

UpBeat

The Official **NAMM** Show Publication

DAILY

INNOVATION TIME!

During Thursday morning's **Breakfast of Champions NAMM U session**, NAMM President and CEO Joe Lamond focused on the theme of innovation and brought out four great creative minds, which you will see on page 8. Team UpBeat traveled the show floor yesterday and found a few more exhibitors seeking innovation. Here they are:

1. The amazing Steve Gadd Band performed at Zoom's international sales meeting Wednesday night. Celebrating before the show are, from left: Zoom's Erich Barto, Micah Eberman, Colleen Harwood, Dan Gallagher and Scott Goodman; Steve Gadd; Zoom's Eric Battin; and Gadd Band members Kevin Hayes, Jimmy Johnson, Michael Landau and Walt Fowler. **2.** PreSonus' Jim Boitnott displays the FaderPort 8 Mix Production Controller on the show floor Thursday. See page 47. **3.** Electro-Voice's Elizabeth Christenson (left) and Guy Low open the show with a DJ jamming in the booth for the company's 90th anniversary Thursday morning. **4.** Saxophonists Eric Marienthal (left), Jerry Vivino and Roxy Coss perform with drummer Clayton Cameron (background) at the 10th annual VandoJam on Wednesday night. **5.** From left: Roland's Jay Wanamaker with Roland Lifetime Achievement award recipients Andy Summers and Jean-Michel Jarre and Roland's Jun-ichi Miki. See related story on page 8.



BREAKFAST SESSION



FUTURE-PROOF YOUR BUSINESS

Marketing executive and author Larry Ballin looks at your next generation of customers.

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Schecter's Apocalypse
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Starclassic's 10th
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Graph Tech Accessories
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Tegeler Ships Crème
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Roland RD-2000

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.



CONTROL CENTRAL WITH SOFTWARE INTEGRATION



The RD-2000 features 8 zones that can be used to control internal sounds or external sources such as Apple MainStage* or Forte**. Knobs and sliders for each zone control a multitude of parameters with LED indicators to easily see your setup on any stage.

Visit Roland at Winter NAMM on Level 3 booth #300A | www.roland.com

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

**Forte is a licensed product of Brainspaw.

IN CONTROL



Whether it's advocating on behalf of the professional audio industry or developing the next premier spectrum mitigation and management solution, Shure continues to lead the way in wireless microphone technology. Shure QLX-D® and ULX-D® Digital Wireless Systems are now available in 900 MHz (ISM) and VHF bands - sharing the same features and benefits as their UHF counterparts, including seamless compatibility with Wireless Workbench® and ShurePlus™ Channels management software. Both systems are also available with the revolutionary KSM8 Dualdyne™ Vocal Microphone.

BOOTH
6540

Visit Shure at NAMM 2017

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www.shure.com/ulxd

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NAMM SHOW NEWS

Sabian Looks Future-Forward

During a Thursday morning press conference, Sabian unveiled new cymbals as well as new Gon Bops instruments, including the Bongo Mariano drums, El Maestro, DDLR Tamborine and DDLR Arena Shaker.

“All the new cymbals come from Mark Love and our team working with artists who are on the leading edge of sounds and trends to give us a step forward, so we can be future-forward on our products,” said Andy Zildjian, president and CEO of Sabian.

Sabian debuted the AAX Aero Splash, Artisan Elite cymbals, Artisan Light Hats and B8X Ballistic Crash. The company also added a 19-inch Crash and a 21-inch Ride to the Evolution line.

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



Sabian President and CEO Andy Zildjian shows off the Artisan Elite cymbals.

Galaxy Audio Celebrates 40th Anniversary

Galaxy Audio, which prides itself on being known as “The Personal Monitor Experts,” is celebrating its 40th anniversary.

The company has earned a reputation for excellence by providing its customers with innovative audio solutions, including the acclaimed Hot Spot personal monitors.

The company's products include wireless microphone systems, in-ear wireless personal monitors, headset microphones, wireless portable PA. systems

and industry-standard Audio Solutions (including the battery-powered Cricket Polarity/Continuity test set).

The family-owned and operated manufacturer of professional audio equipment, which has a deep commitment to customer service, is based in Wichita, Kansas. Founded in 1977 by Brock Jabara, the company is now in its second generation of family ownership.

[galaxyaudio.com](http://www.galaxyaudio.com)



Avid Upgrades Pro Tools

Avid Chairman and CEO Louis Hernandez Jr. gave a keynote address at Avid's booth on Thursday morning, officially debuting Pro Tools 12.7 — the latest version of the music creation software.

“What's next for Avid? Continuous innovation — that's what Avid is all about,” Hernandez said. “Our innovation is accelerating with the launch of Pro Tools 12.7. This program makes music creation a whole lot easier.”

Features of Pro Tools 12.7 include support for Pro Tools MTRX audio interfaces; project revision history for managing different versions of projects; sound base in workspace browsers to help find audio files using tags; favorites and ratings in workspace browsers to quickly filter search results for files marked as favorites; and a Clip Effects Quick Presets option for Save Copy In and Export selected tracks as session dialogs.

During the keynote, Hernandez also

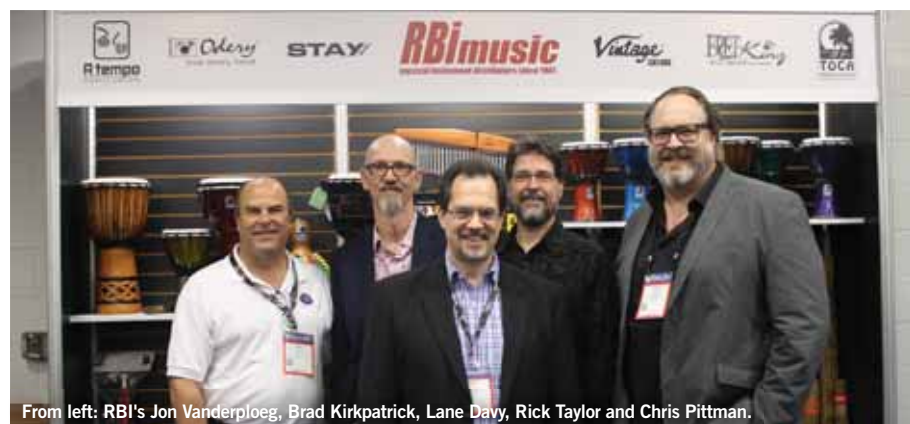
informed Avid users on why they should join the Avid Customer Association, including the voting capabilities it offers members.

“The Avid Customer Association vote allows our members to influence what Avid builds directly and transparently,” he said.

[Avid \(avid.com\)](http://www.avid.com)



Louis Hernandez Jr.



From left: RBI's Jon Vanderploeg, Brad Kirkpatrick, Lane Davy, Rick Taylor and Chris Pittman.

RBI Acquires Toca Percussion

Rhythm Band Instruments (RBI) announced that it acquired Toca Percussion on Dec. 22, 2016, at the company's press conference yesterday afternoon.

“We really just sort of evolved because of the talent that we've assembled,” said Brad Kirkpatrick, president of RBI.

Established in 1961, RBI has focused on early childhood music education and general music education. The company expanded to include fretted instruments two years ago, and has now entered the percussion market.

“We decided that the direction could be different,” Kirkpatrick said. “We're not abandoning what we've been — the backbone of our company is still music education, and we're not going away from that. We're just taking opportunities as they come.”

The culmination of RBI's entrance into the percussion world, according to Lane Davy, executive vice president of sales and marketing, was the December acquisition of Toca Percussion.

[RBI Music \(rhythmband.com\)](http://www.rhythmband.com)

KHS America Launches Academic Alliance

KHS America announced its Academic Alliance campaign during the company's annual pre-show dealer gathering yesterday.

The campaign creates a deeper collaboration between KHS, its dealers and the school music programs they serve.

Benefits for school programs that join the alliance include instrument trial opportunities, purchase rewards and support for appearances by professional artists that are linked to the alliance. These incentives are offered in cooperation with school music retailers.

“The program is designed with flexibility so that we can best meet the needs of dealers' business models,” said Chris Hankes, school music business unit manager for KHS America.

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



Chris Hankes, KHS America's school music business unit manager, tells dealers about the new Academic Alliance at the company's booth Thursday morning.

UA Redelivers Apollo Twin

On Thursday morning, Universal Audio CEO Bill Putnam Jr. and Director of Product Management Lev Perrey unveiled the Apollo Twin MkII — a redesign of the desktop recording interface for Mac and Windows.

The Apollo Twin MkII features onboard, real-time UAD-2 SOLO, DUO, or new QUAD Core processing. The 2x6 Thunderbolt audio interface improves upon the original Apollo Twin's high audio quality with completely redesigned A/D and D/A next-generation conversion — offering increased dynamic range and ultra-low THD.

“The Twin MkII product continues the Apollo legacy,” Perrey said. “The first thing we started with was next-gen conversion. Our customers always want better sound quality, so that's where we really focused the most time. Everything that is built into this product, you would be proud to record through for your records.”

The Apollo Twin MkII also features Unison technology, which lets its dual mic pre-amps and front-panel DI to sound and behave like tube and solid state pre-amps, guitar amps and stompboxes — including

its impedance, gain stage “sweet spots,” and circuit behaviors.

“What Unison really does for you is it ensures that the relationship between this interface and the outside world — be it a microphone or an instrument — is the same as it would be with a real vintage pre-amp or amplifier,” Perrey said. “You're not going to find a true integration of hardware and software working together to emulate the real sound of these vintage processors and amps.”

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



Universal Audio's Bill Putnam Jr. announces the Apollo Twin MkII.

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the **NAMM**
show¹⁷
Booth 5740

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hit-making machines.
LITERALLY.

*“Yeti sounds so good that we actually used
some inspired vocal demo performances
on the new record.”*

– **Dan Reynolds**, Imagine Dragons



snowball STUDIO

yeti STUDIO

CHECK OUT BLUE HEADPHONES AT NAMM 2017 | HALL A BOOTH # 6520

bluedesigns.com



yeti pro^{STUDIO}

USB Studio Series

Blue's all-in-one USB Studio Series professional vocal recording systems give you the tools to easily record release-ready tracks. Choose from systems that include Blue's legendary Snowball, Yeti, or Yeti Pro mics, plus custom recording software from PreSonus®, advanced studio vocal effects from iZotope® and custom templates for voice, instruments, podcasting and more. Making great music doesn't have to be complicated.



Remo Honors Founder

Remo's Vice President of Sales and Marketing, Bob Yerby, began a Thursday press conference by honoring the company's late founder, Remo Belli, who passed away in April 2016.

"What we wanted to focus on this year was Remo," Yerby said. "It's our 60th anniversary, and this is a booth that is dedicated to Remo Belli and his legacy. We're going to continue his message going forward."

To continue Remo's message of inspiring drummers and making music more accessible, Remo, Inc., introduced the Rhythm Lid snare kit, Classic Fit drumheads, Felt Tone Bass Drumheads and Symmetry M2 Conga Drumheads.

The Rhythm Lid snare kit was an invention that was inspired by Remo when he visited Peru and saw children playing on buckets. The product was designed to get drumming into the hands of people who may or may not be able to afford drums, Yerby said. The snare kit lets users transform 5-, 6- and 7-gallon buckets into a snare drum.

"This year, we are launching [ArtBeat Artist Collection] with a number of artists," added Chalo Eduardo, world percussion product manager at Remo. "As we move forward with the [ArtBeat Artist Collection], there are going to be more artists in the artist collection and different products. The whole idea for this is showcasing not only what we can do technologically but also bringing the art and drumming together. That's the fascinating thing that Remo and Remo, Inc. have been doing since the beginning."

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



Remo's Vice President of Sales and Marketing Bob Yerby highlights the Classic Fit drumhead.

Music Nomad Catches Octopus

Music Nomad's Octopus tool eliminates the need to lug around a bunch of screwdrivers, nut drivers and wrenches.

The patent-pending design is built for tightening or loosening output jacks, control pots, tuning machine bushings and screws.

The Octopus features both Phillips and slotted blade screwdriver heads with reversible shaft design.

In addition, the Octopus is engineered for the most popular hex wrench sizes.

Users simply remove the screwdriver tip and use the 1/2-inch narrow profile hex wrench for tightening sunken pots and Tele cups.

Octopus hex wrenches are made with ballistic-strength nylon material that won't scratch hardware or finish.

The Octopus will be available in February.

🛒 [Music Nomad \(musicnomadcare.com\)](http://Music Nomad (musicnomadcare.com))



Joe Lamond at the Breakfast of Champions session.

BREAKFAST OF CHAMPIONS

The 2017 NAMM Show kicked off with yesterday's Breakfast of Champions, which featured four industry leaders that are carving out a place within the anticipated virtual reality-based future for music products and retailers to thrive in. "Their latest innovations are changing the way people collaborate," said Joe Lamond, president and CEO of NAMM.

Here is some of the advice the retailers gave on how to adapt for and create the future now:



LOUIS HERNANDEZ JR., AVID, BURLINGTON, MASSACHUSETTS

"Everybody has to adapt. I felt like we had the best tools in the market, but we had to make them more open to the world, more flexible and available to more people. I just felt like, with my upbringing, everybody has the right to tell their story and there's an economic way to sustain that. And I know if they really love [Avid's Cloud Collaboration] they'll graduate into our professional version. I find that communities reward you when you help them out."



MATT STOECKER, QUINN THE ESKIMO VINTAGE HORNS, BELLEVUE, WASHINGTON

"Biological systems are very similar to economic systems. In biology when you think of change, you think of evolution. For me, evolution can be boiled down into a three-word sentence: Change or die. When the market changes, we have to change. And we don't expect that the change is over. It's going to keep coming and we're going to keep changing, or we're going to die."



MARK HEBERT, COSMO MUSIC, RICHMOND HILL, ONTARIO

"We don't roll-out any project out until it's 100-percent perfect. We get our entire executive team and management team behind the project, all working on something to ensure that when we're ready to go, it's the best — best of class. And that's kind of the mantra we've had over the years: Let's not roll anything out until we're confident that the customers will like it. Everything that we do is focused around customer experience."



LARRY FISHMAN, FISHMAN, ANDOVER, MASSACHUSETTS

"I'll start on five probable designs at once; I'll get them all going on the work bench. That way, when I can find the quiet time to really get the juices flowing, I can work on one, bring it to a certain point, and find out if it's working. If it's kind of working but not really that satisfying, it gives me an idea that I can transfer into the next one. I keep doing this parallel thing; at the end of my work session, I'm never disappointed. The ideas feed off each other."

Roland Unleashes Multiple Products, Tech, Services

At Roland's press conference on Wednesday night, North American President and CEO Jay Wanamaker announced that the company will debut 40 products as well as technology and services at The NAMM Show.

"We're anxious today to talk about the Roland customer engagement team," Wanamaker said. "This team [includes] product specialists and subject-matter experts who will be working with end-users, training our dealers, and starting to work on customer content."

The RD-2000 Stage Piano, Easy GO-61 keyboard and piano series, TD-50KV and TD-50K V-Drums, and many more were highlighted. Wanamaker also introduced

the start of an Early Access Beta for Roland Cloud: a subscription service that provides users with access to an array of authentic Roland software synthesizers. Plus, Roland and Boss presented Lifetime

Achievement Awards to composer Jean-Michel Jarre and guitarist Andy Summers.

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



From left: Roland's Jay Wanamaker, award recipients Andy Summers and Jean-Michel Jarre, and Roland's Jun-ichi Miki.

Fender's Custom Shop Celebrates 30 Years

Fender celebrated the 30th anniversary of its Custom Shop on Wednesday night by debuting the Founders Collection and providing attendees with a raffle to purchase the one-of-a-kind guitars being showcased.

In honor of 30 years, Fender released the Fender Custom Shop Founders Design Collection — a series of guitars created by the eight original pioneers who kick-started the shop in 1987: Michael Stevens, John Page, George Blanda, Fred Stuart, J.W. Black, Mark Kendrick, Alan Hamel and Gene Baker.

"Tonight is a huge night for us, as we're paying homage to the founding master builders that really created the profile of the Custom Shop," said Rich McDonald, Fender's executive vice president. "This group changed modern guitar building and created a lot of the innovation that's commonplace today."

The eight original master builders came back to design one model each, according to Justin Stewart, product specialist. Starting in March, he explained, Fender will make 30 of each model every month until October.

🛒 [Fender Custom Shop \(fendercustomshop.com\)](http://Fender Custom Shop (fendercustomshop.com))



From left: Alan Hamel, Fred Stuart, Gene Baker, Mark Kendrick, George Blanda, Michael Stevens and John Page.

Taylor Creates More Musicians

Taylor Guitars held a guitar preview at The Catch in Anaheim, California, on Wednesday night where master builder Andy Powers unveiled the company's latest models, which focus on creating new music makers.

The Academy Series is an affordable line of beginner acoustics featuring the Dreadnought A10e, Grand Concert A12e and nylon-string Grand Concert A12e-N. The series boasts layered Sapele back and sides, a solid Sitka spruce top and a built-in digital chromatic tuner.


Additionally, the GS Mini Bass is a small-scale acoustic bass ideal for players who are used to playing a compact instrument. The acoustic bass boasts custom bass strings with a nylon core and phosphor-braze wrap wire.

"As guitar makers, we want to build instruments that serve musicians well," Powers said. "These guitars are stripped down to their bare essentials — it's everything you need, a couple things you wish you had and nothing that you don't need. I want music making to be to be part of people's lives. That's the reason for the Academy Series and the GS Mini Bass. We want people to be playing music."

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



From left: Taylor's Kurt Listug, Andy Powers and Bob Taylor.



THE FOREST
AND THE CHAINSAW
in perfect harmony.

THIRTY YEARS AGO, WHEN STEVE MCMINN STARTED SOURCING WOOD FOR GUITARS, FINDING THE RIGHT LOGS WAS AN EASY TASK. BUT WITH A DEPLETING FOREST, FINDING THOSE SAME LOGS TODAY IS INCREASINGLY DIFFICULT. A GENERATION FROM NOW, WHO KNOWS? SO, TO ENSURE WE HAVE GUITARS TOMORROW, STEVE IS STEPPING INTO THE UNKNOWN, TODAY. HE IS PIONEERING NEW FORESTRY TECHNIQUES TO GROW AND CUT TREES JUST FOR GUITARS, SECURING THE FUTURE OF THESE WOODS. STEVE CONTINUES TO INVEST HIS PASSION, TIME AND MONEY TACKLING PROBLEMS THAT WILL TAKE GENERATIONS TO SOLVE. AND WHILE STEVE WON'T EVER MEET HIS SON'S GRANDCHILDREN, HE KNOWS THEY'LL HAVE A GUITAR TO PLAY. THIS STORY INSPIRES AND REMINDS US THAT THE WORLD NEEDS MORE VISIONARIES LIKE STEVE.

For more information about Steve and others with the courage to step forward, visit taylorguitars.com.



Step forward. MUSIC IS WAITING.™

artist-tested
TONE + RELIABILITY
you can trust



Paul Reed Smith
SE

S2 Series

PRS PAUL REED SMITH
GUITARS

Room 210A



Carlos Santana

I need a guitar that is going to sound as good as a high dollar guitar and something that I enjoy playing but don't have to be freaked out when I see the guy at the airport toss the road case. The A30e seems to have a very balanced loud full tone and it translates amazingly through the piezo."

- Trevor Young, SOJA



Alex Lifeson

"Whether I'm playing scorching metal riffs, bluesy twang, soft cleans, and even clean tapping using the single coil switch, my PRS SE 7-string excels at its diversity."

- Greg Paulson, Arkaik



Mark Tremonti

"I immediately fell in love with the SE Kestrel as soon as I opened the box. I played a gig with the bass that night and the tone was absolutely incredible. It was punchy, powerful, and had a very dynamic range."

- Seth Van Dusen, Cute is What We Aim For



Mark Holcomb

"I've been playing PRS guitars since I was a teenager. So when it came time to write and record Memento Mori, our follow-up album to Lux, I wanted the tone, and smooth feel that I love from PRS. Our low tunings come through crunchy, deep & full, while remaining clear and razor sharp; never muddy. I'm a firm believer in never settling for less and PRS is the best."

- Brian Medina, Gemini Syndrome



Zach Myers

"My S2 is my work horse, both live and in the studio. It's got the tonal versatility which sets PRS apart, and the quality of workmanship which means it effortlessly withstands the sweat and the knocks of our live show. I wouldn't be without it anywhere."

- Simon Delaney, Don Broco



Marissa Nadler

"The PRS Starla has such a rocking and concise tone together at the same time. I can hear the dynamics of each string, something I haven't found with other guitars. I get more compliments on this guitar than any other guitar I've ever owned. I play my Starla, every song, every show!!"

- James Young, Eli Young Band



Jana Hunter

"If the Vela had been made in the 1950's, it would be considered as classic as the Stratocaster. It's a natural guitar with a wonderful personality!"

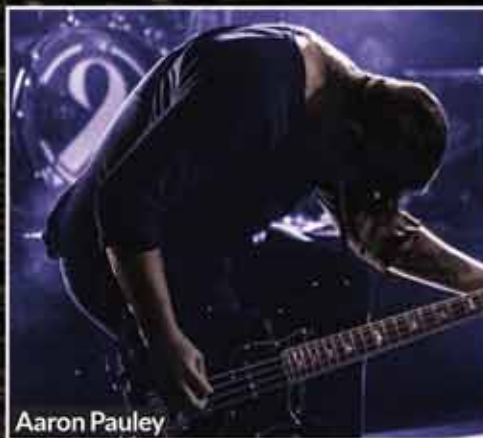
- Walker Teret, Lower Dens



Sameer Bhattacharya

"The S2 Singlecut is such an amazing guitar, it does everything I need from loud rock and roll to rolled back poppy songs. Definitely something I'll be using from here on out!"

- Jack Fowler, Sleeping With Sirens

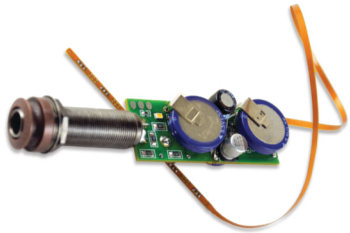


Aaron Pauley

"I absolutely fell in love with my S2 Mira as soon as I picked it up. It's everything I could ever ask for in a guitar. It's very light, plays like a dream and sounds phenomenal."

- Geoff Wigington, Waterparks

BRIEFS



Mi-Si's Motif2 Features Redesign

Mi-Si's Motif2 is a redesigned first condenser-type, high-performance under saddle pickup and endpin-mounted pre-amp featuring Mi-Si's battery-free technology.

This pickup is highly responsive with low feedback, and it allows the player freedom of movement without impairing the instrument's appearance.

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

Hit the Road With LJ2

Alvarez Guitars has introduced the LJ2 "Little Jumbo" guitar.

The LJ2 features a jumbo shape in miniature and has a carefully designed branching and arched back to give a clear and balanced voicing.

The LJ2 features a solid Sitka spruce top, mahogany back and sides, and a natural satin finish. The LJ2 comes with a 15-millimeter, duo-foam gig bag.

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



Master Organic Tone With Kala

Kala's Solid Cedar Top eight-string Baritone ukulele is the latest addition to the Solid Cedar Top line. The eight-string version exhibits a richer tone that makes it well-suited for strumming.

The full, evenly distributed sound of the cedar provides a lush, dark tone with plentiful low-end, projection and resonance. The Acacia back and sides lend a contrast to the cedar top and add an organic woodiness to the tone.

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



Remo's Felt Tone Bass Drumheads Dampen Bass Drums

The Powerstroke 3 Felt Tone Bass Drumheads from Remo incorporate the traditional style of dampening a bass drum with a strip of felt. The drumhead features a built-in, free-floating dampening strip — making it ideal for vintage and contemporary drum set applications. The drumhead is available in either Hazy or Fiberskyn film in sizes 18, 20 and 22 inches.

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



Shure Previews GLX-D Digital Wireless Products, Accessories

Shure has introduced the next generation of the GLX-D wireless platform, the GLX-D Advanced Digital Wireless products and accessories.



The GLX-D Advanced Digital Wireless refers to a suite of products — including frequency managers, rack mount receiver systems, remote antennas and accessories — that combine flexibly for installation specifiers looking to outfit houses of worship, schools, auditoriums as well as venues that have multiple wireless system requirements.

GLX-D Advanced creates the opportunity for install customers to benefit from key GLX-D features, including automatic frequency management and custom rechargeable batteries. All of these components work together to provide the advanced benefits of rock-solid RF performance across more than four systems.

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



GAMA's executive board, from left: Joe Castronovo, Tim O'Brien, Peter D'Addario and Brad Smith.

GAMA Explores Teaching Benefits

The Guitar and Accessories Marketing Association (GAMA) began its annual meeting Wednesday exploring the benefits of Teaching Guitar Workshops (TGW).

NAMM's Joe Lamond set the tone.

"Our No. 1 obligation is to touch the lives of as many young people as possible through music," he said.

And one way to do so is by examining existing problems within the industry.

Joel Menchey, president of Menchey Music Services, discussed challenges his company faced that led him to stop selling guitars as well as potential remedies.

"I think there's an opportunity for this group to make a greater investment in the school music market and engage school music dealers," Menchey said. "It's not about picking up the return rental or doing the repair, it's about creating a relationship with the teacher. That's what it's all about."

GAMA's new executive board was also elected with Hal Leonard's Brad Smith as president, Martin's Skip Beltz as vice president, Korg's Joe Castronovo as treasurer and Taylor's Tim O'Brien, as secretary. Fender's Richard McDonald also joined the board.

One Control Appoints SFM

SFM MI has been appointed as the exclusive North American distributor of One Control products.

Founded in 2010, One Control has emerged as a premier Japanese manufacturer of pedal switchers, power supplies and innovative products that let musicians fine-tune their pedalboards.

One Control's primary line of guitar pedal switchers range from a one-channel true bypass looper all the way to its flagship 10-channel programmable switcher with MIDI capabilities — the Crocodile Tail Loop. One Control has a long-standing collaboration with legendary guitar effects designer Bjorn Juhl who designed the series of BJF Guitar and Bass effects released last year.

"I'm very excited to be working with SFM," said Tomokaz "Kaz" Kawamura, president of One Control. "Our product line has grown to the point where its experience and positioning in the market will allow us to reach the next level."

"We're thrilled to be One Control's distribution partners for North America," said John Kelley, SFM MI's general manager. "Their approach to effects and effect management design is fresh and innovative, and their professional grade, affordable products are a natural fit alongside our other premium guitar-oriented brands. We're looking forward to driving One Control's continued development in North America."

🛒 [SFM MI \(sfmami.com\)](http://sfmami.com)



ONE CONTROL



The Boxmasters

Vox Celebrates 60 Years

Since 1957, Vox amplifiers have served as the foundations for some of the most memorable moments in musical history.

This year, Vox will celebrate its 60th anniversary.

The company will recognize this milestone at The NAMM Show by having various artists appearing at the booth, as well as engineers and product demonstrators on hand to discuss the history of innovation and the technology that's driving future products.

In addition to many surprise guests, country-rock band The Boxmasters, fronted by Academy Award winner Billy Bob Thornton, will be performing and signing at the booth on Friday afternoon.

Vox artist Clare Dunn will be performing and appearing at the booth on Friday to share her thoughts on how Vox has shaped her career.

Longtime Vox artist Billy Duffy of The Cult will appear at the booth on Saturday afternoon to discuss how Vox amplifiers have been by his side for almost 40 years.

For up-to-the-minute schedules of booth happenings, follow Vox on Facebook, Twitter and Instagram.

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



On-Stage Hangs 5 Guitars, Basses

Showcase and protect up to five guitars and basses with the On-Stage GS8500B 5-Space Guitar Hanger.

Constructed with black anodized aluminum, the 48- by 4½-inch baseboard mounts easily to a wall.

The GS8500B includes five wall hangers, which extend 14½ inches from the wall. The wall hangers also feature a 45-degree swivel right and left to ensure optimal presentation and accessibility, while EVA bumpers protect headstocks.

MSRP: \$144.99.

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



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GUITARS



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40 YEARS OF EXCELLENCE

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NAMM BOOTH 6320

TRUST THE ORIGINAL

Meet Makani at the
Neutrik booth and get
the 2017 Neutrik calendar.



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SOLUTIONS

SUPERIOR
QUALITY

UNMATCHED
RELIABILITY



speakON®

More than just connectors. We put our long time know-how and our whole passion into our innovative products and unique solutions. No matter whether a rock band or a lighting designer, an industrial application or a broadcast studio – Neutrik offers high quality and reliable solutions for every application. For more information visit www.neutrik.com

NEUTRIK



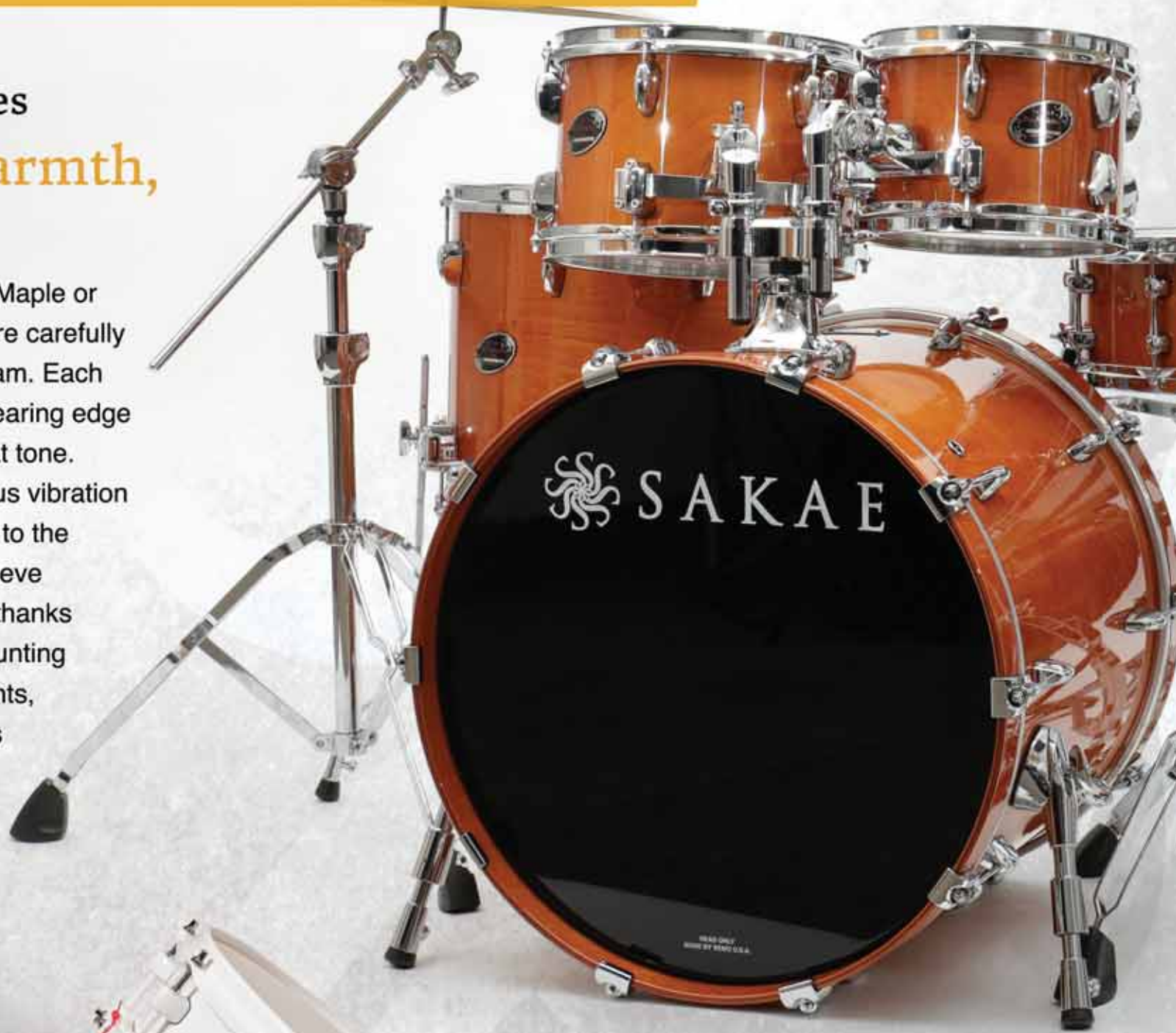
SAKAE

THE ART OF SOUND CREATION

Almighty Series

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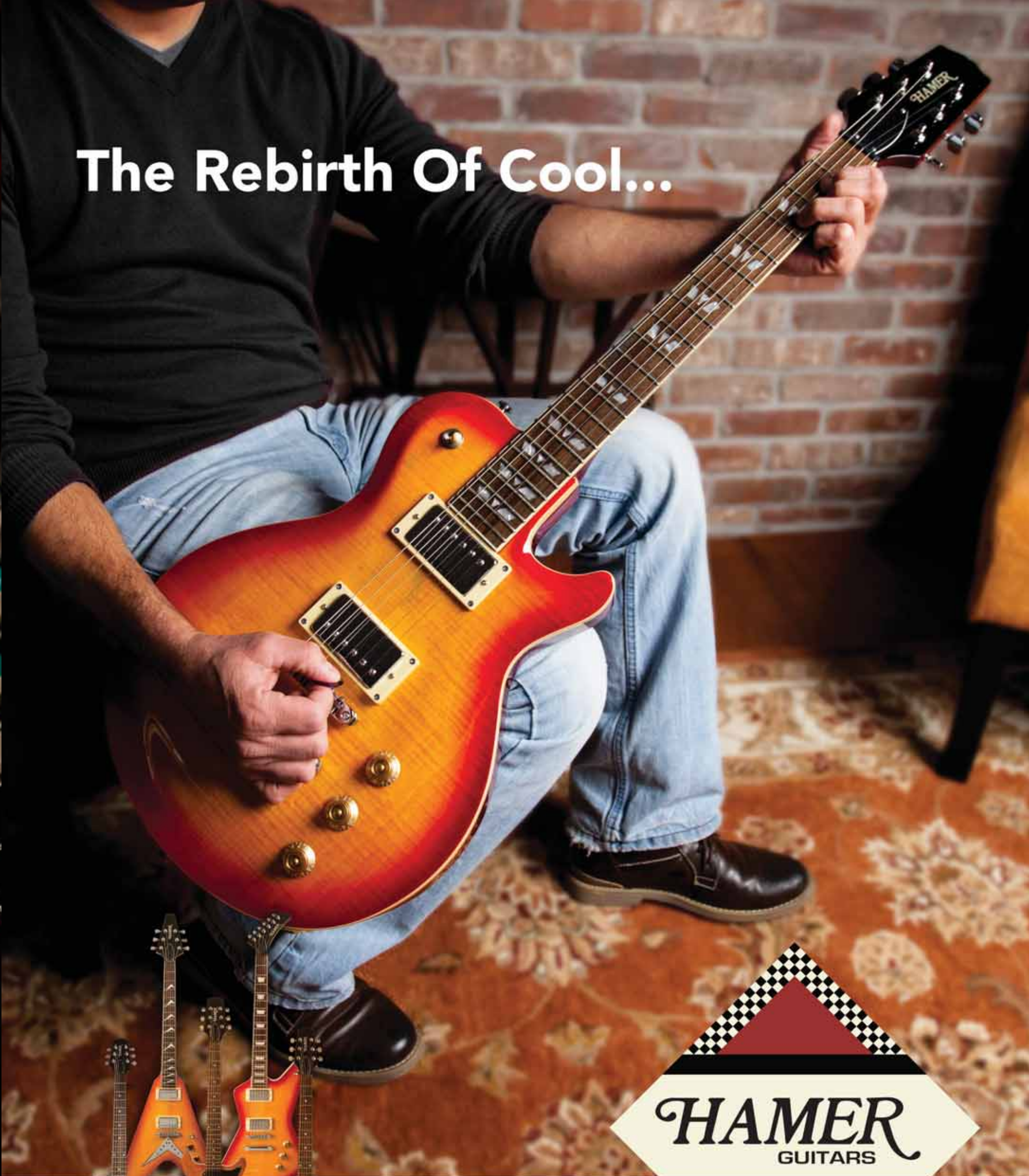
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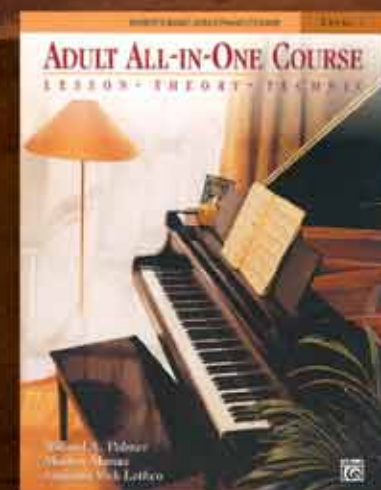
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Vandoren Introduces BD5 for Bass Clarinet

Building on the success of the Black Diamond Ebonite BD5 mouthpiece for Bb Clarinet released in 2015, Vandoren has introduced the BD5 for Bass Clarinet.

"The BD5 for Bb clarinet has been a huge success with wide-ranging appeal," said Michael Fenoglio, Vandoren Product Specialist. "We anticipate bass clarinetists of all levels will fall in love

with the BD5 as well."

The BD5 for bass clarinet carries over many of the same design elements as the BD5 for Bb clarinet and is the first mouthpiece that allows musicians to play the bass clarinet with an embouchure similar to that of a Bb clarinet, offering a round, full-bodied sound with a free and easy response.

"My initial impression of the BD5 is quite positive," commented James Ognibene of the Metropolitan Orchestra. "I find that it responds and tunes very well and produces a beautifully rich and focused sound with color and complexity. I look

forward to trying it out in the orchestra when the live ammo is flying."

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



Vandoren BD5 Continues to Dominate

The Vandoren Black Diamond Ebonite BD5 clarinet mouthpiece continues to dominate the professional clarinet market after two years of production. Its dark, flexible sound has major performing artists and pedagogues around the country switching over to the mouthpiece. From orchestral players to international soloists, the BD5 has taken hold.

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

Artists that have made the switch to the BD5 include Anthony McGill, Principal Clarinet NY Philharmonic; John Yeh, Principal Clarinet Chicago Symphony Orchestra; Jon Manasse, International Soloist; Martin Frost, International Soloist; Anton Rist, Acting Principal Clarinet Metropolitan Opera; Dan Gilbert, University of Michigan; Boris Allakhverdyan, Principal Clarinet LA Philharmonic.

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



BLACK DIAMOND EBONITE Now for Bass Clarinet



The BD5 Black Diamond Ebonite mouthpiece has set the clarinet world on fire. The fastest selling mouthpiece in the Vandoren line now has a new sibling.

Introducing the BD5 Black Diamond Ebonite Bass Clarinet Mouthpiece.

The new BD5 for bass clarinet is the first mouthpiece that allows one to play on Bass Clarinet with an embouchure similar to that of a Bb Clarinet while providing a dark, warm sound that is perfect for ensemble and solo performance.

See the new Black Diamond Ebonite products at **NAMM booth #3112**



"It's a full and compact sound, yet rich."

"Like the BD5 for clarinet, the inside of the mouthpiece is very different. The chamber, baffle, and all create a different sound than what we're used to from Vandoren."

David Gould - NY Clarinetist



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 **D'Addario**



Hagstrom Turns to Graph Tech

Hagstrom has been building guitars since 1958. Today, Hagstrom's instruments are played by musicians such as Pat Smear and Dweezil Zappa.

When it came time for Hagstrom to select tuners and nuts for its Three Kings Limited Edition guitars, the company chose Ratio Tuners and Black Tusq Nuts by Graph Tech Guitar Labs.

Hagstrom made this decision to ensure that each of the Three Kings models was equipped with machine heads that would provide the guitarist with total tuning control and a nut that would not only complement the look but also provide superior lubrication and tuning stability.

🛒 **Hagstrom, Graph Tech**
(hagstromguitars.com; graphtech.com)

D'Addario Cable Has Actuated 'Kill' Switch

D'Addario Accessories has made an addition to its Circuit Breaker line of instrument cables with the Latching Cut-Off Switch model.

This new model features a gold-plated plug for superior signal flow and corrosion resistance, and it has the same solderless plug connection as its predecessor. Its newest feature is the actuated "kill" switch that allows for noise-free instrument changes.

D'Addario Circuit Breaker cables utilize

ultra-pure, oxygen-free copper conductors for low capacitance and pure tone. Solderless plugs ensure a solid connection. Two layers of shielding provide 100-percent coverage for superior insulation and noise rejection, making this a superior, high-performance cable.

The Latching Cut-Off Switch Circuit Breaker Cables are available in straight and right-angle plugs in a variety of lengths, from 10 to 30 feet.

MSRP: \$44.10-\$66.15.

🛒 **D'Addario (daddario.com)**



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ATV Offers aD5 Electronic Drum

ATV has introduced the aD5 electronic drums unit, featuring a variety of drum and percussion sounds. The aD5 is compatible with pads from major drum manufacturers and popular drum triggers. The aD5 reacts like a natural drum, fully responding to touch and feel from the player's hands. The high-quality sounds are reproduced using ATV's UltraSpeed sensing technology.

🛒 **ATV (atvcorporation.com)**

UpBeat

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GUITAR WALL



Ibanez BTB745 Model Redefines 'Boutique Bass'

As part of its Bass Workshop line, Ibanez has introduced the BTB745 — a five-string bass with an updated body shape and size. Also available in a six-string version, the new BTB has a larger, contoured body for comfort and a longer upper horn, which connects to the body at the 18th fret for improved stability and greater sustain. It features a walnut top with a mahogany back and an ash wing body.

Other features include a 35-inch scale five-piece maple/rosewood neck-through design and a rosewood fretboard fitted with

stainless steel frets. The model also boasts "Zero" fret for superior intonation and lets open strings ring with the same resonance as notes played up the neck.

Bartolini BH2 pickups add a punchy, articulate sound with well-developed overtones.

The BTB series aims to provide bassists with innovative instruments to expand and inspire creative expression. With the addition of the BTB745 and 746, Ibanez redefines the "boutique bass."

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

Schecter Adds Apocalypse Guitar Line

Schecter Guitar Research has introduced the Apocalypse series of guitars, which are designed for extreme metal players and boast an aesthetic to match.

The series features Schecter's U.S.A. Apocalypse pickups, stainless steel frets, a compound radius for ease of playing, a light-weight swamp ash body, and a stained satin finish.

The Apocalypse series comes in Schecter's C-shape body with Floyd Rose/Sustainiac options and an Apocalyptic Rust Grey finish.

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



Ernie Ball Offers Luxury Look, Feel

Ernie Ball has introduced its Monarchy series John Petrucci Majesty guitars.

The Monarchy series features a highly flamed maple shield seated in an African mahogany body. While previous models have featured a completely matte finish, the Monarchy series features a glossy finish on the front and a matte finish on the back for a luxurious look and feel.

Equipped with DiMarzio Sonic Ecstasy pickups and a piezo bridge, the Monarchy series offers a wide, versatile palette of tones.

These guitars are available in six- and seven-string models in four finishes: Black Knight, Majestic Purple, Royal Red and Imperial Blue.

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



Fret-King, Fishman Partner for Fluence Series Guitars

Three of the most popular Fret-King model guitars (the Corona, Country Squire and Esprit V) are now fitted with Fishman's Fluence pickup systems.

The Fret-King Corona Fluence FKV6F-OCB provides a 21st-century makeover without losing any nuance. The instrument's Wilkinson WV6SB bridge and Wilkinson E-Z Lok machine heads provide sustain and tuning stability. It also has a Fluence PRF-STR-WH3 Single Width pickup system.

The butterscotch-finished Fret-King Country Squire Fluence FKV2F-BS uses the tone-wood mix of alder, maple and rosewood for the body, neck and fingerboard respectively,

combined with a Wilkinson innovative WTB bridge that provides a traditional three-saddle design.

The Fishman Fluence PRF-TEL-003 pickup system and rechargeable battery pack gives the player a choice of guitar sounds, combining standard single coil and muscular overdrive.

The Fret-King Esprit V Fluence's solid agathis body and easy-access maple set-neck with rosewood fingerboard give the player great sustain and tone via the Wilkinson direct-mounted Tune-O-Matic style bridge and stop tailpiece.

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

D'Angelico, D'Addario Team Up

D'Angelico's Electrozinc electric guitar strings are co-designed by D'Addario. Electrozinc marks the return of the partnership between these revered brands.

In 1938, John D'Angelico was already known for his signature archtop guitars, while John D'Addario was a young kid trying to expand the family string business. Their chance meeting would result in the invention of the world's first modern round-wound electric guitar string, the zinc-coated Bethanized Steel. But the closing of the Bethlehem Steel plant in the 1960s put an abrupt end to its production — until now.

Today, D'Angelico and D'Addario have re-forged their partnership. Combining modern



innovation with John D'Addario's original designs, D'Angelico's Electrozinc string is the truest tribute to Bethanized Steel since the original. D'Addario's EXP technology coats every string to maintain its classic tone. Electrozinc will be available in six gauge variations, suiting players of all styles.

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



Italia Redesigns Imola 6

Italia Guitars has introduced the Imola Vario, a redesign of the Imola 6. The instrument features a redesigned body cavity for better tone as well as weight reduction, and it offers more tonal variation in the pickup configurations.

Just like the Imola 6, the Imola Vario has three-way switches to split the bass and treble sides of all three Italia Duplex pickups — or to control the six mini pickups. But the Vario

also has a five-position rotary switch that allows for players to dial multiple combinations.

The Imola Vario features Wilkinson WV6 Vintage tremolo with Italia locking machines, with a silky graphite nut to keep things in tune.

The chambered alder body and maple top are bolted to a rock maple neck with rosewood fingerboard and Italia's inverted headstock.

🛒 [Italia \(italiaguitarsusa.com\)](http://italiaguitarsusa.com)



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Musical Guest: **BLACK VIOLIN**,
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When: Saturday, January 21, 2017

Time: 9:30–11 am

Where: NAMM Foundation Lounge in
the Anaheim Hilton



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PreSonus Goes Classic With CTC-1 Pro

PreSonus is now shipping the CTC-1 Pro Console Shaper, the second in its series of Mix Engine FX plug-ins for the Studio One 3 Professional. The new Studio One Add-On, which works with Studio One Professional 3.3.1 and later, provides three models of classic British, vintage tube and custom consoles — adding several enhancements to the Mix Engine FX environment.

It offers easy-to-use automatic gain compensation and a pass-through option.

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

D'Angelico Creates True Jazz Box

D'Angelico's flagship EXL-1 model is now available in the Premier Series.

Crafted from John D'Angelico's original design, the Premier EXL-1 boasts signature D'Angelico features in its Stairstep tailpiece, Skyscraper truss rod cover and single floating mini-humbucker.

At 17 inches wide and 3 inches deep, the Premier EXL-1 features a slim C-shape neck for comfort and a single cutaway body. The model is available in black, white and wine.

MAP: \$750.

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

KMC Distributes Ernie Ball

KMC Music has been appointed to serve as a U.S. distribution partner by Ernie Ball, according to Roger Hart, KMC Music's vice president of merchandising.

The appointment is effective immediately and includes the entire range of Ernie Ball strings, pedals, picks and accessories.

Ernie Ball has been making high-quality electric guitar and bass strings since 1962. Paul McCartney, Keith Richards, Eric Clapton, Slash, Jimmy Page and Buddy Guy have all played Ernie Ball strings.

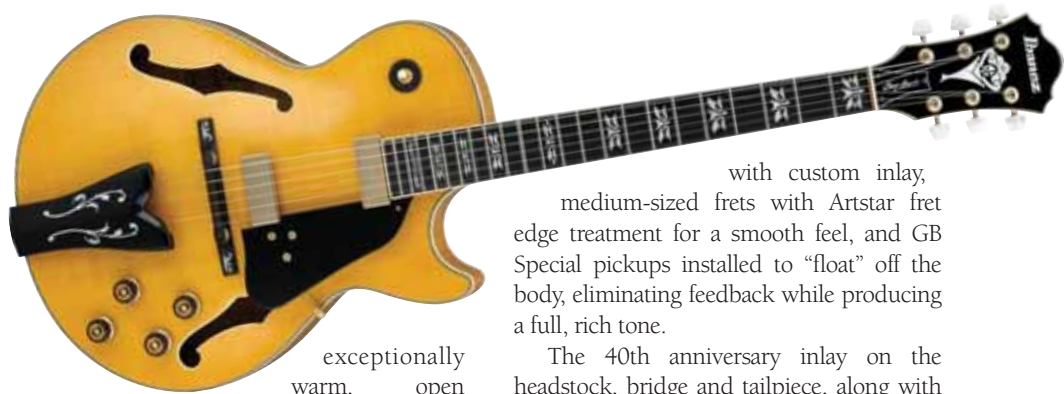
[KMC Music, Ernie Ball \(kmcmusic.com; ernieball.com\)](http://www.kmcmusic.com)

Benson Signature Model Celebrates 40 Years With Ibanez

To celebrate its long, enduring relationship with jazz guitarist George Benson, Ibanez has released the George Benson 40th Anniversary Signature model.

The first George Benson Signature guitar was introduced in 1977. Since then, Benson's critically acclaimed signature models have been embraced worldwide and became synonymous with the beloved jazz legend.

The 40th Anniversary Signature model, GB40THII, features a solid spruce top, matched with flamed-maple back and sides. A narrower hollowbody, with a slim three-piece maple set-in neck creates an



exceptionally warm, open sound with excellent response, projection and sustain. Other features include a bound ebony fretboard

with custom inlay, medium-sized frets with Artstar fret edge treatment for a smooth feel, and GB Special pickups installed to "float" off the body, eliminating feedback while producing a full, rich tone.

The 40th anniversary inlay on the headstock, bridge and tailpiece, along with eye-catching gold hardware, add a touch of elegance to the guitar.

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

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Vintage Honors Blues Pioneers

Vintage has introduced the Paul Brett Statesboro 12-string acoustic and electric model guitars. These instruments were designed by 12-string guitarist and vintage guitar expert Paul Brett as a tribute to the blues pioneers of the 1930s and in particular, the influential bluesman Blind Willie McTell.

The guitar features a solid spruce top with maple back and mahogany sides mated to a mahogany neck with rosewood fingerboard, as well as a rosewood bridge with bone saddle and bone nut.

“Using the designs of the legendary Stella guitars crafted by Oscar Schmidt in the early 20th century, I have created a homage to the iconic model that Willie himself played,” Brett said.

The Statesboro is available in acoustic (V5000SB-12) and electro-acoustic models (VE5000SB-12, with a Fishman PRO-REP-102

Rare Earth

Humbucker soundhole pickup system) and is ideal

for traditional blues pickers. It comes with a Kinsman hardshell case.

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



Taylor Adds Bass to GS Mini Family

Taylor Guitars has added a small-scale acoustic bass to its GS Mini family.

The GS Mini Bass incorporates custom bass strings with a nylon core and phosphor-bronze wrap wire developed by D'Addario as well as a Taylor-patented bridge pin. The

result is a compact acoustic bass with rich and deep tones.

The bass also features Taylor's ES-B pickup, which includes an onboard pre-amp and a built-in digital chromatic tuner.

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



Warwick Rolls Out RockCase

Warwick's RockCase Superior Deluxe Cases for acoustic guitars are curved wood cases available for various acoustic guitar models. The Superior Deluxe line was specially designed for the measurements of the Framus Legacy acoustic guitars, yet they fit a wide variety of other manufacturers' guitars.

Features include an arched lid, foam rubber padding, and an interior lining of long hair plush, so the instrument is cushioned and protected on all sides. Six models are available: Concert, Jumbo, Parlor, Dreadnought, Folk and Grand Auditorium.

🛒 [Warwick \(warwick.de\)](http://Warwick.de)

Countryman Connectors Built to Last

Countryman has introduced detachable connectors for its B6 Omnidirectional Lavalier microphone — the smallest lavalier microphone in the world.

The detachable connectors span more than 400 models of equipment from AKG, Shure, Sennheiser, Lectrosonics, Sony, Wisycom and many other manufacturers.

The connector types include 3½-mm, Hirose, TA3F, TA4F/Tiny QG, TA5F, LEMO, and XLR (for use with phantom-powered equipment such as digital recorders and mixing consoles).

Each connector is designed to resist radio frequency interference, and the mechanical elements are built to survive the rigors of professional use.

🛒 [Countryman Associates \(countryman.com\)](http://CountrymanAssociates.com)



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Felice LaZae, singer/songwriter

@FeliceLaZae

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See the New A Series in the Yamaha Booth at the Marriott Marquis Ballroom

Rise to the Next Level

Yamaha guitars have built a reputation for quality and dependability over the last 50 years. The newest A Series models raise those high standards to the next level. These pro-level workhorses feature a new neck feel; A.R.E.-treated tops; and new stage-ready, easy-to-use-electronics. Take your performance to new heights.



SHARING PASSION & PERFORMANCE

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KMI Kickstarts K-Board Pro 4

Keith McMillen Instruments is inviting capital investment for its K-Board Pro 4 via a Kickstart campaign. The K-Board Pro 4 is a four-octave MIDI keyboard controller that is MPE (Multidimensional Polyphonic Expression) compatible with multiple dimensions of touch sensitivity in each key.

The K-Board Pro 4 feels and responds like a musical instrument, delivering a

rich, nuanced playing experience.

Players can easily transition from a traditional piano performance to MPE — without changing their natural technique, but with the added ability to take total control over the character of their sound while playing.

🛒 **Keith McMillen Instruments**
(keithmcmillen.com)

Auralex 40th Anniversary Kits Address Acoustic Needs

Auralex Acoustics has introduced its 40th Anniversary Edition ProPanel ProKit-1 and ProKit-2 kits. The all-in-one acoustical room treatment systems are designed to address the acoustic and aesthetic needs of the small- and medium-sized project studio (ProKit-1) as well as demanding professional mix/mastering environments (ProKit-2).

Consisting of beveled-edge 2-foot by 4-foot by 2-inch ProPanel SonoSuede fabric-wrapped Class A absorptive fiberglass panels, these kits are effective at controlling mid- and high-band frequencies.

The SonoSuede ProKit-1 and ProKit-2 kits also include 2-foot by 4-foot by 2-inch

mitered-edge ProPanel corner treatments that provide low-frequency absorption.

🛒 **Auralex** (auralex.com)



High Performance



Low Price

The new Denis Wick synthetic mutes for trombone and trumpet. Cup and straight mute designs that are fit for a professional and priced for a student.

A marriage made in London by the craftsmen of Denis Wick.

See the entire line of Denis Wick products at NAMM booth #3016



KLANG:fabrik Gains MADI BNC Interface

Real-time binaural and immersive spatial headphone mixes became a reality with KLANG:fabrik and KLANG:vier, which combine transparent and natural monitoring sound with in-ear monitoring.

A MADI BNC interface is available for KLANG:fabrik, next to Dante and ADAT. Its switchable second MADI BNC input/output port, together with KLANG:fabrik's flexible I/O routing matrix, offers various format conversions. Firmware KOS 2.2 and control application KLANG:app 2.2 are being released to fully support this expansion.

🛒 **KLANG:technologies** (klang.com)



Kemper Updates Profiler OS

Kemper has introduced its Profiler Operating System Version 4.2.

The update brings several new functions and options to the Kemper Profiler digital guitar amplifier.

In response to comments from guitarists, Kemper built a collection that offers system and functional improvements such as Rig Spillover Off, Export Rig to Pool, Main Output Pad -12 dB, Aux In, Local Pure Cabinet, upgraded WahPedal volume and pitch, Mix: Pre/Post in Effect Loops, Tuner at Volume 0, Tuner Mute Signal and Loper Volume, which attenuates the playback volume of the Loper by up to 12 dB.

🛒 **Kemper** (kemper-amps.com)





SAMSON QH4 4-Channel Headphone Amplifier

When it comes to studio headphone monitoring, your music deserves to be heard the way it was intended. Samson's 4-Channel Headphone Amplifier is a powerful, affordable and compact solution that easily fits into any workspace. Designed for desktop project studios and musicians, it features four independent 1/4" stereo outputs, each with its own individual volume control. QH4 gives you the optimal sound and versatility needed to make it one of the most valuable tools in your studio.

Come hear for yourself at Booth 6900.





Ventriss Boasts Wide Range

Source Audio has introduced the dual processor-equipped Ventriss Reverb. The Ventriss is a stereo reverb pedal featuring 24 distinct effect engines ranging from classic Spring, Plate and Room sounds to advanced Shimmer, Modulation and Pitch Shifting reverbs.

It also features dual DSP hardware, eight onboard presets, true spillover, stereo inputs and outputs, soft bypass, a unique hold function, full MIDI control, and deep editing functionality with the Neuro Mobile App.

The Ventriss also offers a collection of “unnatural” reverb effects.

The Swell engine creates a reverb swell for subtly emerging puffs of sound. MetalBox imagines the sound of your amp blasting in a claustrophobic, steel-walled storage container. Shimmer mixes in octave-up reverberations for an atmospheric sheen. Choir applies detailed filtering to the reverb for a haunting vocal quality.

🛒 [Source Audio \(sourceaudio.net\)](http://sourceaudio.net)

Kanile`a Limited Edition Uke Features Torrefied Soundboard

The Kanile`a Platinum Limited Edition Ukulele features an exquisite wood combination with enhancements that players of all levels will appreciate. This uke introduces the redesign of the TRU (Total Resonating Ukulele) bracing. The TRU-R (Total Resonating Ukulele Redesigned) bracing features a Mass Reduction Channel for even more vibration and resonance.

With the TRU-R bracing, premium full curl walnut back and sides coupled with a torrefied spruce soundboard create a rich

sound. The instrument features a Curly Koa bound side sound port and is topped with the Kanile`a Crown Slotted headstock.

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



Blue Expands Headphone Lineup

Blue Microphones has expanded its line of premium high-fidelity headphones with the addition of Ella and Sadie.

Ella is the first headphone to combine the sound of planar magnetic drivers with the emotional impact of dynamic headphones to deliver superb audio performance for studio applications and detailed listening.

Sadie extends the innovations achieved by Blue's Mo-Fi powered headphone with a refined sonic soundstage and fit.

Ella combines Blue's planar magnetic technology with an onboard audiophile amp and large, high-capacity cabinets to deliver the perfect blend of accuracy and impact, sonic warmth and power.

Ella is also the first planar magnetic headphone to offer a built-in 250mW audiophile amp, which is perfectly matched to Blue's planar magnetic drivers.

MSRP: Sadie, \$399.99; Ella, \$699.99.

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



Hagstrom Adds Viking Deluxe

The Limited Edition Viking Deluxe is newest member of the Hagstrom family.

The guitar features Hagstrom's basic Viking Deluxe platform and dresses it up in an emerald green metallic finish with ivory binding, topped off with a translucent pickguard. From its Super Viking sibling, the model features sophisticated metal

control knobs with push-pull coil splitting capabilities.

Hagstrom's Viking Deluxe Limited boasts a versatile voice that will take players on a diverse sonic journey, from silky-smooth jazz to raunchy rock and even to a stadium-sized roar and back.

🛒 [Hagstrom \(hagstromguitars.com\)](http://hagstromguitars.com)

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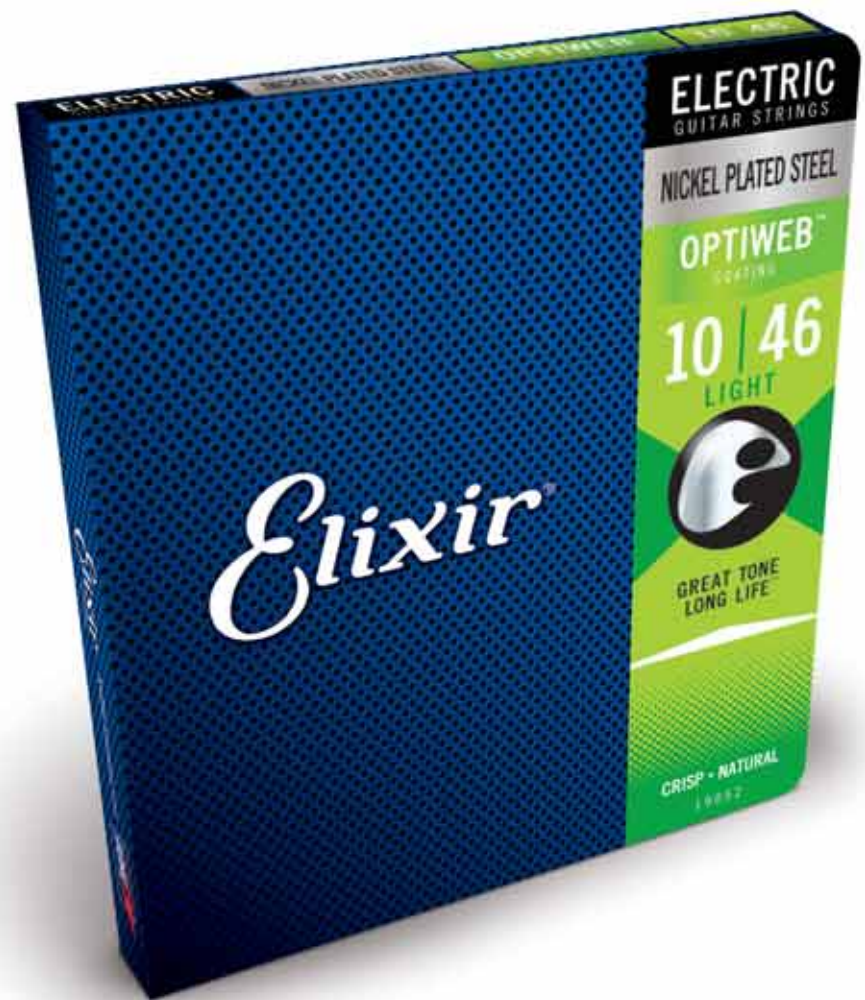
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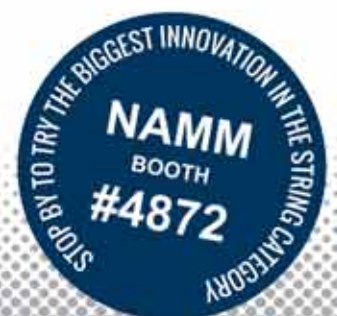
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Yorkville Upgrades LED Line

Yorkville Sound has upgraded its LED lighting line by adding the LP-LED4X.

The four-pod, all-in-one fixture can operate in standalone mode using its advanced onboard controls, as part of a small system with Yorkville's proprietary LP-C4 footswitch controller or LP-C12 desk controller, or scaled up with multiple LP-LED4Xs as part of a large theater or touring system operated via integrated DMX I/O.

A low-profile design with convenient bar handles make the LP-LED4X easy to transport. The through-hole stand mount design allows multiple LP-LED4Xs to be used on a standard speaker stand for mobile applications.

Contractors and touring companies will appreciate the integrated flypoints that ensure safe installation.

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

PROcussionCare Protects Drums

PROcussionCare WearBarrier was designed to enhance and optimize the performance of drums, drumheads and drumsticks. Perfect to use when breaking in a new set of drumheads, one WearBarrier application conditions the long-strand fibrous substrate in drumheads, and it lubricates shell bearing surfaces.

It also reduces uneven head surface tension, thereby facilitating more stable and accurate tuning. This results in improved response and much longer head life.

All formulas are environmentally safe and comply with California VOC regulations.

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



How Do You DeoxIT?

A must for any workbench, CAIG DeoxIT® D5 Contact Cleaner deoxidizes, protects, and enhances electrical connections to keep your rig sounding its best. Spray DeoxIT D5 onto a microfiber cloth to clean guitar plugs or flip up the new, integrated Perfect-Straw™ applicator for precision use on pots and jacks. Find DeoxIT D5 Contact Cleaner anywhere Hosa products are sold.

Visit us at Winter NAMM Booth #5590 or online at www.hosatech.com



Tama Drum Kit Marks 10 Years

Tama has released the limited edition Starclassic B/B 10th Anniversary Kit. It has an outer ply of elm wood, with a meticulously applied Charcoal Elm Burst exterior finish that offers visual depth without negatively affecting tone or resonance.

Other features include Quick-Lock tom and floor tom brackets, precision-cut bearing edges, hoops made of die-cast zinc, and a Star-Cast mounting system.

MSRP: Starclassic B/B 10th Anniversary Kit, \$3,385; matching snare, \$600.

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



Yamaha Adds TF-RACK Console

Yamaha has introduced TF-RACK, a compact rackmount version of its TF series digital mixing consoles.

The TF series delivers time-saving performance capabilities, such as accurate gain setup, single-step compression and EQ and microphone specific presets.

TF-RACK also features a compact mixer that fits in a 3U rack space, providing a great solution for smaller live music venues, a working regional band, a portable house of worship, or in a meeting hall. The rackmount edition carries Steinberg Nuendo Live recording software and apps for mixing and expansion capabilities.

MSRP: \$2,100.

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




Hartke HD500 Bass Combo Features HyDrive Speakers

Hartke's high-powered, lightweight HD500 Bass Combo packs two 10-inch Hartke patented HyDrive speakers with rare earth neodymium magnets and a 500-watt Class D amplifier into an enclosure weighing 35 pounds.

The HD500 features Hartke's patented HyDrive speakers, which blend paper and aluminum materials into a speaker cone that produces warmth and attack. The use of rare earth neodymium magnets helps to maintain lightweight portability without sacrificing any of the legendary Hartke attack.

MSRP: \$599.99.

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



Teton Adds Limited Edition Models

Teton Guitars has released four limited edition guitars.

The STG105CENT-TF is a 12-fret version of the most popular acoustic electric model. By connecting the body at the 12th fret, the bridge is moved further into the body, providing positive tonal qualities.

The STBT100ENT is Teton Guitars'

first baritone guitar. It features a solid Sitka spruce top and Fishman electronics.

The two models are jumbo guitars with flame maple back and sides.

Available as a six string and a 12-string, each jumbo guitar comes with a Fishman Ink pickup system.


 [Teton Guitars \(tetonguitars.com\)](http://TetonGuitars.com)

Reverend Guitars Celebrates 20th Anniversary

Reverend Guitars has released two special versions of its Double Agent Series: The 20th Anniversary Double Agent OG, a hardtail, and the 20th Anniversary Double Agent W, with a Wilkinson tremolo.

Both Double Agents feature a Railhammer Hyper Vintage Pickup at the bridge position, a brushed aluminum pickguard and commemorative emblem "1997-2017" inlaid on the fretboard.

The guitars are available in Trans Black FM, Trans Orange FM, Trans Natural FM and Trans Chronic Blue FM. These guitars will be in production for 2017 only.

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




Seymour Duncan Presents Andromeda Dynamic Delay

Seymour Duncan's Andromeda Dynamic Delay gives the musician the warm, hypnotic repeats that great delays are known for, with a high level of control and dynamic interaction. The Andromeda is a delay pedal that can be played like a musical instrument.

What sets it apart is the exclusive Dynamic Expression feature, which allows

control over how the pedal reacts, in real time with picking attack. That means settings can be altered for mix, modulation or saturation on the fly. With 128 presets plus MIDI In and Through, Andromeda can become not only the pulsating, beating heart of the rig, but the brain as well.

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

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Tycoon Adds to World Percussion

Tycoon has added to its line of world percussion instruments with the introduction of a plenera set, a kanjira and the expansion



of the company's frame drums.

The plenera set of three drums — an 8-inch Requito, a 10-inch Segundo and a 12-inch Seguidor — have shells made from sturdy PVC and tunable natural skin heads.

The kanjira is a South Indian frame drum that is akin to a tambourine. Traditionally the head was made from the skin of a monitor lizard, but Tycoon's version utilizes a natural calfskin head and is 8 inches in diameter.

Tycoon's expanded frame drums have a frame made of Siam oak and a natural goatskin head. The company has added a 14-inch size to its standard and tunable versions.

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



Martin Expands Signature Lineup With Yoakam, Prine

Martin Guitar has debuted the Dwight Yoakam DD28 Signature Edition and D-28 John Prine Signature Edition.

The company also continues its CEO series with the introduction of the CEO 8.2, offered with and without electronics.

The Custom Shop continues its limited edition series with the

CS-CFMartinOutlaw-17, a dreadnought model crafted with hide glue construction and Vintage Tone System and an Adirondack spruce top.

To complete the lineup, Martin has expanded its Authentic series with the introduction of the 000-30 Authentic 1919.

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

Lowrey Gets Customizable

Electronic organ manufacturer Lowrey has added the Rialto model.

Based on the EY platform, the Rialto's collection of player features and classic design make it an ideal choice for a wide variety of players. Plus, the long-standing Lowrey tradition of natural wood cabinetry adds warmth to any home.

A collection of dynamic setups — including standard, vintage, category and programmable bank — gives the Rialto the Lowrey "touch and play" ease of operation. In addition, the Rialto offers

substantial customizable capabilities for a diverse array of musical expressions.

🛒 [Lowrey \(lowrey.com\)](http://Lowrey (lowrey.com))



Capture Professional Photos on the Go

IK Multimedia has introduced the iKlip Grip Pro — the four-in-one tripod and handle for capturing professional photos and video on the go with any iPhone or compact action video camera.

The iKlip Grip Pro lets users securely hold their iPhones while using the stand as a compact tabletop tripod, a video handle, a monopod or as a standard tripod adapter.

The iKlip Grip Pro is a compact multifunctional iPhone and camera stand with an integrated detachable Bluetooth

shutter control that offers four accessories in one: secure tabletop tripod, large-grip video handler, monopod handler and standard tripod adapter. The iKlip Grip Pro can hold any iPhone with or without a case, and it features a standard mounting system for connecting small mobile video cameras like GoPro, compact digital cameras and stand-mount audio field recorders.

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



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Introducing the BOSS DS-1-4A Distortion, a limited-edition stompbox that commemorates the 40th anniversary of BOSS compact pedals. This special version of the long-running DS-1 Distortion pedal features a unique black and gold look and the classic tone that's been a favorite of guitarists everywhere for nearly four decades.


www.boss.info

40th
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COMPACT PEDALS



Visit the BOSS exhibit on Level 3 Booth #303A



Vai Trusts Hercules

Hercules Stands has added Steve Vai to its artist family.

"Hercules Stands is delighted to have attracted such a talented icon as Steve Vai," said Angelica Lattimore, Hercules product manager. "His musicianship is a direct parallel to the brand essence of our products. We all look forward to working with Steve Vai for years to come."

Fans can see Vai and his Hercules Stands on tour in celebration of the 25th anniversary of his landmark album "Passion & Warfare."

"Steve Vai still rules the sonic realms between fantasy and reality," said Gizzy O'Toole, Hercules artist relations manager. "When his guitars rest, Hercules is proud to be his trusted stands for support and security."

[Hercules Stands \(herculesstands.com\)](http://herculesstands.com)



AKG Eliminates Feedback

AKG by Harman has introduced the AKG C636 master reference handheld condenser microphone.

Building on the studio-quality sound of the AKG C535 microphone, the C636 innovates by providing professional singers with unparalleled stage reliability and performance.

The C636 essentially eliminates feedback by combining a uniform cardioid polar pattern throughout the entire frequency

spectrum with a specially designed suspension and grille for the capsule.

Additionally, the C636 integrates a double shock suspension system, greatly reducing unwanted handling noise. A multilayer protection system prevents unwanted pop noises. This three-layer protection system is virtually unique to AKG and sets the new standard for pop noise suppression in the market.

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



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Roland FP-50	Yamaha CP40 Stage
	Yamaha CP4



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Hal Leonard Lets Users Adjust 'Real Book' Audio

Hal Leonard has introduced the *Real Book Multi-Tracks* series.

The series uses songs from the "Real Books" in innovative new play-along packs. Each book includes lead sheets and customizable audio tracks accessed online for 10 songs. The interactive, online audio interface includes tempo control; looping; buttons to turn each instrument on or off; lead sheet with follow-along marker; and melody performed by a saxophone or trumpet on the "head in" and "head out."

MSRP: \$19.99.

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



Eden Teams With Bass Legend Prestia

Eden has collaborated with bass legend Rocco Prestia to create the P810XST, an 8-by 10-inch cabinet.

This 2,000-watt cabinet is handcrafted in England using furniture-grade birch plywood. It's loaded with 10-inch Eminence Speakers, designed by Eden and made in the U.S. It features an aluminum tweeter horn for added clarity and hi-fidelity. Two 5-inch rear-panel ports add significant bass reflection, per Rocco's sonic requirements. The model is available in 8-ohm or 4-ohm.

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



Universal Audio Crafts Plug-ins

Universal Audio has released UAD Software v9.0. Alongside the API 2500 Bus Compressor plug-in, the latest software release features two exclusive plug-ins for UAD-2 hardware and Apollo audio interfaces — the Chandler Limited Zener Limiter and the ADA STD-1 Stereo Tapped Delay.

Developed for the UAD Powered Plug-ins platform by Softube, the Chandler Limited Zener Limiter is an exacting emulation of the high-end hardware. Inspired by the iconic EMI TG limiters and rare RS168 from Abbey Road Studios, the Chandler Limited Zener Limiter is an evolution of the limiters used to track Pink Floyd and The Beatles.

🛒 **Universal Audio** (uaudio.com)



FaderPort 8 Makes DAW Control Easy

Compact and easy to use, the PreSonus FaderPort 8 Mix Production Controller connects via USB 2.0 to provide precise tactile control over a user's DAW's mix and automation functions, including complete transport control. With eight touch-sensitive, motorized, 100-mm faders and 57 buttons covering 78 different functions, users can zoom in on audio files for editing, adjust their click-track tempo with a simple tap, modify plug-in parameters, manage aux mixes and control track levels with the touch of a finger.

The Session Navigator provides easy access to eight mission-critical functions for maximum flexibility.

🛒 **PreSonus** (presonus.com)

VocoPro Adds Built-in Gig Bags to UDH Lines

VocoPro has added custom built-in gig bags to its UDH Play and UDH Choir lines of wireless mic systems with either four or eight handheld or headset/lapel mics, making them the first self-contained multi-channel wireless systems.

Users need only connect the included XLR cables to their setup, and the systems are ready to go.

🛒 **VocoPro** (vocopro.com)



Vic Firth's Modern Jazz Collection Reflects Years of Development

Vic Firth has launched its Modern Jazz Collection line of drumsticks.

These five models were developed collaboratively with top drummers, including Jeff Ballard, Greg Hutchinson, Joe McCarthy and Lewis Nash.

The MJC1 has a slightly elongated 55A shaft with a medium taper and oval tip. The thicker diameter helps deliver a little more weight and emphasis to the ride cymbal.

The MJC2 is slightly thinner than the

5A, with an extra-long taper for superb response and playability. An elongated arrow tip provides a broad surface area, perfect for pulling lots of complex overtones out of the cymbals.

The MJC3 is an 8D shaft with a little extra length for a great up-front feel. It's well-balanced with a medium taper, proportionate neck and oval tip.

The maple MJC4 has 5B diameter with a long taper for great rebound. Its small barrel

tip provides a focused cymbal sound.

The MJC5 has an 8D shaft with a medium taper for great balance. The unique nylon tip marries elements of a barrel and an oval for bright and well-defined cymbal sounds.

Over the years and in collaboration with many drummers, the design team at Vic Firth produced thousands of prototypes, ranging from the highly experimental to the straight-ahead and everything in between.

🛒 **Vic Firth** (vicfirth.com)



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Visit booth #3112 for more details or contact Stephanie at stephaniem@dansr.com



Jensen Offers Stealth Speakers

The Jensen Sound Chamber installed in Jensen's Winter NAMM booth lets attendees hear the new Stealth speakers — the latest addition to the Jensen Jet line — at full volume. The 12-inch, featherweight speakers line includes the Stealth 100, Stealth 65 and Stealth 80.

The Jensen Tornado Stealth 100 is derived from the original Jensen Tornado used in Fender's GB Signature Twin Reverb, with an added bell cover on the magnet assembly.

The Jensen Tornado Stealth 65, also equipped with a stylish bell, has a warm low end, relaxed mids and rounded highs. It's a versatile speaker, with sweet, extended harmonics and a rocking attitude.

The Tornado Stealth 80 is well balanced with powerful lows, firm mids and sparkling highs. An efficient and authoritative speaker, when presented with overdrive distortion, the Stealth 80 remains smooth with detailed note definition.

 [Jensen \(jensentone.com\)](http://jensentone.com)




Levy's Goes Vintage

The PMD4BU Vintage Buffalo strap from Levy's Leathers features two shades of distressed leather with a suede backing decorated with a vintage buffalo nickel

medallion.

This strap is fully adjustable and available in dark brown/brown only.

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


KMC Music Expands Pro-audio Offerings

KMC Music has been appointed by Ashly Audio, Audix and Ultimate Acoustics to serve as their U.S. distribution partner, effective immediately.

The Ashly Audio products now distributed by KMC Music include the company's entire line of rack mixers and analog signal processing products, in addition to digital mixers. The Audix products include the company's entire line of instrument and vocal microphones as well as accessories. The Ultimate Acoustics products represent the company's entire

line of acoustical room treatment products, including wall panels, absorption panels, bass traps, foam edging, studio bundles, ultimate isolators and diffusors.

"We intend to showcase the full depth and range of products we offer across all of the product categories our customers want, and need, to continue to build and expand their businesses," said Roger Hart, KMC Music's vice president of merchandising. "It's going to be a very exciting show for us and a very profitable one for our retailers."

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

Superscope Boasts Simplicity

Superscope has debuted the PMR61 digital audio recorder.

With a simple top panel layout consisting of only four buttons, the operator has little opportunity for error. All critical setup functions can be PIN protected in the touch screen menu, which gives immediate status during recording and facilitates easy navigation and operation.

The PMR61 employs non-proprietary MP3 compression bit rates and sample frequencies that produce reduced file sizes that can be distributed as email attachments.

The PMR61 can also record CD-quality 16-bit, 44.1 kHz .wav files, ideal for recording quality music, such as rehearsals, auditions and live performances.

 [Superscope \(superscopetechnologies.com\)](http://superscopetechnologies.com)



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With Zoom's all-new F-Control, you can always have your finger on the pulse of great sound. F-Control pairs with your F8 or F4 MultiTrack Field Recorder to make on-location sound mixing that much easier.



Guild Soars With Retro T-Bird ST Model Guitars

Building upon the success of the S-200 T-Bird reissue, Guild has announced two new T-Bird ST models featuring the same asymmetrical shape but with simplified feature sets.

Minimalist players will appreciate the added stability and reliability of a stopbar tailpiece and pared-down electronic controls while enjoying the T-Bird's retro vibe.

The T-Bird ST's dual LB-1 Little Bucker pickups are replicas of Guild's 1960s smaller-size humbucking pickups, offering a range of tones suited for a variety of playing styles and genres. The dual Guild Franz P90 pickups found on the T-Bird ST

P90 offer a crisp, vintage single-coil sound with plenty of midrange output.

Both models feature vintage C-shape set mahogany necks and bound rosewood fingerboards with mother-of-pearl block inlays. Other period-correct details include open-gear vintage tuning machines and an asymmetrical headstock adorned with Guild's logo and Thunderbird icon in mother-of-pearl.

The T-Bird ST is available in a classic Vintage White, while the T-Bird ST P90 comes in Pelham Blue. A padded Guild deluxe gig bag is included.

🛒 [Guild Guitars \(guildguitars.com\)](http://GuildGuitars.com)



Dynaudio LYD Monitors Focus on Accuracy

Dynaudio PRO has introduced the LYD series of personal reference monitors, which offer transparent audio with a special focus on delivering accuracy at low volumes.

The LYD monitors don't use digital signal processing to achieve low volume precision. Instead, it's achieved by handpicking high-quality components for the drivers and finding the ideal crossover filters for the task. The result is a linear frequency response across a wide range of different SPL measurements.

🛒 [Dynaudio \(dynaudio.com\)](http://Dynaudio.com)



Orange Designs Acoustic Pre-Amp

Orange Amplification has introduced the Valve Pre Twin Channel, a stereo valve acoustic pre-amp and active DI. The twin channels can be used independently or blended together. The unique valve Channel A is for active and passive instruments with different circuitry than most electric guitar amps. Channel B has a 1/4-inch jack and XLR inputs, plus 9-volt or 48-volt phantom power. The unit also features stereo reverb plus effects inserts for each channel.

🛒 [Orange Amplification \(orangeamps.com\)](http://OrangeAmplification.com)



Arturia Adds MiniLab MkII

Arturia has released MiniLab MkII, a space-saving controller that's suited for small home studios and traveling musicians.

The latest in Arturia's range of controllers, MiniLab MkII combines an expressive two-octave keyboard, RGB backlit performance pads, 16 rotary knobs and a software package that includes Ableton Live Lite.

The ultra-real piano sound is included with the UVI Grand Piano Model D software, and owners of MiniLab MkII will be entitled to exclusive upgrade offers.

MSRP: \$119.

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



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Art Creating Art

Fuzzrocious Pedals has unveiled its Blast Furnace stomp box pedal.

The pedal art for Blast Furnace was created by advertising agency Lehigh Mining & Navigation.

The agency, which is based in Bethlehem, Pennsylvania, took creative inspiration from both the city it's based in, the birthplace of Bethlehem Steel, and the neo-traditional, tattoo-style art that Fuzzrocious Pedal designs are known for.

The visual heat and explosions emanating from the Blast Furnace monster reflects the ominous, glitchy fuzz that only this pedal can create. The end result is a stomp box that adds inspirational sound to your repertoire.

Fuzzrocious Pedals
(fuzzrociouspedals.com)

D'Addario Woodwinds Begins Promo Campaign

D'Addario Woodwinds has launched its latest campaign: the D'Addario Woodwinds Story. Although the D'Addario name has been on woodwind products since 2014 and the company previously distributed for a different woodwind brand in the United States for decades, this is the company's first official campaign as a global woodwind brand.

The campaign will launch this summer and share D'Addario's practices — from its cane fields in France to its state-of-the-art machinery in California — framing the way the company makes its reeds.

"We set out to solve an industry-accepted problem of inconsistent products and have succeeded in accomplishing that goal," said

Chris Scialfa, product manager of D'Addario Woodwinds. "This campaign will allow the student, teacher or professional musician to understand more about the benefits of using our products."

The print campaign will include a series of ads featuring product images, along with a sequence of advertorials featuring a wide range of music retail partners. Posters and stickers matching the ad campaign will be available for retailers as well.

The digital campaign includes an immersive video detailing why D'Addario entered reed manufacturing, giving sharp visual detail to the steps that make the company's reed-making process unique.

D'Addario (daddario.com)



Schilke Adds 2 Bass 'Bones

Schilke Music Products has introduced two distinct Greenhoe bass trombone models: the B series orchestral model GB5 and the C series model GC5. All Greenhoe bass trombones include the Greenhoe valve and are offered with a myriad of custom options. The GC5 is also available with a choice of standard bell tuning or tuning-inslide design.

Schilke Music Products
(schilkemusic.com)

B8X Gets Aggressive

Using an innovative hammer peen and hammering technique, Sabian's B8X Ballistic Crash is a thin model that delivers funky, aggressive attack and is capable of creating high-pitched mayhem while remaining musical.

An extra-large hammer peen was applied from the bottom of the cymbal up, resulting in a cymbal that's more flexible and therefore more responsive and easy to



open up. The B8X Ballistic Crash is available in 16- and 18-inch sizes.

Sabian (sabian.com)



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WORLD'S FIRST DM20 20CH COMPACT DIGITAL MIXER

- S/PDIF input/output & AES/EBU output
- 1024*600 7" high definition IPS touch screen
- 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



20CH RACK DIGITAL MIXER



DB20P-600 (BUILD IN POWER AMPLIFIER)



DB20P

DIGITAL DRUMMESH

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



Patent No. 201610715194.2

SKD203 INTERNATIONAL PATENT

DIGITAL GUITAR AMPLIFIER

- Support DSP
- 8 tones (TG10/40D) and 5 processing (TG5D) available
- USB playback and recording function (TG5D/TG10D)
- Battery recharging function (TG5D/TG10D)
- Work with MIC stand and guitar stand as PA system (TG5D/TG10D)



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



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

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- 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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Everyone appreciates the sound and appearance of a beautifully aged, vintage instrument—and now that rare tone and aesthetic are accessible to more than a privileged few. By putting select tone woods through an accelerated aging process called torrefaction, Ibanez has harnessed time to reawaken the rich, smooth tones that have inspired players for decades.

Ibanez
ibanezacoustic.com



Akai Professional's MPC X Requires No Computer

Akai Professional has added the MPC X to its MPC line. In creating the X, Akai Professional has engineered a production centerpiece fit to be the flagship of the Music Production Center line.

The MPC X is a standalone MPC featuring a full-color 10.1-inch multi-touch screen and 16 responsive, velocity- and pressure-sensitive RGB pads. Rounding out the controls are dedicated menu buttons, a large master encoder knob and 16 touch-sensitive 360-degree assignable pots (Q-Links) with OLED displays, ideal for precisely automating individual parameters and delivering nuanced recordings.

Powering the X is MPC 2.0, Akai Professional's update to the MPC software. Capable of running natively on the MPC X in standalone mode, MPC 2.0 can also be run from a Mac or PC with the X tethered to a computer.

Among the new features added to 2.0 are audio track recording, an improved time warp algorithm, enhanced Q-Link control, drag and drop audio/MIDI — all appearing on a new graphical interface.

"In creating the concept for the MPC X, we wanted to preserve the classic MPC feel



and workflow that people love," said Dan Gill, product manager for Akai Professional. "But we turned the idea on its head and incorporated the best of what a modern touchscreen interface can offer. What we have now is the most powerful MPC production experience ever."

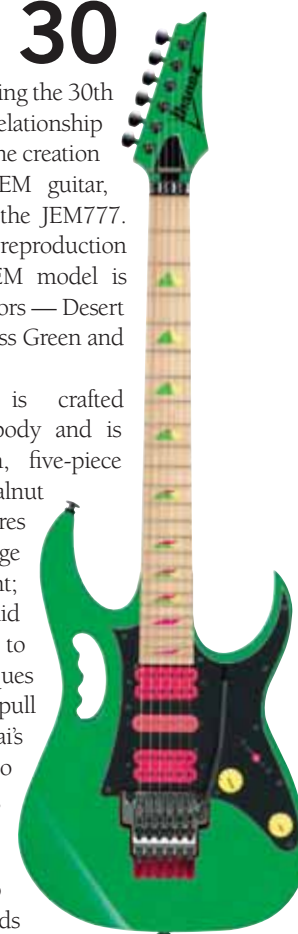
[Akai Professional \(akaipro.com\)](http://akaipro.com)

Ibanez JEM Turns 30

Ibanez is celebrating the 30th Anniversary of its relationship with Steve Vai, and the creation of the legendary JEM guitar, with the release of the JEM777. This limited edition reproduction of the very first JEM model is available in three colors — Desert Sun Yellow, Loch Ness Green and Shocking Pink.

The JEM777 is crafted with a basswood body and is fitted with a slim, five-piece JEM maple/walnut neck. Other features include prestige fret edge treatment; disappearing Pyramid inlays; jumbo frets to facilitate techniques such as bending, pull offs and tapping; Vai's signature DiMarzio Evolution pickups; and an Ibanez Edge tremolo bridge with Ultralite Tremolo Arm for extreme bends and dives.

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



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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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Triad-Orbit Fires Back With IO-RA Coupler

Triad-Orbit has released the IO-RA coupler.

"By applying our proprietary designs, advanced manufacturing capabilities and premium materials, we've produced IO-RA: a real Triad-Orbit retrofit quick-change coupler with all the features and functionality of the original IO-R at the price of the clones," said Marty Harrison of Triad-Orbit. "Originality always wins."

IO-RA couplers are made from premium-grade aluminum and are approximately half the weight of the original IO-R. Weight savings is an important consideration for users, especially in live performance and production applications.

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



Alfred 'Lite'-ens Concert Grand

Alfred Music, in partnership with MakeMusic, has announced the release of Garritan Abbey Road Studios CFX Concert Grand Lite. The new version, available as a download only, is a subset of the CFX Concert Grand.

It retains the expressive detail of the original by providing the full power of the Close Classic mic perspective. This lets customers download stellar piano sounds at an affordable price.

MSRP: \$99.95.

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



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Ernie Ball Updates St. Vincent Guitar

Ernie Ball has expanded its acclaimed St. Vincent signature guitar line by offering new color options and features.

The Stealth Black color package features a maple neck completely finished in matte black with an ebony fretboard and matte black finish and black hardware. There is also a Heritage Red translucent finish featuring a parchment pickguard and gold hardware, plus new Tobacco Burst and Polaris White

color options with chrome hardware.

Envisioned and designed by Annie Clark (St. Vincent) in collaboration with the engineering team at Ernie Ball — and crafted at the company's factory in San Luis Obispo, California — this instrument was built specifically to fit her playing technique and to reflect her personal style.

MSRP: \$1,899.

 **Ernie Ball** (ernieball.com)


Boss Designs Acoustic Amps

Boss has released the ACS series of stage amplifiers designed for acoustic guitar and vocals.

The ACS Pro and ACS Live models are tuned for pro-level audio performance on stage. The ACS Pro is equipped with an 8-inch speaker, dome tweeter and 120 watts of power. The ACS Live is equipped with a 6½-inch speaker, dome tweeter and 60 watts of power.

The ACS amp offers independent channels for acoustic guitar and vocal. Each channel features a discrete analog input circuit and three-band EQ for studio-quality sound as well as an input pad, anti-feedback control and dedicated reverb. The vocal

channel can alternately be used to mic an acoustic guitar or to connect a mic or second pickup installed in the guitar.


 **Boss** (boss.info)

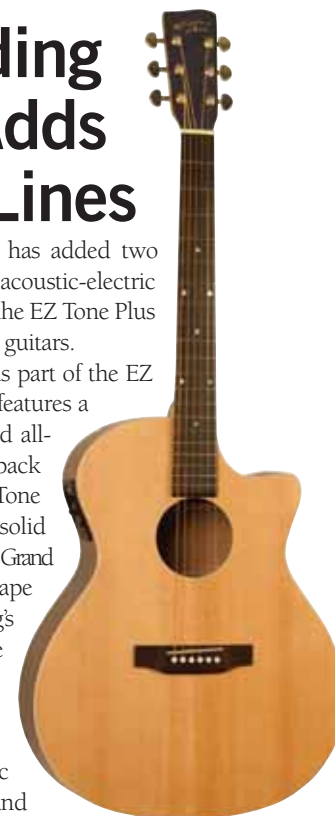


Recording King Adds to EZ Lines

Recording King has added two Grand Auditorium acoustic-electric cutaway models to the EZ Tone Plus and EZ Tone line of guitars.

The RGA-A9M is part of the EZ Tone Plus line and features a solid spruce top and all-solid mahogany back and sides. The EZ Tone RGA-A3M sports a solid spruce top. The Grand Auditorium body shape and Recording King's ultra-thin matte finish contribute to these instruments' clear high mids, their symphonic frequency range and articulate separation of tone.

 **Recording King** (recordingking.com)




A&H Expands Mic Presets

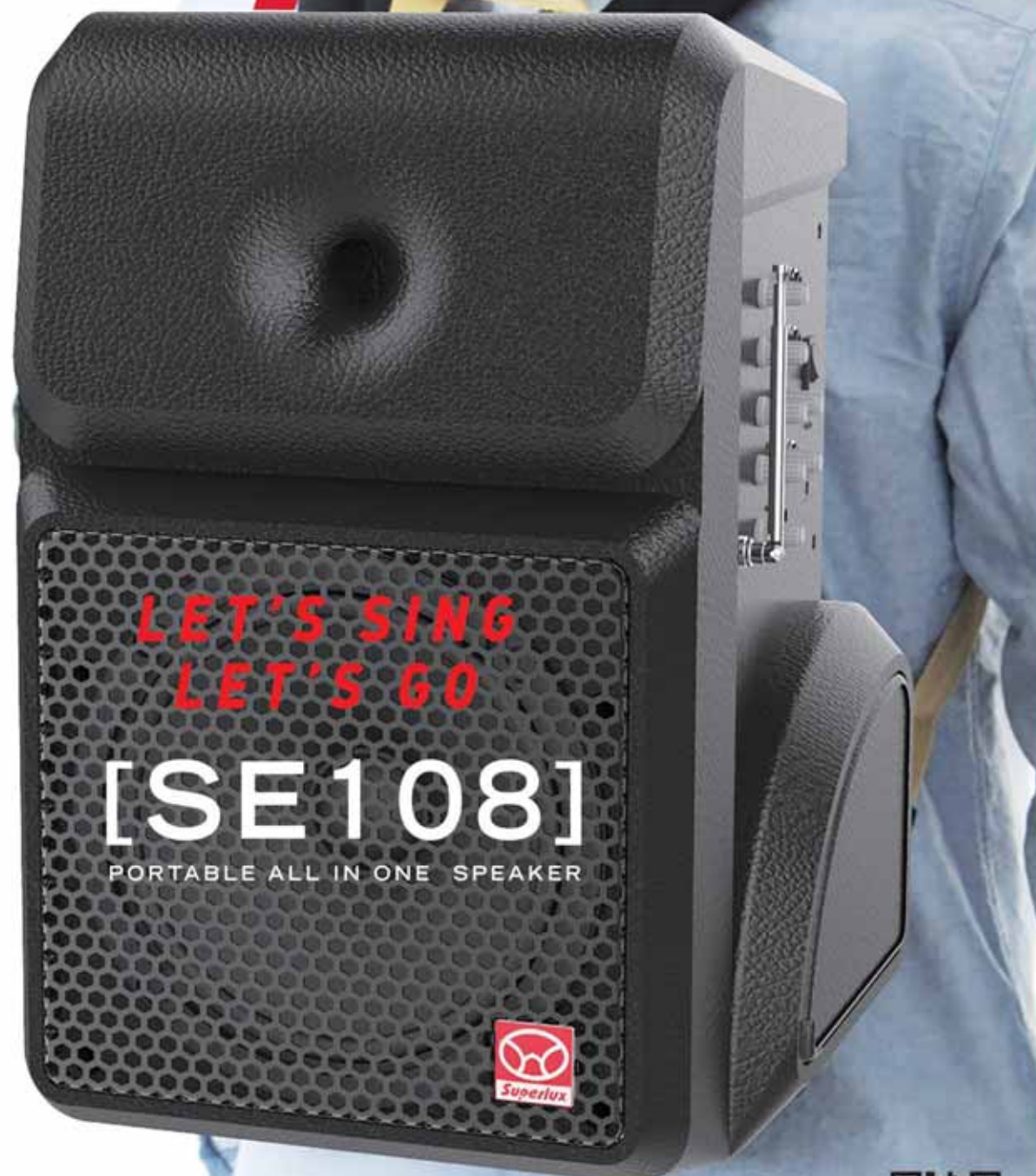
Allen & Heath has announced the availability of further ProFactory Mic presets for Audio-Technica microphones, following Allen & Heath's collaboration with mic manufacturers Shure and Sennheiser to provide channel library presets on its Qu series compact digital mixers.

New presets for Audio-Technica include MB, ATM and Pro series microphones, to add to the evolution e600, e800 and e900 series from Sennheiser, and the PGA, SM and Beta series from Shure.

The presets can be downloaded from Allen & Heath's website.



 **Allen & Heath** (allen-heath.com)

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Warwick Rolls Out Rockbag

Warwick has released the Rockbag — handmade, genuine leather bags for guitars and bass guitars. These high-quality bags are made from water buffalo leather.

Rockbags are equipped with solid cotton shoulder straps, solid chrome hook hardware and bedding under the neck with a Velcro fastener. Other features include protective leather patches over the bridge and headstock areas, as well as the lower

strap and button area, stitched and riveted contact points for shoulder straps and a rolled carrying handle with snap fasteners.

Various models are available, including electric bass, hollow-body electric bass, acoustic bass, electric and acoustic guitars. Each is stamped with “Rockbag Handmade Genuine Leather Bags.” Models with Framus or Warwick logos are also available.

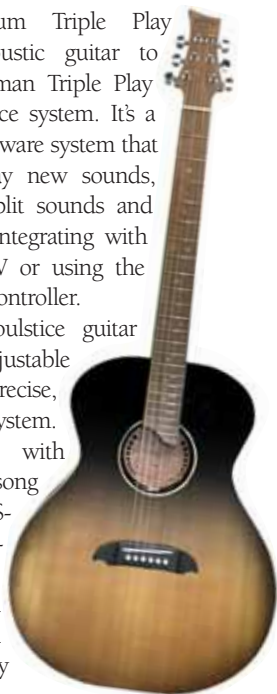
🛒 **Warwick** (warwick.de)

Riversong Teams With Fishman

Riversong Guitars’ Tradition 2 Performer Grand Auditorium Triple Play is the first acoustic guitar to include the Fishman Triple Play Guitar Performance system. It’s a hardware and software system that lets guitarists play new sounds, layered effects, split sounds and other effects by integrating with a computer DAW or using the stand-alone foot controller.

Riversong’s Soulstice guitar features an adjustable neck angle and a precise, intuition system. In collaboration with D’Addario, Riversong has released the RS-Humiditrack in-guitar hygrometer, which tracks and advises users on guitar humidity and temperature.

🛒 **Riversong Guitars** (riversongguitars.com)



LJ2 Gets Makeover

Alvarez has unveiled the LJ2 “Little Jumbo” guitar, which is an enhanced version of the previous model, the LJ60.

“For 2017, we revisited the design of our LJ60 and have released the LJ2, which is louder, more responsive, more articulate, and one of the best travel guitars on the market,” said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music.

The LJ2 features a jumbo shape in miniature and has a carefully designed bracing and an arched back to give it a clear and balanced voicing.

🛒 **Alvarez Guitars** (alvarezguitars.com)



Audio-Technica’s E-Series Delivers Powerful Bass, Balanced Mid

Audio-Technica has introduced the E-Series Professional In-Ear Monitor (IEM) headphones.

E-Series headphones are compatible with A-T’s M2 and M3 in-ear monitor wireless systems, as well as third-party systems.

The ATH-E70 is the flagship in-ear monitor model in the E-Series. Its accuracy and detail allow precise balancing of the mix, making it the suitable for monitoring on stage and ENG mixing in the studio.

Three balanced armature drivers provide accurate and extended response across the entire frequency range.

Powerful single balanced armature drivers provide an accurate full-range

response.

The ATH-E40 has a proprietary dual phase push-pull driver design that has been engineered to improve fidelity and efficiency.

The ATH-E40 delivers powerful bass along with balanced mid and high frequencies to convey the full emotion of the music, from the stage to the street.

🛒 **Audio-Technica** (audio-technica.com)



UN-WIND

NEW FOR 2017

Tosin Abasi Signature 6, 7 and 8-String Pickup Sets

“I’ve played active and passive pickups in the past, Fishman Fluence are nether of those things but a combination of both. These pickups fill the space where a lot of traditional pickups seem to let me down. This is literally a new design that is taking off from a space where no other pickup has ever come from.”

— Tosin Abasi, *Animals As Leaders*

Will Adler Signature Pickup Set

“Fishman Fluence is a whole new world for electric guitar pickups. The crispness and clarity are incredible and unlike anything I’ve experienced before. It feels like the guitar plays itself!”

— Will Adler, *Lamb of God*

Killswitch Engage Signature Pickup Set

“During the first show I played using the Fishman Fluence pickups I noticed a real difference going between distorted and clean sounds. With the push/pull, Multi-Voice knob, you easily get your loud, clear, rock, metal tone for the active sounds. And the passive sounds are killer for clean tone - nice and shimmery.”

— Adam Dutkiewicz & Joel Stroetzel, *Killswitch Engage*

Signature

FISHMAN FLUENCE®

The 1st Real Advancement In Pickup System Design In Over 80 Years.

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fishman.com

Hughes & Kettner GrandMeister Deluxe 40 Innovates

Hughes & Kettner has introduced GrandMeister Deluxe 40, a sophisticated, all-tube guitar amplifier.

GrandMeister Deluxe 40 features a new circuit design that was developed by


the company's R&D team and is used in conjunction with tone-shaping components inspired by the brand's TriAmp Mark 3 flagship.

The sounds of this four-channel, all-tube amp range from warm cleans to high-gain

roars, with classic crunches and brawny brown sounds found in-between.

All these deluxe tones are possible because of GrandMeister Deluxe 40's technologically advanced operating concept: Every knob and switch setting can be easily saved, stored and recalled in up to 128 memory slots at the touch of a button, including the studio-quality on-board FX, gain and EQ values.

Innovations like an on-board Power Soak, Tube Safety Control and the Red Box AE's DI speaker simulation are included. Also, there's a free optional GM40 Remote App for iPad that lets players watch, touch and control all of the amp's features on one screen. Users can back up and share their favorite sounds.


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



Graph Tech Focuses on Accessories


Guitar accessories are some of the most profitable product lines a music store can carry.

Graph Tech's Business Starter and Business Builder packages have everything retailers need to start selling. Each package contains Graph Tech branded slatwall covers that slide onto existing slat wall, product hooks, and an assortment of Graph Tech products.

 **Graph Tech** (graphtech.com)

Promark Delivers Boutique Stick Bags

Promark by D'Addario has launched two boutique stick bags for working drum set players: the Sliver Essentials Stick Bag and the Transport Deluxe Stick Bag. These durable bags have metal hanging hooks that affix to the tension rods of a drum, keeping them secure while playing. The Sliver Essentials Stick Bag has room for four pairs of drumsticks. The Transport Deluxe Stick Bag features magnetic secured, leather carrying handles, two zippered pockets, metal hanging tom- mounts, a leather business card slot, a metal key leash, a pencil slot, a deluxe leather pocket for wallet and cell phone, and ample drumstick storage.

 **D'Addario** (daddario.com)



NEW ARTIST SERIES

DRUMSTICKS



THOMAS PRIDGEN

The Thomas Pridgen Artist Series stick is bold and aggressive by design. Its extra length combined with a short taper pushes more weight to the front of the stick, allowing the diameter to stay in the sweet spot between the 5A and 5B. A large oval tip translates all that power into fat sound on the drums and plenty of volume from the cymbals.

JOSH DUN

The Josh Dun Artist Series stick is built to stand up to the aggressive grooves that drive Twenty One Pilots. It features a beefed up 5A shaft with extra length for more reach and effortless velocity. Its medium taper keeps everything in balance and the oval tip creates a surface area ideal for punchy drums and bright cymbals.



Zildjian

#zildjiansticks


The new Zildjian Artist Series sticks are now available. Please come see us at NAMM at Booth #2940 or email us at sales@zildjian.com

JodyJazz Super Jet Flies High

JodyJazz has introduced its Super Jet saxophone mouthpiece series, which benefit from several state-of-the-art manufacturing techniques developed by the company during the design and development of its DV, Giant and Jet series.

"The Super Jet has been developed specifically with the smooth-jazz, rock and funk player in mind," said Jody Espina, company president.

The Super Jet delivers a brighter and more focused sound than the original Jet series. It will be released first as an alto model. It's available in size 5-, 6-, 7-, 8-, 9- and 10-tip openings and comes with a Rico H ligature, cap and pouch.

 **JodyJazz** (jodyjazz.com)



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COLLECTION

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ACOUSTIC - ELECTRIC - BASS



MAKE A STATEMENT. PROTECT YOUR GUITAR.

The all-new Transit Collection combines incredible style and protection for an unmatched value. Adjustable and removable padded back pack straps ensure comfort while on the go. The three-point interior padding system protects the headstock, neck and bottom/endpin. Acoustic, electric and bass models are available in Tan, Charcoal, and Grey.



Come see the new Transit Collection
BOOTH #5426

30
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TF Rack-Mount Mixing
Inspired Design



DD75 Electronic Drum Kit
Versatile, Affordable, Portable



Steinberg Dorico
The New Gold Standard in Scoring Software



Yamaha Drums 50th Anniversary ✦ Yamaha Guitars 50th Anniversary ✦ Yamaha Winds 50th Anniversary ✦ Yamaha



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YTR-9445NYSII-YM

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Trumpet Section



Disclaimer 30th Anniversary ➤ Yamaha Digital Mixers 30th Anniversary ➤ Yamaha Silent Violin 20th Anniversary

Welcome to Our World

Keyboards, Pro Music, B&O: Marriott Marquis Ballroom
Pro Audio, Commercial Audio: Marriott Elite Ballroom 1
Premium Pianos: Marriott Orange County Ballroom 1
Steinberg: Marriott Elite Ballroom 2
Blogger Lounge: Marriott Elite Ballroom 3
Line 6: Marriott Grand Ballroom A-D

Exciting Events

Heart of Inspiration – Tonight, 6:00, Marriott Platinum Ballroom*

Drum Artists Autograph Session – Saturday, 11:00, Marriott Marquis Ballroom

Guitar Artists Autograph Session – Saturday, 1:00, Marriott Marquis Ballroom

Artist Performances – Throughout NAMM, Marriott Marquis Ballroom Stage

*By invitation only



ESP Guitars Adds Models to '400 Series' Collection

ESP Guitars' LTD H-401 features a set-through construction, a mahogany body with a mahogany top and a natural satin finish. The LTD M-400 includes EMG 85 and EMG 81 pickups, while the LTD

M-400M comes with Seymour Duncan Jazz and Custom-5 pickups. The M-403HT is a new hardtail version of the M style guitar with a three-pickup configuration.

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

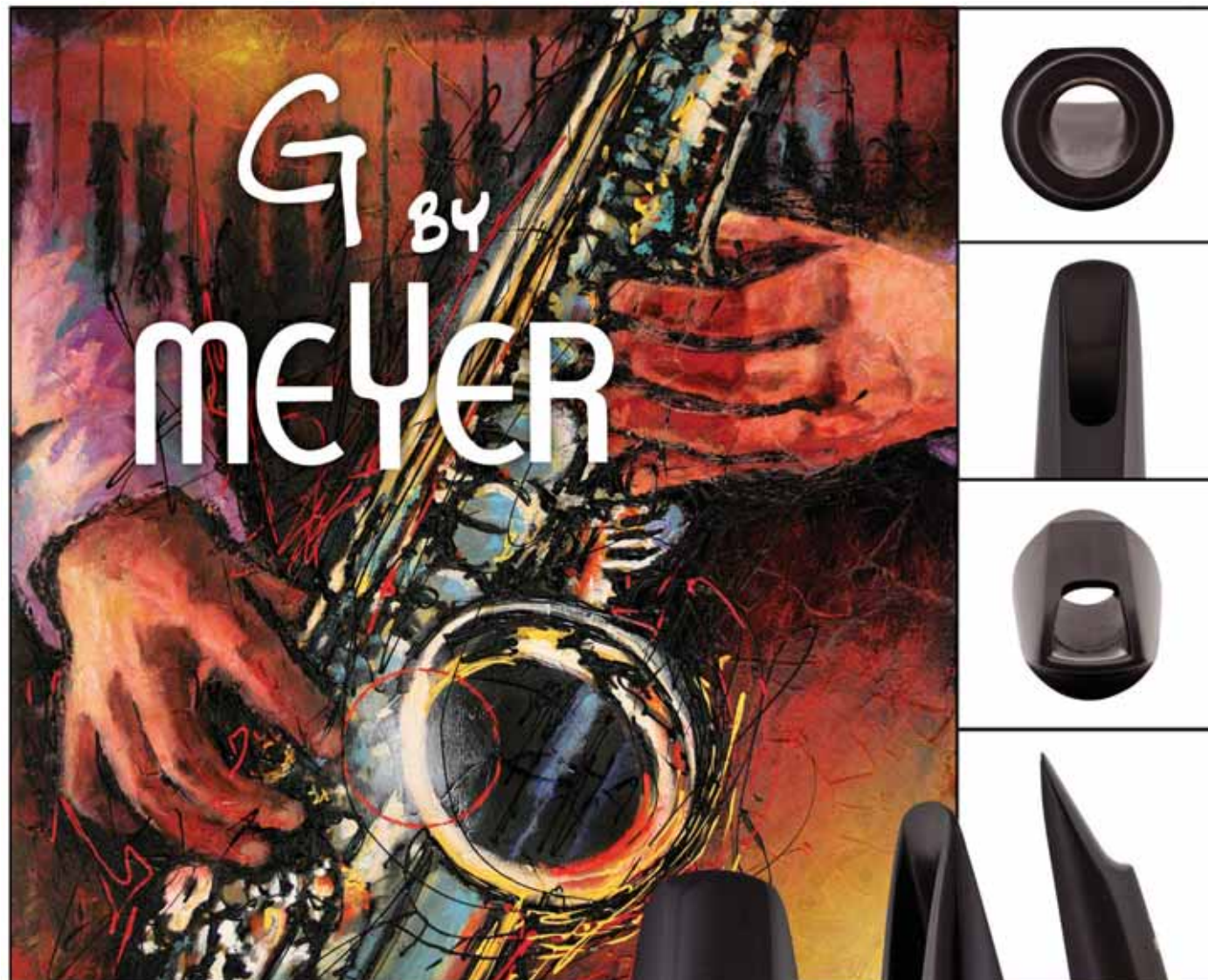
Softube Launches Volume 1

Softube has introduced Volume 1, a plug-in bundle available both as perpetual licenses and as a subscription package at prices that include a 90-minute tutorial video with Grammy-nominated engineer Ryan West (Jay-Z, Eminem, Kanye West).

Volume 1 addresses common situations in music production, such as creating drum machine and synth tracks, recording and mixing electric guitar, vocals or other acoustic instruments, and then adding the plug-ins needed to solve them.

Volume 1 combines software instruments with studio-quality effects and tools to enhance the creative process.

🛒 [Softube \(softube.com\)](http://Softube (softube.com))



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MOUTHPIECES FOR ALL CLARINETS AND SAXOPHONES

Wolfgang USA Offers Classic Look

The EVH Wolfgang USA Edward Van Halen Signature model is loaded with Eddie Van Halen's most up-to-date specs. The basswood body features a big-leaf maple top and five-ply binding, while the bolt-on quartersawn maple neck is sculpted to Eddie's precise specs, with graphite reinforcement and a hand-rubbed back finish.

The compound-radius ebony fingerboard has 22 vintage stainless steel frets, pearloid blocks or dots inlays, and a heel-mounted truss rod adjustment wheel. The guitar also has a custom-wound alnico 2 EVH Wolfgang Humbucker in the bridge and an alnico 3 custom-wound EVH Wolfgang Humbucker in the neck.

🛒 [EVH \(evhgear.com\)](http://EVH (evhgear.com))



Steinberg Rolls Out Dorico After Years of Development

Four years in the making, Steinberg Media Technologies has introduced its score writer software, Dorico. It offers a single-window user interface for laptops and studio machines, comprising high-performance tools and versatile page layout options.

Dorico has 64-bit multi-core processors to ensure seamless scrolling through the music and has been designed with high-pixel density and high-resolution displays in mind.

"We wanted to build something new and powerful that has an inherent musical awareness, is intelligently organized, and adapts to your personal preferences," said Anthony Hughes, UI/UX designer for Dorico.

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



Jeremy Payne

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Innovative Percussion Rattan Models Feature Wrapped Cord

Innovative Percussion's RS20 and RS30 marimba/vibraphone mallets, which are constructed with rattan handles and oval cores,

are now available with tightly wrapped cord.

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

Auralex Updates ProMAX v2 Panels



Auralex Acoustics has updated its ProMAX v2 Stand-Mounted Acoustical Panels, which are designed for a variety of spaces and applications and can be implemented in any location where boundary-mounted acoustical treatments aren't

feasible or desired.

The unit features a 24- by 48- by 3-inch absorptive Studiofoam panel with an updated angled reflective rear surface for tonal variability when rotated or flipped. By altering the quantity, orientation and spacing of multiple ProMAX v2s, users will be able to dial in the desired amount of room ambience.

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

Los Cabos Bamboo Drum Brushes Assist With Lower-volume Playing

Los Cabos Drumsticks has launched its line of bamboo drum brushes, which are designed for lighter and lower-volume playing.

A great choice for jazz, folk and other styles of music that require a lighter touch, Los Cabos' bamboo brushes will include an adjustable 'O' ring that controls how tightly the bamboo is gripped, allowing for a variance in the sound and articulation of the brush hit. Additionally, bamboo produces louder, more vibrant sound than typical brushes.

"The timbre of the bamboo brushes can only be described as crisp," said Phillip Guay, director of operations at Los Cabos. "I think drummers will immediately take notice."

Another benefit of this line of brushes is increased durability. Bamboo brushes typically will last longer than their birch counterparts because the tensile strength of the bamboo makes them nearly impossible to break.

[Los Cabos Drumsticks \(loscabosdrumsticks.com\)](http://www.loscabosdrumsticks.com)

Genelec Offers 8351 Smart Active Monitor

Genelec's 8351 three-way Smart Active Monitor was developed in response to the need for increasing audio quality for near-field recording and mix environments.

The center of the 8351's enclosure features the Minimum Diffraction coaxial midrange/tweeter driver evolved from Genelec's 8260. This breakthrough in coaxial driver design provides accurate imaging and improved sound quality, both on and off-axis, vertically as well as horizontally. Aesthetically striking is the absence of any visible woofers, which are concealed beneath the Directivity Controlled Waveguide.

Delivering the SPLs needed for near-field monitoring can be a challenge, but the 8351 can deliver 110 dB at one meter through a combination of Class D amplifiers for the bass (150-watt) and midrange (120-watt) drivers, while a discrete (90-watt) Class A/B amplifier applies power to the tweeter.

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



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Epiphone Expands Lineup

Epiphone has introduced the Les Paul ES-Pro, which combines Epiphone's tradition of archtop design with the classic sound and profile of a Les Paul model. It features an ES-body with f-holes and traditional electric archtop bracing, Epiphone ProBuckers with coil-splitting, a Dual-Action truss rod, Grover Rotomatic machine heads, LockTone

bridge, and Stopbar tailpiece.

Epiphone also offers the limited edition Brendon Small Snow Falcon Outfit. It has the Flying V profile with a Snow Burst finish, plus Gibson Burstbucker humbuckers with coil-splitting, KillPot switch, LockTone bridge and Stopbar tailpiece.

🛒 **Epiphone** (epiphone.com)



Cort Guitars, Manson Guitar Works Team Up for M-Jet

Cort Guitars and British luthiers Manson Guitar Works have collaborated on the Cort/Manson M-Jet. The M-Jet is based on the Manson MA EVO profile model but aimed more toward the player who requires extreme playability, sounds and altered tunings. The all-black visuals include hardware, new

design custom pickups and Manson's durable satin finish.

Other features include a 24-fret fingerboard design and a new twin humbucker pickup set.

🛒 **Cort Guitars, Manson Guitar Works** (cortguitars.com; mansonguitarworks.com)



D.A.S. SF-158 System Covers Full Range

The Sound Force SF-158 from D.A.S. is a three-way, full-range system that joins the Sound Force series of systems.

The SF-158 expands the applications covered by the Sound Force to include a high-power, standalone system capable of providing coverage to any areas where high-energy dance music is needed.

The true full-range performance and output of the SF-158 are possible thanks to the D.A.S.-built transducer components. For the high-impact, low frequency reproduction required in a system of this type, D.A.S. employs the 15GNR loudspeaker, a 15-inch device incorporating a 102-mm (4-inch) edge-wound voice coil, and a lightweight neodymium magnet assembly.

Thanks to its rotatable mid-high section, the SF-158 can be mounted horizontally in venues where ceiling height is a problem.

🛒 **D.A.S. Audio** (dasaudio.com)

Rob Papen Predator2 Puts More Bite Into Soft Synth World

Rob Papen Soundware has released Predator2 — the successor to Predator, the soft synth that has inspired numerous artists since its introduction in 2009. Predator2's pliable GUI (graphical user interface) is designed so that most of the main controls are always visible onscreen.

The "easy page" caters to users who do not need simultaneous access to so many controls. There, they can quickly find the most important parameters to tweak a sound or use the handy preset Variations function,

which is an intelligent randomizer.

🛒 **Rob Papen Soundware** (robpapen.com)



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Spector Honors its History

Spector's Euro4 LE 1977 is a tribute to the first Spector bass to feature the now-famous NS body style.

This bass shares the construction as the original "Brooklyn bass" crafted 40 years ago, including solid American walnut body wings, a three-piece maple neck with rosewood

fingerboard, and the classic DiMarzio Model P pickup. The bass will be available in limited quantities throughout 2017.

Spector will also feature the Doug Wimbish 30th Anniversary model and signature models from Rudy Sarzo and Chris Kael.

🛒 [Spector \(spectorbass.com\)](http://Spector (spectorbass.com))

Bergantino VRC Compressor Adjusts to Players' Style

The proprietary Bergantino VRC compressor (Variable Ratio Compressor) was designed to take into consideration the compression needs of today's bass players.

With the VRC compressor, the compression ratio will change dynamically, essentially adjusting itself to the style and needs of a musician's playing.

Set up properly, it will give the player a nice even, thick fingerstyle tone while attacking those large, over the top transients, without even having to turn a knob.

The VRC is located prior to the effects

circuits in the DSP architecture, letting a compressed signal be sent to any of the effects, such as overdrive and distortion.

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



Shure Accessorizes Earphones

Shure has launched two audio accessory solutions for earphone customers: the Remote + Mic Lightning Accessory cable (RMCE-LTG) and Remote + Mic Accessory cable (RMCE).

The Remote + Mic Lightning Accessory cable (RMCE-LTG) features a premium in-line DAC and stereo headphone amp for use with any iOS device with a Lightning connector.

The Remote + Mic Accessory Cable

(RMCE) is designed for detachable SE earphones and Apple iOS devices with 3 1/2-mm TRRS connectors. This cable features a sleek, three-button remote/mic pod that lets users control device playback, volume and the sending/receiving of calls.

MSRP: RMCE, \$29.99; RMCE-LTG, \$99.99.

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

D&A Guitar Gear's Gig Strap Gives Guitarists' Shoulders a Break

The D&A Gig Strap has been designed to assist in the relief of pain and aching that can manifest from hours of a heavy instrument resting on a player's shoulder.

D&A's Gig Strap can be added to virtually any guitar strap on the market. Unlike traditional guitar-strap pads, the Gig Strap is fastened easily by wrapping the inner side of the pad around almost any guitar strap and quickly locking it around with an ultra-high-grade injection-molded Velcro Fastening Strip.

When fastened around your guitar strap the Gig Strap can be slid in either

direction, adjusted easily "on the fly" by using the bi-directional pull-rings on either end of the pad.

🛒 [D&A Guitar Gear \(heydna.com\)](http://D&A Guitar Gear (heydna.com))



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ADJ's COB Cannon Wash Illuminates

Offering a host of advanced features, American DJ's COB Cannon Wash DW is ideal for any situation requiring professional wash lighting. It allows 100-percent digital dimming as well as a choice of five selectable dimming curves (standard, stage, TV, architectural and theater).

The COB Cannon Wash DW has a wide beam angle of 80 degrees, which means it can illuminate very large areas. However, for applications where a narrower beam is required, the fixture is also supplied with 50-degree and 40-degree lens kits. These are easy to fit on the fixture to create the right beam for any given event or installation.

It's fitted with a dual yoke that can be locked in place from both sides by plastic thumb screws. With the two parts folded together, this can be used to hang the fixture from a T-bar stand, truss system or lighting gantry and locked in place pointing in any angle. When the two parts are pulled apart, they can be used to create a floor stand letting the fixture serve as a foot light or up light.

🛒 [American DJ \(adj.com\)](http://AmericanDJ.com)

Ovi 12 Boasts Versatility

D.A.S. has launched the Ovi 12, a versatile loudspeaker designed with the clarity and power of a true two-way loudspeaker system. The Ovi 12 can be mounted on walls, placed in ceiling structures, or suspended as a pendant speaker — making it ideal for a myriad of AV installation projects.

Featuring a 12-inch coaxial loudspeaker housed within a lightweight polypropylene shell, the Ovi 12 delivers excellent speech intelligibility and full, rich music reproduction in spaces such as restaurants, night clubs, houses of worship and convention spaces.

The loudspeaker's beamwidth is 90 degrees conical. It's available in black and

white textured finishes.

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



Tracktion Takes I/O to the Limit

Tracktion's Copper Reference stereo I/O has entered the world of top-quality ADC/DAC solutions, where gaining additional dBs can be like pushing a super car toward an even higher top speed. The engineering horsepower required is exponentially more challenging as theoretical limits are approached. At this level, designs must be built and tested numerous times to find the perfect combination of components, layout, firmware and features. Copper Reference benefits from four years of meticulous design, testing, tweaking and modifying.

Working closely with ESS Technology, the high-performance audio DAC and ADC chip provider, Tracktion has designed the Copper Reference to be the first product to feature the Sabre Pro 9038 DAC chip capable of 140 dB DNR and -122 THD. The Sabre Pro represents a major improvement on the previous king of converters, the Sabre Reference DAC. The Copper Reference input path features dual flagship AKM ADCs run in parallel and summed to gain an extra 3 dB of dynamic range.

🛒 [Tracktion \(tracktion.com\)](http://Tracktion.com)

DACS Audio's Test Lab Delivers Accurate Info

Designed for engineers to provide swift but rigorous fault investigation, Test Lab was conceived in the field by DACS Audio installation engineers and developed by its design team to provide tests that were needed during installation and live sound projects. The result is an easy-to-use, portable test unit operated by battery or AC power.

Tests include signal path integrity using the internal signal generator, 10 segment LED meters and built-in loudspeaker. Users can check speakers using the same generator; correct wiring of cables — local and remote — by cycling through pins to reveal open,

shorted or reversed connections; and indicate the presence and voltage of the AC supply. Test Lab is housed in a rugged steel case with a non-slip base.

🛒 [DACS Audio \(dacs-audio.com\)](http://DACS.Audio.com)



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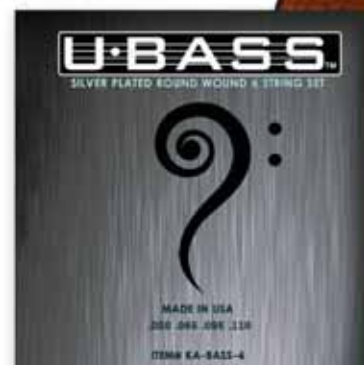
EXOTIC MAHOGANY U-BASS

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The original short scale bass, the U-Bass is known for its booming low end. The Exotic Mahogany U-Bass is now available with Round Wound strings, which provide the same low end with an added brightness and clarity. Designed specially for the U-Bass, the Shadow NFX system captures the low end as authentically as possible.

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Sound Synergies Offers PedalLube

Sound Synergies' PROcussionCare lubricant PedalLube is ideal for kick pedals, hi-hat stands, racks, mounts and all other drum hardware. The product is designed to keep a kit's moving parts responsive and silent. The SuperPROcussionCare formula eliminates squeaks and noise, all in a non-oily formula that won't build up, migrate or attract dirt and grime.

PedalLube helps eliminate friction and drag. It contains an HD4X compound with an extreme high-load bearing capacity proven in the ballistics industry.

After treatment with the included applicator, PedalLube leaves a protective micro-film barrier that prevents oxidation and corrosion.

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



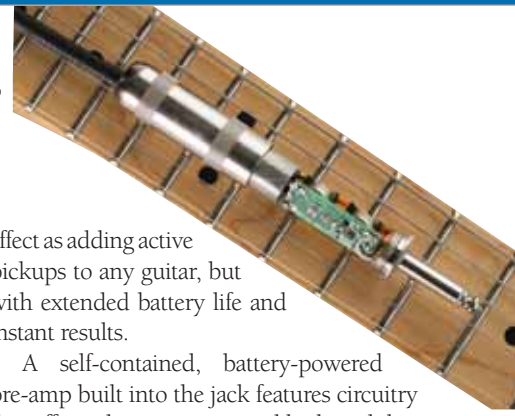
R&M Tone Technology's PowerWire Delivers Clean Analog Boost

R&M Tone Technology has launched the PowerWire family of patented active guitar cables. They deliver clean, amplified analog boost from the guitar's pickups down to effects pedals and amplifiers. The cables' internal, low-noise pre-amp improves signal quality and reduces noise, allowing a truer representation of the instrument and its pickups. The resulting sound is bolder and more defined. PowerWire offers the same

effect as adding active pickups to any guitar, but with extended battery life and instant results.

A self-contained, battery-powered pre-amp built into the jack features circuitry that offers a bass response and high-end that surpasses many active pickups with greater response to the player's technique.

🛒 [R&M Tone Technology \(rmtontech.com\)](http://rmtontech.com)



Waves Provides the Vintage Warmth of Vinyl

The Waves Abbey Road Vinyl plug-in is a precise model of Abbey Road Studios' vinyl cutting and playback gear, designed to give recordings the vintage warmth of vinyl records played on classic turntables and needles.

This plug-in captures every stage of the vinyl production and playback process. Users can choose between the sound of a pure acetate (lacquer) cut or the print master vinyl pressing from the factory, play the records on two distinct turntable types with a choice of three classic cartridges, and even add the EMI TG12410 mastering

console on the path into the vinyl lathe.

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



Yamaha Goes Portable

Yamaha has introduced the DD-75, a portable digital drum set for novice users or players of other instruments who want rhythm backup. Designed from a drummer's point of view, the follow-up to the DD-65 incorporates drum kit sounds from the DTX-Multi12 Electronic Percussion Pad.

The DD-75 has eight touch-sensitive pads and two pedals; its layout mirrors a traditional drum set.

Because of its compact design and ability to be powered by six size C batteries, the DD-75 can be taken anywhere. Musicians can also add it to an existing acoustic drum set to create a hybrid electro-acoustic setup.

"The DD-75 is one of the more unique offerings from Yamaha that fills a necessary need in the marketplace," said Mark Anderson, director, EKB products, Yamaha.

"Faster to set up than a guitar player's rig, and taking up less room than a keyboard player's gear, the DD-75 is perfect for aspiring drummers and weekend warriors everywhere."

The DD-75 is purely digital and lets drummers adjust their volume or practice in privacy with headphones.

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



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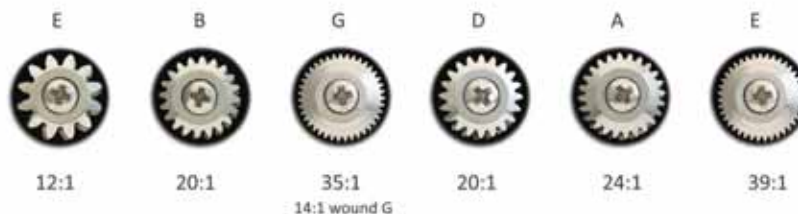
"The different ratios are innovative, makes for very smooth tuning." Beau Cousins - Guitar Repair

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"I give these tuners a 10 for awesome design, easy installation and great performance." Diego Chavez - Guitar Tech

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Ultimate Ears Pro Redesigns In-Ear Monitors With the UE 18+ Pro

Ultimate Ears Pro has introduced the UE 18+ Pro, the second-generation flagship custom in-ear monitor and the culmination of more than two decades of experience building class audio tools.

The UE 18+ Pro adds UE Pro's proprietary True Tone Drivers to a redesigned acoustic system, so the user gets more detail, separation, presence and coherence in their music, whether on stage performing or just listening to favorite recordings at home or on-the-go.

The UE 18+ Pro adds the True Tone drivers — which were originally introduced with the UE Pro Reference Remastered — to the UE 18 Pros (four-way crossover, triple bore and six drivers per

monitor). The drivers extend the frequency range by 3 kHz to enhance the upper band frequency response. An adjusted midrange gain improves presence altogether bringing a clear yet warm sound.

“At Ultimate Ears Pro, the guiding motto among our team is that getting better has no finish line,” said Philippe Depallens, vice president and general manager. “We’ve made incredible technological headways in the last few years, as the first to pioneer 3D printing and technology for custom in-ear monitors. Because of this innovation, we’re able to control the variability of the internal architecture for even greater sound control.”

🛒 **Ultimate Ears Pro** (pro.ultimateears.com)



SLM Offers NAMM Special

St. Louis Music, owner and distributor of Union Station bags, has announced a special promotion that's exclusive to The NAMM Show. For the duration of the show, any dealer that purchases 12 or more Union Station products will receive one product of their choosing for free.

“A promotion like this is a great way to introduce Union Station to the dealers we’ve built the brand for,” said Rich Dumstorff, vice president of SLM Marketplace.

All entrants will be entered into a drawing for a chance to win an Alvarez guitar.

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

Tycoon Creates Sturdy, Light Djembe Drums

Traditional wood djembes are prone to cracks, and players might never know exactly where they come from. Synthetic drums are light and attractive, but players have to be careful with them in the heat.

Tycoon's new Star Glass djembes are as lightweight and durable as they are beautiful, with seven different designs.



The djembes are made from fiberglass but incorporate a unique hand-brushing technique that ensures strict quality standards. The handpicked goatskin head, combined with the classic djembe shape, provides booming bass tones as well as crisp, sharp slaps. They are available in 10- and 12-inch sizes and are rope-tuned.

🛒 **Tycoon Percussion** (tycoonpercussion.com)



eMotion LV1 Adds Dugan Speech System

Waves has added the industry-standard Dugan Speech System to the eMotion LV1 live mixing console. Developed in conjunction with pro-audio inventor Dan Dugan, the new feature automatically controls the gains of multiple microphones in real time, dramatically reducing feedback, studio noise and comb filtering from adjacent microphones.

The Dugan algorithm maintains a consistent system gain, even when multiple speakers are talking simultaneously.

🛒 **Waves** (waves.com)

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Bome Software's BomeBox is a versatile MIDI hub for connecting and managing MIDI devices via DIN, USB, Ethernet and WiFi. Its flexibility allows for many different ways to interconnect and map MIDI devices in a studio or on stage — for example, wireless MIDI connections, or directly connecting USB-MIDI devices to each other without resorting to a computer.

In the upcoming firmware update, the BomeBox will get even more flexible MIDI routing for quick reconfigurations.

Also, the added serial port support allows controlling devices which use serial ports.

🛒 **Bome Software (bome.com)**

MXL Offers Customizable Tone With DX-2

MXL Microphones has released the MXL DX-2 Dual Capsule Variable Dynamic Instrument Microphone, featuring a flat-faced design and signature variable control knob for blending tone between two distinctly different capsules.

The MXL DX-2 is the first dual-capsule dynamic microphone that lets users tailor the sound from one capsule to the other and all points in between, making it very easy to customize the sound.

The front of the microphone is a flat-faced, side-address design that places the microphone capsules close to the sound for optimal pickup, while the opposite side has the crossfade knob, making for easy adjustments. Capsule 1's super cardioid

large capsule design captures the fullness of the instrument, while Capsule 2's cardioid small capsule offers superb mid-range and high-end detail.

"The DX-2 is the first mic of its kind that allows the performer or engineer to sweep through two distinctly different dynamic cartridges with distinctly different tones in real time," said Scott Krueckeberg, designer and MXL division manager.

🛒 **MXL (mxlmics.com)**



Mackie XR Monitors Hit 'Sweet Spot'

Mackie has released the XR series studio monitors. Aimed at professional and project studios, the XR series offers two models: the 8-inch XR824 and 6½-inch XR624.

With XR, Mackie delivers an accurate studio monitor design that offers the clarity, performance and modern look to meet the needs of the modern studio.

"Mackie is well known for creating high-performing studio monitors that cover the widest possible range of applications, from our ultra-affordable CR series to our flagship HR series," said Jon Rundle, Mackie product manager. "And XR really hits the sweet spot, with a step up to truly professional performance at prices far more affordable than boutique offerings."

Drawing inspiration from the performance and aesthetic aspects of the Mackie HR series

monitors, XR features a smart logarithmic waveguide, providing acoustic alignment to deliver precision balance between articulate highs and midrange clarity.

Both models feature a high-output, 160-watt power amplifier and premium transducers, including a Kevlar LF driver with fast recovery from transients, virtually eliminating resonant frequencies.

Unique to XR, Mackie has developed the ELP Bass Reflex System, which utilizes an extended-length, internally curved port that delivers outstanding bass response and increased output capability.

"The new ELP porting system significantly extends bass response, but its unique design offers additional benefits," said Rundle. "The port exit sits completely flush with the back of the cabinet, creating a zero

turbulence design that significantly improves overall acoustic performance."

MSRP: XR824, \$629; XR624, \$519.

🛒 **Mackie (mackie.com)**



Synthax's ARC USB Boasts Intuitive Control, Versatility

Synthax has introduced the RME ARC USB remote. The ARC USB makes a terrific companion to the recently introduced Fireface UFX+ audio interface and the company's TotalMix FX routing and mixing software. The ARC USB works with any RME audio interface that's currently compatible to the latest drivers supporting TotalMix FX, including interfaces that were released as far back as 2001.

With an abundance of useful features, this Advanced Remote Control (ARC) offers intuitive control over the interface's DSP-based routing and effects section.

Operating as a UAC 1 class device, the ARC USB is natively compatible to Windows and Mac OS X and can be connected via USB to the user's computer. As soon as the ARC USB is present in the operating system, TotalMix FX will automatically detect and communicate with the controller. By being a remote for TotalMix FX, any hardware that

uses TotalMix FX can be controlled — from a PCI-based Multiface up to the latest Fireface UFX+. The latter includes direct connectivity for both online and stand-alone operation.

The new RME ARC USB is as versatile as it's intuitive. The unit features a jog wheel, 15 freely assignable, illuminated buttons, as well as a TS (Tip/Sleeve) connector for a foot switch that can be assigned individually.

The RME ARC USB can control multiple units simultaneously.

🛒 **Synthax (synthax.com)**



Samson QH4 Tracks Multiple Performers

Samson has announced the QH4 four-channel headphone amplifier.

The QH4 is designed to distribute audio to up to four individual headphones, each with its own volume control, making it suitable for tracking multiple performers in a studio, podcast recording or for recreational music listening. Its compact design makes the QH4 ideal for use with any studio or desktop workstation as well as with laptops or smartphones when recording on the go.

Samson's QH4 includes stereo ¼-inch inputs to connect with a mixing console or studio interface, and a stereo ⅛-inch aux in for playing music via a smartphone or MP3 player. Individual headphone outputs lets users connect up to four sets of headphones, each with its own independent channel volume control, as well as a master volume control for overall level adjustments. Also provided is a stereo ⅛-inch aux out for daisy-chaining multiple QH4s together and a master mute button for silencing all outputs.

Stereo channels may be combined using the QH4's key feature, the mono button, before audio is sent to headphones, allowing listeners to check for phase issues, mono compatibility or when monitoring tracks that are split left and right. The mono button also allows users to take a split left and right feed from a stereo interview and send both tracks to each side of the headphones.

🛒 **Samson Technologies (samsontech.com)**

ART Delivers Solid Low End

Applied Research & Technology has introduced the RM5 Active Studio Monitor System, a new design in near-field reference monitors.

With an aluminum unibody construction, high-resolution dual opposing passive ring radiators and center plug waveguide tweeter, the 300-watt RM5 studio monitor system delivers uncompromising low end and a wide "sweet spot." Three preset DSP modes (Reference, HiFi or Theatre) allow the RM5 to be tailored to any near-field listening application. User-selectable Quarter, Half and Full Space room compensation modes ensure the RM5 can operate effectively in any studio environment or listening space.

Versatile input connectivity lets the RM5 system be integrated into any professional studio or high-end home listening application.

🛒 **Applied Research & Technology (artproaudio.com)**





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Spitfire Gets Symphonic

Spitfire Audio has launched the Spitfire Symphonic Strings, a compendium of symphonic strings sampling.

Boasting no fewer than 60 star string players to its name — including 16 1st violins, 14 2nd violins, 12 violas, 10 cellos, and eight basses — the Spitfire Symphonic Strings was recorded at London's Air Studios to 2-inch Studer tape using a selection of vintage valve and ribbon microphones on Neve 'AIR Montserrat' preamps and a Neve 88R large-scale console before being digitally stored at 96k.

This product benefits from nearly a decade's worth of sampling experience.

🛒 **Spitfire Audio** (spitfireaudio.com)



Start Singin' in the Rain

The Music Gifts Company has debuted its musically themed umbrellas.

The 9-inch automatic mini umbrellas are on special for The NAMM Show and cost \$10.95, instead of the regular \$12.95. Along with the company's full-line of music-related novelty products, there is never a minimum purchase required.

🛒 **The Music Gifts Company** (musicgiftsusa.com)



Tegeler Audio Manufaktur Now Shipping the Crème in U.S.

Berlin-based Tegeler Audio Manufaktur, maker of handmade professional audio gear, is now shipping its products to the U.S. market. One of the company's best sellers is the Crème, a passive EQ based on the Pultec principle and a high-end bus compressor in a single device.

"Many successful mixing engineers mix with a compressor and EQ in the master channel to get an idea of how the mix will sound in mastering," said Michael Krusch, founder and head of development of Tegeler. "The Crème puts the very best of both in one device and helps in finding the right volume balance for individual sounds, especially the vocals."

Tegeler Audio Manufaktur took the filter circuitry from the original Pultec and carefully updated it. Unnecessary

controls have been replaced by fixed values, and irrelevant frequencies have been removed from the mix bus. The passive EQ is focused on the most popular applications: A bass boost that gives the mix a solid foundation and thrust and treble boost that gives the mix that signature shine. All of the controls on the Crème are rotary switches for greater precision.

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



Natal Offers New Finishes

The Tulip wood shells of Natal's Café Racer drums offer a vintage voice with the familiar warm vibe of 1950s and '60s era drum sets, while having the reliability and consistency of modern designs. As a result, Café Racer has been referred to as "the deal that can't be ignored" by *Drum Magazine* and "the real deal" by *Modern Drummer*.

In 2017, Natal is expanding Café Racer's finish offering. In addition to the already existing Champagne Sparkle Lacquer and British Racing Green Sparkle Lacquer finishes, Sea Foam Green Suede, Ox Blood Red Suede and Matte Black Suede options

will be introduced.

🛒 **Natal Drums** (nataldrums.com)



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The new RockBoard Flat Lead Cables are extra flat and flexible. They feature a slim rectangular body designed to prevent cable tangle as well as lead breakage. These super compact plugs were conceived to be as space saving and unobtrusive as possible.



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The new RockBoard Flat Patch Cables are designed to optimize pedalboard real estate. They feature a slim rectangular body and extra thin angled plugs to keep your setup tidy and neat looking.



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The RockBoard Flat Patch Connector or as we like to call it, "RockBoard Bender", is a super-flexible, 3" long pedal connector, with extra-flat profile. It features extremely compact, angled plugs, just like the RockBoard Flat Patch Cables, for optimizing your pedalboard real estate. It perfectly connects pedals with side or top mounted jacks and helps keep your setup tidy and neat looking.



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The RockBoard RBO Power LT XL and XXL are rechargeable power stations for effects pedals, independent from the wall outlet. Equipped with powerful and long-lasting, rechargeable lithium-ion batteries to supply effects pedals up to approx. 50 hours or more with hum free power current. Power LT XL comes with two 9V and one USB (to charge your phone or tablet), XXL with a variety of voltage from 9V to 24V as well as two DC4-15V and two USB chargers.



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The RockBoard Natural Sound Buffer is a op-amp based signal buffer that eliminates cable capacitance and loss of top end associated with long cable paths or using several unbuffered effects pedals. An absolute must to have on any pedalboard running more than two effects.

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JBL Adds 7 Series Monitors

JBL Professional by Harman has introduced the JBL 7 Series Powered studio monitors, building on the legacy of the JBL 7 Series line.

Featuring patented driver and waveguide technologies developed for the flagship JBL M2 Master Reference Monitor, the new 705P 5-inch and 708P 8-inch monitors are suitable for post-production, broadcast and music recording facilities.

JBL 7 Series Powered master reference monitors are engineered to solve common problems in recording, post and broadcast workspaces. Patented and patent-pending driver and acoustic technologies provide significantly greater output, dynamic range and detailed imaging to help professionals work from greater distances and overcome less-than-ideal placement.

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

Alfred Piano Collection Fosters Mindfulness

Alfred Music has released *Mindfulness: The Piano Collection*. It contains 20 piano pieces, each one chosen to help the player relax and unwind. Each piece is preceded by a short paragraph recommending simple mindfulness approaches that can be integrated when learning and playing the music. This provides a unique way for pianists to reach a state of mindfulness by sharpening their musical focus toward their internal and external experiences within the present moment.

With the help of well-known composers

such as Chopin, Debussy, Beethoven and Satie, as well as six full-page, music-themed images to color in, this aid to simple meditation is the perfect musical remedy in an increasingly frantic and pressurized world.

Titles from *Mindfulness: The Piano Collection* include Satie's "Gnossienne, No. 1," Beethoven's "Moonlight Sonata," Tchaikovsky's "Morning Prayer," Chopin's "Prelude In E Minor" and Debussy's "Rêverie."

MSRP: \$15.95.

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



Neunaber's Iconoclast Shapes Tone

Neunaber Audio Effects has introduced the Iconoclast guitar speaker emulator. Placed after a pedal chain or pre-amp, Iconoclast shapes a guitar's tone as a speaker cabinet would and outputs directly to headphones, powered speakers, a mixer or recording interface.

Iconoclast is adjustable on-the-fly using intuitive controls and delivers consistent tone at any volume, often without needing to bring anything more than a pedalboard. Iconoclast uses advanced, low-latency processing to create an idealized speaker response.

"An IR [impulse response] — a digital copy of a specific speaker's response — will duplicate its characteristic sound, but many guitar speakers have frequency responses that are highly irregular, with pronounced peaks and dips," said Brian Neunaber, Iconoclast's designer. "Typically, what we hear as sounding 'good' are smooth responses. Iconoclast implements a smooth response that has the character of a guitar speaker yet with a transparent quality."

🛒 [Neunaber Audio Effects \(neunaber.net\)](http://neunaber.net)



Levy's Hangs Loose With Hawaiian Designs

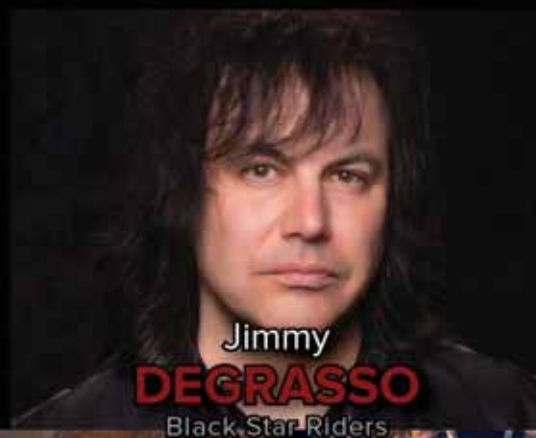
In response to the increased number of ukuleles with dual strap pins, Levy's Leathers has introduced the MP19UKE. This strap is 1/2-inch wide with tri-glide adjustment.

It's available in seven patterns including

four Hawaiian sublimation patterns. These straps are ideal for dual pin electric and acoustic ukuleles, as well as U-bass instruments.

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

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



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Jan 21, 11-12 pm Jan 22, 12-1 pm



HAMMER OF THE BROADS

Jan 20, 11-12 pm



JASON JANI

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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

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Jan 21, 12-1 pm Jan 22, 1-2 pm



THUNDERSTRUCK

Jan 21, 3-4 pm



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Electro-Voice

Denon DJ Now Offers Engine Prime File Analysis Software

Denon DJ has introduced a new version of its Engine music management software, which lets DJs analyze, categorize and access their music quickly and efficiently.

Engine Prime is a desktop software utility for easily managing music files used with Denon DJ SC5000 media players.

Engine Prime lets DJs import music by dragging and dropping songs or via direct integration from existing iTunes or Serato DJ collections. Music files are quickly analyzed, providing accurate Beatgrid placement, plus harmonic musical key analysis.

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



Ibanez's SR Series Hits 30

To commemorate the 30th anniversary of Ibanez's SR Series Bass, the company has introduced four 30th Anniversary models — two from the Ibanez Premium line (SR30TH4PE and SR30TH5PE) and two standard series models (SR30TH4 and SR30TH5). All of these basses have the three soundhole design.

The SR30TH4P and SR30TH5P Premium Basses boast a bubinga top with ash and mahogany back body, Atlas five-piece wenge/

bubinga neck with KTS Titanium rods for the ultimate in neck stability and mono-rail V bridge for complete intonation adjustment, with each isolated saddle securely locked to the body for maximum vibration transfer and minimal sympathetic string interference.

The SR30TH4 and SR30TH5 models include a figured mahogany top, back and body as well as SR4 five-piece jatoba/bubinga neck with KTS titanium rods.

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



Dixon Unveils Fuse Zebra wood Kit

Dixon has released the Fuse Zebra wood four-piece shell kit. This fuse kit features an exclusive Zebra wood exotic laminate, which is an engineered finish treatment.

The kit comes with an eight-lug drum, eight-lug snare drum, ball L-rod mount,

mini isolation system tom mounts and chrome drum hardware. The four-piece shell comes complete with an 8- by 10-inch tom, a 9- by 12-inch tom, a 14- by 16-inch tom and an 18- by 22-inch eight-lug bass drum.

🛒 [Dixon \(playdixon.com\)](http://playdixon.com)

KMC Music Adds More Brand Variety, Strengthens Distribution

KMC Music opened The NAMM Show by making a strong commitment to the future of musical instrument distribution.

With the introduction of six series of Washburn guitars, a repackaged line of Rhythm Tech products, two Oskar Schmidt models, the reintroduction of Daisy Rock Girl Guitars and the relaunch of Hamer, KMC said it's kicking off the new year with an "big bang" approach to the musical instrument market.

"This is just the beginning of a very exciting year for KMC's musical instrument product marketing program," said KMC President Mark Terry. "Later in the year, we will introduce new models from Jasmine, Barcus-Berry and Hilo as well as more new offerings from Washburn and Rhythm Tech. We are planning to bring new musical instrument and accessory products to market every few months throughout the year."

📄 [KMC Music \(kmsmusic.com\)](http://kmsmusic.com)

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nord



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dBTechnologies



dBTechnologies offers a variety of professional powered systems. From its high-end line array system "VIO" with compact size and smart rigging design to the DVA K5 equivalent with perfection among small polypropylene line-array systems and the superb OPERA Powered speakers designed for both live and playback applications. dBTechnologies' new B-Hype is ready to boost any background music into the wildest party.

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by **ortofon**

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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.

ALPINE
HEARING PROTECTION



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!

XONE



Xone series mixers are on the riders of many of the world's most respected DJs and can be found in the booth at numerous iconic venues. From the hot new Xone:PX5 to the industry standard Xone:92, Allen & Heath continues to set the standard for audio quality, innovation and durability.



Ernie Ball Unveils StingRay5 Bass

Ernie Ball has introduced the 30th Anniversary StingRay5 bass.

Since its introduction in 1987, the StingRay5 has been celebrated for its innovative bass design. The anniversary edition sports a transparent buttercream finish with red tortoiseshell pickguard.

It has a roasted figured maple neck. A choice of maple or rosewood fingerboard is accented with white binding, white position markers and stainless steel frets. The pre-amp and pickup are exclusive to this anniversary model, providing added punch.

🛒 **Ernie Ball** (ernieball.com)



The Loar Honey Creek Mandolin Combines Quality, Affordability

The Loar has introduced the Honey Creek (LM-301F) — an affordable, F-style mandolin.

The Honey Creek combines the curves of an authentic F-style body and a hand-carved top, creating an instrument that sounds great

out of the box and can be handed down to the next generation when the time comes.

The LM-301F is also available with a Fishman Nashville series pickup.

🛒 **The Loar** (theloar.com)

T-O Rolls Out Cable Control

Triad-Orbit has launched the T-O Cable Control, a cable management product that offers an alternative to wire ties and hook and wrap loops for organizing and securing cables on stands, pedalboards and rack-mounted devices.

T-O Cable Control wraps are made of a semi-rigid 10-ml PET braid — a by-product of recycled soda bottles. Available in three diameters, the overlapping design and form-fitting shape of the product offer secure rendition and fluid, adjustable movement of cables that's not possible with traditional wire ties or hook and loop wraps.

🛒 **Triad-Orbit** (triad-orbit.com)



Sennheiser Certified as Crestron Partner

Sennheiser is a member of Crestron's "Integrated Partner Program." Both vendors' products can be integrated seamlessly into a single powerfully combined solution. Among the compatible products are the TeamConnect family of products, SpeechLine DW and ADN.

Data can be exchanged easily between systems, such as Sennheiser's conference solution ADN; because control commands are transmitted via TCP/IP, the audio conferencing system's central unit, the ADN CU1, can be connected effortlessly to one of Crestron's media controllers. For example,

when the talk button on a docking station is pressed, the media controller interprets the transferred information and triggers functions, such as aligning a camera with a speaker.

This device communication naturally works in both directions, meaning that Sennheiser communication stations can be accessed remotely via Crestron touch panels. The user interface is easy to use, with images of the conference room appearing on the touch panels screen. To simplify programming for the system, developers can use a custom API.

📄 **Sennheiser** (sennheiser.com)



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"Our exclusive 24/7 Protection Limited Lifetime Warranty assures that every TKL hard and soft case will stand up to the most extreme conditions and that we stand behind them 100 percent," said Tom Dougherty, co-founder and CEO of TKL.

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

Dean Markley's Blackhawk Coated Strings Take Flight

From the studio by day to the stage at night, natural tone soars with Blackhawk, the latest series of coated guitar strings from Dean Markley.

Available for both electric and acoustic guitars, Blackhawk takes flight with tonal versatility, strength and quality for a wide style of playing without the flakey, shedding residue of other coated strings.

Dean Markley's Blackhawk Coated Acoustic strings offer two different alloy wraps for distinct tones: Blackhawk 80/20 Bronze which brings the brass with 80-percent copper and 20-percent zinc.

These strings make a bold statement

with a crisp, deep tone that's ideal for recording.

The Blackhawk Phosphor Bronze features a warm, bright and well-balanced tone. The 92-percent copper and 8-percent tin composition provides excellent intonation and tone life.

Blackhawk Coated Electric strings round out the series. The wound string has a hexagonal core made of high-carbon steel, providing strength and pitch stability. The wire wraps are engineered on proprietary machinery with advanced wire-coating technology.

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



Kala Uke Makes a Splash

Kala's Makala Dolphin line has added a model featuring a Green Apple Burst finish. The ukulele will feature the same quality and affordability that Makala ukuleles are

known for, with a fresh color for 2017. This will match the line of "burst" Dolphins to go along with the other burst colors.

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



Asher Guitars Adds Lap Steel Bar CS2

Asher Guitars is adding the lap steel bar CS2 — made from cold-rolled steel alloy — to its lineup of specially designed lap steel and Dobro accessories.

The Asher CS2 tone bar is CNC milled with precision out of solid A-grade cold-rolled steel alloy, then hard chrome plated for high wear resistance, increased sustain and smooth feel. Its dual nose design makes this bar stand out from the rest. One end has a 20-degree slant that allows crisp, sharp pull-offs and the other a mimicked bullet nose for fast string-to-string glides and bar slants.

"I wanted to offer a bar that felt good in your hand and would offer a variety of uses," said Bill Asher, founder and master craftsman of Asher Guitars & Lap Steels.

Asher also offers a variety of high-quality accessories from electric and acoustic strings, to a dual lever palm bender, lap steel bridges and the Asher Belly Bar.

🛒 Asher Guitars

(asher-guitars-lap-steels-store.mysshopify.com)



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BOOTH
#7001

Fender's Paramount Additions Boast Superior Tone

Fender has added the PM-3 Triple-0 NE and PM-2 Parlor NE all-mahogany models to its Paramount Series of acoustic guitars.

The PM-3 Triple-0 NE is crafted for superior tone, high performance and earthy visual appeal, with an open-pore mahogany top that exudes a lush, warm voice and enhanced dynamic range that responds to every nuance of the player. Other features include scalloped "X"-bracing, all-solid mahogany back and sides, and a fast-playing "C"-shaped mahogany neck, and rosewood fingerboard.

The slim, single-cutaway Triple-0 body provides easy access to the upper frets, and the durable rosewood bridge and compensated bone saddle add a rich note to the warm voice of the guitar. The model also includes ebony bridge pins.

The PM-2 Parlor NE features an open-pore mahogany top, scalloped "X"-bracing, and all-solid mahogany back and sides.

🛒 **Fender** (fender.com)



Seagull Builds Momentum

Seagull has earned a reputation for quality guitars since the creation of its S6 in 1982. That momentum carries forward with the 2017 introduction of Seagull's aptly-named Coastline Momentum.

The handcrafted guitar features an exceptionally thin high-gloss custom polished finish that accentuates the natural beauty of the wild cherry back and sides

while letting the solid cedar top vibrate freely.

The Coastline Momentum model features a smooth satin hand-finished silver leaf maple neck, Adirondack spruce bracing, Seagull's High Ratio tuners, Fishman Sonitone electronics, Tusq nut and saddle, and a rosewood fingerboard and bridge.

🛒 **Seagull** (seagullguitars.com)



Innovative Percussion Offers She-e Wu Rattan Mallets

After numerous requests, Innovative Percussion's She-e Wu series marimba mallets are now available with rattan handles.

Rattan is a popular material for marimbists

around the world and provides a more flexible feel, which many players prefer.

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

RCF Delivers Next Generation of ART 708-A

RCF has launched the next generation of the ART 708-A with the ART 708-A MK2. The MK2 denotes the second generation of the product, with improved output and performance.

The MK2 is an active 8-inch two-way cabinet. The transducer technology used in the cabinet features an 8-inch woofer with 2-inch voice coil with inside-outside aluminum coil and a powerful magnetic structure, which guarantees a fast and accurate mid-bass frequency range, coupled with a 1-inch high-frequency compression driver with 1½-inch voice coil.

Features include a new generation 800-watt digital power amplifier — 600-watt for the woofer and 200-watt for the compression driver. The result is high output, low distortion and an accurate, natural sound.

The amplifier features a solid mechanical aluminum structure, which not only stabilizes the amplifier during transport but also assists in the heat dissipation.

🛒 **RCF** (rcf.it)



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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

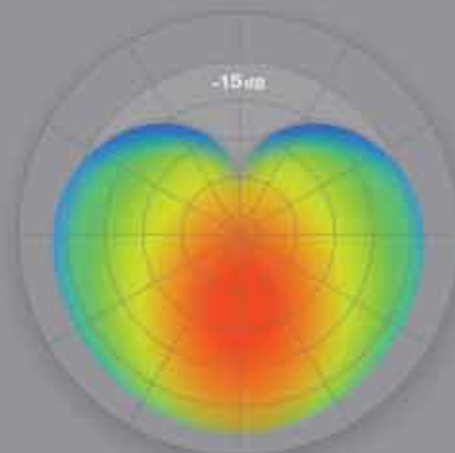
Friday/Saturday/Sunday
1:30 pm

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



Yamaha Upgrades AvantGrand Digital

Yamaha has introduced the N3X, the company's newest flagship AvantGrand piano. It offers the experience of playing two of the world's most revered pianos — the Yamaha CFX concert grand piano and the Bösendorfer Imperial grand piano — in a space-saving digital instrument.

The AvantGrand N3X is a follow-up to the company's N3, updated to include samples of the Yamaha CFX and Bösendorfer Imperial grand pianos.

The signature sounds of both instruments have been meticulously captured digitally.

A specialized grand piano pedal duplicates the sensation of a grand piano's pedals as faithfully as possible.

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

Lars & Ivan's Headphone Amplifiers Restore Warmth

Lars & Ivan headphone amps are engineered for reference monitoring in recording and mixing environments where digital tools and playback systems could compromise or sterilize the warmth and fidelity of a recording. Utilizing an integration of vacuum tubes in select models, Lars & Ivan headphone amps can restore the warmth and realistic character of a recording without artificial enhancements.

The THA21 Class A Desktop Vacuum Tube headphone amplifier offers 140 mW power with a Total Harmonic Distortion (THD) of less than .05 percent, a signal-to-noise ratio of more than 95 dB and a frequency response of 10 Hz to 25 kHz.

The THA-8X Micro Tube headphone amp offers 180 mW power with a THD of less than 0.1 percent, a signal-to-noise ratio of more than 80 dB and a frequency response of 10 Hz to 65 kHz.

The palm-sized THA-30X headphone amplifier with vacuum tube and bass boost offers 140 mW power. Also available are the DAC Fire USB Powered headphone amp, the HA-1 Class AB Mini headphone amp with bass boost, the HA-3K Class AB Longlife headphone amp with Bass boost, the DAC TXR Digital-To-Analog Converter Mini headphone amp, and the DHM-1 Digital-to-Analog Converter Pocket Size headphone amp.

🛒 [Lars & Ivan \(lars-ivan.com\)](http://lars-ivan.com)



Nadine Captures Surface Sound

Ear Trumpet Labs' Nadine is a medium-large diaphragm condenser microphone that is ideal for capturing the natural acoustic sound of the upright bass — picking up as much of the surface sound as possible while highlighting its rich low end. With great feedback rejection, it's ideal for live players to use with stage monitors.

The mounting system is secure and can be easily removed to accommodate touring musicians. Physically, the mic is separated into the body, which securely straps to the tailpiece with velcro elastic. The head mounts easily between the strings above the tailpiece using a rubber grommet.

There is a 14-inch Mogami cable that connects the two parts, making it easy to place the mic on any bass and transition from instrument to instrument.

🛒 [Ear Trumpet Labs \(eartrumpetlabs.com\)](http://eartrumpetlabs.com)

Black Swamp Offers Versatile Clamp

Black Swamp Percussion's Tambourine OneMount is a versatile clamp for mounting tambourines, frame drums, bodhrans and other compatible percussion accessories.

The clamp has a wide gripping capacity and securely holds many styles and thicknesses of tambourine handles.

The Tambourine OneMount can be attached to cymbal toppers or standard 3/8-inch accessory rods.

The clamp works well for any situation where a mounted tambourine is required — such as concert, orchestral, chamber, drum

set or theater percussion.

🛒 [Black Swamp Percussion \(blackswamp.com\)](http://blackswamp.com)



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- *Array hardware
- *Wall mount system

Q-3 is a multipurpose, compact, speaker enclosure that is equally suitable for music playback or public address. The modular Q3 speakers can be combined and used in a wide range of venues & applications: Auditoriums, gyms, places of worship, banquet halls, sports bars, malls, board rooms & any other medium-sized environment where great sound quality required.

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.



4CH Digital Amplifier
500Wx4 at 4Ω (RMS)

D-500.4

- *High Performance Multichannel Amplifier
- *500W x 4 at 4ohms (RMS)
- *Built-in Limiter & advanced DSP Control
- *Digital encoder control & OLED Display
- *Stereo/Parallel/Bridged w/DSP Control
- *PC Software Control & USB Data Load/Save

Q-12S

- *600W(Program)
- *12" Subwoofer
- *Plywood Cabinet
- *Painted Finish

Q-28S

- *600W(Program)
- *2x8" Subwoofer
- *Plywood Cabinet
- *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.



MODULAR EXPANDABILITY & OPTIONAL 6x6 LCD CONTROLLER

- 16 inputs / 6 Buses
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- 2 Aux, Solo, Main Buses
- 6 DCA groups, HD Multi-FX
- iPad remote control



B-2000.2 STEREO CLASS-D POWER AMPLIFIER

2000W x 2@ 4ohm



D.A. SERIES AMPLIFIER

- *CLASS D 240W/480W
- *DSP+USB module built in
- *Multi-zone

DA-241F



DA-481F



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4 Channel

UHF PLL Synthesized Wireless Microphone System
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CV-4R



UC-4R

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Battery Charge Circuit

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- *117dB Max
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Levy's Gets Geometric

Levy's Leather's MC8IGN (Ignite) is a 2-inch natural cotton guitar strap with suede ends and decorated with a trio of geometric

glyphs. The strap features tri-glide adjustment and is available in three patterns.

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

Korg Education's GEC5 Ready to Take Labs to the Next Level

The Korg Group Education Control (GEC5) is an intuitive, easy-to-use software user interface that features practice and instruction modes, fully digital stereo sound and the option of wireless tablet integration.

The Korg GEC5 Lab System takes any music, language or technology lab to levels of high efficiency. The advanced audio routing on the GEC5 is compatible with any digital audio signal, letting instructors get creative and build a room with any combination of electronic instruments.

"For over 20 years, Korg has worked extensively with educators all over the world

with overwhelming success in thousands of music, language and technology labs," said Tiffany Stalker, Korg USA's senior manager of the education division.

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



Sustain Without Compression

The Amptweaker PressuRizer compressor accomplishes sustain without compression in several ways, and includes a built-in output FET limiter/booster, making this a powerful clean tone tweaker. Using parallel studio-grade compression with wet/dry blend and some side-chain variations, it varies from smooth compression that limits the initial 'whack' to a dry-blended approach that adds compression after a short delay.

The Bloom switch rewires the side-chain detector so the signal compresses

and then grows. When blended with dry, the result sounds normal at first, and then blooms.

The tone only affects the compressed signal and boosts highs to cut through, or cuts midrange to help match the 'blooming' tone to the dry.

The Limiter switch adds a FET booster after the blend, and can be set to "Soft" for barely limiting, "Hard" for a slightly broken-up sound, or "Off" for no limiting.

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



Fryette Recording Amp Delivers Tube Amp Sound

Fryette Amplification's Valvulator GP/DI Direct Recording Amplifier is a direct recording solution featuring an ultra-flexible all-tube 1-watt amplifier, designed to deliver tube amp sound and feel directly to a mixing console, DAW or other computer interface.

The Valvulator GP/DI can drive a speaker cabinet for recording or practice, and it has a built-in headphone amplifier with FX loop.

Key features include an all-tube, 1-watt amplifier with integrated reactive load; broad tonal range with three tube amp voicings; "CAB + MIC" analog speaker simulator for direct recording and headphone amp with stereo effects loop; plus an MP3 player input

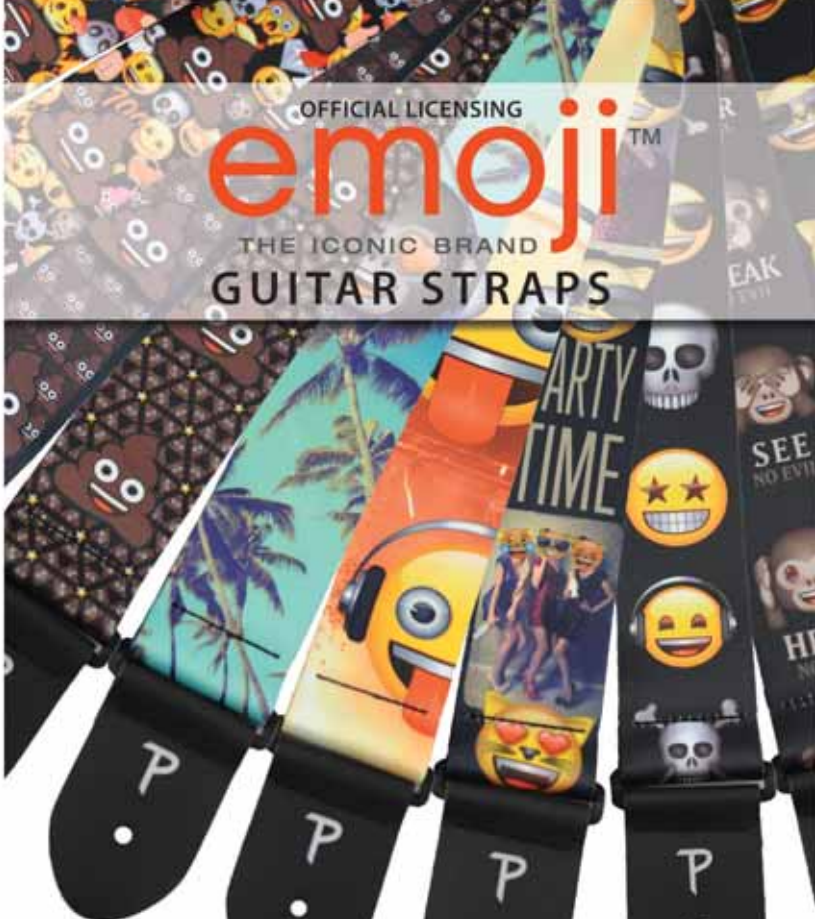
for silent practice.

"As a player, the first order of business is to pick up a guitar and really experience the interaction between the guitar and the amp," said Steve Fryette, founder of Fryette Amplification. "With the GP/DI, you get to experience all that excitement."

🛒 [Fryette \(fryette.com\)](http://Fryette (fryette.com))



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BOOTH #5276 HALL B

iRig Lets Players Produce on the Go

iRig Keys I/O is a line of compact, portable complete music production stations featuring a MIDI controller with full-size keys plus a 24-bit/96 kHz audio interface with a Neutrik XLR and 1/4-inch combo jack, stereo line output and an 1/8-inch stereo headphone output with level control. Now for the first time, players and producers have a complete system for music and audio production on the go that works with iPhone, iPad, Mac or PC and comes with over \$600 worth of music production software.

iRig Keys I/O features programmable CapSense technology sliders and buttons for more precise control over bends, modulation, octave and more, plus full-size velocity-sensitive keys for the ultimate

level of playability and expression. iRig Keys I/O are available in 25-key and 49-key configurations with eight integrated programmable velocity sensitive backlit drum pads for sound triggering, plus five programmable rotary touch-sensitive continuous controls.

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



PRS Updates Core, S2 Electrics

PRS Guitars has unveiled the Core and S2 Series electric guitar line for 2017. The highlights include the introduction of the McCarty Singlecut 594, 509, Santana Retro, and Gen III tremolo bridge in Core and new pickups for the S2 Series. PRS has introduced a single-cutaway version of the McCarty 594 as both the November Private Stock Guitar of the Month and a Core model. The 2017 Santana model has been reintroduced as the Santana Retro, previously available through the Private Stock program. The PRS Patented Gen III tremolo will come standard on all trem-equipped models except for the DGT.

🛒 [PRS Guitars \(prsguitars.com\)](http://prsguitars.com)

Play Longer. Play Better.



New for 2017!

Introducing the D&A GIG STRAP PRESSURE POINT PAD

This innovative pressure point pad uses series of rigid studs that apply targeted pressure to the shoulder using the weight of a guitar. Easily rock the pad back and forth to massage out shoulder knots any built up muscle tension.

FEATURES:

- Effective Shoulder Muscle Relief
- Quick repositioning finger loops
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- Fast and secure Velcro attachment
- Rubberized studs for secure shoulder positioning



Michael "Fish" Herring
Co-Creator

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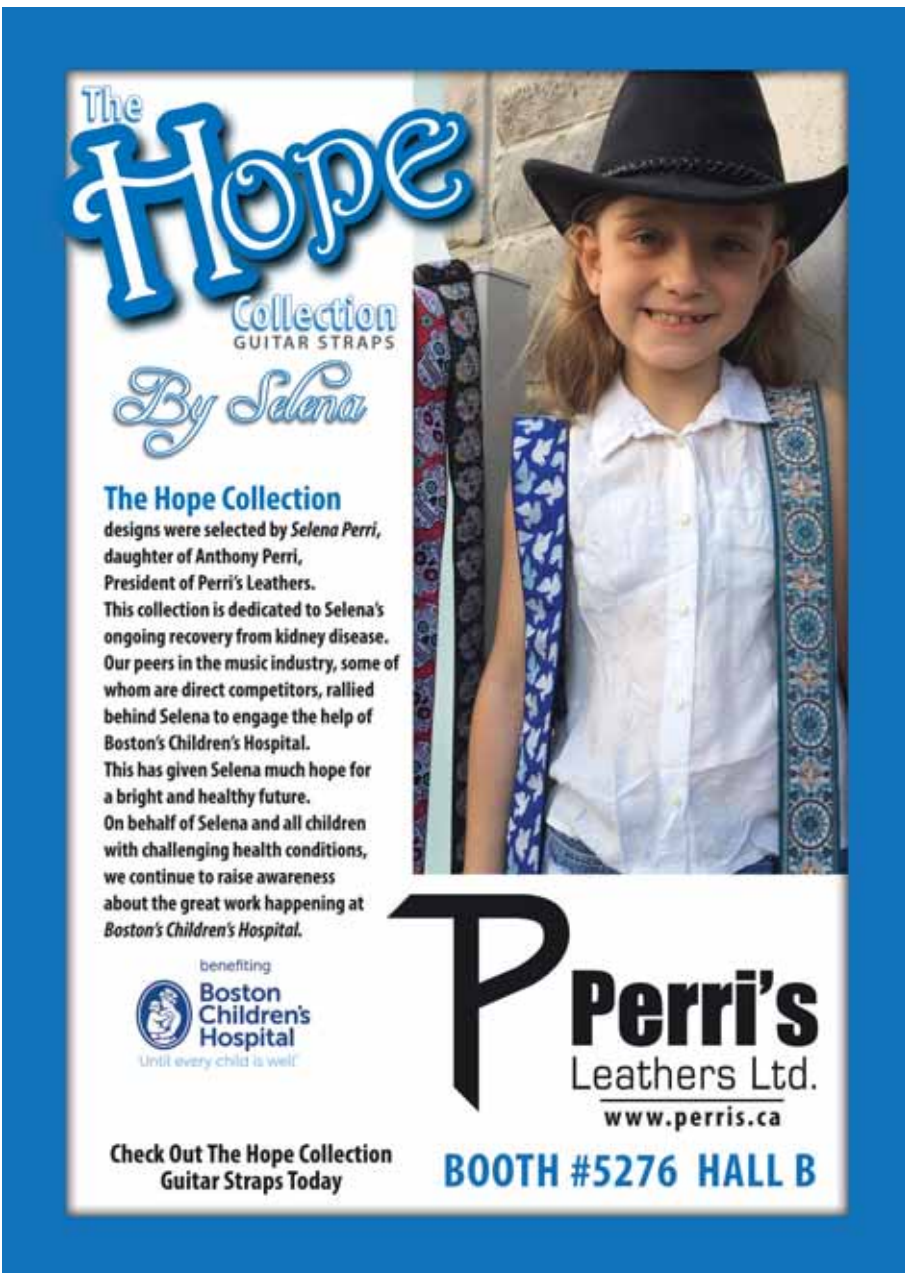


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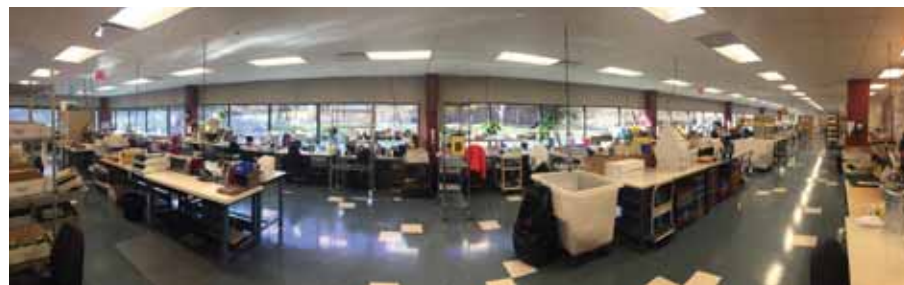
The Hope
Collection
GUITAR STRAPS
By Selena

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

P Perri's Leathers Ltd.
www.perris.ca

Check Out The Hope Collection Guitar Straps Today **BOOTH #5276 HALL B**



Fishman Moves to Larger Headquarters

As a result of continued growth and an ongoing commitment to customer service, Fishman has moved to a larger, high technology-driven company headquarters.

The new 58,000-square-foot building at 3 Riverside Drive in Andover, Massachusetts, represents a major expansion from the company's previous site, providing more space for R&D, manufacturing, quality control, inventory and finished goods.

It also includes a bigger, state-of-the-art

model and machine shop with the latest in 3-D printing, laser and CNC machine technology as well as a finish room for polishing, grinding and painting.

Two conference rooms with LCD monitors and video conferencing are complemented by a recording studio and a showroom adjoining the reception area. Visitors can see an entire wall of Fishman-equipped guitars from some of Fishman's OEM partners.

🛒 **Fishman (fishman.com)**



Promark, Kimberly Thompson Collaborate on Signature Stick

Promark by D'Addario and Kimberly Thompson have collaborated on the drummer's signature stick to celebrate her recent move to join the Promark family.

Having played with multiple Grammy-winning recording and performing artist Beyoncé, Thompson teamed up with Promark to make a 7A drumstick with finesse, measuring .535 inches in diameter and featuring an extra 1/2-inch in length for a little extra reach and ease of play.

"This stick achieves the perfect balance and weight that accommodates a variety of musical applications and players' performance styles," Thompson said. "The long taper and small round tip allow for a responsive stick with clear articulation on drums and cymbals."

The Kimberly Thompson Signature Stick has an elegant gold flake painted finish and glitters under the stage light.

🛒 **D'Addario (daddario.com)**



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10 different colors: Nickel, Chrome, SatinChrome, BlackChrome, Gold, Ruthenium, SatinPearl, VintageCopper, SatinBlack, SatinGold

www.schaller.info **Hall D #2036**



CADLive D88 Kick Drum Mic Ships

CAD is now shipping the CADLive D88 Kick Drum Mic.

As with all CADLive microphones, the D88 benefits from the company's Equitek technology and is designed to provide exceptional performance with an extended dynamic response.

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

A dynamic supercardioid mic with a frequency response of 20–17 kHz, it delivers maximum SPL of >150 dB and is ideal for extreme musical styles with exceptionally high volume and low-end output.

🛒 **CAD Audio (cadaudio.com)**

GearSecure's Anti-theft Device Tracks Lost, Stolen Guitars

GearSecure has introduced patented technology designed to be the first embedded anti-theft device for musical instruments and other assorted gear. The technology provides a bridge between RFID and GPS technology, providing help in instant recovery of lost or stolen gear.

"As someone who's been involved in live music for many years, I've seen the devastation of instrument theft or loss first hand," said Adam Mandel, company founder. "What's shocking is that in the U.S. alone, one million instruments are stolen

each year, and only 3 percent are recovered."

The GearSecure technology involves a small self-contained unit that provides a 20-year life span with GPS utility and RFID accuracy. The unit is designed to be hidden in gear and then synced with mobile devices, tablets or personal computers. Individuals can set a pre-determined perimeter that when breached instantly sends an alert to a selected device. Once alerted, the user can select a "track" mode which will let the user follow the path of the missing gear.

🛒 GearSecure (garsecuremusic.com)



ESP's Bass Lineup Grows

ESP Guitars has added nine basses and made additions to its Signature series basses.

The LTD AP-4 and AP-5 take traditional bass body styles and add high-performance components and build-quality for contemporary players in all music genres.

The LTD TL series "Thinline" chambered-body instruments have received accolades for its combination of electric feel and acoustic

tone. The B-154DX, B-155DX and F-155DX all offer quality and detail at an affordable price, with features like flamed maple tops.

The bass series designed by Rocco Prestia from Tower of Power has been updated, with the RB-1004SM and RB-1005SM models now being offered with ebony fingerboards and Seymour Duncan Quarter Pound pickups.

🛒 ESP Guitars (espguitars.com)

Sabian Adds to HHX Evolution Offerings

Sabian has added two sizes to its Evolution line, a 19-inch crash and a 21-inch ride — a move prompted by the ongoing demand from drummers for larger cymbals.



The 19-inch crash is a warm, explosive model, delivering fast, shimmering response for increased projection and cut. It maintains the bite and penetration of high-end attack with the warmth of a darker undertone. The 21-inch ride combines crisp attack and warm undertones for a shimmering ride cymbal with excellent crash capability. There's notable separation between the bright high end and the warm low end, for a high-fidelity sound that is both warm and cool.

Handcrafted from premium Sabian B20 bronze, the HHX Evolution models are protected by a Sabian two-year warranty.

🛒 Sabian (sabian.com)



Alfred Expands 'Sound Innovations'

Alfred Music has released *Sound Innovations for Concert Band: Ensemble Development for Young Concert Band*, a complete curriculum for beginning band students to help them grow as ensemble musicians.

The series complements any band method and supplements any performance music. It contains 167 exercises, including more than 100 chorales by 13 of today's most renowned young band composers. Various exercises at the grade 1/2, 1, and 1 1/2 levels are grouped by key, including long tones, passing the tonic, pitch matching and scale builders.

🛒 Alfred Music (alfred.com)

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DIGITAL MIXING CONSOLE

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- 12 professional mic input channels
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- Full tablet operation

- **digiLIVE 16** hybrid 16 input 8 output mixing console
- **digiLIVE 16RS** 16 input 8 output rack mixer
- **digiLIVE 16P-600** 16 input 4 out + 4 x 150W amplifier
- **TOWER 1216D** compact array with digiLIVE built in

TOWER
compact
column
systems



CS D500
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- dual zone sensors
- rugged heavy duty frame
- easy to use sound module
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Roland GO:MIXER Features Portability

Roland has introduced GO:MIXER, a compact audio mixer for smartphone video production.

Compatible with iOS and Android smartphones, GO:MIXER connects digitally via an included cable, providing clear stereo sound that is a marked upgrade over using the phone's built-in mono mic or analog line input. With multiple inputs available, users can connect a mic, musical instruments and media players, and mix them all together live while they shoot. Ultra-portable and simple to use, GO:MIXER is a solution for adding a pro sound touch to social media videos.

Recording a high-quality audio soundtrack along with a video has typically required complicated external gear and time-consuming editing in post-production. GO:MIXER simplifies the production process, enabling users to capture audio directly to a smartphone video in real time.

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

A-T's ATM230 Delivers Well-rounded Drum Audio

Audio-Technica has introduced the ATM230 Hypercardioid Dynamic Instrument Microphone. This brings a model that's suitable for capturing drums and percussion to Audio-Technica's Artist Series line.

The mic's proprietary capsule is designed to excel in high SPL applications, delivering well-rounded audio with an exceptional low end. The hypercardioid polar pattern reduces pickup of sounds from the sides and rear, improving isolation of the desired sound source — directionality that's aided by the mic's low-profile design. The ATM230 is ideally

suitable for miking toms, snares and other percussion instruments.

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



Lucas Nano 602 Boasts Affordability

German sound reinforcement company HK Audio has unveiled the Lucas Nano 602, the most affordable member of its Lucas Nano family of professional, compact P.A. systems.

HK Audio will also present products from its extensive range of P.A.s during the NAMM Show. On display will be the Lucas Nano 600 and the 608i (an all-in-one P.A. featuring an onboard iPad-enabled mixer) as well as the best of the Linear 5 and Elements ranges.

"With Lucas Nano 602 making its world exclusive debut alongside a whole bunch of HK Audio staples, it's never been a more exciting time for us to be at NAMM," said Rüdiger Forse, HK Audio's senior product manager. "We've been designing, engineering and building the best P.A. systems Germany has to offer for more than 35 years."

🛒 [HK Audio \(hkaudio.com\)](http://hkaudio.com)

Hosa Offers Headphone Cables

Hosa Technology has introduced the Hosa Pro Headphone Cables. Like all the other Hosa Pro interconnects, the cables start with 24 AWG Oxygen-Free Copper (OFC) conductors for enhanced signal clarity and 90-percent OFC spiral shields for superior signal-to-noise ratio. Each cable sports REAN connectors by Neutrik AG for efficient signal transfer and durability.

The Hosa Pro Headphone Cable line consists of five configurations in various lengths. The HMM Series Pro Stereo Interconnect is designed to hook up headphones equipped with a mini stereo

input to source audio equipment with a mini stereo output. For headphones without removable cables, the rest of the line consists of extension cables in every combination of 3½-mm and ¼-inch connections.

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



More from Morley®

Available January 2017



Limited Edition Cliff Burton Power Fuzz Wah in Chrome

Limited Edition Reissue Stereo Chorus Volume

DJ Ashba Skeleton Wah



Dual Boost Distortion

Cliff Burton Fuzz Box



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Perri's Straps Feature Dozens of Popular Emojis

Perri's Leathers' line of licensed guitar straps and picks now feature some of today's most popular emojis.

When words are simply not enough, the



relatable images of these much-loved emojis are just what's needed to express those inner feelings. Emoji licensing founder Marco Hüsges said, "It's a language which is spoken by everyone — kids, parents and grandparents."

The 46 guitar strap designs are printed on both sides of the 2½-inch wide polyester web straps, which are adjustable from 39 to 58 inches. These straps are finished with genuine leather ends.

The emoji guitar picks come in packs of six or 12 and feature smiling faces, skulls, monkey faces, and other designs.

🛒 Perri's Leathers (perris.ca)



Tycoon Cajon Goes Quiet

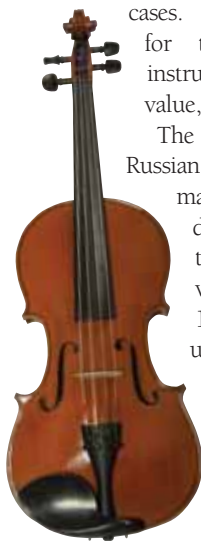
The Tycoon Gig Box Cajon features a 5-watt amp, which is louder and cleaner than the amp in Tycoon's Practice Cajon. It also features a 4-inch speaker. In addition to the aux music player input, it has a guitar input allowing for an additional musician to play along with the cajon without drowning it out. This makes it ideal for quiet band practices and quiet coffeehouse gigs.

There's also a headphone output for true quiet practice, and the amp provides two channels (clean and overdrive), and simple controls for volume, tone and overdrive. It can be powered via batteries or AC adapter.

🛒 Tycoon (tycoonpercussion.com)

Revelle Adds Two Violas

Two violas are now part of the Revelle line of step-up instruments, bows and cases. Meticulous craftsmanship for these entirely handmade instruments contributes to their value, quality and appealing tone.



The Revelle 530 viola has a fine Russian spruce top and well-flamed maple back — naturally air-dried for five to 10 years. For the beginning to progressing violist, it's available from 11- to 16-inch sizes and set up with a Despiau bridge, Wittner-like tailpiece and Dominant Strings.

The Revelle 630 viola has a master-grade flamed maple back and Russian spruce top, naturally air-dried for 15 to 20 years. It's available in 15½-inch and 16-inch sizes.

🛒 Revelle (revellestrings.com)



Godin 5th Ave Goes Uptown

Godin has unveiled the 5th Avenue Uptown Ltd SilverGold archtop guitar.

Adorned top to bottom in a rich SilverGold metallic finish, this hand-built instrument delivers the twang and growl of archtops from the 1950s and '60s by employing a pair of TV Jones Classic pickups controlled via the three-way toggle switch.

The Uptown Ltd features a clean, compressed treble for soloing and the classic growl and grind when guitarists dig in. Add to it a Bigsby tremolo and the Uptown Ltd becomes a great choice for rock, blues, country, and other styles. It comes with a Godin archtop TRIC case.

🛒 Godin (godinguitars.com)

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BAND ROOM



Latest XO Trumpet Designed for Serious Musicians

KHS America, manufacturer of XO Professional Brass Instruments, has added the XO 1602S-LTR lightweight B-flat trumpet to its Professional Trumpet line.

The 1602S-LTR is designed for serious trumpet players and brings a totally different sound and feel to the XO Trumpet lineup.

“What we have been able to do is produce a free-blowing lightweight trumpet that enhances the upper overtones without abandoning the resonance of the lower notes in the overtone series,” said John Richardson, KHS America’s wind product manager. “The combination of traditional materials and their

specific placement has given us a uniquely responding and sounding instrument for XO Professional Brass.”

The instrument features a .460-inch medium-large bore size with nickel-silver mouthpiece receiver and reverse rose brass leadpipe, one-piece 5-inch yellow brass lightweight bell with a fast taper, yellow brass valve casings, balusters and tuning slides.

The 1602S-LTR is a lightweight instrument that projects a full, rich sound with low resistance that gives players another voice to express themselves in any musical setting.

[XO Professional Brass \(xobrass.com\)](http://xobrass.com)



Pro Program participants

Légère Unveils Pro Program

Tim Elvy, vice president of sales for Légère Reeds, has announced an online training program for retailers and their associates: the Légère Pro Program. This program features Légère President Mark Kortschot in six short training videos, discussing topics based on the most frequently asked questions from customers, retailers and their associates.

Developed in conjunction with retailers and end-users, this online program discusses topics like the history of Légère Reeds, the benefits of using Légère, what materials are

used in the reeds and how they are made, the quality of sound, the types and cuts of Légère reeds, and the company’s exchange policy.

At the end of each segment is a short, multiple-choice quiz. If someone correctly answers all the questions, then he or she will become a certified sales associate. When the majority of the sales associates in their stores have been certified, retailers will become a Légère Pro Dealer and part of Légère’s preferred network of dealers.

[Légère Reeds \(legere.com\)](http://legere.com)

Blessing Releases Woodwind Line

E.K. Blessing has debuted a full line of woodwinds. The instruments will complement Blessing’s selection of standard brass instruments.

“Based on Blessing’s growth and demand from dealers, we have worked very hard to make sure Blessing came to NAMM for 2017 with an excellent woodwind line that is both highly designed and affordable to students,”

said Craig Denny, vice president of band at St. Louis Music.

The Blessing woodwind line will include flute, clarinet and alto saxophone. Also debuting in 2017 will be Blessing instruments such as piccolo, tenor saxophone and baritone saxophone. The instruments are priced for the mid-tier student market.

[E.K. Blessing \(blessingbrass.com\)](http://blessingbrass.com)

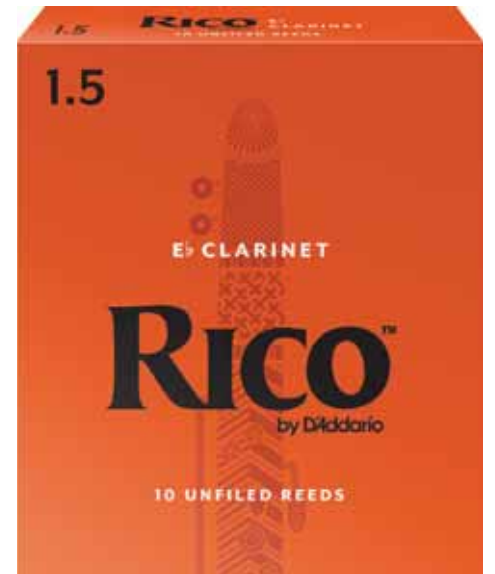
Rico, Royal Rebranded as D’Addario

Rico, now called Rico by D’Addario, has been the top student reed for more than 20 years. Rico by D’Addario reeds are unfiled, while Royal by D’Addario reeds are filed, and both feature a thinner profile and blank.

“This rebranding gives us the opportunity to tell the woodwinds community these reeds have been reborn with the tireless effort and technological advances only a company like D’Addario can achieve,” said Chris Scialfa, product manager of D’Addario Woodwinds.

Rico and Royal by D’Addario will also feature new packaging for all instruments to showcase a more unified, elevated appearance.

To celebrate this rebranding, D’Addario Woodwinds will be launching a direct mail campaign to more than 8,000 elementary and



middle school band directors. This campaign will provide details on the reeds as well as loyalty programs that feature a plethora of teaching resources.

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

JodyJazz Expands Band Director Trial Kits Line

JodyJazz has expanded its Band Director Trial Kits. These kits are designed for dealers to facilitate the testing and selection of JodyJazz’s mouthpieces by band directors and their students. They are an ideal tool for road reps.

Each Band Director Trial Kit consists of a velvet-lined, hard-sided case containing five mouthpieces with ligature. They are offered with a recommended assortment for the typical saxophone section (two alto, two tenor and one baritone mouthpiece).

The company also offers a Band Director Trial Kit featuring its popular JET series and kits combining both the JET and HR* series.

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



Yamaha Adds to Custom French Horn Line

Yamaha has introduced the custom Geyer-style YHR-871GB French horn to complement the custom YHR-871D model introduced at The 2016 NAMM Show.

Using the same, more traditional-style Geyer wrap as the YHR-871D, the latest addition to the Yamaha custom French horn lineup produces a rich, warm sound with a wide range of tonal character.

The original Yamaha Custom Geyer-style horns launched in 1979, but they were discontinued in 1993. The Geyer-style wrap is now enjoying renewed popularity. To offer a classic option with modern updates, Yamaha has designed this horn to provide a rich and centered tone with consistent feel and intonation in all ranges.

The handcrafted construction gives the horn quality and enduring value, while the gold-brass bell provides a warmth of sound to

complement the characteristic sound of the yellow-brass bell models.

MSRP: \$11,020.

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



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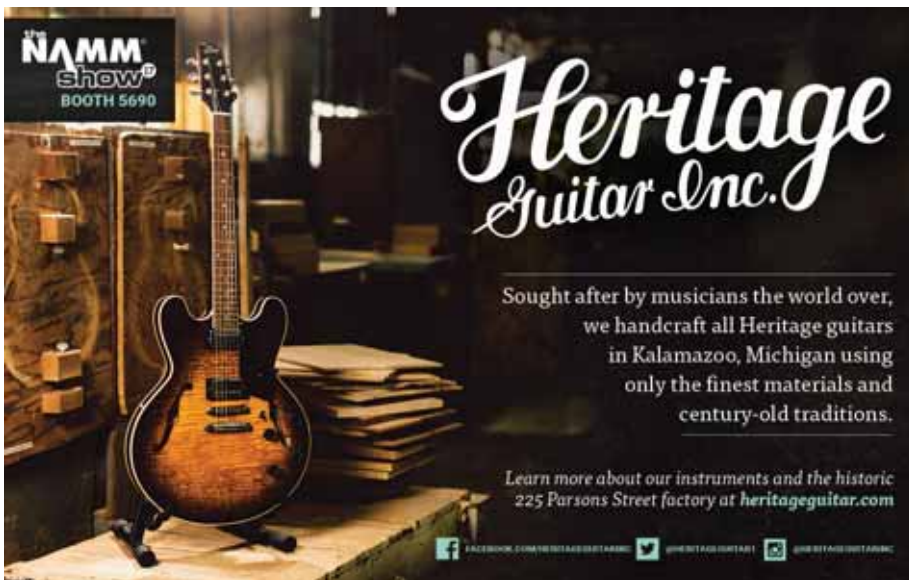
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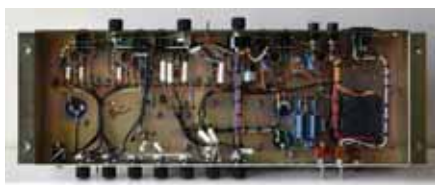
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LOUD Technologies Inc.



BC Audio Adds 100-watt Octal-Plex Guitar Amp

Boutique guitar amp builder BC Audio has expanded its Octal-Plex series — guitar amps based on 1960s British plexi circuits that have been adapted for octal (eight-pin) pre-amp tubes and built with true point-to-point construction techniques to include custom 100-watt versions. Each amp can be customized with a number of circuit variations and optional features.

“I’m very pleased with the Octal-Plex series,” said BC Audio founder Bruce Clement. “It’s an amazing combination: the big sound of octal pre-amp tubes, the clarity of point-to-point wiring and those simple, powerful plexi circuits. The 100-watt amps now complete the plexi picture.”

Customers can choose between JTM45/100-style, or Superlead-style pre-amp circuits, in Lead or Bass Spec. Other circuit variations and modifications are also available.

🛒 [BC Audio \(bcaudio.com\)](http://BC Audio (bcaudio.com))

Antelope Audio Bundles Up for Synergy

Antelope Audio, an interface company specializing in Field Programmable Gate Array (FPGA)-based vintage FX modeling, has launched a Synergy Bundle for its Thunderbolt and USB interfaces.

Each interface comes packaged with an Antelope Audio version of the PreSonus Studio One 3 Artist DAW platform, as well as six plug-ins from Overloud Audio for use in cross-platform DAW software.

Adding these digital tools from PreSonus and Overloud Audio to the Antelope Audio ecosystem turns these interfaces into a powerful, end-to-end music production and creation package.

The special Studio One 3 Artist Antelope Audio edition provides Antelope users with a recording tool sporting many of the same

features as Studio One 3 Pro, including unlimited audio tracks, virtual instruments, effects and buses; PreSonus’ drag-and-drop functionality; and a bevy of useful built-in effects for tailoring your audio.

Having already partnered with Antelope Audio to adapt several guitar amplifier models to FPGA hardware models on select Antelope interfaces last year, Overloud now takes the collaboration a step further by bundling some of its plug-ins with Antelope products for use in Studio One 3 Artist or the DAW of the user’s choice. This includes a special version of Breverb 2, featuring four algorithms modeled on classic digital reverbs of the ’80s; Rematrix Player; and the VKFX vintage multitap tape delay.

🛒 [Antelope Audio \(antelopeaudio.com\)](http://Antelope Audio (antelopeaudio.com))



Lectrosonics’ PDR Travels

Lectrosonics has introduced a micro digital recorder, the PDR (Personal Digital Recorder) for professional use.

For situations in which the distance is extreme or where using a wireless microphone is not practical, the PDR recorder can travel with your subject and capture professional-quality audio, synchronized with time code. The tiny size and rounded shape make the PDR unobtrusive and easy to place in garments and costumes, and easy to conceal when used as a “plant” microphone to capture environmental or location sound.

The PDR records in 24-bit, 48 kHz digital onto a Micro SD card (HC type) in the industry-standard .wav format. The PDR can be jammed to external time code via the standard five-pin Lemo connector. A headphone output jack allows for monitoring the signal input or listening to previously recorded files.

🛒 [Lectrosonics \(lectrosonics.com\)](http://Lectrosonics (lectrosonics.com))

Mad Professor Big Tweedy Drive Delivers Iconic Sound

Mad Professor has introduced the Big Tweedy Drive pedal, which delivers the iconic snarly bite and rich saturation of a revered Fender amplifier.

The Fender High Power Tweed Twin was made from 1957 to 1960. It has become a sought-after vintage amplifier and has been used by such renowned musicians as Keith Richards, Eric Clapton, Joe Bonamassa and the late Rory Gallagher.

🛒 [Mad Professor \(mpamp.com\)](http://Mad Professor (mpamp.com))



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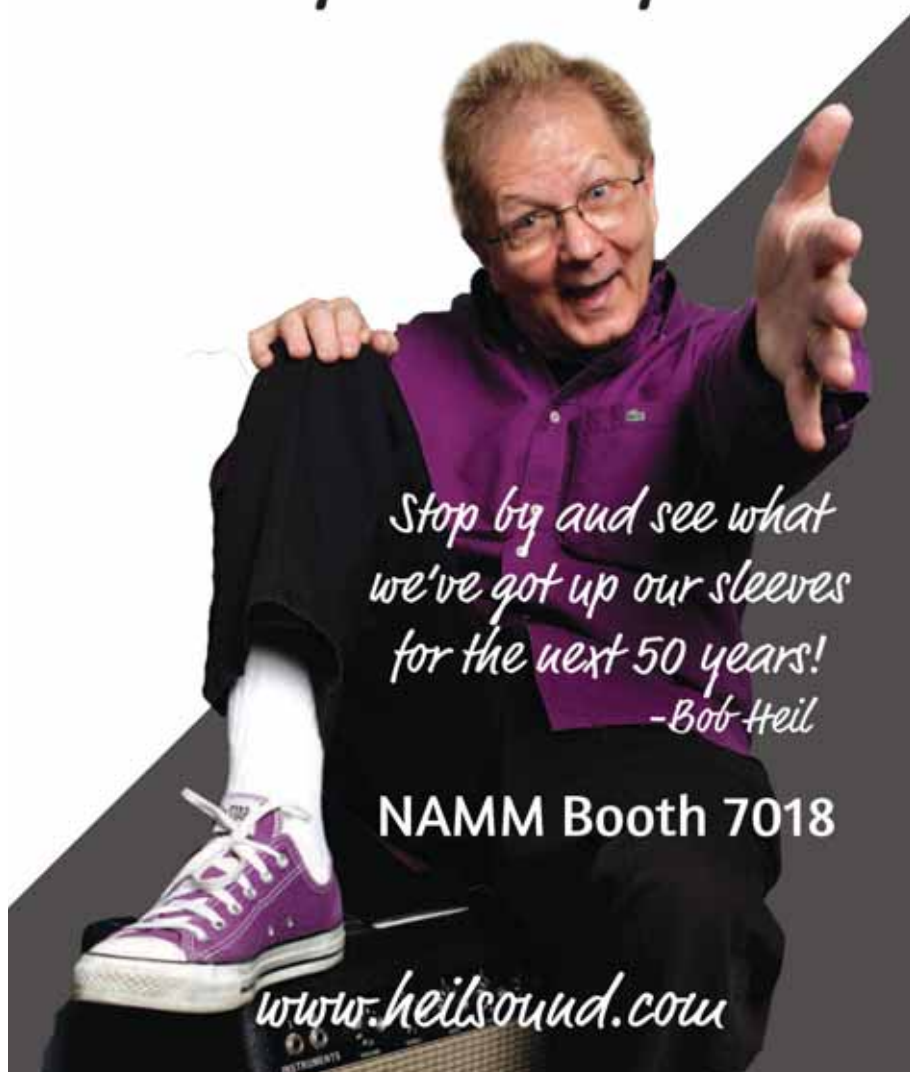
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The Ventris Reverb features the same exquisite tone and advanced technology as its award winning cousin, the Nemesis Delay. Equipped with discrete dual reverb processors, the Ventris is two high-end reverbs units in one pedal. Take advantage of mega-wide stereo effects, parallel reverbs, or "true spillover" with absolutely no cross-fade limitations. Tone & function - it's in the family.

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REAL WORLD

Blue Man Group Relies on Synthax Products

The Blue Man Group is a performance art company famous for its creative stage productions. To ensure high-audio quality and the routing flexibility required, the Orlando show's audio production team relies on Synthax's RME Fireface 800, MADiface USB and MADi Router — distributed in the U.S. exclusively by Synthax. The company's MADiface USB interfaces reside in the FOH

production setup and handle playback from two redundant Q-Lab rigs.



Bret Michaels (center)

Bret Michaels Joins Black Diamond

Black Diamond Strings has announced that it has welcomed multi-platinum recording artist and reality TV star Bret Michaels to its family. The company said it's extremely proud that Michaels has chosen Black Diamond as his choice for guitar strings.

PMC Monitors Installed in Wiktorów Studio

Wiktorów Studio, a new recording facility near the Kampinos National Park in Poland, has installed PMC IB2S monitors in its main control room.

"We chose them because they had the power and clarity we needed," said Patrick Multan, producer and engineer. "These speakers sound just how we want them to sound — very clear at the bottom end, even without a subwoofer, and very precise in the

mid-range. The more I mix with them, the more confident I feel."



Nashville Festival Uses Heil Sound Mics

For the Charlie Daniels Volunteer Jam held in Nashville, Tennessee, on Nov. 30, 2016, the decision to mic the stage exclusively with Heil Sound mics — 45 inputs worth — was made based on several factors, including the company's long relationship with audio engineer Bob Workman and the band.

McDaid Rocks With Unity Audio

When Johnny McDaid of Snow Patrol was looking to upgrade his personal studio, Fieldwork Music, he installed Unity Audio's Super Rock near-field monitors.

"The first time I heard the Super Rocks I was shocked at their depth and clarity," McDaid said. "The sound was unbelievable, especially given their size. The audio is crisp and clear, no matter what level I have my volume set at. In my studio, I typically work for hours on end. I never get tired of

using my Super Rocks. They are truly in a league of their own."

Unity Audio's Super Rocks are a larger format active two-way model that features the well-known Unity Audio sealed cabinet design. These monitors deliver a fast transient response and accurate low frequency reproduction.



Popular Producer Chooses Genelec

Grammy-nominated producer and engineer Jeff Balding has upgraded his studio with 8351 three-way Smart Active Monitors (SAM) and a 7360 SAM subwoofer from Genelec. "The combo of the 8351s and the 7360As is like having a great-sounding set of big soffit-mounted monitors in a near-field package," Balding said.



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Applied Acoustics Systems Sound Bank Features 150 Presets

Applied Acoustics Systems has released the Aftermath sound bank for the String Studio VS-2 synthesizer and AAS Player plug-ins in collaboration with musician and sound designer Daniel Stawczyk.

Aftermath is a 150-preset collection for the AAS string modeling synthesizer. Harnessing String Studio VS-2 distinctive algorithms, the bank revisits the familiar synthesizer categories — bass, chords and stabs, gated sounds, leads, pads and plucks — in a fresh and expressive

sense. The set is then tied up with 49 special effect instruments that span hyperrealism and nerve-racking consequences.

The instant download delivery package includes both a String Studio VS-2 bank file and the free AAS Player plug-in.

The AAS Player plug-in runs on Windows and Mac OS X and supports the VST, Audio Units, AAX Native and RTAS plug-in formats.

Applied Acoustics Systems
(applied-acoustics.com)



B.A.C. Crafts Custom Paseo Model Trumpet

Featuring a one-piece hand-hammered bell, the Custom Paseo trumpet from B.A.C. provides a beautiful, rich and resonant sound. Every detail of the trumpet (handcrafted in Kansas City, Missouri) has been carefully designed to provide a powerful soprano voice with incredible flexibility for the musician.

“Our challenge was to capture the essence of the great American makers with a current perspective on today’s market,” said Michael Corrigan, B.A.C. master craftsman.

B.A.C. (bacmusic.com)



The Pattern Is Growing

A new pattern is growing in acoustic amplification: the Mi-Si Motif 2.0.

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Nomad Factory's Garbage LSD Trashes Audio Signals

Nomad Factory has introduced Garbage L.S.D., an audio transformer plug-in developed by Plugivity that can “mess up” any audio signal. Plugivity is now handling the full development of the audio plug-in line for Nomad Factory.

Garbage L.S.D. is a mind-bending audio transformation plug-in with user-adjustable signal chain and dual modulation matrix. It provides a series of modules to manipulate, distort, destroy and transform sounds with radioactive modulation, junk EQs, warping convolutions and scummy filtering.

Using the various components of Garbage L.S.D. enables users to create wacky new

sounds to spice up mixes or create textures never before thought possible.

MSRP: \$129.

Nomad Factory (nomadfactory.com)



TransAudio Distributes AccuSound

TransAudio Group has chosen to distribute AccuSound professional audio cable products.

“For a long time now, we’ve been trying to figure out the ideal cable solution for the professional recording environment,” said Brad Lunde, founder and president. “With a high-resolution monitoring system such as ATCs, and a minimal-cabling

setup, the differences between different cable manufacturers are obvious. But even if you can hear the differences, which cable is ‘correct?’”

The team at TransAudio Group argued

about it for years until they met Steve Seropian, inventor of the AccuSound cabling concept.

“Through extensive product development and beta arrangements with the best ears in the business, Steve has ensured that there is

no weak link in an AccuSound cable,” Lunde said. “He got the shielding right. He arranged conductors and

dielectrics in such a way as to drop phase and distortion to practically immeasurable levels. And, AccuSound builds the cables right here in the U.S.”

TransAudio Group (transaudiogroup.com)





Hosa Distributes DeoxIT D5

Caig Laboratories has announced that Hosa Technology will distribute DeoxIT D5. The container's Perfect Straw Applicator lets the user apply DeoxIT either as a wide angle sprayer or directed spray through the straw.

Using DeoxIT D5 on audio connectors, equipment and instruments will help ensure that users have the best sound through the highest and best signal rate.

DeoxIT D5 can seal and protect all critical audio connections. Plus, the DeoxIT D5 preserves gear for years of outstanding performances. DeoxIT D5 eliminates oxidation and other contaminants from the contact surfaces. This lets instruments and

equipment operate up to specification.

The DeoxIT D5 cleaning is a chemical process and doesn't require any additional work by the user to get the contacts clean.

DeoxIT D5 will also lubricate and seal up connectors. The lubrication eliminates the metal-on-metal friction that gear suffers from each time a connection is made or broken.

"Data, audio and video signals continue to grow and with the speeds continuing to increase, even a little oxidation or other contaminant is enough to cause a glitch with your equipment and possibly a total failure," said Mark Lohkemper, president and CEO of Caig Laboratories — the manufacturer of DeoxIT. "In the audio/music industry, those connections are even more susceptible to causing unwanted noise. Using DeoxIT D5 on all your critical audio connections, both on instruments and equipment, will clean up your sound and make sure your equipment performs up to spec and for as long as you like to play."

🛒 **Caig, Hosa (caig.com; hosatech.com)**



On-Stage Gives Players a Break

On-Stage has introduced the DT7500 all-in-one guitar stool and instrument stand, which collapses for easy storage and transportation.

Its sturdy cradle and yoke with detachable latch are covered by EVA rubber to protect guitars and basses. Four non-slip rubber feet provide stability. A foam-cushioned seat and footrest provide added comfort.

The meticulously designed stool and footrest are geared for guitarists practicing their chops or singer-songwriters playing in small-stage environments. Weighing in at 7.7 pounds, the seat's aluminum construction supports a weight capacity of 200 pounds. No assembly is required.

MSRP: \$81.99.

🛒 **On-Stage (on-stage.com)**

PMC Speakers Honors Dealers

PMC Speakers has announced the winners of its Pro Audio Dealer of the Year Awards for 2016.

This year's Pro Audio Dealer of the Year was SX Pro. Already renowned for its high level of knowledge, SX Pro has made itself even more accessible by opening a shop and demo facility in London where customers can demo a wide range of top-end equipment, including PMC monitors.

PMC's Best Customer Service winner was Studiocare, a long-term specialist dealer for PMC. Studiocare has shown strong commitment and a refreshing approach to sales, marketing and promotion. Its customer service includes access to a dedicated backup and support team who offer help and advice long after the original sale.

📺 **PMC Speakers (pmc-speakers.com)**



The team at Studiocare shows off their award.



FingerWeights Provide Exercise

FingerWeights Global has introduced its two-piece Universal FingerWeight.

FingerWeights are designed for people who strive to improve performance in their fingers and hands: musicians, athletes, video gamers or anyone who is health and fitness conscious.

"The effects are felt the first time you practice with them, regardless of instrument, age or level of proficiency," said Garrett Kolb, the company's CEO.

Beginner or professional, musicians at all skill levels can feel the positive effects from FingerWeights after the first use.

FingerWeights isolate the extensor and flexor muscles — the tiny muscles in the hands that open and close the fingers. The extensors are the muscles responsible for speed and finesse.

FingerWeights deliver a precise action to the muscles and tendons used in the targeted activity, whether it's playing an instrument, doing an exercise routine, or playing a video game.

🛒 **FingerWeights (fingerweights.com)**

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Don Felder

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Protection Racket Enjoys Big Year

The year 2016 was an exciting one for Protection Racket. The company received a Drummie Award from *Drum Magazine*, and it saw some of its bags and cases on tour with some of the world's best drummers.

The company's new Compact Hardware Case was voted best product in *Drum Magazine's* Drummies 2016 Gear & Media Awards in the Bags & Cases category. The

case is specifically designed to accommodate a few stands and a hi-hat pedal to meet the growing demand for a lightweight kit.

Protection Racket artists toured the globe in 2016, including Coldplay drummer Will Champion. Also, Terron 'Tank' Gully toured with Christian McBride, and Keith Carlock hit the road with Steely Dan.

INFO Protection Racket (protectionracket.com)

D'Addario Develops Strings for Taylor GS Mini Acoustic Bass

D'Addario has introduced an EXP Coated Phosphor Bronze string set for its GS Mini Acoustic Bass.

The strings are engineered specifically for the GS Mini Acoustic Bass' 25½-inch scale length. Combined with high-quality wrap wire materials, precision-drawn and micro-coated on D'Addario's advanced proprietary machinery, each EXP set maintains that familiar uncoated tone while

adding up to four times more life.

D'Addario's multifilament core material is used for optimal tension and feel, so players of the GS Mini Acoustic Bass have strings that sound and feel great.

"Working with Andy Powers and the engineers at Taylor Guitars to develop strings for this unique acoustic instrument has been an exciting experience," said

Clay Pipkin, D'Addario acoustic engineer.

INFO D'Addario (daddario.com)

Hit Like A Girl Contest Updated

The 2017 Hit Like A Girl international contest opens Feb. 1, and female drummers of all ages and abilities from around the world are invited to join the celebration. The contest closes March 14.

Hit Like A Girl has been expanded to include separate categories for drumset, world percussion, marching percussion and concert percussion. To enter, participants post their videos on YouTube or Vimeo and register online at hitlikeagirlcontest.com.

Each entry will be reviewed by a panel of professional educators from the Sabian Education Network, Vic Firth Private Drum Teachers program and D'Addario Education

Collective. Every entrant will receive written feedback on their performance along with a digital Power Pack containing free educational material and special offers.

INFO HLAG (hitlikeagirlcontest.com)



Switchcraft Offers Powerful, Durable Pro-audio Solutions

Switchcraft has unveiled three products. The AudioStix 370DI is a pocket-size, direct box, which is a cross between Switchcraft's SC700CT DI Box and 318 Inline Audio Adapter. The 370DI sums and converts the unbalanced stereo outputs of cell phones, tablets, laptops and consumer gear to a balanced mono-line level for connecting to audio consoles and house sound systems.

The DEP3M and DEP3MB are panel-mount male XLR connectors for use in a myriad of patching applications. These connectors protrude from the surface to

make connecting and disconnecting cables much easier. They are available in nickel or black and come individually bagged with mounting screws.

EH-Series Cat 6A Panel-Mount Connects fit a universal "XLR style" panel cutout. They're mounted in impact-resistant plastic housing and U.S.-made and inspected.

INFO Switchcraft (switchcraft.com)



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APPOINTMENTS



EAW Appoints Customer Experience Coordinator

Eastern Acoustic Works (EAW) has named Nancy Dias to the newly created position of customer experience coordinator. Part of the global sales team, Dias will oversee the customer service experience of all EAW customers while also providing visibility of that experience to the in-house EAW team in Whitinsville, Massachusetts. Dias started working for EAW in 2014 in production before moving into the service department in 2016.

DTS Names National Sales Manager

Following Group One Limited's October 2016 announcement that it's now handling U.S. distribution for Designed To Shine (DTS) Lighting, the distributor has named Tyler Wise as the brand's national sales manager.

"Over his past four years here at Group One, Tyler has more than shown his mettle as an effective manager for elektraLite, so he was the natural choice to lead out DTS' sales

efforts as well," said Jack Kelly, Group One president. "His experience and enthusiasm is the right mix for the line, and we're looking forward to the inroads he'll soon be making here in the U.S."



Genelec Grows U.S. Sales Force



Genelec has announced two key hires to bolster its U.S. sales force: John Whitcore has been named territory manager, and Steffenee Copley has been added as western region sales.

The announcement was made by Will

Eggleston, marketing manager. Both Whitcore and Copley will report to Managing Director Lisa Kaufmann, and they will work closely with Paul Stewart, eastern territory sales manager.

"John and Steffenee have rich histories and unique skill sets. With years of experience in sales and customer relations, they have the opportunity to benefit both Genelec dealers and reps alike," Eggleston said.



Hughes & Kettner Expands Artist Relations

Hughes & Kettner is stepping up its artist relations game with the appointment of a new dedicated team.

David Turco will lead international artist relations from the firm's German headquarters, while Michael Berger will be responsible for artists based in North America and the new Hughes & Kettner Los Angeles Showroom at the city's Third Encore facilities.

The team will step up the brand's work

with professional artists worldwide, with a new focus on the U.S. and Canada.



Michael Berger (left) and David Turco

Prestige Proudly Welcomes Rocker Rex Brown

Prestige Guitars has announced that rock legend Rex Brown of Pantera, KDH (Kill Devil



Hill) and now The Rex Brown Band has joined its A&R roster.

"We can't tell you how proud we are to welcome Rex Brown to the Prestige family," said Adrian O'Brien, vice president of artist relations.

"He is a tremendously talented songwriter, and though [he's] best known for his time with a bass slung over his shoulder, he is a monster guitar slinger and vocalist as well."

Lars & Ivan Hires Managing Director

Lars & Ivan has announced that industry veteran Neil Altneu has joined the company as managing director and will spearhead the launch of the Lars & Ivan line of professional headphone amplifiers in the United States.


Altneu will work closely with Lars & Ivan CEO Phil Maeda to set the company's sales and marketing agenda.

"After meeting Phil, I felt we could fill an existing gap in the industry for a product

that brings hi-fi quality mixing and engineering back to production environments where audio quality has been watered down because of compression codecs such as MP3 and .wav,"

Altneu said. "This is exactly what the Lars & Ivan line of headphone amplifiers does."



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VHT Gives Real Spring Reverb

VHT has taken the pole position with aggressive styling and real spring reverb in an affordable package. Sporting two channels and vintage-voiced low, mid and high tone controls, the versatile VHT RedLine 20 Reverb provides a full range of contemporary amp tones.

The RedLine 20 Reverb's clean channel is enhanced by the rich sound of its spring reverb tank. To take the amp's range of toners further, the drive channel has four foot-switchable modes: overdrive, distortion, metal and the maxed-out high-gain RedLine mode. All of the drive modes respond well to volume control changes and pick dynamics.

The RedLine's open-back cabinet lets the 8-inch speaker breathe and fill the room with multi-directional sound.

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




Ibanez Designs Acoustic Guitar With Electric Guitarists in Mind

Ibanez's AEWC32FM, an acoustic/electric instrument, features a slender body for enhanced playing comfort. Electric guitarists will appreciate the familiar feel of the thinner-profile Ibanez style neck and the "soft" Florentine cutaway, which allows easy access all the way to the 17th fret.

Other features include a flame maple

top for reduced low-end resonance at higher volumes. The guitar boasts medium frets for smooth playability and a pin-less rosewood bridge for quick string changes. Each model comes equipped with Fishman Sonicore pickup and AEQ210TF pre-amp for accurate, controlled amplification.

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


Denon DJ Delivers Rugged Design

Denon DJ has introduced the VL12 direct-drive professional DJ turntable. It offers superb audio performance and a rugged construction.

Under the turntable are four special isolation feet, which eliminate unwanted vibration and feedback from almost any environmental source, even in very loud settings.

Pitch is adjustable over a wide range, and switchable Low and High torque settings ensure the ideal start-up with any record. The S-shaped tone arm provides extremely

accurate tracking. The platter is ringed with RGB lighting and has custom control of brightness and color.


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

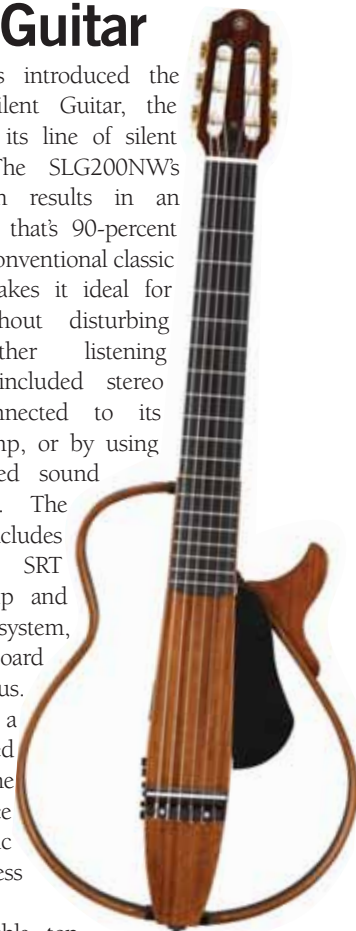


Yamaha Adds Silent Guitar

Yamaha has introduced the SLG200NW Silent Guitar, the latest entry in its line of silent instruments. The SLG200NW's bodiless design results in an acoustic sound that's 90-percent quieter than a conventional classic guitar. This makes it ideal for practicing without disturbing others, whether listening through the included stereo earphones connected to its onboard pre-amp, or by using the un-amplified sound in the room. The SLG200NW includes a proprietary SRT Powered pickup and microphone system, featuring onboard reverb and chorus. SRT Powered is a system designed to re-create the body resonance of an acoustic guitar in a bodiless guitar.

The detachable top section of the instrument's frame makes it an ideal travel guitar, and it comes with a gig bag that will fit into an airplane's overhead compartment. It has a built-in chromatic tuner and AUX input with a dedicated volume control for connecting an external audio player.

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



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Booth 4862, Hall C

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www.floydrose.com



Supro Resurrects the Ozark

Supro has revived its American guitar legacy with high-performance adaptations of vintage classics. The Island Series guitars are all based on the 1962 Ozark model — an update to Supro's solid-body famously known as Jimi Hendrix's first guitar.

Like its Island Series siblings, the Hampton features an alder body with beveled edges, set maple neck with a black satin finish and C-shaped profile, 12-inch radius rosewood fretboard, 25½-inch

scale, Tune-o-matic bridge and Kluson-style tuners. The Hampton is offered in four colors: Ocean Blue Metallic, Antique White, Jet Black and Flame-maple Tobacco Burst.

Island Series guitars feature Gold Foil pickups, which are accurate replicas of the original Supro pickups of the 1950s and '60s. These "field coil" pickups are low-noise single coils with no pole pieces and have an extra-wide magnetic field.

🛒 **Supro (suprousa.com)**

Epifani's Lineup Boasts High-tech Acoustics, Lower Prices

The Epifani's 2017 line is focused on bringing lower priced amps and cabinets to a community of electric and acoustic bass players hungry for high-quality tone without the high price tag.

Epifani's line of Piccolo amplifiers will now start at \$599 (down from \$999), and its new Tour 410 cabinet will sell for \$1199 — \$500 less than previous models.

The new lineup includes the Piccolo 333 and Piccolo 555 Bass Amplifiers; the new Tour series bass speaker cabinets available in 4x10,

3x10, 2x10, and 1x12 configurations; and two new combo amps — the Tour 333 and Tour 555.

This is a dramatic move for Epifani, as previous iterations of the Epifani product line have focused on the ultra-high end.

🛒 **Epifani (epifani.com)**



Gator's GK-2110 Now Available in Compact Size

The existing GK-2110 MIDI gig bag from Gator can now officially be called part of a series with the addition of the new, smaller model. The GK-1610 Gig Bag from Gator is the ideal carry-all for midi controllers and production samplers. The 16 by 10 by 3 inch interior is padded and soft-lined inside a tough, rugged Nylon exterior.

The inside large exterior accessory pocket can store cables, sheet music or accessories. Haul your gear by hand — supported by reinforced, comfortable carry handles — or sling it over your shoulder with the padded, adjustable shoulder strap. The GK-1610

Gig Bag from Gator is a versatile option for keyboardists, DJs, or any application that requires an easy tote solution.

🛒 **Gator Cases (gatorcases.com)**



V-Moda Brings Sound to Bluetooth

V-Moda is displaying several wireless Bluetooth in-ear and over-ear headphone models at NAMM.

Forza Metallo Wireless are high-performance, sleek headphones designed for everyday life. These in-ear headphones feature a minimalist design and bring the V-Moda sound to a Bluetooth, in-ear model.

Patent-pending RemixRings allow for 3D-printed customization in materials ranging from HD acrylic to platinum. The titanium neckband's proprietary TrapLock

technology ensures a quality fit, stability and look. The neckband is nano-coated to be sweat- and weather-resistant.

V-Moda's team improved upon the Crossfade M-100 signature sound for virtually identical wired and wireless playback with the Crossfade Wireless model. These wireless headphones work up to 33 feet away from paired Bluetooth devices and can be paired to two sources at once for multi-tasking capabilities.

🛒 **V-Moda (v-moda.com)**

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APPEARANCES

FRIDAY, JANUARY 20, 2017

10:00 A.M.

Lisa Bella Donna
EarthQuaker Devices
Booth 4296

Just Alliance
Electro-Voice
Booth 6567

11:00 A.M.

Joey Landreth & Ariel Posen
(also at 2:30 p.m.)
Collings Guitars
Booth 1525

Farnell Newton performs.
(also at 2:30 p.m.)
Denis Wick
Booth 3016



Kaitlyn Wolfberg

KAITLYN WOLFBERG
EarthQuaker Devices
Booth 4296

Hammer of the Broads
Electro-Voice
Booth 6567

Brad Russell
GHS Strings
Booth 4682

Mark McKay
Schecter Guitar Research
Booth 201 D

12:00 P.M.

Justin Johnson
(also at 2:00 p.m. and 4:00 p.m.)
Automated Processes
Booth 6104

Isaiah Mitchell & Camilla Saufley
EarthQuaker Devices
Booth 4296

Jason Jani
Electro-Voice
Booth 6567

Mike Orlando performs.
GHS Strings
Booth 4682

Halemanu
King Blossom Guitars
Booth 1482

Signing with Ryche Green.
Queen City Drums
Booth 3376

The Talbott Brothers
Sennheiser
Booth 6577

12:30 P.M.



JustNick

JUSTNICK
EarthQuaker Devices
Booth 4296

1:00 P.M.

Paul Castelluzo performs.
D'Angelico Guitars
Booth 212 A-B

Kat Perkins
Electro-Voice
Booth 6567

Alan Holdsworth
ISP Technologies
Booth 5860

William Stravato
Schecter Guitar Research
Booth 201 D

Camisha Garner
Sennheiser
Booth 6577

Tomo Fujita
Vemuram
Booth 2996

1:30 P.M.

Kerry Marshall performs.
D'Angelico Guitars
Booth 212 A-B

Dave Weckl
QSC
Booth 6555

2:00 P.M.

Kenny Loggins performs.
D'Angelico Guitars
Booth 212 A-B

Danny Janklow
Dansr
Booth 3112



Nick Reinhart

JUAN ALDERETE & NICK REINHART
EarthQuaker Devices
Booth 4296

Bryan White
Electro-Voice
Booth 6567

Doyle Dykes performs.
GHS Strings
Booth 4682

George Benson
Hoshino U.S.A. Inc.
Booth 4634

Signing with Billy Mason.
JamTec
Booth 3376

Callie Young
Linear Integrated Systems
Booth 7710

Garry Beers
Mojotone
Booth 5871

Tim Landers performs.
Pedulla Guitars
Booth 5962

3:00 P.M.

Robert Randolph performs.
D'Angelico Guitars
Booth 212 A-B

Swami John Reis & Hawley Shoffner
EarthQuaker Devices
Booth 4296

Jeanne Taylor
Electro-Voice
Booth 6567

Muriel Anderson performs.
GHS Strings
Booth 4682

Christian Vegh
King Blossom Guitars
Booth 1482

Signing with Keith Merrow, Nick Johnston, Jeff Loomis, Al Jourgensen, Sin Quirin, Mark Thwaite & William Stravato.
Schecter Guitar Research
Booth 201 D

Daniello De Laurentiis
Sennheiser
Booth 6577

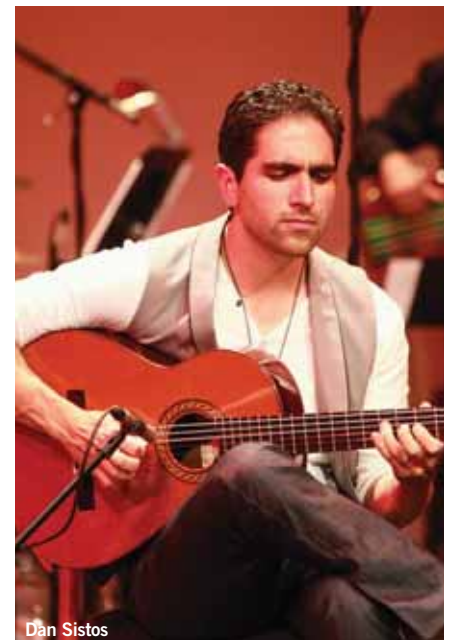
Blue Embrace
Zemaitis Guitars
Booth 201 C

4:00 P.M.

Signing with Billy Sheehan.
EBS Sweden
Booth 5391

DJ Kristaval
Electro-Voice
Booth 6567

Jake Shimabukuro
Hal Leonard
Booth 5720



Dan Sistos

DAN SISTOS
Neunaber Audio Effects
Booth 1489

5:00 P.M.

Cold Kingdom
Electro-Voice
Booth 6567

Piano Manufacturers Association International & the National Piano Foundation

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



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Friday
January 20, 2017

NAMM | U

This Morning's NAMM U Breakfast Session

Big-Picture Ideas for Inspiration and Forward Direction

Future-Proof Your Business

8-9:30 am

Pacific Ballroom, Anaheim Hilton



The year 2020 will introduce a new generation of customers to the world. How they interact, engage and buy may look very different from what you see today. Experts also predict radical economic change in the next decade. Are you prepared? Award-winning marketing executive and author Larry Bailin will help you look at the past and future with new eyes.

NAMM Idea Center Spotlight

Results-Oriented How-Tos, Tactics and Tips to Grow Your Business

How to Optimize Your YouTube Channel

10:30-11 am

NAMM Idea Center, ACC Lobby, Level 1



Join Jim Tuerk, director of business development for Reverb.com, to explore the often-neglected intersection of video and search engine optimization. He'll dive into best practices for effective video descriptions, tags, keywords and link-building that can make a big difference to your YouTube channel.

TEC Tracks Standout

Sessions for Sound, Studio and Stage Pros

The Future of Audio: Creating Harmony Between Man and Machine

11 am-12 pm

The Forum, Level 2 (203 A-B)



sound | studio | stage

A3E's opening keynote kicks off two days of presentations and discussions on the advanced audio applications and music technologies that are disrupting and transforming the MI landscape as we know it. Meet the industry giants in machine learning, virtual reality and wearable technology for the production and performance of music, and experience the harmony between man and machine.

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.

New Hearing Tools for Music Professionals

Dr. Melissa Heche, New York Speech & Hearing

Master Class (202 A)

Whether you're a musician, an engineer, a producer or any other sound professional, your most valuable instrument is your hearing. How do you keep it protected and accurate for the job that you do? What are the latest tools on the market to preserve and protect your critical listening abilities? Come to this session and learn about healthy hearing from audiologist Dr. Melissa Heche.

Independent Women Connecting the Audio Tech Industry

Jessica Naziri

TEC Lab (202 B)

Shakespeare once said, "To thine own self be true." This panel, moderated by tech journalist Jessica Naziri, will focus on the challenges that women in the audio industry face every day and how the session's panelists have remained true to themselves, all the while keeping their eye on their goals and achieving success.

The Future of Audio: Creating Harmony Between Man & Machine

The Forum (203 A-B)

A3E's opening keynote kicks off two days of presentations and discussions on the advanced audio applications and music technologies that are disrupting and transforming the MI landscape as we know it. Meet the industry giants in machine learning, virtual reality and wearable technology for the production and performance of music. Experience the harmony between man and machine. Whether you're a rock guitarist or rocket scientist, this is the future of your industry!

12:00 P.M.

Hardware Synthesizers Panel

Oscar Caraballo, Sound Synthesis Club

Master Class (202 A)

The Sound Synthesis Club was founded in 2007 in Silicon Valley by a group of scientists and engineers who served as designers of technologies for legendary companies and educational institutions. In celebration of 10 years of the Sound Synthesis Club, pioneer synthesizer designers will share their views on the future of hardware synthesizers.

IEM Fundamentals & Safe Sound

Mark Frink & Michael Santucci

TEC Lab (202 B)

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

The 15 Seconds that Make You or Break You

Joe Solo

The Forum (203 A-B)

Joe Solo (Macy Gray, Universal, Sony) reveals how the first 15 seconds that your music is heard can determine the course of your career and how to be prepared for when

those critical moments pop up. He will reveal before-and-after recordings for the audience to "sign or reject" and do a few critiques, so bring your music.

1:00 P.M.

Composing Music for Film & Visual Media

Frank Ferrucci, Manhattan Producers Alliance

Master Class (202 A)

This session offers a look into the creative process and challenges of composing music for film and visual media. Manhattan Producers Alliance Vice President Frank Ferrucci will play examples of his own work to show how he creates music for the moving image. The seminar also addresses setting up film cues; working with timings and tempo; the use of past and current technology in the art of film scoring; how computers are used in the creative process; and how technology can be used to make a composer's job easier.

Exploring the Impact of Virtual Reality on the Music Industry

A3E

TEC Lab (202 B)

You can't escape the buzz around virtual reality and its transformative effect on the world. A3E invites you to cut through the noise and experience a few of the leading applications and technologies behind VR's impact on music production and the music industry. Dive deep into this advanced audio application and embrace VR as a critical development platform for your business.

The Audio Mythbusters

Brian Hardgroove

The Forum (203 A-B)

There's a lot of information on the web, but without years of real-world experience, it's not easy to differentiate between fact, fiction, romanticized opinion, etc. Join this exciting discussion, and bring your questions!

2:00 P.M.

Practice, Practice Practice! Rehearsal Facilities are the New Studios - Panel

Dan Daley

Master Class (202 A)

In an era when the music-industry revenue stream has shifted away from record sales and toward ticket sales, the role of the rehearsal facility has become significantly more important. Rehearsal facilities have evolved from four walls into an artist and performance development space with a growing array of related support services. This is a first-of-its-kind panel about this critical inflection point in the music industry, with guests from leading facilities including Bedrock and Swing House in Los Angeles, Rock Litz in Pennsylvania and Fort Knox in Chicago.

Maximizing Data and Business Intelligence in Your Product Development

A3E

TEC Lab (202 B)

A3E is about advanced-audio applications and its effects on the music industry and the creative process. Business intelligence

FRIDAY, JANUARY 20, 2017

(BI), metadata and data analytics exemplify applications that are having a transformative effect on the music industry. This year, A3E will explore how BI is being used by one leading MI manufacturer in the pursuit of a better understanding of its customers and its use of customer input.

Cutting Through the Noise & Getting Noticed

Kevin Bruener, CD Baby
The Forum (203 A-B)

It's easier than ever to get your music out to the world, which means it's also easy to feel as if you're getting lost in a crowded sea of musicians. What does an artist need to do to break through all the noise? What are the strategies that actually work? Kevin Bruener, CD Baby's vice president of marketing, will discuss the mindset and strategies needed to build an audience and drive success in the new indie music economy.

3:00 P.M.

How to Land Brand Partnerships

Epic Proportions

Master Class (202 A)

The endorsement relationship between the artist and the company has evolved. What do brands look for in 2017 with the artists they partner with? How can an artist strengthen the relationships he or she already has? This panel addresses how to successfully pitch to brands and the vital, symbiotic role that a brand partnership plays in an artist's career.

Developing Mobile Devices for Live Performance: Wizdom Music

A3E

TEC Lab (202 B)

While musicians have found great success integrating mobile-music apps and mobile devices into the songwriting process and studio environment, A3E looks ahead to the next generation of musicians who may consider a tablet or smartphone to be their "main instrument" on stage. Join keyboardist Jordan Rudess to explore the future of developing mobile apps designed for live performance.

Arranging on the Fly

Tiffany Christopher, One-woman Band
The Forum (203 A-B)

The solo performer has become a force to be reckoned with in the modern day live-music scene. Limited only by how much gear we can fit in a car, audio artists are being transformed by loopers, multi-effects processors, sampling and live computer applications. In this presentation, Tiffany Christopher will show loop techniques and the innovative use of instruments, vocals and even silence within this do-it-all setting.

4:00 P.M.

Kodak's Analog Film Renaissance – Now Impacting the Music Industry

David Pack

Master Class (202 A)

Why did Beyoncé record her latest music video using Kodak analog film? What does film have that digital technology can't yet match? Come for a fascinating discussion and some innovative examples of the latest music video

and film technology, including Kodak's Super 8 analog film camera that will be demonstrated. David Pack will host this session along with Steve Bellamy, president of Motion Picture and Entertainment for Eastman Kodak's consumer division.

Exploring the Convergence of Consumer Electronics & Pro Audio

A3E

TEC Lab (202 B)

How will robotics, advanced touch screens, autonomous machine learning, wireless connectivity and the paradigm of virtual reality become part of every studio environment? Visionary technology developers explore the future of integrating advancements in consumer electronics into the world of pro-audio.

The Lords of the Boards Tell All

Chris Lord-Alge & Tom Lord-Alge

The Forum (203 A-B)

Not to name names, but Chris Lord-Alge and Tom Lord-Alge are the sonic minds behind: Steve Winwood, Santana, U2, Simple Minds, The Rolling Stones, Pink, Peter Dinklage, Sarah McLachlan, Dave Matthews Band, Blink-182, Avril Lavigne, Sum 41, Oasis, Manic Street Preachers, Marilyn Manson, James Brown, Joe Cocker, Chaka Khan, Carly Simon, Tina Turner and Bruce Springsteen. Come for the stories.

5:00 P.M.

Engineering Panel: Vocal Miking Technology & Techniques

Matt Forger & Dan Warren, Warren Media & Marketing

The Forum (203 A-B)

Recording engineers discuss the subtleties of coaching talent to deliver their best studio performance and sussing out the most appropriate gear for each session.

Disruptive Innovation: 3-D Printing for Musical Instruments & Accessories

A3E

TEC Lab (202 B)

A3E asks a question for every musician and manufacturer: Can I play that thing like a real one? That's often the first thought of even the most open-minded musician when experiencing any truly disruptive technology. Meet the early innovators of 3-D printing for musical instruments and instrument manufacturing, and find out how real it is and how this innovation might affect the profit and productivity of your company. It may shock you!

Take Me to the River – Behind the Film

Jerry Harrison & Martin Shore

Master Class (202 A)

Martin Shore and Jerry Harrison will be discussing the film, non-profit and touring project, "Take Me To The River." The goal is to bridge the generation and communication gap and build lasting community through music. The first film in this series was set in Memphis. The second (in production now) is set in New Orleans. Jerry will also discuss his career in The Modern Lovers and Talking Heads.



Friday
January 20, 2017

Young Professionals Event

4 pm

NAMM Member Center, ACC Lobby

We invite you to join us at the NAMM YP event on Friday in the Member Center. Enjoy light bites and drinks as you learn from Bob Taylor, founder of Taylor Guitars as he gives a special educational presentation.

Policy Forum:

9-10 am

Import/Export, CITES Regulations

11 am-12 pm

Policy Roundtable: Import/Export, CITES Compliance

Q&A

11 am-12 pm

NAMM Member Center, ACC Lobby

NAMM members with questions about CITES regulations and compliance should attend the CITES forum and roundtable on the international treaty in instruments containing all species of rosewood that went into effect on Jan. 2, 2017.

Music Education Advocacy D.C. Fly-In Meeting

4 pm

R&B Lounge, ACC Lobby

Take a "look ahead" to the 2017 D.C. Fly-In planned for May 22-25, 2017.

All-Industry Drum Circle

5:45 pm

Palm Terrace, Outside of the Convention Center

Drum up enthusiasm for the music industry at NAMM's annual All-industry Drum Circle, a can't-miss NAMM Show rhythm celebration!

Tonight on the NAMM Nissan Grand Plaza Stage

6 pm – 8 pm

NAMM Foundation Celebration for Music Education Featuring Bernie Williams and His All Star Band with Special Guests

Featuring New York Yankees centerfielder, music education champion, and accomplished jazz musician, **Bernie Williams** and His All Star Band will treat attendees to a musical celebration of music education on the NAMM Nissan Grand Plaza Stage on Friday night. Williams and his band will also welcome **Keb' Mo'** and other special guests throughout the evening. *All are welcome!*

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

FRIDAY, JANUARY 20, 2017

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



Jim Tuerk on how to optimize your YouTube channel, 10:30 a.m.



Rob Mestic on evaluating your marketing plan, 3:30 p.m.

3:00 P.M.

5 Ways to Maximize Sales on Reverb.com

Brian Reardon, Monster Music

In one year, Monster Music did \$130,000 in new business on Reverb.com, an online marketplace for selling gear. In this session, Monster Music owner Brian Reardon will reveal his proven recipe for success on Reverb.com, covering best practices for everything from product photos and listings to customer inquiries and shipping. Find out how he's grown his business with Reverb.com and, in fact, how many of his listings sell within the first 24 hours.

3:30 P.M.

Online Marketing Tips: from YouTube to Email

Ashley Atz, Premier Guitar Magazine (Moderator); Rob Mestic, Port Mac Guitars; Shane Kinney, Drum Center of Portsmouth; Luke Viertel, Premier Guitar Magazine

Marketing online is critical in today's music retail environment, but how do you cut through the noise and get noticed? Join Ashley Atz of *Premier Guitar* as he moderates this panel discussion with savvy music retail marketers: Rob Mestic, Port Mac Guitars; Shane Kinney, Drum Center of Portsmouth; and Luke Viertel, *Premier Guitar*. They'll look at proven ideas and best practices for using email marketing, YouTube, third-party online advertising, geotargeting and retargeting. The panel will also discuss helpful metrics to consider when evaluating your marketing plan. Take your online marketing to the next level in the new year!

4:00 P.M.

New Website Changes to Embrace for 2017

John Carley, Trinet Internet Solutions

How do you get more customers and prospects to your website — and engage them to do business with you? How do you make your site stand out from the competition? Join website expert John Carley of Trinet Internet Solutions for this important online update. He'll cover five key changes you'll want to make to your website in the new year to ensure it's operating at peak effectiveness. We all employ different online tools but remember: Your website is often customers' final destination. Make sure they find you.

4:00–6:00 P.M.

GenNext Session: NAMM Young Professionals (NAMM YP) — Educational Speaker & Reception

Anaheim Convention Center, Lobby A/B
GenNext attendees are invited to join NAMM YP's workshop and social hour on Friday night. Hear from industry trailblazers, participate in breakout sessions and network during the closing reception. The workshop speaker this year is Bob Taylor, founder of Taylor Guitars. The event will wrap with a social hour. Presented by NAMM YP.

4:30 P.M.

Take Control of Your Repair Shop's Bottom Line

Robert Christie, A&G Central Music

Your repair shop is critical to your business, so don't let preventable problems lead to losses and hurt your relationships with customers. Join Robert Christie of A&G Central

Music as he discusses changes he's made to his repair shop that have improved the customer experience and the bottom line. Take home ideas on improving purchasing, inventory management, and selling repairs and maintenance agreements that can help your repair operation right away.

5:00 P.M.

Cross-promotion Ideas That Grow Your Business

Ernie Lansford, Music Industry Veteran (Moderator); Alan Rosen, Bananas at Large; Mike Risko, Mike Risko Music School

Looking for new business and more sales? How about increased local awareness of your store? Then join music-industry veteran Ernie Lansford and this panel of successful independent retailers: Alan Rosen, Bananas at Large; and Mike Risko, Mike Risko Music School. In this session, they'll discuss how to better cross-promote your music store with other local thought leaders, including the community arts, education and business influencers. Hear their proven cross-promotion ideas for engaging and securing powerful relationships in the community. Don't miss out on these sources of new business!

6:00 P.M.

Bernie Williams & His All Star Band

NAMM Nissan Grand Plaza Stage

Featuring former New York Yankees centerfielder, music education champion, and accomplished jazz musician, Bernie Williams and His All Star Band will treat attendees to a musical celebration of music education on the NAMM Nissan Grand Plaza Stage. Williams and his band will also welcome surprise performers throughout the evening!



Rand Cook on store design, 1:30 p.m.

7:00 P.M.

She Rocks Awards

Hilton Anaheim Hotel, Pacific Ballroom

The annual awards ceremony will honor rock guitarist Lita Ford, lead singer Shirley Manson of the alternative rock band Garbage, and Roland's marketing communications manager Rebecca Eaddy, among others. With performances, hors d'oeuvres and beverages, giveaways and more, the She Rocks Awards brings together industry professionals, music icons and fans for a one-of-a-kind event that celebrates women in music. Previous award recipients include female-industry leaders such as Chaka Khan, Jennifer Batten, Karmin, Colbie Caillat, Sheila E, The Bangles, Orianthi and Dinah Gretsch.

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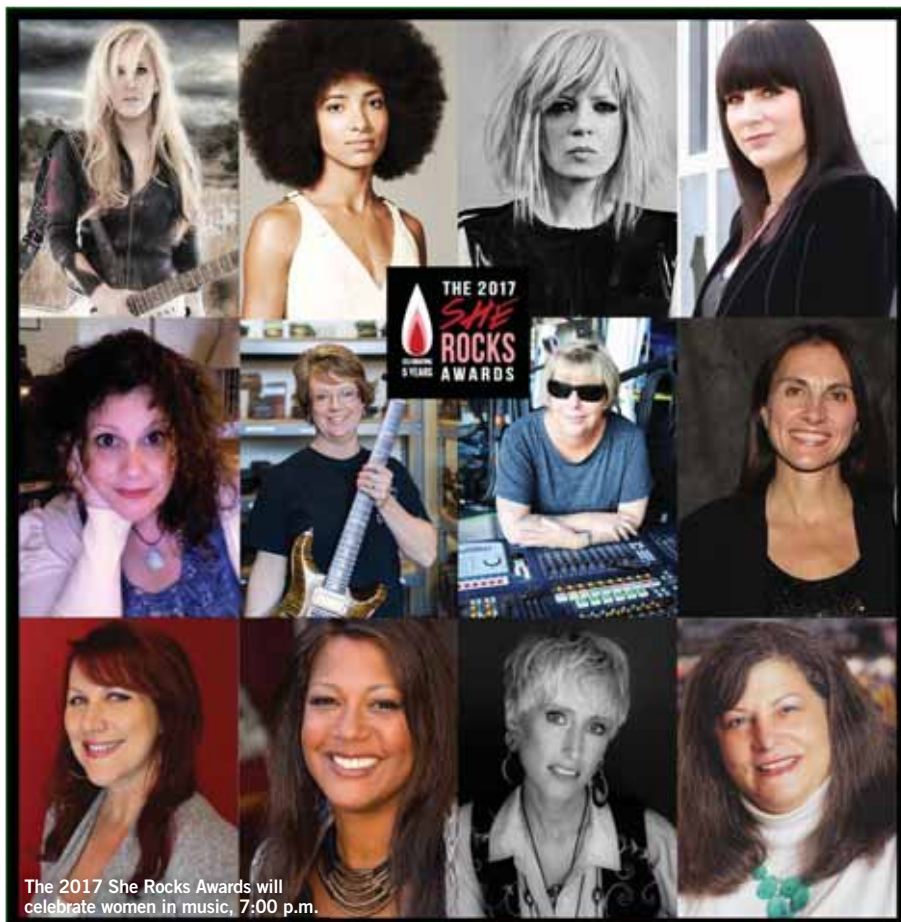


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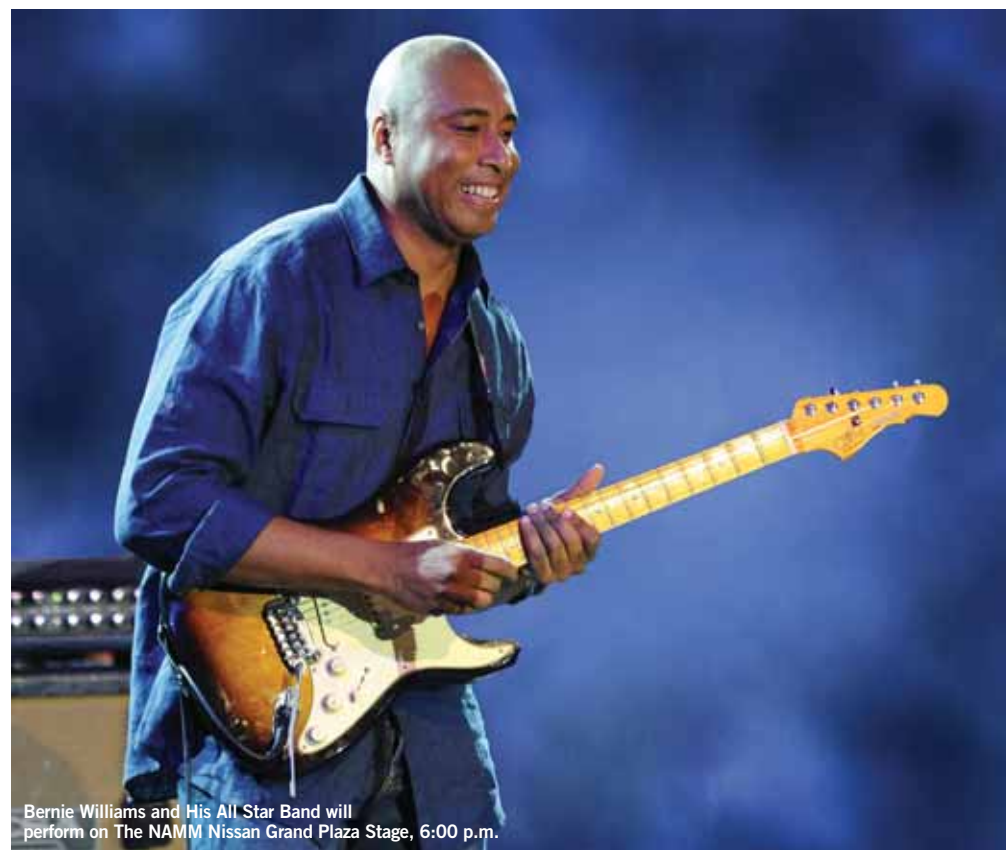
SCHEDULE

FRIDAY, JANUARY 20, 2017

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



The 2017 She Rocks Awards will celebrate women in music, 7:00 p.m.



Bernie Williams and His All Star Band will perform on The NAMM Nissan Grand Plaza Stage, 6:00 p.m.

BREAKFAST SESSION

8:30–9:30 A.M.

2020: Future-Proof Your Business

Larry Bailin, best-selling author, digital marketing pioneer, award-winning marketing executive and entrepreneur

Hilton Anaheim Hotel, Pacific Ballrooms

There are only 36 months left in the decade. The year 2020 will introduce a new generation of customers to the world. How they interact, engage and buy may look very different from what you see today. Are you prepared? Award-winning marketing executive and author Larry Bailin will help you look at the past and future with new eyes. He'll walk you through what's happening now and explain how it affects what comes next. Most importantly, he'll show you ways to future-proof your business and grow it in the here and now. Prepare for the customers of tomorrow by building better connections with the customers of today! (Free breakfast served from 8–8:30 a.m.)

10:30 A.M.

How to Optimize Your YouTube Channel

Jim Tuerk,
Reverb.com

Want to get more visitors to your company's YouTube Channel, build your customer base, and improve your online visibility? Join Jim Tuerk, director of business development for Reverb.com, to explore the often-neglected intersection of video and search engine optimization. He'll dive into best practices for effective video descriptions, tags, keywords and link-building that can make a big difference to your YouTube channel.

11:00 A.M.

Social Media Marketing Update for 2017

Ben Ash,
Sam Ash Music

Join Ben Ash, director of social media at Sam Ash Music, for this half-hour session where he'll walk you through the latest developments in social media, discuss what they mean for your business, and show how he uses them at his company — a music retail giant with 45 locations nationwide and an award-winning website.

11:30 A.M.

Why Google Hates You — and How to Fix It

Larry Bailin,
Single Throw Marketing

Welcome back digital marketing pioneer Larry Bailin, fresh off the heels of a NAMM U Breakfast Session and Retail Boot Camp. In this presentation, Bailin will break down the barriers that keep you from gaining the top Google positions you deserve. He'll show you how to keep your music retail business from being de-listed by Google, what it takes to get to page one on Google, and pay-per-click mistakes that can cost you money. He'll also show you how to spot a bad SEO vendor from a mile away. Get Google on your side.

12:00 P.M.

YouTube and Facebook: My Most Successful Video (Double Session)

Mitch Gallagher, Sweetwater; **Shane Kinney**, Drum Center of Portsmouth; **John Mlynczak**, Noteflight (Moderator)

Video marketing can be the most engaging way to reach an audience, but how do you

get your videos noticed in the fast-paced world of YouTube and Facebook? Find out during this panel discussion, which features a team of music retail video experts: Mitch Gallagher of Sweetwater, Shane Kinney of Drum Center of Portsmouth and moderator John Mlynczak of Noteflight. They will demonstrate and discuss their most successful videos, and you'll walk away with ideas to get the most impact out of your video marketing on social media.

1:00 P.M.

The Top 5 Website Mistakes by Music Retailers

Sean Roylance,
Rain Retail

Even successful music retailers make common website mistakes — often unknowingly. After a hit session at Summer NAMM, Sean Roylance, founder of Rain Retail, returns to reveal the top five website blunders and how they impact your online success. Most importantly, you'll see how these website content and design mistakes get made and how they can be corrected. You'll leave with an understanding of how to better market your site, increase conversion rates, and make more sales. This will be a powerful session for retailers of all types and sizes.

1:30 P.M.

Innovative Store Design Ideas from Top 100 Retailers

Tim Spicer, Spicer's Music (Moderator); **Carlo Gonzalez**, Steelwood Guitars; **Max Maxwell**, Maxwell's House of Music; **Rand Cook**, The Candyman Strings & Things

Want an inside look at some of the most innovative store design concepts in music retail? Join moderator Tim Spicer of Spicer's Music and a panel of NAMM Top

100 retailers — Carlo Gonzalez of Steelwood Guitars, Max Maxwell of Maxwell's House of Music, and Rand Cook of The Candyman Strings & Things — as they reveal their best store design and merchandising ideas. Get an up-close look at their showrooms, and find out how you can apply innovative ideas to your own store design. Discover new ways to deliver a “wow” factor.

2:00 P.M.

7 Low-cost Promotions to Grow Your Lesson Program

Paul Myatt,
Forte School of Music

Imagine running a music lesson program that not only turns a profit but also increases your retail sales. Paul Myatt, director of Forte School of Music in Australia, will discuss the proven, low-cost guerilla marketing tactics that he's used to build Forte into a program with more than 4,000 students across 12 locations. Walk away with new ideas to raise your lesson program's awareness and establish powerful relationships in the community.

2:30 P.M.

Video Storytelling that Brings Customers in the Door

Grant Billings, Steinway Piano Gallery of Naples (Moderator); **John Fowler**, Shoreline Music; **Will Mason**, Mason Music

Video storytelling establishes credibility and tells your story like no static picture or text can. How can you take advantage of this powerful tool at your music retail business? Join Grant Billings of Steinway Piano Gallery Naples, John Fowler of Shoreline Music, and Will Mason of Mason Music, as they reveal their top promotional videos.

CONTINUED ON PAGE 116

D'Angelico NEW YORK

BOOTH 212AB

Deluxe Bob Weir SS



D'ANGELICO
SHOW SCHEDULE
FRIDAY
January 20, 2017

12:30 PM	George Tisdale
1:00 PM	Paul Castelluzo Quartet
1:30 PM	Kerry Marshall
2:00 PM	Kenny Loggins
3:00 PM	Robert Randolph
3:30 PM	Matt Schofield
4:00 PM	Gene Cornish, Jeff "Skunk" Baxter & Friends
6:00 PM	Fabrizio Sotti Cocktail Hour *invitation only
6:30 PM	Bob Weir *invitation only



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