all-metal enclosures made to survive the rigors of the road.

AMPEG ARTIST CLINICS DURING THE SHOW!

From tone shaping demos to how Ampeg is used from a producer's perspective, there is something for any Ampeg fan.

FRIDAY, January 20th

1pm: Vicente Archer

Robert Glasper, John Scofield, Nicholas Payton

4pm: Gabriel Roth – Daptone Records

Bosco Mann of Sharon Jones and the Dap-Kings

SATURDAY, January 21st

1pm: Mark Menghi

Metal Allegiance

4pm: Juan Alderete

The Mars Volta, Deltron 3030, Halo Orbit



THE ROUND SOUND
ampeg.com

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IK Multimedia Provides Studio Sound on Stage

IK Multimedia's iRig Acoustic Stage is a digital microphone system that makes an acoustic guitar or ukulele sound as if it was captured with a classic recording studio setup for studio-quality sound on stage.

The microphone and digital pre-amplifier and processing unit deliver the character and tonal nuance of an acoustic in live playing situations. Players simply clip the iRig Acoustic Stage's microphone to the soundhole, attach it to the iRig Acoustic Stage pre-amplifier processor, then connect the pre-amp to an amplifier or mixer.

MSRP: \$99.99.

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



Tegeler Audio Creates Classic Combos

Tegeler Audio Manufaktur has introduced the Schwerkraftmaschine, a stereo compressor with versatile emulation modes.

Built on an analog tube signal path and remote-controllable by plug-in, the Schwerkraftmaschine allows both classic and new compression combinations.

For the Schwerkraftmaschine, Tegeler Audio replaced the side-chain with a chip that calculates the compression and enables it to emulate nearly any type of compressor on the market.

MSRP: \$3,599.

🛒 **Tegeler Audio Manufaktur**
(tegeler-audio-manufaktur.de)

Mi-Si Partners Up With NS Design

Mi-Si has partnered with NS Design to launch the new NXTa Active series, thus introducing Mi-Si's patented, battery-free, high performance active electronics for the full family of NXT instruments. The new capacitor-powered custom circuitry, designed for NS Design by Mi-Si, integrates with the NS Polar Pickup System to provide two distinct signal

output modes, bringing the convenience, versatility and performance capability of the NXT to another level.

And just like the rest of Mi-Si product line, it can be plugged into an electric outlet for 60 seconds to get up to 16 hours of performance time.

[Mi-Si \(mi-si.com\)](http://mi-si.com)

Vox Boasts Retro-chic Design With MV50 Amp

Making its debut during the 60th anniversary year of Vox, the MV50 is the ultimate modern amp. The MV50 is a new concept in guitar amplification, weighing just over 1 pound and boasting 50 watts of power, equipped with an analog pre-amp driven by Nutube and a Class D power amp for quiet, efficient and reliable performance.

With a retro-chic design featuring a mirror-finish front and VU meter, the MV50 is compact, yet the sound it produces is monstrous. Available in AC, Clean and Rock models, with the MV50 users can harness the sound of a true tube amp at home, in the studio or on stage.

Nutube is a new vacuum tube introduced in 2015. The MV50's analog pre-amp design incorporates Nutube to achieve authentic tube amp tone. VOX engineers took full advantage of this new tube technology to

design a true, low power, low voltage miniature amplifier.

The MV50 is an ideal match for Vox's BC108 speaker cabinet. The BC108 is a small cabinet with an 8-inch speaker. With its carefully selected speaker and semi-open-backed structure, it delivers strong, punchy sound.

[Vox \(voxamps.com\)](http://voxamps.com)



On-Stage Drives Pedalboard Utility

On-Stage has delivered the GPA1003 Utility Stand for Pedal Board, a compact, streamlined and visually appealing approach to deploying an array of instruments and accessories.

A stable, 8-pound cast iron base with six rubber feet slides beneath almost any pedalboard. The GPA1003's three M20 portals accommodate everything from additional mic stands to guitar hangers.

On-Stage has included a rocker mic stand shaft which comes with an oversized, knurled locking washer for secure microphone placement.

MSRP: \$78.99.

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

IK Multimedia, Fender Announce Fender Collection 2 for AmpliTube

IK Multimedia has announced the Fender Collection 2 for AmpliTube, a collaboration with the product designers and R&D team at Fender that brings iconic and genre-defining tones of the golden years of Fender's amplifiers to AmpliTube for Mac and PC.

Included in the Fender Collection 2 for AmpliTube are five amps from the '57 Custom series; the '57 Custom Champ, '57 Custom Deluxe, '57 Custom Twin, '57 Custom Pro and the '57 Custom Bandmaster.

Fender Collection 2 will be available as an add-on collection inside AmpliTube

from the Custom Shop. AmpliTube 4 users can take advantage of the advanced tonecrafting features with Fender Collection 2.

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



Fender® Collection



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WORLD'S FIRST DM20 20CH COMPACT DIGITAL MIXER

- S/PDIF input/output & AES/EBU output
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- High precision electronic gain of 12 MIC (4 COMBO), 2 Stereo, S/PDIF input, USB interface
- 8 effects (2 Modulation, 2 Delay, 2 Reverb, 2 GEO)
- BUS: L/R + 4 MONO + 4 Stereo + 1 Monitor
- High quality components: NEUTRIK XLR, ALPS faders
- 2 USB interfaces (playback/recording, system updates and scene storage)
- iPad remote control
- 2.1 output



R&D IN UK & GERMANY



20CH RACK DIGITAL MIXER



01

DB20P-600 (BUILD IN POWER AMPLIFIER)

02



DB20P

DIGITAL DRUMMESH

- Patented non-contact technique
- 4-layer mesh skin
- 4-legs balanced, thick and solid stands, reliable performance



Patent No. 201510715194.2

SK0203

INTERNATIONAL PATENT

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- Support DSP
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- USB playback and recording function
- Battery recharging function (TG5D/TG10D)
- Work with MIC stand and guitar stand as PA system (TG5D/TG10D)



TG100

TG050

TG400

COLUMN SPEAKER CABINET SYSTEM WITH BUILT-IN 20CH DIGITAL MIXER

- Built-in 20CH digital mixer 12 MIC (4 COMBO), 2 Stereo, S/PDIF input, USB interface
- Fourth generation 40 bit floating point SHARC processor
- High quality and reasonable price, no need mixing console or stand, lower relevant costs
- Easy operation, saving the time of mixing and installation



LA205

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20 CH DIGITAL MIXER + 3 WAY 10 INCH TOURING LINE ARRAY SYSTEM

- Built-in 20CH digital mixer 12 MIC (4 COMBO), 2 Stereo, S/PDIF input, USB interface
- Fourth generation 40 bit floating point SHARC processor
- High quality and reasonable price, need no mixing console or stand, lower relevant costs
- Easy operation, saving the time of mixing and installation



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Cymbal Maker Robert Paiste Passes Away

Robert Paiste, cymbal maker and company principal of Paiste, has died. He was 84.

Robert's life-long focus was the development and production of cymbals and gongs.

He established the benchmarks for quality, fidelity and consistency that are the hallmarks of Paiste today.

Robert's work led to numerous innovations, inventions and patents. Among his many accomplishments, the Formula 602, the 2002 and the Signature Series continue to stand out in the cymbal world.

The company released a statement on Nov. 17, 2016, regarding Paiste's passing, stating that, "In the four generations of family members to guide the company, Robert was a foremost presence. His contribution was of immense importance, and he shaped Paiste in major ways."

INFO Paiste (paiste.com)

Dive Deep With Papen

Virtual instrument and effects plug-in developer Rob Papen Soundware has rolled out the eXplorer4.

Taking the fourth incarnation of its eXplorer software package further, Rob Papen has combined all of its virtual synths and effects plug-ins including, its simultaneously released latest Predator2 soft synth reboot, into a production and sound design bundle. The eXplorer4 features 15 Rob Papen products — including BLUE-II, the self-styled 'Crossfusion Synthesis,' Blade and Predator2.

Coming second quarter 2017, the RP-Verb 2 effects plug-in is expected to be joining its software siblings in eXplorer4.

🛒 Rob Papen (robpapen.com)



Yamaha Rolls Out Multi Tenor Mounting System

Yamaha has introduced the Free Floating Lug Bridge (FFLB) Multi Tenor Mounting System from Randall May International (RMI) for use on marching multi toms.

An innovation in drum spacers, the FFLB was designed to be installed without drilling into the drum's shell by using Free Floating Lug Bridge technology.

High-strength performance polymer bridge suspension connectors use the drums' existing lug casings — significantly reducing the weight of the connecting hardware.

"FFLB is a lightweight, easy-to-install system that enhances playing stability and sweet spot consistency, while enhancing the drums' intrinsic sonic properties," said Randall May, president and CEO of Randall May International.

MSRP: \$1,946–\$3,358.

🛒 Yamaha (usa.yamaha.com)



Orange Gives Away Micro Dark Guitar Amp Each Day of NAMM

Orange Amplification's Golden Ticket promotion offers NAMM Show attendees the



chance to win prizes from the company. Each day, one lucky visitor will walk away with a Micro Dark guitar amp.

For a chance to win, pick up a free Orange cloth bag when you visit the Orange Amplification booth. If you find a Golden Ticket in your bag, return it to the Orange booth before 5 p.m. that same day to claim your prize and get your picture taken with Cliff Cooper, founder and CEO of Orange Amplification.

INFO Orange Amplification (orangeamps.com)



INTRODUCING
SYNAPSE
PERSONAL PA SYSTEM

BY *L.R. Baggs*

WATCH THE VIDEO AT LRBAGGS.COM/SYNAPSE

CHECK OUT **SYNAPSE** AT NAMM 2017 • HALL B - BOOTH 5250 • NEXT TO MARTIN GUITARS



RCF Expands HDL Series Line

RCF has expanded its product line with the HDL6-A. Like its counterparts — the HDL10-A dual 8-inch active two-way and HDL20-A dual 10-inch active two-way line of array cabinets — the HDL6-A is a smaller version of the active two-way line arrays and features two 6½-inch midrange drivers with a 1-inch compression driver on a 100- by 10-degree waveguide, powered by an on-board 1400-watt dual-channel amplifier.

RCF will offer the HDL12-AS, a 12-inch bass reflex 1400-watt active subwoofer enclosure, designed to be flown with the full-range system or used in a ground stack situation with M20 eyebolt thread pole mount.

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

RME, Synthax Add Fireface

Synthax has introduced the RME Fireface UFX+ Interface with Thunderbolt and USB 3 connectivity — the company's flagship audio-production tool.

Packed with features not found on its older sibling, including MADI I/O, a powerful DSP, USB 3.0 Thunderbolt technology and an upgraded optional remote control, the Fireface UFX+ is an ideal solution for recording, mixing and monitoring applications.

The Fireface UFX+ offers flexibility in terms of connectivity and expansion. Analog, ADAT, MADI, AES, SPDIF, USB 2, USB 3 and Thunderbolt technology are all standard on the Fireface UFX+.

Thunderbolt technology gives the Fireface UFX+ real PCI Express audio performance under Mac and Windows, with low latency, low system overhead and low CPU load. The Fireface UFX+ is fully Thunderbolt technology compatible under Windows, including hot-plugging.

RME's Fireface UFX+ uses AD/DA converters, optimized analog I/O circuits as well as improved SNR and THD values for clear, transparent audio.

A PAD-free mic circuit design with +18 dBu maximum input level and 75 dB gain range provides trouble-free operation.

🛒 [RME, Synthax \(rme-audio.de; synthax.com\)](http://rme-audio.de)



Innovative Percussion's JD-1 Includes Slip Resistance

Innovative Percussion has rolled out the Jimmy DeGrasso Signature Drumset Model drumstick. The JD-1 has been updated to include a 7½-inch slip resistant rubber

dipped grip. This model is based on the IPL1A but slightly shorter in length.

🛒 [Innovative Percussion \(innovativepercussion.com\)](http://innovativepercussion.com)



Genelec Demonstrates SAM Systems

Genelec is demonstrating models from its Smart Active Monitoring (SAM) line during The NAMM Show.

Genelec's SAM technology is a tool for monitoring jobs of varying scale.

SAM automatically optimizes and aligns each monitor for relative levels, time of flight as well as the individual room response compensations.

Even if the monitors or the projects move between rooms, users can expect that SAM technology will achieve high levels of consistency in monitoring by providing neutral sound stage imaging with low distortion.

Genelec's 8351, 8330, 8340, 8350 and 1238A monitors will be highlighted as well as 7360 and 7370 subwoofers and more.

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

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Boss DS-1-4A Celebrates 40 Years of Distortion

Boss has introduced the DS-1-4A Distortion, a limited-edition stompbox that commemorates the 40th anniversary of

Boss compact pedals.

This version of the long-running DS-1 Distortion pedal features a black-and-gold look and the classic tone that's been used by guitarists for nearly four decades.

The DS-1-4A is the first release of the anniversary year, which will be celebrated with many other activities.

In 1977, Boss introduced the OD-1 Overdrive, PH-1 Phaser and SP-1 Spectrum — the first three pedals in the compact series. Over the last 40 years, 115 different pedal models have been produced and more than 15 million units sold. Today, Boss produces more than 50 compact series models that

cover the effects needs of guitarists, bassists and other musicians.

The DS-1 Distortion was introduced in 1978 as part of the second wave of compact pedal releases. Its hard-edged attack and smooth sustain made it an instant success among guitarists, going on to fuel the signature sounds of numerous rock legends; the orange pedal has enjoyed such popularity that it has remained in the lineup to this day, outselling every other Boss pedal to date.

The limited-edition DS-1-4A features a sleek black body with gold lettering, gold knobs and a vintage silver thumbscrew for the battery compartment. The pedal comes in a special box with the Boss 40th anniversary logo and will be available this year only.

🛒 **Boss** (boss.info)



Lowrey Delivers Authentic Samples

Lowrey's EZP7 Easy Piano is a compact, powerful, full-featured 88-note digital piano. The EZP7 features authentic piano samples, responsive hammer action and an ivory touch key surface.

The EZP7 also includes the Lowrey Virtual Orchestra features package and is complete with a collection of guitars, strings, winds and organ sounds. With one touch, users can instantly set up conventional full-piano operation.

MSRP: \$2,995.

🛒 **Lowrey** (lowrey.com)

E.K. Blessing Expands Brass Lineup to Include BFH-1541 Flugelhorn

E.K. Blessing has added the BFH-1541 Flugelhorn to its line of brass instruments.

The BFH-1541 Flugelhorn is ideal for both students and professionals. The lead pipe and bell balance the instrument's resistance while maintaining continuity and preserving the flugelhorn's iconic sound.

The flugelhorn is available in two models. The BFH-1541RT features a rose brass bell, satin finish and a shiny inner bell finished in clear lacquer. The BFH-1541RTS features a silver-plate satin finish.

Both models are equipped with a .460-inch bore, hand-lapped Monel pistons, vertical valve slides, a third-valve slide trigger, a gold brass leadpipe, a large Morse Taper receiver, and a Blessing 3FL mouthpiece.

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

Yamaha Adds Custom Z Sax

Yamaha has introduced the 50th anniversary Custom Z alto saxophone, commemorating half a century of Yamaha wind instrument production.

Featuring a vintage bronze finish and engraving on the neck, the Custom Z sax will have a limited run of 50 units.

In 1966, Yamaha launched its first wind instrument: the YTR-1 trumpet. The first Yamaha saxophone debuted a year later. The Custom Z, introduced in 2003, is the culmination of these advances, designed to appease performers and collectors.

"The history of Yamaha saxophone development and wind instrument production is a history of innovative leaps forward," said Brian Petterson, Yamaha's marketing manager of wind instruments.

MSRP: \$6,208.

🛒 **Yamaha** (usa.yamaha.com)

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Not to sound boastful, but when the new Series III was completed, even we were blown away. Or as Jim Odom, our founder put it, "We expected to knock it out of the park, but we knocked it all the way to New Orleans."

Nine years in the making, StudioLive 32 is beyond everything else in its price point and surpasses anything we've ever created. Yet it remains at the head of the class for ease of use and sound quality.

From XMAX preamps, 7-inch color touch screen and a 55 x 55 AVB networking interface, to 1.6-billion (with a "b") DSP instructions per second and 40 inputs, the complete StudioLive 32 feature list is nothing short of mind-boggling.

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Tycoon Adds Cebra Blanco

When Tycoon released its Acrylic Cajon line in 2010, it was a jolt to the cajon market.

Tycoon has continued to expand this line — from the Vertex Acrylic Cajon to the more recent addition of the Papyrus Scroll design — searching for new front plate looks and experimenting with the color and transparency of the acrylic body.

And this year is no different with the introduction of a new Acrylic Cajon. Tycoon has combined a Zebra pattern front plate with an opaque frosted acrylic body, dubbing it the Cebra Blanco.

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



Ibanez Captures Natural Sound

As part of its Bass Workshop series, Ibanez has introduced the SRH500 and its fretless counterpart, the SRH500F. These two basses, also available in five-string versions, are designed to recreate the warm tones of the traditional upright bass. For the player who wants to incorporate the sound of an amplified acoustic bass without the expense and logistical challenges of

transporting an unwieldy double bass, the SRH500 and 500F provide an alternative.

Features include spruce top and mahogany back and sides, 55-mm thick, contoured, double-chambered body for natural and open resonance, and a five-piece jatoba/bubinga neck with recessed, contoured neck-joint for easy access all the way up the neck.

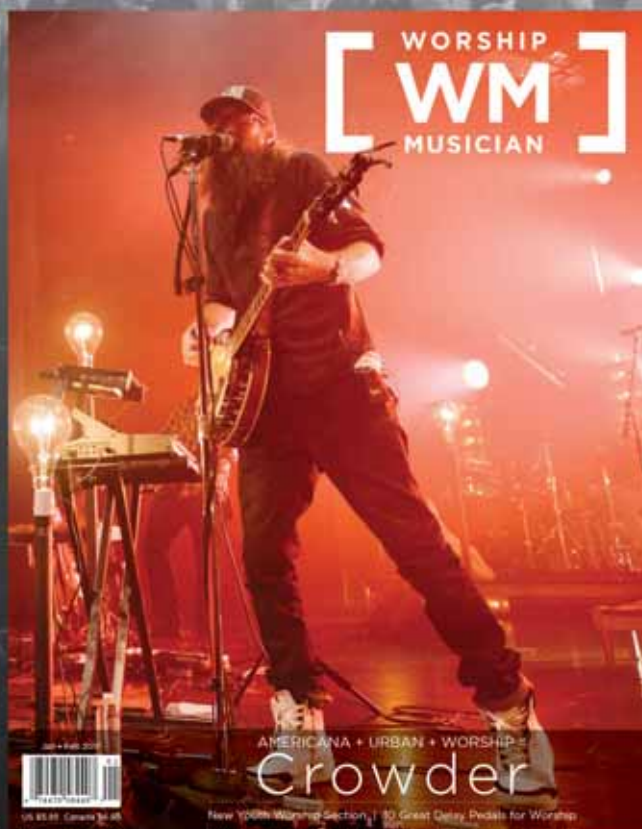
🛒 [Ibanez \(ibanez.com\)](http://Ibanez (ibanez.com))

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www.ChristianMusician.com



www.WorshipMusician.com



Denon DJ's SC5000 Has More Power

Denon DJ has introduced the SC5000 Prime DJ media player which has a high-definition, multi-touch display that enables gestures and swiping. The unit uses the all-new Engine Prime software. The SC5000 Prime plays all uncompressed audio formats, including FLAC, ALAC and .WAV.

MSRP: \$1,899.

🛒 [Denon DJ \(denondj.com\)](http://Denon DJ (denondj.com))

Schecter Guitars Delivers SVSS Series Models

Schecter's SVSS series includes the SV SS C-1 FR and SVSS C-1 FRS models.

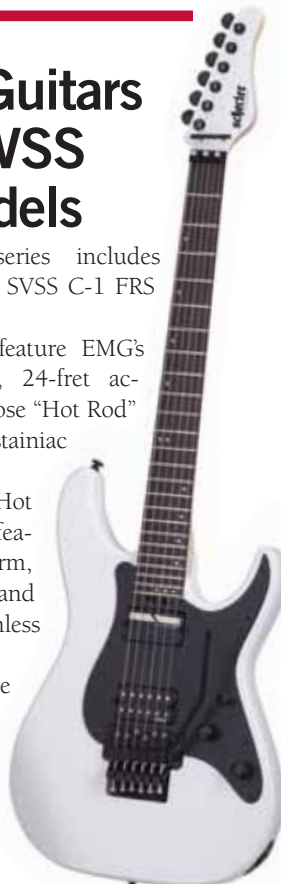
The models both feature EMG's Retro Active pickups, 24-fret access, exclusive Floyd Rose "Hot Rod" Tremolos and a Sustainiac option.

The Floyd Rose "Hot Rod" Special tremolo features a push-in trem arm, brass sustain block and corrosion-resistant stainless steel screws.

Guitars are available in Seafoam Green, Sat-in Black, Gloss White and Lambo Orange.

MSRP: SV SS C-1 FR, \$899; SV SS C-1 FRS, \$1,199.

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



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DiGiCo's Stealth Core 2 Delivers Updated User Experience

DiGiCo's Stealth Core 2 is a major upgrade to the Stealth Digital Processing for its SD series digital mixers that delivers enhanced processing from the audio core of DiGiCo SD series consoles.

Stealth Core 2 delivers an updated user experience, which includes a new graphic

interface on console screens, upgraded FPGA power delivering enhanced processing, full Dynamic EQ, DiGiTuBes and MB Dynamics on every channel and buss. It's available as an upgrade option for existing users and shipping as standard on new consoles.

🛒 [DiGiCo \(digico.org\)](http://DiGiCo (digico.org))

Mitchell Employs Classic Design

Mitchell's MS400 single-cutaway electric guitar employs a classic design with a modern twist.

Part of Mitchell's reimagined line of electric guitars, the MS400 is a fresh take on the single-cutaway guitar, with a slim-tapered, set neck profile and adjustable TOM-style bridge. Its Deep Bevel Cutaway (DBC) design allows complete fretboard access.

The MS400 delivers fat, meaty tones, thanks to dual Alnico V humbucker pickups with separate volume controls and a three-position pickup switch. A pull coil-tap tone pot lets players split either humbucker into a single-coil.

The string-through body design increases sustain even further, and high-ratio locking tuning machines and a Graph Tech TUSQ XL reduced-friction nut make precision tuning easy.

🛒 [Mitchell \(mitchellelectricguitars.com\)](http://Mitchell (mitchellelectricguitars.com))



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See us at NAMM Booth #4319

FabFilter Boasts Natural Sound

FabFilter's FabFilter Pro-R is a high-end algorithmic reverb plug-in with musical controls and a natural sound.

FabFilter Pro-R features an intuitive space control that switches between dozens of room models with automatic decay time adjustment, and the Decay Rate EQ concept that introduces free adjustment of the decay time over the frequency spectrum.

FabFilter Pro-R takes a musical approach to reverb, offering user-friendly, non-technical controls like brightness, character, distance and stereo width to tweak the reverb sound. The stepless space control lets users fade between dozens of carefully tuned room models and automatically chooses a matching decay time for a natural-sounding result.

🛒 [FabFilter \(fabfilter.com\)](http://FabFilter (fabfilter.com))



For complete pedalboard control, the choice is black & white.

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2 LOOP SWITCHER
OneControl

WHITE LOOP MINIMAL
FLUX LOOP SWITCHER
OneControl

Our Minimal Series **Black Loop** and **White Loop** switchers let you easily switch between two independent effects loops. Instantly turn on and off entire pedal chains with the press of a footswitch. With 2x DC outputs, you'll be able to provide additional power to your pedals. And true-bypass switching means your tone is preserved when not in use.

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one-control.com

Wavesfactory Makes 'Kontakt' With Mercury

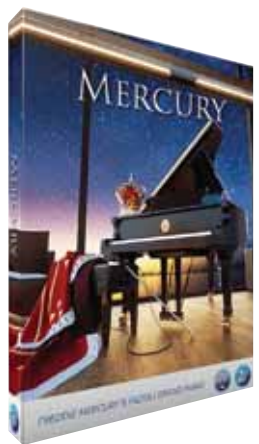
Wavesfactory has announced the release of Mercury — a sample-based grand piano virtual instrument for Native Instrument's Kontakt Player platform — featuring Queen's Freddie Mercury's Fazioli F228 grand piano. The virtual instrument was recorded at Studio A in London's Metropolis Studios.

"I've been a Queen fan since I was a little boy," said Jesus Ginard, Wavesfactory's founder. Ginard traveled to London in November 2015 to sample Freddie Mercury's Fazioli F228.

Mercury's Mixer page permits independent control of each of the Metropolis mics with parameters usually associated with an audio mixing console for 'position enhanced' mixing.

The Effects page lets four DSP effects be added to the sound, including two (EMT 140) Metropolis Plates — switchable between Valve and Solid State settings with pre delay, high pass, low pass and wet controls.

🛒 [Wavesfactory \(wavesfactory.com\)](http://Wavesfactory (wavesfactory.com))



Start Singin'

Dok Solution has debuted its Karaoke GF842 Bluetooth Karaoke System, an all-in-one media player featuring a 35-watt peak digital power amplifier system, clear 7-inch TFT color screen, music recording, Bluetooth music playing and karaoke with two microphones. The system also features flashing LED sync party lights and digital music and video through auxiliary and A/V input.

The Karaoke GF842 comes with 300 MP3G songs on a disc and works with all standard CDG and DVD karaoke discs and digital music through its auxiliary input that works with smartphones, tablets, gaming consoles and more.

Dok Solution (easy-doks.com)



Tycoon Unveils New Logo, Signals Brand Evolution

Tycoon has launched a refresh of its corporate brand and unveiled a new logo,

boasts a green manufacturing philosophy.

"The evolution of our brand showcases

which showcases a fresh, modern look for the company. It also features a new brand symbol that epitomizes the company's founding principles. For nearly 35 years, Tycoon has designed and manufactured hand percussion products and is the



Tycoon as a proven but progressive company in a connected and ever-changing music industry," said Quincy Yu, senior vice president of Tycoon.

While the company has launched a new logo and brand symbol, it has maintained its original tagline: "Made with heart. Played with heart."

only hand percussion company to wholly own its own manufacturing facility, which is based in Samutprakarn, Thailand, and

gline: "Made with heart. Played with heart."

Tycoon Percussion (tycoonpercussion.com)

More Than Accessories

Sara-Trans creates bags and covers for musical instruments, including guitars, keyboards, drums, hardware, cymbals, drumsticks, percussion, wind and brass instruments, accordions, racks, effects pedals, mixers, and amplifiers.

Besides bags, Sara-Trans also manufactures accessories — such as guitar strings, guitar plectrums, guitar straps, rubber practice pads and guitar hangers.

The company is also the Indian distributor for many MI brands, including Fender, Jackson, Martin, Ernie Ball, GHS, Dean Markley, DR, Line 6, Dunlop, EMG, Tama, Sonor, Remo, Sabian Vic Firth, Conn-Selmer, Ampeg, Akai, Alesis, Numark and Hohner.

Sara-Trans Group (saratransgroup.com)



Eve Audio Delivers Soft-side Case

Eve Audio has released a soft-side case made for its SC203 desktop monitor system. This carrying case is large enough to accommodate a pair of SC203 speakers — including FlexiPads — along with a power supply and connecting cables.

Also, a large storage compartment lets musicians carry a 13-inch laptop or tablet. These soft-side cases are sturdy, well padded, and come with a convenient shoulder strap for easy carrying.

Eve is also shipping 5-meter master-slave extension cables for SC203 to use as a longer option to the 2-meter cables that are included in the package.

The Eve Audio SC203 soft-side case will be available in black, with an embroidered Eve Audio logo.


Eve Audio (eve-audio.com)

THE ORIGINAL DRY REMASTERED

Introducing the all new K Custom Special Dry Collection. We created the dry sound over a decade ago and have now remastered these raw and earthy cymbals for today's modern music styles. Each cymbal delivers a dry, funky sound with a fast attack and lots of trash for a unique expression. Once again, Zildjian has taken the art of cymbal making to the next level and has left its imitators behind. This is #DryDoneRight.

The K Custom Special Dry is now available. Please come see us at NAMM at Booth #2940 or email us at sales@zildjian.com

#drydoneright



The Hope Collection
GUITAR STRAPS
By Selena

The Hope Collection
designs were selected by *Selena Perri*, daughter of Anthony Perri, President of Perri's Leathers. This collection is dedicated to Selena's ongoing recovery from kidney disease. Our peers in the music industry, some of whom are direct competitors, rallied behind Selena to engage the help of Boston's Children's Hospital. This has given Selena much hope for a bright and healthy future. On behalf of Selena and all children with challenging health conditions, we continue to raise awareness about the great work happening at Boston's Children's Hospital.

benefiting
Boston Children's Hospital
Until every child is well

Perri's Leathers Ltd.
www.perris.ca

Check Out The Hope Collection Guitar Straps Today

BOOTH #5276 HALL B



Ernie Ball Updates StingRay, Cutlass

Ernie Ball has introduced two additional colors of the StingRay guitar and an HSS pickup configuration for the Cutlass guitar: Coral Red and Charcoal Frost.

The Ernie Ball StingRay guitar pays homage to the vintage styling and cosmetic appeal of Leo Fender's original Music Man models. Updates include vintage spec electronics, a smooth vintage tremolo system,

and a lightweight African mahogany body.

The HSS edition Cutlass guitar retains all of the familiar elements of the original Cutlass with the addition of a humbucking bridge pickup. The custom wound ceramic humbucker is a medium output pickup that complements the single coils yet has crunch for heavy rhythm work.

🛒 **Ernie Ball (ernieball.com)**



John Lennon Educational Tour Bus Marks 20 Years

The John Lennon Educational Tour Bus will announce the launch of its 20th anniversary at The 2017 NAMM Show.

The milestone marks over 13 countries, five million students, 2,000 schools and numerous celebrated musicians that have worked with the bus.

Brands such as Audio-Technica, Apple and Yamaha have supplied products for the Lennon bus to use in order to provide students with opportunities to explore their creativity.

📄 **The John Lennon Educational Tour Bus (lennonbus.org)**

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Yamaha Delivers Precision With New Headphones


Yamaha's HPH-MT5 and MT8 studio monitor headphones were developed with both studio and monitoring professionals in mind.

The MT series headphones produce flat, high-resolution sound with stereo imaging to reproduce source signals.

The MT5 and MT8 feature custom 40-mm and 45-mm drivers, respectively. Both use CCAW voice coils, along with neodymium magnets to achieve definition, extended frequency response and control at high output levels.

MSRP: HPH-MT5/HPH-MT5W, \$169; HPH-MT5/HPH-MT5W, \$329.

🛒 **Yamaha (usa.yamaha.com)**



Sessions for sound, studio and stage pros

TEC»TRACKS

TEC Tracks will feature more than 70 sessions on music technology, production and business. This year, TEC Tracks will feature themed days including: Live Sound and Lighting, Futurism, Recording and Music Business.

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Join the conversation! #NAMMSHOW



Focusrite Updates RedNet Control 2 Software System

Focusrite has released an update to its RedNet Control software system that provides remote control for products in the company's RedNet range of Dante-based audio-over-IP systems.

Based around a web-browser-like tabbed graphical interface, RedNet Control 2 is designed to handle any RedNet system and allows for improved device monitoring, metering and control of the vast majority of device parameters. Available system components are displayed graphically and can be dragged and dropped from a sidebar list into a grid on a tab.

"In education, post-production, live entertainment or sports broadcasting, RedNet systems incorporating hundreds, or even thousands of signals are now simpler and easier to manage," said Will Hoult, product manager at RedNet.

The layout is unique to each workstation, so each operator can have his or her own custom view of network devices.

🛒 [Focusrite \(us.focusrite.com\)](http://Focusrite.us.focusrite.com)

Rydeen Distributes Lars & Ivan

Rydeen North America has announced that it's the sole distributor of the Lars & Ivan brand of mobile headphone amplifiers for musicians, producers and engineers.

"Lars & Ivan has a rich history of design success and critical acclaim in the professional audio industry dating back to 2002," said Neil Altneu, managing director of Lars & Ivan. "The portable vacuum tube amplifiers solve the audio problems that industry professionals increasingly encounter when needing to make critical decisions about mixing or recording under

listening conditions that are less-than-optimal, whether it be because of inferior equipment or audio quality degradation due to compression codecs."

At The NAMM Show, Lars & Ivan will be showcasing its line of hi-fi headphone amps for mixing and producing, including the THA-8X Headamp with Vacuum Tube, THA21 Class A vacuum tube based Amplifier Headphone Amp, and HA-1 Class AB Mini Headphone Amp with Bass Boost.

🛒 [Rydeen North America, Lars & Ivan](http://RydeenNorthAmerica.com) (rydeenmobile.com; lars-ivan.com)



Breedlove Offers Resonance, Intonation

Breedlove's new Breedlove Concerto body shape delivers a higher level of guitar resonance, volume and intonation. This handcrafted guitar shape was designed to elicit the volume of a classic dreadnought, but with more lush, complex tonal resonance and a comfortable form.

The Breedlove Concerto is crafted from exotic tonewoods such as myrtle wood, mahogany, rosewood, koa, cocobolo and Brazilian. The design increases interior air space and reduces the soundhole size in order to decrease air resistance.

🛒 [Breedlove \(breedlovesound.com\)](http://Breedlove.breedlovesound.com)



ESP Guitars Rolls Out Artist Signature Series Guitars, Basses

ESP Guitars has announced the latest artists joining its Artists Signature series guitars and basses, featuring Bill Kelliher of Mastodon (the LTD Bill Kelliher), Brian "Head" Welch of Korn (the LTD SH-7ET) and Lars Frederiksen of Rancid (LTD Volsung).

ESP has also updated its signature

models for other musicians on its roster, including Gary Holt of Slayer/Exodus (LTD GH-600NT), Frank Bello of Anthrax (LTD FB-J4), Rob Caggiano of Volbeat (ESP LTD RC-600QM) and John Campbell of Lamb of God (LTD JC-4FM).

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

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- *Wall mount system

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Q3 is also a great choice when used as a system for solo performers, groups & public speaking events. Our system is easy to set up & easy to carry. This integrated system provides great flexibility & control when used with our dedicated D500.4 Digital amplifier with integrated DSP, which includes USB & PC interface for data storage & more precise control.



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 500Wx4 at 4Ω (RMS)

D-500.4

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- *Painted Finish



D-500.4



DM16 DIGITAL MIXER

SHOW Dm16 digital mixer is compatible & easy to integrate into the system, this capable 3U digital mixer offers 16 inputs & 6 bus outputs, modular expandability, including DANTE I/O complete hands-on digital mixing control, without the need of any external controlling device. The mixer can be also controlled remotely by an easy to use APP.



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2000W x 2@ 4ohm



D.A. SERIES AMPLIFIER

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- *DSP+USB module built in
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DA-241F



DA-481F



VHF/UHF WIRELESS SYSTEM 4 Channel

UHF PLL Synthesized Wireless Microphone System
 4 channels, each channel for the fixed frequency



CV-4R



UC-4R

PORTABLE P.A. SYSTEM WU-100



Battery Charge Circuit

- *2-Way Active Vented Speaker
- *10" Woofer, 1.5" Voice coil
- *1" Ferrite Driver, 1" Voice coil
- *117dB Max
- *RMS:200W(AC)
- *Plastic cabinet



HS-02U(48) U-899H U-299H U-899P



The Music Link Launches Online Store

The Music Link has introduced an online e-commerce store providing up-to-the-minute product offerings, 24-hour access and exclusive deals only available on the web. An added benefit to dealers is the ability to walk through the store and place real-time orders with their mobile device.

"The new TML Store was created to be an extension of our industry-leading customer service and sales team," said Chris Lekas, vice president of sales at The Music Link. "We now have the ability to service our accounts even better with on-demand updates and enhanced product info."

Every item offered by The Music Link is available for purchase through the TML Store. Available brands include Music Link exclusives Recording King, The Loar, Guardian, Savannah and Palatino. In addition, dealers will find distributed goods from L.R. Baggs, Klotz, Souldier and Tomsline.

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

Steinberg Debuts Entire Cubase 9 Range Simultaneously for First Time

Steinberg Media Technologies has announced the latest version of its flagship DAW, Cubase Pro 9, alongside siblings Cubase Artist 9 and Cubase Elements 9.

For the first time in the history of Cubase, the entire range is being made available at the same time, letting customers select from Pro, Artist and Elements editions that are each crafted to suit the very different needs and levels of expertise in music recording and production.

All three versions introduce the Lower Zone, allowing for a dedicated area in the Project window to be used for the mixer.

"We always have an open

ear to our customers' concerns and wishes; version 9 stands out in this regard," said Frank Simmerlein, director of marketing.

MSRP: Cubase Pro 9, \$739.99; Cubase Artist 9, \$419.99; Cubase Elements 9, \$130.99.

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



W-Music's RockBoard Flat Cables Save Space

W-Music's RockBoard Flat Patch Cables are flat and super flexible — making them ideal space-saving cables for all pedalboards.

RockBoard Flat Patch Cables have a low conductor resistance and are shielded to prevent signal loss. They feature a slim design which lets users install six instead of five effect pedals in the MXR format on any pedalboard.

RockBoard Flat Patch Cables are available in four different lengths: 10-, 20-, 30- and 60-cm. The signal insulation is polyethylene and the copper twisted shield is 34- by 0.12-mm. The connectors feature ¼-inch, 90-degree angled audio plugs.

[W-Music, W-Music Distribution \(warwick.de; w-distribution.de\)](http://w-music.com)

Direct Sound Delivers 30 New SKUs

The development team at Direct Sound has been working overtime in preparation for NAMM — delivering 30 new products for the show.

Product introductions range from wireless headphones, microphones and noise-canceling earbuds to re-engineered Extreme Isolation headphones and the Mixwan professional wireless systems, which offers industry-best, low-latency specs and performance standards.

In a break from its roots of manufacturing Extreme Isolation headphones, Direct Sound

tapped into partnerships — with Zero Latency, an Amsterdam-based wireless engineering and design firm as well as Fanstereo, a manufacturer of consumer lifestyle products — to drive product innovation and design.

"Direct Sound has established a solid reputation for 'extreme' products and customer service through a passionate commitment to innovation and engineering with our Extreme Isolation headphones," said Steve Rois, Direct Sound president and CEO.

[Direct Sound \(extremeheadphones.com\)](http://extremeheadphones.com)

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DRUM PAD

Vic Enters Cajon Market With 2 Implements

Vic Firth has introduced two new products for the cajon.

The Cajon Bru-Ilet marries elements of a brush and a mallet to translate both slap and bass tones to the cajon. It features a hickory shaft with medium-stiff plastic bristles and a 1½-inch mallet head made from XLPE foam.

“Although the cajon is traditionally played with the hands, today’s percussionists are experimenting with a variety of implements in pursuit of new and exciting sounds,” said Neil Larrivee, vice president of education and drumstick product development for Vic Firth. “For all the cajon brushes out there, we were surprised to learn that very few of them actually address the unique needs of this emerging instrument.”

The VKB4 is a spherical foam-rubber head that produces a warm bass tone on cajon with just the right amount of attack. It can also be used on a bass drum.

MSRP: Cajon Bru-Ilet, \$54.95;

VKB4, \$28.25.

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



Mapex’s Black Panther Keeps Demanding Players in Mind

Mapex has released the Black Panther Design Lab series snare drums. These professional-level snares were engineered to blend sound and performance with modern design.

The Mapex Black Panther Design Lab Series has been engineered using Design Lab’s “Concept Hybrid” approach to sound design,

shell composition and drum construction.

There are four Black Panther Design Lab Snares: The Equinox 14-inch, the Heartbreaker 14-inch and the Cherry Bomb which comes in 14- and 13-inch sizes.

The Equinox possesses the controlled articulation needed to hear the subtle ghost

notes coupled with a bright and open presence at full volume. The Heartbreaker combines the dark sounds of rock classics, but fits with today’s organic alternative styles. The Cherry Bombs are a re-imagined version of the original Cherry Bomb snare.

🛒 [Mapex Drums \(usa.mapexdrums.com\)](http://usa.mapexdrums.com)



Yamaha Commemorates 50 Years of Drums With Limited Edition Set

Yamaha has introduced its Limited Edition 50th Anniversary drum set.

The kit features a laser-cut 50th anniversary badge that accompanies the shells and an anniversary logo on the bass drumhead.

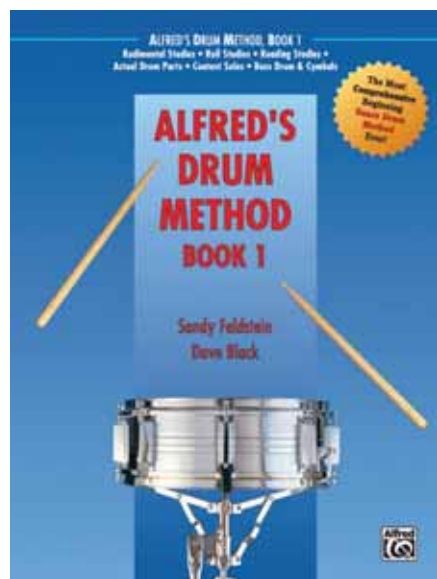
Each bass drum shell is marked with a number in the order it was produced in order

to identify it as part of the series.

“This unique kit is the embodiment of the dynamic sound and rapid response top drummers demand,” said Steven Fisher, Yamaha’s marketing manager of drums.

MSRP: \$12,000.

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



‘Drum Method’ Celebrates 30

Alfred Music is celebrating the 30th anniversary of its best-selling *Alfred’s Drum Method, Book 1*, a comprehensive snare drum method.

Alfred’s Drum Method, Book 1 (of two) is the ideal teaching tool to help prepare beginning players for all styles of snare drum and percussion performance.

The book contains 80 pages of sequential instruction covering rudimental studies, roll studies, contest solos, bass drum and cymbal technique. Plus, 23 solos suitable for recitals and contests are included as well.

This title is available in SmartMusic.

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



System Blue Adds Tenor Drum, Mellophone

System Blue has introduced a carbon composite professional wood tenor drum.

Curved and balanced for agility, they produce a rich, cutting sound with no harsh overtones. Cutaway hoops reduce rim clicks and increase ease of play. The lightweight carbon fiber knuckle reduces the set’s overall weight.

“The System Blue tenor drums are lighter and easier to play with defined playing zones,” said Sean Vega of RCC Indoor

Percussion. “It’s progression, technology and education all wrapped up in one.”

System Blue has also introduced a professional marching mellophone built with an eye toward the advanced player. With a bore size of .468 inches, System Blue created a balanced and warm mellophone that projects clearly. Its graduated tuning slide marks will consistently keep you in tune.

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

D’Addario’s UV1 Boasts Durability

D’Addario’s Evans Drumheads has launched the UV1 — a series of drumheads first to market with a newly patented UV-cured coating.

The UV1 is the end result of years of research, experimentation and product development. Its coating provides durability and consistency of texture. The UV1 also features a new 10-ml film known for its warmer tonal characteristics while being more resistant to stretching and denting. Combined with Evans Level 360 Technology, and debuting a new logo, the UV1 offers a wide range of sonic possibilities and musical applications. The added benefit of increased surface texture makes the UV1 extremely responsive to brush playing while the UV-cured coating provides unmatched durability.

“The UV1 snare head gives you a focused, full sound in the center of the head with a musical balance of usable harmonic overtones (aka ring) at the edge that you don’t have to ‘tune out’ or mute down with tape or gels,” said Omar Hakim, jazz drummer. “It’s the perfect sound right out of the box. [They feature] excellent tuning range and feel, [and are] great for both studio and live [performance]. And they look fantastic, too.”

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



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Tama Cuts Through Any Mix

Tama has rolled out the third model in its Star Reserve Snare series. This latest limited edition release features a hybrid bubinga/walnut shell with maple sound focus rings. This combination creates a solid, tight tone with thick resonance, superior projection and a high-end "crack" that easily cuts through any mix.

Other features include a sound arc hoop for a clear bright tone, Star tube lugs for accurate and stable tuning as well as a Star bearing edge for optimal contact between the drum-head and shell.

The series boasts a Claro Walnut exterior ply, lacquered in black see-through gloss.

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



Elixir's Optiweb Coating Protects Strings From Elements

Elixir Strings has added Optiweb Coating to its lineup of electric guitar strings. Optiweb Coating is a lightweight coating that sounds indistinguishable from uncoated strings but has the long-lasting tone life of Elixir Strings.

"Guitarists who choose uncoated strings for their natural feel and tone used to have to compromise on tone life," said Jason Zambotti, product specialist for W. L. Gore & Associates, parent company of Elixir Strings. "Now you can have the best of both worlds; the performance of a natural string and the extended tone life of a coated one."

Uncoated strings are popular for their crisp tone, natural feel and playable grip. Dirt, sweat, oils and air can quickly drain the life from a guitar string, making more frequent changes necessary. The key innovation behind the Optiweb Coating is that it's

lightweight, protecting the string from the elements for longer tone life, as well as letting the string vibrate with less damping for crisp tone with firm, natural grip.

🛒 [Elixir Strings \(elixirstrings.com\)](http://Elixir Strings (elixirstrings.com))





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www.schaller.info

Hall D #2036

GHS Offers Guarantee

GHS Strings has rolled out Nitro Pack airtight packaging across its entire range of products. This includes electric, bass, acoustic, classical, mandolin, banjo, ukulele and pedal steel strings. The company is so confident that its strings will reach consumers "factory fresh" that it's prepared to replace any string that is not up to consumer standards, free of charge.

Endorsees of the Nitro Pack on tour and in the studio include Dan Donegan and John Moyer (Disturbed), Dusty Hill (ZZ Top), Flea (Red Hot Chili Peppers), Muriel Anderson, Lydia Loveless, Robin Bullock and Al Perkins.


🛒 [GHS Strings \(ghsstrings.com\)](http://GHS Strings (ghsstrings.com))



B.A.C. Delivers Handcrafted Tone

B.A.C. Musical Instruments' Custom Bass Trombone is handcrafted in the United States. Utilizing a bell-making technique from the 1800s, the B.A.C. Custom hand hammered, one-piece bells provide overtones with complexities and color to the sound. The approach to the valve wrap and design provides a well-balanced feel.

"The B.A.C. Custom Bass Trombone allows me to simply perform without working hard," said Reggie Chapman of NO BS Brass Band. "The effortlessness throughout the range and the core of the sound provides me [with] the best mix you could imagine for a bass bone player."

 **B.A.C. Musical Instruments**
(coolisbac.com)



SPL Systems Turns to Powersoft

Audio services provider, SPL Systems, once handled retail and installation as part of its business, however, they now focus exclusively on live sound.

As a result, SPL owner Bill Forbes and his team spend a lot of time transporting gear. Looking to overhaul their amplifier rig, SPL Systems turned to power amplifier manufacturer Powersoft and its X and K Series amplifiers.

"I wanted more power with less weight, and I also wanted get into the 21st century as far as DSP and networking technology," Forbes said. "Everyone in the industry I talked to about it said Powersoft was the best choice to address those needs."

Forbes purchased a package of two K20 amplifiers, five X4 amplifiers and two

X8 amplifiers — a system he knew would be well equipped to drive his EAW speaker system. And, since June 2016, Forbes has been harnessing the power of Powersoft's Armonia software to get the most out of his new amplifiers.

"What's great about Armonia is that I can change any amp to any role on the fly, so my racks aren't limited to just one use," Forbes said.

 **Powersoft (powersoft-audio.com)**




Lollar Throws it Back

Lollar Pickups' Senn Model One is a humbucker in function, but the voice is that of a single-coil pickup.

The Senn Model One pickups use alnico five magnets and come with nickel, chrome or gold-plated finishes.

The Senn Model One pickup does not retrofit most routs or mounts. It's a unique pickup in dimension, wider than a P90 or standard humbucker, and it may require routing to install. The Senn Model One pickups are hand built in Lollar's Tacoma, Washington, workshop.


 **Lollar Pickups (lollarpickups.com)**



Radial's 4-Play Made for Multi-Instrument Artists

Radial Engineering's 4-Play is a direct box designed for artists who employ multiple instruments on stage.

The 4-Play begins with a standard 1/4-inch input for acoustic guitar, mandolin, fiddle or bass. A mute footswitch lets users silence the switcher when connecting or disconnecting the instrument. The signal is then routed to a selector footswitch that sequentially activates up to four outputs, letting each instrument have its own dedicated channel on the P.A.

 **Radial Engineering (radialeng.com)**



Ovi 12

The Ovi 12 is a unique and versatile loudspeaker system. The Ovi 12, can be mounted on walls, placed in ceiling structures, or suspended as a pendant speaker. All with the clarity and power of a true two-way loudspeaker system.

Comprising a 12" coaxial loudspeaker housed within a light-weight polypropylene shell, the Ovi 12 can be used to deliver excellent speech intelligibility and full, rich music reproduction in spaces such as restaurants, night clubs, retail outlets, houses of worship, and convention facilities. A wide variety of accessories are available to make installation easy.



Ovi 12 mounted in ceiling structure using the AXC-Ovi12-60 accessory

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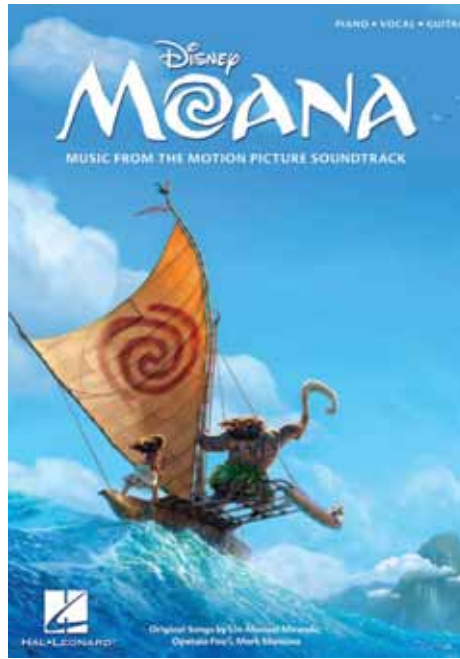
Levy's Carbon Pays Homage to Running Shoe



Inspired by the running shoe that had a life as long as the electric guitar, Levy's Leathers has paid homage to an iconic exemplar of youthful footwear with the introduction of the Carbon (MRE1CAR).

Made with a sturdy canvas top, decorative piping and genuine garment leather backing, the Carbon strap is fully adjustable and available in red and black.

Levy's Leathers
(levysleathers.com)



Hal Leonard Says 'Surf's Up'

Hal Leonard has debuted matching songbooks for Disney's latest animated film, "Moana." "Moana" features an acclaimed soundtrack by Lin-Manuel Miranda of "Hamilton" and the voices of Auli'i Cravalho and Dwayne Johnson.

Hal Leonard is initially releasing songbooks featuring arrangements for piano and voice with guitar chord frames and easy piano. The books feature nine songs from the movie, including the hit theme song "How Far I'll Go" as well as full-color scenes from the film in each edition.

Hal Leonard is also working on choral arrangements for songs from the movie as well as songbooks for other instruments to be released later this year.

Hal Leonard (halleonard.com)



Soundcraft's Ui24R System Provides 24 Input Channels

Soundcraft by Harman's Ui24R is a complete digital mixing and multitrack recording system that delivers flexible I/O, pristine sound quality, intuitive wireless control and road-worthy reliability — all in a streamlined design.

The system can be controlled by up to 10 devices via Ethernet or built-in dual-band Wi-Fi, making it possible to control mixing and multitrack recording wirelessly. Lexicon, dbx and DigiTech signal processing ensures pristine sound, while 20 Studer-designed microphone pre-amps deliver professional inputs.

"The Soundcraft Ui24R digital mixing and multitrack recording system delivers the power and capability of a large-format console in a compact and convenient solution," said Scott Wood, solutions manager, mixing at Harman Professional Solutions. "From the stage to the studio, Ui24R is the ultimate system for artists, venue owners and engineers who need to save space and deliver superior sound."

Harman (harman.com)

Universal Audio Rolls Out Flagship UAD-2 Octo Ultimate 5 DSP Accelerators

Universal Audio has introduced the Ultimate 5 package for the UAD-2 Octo PCIe Card as well as UAD-2 Satellite Thunderbolt and UAD-2 Satellite USB DSP Accelerators.

Featuring 89 UA-developed UAD Powered Plug-ins — including offerings from Studer, Ampex, Manley, API, Fender and Neve — Ultimate 5 replaces Ultimate 4 as the most comprehensive software bundle offered by Universal Audio.

The Ultimate 5 software bundle includes all UA-developed plug-ins and includes UAD Software v 9.0 — though direct developer plug-ins are not included — and is available in three configurations.

The first configuration, UAD-2 Satellite Thunderbolt OCTO Ultimate 5, includes UAD-2 Satellite Thunderbolt OCTO DSP Accelerator desktop hardware and the Ultimate 5 software bundle.

The second configuration, the UAD-2 Satellite USB OCTO Ultimate 5, includes UAD-2 Satellite USB OCTO DSP Accelerator desktop hardware as well as the Ultimate 5 software bundle.

Lastly, the UAD-2 OCTO Ultimate 5 features UAD-2 OCTO PCIe DSP Accelerator Card and includes the Ultimate 5 software bundle.

Universal Audio (uaudio.com)

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D'Angelico Adds SS to Premier

D'Angelico Guitars now offers its semi-hollow single-cutaway SS model in the Premier Series. Available in three options, the Premier SS is a lightweight semi-hollow with a warm tone.

The Premier SS is 15 inches wide and features a single-cutaway archtop that is strapped with custom D'Angelico humbuckers and delivers a warm, full-bodied tone that is still crisp and clear. The SS is available in three configurations: with its signature

Stairstep tailpiece and only a post behind the bridge, a traditional stop tailpiece with a full center block, or in a closed-top no f-holes option.

At 15 inches wide and 1 3/4 inches deep, the Premier SS is the smallest semi-hollow guitar in D'Angelico's product line. The guitar features signature D'Angelico appointments, chrome hardware and cream binding. MAP: \$750.

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

Rhythm Tech's New Tambourine, Packaging Keeps Registers Jinglin'

Rhythm Tech has debuted the Rhythm Tech Pro Series Tambourine and introduced a four-color upgraded packaging system for its entire product line.

The Rhythm Tech Pro Tambourine features a comfort handle and efficient jingle placement to produce more sound.

The redesigned Rhythm Tech packaging creates a consistent brand look that stands out from both the shelf and hook.

"The introduction of the Pro Series Tambourine [and] the launch of the upgraded packaging system provides our dealers with a strong incentive to showcase the Rhythm Tech line in their stores," said Gil Soucy, Rhythm Tech vice president and general manager. "The packaging system is designed to attract and hold consumers' attention and, we believe, will maximize impulse sales."

[Rhythm Tech \(rhythmttech.com\)](http://Rhythm Tech (rhythmttech.com))

The Pattern Is Growing

A new pattern is growing in acoustic amplification: the Mi-Si Motif 2.0.

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Italia Offers Cavo Bass

Italia's Maranello Cavo, the latest addition to the Maranello series, is a short-scale, semi-hollowbody four-string bass that features a chambered mahogany body construction. With Italia's signature f-hole design, the bass has a classic, vintage look. The Cavo is lightweight and has a 30-inch scale.

The Italia Toaster pickups deliver tight low-mids and resonant highs without

sacrificing the rich lows needed to hold down the rhythm.

Italia has swapped out the standard three position switch for its more tonally diversified "blend" control knob. The blend control knob lets players sweep through the entire range of combinations between neck and bridge pickups.

[Italia \(italiaguitarsusa.com\)](http://Italia (italiaguitarsusa.com))

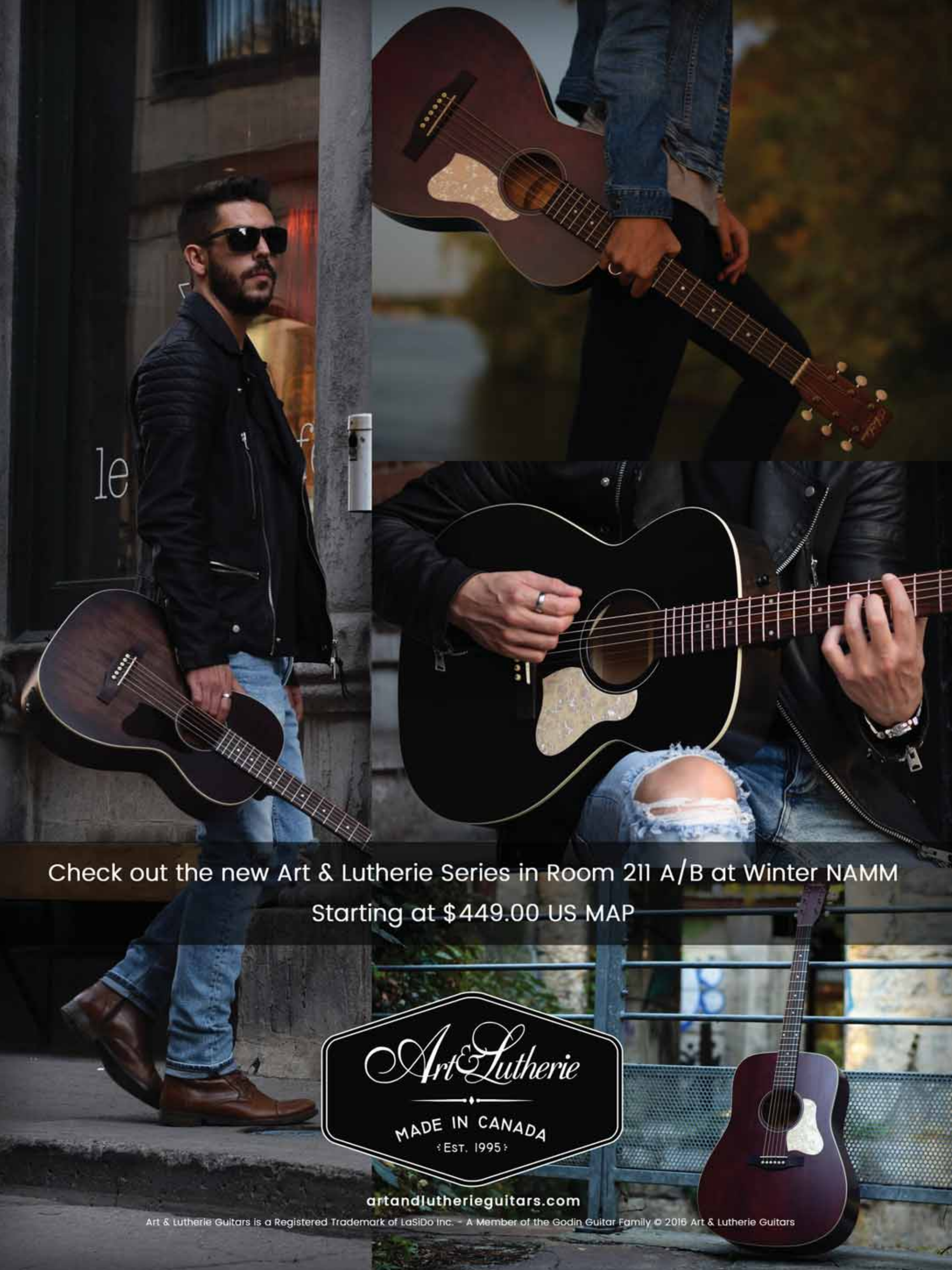
SLM Announces Spend \$1K, Get \$1K Promo

St. Louis Music has unveiled a first quarter promotion that will reward any dealer that spends \$1,000 on marketplace and accessory items with a chance to win a \$1,000 credit toward a future purchase of SLM marketplace and accessories.

"We're always thinking of ways to say 'thanks' to our customers," said Robert E. Lee, senior vice president of sales at St. Louis Music.

A total of three winners will be selected.
 [St. Louis Music \(stlouismusic.com\)](http://St. Louis Music (stlouismusic.com))





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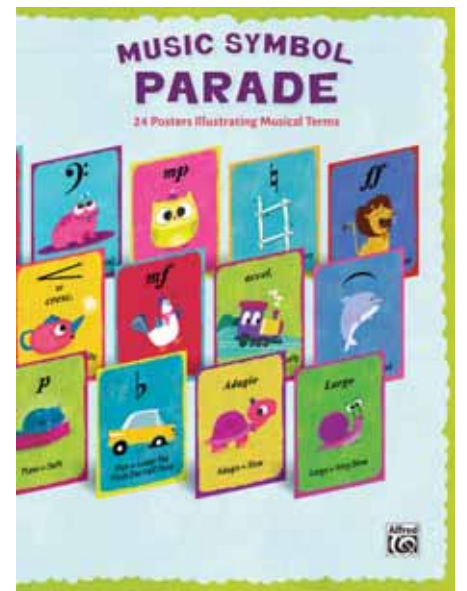
Alfred Rolls Out Resources

Alfred Music has released three music education resources designed for the classroom — JP's Sousaphone, Once Upon a Music Class and Music Symbol Parade.

Each resource is constructed to teach music concepts and history while engaging students with colorful animation and entertaining characters.

The resources utilize flash technology, interactive pages, card stock posters and more are also included to help young students understand complex musical terms in a fun, easy-to-use format.

🛒 Alfred Music (alfred.com)



Get Optimal Playability

D'Addario Orchestral has added the Octave Violin set to its line of Helicore strings.

The Helicore Octave Violin set is designed to be played one octave below traditional violin tuning for a new world of tonal and stylistic possibilities. These strings let violins play in the upper range of the cello, producing a lower tonal spectrum for the instrument.

The strings use the same core technologies as the original Helicore violin set to provide a clear and focused tone,

quick bow response and short settling time.

Crafted with a multi-stranded steel core, Helicore strings allow for optimal playability while producing a clear, warm sound.

The smaller string diameter provides quick bow response and feature ideal pitch stability and longevity. The Helicore Octave Violin set is made with blue and gold spiral silking (ball end)

and an additional blue band (peg end).
🛒 D'Addario (daddario.com)



EPIC Supports Electronic Percussion Exhibit at Rhythm! Discovery Center

Located in Indianapolis, the Percussive Arts Society's Rhythm! Discovery Center is the world's foremost drum and percussion museum. Drawing upon cultures from around the world, Rhythm! offers an experience in exploring the universality of rhythm and percussion.

The Electronic Percussion Industry Council (EPIC) assisted Rhythm! in procuring instruments for the exhibit, "Spark! From Tubes to Chips." Due to EPIC's efforts, contributions of electronic percussion

instruments were provided by electronic drum companies and private collectors.
📄 EPIC (e-drums.org)



2017 She Rocks Awards Honorees Announced

The Women's International Music Network (WiMN) has announced the 2017 She Rocks Awards honorees. Paying tribute to women in the music industry, the fifth annual She Rocks Awards will take place on Friday at 7 p.m. at the Anaheim Hilton Hotel. Tickets are available for purchase online.

The 2017 She Rocks Awards recipients include Monique Boyer, Rebecca Eaddy, Lita Ford, Beverly Fowler, Lisa Foxx, Charyn Harris, Karrie Keyes, Tracy Leenman, Dani Markman, Shirley Manson, Esperanza Spalding and Leanne Summers.

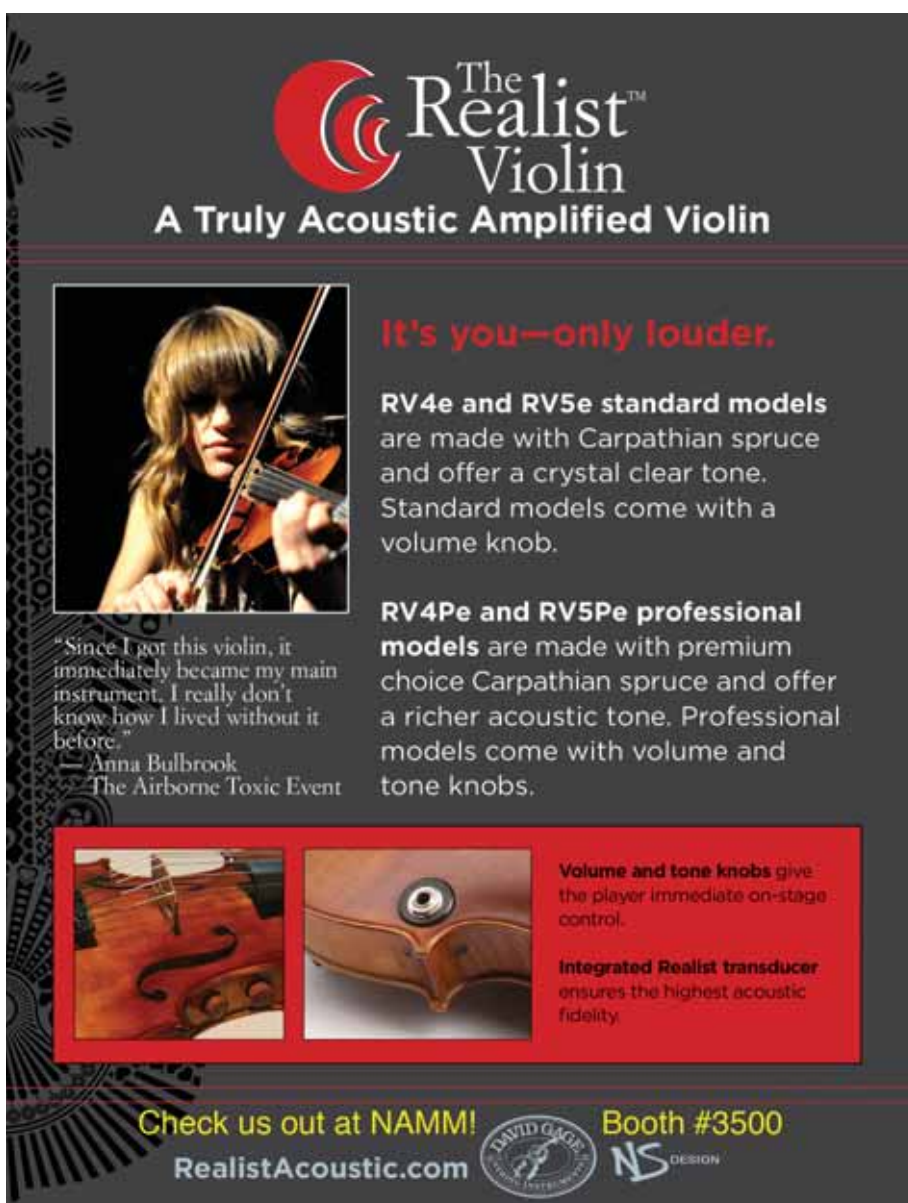
"We are excited to recognize our 2017 honorees, who come from diverse areas of our industry," said Laura B. Whitmore, WiMN's founder. "Each has made her contributions in her own unique way, inspiring and energizing others."

The She Rocks Awards pays tribute to women who display leadership and stand out within the music industry. Previous award recipients include singer Chaka Khan,

guitarist Jennifer Batten, pop singer Colbie Caillat, Gretsch's Dinah Gretsch, Zildjian's Craigie Zildjian, Martin Guitar's Amari Duncan and Music Inc.'s Katie Kailus.
📄 She Rocks Awards (sherocksawards.com)



From left: Lita Ford, Esperanza Spalding, Shirley Manson, Monique Boyer, Dani Markman, Beverly Fowler, Karrie Keyes, Rebecca Eaddy, Lisa Foxx, Charyn Harris, Leanne Summers and Tracy Leenman.



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RealistAcoustic.com

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Direct Sound Forms Joint Venture With Zero Latency

Direct Sound has formed a joint venture agreement with Amsterdam-based Zero Latency BV.

The new company, Mixwan, will be headquartered in Allentown, Pennsylvania, and will continue to develop, manufacture and market sophisticated wireless technologies for recording and live sound environments.

Martyn Braspenning will serve as CEO for Mixwan. Steve Rois will continue in his role as Direct Sound CEO.

“The new joint venture between Direct Sound and Mixwan will accelerate the rate at which we can introduce integrated

wireless solutions and systems for recording and live sound applications,” Rois said.

“We’ve been fortunate to work with Direct Sound in developing some of the new wireless technology for the headphones, and forming the joint venture was a natural step in the evolution of opportunities ahead for high performance wireless systems,” Braspenning said.

“We’re looking forward to bringing new products to market, starting with the Winter NAMM Show, and getting dealers set up to sell and profit from these new wireless solutions,” Braspenning added.

INFO Direct Sound (extremeheadphones.com)



EarthQuaker Analog Delay Spirals in Space

EarthQuaker Devices (EQD) has released the Space Spiral modulated delay device. The Space Spiral is an analog-voiced digital delay with 30 to 600 milliseconds of delay time and a variable waveshape LFO affecting the repeated signal.

The Space Spiral’s LFO, which modulates the repeats of the delay line, is variable from a soothing triangle shape to a choppy square shape.

EQD encourages users to experiment with the LFO’s depth and rate controls to create unique polyrhythmic modulated delay textures. It’s capable of creating dark, dreamy, murky delay sounds.

EarthQuaker Devices (earthquakerdevices.com)



Sizzle With Sabian

Crafted from professional B20 Bronze, Sabian’s XSR Fast Stax offers an aggressive new effects option for drummers looking to create their own sound.

Like all cymbals in the XSR line, the 16-inch Fast Stax delivers sound and performance at an affordable price point. Designed with a thin 13-inch X-Celerator top over a high-profile, wide-lipped 16-inch Chinese bottom, the Fast Stax delivers virtually unlimited pop and attack.

Without airlock, the XSR Fast Stax retains sizzle and volume, never getting too tight.

Sabian (sabian.com)

Tracktion Supports Raspberry Pi

Tracktion has announced full support of the Raspberry Pi platform with the introduction of a Pi optimized version of the T7 DAW and the new Waveform DAW.

Accompanying the software integration, Tracktion’s hardware team has developed the world’s first professional-quality audio I/O specifically intended for the Pi.

Utilizing the I2S connection to the Pi, this small format I/O packs a serious punch — featuring ultra-low latency (no USB buffers), professional-grade ADC/DAC (AKM/ESS) and pristine THAT Semiconductor input stages.

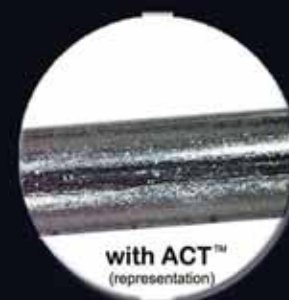
“The real breakthrough here is the ability to build your own highly capable music production computer for under \$100,” said Tracktion’s James Woodburn. “We can’t wait to see what the maker culture can create with this powerful new kit.”

Tracktion (tracktion.com)

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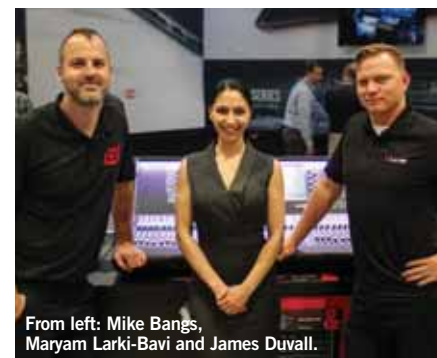
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APPOINTMENTS

A&H Expands Team

Allen & Heath has recently expanded the marketing team based at its United States distributor, American Music & Sound. The company has added Mike Bangs as live sound and touring expert, James Duvall as commercial solutions specialist, and Maryam Larki-Bavi as marketing manager. This team has a wealth of audio experience and will support customers across the live touring and installation spectrums to develop the Allen & Heath brand.



From left: Mike Bangs, Maryam Larki-Bavi and James Duvall.

BGE Financial Names Gray New President

BGE Financial has announced the promotion of Cory Gray to president. With this promotion, Gray will become a partner in the company and will be responsible for the day-to-day operations. BGE's current officers, Bill Gray (CEO) and Greg Grieme (CFO), will remain in their existing positions.



Gray has spent the last four years with BGE after seven years with Wells Fargo Bank.

His extensive background in sales and banking will help to further develop and grow BGE's programs so that they can continue to meet the needs of an ever-changing music industry.

EAW Adds to Sales Force

Eastern Acoustic Works (EAW) has appointed Jim Bobel to the position of North U.S. sales engineer, effective immediately. Bobel will be responsible for managing all EAW sales in the Northern United States from the Dakotas to Kansas and across to the East Coast.

"I look forward to introducing even more audio professionals to the audio solutions EAW offers and help build the brand further in my territory," Bobel said.



KMC Appoints New Director of Biz Operations

Strengthening its senior management team to better meet the needs of its growing and expanding customer base, KMC announced the appointment of Samantha Pink to the position of director of business operations.

Effective immediately, Pink assumes responsibility for ensuring the smooth operation and integration of all the



various departments within KMC as well as overseeing the flow of products from the vendors to the warehouse and out to the customer.

Pink acts as an interface with relevant departments at the Jam Industries corporate headquarters in Montreal, with responsibility for

establishing and reporting on KPIs, tracking budgets and troubleshooting various issues.



Jesse Stevens

L-Acoustics Hires Two Applications Engineers

L-Acoustics has appointed Josh Maichele and Jesse Stevens to serve as the manufacturer's North American regional applications engineers. Serving both install and rental markets, Maichele and Stevens are responsible for providing technical support and expertise for L-Acoustics' certified providers, end-users and designers in the Midwest and Northeast regions of the U.S. and Canada, respectively.

CAD Names Shade Sales Manager

Greg Shade has been appointed Western regional sales manager by CAD Audio.

Shade will be responsible for all CAD, Astatic and AIMM dealers in the Western U.S. for MI, pro-audio and installed sound. He will oversee the company's independent rep firms and be the direct point of contact between CAD dealers in the region.

Shade started at CAD two years ago and has used his knowledge of music and audio

technology to become a successful inside sales representative.

Prior to joining CAD, he graduated with honors and a degree in Commercial Music Technology from Stark State College.

An active musician, Shade plays drums and records in his home studio.



Get Involved with the PMC and Get 'em Drumming

JOIN US AT THE
PMC Members Meeting & Percussion Industry Gathering
Thursday, January 19, 2017, 6:30-8:00p.m.
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VISTA LOUNGE, 14th floor of the Hilton Anaheim Hotel

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Percussion Marketing Council
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APPEARANCES

THURSDAY, JANUARY 19, 2017

10:00 A.M.

Tom Feldmann demos
Waterloo Guitars.
(also at 4:00 p.m.)
Collings Guitars
Booth 1525

Lisa Bella Donna
(also at 11:00 a.m.)
EarthQuaker Devices
Booth 4296

10:30 A.M.

Laurent Bernadac
(also at 11:30 a.m., 2:15 p.m.,
3:30 p.m., and 4:30 p.m.)
3Dvarius
Booth 2526

11:00 A.M.

Joey Landreth & Ariel Posen demo
Waterloo Guitars.
Collings Guitars
Booth 1525

Lisa Bella Donna & Lara Somogyi
EarthQuaker Devices
Booth 4296

DJ Kristaval
Electro-Voice
Booth 6567

Mathieu Terrade performs.
Marcodi Musical Products
Booth 1178

12:00 P.M.

Justin Johnson
(also at 2:00 p.m. and 4:00 p.m.)
Automated Processes
Booth 6104

Kat Perkins
Electro-Voice
Booth 6567

Stu Hamm
GHS Strings
Booth 4682

Halemanu
King Blossom Guitars
Booth 1482

Bill Walker
Neunaber Audio Effects
Booth 1489

Signing with Ryche Green.
Queen City Drums
Booth 3376

Nick Johnston
Schecter Guitar Research
Booth 201 D

Lucy
(also at 3:00 p.m.)
Sennheiser
Booth 6577

1:00 P.M.

Simon Fuerst performs.
D'Angelico Guitars
Booth 212 A-B

Just Alliance
Electro-Voice
Booth 6567

Fernando Quesada
GHS Strings
Booth 4682

Christian Vegh
King Blossom Guitars
Booth 1482

Henry Kaiser
Neunaber Audio Effects
Booth 1489

John Hultdt performs.
(also at 3:00 p.m.)
Mad Professor Amplification
Booth 4176

Marcus Eaton
Sennheiser
Booth 6577

1:30 P.M.

Dave Weckl
QSC
Booth 6555

2:00 P.M.



Jonathan Butler

JONATHAN BUTLER
PERFORMS.
D'Angelico Guitars
Booth 212 A-B

Jeanne Taylor
Electro-Voice
Booth 6567

Signing with Phil Demmel.
Fender
Booth 304

Doyle Dykes
GHS Strings
Booth 4682

Signing with Billy Mason.
JamTec USA
Booth 3376

Matt Schofield performs.
Mad Professor Amplification
Booth 4176

Ilisa Juried
Sennheiser
Booth 6577

Jose Luis Peraza
Zemaitis Guitars
Booth 201 C

2:30 P.M.



Sarah Lipstate

SARAH LIPSTATE
EarthQuaker Devices
Booth 4296

Billy Sheehan
Hal Leonard
Booth 5720

Demetry Scopelitti
King Blossom Guitars
Booth 1482

3:00 P.M.

Ray Parker performs.
D'Angelico Guitars
Booth 212 A-B

Jason Jani
Electro-Voice
Booth 6567

Muriel Anderson
GHS Strings
Booth 4682

Miles Dimitri Baker
Schecter Guitar Research
Booth 201 D

Bruce Kulick
TonePros
Booth 3390

Mutato Musika
Tracktion Software Corporation
Booth 201C12

Fire Train
Zemaitis Guitars
Booth 201 C

4:00 P.M.

Rez Abbasi Trio performs.
D'Angelico Guitars
Booth 212 A-B

Lara Somogyi
EarthQuaker Devices
Booth 4197

Cold Kingdom
Electro-Voice
Booth 6567

Mic Fierabracci performs.
Pedulla Guitars
Booth 5962

Jaq Mackenzie
Sennheiser
Booth 6577

4:30 P.M.

Denver Dalley
EarthQuaker Devices
Booth 4296

5:00 P.M.

Kurt Rosenwinkel performs.
D'Angelico Guitars
Booth 212 A-B

5:30 P.M.



From left: Luke Henshaw and Justin Pearson.

JUSTIN PEARSON &
LUKE HENSHAW
EarthQuaker Devices
Booth 4296



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PreSonus is looking for talented individuals to join the PreSonus team. If you are interested in an exciting career at PreSonus, please come to booth 5700 to drop off your resume or go to presonus.com/about/careers.

Current openings include but are not limited to:

Advanced Technology Engineer - Collaborative individual with a degree in electrical or computer engineering, and experience developing digital audio solutions for the music industry.

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Pssst...Are You LOUD?

FIELD SUPPORT ASSOCIATE

LOUD Retail Group (LRG) is looking for Field Support Associates (FSA) who will travel extensively in assigned geographical territories. The FSA will play a key role in supporting the objectives of the brands by closely partnering with dealers, LOUD channel marketing and sales management. The Field Support Associates will be proactive in reaching out to customers to provide support, visit customer sites and participate in trade shows. If pro-audio is your passion and building lasting business relationships is your goal, we want to hear from you!

The FSA-Field Support Associates will be assigned to the following US territories:

- South-West US
- South-Central US
- South-East US
- North-East US

ESSENTIAL FUNCTIONS & MAJOR RESPONSIBILITIES:

- Ensure "best in store" visibility and awareness
- Expand and maintain display footprint as well as in and on store signage
- Provide connection for floor sales people
- Train, evangelize, problem-solve and influence the LOUD (Mackie and Ampeg) pro-audio brands
- Remove business hurdles and provide real time solutions
- Deliver group training sessions, support and host clinics and special events
- Provide customer demos
- Roll out new products, services, demos and promos
- Set up training and demo days for staff and end users

REQUIRED JOB SKILLS:

- Ability to effectively present LRG Brands' products, services and programs to dealers and end-users within assigned geographic territories
- Professional use of Power Point, Excel, and CRM
- A focus on developing and maintaining long-term business relationships with sales and marketing teams at each Mackie/Ampeg retail location

EDUCATION AND EXPERIENCE:

- HS diploma or equivalent required
- 3 years + MI Retail or pro-audio experience
- Ability to travel extensively within assigned territories

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Thursday
January 19, 2017

NAMM | U

This Morning's NAMM U Breakfast Session
Big-Picture Ideas for Inspiration and Forward Direction

Breakfast of Champions

8–9:30 am

Pacific Ballroom, Anaheim Hilton



In the near future, 70 percent of the population will be walking around with a super-computer in their pockets; the sharing economy will upend the very concept of ownership; and all indicators suggest we'll spend part of the day in our own virtual worlds. How will the music products industry fit into this new reality? To explore that question, The 2017 NAMM Show kicks off with the ultimate innovation summit, "Breakfast of Champions." In a series of one-on-one interviews, NAMM President and CEO Joe Lamond will speak with the biggest innovators in the music industry, and beyond, about how they're creating the future right now.

NAMM Idea Center Spotlight

Results-Oriented How-Tos, Tactics and Tips to Grow Your Business

How We Went from 90 to 900 Students

1:30–2 pm

NAMM Idea Center, ACC Lobby, Level 1



Wentworth Music has grown its lesson program from 90 to 900-plus students. Join Noel Wentworth, the company's vice president of education, to find out how he did it, and what it can mean for your program. He'll show how to apply the same free marketing strategies he used to create massive word-of-mouth buzz, PR and advertising that transformed his lesson program from an underdog to the dominant player in his market.

TEC Tracks Standout

Sessions for Sound, Studio and Stage Pros

TEC Award-Winning FOH Mixers

10:30 am–12 pm

The Forum, Level 2 (203 A-B)



At this opening TEC Tracks session, live sound guru Mark Frink will lead a high-profile panel discussion with TEC Award-winning live sound engineers about their roles in the band. The panel includes Rob Scovill, senior market specialist for live sound for Avid; Howard Page, Clair Global front-of-house engineer; Rob "Cubby" Colby, Cubtone Soundworks' live sound production mixer; and Buford Jones, touring sound engineer.

NAMM Retail Tech Stage

Thursday and Friday

NAMM Member Center, ACC Lobby, Level 1



NAMM retail members seeking to enhance the back-end of their operations can pick up new ideas and tips at the NAMM Retail Tech Stage. New for 2017, the NAMM Retail Tech Stage is the hot spot for sessions on retail software, technology platforms and ideas for business modernization, all offered by NAMM service providers.

NAMM | U ONLINE

Download the mobile app for a complete schedule of events.

Search "NAMM" in your app store.



TEC TRACKS

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

11:00 A.M.

TEC Preview: New Technologies in the Live Sound Signal Path

Eric Geer, TEC Awards

Master Class (202 A)

Get an in-depth look at the current state of the art in sound reinforcement technology through the lens of this year's TEC Awards Technical Achievement Nominees in: microphones, wireless technology, large- and small-format console technology, amplification hardware and loudspeakers — introduced by the manufacturers and discussed by a panel of pro-audio experts. The session will be moderated by gear guru George Petersen.

Keynote: The Future of Audio Mastering

Jonathan Wyner, Izotope

TEC Lab (202 B)

Today's music sales come from a variety of release formats, each of which requires specific knowledge to present a top-quality product. Mastering expert Jonathan Wyner will reveal some secrets about how to artfully and accurately get your music to the right parameters for wide distribution, whether for MP3, Spotify, iTunes radio or even CD and LP.

TEC Award-winning FOH Mixers Panel

Mark Frink, Mark Frink Concert Audio Production

The Forum (203 A-B)

A discussion with TEC Award-winning live sound engineers about the sound guy's role in the band.

12:00 P.M.

Live Recording & Virtual Soundcheck

Robert Scovill, Avid

Master Class (202 A)

Multi-track recording of live shows has never been easier or more affordable — and can be used for virtual soundcheck. Multiple individual channels of live consoles are recorded with a single cable, then played back through the same console the next day. This session will explore some of the best practices in live recording and virtual soundcheck.

Rock & Roll Lighting Design

Chris Lisle, Chris Lisle Lighting Design

TEC Lab (202 B)

Over the course of an hour, this session will explore the design process of putting an arena-level rock tour on the road. Using OneRepublic's "Native" tour as an example, the presentation will explore the conversations, meetings, logistics and creativity that take place to put together the lighting, video, scenic and staging elements for a tour that traveled the world. The session will look at the various stages of the design from initial concept to revisions to final product.

Executive Roundtable: Does Music Software Have a Future?

Craig Anderton

The Forum (203 A-B)

What's the future for music software

— Mac, Windows, mobile or something else? What will be the impact of the Chromebook, virtual reality, MIDI — now in 2.6 billion devices — and other tech trends on the horizon? Are there music software areas that remain to be explored? Find out at this fast-paced session.

1:00 P.M.

Dante: Practical Uses in Live Sound & Recording

Audinate

Master Class (202 A)

Dante audio networking helps sound engineers deliver world-class live sound for concerts, events and house of worship services by replacing heavy and expensive analog snakes and signal distribution devices with affordable Ethernet cabling and switches. In this panel discussion, representatives from Yamaha, Shure, Focusrite Rednet and Mackie will talk about how they're presently using Dante in their products. A copy of Dante Virtual Soundcard will be gifted to everyone at the end of the session.

Discovering Stage Lighting

Richard Cadena, Lighting & Sound America Magazine

TEC Lab (202 B)

In this session, you'll learn tips for designing a system for every stage. Lighting guru Richard Cadena will discuss the different types of stages — club, theatre and concert — by size and costs, and will cover rigging, lights and control.

Recording with Plug-ins

Buddha Global

The Forum (203 A-B)

Several cutting-edge recording engineers will take you on a tour of their favorite plug-ins as well as discuss the most popular ones being used by today's mega successful engineers.

2:00 P.M.

Future-proof Wireless Inventory

Karl Winkler, Lectrosonics

Master Class (202 A)

The available UHF TV spectrum — which is shared with entertainment wireless — will be reduced for a second time, rendering equipment operating in the 600 MHz band obsolete in several years. This session will feature a discussion on the difference between licensed and unlicensed users and how wireless equipment can be safely purchased to use, rent and sell for years to come.

Lighting Modes, Including Pixel Control for LED

Brian McNutt, German Light Products

TEC Lab (202 B)

Lighting fixtures, including automated units, often come equipped with several different modes of operation. This session will walk you through the most common modes found across a range of manufacturers and also offer insight into pixel mapping within lighting fixtures and LED tape solutions. This session is useful for anyone who wants to know how to get the most out of their LED lighting system and how to control it.

THURSDAY, JANUARY 19, 2017

A Complete Guide to Producing for Vinyl

Buddha Global
The Forum (203 A-B)

This wide-ranging discussion by some masterful creators will get into the important decision-making for songwriting and song selection — and take you through the expectations and preparations for the recording process. In particular, this discussion is about where to begin when you want to end with vinyl.

3:00 P.M. SMAART Essentials

Jamie Anderson, Rational Acoustics
Master Class (202 A)

This session covers the essential components of a basic audio measurement system used for operating industry-standard SMAART software for Real-Time RTA, Spectrograph and Transfer Function Measurements used for verifying, optimizing and aligning sound systems.

Safety Plans for Live Entertainment Technology

Kent Jorgensen, IATSE International
TEC Lab (202 B)

In this session, Kent Jorgensen, of IATSE International, will cover the critical safety issues in Live Entertainment Technology. The discussion will touch upon the Indianapolis stage collapse at an outdoor concert in 2011 and what has been learned and changed from that event.



Chandra Lynn

New Paradigms for Music Creation & Monetization

Chandra Lynn, Glow Marketing
The Forum (203 A-B)

Chandra Lynn of Glow Marketing, Mo Volans of Plugin Alliance, Tony Maserati of Mirrorball Entertainment, Andrew Scheps of Tonequake Records and Punker Pad West discuss changes in the way music is made and creative services are sold. This session will also look at how new tools and technologies are bringing the power of high-end studios to a variety of creative environments for increased flexibility and collaboration in the music creation and production process.

4:00 P.M. DSP Tools for System Tuning

Scott Sugden, L-Acoustics
Master Class (202 A)

Find out how DSP filters are used to optimize a sound system's response to suit its environment and venue: countering

air absorption effects, multi-cabinet low-frequency coupling, standing waves, room modes, and meet mix engineer's frequency response "target curves" for consistent daily results.

Mastering the Physiology of Concert Lighting

with JimOnLight & Avolites
Jim Hutchison, JimOnLight.com,
Avolites/Group One
TEC Lab (202 B)

Are you looking for that additional edge to provide your clients with a killer show and improve your artistic sensibilities? Jim Hutchison of Avolites/Group One Limited and the editor of the world-famous JimOnLight.com will be discussing how to use the eyes and brains of your clients to give them the most effective lighting possible. Find out how to take the science of how we actually see and process light, and mash that right into the faces of your audience.

Smart Touring

Epic Proportions Touring
The Forum (203 A-B)

This Smart Touring panel is run by touring experts. They will teach touring bands — or bands who want to begin touring — the following: budgeting, tour route planning, booking, negotiating with club owners and inside booking agents, and increasing your draw at shows. Don't miss this panel if your career is based on the road!

5:00 P.M.

Festival Stage Plot: Tech Rider Update

Mark Frink, Mark Frink Concert Audio Production
Master Class (202 A)

Discover how to create a combined one-page input list and stage plot document that's the vital core of every audio technical contract rider. This session demonstrates how to create a one-page PDF document that helps bands have successful festival appearances by supplying local audio stage crews with accurate details in writing ahead of time.

Future Technologies for the Stage

Richard Cadena, Lighting & Sound America Magazine
TEC Lab (202 B)

Wireless, PC-based control, automation — where are things moving in the live performance space and how will they get there? Join this futurist session with Richard Cadena, editor of *Lighting & Sound America* magazine, to get a jump on the trends and innovations that will affect your future as a performance professional.

Getting Your Sound – In the Studio & On Stage

Wes Maebe
The Forum (203 A-B)

Do you work like crazy to get a great studio sound, then go nuts trying to recreate it on stage? Or maybe you've created a killer live sound that you just can't quite capture in the studio. Production ace Wes Maebe is here to show you how to bring your sounds together.



Thursday
January 19, 2017

GenNext Plenary and Educational Sessions

9:30 am

Capistrano A & B, Oceanside and San Clemente, Level 4, Anaheim Hilton

Plenary guest Ryan West kicks off GenNext programming and the start of your "ticket to a career in music" experience at The NAMM Show.

Nonprofit Roundtables

10 am

NAMM Member Center, ACC Lobby

Nonprofit Roundtables offer professional development to nonprofit organizations and NAMM Foundation Grantees.

Policy Roundtables

11 am

NAMM Member Center, ACC Lobby

Policy roundtable topics include: The IP Protection Process in the U.S., New Federal Overtime Rules, and "Lawsuit Guitars" Fact vs. Myth.

Women in Music Business Reception

5:30 pm

NAMM Member Center, ACC Lobby

NAMM invites all women in the music products industry to stop by the Member Center in the ACC lobby in front of Hall A on Thursday for a networking happy hour. This is a great opportunity to connect with other successful women in the industry from all over the world as The NAMM Show kicks off. See you then!

Special Industry Tribute

5:30 pm

Grand Plaza, ACC Grand Plaza

Each year NAMM hosts a special Industry Tribute remembering the music industry professionals we lost over the past year, featuring a moving video accompanied by live bagpipe music from the Los Angeles Scots Pipe Band. Join us on the Grand Plaza for this memorable moment.

Tonight on the NAMM Nissan Grand Plaza Stage

6 pm

RSO: Richie Sambora + Orianthi

Then stick around for our opening night concert at 6 pm featuring the rock duo RSO: Richie Sambora + Orianthi. Each a respected guitarist in their own right, Sambora, a Grammy award winner and Orianthi, a Platinum-selling guitarist, will bring their deft fret work and monster screams for an unforgettable performance.

Exhibitor Events

Search "Exhibitor Events" in the mobile app for a complete schedule of on-site exhibitor-hosted events throughout The NAMM Show.

NAMM at Night

When the show closes, the action doesn't stop. Search "NAMM at Night" in the mobile app to learn about a variety of after-hours events.

SCHEDULE

THURSDAY, JANUARY 19, 2017

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



Tracy Leenman on merchandising tips, 3:00 p.m.

2:30 P.M. How to Get Found on Google: SEO Tips in Plain English

CJ Averwater,
Amro Music

If you're not showing up in the top five results on Google, you're missing out on 75 percent of web traffic. In this session, CJ Averwater, vice president of Amro Music, will share practical tips to increase your page rank, along with SEO trends to watch for in the future. These ideas have worked for him — find out how they can work for you, too.

environment? Are you giving up on Facebook or drastically reducing your Facebook marketing efforts? Not so fast! Michael Newman of Michael Newman Consulting will show you how Facebook can still be a powerful and inexpensive marketing tool for your music retail business. He'll use real data and examples from successful Facebook marketing campaigns, so you'll get new ideas for taking your marketing to the next level.

4:30 P.M. How to (Not) Get Sued in Music Retailing

Alan Friedman, Friedman, Kannenberg & Co. (moderator); Ron Bienstock, Scarinci Hollenbeck; Jim Goldberg, Goldberg & Associates

These days, anyone can sue anyone for any reason, and music retailers carry their own special brand of risk. Instrument rental contracts, music teacher agreements, ill-conceived business ownership plans — these are just a few ways you can ruin your business. CPA Alan Friedman of Friedman, Kannenberg & Co. will moderate this panel of renowned music retailing lawyers, so you can get enlightened and steer clear of legal pitfalls.

5:00 P.M. How We Broke into the School Music Business

Stephen Olsen,
Blues Angel Music

In just three years, Blues Angel Music has built a sizable school music business using limited resources. In this session, Stephen Olsen, the company's general manager, will show you how Blues Angel did it, and also offer best practices you can use to grow your own school music business.

6:00 P.M. Richie Sambora & Orianthi

The NAMM Nissan Grand Plaza Stage

Kicking off the show is rock duo RSO: Richie Sambora and Orianthi. Each a respected guitarist in their own right, Sambora and Orianthi will bring their deft fret work and monster screams to the show, marking the duo's first NAMM performance together.

3:00 P.M. New Merchandising Ideas to Drive Sales

Tracy Leenman,
Musical Innovations

You can stock all the right products but miss out on sales because of poor merchandising. NAMM's 2015 Dealer of the Year, Tracy Leenman of Musical Innovations, will discuss merchandising tips to help you increase sales and customer satisfaction. She'll focus on easy-to-implement, proven ideas that you can take back to your store.

3:30 P.M. 5 Strategies to Grow Your Rental Program

Daniel Jobe, Friedman, Kannenberg & Co. (moderator); Leslie Faltin, Instrumental Music Center; Jeff Bertrand, Bertrand's Music; Peter Sides, Robert M. Sides Family Music Center

Daniel Jobe, music retail consultant with CPA firm Friedman, Kannenberg & Co., will lead a panel of school music retail experts. They'll dive into five essential strategies to grow your rental business, covering everything from best practices in growing your rental program to creating rental customers for life to financing your rental infrastructure.

4:00 P.M. Don't Give Up on Facebook!

Michael Newman,
Michael Newman Consulting

Are you frustrated by Facebook's pay-to-play

NAMM Booth 1301 Hall E

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FRIDAY, JANUARY 20, 2017 • 7:00 P.M.
ANAHEIM HILTON HOTEL • AT THE NAMM SHOW

2017 Honorees: LITA FORD • RONNIE SPECTOR • SHIRLEY MANSON (GARBAGE)
ESPERANZA SPALDING • MONIQUE BOYER (M·A·C COSMETICS)
REBECCA EADDY (ROLAND CORP U.S.) • BEVERLY FOWLER (PRS GUITARS)
LISA FOXX (iHEARTRADIO) • CHARYN HARRIS (A PLACE CALLED HOME)
KARRIE KEYES (SOUNDGIRLS) • TRACY LEENMAN (MUSICAL INNOVATIONS)
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PAUL REED SMITH

...AND MORE

SCHEDULE

THURSDAY, JANUARY 19, 2017

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



Breakfast Session, 8:30 a.m.



Myrna Sislen on how to improve your next ad campaign, 1:00 p.m.



Carol Cook on growing your lesson program, 10:30 a.m.



RSO: Richie Sambora and Orianthi will kick off the show on The NAMM Nissan Grand Plaza Stage, 6:00 p.m.

8:30–9:30 A.M.

Breakfast of Champions

Joe Lamond, president & CEO of NAMM, & guests

Hilton Anaheim Hotel, Pacific Ballrooms

The 2017 NAMM Show kicks off with the ultimate innovation summit, “Breakfast of Champions.” In a series of one-on-one interviews, Lamond will speak with the biggest innovators in the music industry and beyond about how they’re creating the future. This is a must-attend session for those wanting to chart the future of their businesses for the years ahead. (Free breakfast served from 8–8:30 a.m.)

10:30 A.M.

7 Ways to Supercharge Your Lesson Program

Carol Cook, The Music Room

Get more lesson sign-ups, increase retention and improve your lesson operations — all while boosting add-on sales in your retail business. Join Carol Cook, owner of The Music Room, as she shares seven critical steps she’s used to grow her thriving lesson program. She’ll offer proven tips for closing the sale to prospective students, tightening up lesson-administration practices, and setting students up to succeed for better retention.

11:00 A.M.

5 New Things You Must Know About Instagram

Ben Blakesley, Marketing expert & social media marketing leader of Reebok

If you’re using Instagram for your business in the same old way, you’re missing out. Ben Blakesley, marketing guru and music retail expert, returns to NAMM to take you through the most important new features and functionality. Walk away knowing how you can better connect with your customers, and make the most of your Instagram feed.

11:30 A.M.

How to Improve Your Local Google Visibility

Scott Dailey, Single Throw Marketing

Is your music store showing up on the first page of Google? Are local customers finding you when they search for the products and services you sell? In this half-hour, Scott Dailey, digital business expert and vice president of Single Throw Marketing, will give away practical steps you can take to go from being invisible to being among the top local page-one options on Google. Find out how to compete against bigger, more digitally dominant local competitors.

12:00 P.M.

5 Steps to More Profitable Displays

Bob Phibbs, The Retail Doctor

Your employees simply can’t be everywhere, suggesting add-ons to customers. Displays are your silent salesperson, whether they’re intriguing windows to impulse items at checkout. Fresh off the heels of Retail Boot Camp, Bob Phibbs, The Retail Doctor, will show how effective displays are the foundation of a healthy business.

12:30 P.M.

5 Ideas to Improve Your Website Now

Will Mason, Mason Music

Your website is your digital salesperson and receptionist, but are you treating it that way? In this value-packed session, Will Mason of Mason Music will get specific with five improvements to help you upgrade your website. These can result in an immediate difference to your business.

1:00 P.M.

How to Build Better Facebook Ads

Myrna Sislen, Middle C Music; Ryan Sargent, MakeMusic

Don’t let your Facebook ads be ignored! Ryan Sargent, social media manager for MakeMusic, and Myrna Sislen, owner of Middle C Music, will show you how to use Facebook’s built-in tools to help improve your next ad

campaign. They’ll walk you through optimizing audience targeting, running automatic tests to make your ads more relevant, and tracking results.

1:30 P.M.

Music Lessons: How We Went From 90 to 900 Students

Noel Wentworth, Wentworth Music

Wentworth Music has grown its lesson program from 90 to 900-plus students. Join Noel Wentworth, the company’s vice president of education, to find out how he did it. He’ll show how to apply the same free marketing strategies he used to create massive word-of-mouth buzz, PR and advertising that transformed his lesson program from an underdog to the dominant player in his market.

2:00 P.M.

30 Ways to Increase Profits by 30 Percent — or More

Joel Menchey, Menchey Music Service

Inspired by the book *Double Your Profits In Six Months or Less*, Joel Menchey of Menchey Music will reveal 30 straightforward ideas you can use to boost your profits in a short period of time. Get a checklist of tried-and-true tips for increasing revenues and cutting costs that will go straight to the bottom line.

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D'Angelico NEW YORK

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Premier

Introducing the Premier Series, a new line of innovative models from D'Angelico featuring custom designs and performance-driven features.

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Deluxe

Introducing the Deluxe Series, a new line comprised of the six most popular D'Angelico models strapped with custom, upgraded features.

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D'ANGELICO SHOW SCHEDULE THURSDAY January 19, 2017

1:00 PM	Simon Fuerst & Darren Embry
2:00 PM	Jonathan Butler
3:00 PM	Ray Parker & Rick Marcel
4:00 PM	Rez Abbasi Trio
5:00 PM	Kurt Rosenwinkel Trio



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