

# UpBeat

The Official **NAMM** Show Publication

## DAILY



## IT'S RAINING GEAR

**Hallelujah! Rain? What rain?** NAMM goers aren't gonna let a little water slow down this gear summit! The show floor Friday was jammed with attendees who like great gear (and staying dry). While bands and a few brave souls outside at the NAMM Nissan Grand Plaza Stage were singing and dancing in the rain, everything inside was was cool, dry and rockin'! Here are a few folks around the show floor yesterday who helped turn the storm outside into rivers of great gear during The NAMM Show.

1. Brenden Cohen, president and CEO of D'Angelico, shows off the special edition Grateful Dead DC guitar on the show floor Thursday. 2. Martin Guitar's CEO Chris Martin and Dwight Yoakam with the DD28 Signature Artist Edition guitar. 3. Adam Hall's Alexander Pietschmann and Markus Jahnel show off the LD Systems MAUI 11 G2 and the MAUI 28 G2. See page 8 4. Ernie Ball's Brian and Sterling Ball with the company's latest offering — Paradigm strings. See page 8 5. Team Dream Cymbals was out in force for the company's Dark Matter 21-inch Eclipse Ride. From left: Kristen Klehr, Brian Snowden, Andy Morris, Brian Larue and Ed Squires.



### BREAKFAST SESSION



#### THE ART OF INNOVATION

Guy Kawasaki, a best-selling author, chief evangelist for Canva and former chief evangelist for Apple, discusses how to trigger innovation in your business.

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Roland® RD-2000

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# JUST. LISTEN.

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BOMBASTIC PRO AUDIO CLAIMS.**

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AND JUST LISTEN.**

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# NAMM SHOW NEWS

## Tech 21 Launches the Q\Strip

Tech 21 has unveiled the Q\Strip, a console developed with sophisticated features that harken back to recording console designs of the 1960s and '70s. With its compact and convenient DI format, users can take these tone-shaping circuits with them to live performances and studio tracking sessions, or use them with digital audio workstations.

All-analog MOSFET circuitry in the heart of the Q\Strip provides the warm yet gritty tones of a vintage console. There are four bands of pro-audio-quality equalization, two parametric mid bands and high and low shelving filters



that provide control over how instruments cut through on stage or in a mix.

The console's HPF cuts non-musical rumble when going direct, and the LPF rolls off undesirable frequencies.

The EQ section lets users recreate different speaker cabinet curves in order to go direct with their favorite distortion and effects pedals.

The Q\Strip is operable via phantom power, standard 9-volt alkaline battery (not included) or optional power supply. Other features include smooth-action custom actuators and all-metal housing.



From left: Naoki Mori, president of Kawai America; Merriam Music's Stu Harrison and Alan Merriam; and Hirotaka Kawai, president of Kawai Musical Instruments, at Thursday night's awards ceremony.

## Kawai Celebrates 90

Kawai Musical Instruments celebrated 90 years of piano innovation on Thursday night with a press reception and awards ceremony honoring its top dealers of 2016 from the United States and Canada.

On hand to bestow the awards upon the honorees was Kawai President Hirotaka Kawai, who inherited the role from his father, Shigeru Kawai, in 1989. The company was founded in 1927 by Hirotaka's grandfather, Koichi Kawai, in Hamamatsu, Japan.

In his opening remarks, Brian Chung, senior vice president of Kawai America, noted the exceeding rarity of companies that continue to thrive for nearly a century. He attributed Kawai's enduring success to its steadfast commitment to evolutionary design.

"Reinventing the piano year after year — this is our mission," he said, citing such pioneering design elements as Kawai's carbon fiber grand piano actions and aluminum action brackets.

President Kawai further developed that theme in his address to the crowd, adding that the company's achievement should be shared by loyal dealers in the U.S. and Canada.

"Ninety-year anniversaries do not happen without partners. And piano companies cannot exist without exceptional dealers like the ones we have today," he said.

At the conclusion of the ceremony, plaques were conferred upon the company's 2016 Pinnacle Award winners, which recognize outstanding performance. Kim's Piano, Schmitt Music Company, Kraft Music and Lacefield Music were the recipients from the U.S. The honorees from Canada included Merriam Music and Loewen Piano House.

Twenty-six additional dealers were recognized with the 2016 Outstanding Dealer Award, and 32 others received Inner Circle Music Awards. Kawai Regional Sales Manager Jerry Porter was honored with the Manager of the Year award.

## International Appeal



On Wednesday, NAMM hosted an international gathering of opinion leaders from the MI and entertainment technology sectors for a lively exchange of market snapshots, updates on rules and regulations, and campaigns to grow the market for musical instruments. This year's meeting focused on the efforts by international MI associations to popularize the movement around Make Music Day on June 21.

## AM&S Highlights Allen & Heath Mixers

During an American Music & Sound press conference held on Friday morning, Allen & Heath, a brand distributed by AM&S, debuted its compact dLive C Class digital mixers.

Allen & Heath's dLive C Class is a compact range of surfaces and MixRacks that opens up its dLive platform to a wider spectrum of AV, installation and live event roles. The series includes three MixRacks — the CDM32, CDM48 and CDM64 — plus three control surfaces: the 19-inch rackmountable C1500, C2500 and twin-screen C3500.



Allen & Heath's Greg Ibbotson shows off the Xone PX5.

"It has the same performance, channel count and sound quality of dLive, but it comes in a different package — a different size, footprint and a lightweight design," said Nicola Beretta, Allen & Heath's head of product marketing.

Allen & Heath also highlighted its Xone PX5, a performance DJ mixer with an embedded sound card and effects.

"It's an analog desk with a lot of digital connectivity as well, so it mixes in the best of both worlds for the modern DJ," said Greg Ibbotson, Allen & Heath's DJ product specialist. "It has a whole new effects engine that is really easy to use, so you feel like you know your mixer from the moment you start."

Also during the press conference, other AM&S-distributed brands showcased their latest releases, including Lewitt's LCT 240 PRO condenser microphone, Kurzweil's KA130 digital piano and Fostex's TE04 Series stereo earphones.

[American Music & Sound \(americanmusicandsound.com\)](http://americanmusicandsound.com)

## TKL Takes Cases to Retailers

TKL, known since 1984 as a leading OEM instrument case manufacturer for major brands, has established a Retail Support Network of authorized music retailers. The company's initiative was announced Thursday on the show floor and includes a factory-trained sales force, competitive freight programs, supportive print tools for the retailer and a redesigned business-to-business website.

"We have spent the last year putting together the foundation for taking our product line directly to the retailers through a select group of folks on a sales team," said Tom Dougherty, TKL president. "I don't

refer to them as sales reps; I refer to them as 'sales ambassadors.'"

In addition to expanding its sales and customer service team, TKL has developed a training program to educate its retail network about the importance of instrument protection and how to help customers choose the right case for their needs. The Virginia-based company offers an extensive selection of cases for fretted, keyboard, percussion, wind and string instruments via its LTD, Concept, Vectra, BlackBelt, Alumin-X, Glacier White, Safe and Sound, and Harptone series.

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








TKL's Tommy Dougherty (left), Tom Dougherty and Kevin Dougherty at the company's Thursday afternoon.



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noise

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THE NEW  
***essential series***

Blue's new Essential Series takes the world's most popular studio condenser microphones to new heights. With refined sonics, streamlined design and versatile switches for high-pass filter and -20dB pad, the new SL mics bring distinct tonal characteristics to perfectly capture your most creative moments.





From left: MXL Microphone's Steve Curto, Marshall Electronic's Chris Tso and Mogami Cable's Phil Tennison.

## Mogami Cable, Sweetwater Partner Up

Mogami Cable announced that Sweetwater Sound will be the strategic launch partner for its CorePlus cable series during a joint press conference with MXL Microphones held Thursday afternoon.

"For years, many dealers have been asking for less expensive cables so that schools, facilities, bands and clubs can afford to buy them, yet still have the Mogami quality," said Phil Tennison, Mogami's product manager of the cable/connector division.

After a two-year process, Tennison said, Mogami was able to release a product that fit specific standards.

"The code name for the product became CorePlus," he said. "We struggled with that name, but I like it because the core is the center — where the good stuff is."

According to Phil Rich, Sweetwater's vice president of merchandising, this partnership has been a long time coming. "Sweetwater enjoys a position in the marketplace where we can sell premium products, and this is a premium product," Rich said.

Mogami's sister company, MXL Microphones, also announced three new mics during the event: the 770X, CR20 and DX-2.

**INFO** **Mogami Cable, MXL Microphones**  
(mogamicable.com; mxlmics.com)



Erik Paiste (left) and Nicko McBrain.

## Paiste Collaborates With McBrain

Erik Paiste, president and CEO of Paiste, announced the release of new products developed with Iron Maiden drummer Nicko McBrain, during a press conference held Thursday evening. Additionally, Paiste showcased the 900 series, Color Sound 900 series and PST X DJs 45 set.

McBrain highlighted the Nicko's Treasures Limited Edition set, which consists of the Signature Reflector 14-inch Heavy Hi-Hat; 15-, 16-, 18-, 19-, 20- and 22-inch Heavy Full Crashes; 22-inch Bell Ride; 22-inch Heavy China; a Signature 20-inch Fast Medium; a Rude 17-inch Crash/Ride; and a Formula 602 13-inch Heavy Bell.

"[Paiste] has always been my preferred brand of cymbals, even before I was a professional musician," said McBrain.

**Paiste** (paiste.com)

## Ernie Ball Introduces Paradigm

Ernie Ball has introduced Paradigm guitar strings. Company executives called the strings "the most advanced string technology ever created — and the first-ever to come with a fully-backed guarantee."

If Paradigm strings break or rust within 90 days of purchase, Ernie Ball will replace them free of charge. Retailing for \$14.99, Paradigm strings feature break-resistance and durability while delivering the iconic tone of the original Ernie Ball Slinkys guitar strings, which were introduced in 1962.

The strings come in a variety of the company's most popular gauges for both electric and acoustic guitar, and will be available for pre-order beginning March 1.

Over the course of the past few months, Ernie Ball has been offering guitarists the

opportunity to beta test Paradigm. Among the musicians who tried — and failed — to break the strings are Kenny Wayne Shepherd and Dream Theater's John Petrucci.

Petrucci said, "These new Paradigm strings somehow withstood the most severe and cruel punishment I could muster up without actually breaking the guitar itself!"

"Paradigm technology represents a new level of strength and longevity while continuing to deliver the tone that only Ernie Ball is known for," said Brian Ball, president of Ernie Ball. "They also feature a combination of our proprietary Everlast nanotreatment, coupled with a breakthrough plasma process that further enhances the corrosion resistance like never before."

**Ernie Ball** (ernieball.com)



## Hal Leonard, DW Sign Distribution Agreement

On Thursday, Drum Workshop appointed Hal Leonard as its exclusive U.S. distribution representative for the Gretsch, Gibraltar, KAT, Percussion Plus and CB Percussion lines. The agreement will take effect on Feb. 1. On hand for the signing were, from left, Hal Leonard's Brad Smith, Drum Workshop's Chris and Don Lombardi, and Hal Leonard's Larry Morton and Doug Lady.

## PMC Spreads Drum Message

The Percussion Marketing Council held a Members Meeting and Percussion Industry Gathering Thursday at the Hilton Anaheim. Among several speakers were three of the organization's executive officers: Hal Leonard's Brad Smith, Yamaha's Dave Jewell and Sabian's Stacey Montgomery-Clark.

Smith explained the goal of PMC: "To make more players. So how do we do it? It's through programs year after year, in the community, in the schools and with retailers."

Montgomery-Clark reported that the 2016 International Drum Month "Roadie

For A Day" campaign was the organization's most successful contest yet.

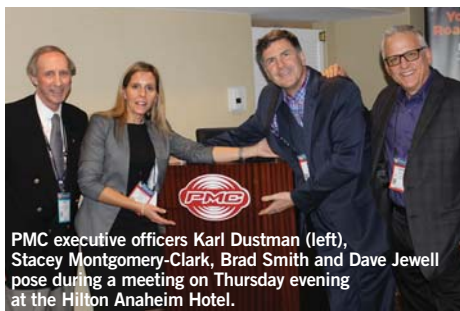
Jewell recounted the efforts of the NAMM music lobbying "fly in" to Washington, D.C., to meet with members of Congress.

"ESSA is a really important bill that was passed, and it will affect everyone in this room," Jewell said. ESSA is the acronym for the Every Student Succeeds Act.

PMC will host a brainstorming

session for members on Sunday at 10:30 a.m. in the San Simeon Room of the Hilton.

**INFO** **PMC** (playdrums.com)



PMC executive officers Karl Dustman (left), Stacey Montgomery-Clark, Brad Smith and Dave Jewell pose during a meeting on Thursday evening at the Hilton Anaheim Hotel.



Adam Hall's Alexander Pietschmann and Markus Jahnel show off the LD Systems MAUI 11 G2 and the MAUI 28 G2.

## Adam Hall Adds Variety of Gear

The Adam Hall Group has introduced a variety of products to the U.S. market.

In the pro-audio sector, LD Systems released the MAUI 11 G2 and the MAUI 28 G2, the next generation of its compact two-column systems. Both have been improved with reduced weight and optimized sound. Vocal and instrument sets from the LD Systems U500 wireless series are available in multiple radio frequency bands.

Designed for the installation of LD Systems' CURV 500, the CURV 500 iAMP features four channels with DSP control and Class D technology. Additional specifications of this 19-inch 1U rack power amplifier include a wide frequency response of 10 Hz to 22 kHz, as well as its 4-by 240-watt RMS outputs (at 4 ohms). The CURV 500 iSUB is an accompanying compact bass reflex subwoofer with a 10-inch driver and low installation depth, which has also been developed for installation of CURV 500 sound systems.

Professional lighting highlights from Cameo brand include two LED moving heads: the Auro Spot 400 and the Auro Spot 300 from the Auro Series. Also new from Cameo are the Zenit professional series Z120, P130 and P40 models.

Gravity premium stands are fit for stage and studio requirements. Gravity now offers a five-year warranty in the USA.

The Palmer brand is celebrating its U.S. premiere with its portable Pocket Amp Bass and the powerful BatPacks 4000 and 8000. The Pocket Amp Bass is a versatile effect pedal and pre-amp. The BatPack 4000 and the variant BatPack 8000 provide an independent power supply for several stompboxes or pedalboards.

**Adam Hall Group** (adamhall.com)



## Blue Mics Toasts Essentials Series

Blue Mics held a happy hour on Thursday at its booth, where it showcased its recently launched Essentials Series SL models. From left: Blue's Adam Castillo, John Maier, Michael Huckler and Gabe Whyel.



See the **AvantGrand N3X** in the Yamaha Booth at the Marriott Marquis Ballroom

## N3X – Even More **X**traordinary

The innovative AvantGrand N3X hybrid offers everything you want from an acoustic and everything you need in a digital piano. Its blend of acoustic grand piano action, intelligent Tactile Response System and unique four-channel speaker system replicates the experience of playing two world-class pianos: the Yamaha CFX and Bösendorfer Imperial. **AVANTGRAND**



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## Samson Q7x, Q8x Perform on Stage, in Studio

Samson's Q7x and Q8x Professional Dynamic Vocal Microphones provide quality sound reproduction for live and studio vocal and instrument performances as well as presentations and podcasting. With updated body designs and improved capsule shockmount systems, these microphones provide reliable performance in demanding environments.

The workhorse Q7x offers a wide dynamic range with tailored midrange presence produced by its neodymium dynamic mic element. Its smooth frequency response and low frequency roll-off provide balanced audio reproduction no matter the application.

Capturing a wide dynamic range with midrange clarity, the flagship Q8x provides a linear frequency response via its neodymium dynamic mic element that is flat with a slight lift around 8 kHz. This makes the Q8x ideal for fitting vocals in live mixes with minimal EQ adjustments. In addition, its high-saturation-level audio transformer aids in the rejection of hum and noise.

 **Samson** ([samsontech.com](http://samsontech.com))

## MDA Gives Away Martin Guitar



The Music Distributors Association (MDA) gave away a C.F. Martin Dreadnought Jr. during its annual Show & Tell Day on Tuesday, Jan. 17 at the Anaheim Hilton. From left: MDA's Madeleine Crouch, giveaway winner and President of Groove Juice David Stirewalt and Martin's Timothy McNair.

## Singular Sound Expands Offerings

Singular Sound has released hardware and software products to enhance the BeatBuddy user experience.

StreetVolt Busker Battery Pack was designed for street musicians and BeatBuddy users who require the use of a pedal-controlled drum machine without the need to be plugged into a wall outlet.

BeatBuddy Manager 2.0 is an upgrade to the software component of the BeatBuddy that lets users upload their own beats,

modify songs and download community-created songs and drum sets. Users will have the ability to directly share their content and download Premium Library albums within the BeatBuddy Manager with one click.

Singular Sound offers customers the convenience of purchasing Premium Library songs and drum set in volumes on an SD card rather than downloading individual beats.

 **Singular Sound** ([singularsound.com](http://singularsound.com))




## Source Audio Demos Ventriss

Source Audio has introduced the dual-processor equipped Ventriss Reverb. Demos of a beta-version of the pedal will take place in the Source Audio booth.

The Ventriss is a stereo reverb pedal featuring 24 effect engines ranging from classic spring, plate and room sounds to advanced shimmer, swell, modulation and pitch-shifting reverbs. It features 12 onboard reverb engines with an additional 12 available in the Neuro Mobile App.

Independent dual DSPs give the pedal the ability to perform valuable routing and preset switching options. A standout feature made possible by the dual DSP is "true spillover," which lets users change from one preset to another without cutting off the reverb tail. The Ventriss also features eight onboard presets, full MIDI functionality, stereo inputs and outputs, runaway feedback capabilities, simultaneous expression control of multiple parameters, external preset switching, a "hold" function and more.

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

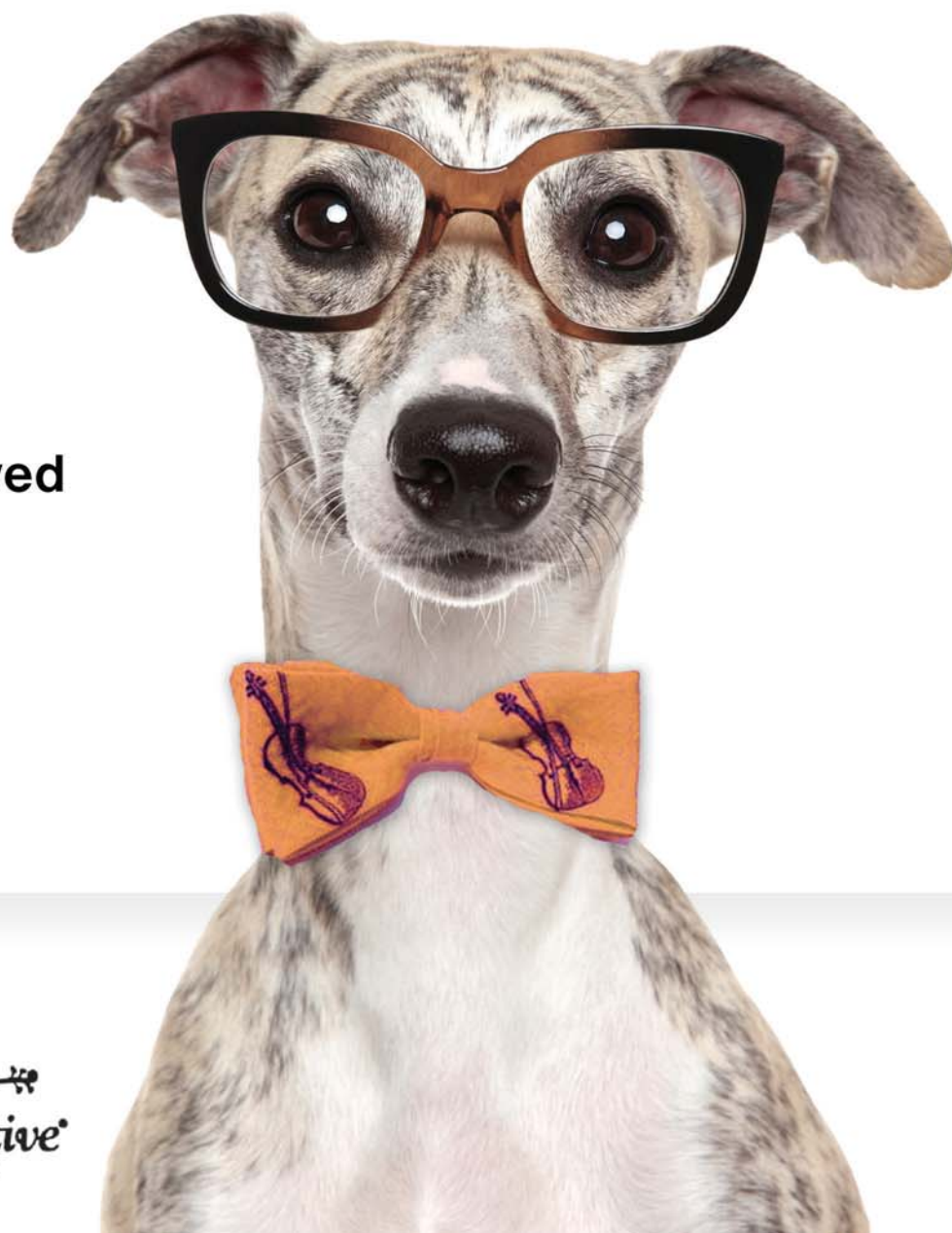


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AND RAISE MY VOICE.



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Booth A/6577

# Raise your voice.

## XS Wireless 1 & 2 microphone systems.

As a singer, speaker or instrumentalist, you want to connect with your audience. Focus on your message – not on the equipment. Be confident. To meet those demands, Sennheiser created the XS Wireless microphone system.

Thanks to its intuitive, one-touch scanning and synchronization, XS Wireless 1 combines exceptional ease of use with great sound quality. If you're ready to take the next step, XS Wireless 2 offers additional control, flexibility and ruggedness to withstand the toughest live conditions. It's time to raise your voice.

For all microphone options visit [sennheiser.com/xs-wireless](http://sennheiser.com/xs-wireless)

**SENNHEISER**

## BRIEFS

### Reverb Sites Launches

Reverb.com, the online marketplace for buying, selling and learning about music gear, has introduced Reverb Sites, a service created to help sellers promote their business online. Reverb Sites helps sellers create their own website — synced to their Reverb.com shop and powered by the marketplace's technology — in a matter of minutes.

"Reverb Sites was created so any seller in our marketplace can showcase their gear through a quality website," said Dan Melnick, Reverb's COO.

**Reverb.com (reverb.com/sites)**

### Welcome El Maestro

Gon Bops has rolled out the Walfredo de los Reyes Sr. El Maestro cajon. Designed with world-renowned percussionist Walfredo de los Reyes Sr., the El Maestro cajon aligns with today's popular hybrid drum set/percussion setups. Acclaimed as the originator of the hybrid setup, Walfredo's goal for the El Maestro was to make it easier for drummers to play cajon while using hi-hats, foot bells or other instruments requiring pedals.

**Gon Bops (gonbops.com)**



### Fluid Develops FPX Line

Building upon the Fader Series studio monitors, Fluid Audio has introduced the FPX (Fader Pro Coax) line of studio monitors, with the FPX7 now available. "I've always felt I could do a AMT monitor that sort of set the standard, and I believe this coax idea does that," said Kevin Zuccaro, Fluid Audio founder. "You get the lightning-fast response of the air motion transformer, and the point-source goodness of being coaxial."

**Fluid Audio (fluidaudio.net)**

### Shure Adds VHF Band

Shure's ULX-D Digital Wireless System and related accessories in the VHF frequency band are now available with the QLX-D Digital Wireless System coming soon.

These VHF options provide users with 42 MHz of tuning bandwidth in a spectrum that's as predictable and as usable as today's UHF TV band. These VHF band ULX-D and QLX-D systems build on an existing portfolio of Shure wireless products designed to offer alternatives for the increasingly crowded UHF TV Band, which includes systems capable of operating in the 900 MHz band (ULX-D, QLX-D and PGX-D), DECT (Microflex Wireless) and 2.4 GHz (GLX-D Digital Wireless).

**Shure (shure.com)**



Backun's Morrie Backun with Eastman's Qian Ni.

## Eastman Music Partners With Backun Musical Services

Eastman Music Company has made a significant investment in Backun Musical Services, manufacturer of clarinets and woodwind accessories. This investment builds on the existing Eastman distribution of Backun products to dealers in North America.

The Eastman family of products, which includes Eastman, Wm. S. Haynes and S.E. Shires, now includes Backun clarinets and accessories. The agreement brings Backun's advanced woodwind instrument designs and manufacturing technologies into the Eastman portfolio, while leveraging Eastman's brand and strong dealer relationships.

"We are so happy to welcome Backun Musical Services to the Eastman family," said Qian Ni, CEO of Eastman. "The level

of quality of their products complements the Eastman line of instruments and accessories, while providing an exceptional foundation on which to grow our woodwind offerings."

"The impressive organization [Qian] has built, including the exceptional team at Eastman, will help us grow the recognition and availability of Backun products, while bolstering Eastman's line of woodwinds," said Morrie Backun, president of Backun.

Backun will continue operations and manufacturing in British Columbia, while providing sales, marketing and manufacturing support and expertise to the Eastman group of companies.

**Eastman, Backun (eastmanmusiccompany.com; backunmusical.com)**



From left, Neumann Microphones President Wolfgang Fraissinet, Sennheiser CEO Daniel Sennheiser and Sennheiser USA President Greg Beebe pose with the XS Wireless 1 series microphone on Jan. 19 at the Sennheiser booth.

## Sennheiser, Neumann Add Wireless Mics Series

Sennheiser and Neumann expanded their imprint in the wireless audio and immersive recording markets with the addition of the Sennheiser XS Wireless 1 and XS Wireless 2 series radio microphones and the Neumann KH 80 DSP monitoring loudspeaker.

"In the process of listening to our end users, they wanted to make sure that Sennheiser products were accessible every step of the way," said Sennheiser USA President Greg

Beebe. "We're very proud to announce the worldwide launch of XS Wireless 1 and 2."

The XS Wireless 1 microphone series features 10 compatible, preset channels in eight frequency banks, and is available in a number of ranges across the UHF spectrum. The XSW 1 series will be available immediately after NAMM and retails for \$249.

**Neumann, Sennheiser (neumannusa.com; sennheiser.com)**

## Prestige Goes Modern for Cory Churko Model

Prestige Guitars has introduced the Cory Churko Signature Model. The instrument is based on Prestige's Heritage Hollow Guitar, tweaked to fit Churko's playing style and aesthetic.

It's a true hollow-body electric guitar, with a solid carved bird's eye maple top and solid mahogany back. There's no center block aside from a small support block placed directly under the bridge, which keeps this guitar on the lighter side, while just a single f-hole moves this guitar into the rock 'n' roll realm.

This guitar features all nickel hardware, an ebony fingerboard and staggered dot mother of pearl fret inlays with a custom Cory Churko inlay at the 12th fret. Tonally, this modern twist on a classic Prestige design, coupled with a pair of Seymour Duncan '59 humbuckers, creates a range of warm, crisp tones, but with plenty of room for gain.

There's also a momentary kill-button — something Churko uses throughout his work.

**Prestige Guitars (prestigeguitars.com)**



## Line 6's Plug-in Offers Vintage Echo Effects

Line 6 has introduced the Echo Farm 3.0 plug-in, which offers a collection of vintage echo and delay effects in an updated 64-bit AAX format for Pro Tools 11 and higher. Each modeled effect delivers the detailed sonic properties of tubes, tape and vintage electronics.

"The original Echo Farm plug-in was a staple in top studios throughout the world and has appeared on countless hit records," said Marcus Ryle, president of Line 6. "Echo Farm 3.0 combines that same beloved collection of vintage echo effects with powerful 64-bit AAX performance and compatibility with the latest Pro Tools versions, so artists and musicians can bring their favorite effects back to the studio."

Echo Farm 3.0 features 12 models based on vintage hardware units like Maestro Echoplexes, Roland RE-101 Space Echo, Boss DM-2, Electro-Harmonix Memory Man and T.C. Electronic 2290, as well as Line 6 originals.

The interface makes it simple for users to control filter-swept modulation, bit resolution and more.

**Line 6 (line6.com)**



**Shure SM58 (b.1966)**  
Mr. Rollins  
the spoken-word artist  
s of touring around the world  
Mr. Rollins



**Shure SM58 (b.2016)**  
50th Anniversary Edition  
Commemorative silver-handled model  
celebrating the most popular microphone  
in the world  
Available now



**Shure SM58 (b.1966)**  
Patti Smith  
Trusted microphone of the iconic  
poet, and veteran of the early  
City punk scene  
Courtesy of the artist



The SM58® Vocal Microphone. 50 years of legendary performance.

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**SHURE**


## IK Multimedia iRig Pro I/O Interfaces on the Go

IK Multimedia's iRig Pro I/O is the next generation of the full-featured compact audio and MIDI interface iRig Pro for iOS, Mac and PC.

The iRig Pro I/O features an XLR and 1/4-inch Neutrik combo jack for hooking up XLR microphones and compatible instruments, guitars, keyboards, or other line-level audio sources.

It features onboard phantom power for use with condenser microphones, MIDI in and out for controllers and sound modules.

MSRP: \$149.99.

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




## BBICO Represents BG Franck

The British Band Instrument Company (BBICO) is now representing BG Franck Bichon for sales in selected territories in Europe and Eastern Europe. This agreement includes Russia, the Middle East, Africa and Asia. The in-house sales team will continue to manage North America, Latin America, Japan, Taiwan, South Korea and China.

"It is now time to establish a new sales partnership with a long time and trusted colleague Alun Hughes and his team at BBICO," said Franck Bichon, company founder. "They have a great reputation for their knowledge of the music products industry, and we look forward to working together to grow the sales of BG Franck Bichon products worldwide."

BG Franck Bichon Products are produced in Lyon, France, where the production and design takes place under the supervision of Bichon. The relationship with BBICO will enable the team in Lyon to continue research and development to broaden the range to include all segments of the band, orchestral and keyboard accessory products.

The BG Franck Bichon reputation is based on woodwind accessory products when production originally commenced over 30 years ago. Now the range includes accessories for all woodwind, brass, orchestral string, guitar and keyboard instruments with the addition of BG branded lifestyle products planned for 2017.

 **BBICO** ([bbico.com](http://bbico.com))

If music is religion, then we believe in gods.




## Sabian Provides Artisan Sound

Artisan Light Hats from Sabian deliver complex tone with crisp, yet soft stick sounds, for dynamic responses at all levels. With their high-density hand hammering design for musically rich dark tone, Artisan Hats have always been synonymous with masterpiece. Artisan Light Hats now offer drummers all of the Artisan sound for low-volume situations.

The key to this design lies in pairing a thin-crash weight top with a medium-light weight bottom.

The hats are available in 14- and 15-inch models in a natural or brilliant finish.

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


## Soundbrenner Shakes Up Core

Soundbrenner, creator of the smart vibrating metronome, has launched the Soundbrenner Chest Strap Accessory.

The strap lets musicians wear the Soundbrenner Pulse across the chest, where the vibrations from the device can be felt most effectively — maximizing the feeling of each distinct pulse on the torso.

The Soundbrenner Pulse is a smart wearable device for musicians, designed to overcome the limitations of traditional metronomes. It can also connect to The Metronome by Soundbrenner app, which features advanced rhythm customization and multi-device sync.

"The Soundbrenner Pulse is a professional tool, designed to be the perfect companion and help hardworking musicians achieve mastery of their craft," said Florian Simmendinger, CEO of Soundbrenner. "Our research from drummers and guitar players tells us that the chest is the most functional area, allowing musicians to internalize and feel the beat better than ever before."

 **Soundbrenner** ([soundbrenner.com](http://soundbrenner.com))

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# Fluence Signature Pickups Feature Diverse Tones

For over 20 years, Will Adler's solid rhythm tone has been the backbone of the heavy metal group Lamb of God. Fluence has proven itself to be capable of integrating the passive tones that Adler is known for with a modern, active attack in the same pickup set.

With Fluence technology, Adam Dutkiewicz and Joel Stroetzel of Killswitch Engage have one set of pickups with three voices that does it all during live shows.

Tosin Abasi has mastered a wide range of musical styles and techniques. His Signature Series pickups feature the most diverse mix of tones ever packed into any Fluence set.

In addition to these Signature Series pickup sets, Fishman is also offering a Fluence

HSS and HSH configuration that offers all of the benefits of Fluence Multi-Voice Pickups while achieving a wide range of new sounds.

 **Fishman** ([fishman.com](http://fishman.com))




## Roland's GO-61K Go:Keys Offers Beginners Affordable Option

Roland's GO-61K Go:Keys is a keyboard and piano series that introduces an affordable concept for making music and learning to play. The GO-61K Go:Keys offers options for beginning musicians who want to create music with no formal training. The GO-61P Go:Piano is dedicated to those who wish to learn to play the piano with no prior experience.

The instruments and the onboard sounds are derived from Roland professional synthesizers and pianos, promising an easy transition to Roland models with more advanced feature sets as playing skills improve.

Built-in speakers and headphones jack offer on-the-go sound anywhere.

 **Roland** ([roland.com](http://roland.com))

## Pure Tone, AP Deliver Jack

Pure Tone Technologies and AP International have announced the release of the Pure Tone Input Jack. Designed to address the problems native to standard 19th century jack design, the Pure Tone jack contains dual tension grounds and positive tips for optimal signal. Greater surface area at all contact points creates a more stable connection, locking the cable securely in place and carrying more signal.

 **Pure Tone Technologies** ([puretonetechnologies.com](http://puretonetechnologies.com))



## UpBeat

The Official NAMM Show Publication

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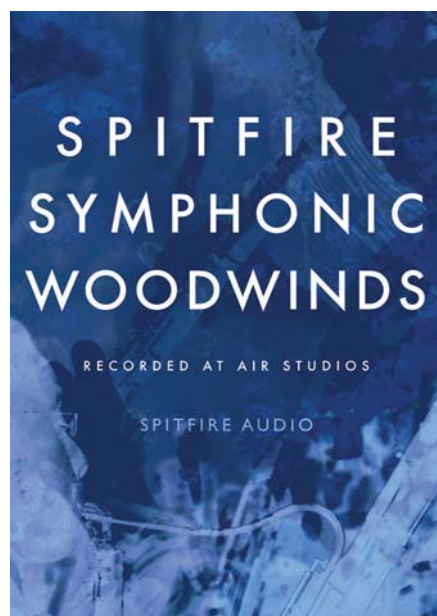
Visit us at Winter NAMM Booth #5590 or online at [www.hosatech.com](http://www.hosatech.com)

# Spitfire Offers Woodwind Sampling

Spitfire Audio has announced the Spitfire Symphonic Woodwinds with a decade of woodwind virtual instrument-making experience going into creating this conclusive compendium for Native Instruments' industry-standard Kontakt Player platform.

The Spitfire Symphonic Woodwinds feature the finest woodwind performers recorded and "deep sampled" via the finest signal path at Lyndhurst Hall within London's Air Studios.

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



# D'Addario Expands Nickel Bronze Series to Mandolins

D'Addario has made its Nickel Bronze string series available for mandolin.

Nickel Bronze is a result of the combination of phosphor bronze and nickel that yields a string that highlights each mandolin's tonal characteristics.

Nickel Bronze strings provide a crisp, clear sound as well as balance and harmonically rich overtones. Players can also expect improved tuning stability and

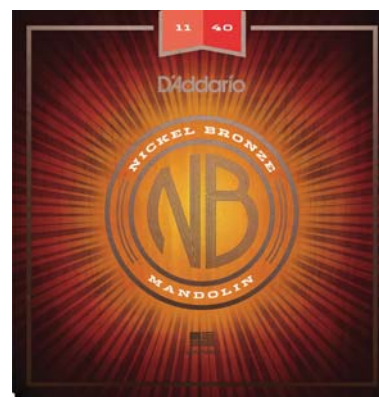
higher break resistance, thanks to D'Addario-engineered NY Steel cores and plain steel strings.

With Nickel Bronze, D'Addario has built a mandolin string designed to let musicians explore new acoustic possibilities.

They are available in light, medium, custom-medium and medium-heavy gauges.

MSRP: \$18.50.

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




# Hosa Simplifies Power Cable Runs

Hosa Technology has introduced the PDX Series Power Distribution Cord line. Designed to simplify power cable runs, each distribution cord consists of evenly spaced NEMA 5-15R outlets to facilitate power to various devices.

Hosa's power distribution cords let users run multiple components on stage without resorting to extension cables and electrical strips. The line consists of three options with varying number of outlets, lengths and gauges to eliminate cable clutter in any space.

"The Hosa Power Distribution Cords eliminate tripping hazards by enabling you to run one cable to the various electronic devices on stage," said Jose Gonzalez, Hosa Technology's product manager.


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





# TKL Launches 'Support Network' Programs

TKL Products has announced its "Retailer Support Network" (RSN) sales program of authorized musical instrument retailers.

In addition to the availability of its LTD, Concept, Vectra and BlackBelt series of wood, molded and soft cases for fretted, keyboard, percussion, wind and string instruments through this retailer network, TKL's new initiative features a sales force of factory-trained brand ambassadors, competitive freight programs, supportive print tools for the retailer, and a redesigned B2B-friendly website.


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

## Who knew solving oxidation would be such a gas.

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## Martin Adds Ukes, Strings

Martin Guitar has rolled out a slew of new products, including its Titanium Core strings and three ukes to commemorate the 100th anniversary of its ukulele.

The Style 3 Centennial Uke is a soprano uke and limited to only 100 instruments. It's crafted from genuine mahogany for the top, back and sides. The mahogany headplate is inlaid with a grained ivory kite design found in the earliest Martin ukuleles.

Style 1 Centennial Uke is also a soprano uke and is limited to only 100 instruments. It boasts a black Tusq nut and saddle, nickel peg tuning machines with black buttons, morado fingerboard and bridge, and a soft padded gig bag.

The 0X Uke Bamboo Natural is crafted from a bamboo patterned high-pressure laminate (HPL) for the top, back and sides. The 0X is available in green, blue or red bamboo pattern HPL.

Additionally, Martin has introduced the Titanium Core strings. These strings deliver the ultimate player's experience with patented technology and a proprietary winding process.

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



## Recording King Dreadnought Joins Dirty 30's Series 7

Recording King has expanded its Dirty 30's Series 7 line to include a dreadnought model.

The new RDS-7 pays homage to vintage guitars from the 1930s. Recording King takes advantage of modern building techniques to deliver best-in-class tone and reliability.

Like its siblings in the Series 7 lineup,

the RDS-7 dreadnought utilizes Recording King's Cross Lap Bracing for sonic fullness and articulation. The Cross Lap Bracing, combined with a dreadnought-sized body, delivers deep bass, sustain and volume.

The guitar is available in two finishes: Matte Tobacco Sunburst and matte black.

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

## ADJ Upgrades myDMX Control Package

ADJ has introduced a new version of its software-based DMX control package, myDMX.

The myDMX 3.0 package includes the myDMX 3.0 control software, which is compatible with PC and Mac, together with a compact, powerful interface box. The standard version offers all the functionality that most users will require.

The myDMX 3.0 software offers a number of improvements and new features designed to give users more creative potential when

programming and running their light shows.

🛒 **ADJ** ([adj.com](http://adj.com))



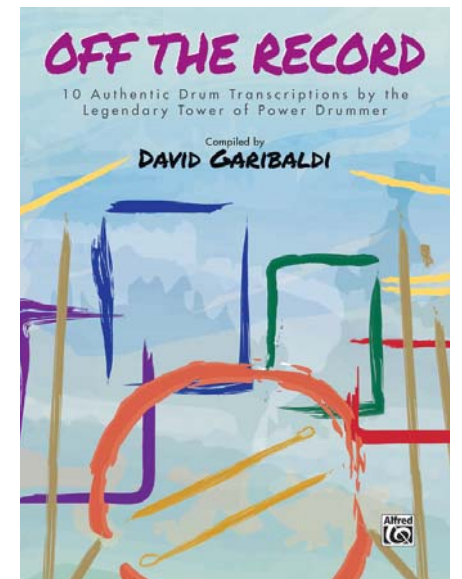
## Alfred Transcribes Garibaldi

Alfred Music has released *David Garibaldi: Off the Record*, which includes 10 authentic drum transcriptions personally transcribed by the Tower of Power drummer.

Each transcription in *Off the Record* features an in-depth analysis of Garibaldi's interpretation and approach to playing each tune. Titles include: "Knock Yourself Out," "Down To The Nightclub," "On The Serious Side," "Drop It In The Slot" and more.

MSRP: \$15.99.

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



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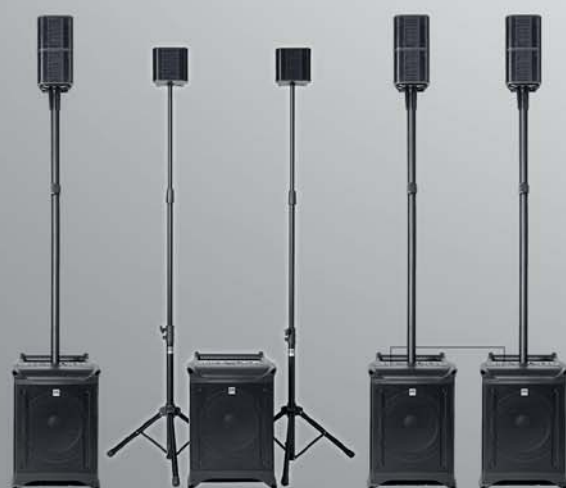


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## Taylor 800 Deluxe Sports Upgrades

Taylor Guitars' 800 Deluxe series builds on the success of Taylor's rosewood/spruce 800 series, which was redesigned in 2014 with an array of tone-enhancing and aesthetic refinements.

The 800 Deluxe series boasts three additional upgrades: a rounded radius armrest to enhance the playing comfort; Adirondack spruce bracing, which turbo-charges the tonal output; and chrome Gotoh 510 tuners for finer tuning precision.

The series debut includes three new Deluxe models. They are the Dreadnought 810e DLX, the Grand Concert 812ce 12-Fret DLX, and the Grand Auditorium 814ce DLX.

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




## Washburn Rolls Out 6 Solid-body Models

Washburn Guitars has introduced six up-market solid-body and solid-top guitars.

"Washburn is proud to celebrate 134 years of authentic American originality at Winter NAMM 2017 with new additions to our line that reflect and reaffirm the values that have made Washburn the No. 1 choice of players," said Gil Soucy, vice president and general manager at

Washburn.

The new models have been added to the Washburn's Heritage, Woodline and Revival lines. The Heritage series is being updated with three all-solid models, the Woodline series with two new all-solid models, and the Revival with one all-solid 1939 classic model.

 **Washburn** ([washburn.com](http://washburn.com))


## Seymour Duncan Pickups Boast Precision, Versatility

Seymour Duncan created the Alpha and Omega pickups to match the precision and versatility of Mark Holcomb's playing.

The Omega bridge pickup was created to provide destructive percussion and growl in the mids and low end. It's aggressive but has lots of clarity and brightness which cuts through whether you're playing

sophisticated chords, complex single-note lines or intense solos.

The Alpha neck pickup was voiced to combine the best qualities of a neck and a bridge pickup, with some of that fat, glassy sound but also plenty of pick attack and fretting-hand phrasing.

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

## Alvarez Delta DeLite Travels


Alvarez has introduced the Delta DeLite — a new take on the travel guitar.

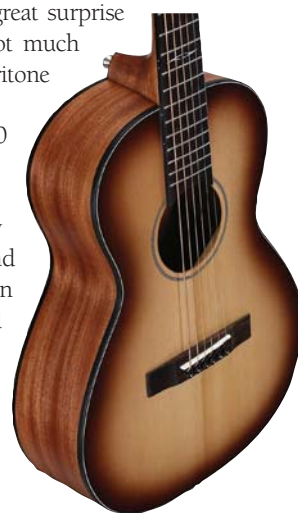
"Small body travel guitars continue to be very popular," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. "We wanted to make one of the smallest available and explore how well we could get it to sound."

Meikle and his design team chose a reduced size of the Alvarez Jazz & Blues Delta00 for the DeLite's body shape. Months of work went into the honing of the construction as the team worked to maximize projection, balance and response. The result is a guitar that weighs only 3.3 pounds and produces great sound.

"The diminutive DeLite derives its name from the playing experience," Meikle said. "It's great for focused bluesy tones and performs wonderfully when finger picked, which is a great surprise for a guitar that's not much larger than a baritone ukulele."

The Delta00 DeLite features a solid A-grade Sitka top and mahogany backs and sides and is finished in satin shadowburst and comes with a 15-mm, duo-foam gig bag.

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




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## PRS on Display in Museum Exhibit

The Musical Instrument Museum (MIM) in Phoenix opened on Nov. 5, 2016, and celebrated the combination of imagination and artistry in inlaid guitars with its exhibit "Dragons and Vines: Inlaid Guitar Masterpieces."

The collection of instruments feature inlay designs created by the greatest contemporary North American inlay artists, luthiers and collaborators and highlights the works and private collection of Larry Sifel, Pearl Works founder and PRS Guitars' longtime inlay partner. The exhibition will be on display in MIM's Target Gallery through Sept. 4, 2017.

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



## Morley Pays Tribute to Burton

Morley has released the Limited Edition Power Fuzz Wah in Chrome as a tribute to heavy metal bassist Cliff Burton.

Made in collaboration with Cliff's father Ray Burton, the Power Fuzz Wah serves as a follow-up to 2015's Tribute Power Fuzz Wah, one of the most sought after Morley pedals in the history of the company.

This combination wah and fuzz has separate wah level control, Fuzz level and intensity as well as a Modern/Vintage switch to select between two types of fuzz. The wah and fuzz can be used individually or together.

"When we released the Tribute Power Fuzz Wah, it was an immediate hit as people had been asking us to do this for many, many years," said Morley's Scott Flesher.

"It was originally released in silver but Cliff fans kept asking for a chrome version like the original Tel-Ray Morley version."

"This Chrome version is an extremely Limited Edition so there will only [be] 500 pedals available worldwide," said Morley's Bill Wenzloff. "In addition, some will be autographed by Cliff's father Ray Burton!"

The Chrome Power Fuzz Wah is suitable for use with guitar, bass, keys, or any other instrument you can plug into it. It's housed in a mirror-finished chrome cold-rolled steel chassis, equipped with dual LED indication and Morley's Quick Clip battery door.

As with all Morley pedals, the Power Fuzz Wah comes with a two-year warranty.

**Morley** ([morley.com](http://morley.com))

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Ratio Machine heads are the ideal balance of speed and precision on every string. With its patented multi-gear technology, each string responds the same to tuning adjustments, making tuning and retuning faster and more accurate.

All Graph Tech Ratio's come equipped with an assortment of Patented InvisoMatch mounting plates. Just match the plate to the existing mounting screw pattern on the machine heads you're replacing, and you're done.

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

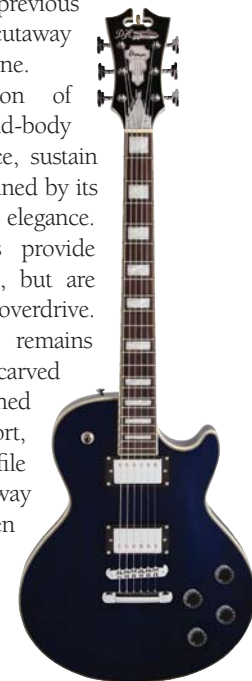
## D'Angelico Delivers SD Solid-bodies

D'Angelico has added two solid-body designs to its Premier Series, marking its return to the world of solid-bodies. Improving upon its previous model, the SD is a single-cutaway solid-body with robust tone.

A revamped version of D'Angelico's flagship solid-body designed for performance, sustain and power, the SD is defined by its balance of strength and elegance. D'Angelico humbuckers provide shimmering clean tones, but are also built to handle overdrive. Its body is hefty but remains lightweight due to a sleek carved top and belly cut. Designed with a focus on comfort, the SD's slim neck profile and deeper single cutaway promise playability, even when speeding through runs.

MAP: \$700.

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



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PRESENTS

15<sup>TH</sup> ANNUAL

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FEATURING

**Black Sabbath**

**KING'S**



**SATURDAY JANUARY 21, 2017**

**8:00PM - 2:00AM**

*at the*

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**HOHNER**  
ENJOY MUSIC

## Guitar, Uke Designs Honor Classic Artists

The Cavern Club ukulele outfits and Marquee Club electric guitars from JHS and RBI have made their U.S. debut.

The Cavern Club ukulele outfits come in three different artwork designs: The Wall, featuring the names of the many bands that have graced that hallowed stage in its seven decades; Fab Faces, adorned by close-up illustrations of some band from Liverpool; and the Cavern, which shows iconic internal scenes and historic bill posters from one of the world's most famous venues.

The wooden ukulele outfits come with a carry bag, plectrum and pitch pipes for tuning and are supplied in attractive outer packaging.

Also available in three designs, the Marquee Club electric guitars are playable, great-sounding six-string models. The Marquee Axis has a foxy double-cutaway style body with three single-coil pickups. The Marquee Heaven has two high-output double-coil pickups, and the Marquee Salute has a double-cutaway style body with a maple set neck.

**JHS, RBI (jhs.co.uk; fretking-vintage.com)**



## GerrAudio Appointed Canadian Distributor for Klang:technologies

Klang:technologies has announced the appointment of GerrAudio Distribution as its distributor for Canada.

GerrAudio is a Canadian distributor of pro-audio equipment used in the live performance and broadcast industries.

Klang:technologies' 3D personal monitor mixing system creates a natural and controllable spatial image around the musician, with a quality of sound that delivers accuracy and transparency.

"Finding the right distributors that share this philosophy in delivering the best for performers and sound engineers is critical, and GerrAudio fits the profile perfectly," said Dr. Pascal Dietrich, Klang:technologies' founder and marketing director.



Bob Snelgrove (left) shakes hands with Klang:technologies' Phil Kamp.

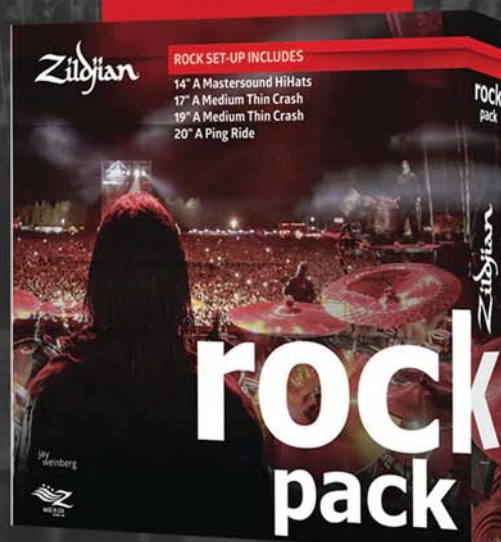
founder and marketing director.

"The Klang 3D technology is truly innovative, unique and useful," said GerrAudio's Bob Snelgrove.

**INFO Klang:technologies (klang.com)**

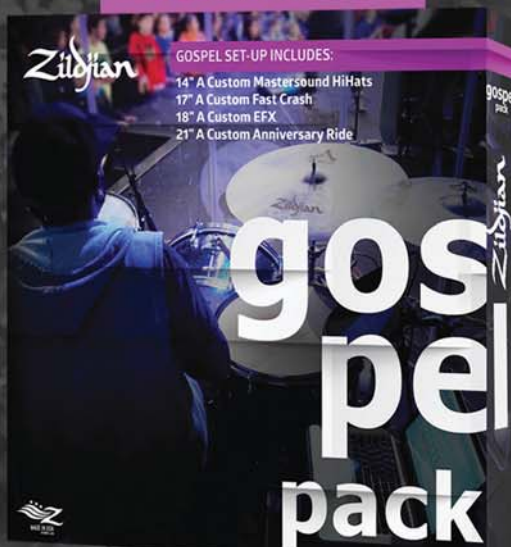
## NEW FOR 2017 MUSIC GENRE PACKS

### ROCK PACK



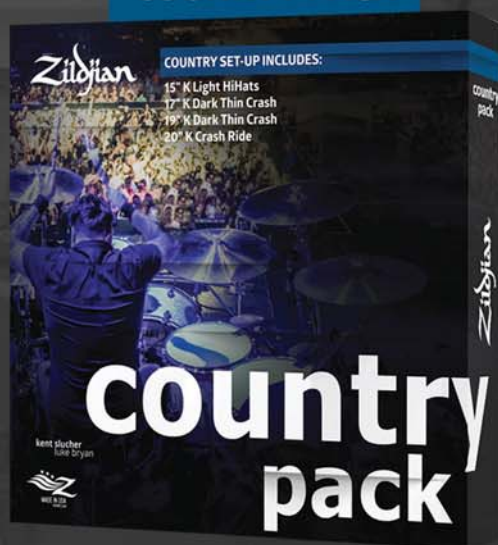
A ZILDJIAN

### GOSPEL PACK



A CUSTOM

### COUNTRY PACK



K ZILDJIAN

### WORSHIP PACK



K CUSTOM

Zildjian is excited to announce four new music genre-based cymbal sets to help drummers find the ideal sound characteristics for Rock, Country, Gospel and Worship styles of music. Each of these new packs features a handpicked selection of cymbals by the Zildjian Team and provides the perfect one-stop shopping opportunity.

The new Zildjian Music Genre Packs are now available. Please come see us at NAMM at Booth #2940 or email us at [sales@zildjian.com](mailto:sales@zildjian.com)

**Zildjian**

## Innovative Percussion Meets Scottish Pipe Band Drummers' Needs

Innovative Percussion has introduced the J. Reid Maxwell MSR series of pipe band drumsticks.

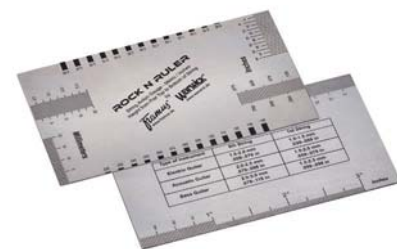
The set of three contrasting snare drumsticks is intended to meet the needs of any Scottish pipe band drummer at any level, age, performing environment or competitive situation.

Models include the PS-RM1 "Max," which measures 16 inches in length and .750 inches in diameter and the PS-RM2 "Slim," which measures 16 inches and .735 inches in diameter.

The PS-RM3 "Rookie" measures 14½ inches in length and .670 inches in diameter.

MSRP: \$19.50.

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



## Framus & Warwick Rock'n Ruler Gauges Action

The Framus & Warwick Rock'n Ruler string action gauge is a versatile tool for setting up guitars and basses.

String action, neck relief and string spacing can be easily measured and set up with this simple gauge. All scales are provided in metric and imperial units — no conversion is necessary.

The backside offers useful setup recommendations as a starting point for setting up electric, acoustic or bass guitars. With its handy business-card size, it easily fits into your wallet and is always with you when you need it.

The Framus & Warwick Rock'n Ruler is made from stainless steel.

**W-Music Distribution (w-distribution.de)**

## Vandoren Releases V16 Bari Reeds

Vandoren now offers V16 reeds for baritone saxophone. As the thickest of the Vandoren jazz cuts, V16 reeds have been known for decades for a full, husky sound and strong attack for soprano, alto, and tenor saxophone. With the addition, jazz baritone players now have all the same jazz reed options as other saxophonists - V16, JAVA, JAVA Red, and ZZ reeds.

"Bari players have been asking for this for a long time," said Michael Fenoglio, Vandoren Product Specialist. "Finding your own voice is an extremely important and personal pursuit for jazz musicians. Vandoren is committed to equipping musicians with everything they need to make that pursuit as seamless as possible. The V16 for bari is yet another step to that end."

V16 bari reeds are available in strengths 2-4.

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



## Vandoren Introduces New Jazz Alto Mouthpiece

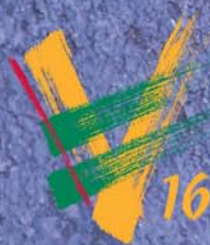
After extensive research and development involving top jazz artists in New York City and Paris, Vandoren is proud to release the next evolution of the V16 mouthpiece – the S+ chamber for alto saxophone. The newly designed S+ chamber optimizes airflow which allows players to use more air than typical small chamber mouthpieces, creating a sound with more body, depth, and flexibility while maintaining the free-blowing nature of the V16 family. The S+ chamber takes the place of the current alto S series mouthpiece and is available in all V16 alto facings, A5 through A9.



## The Jazz Evolution Continues



The new S+ chamber is the next step in the evolution of the V16 alto mouthpiece. It offers a richer depth of sound while keeping the free-blowing nature and projection that characterize the V16 alto models. The S+ chamber accommodates more air providing the musician greater flexibility and a wider array of colors with which to work. Available in A5-A9 facings.



The V16 baritone sax reed is more than just a line extension, it's a welcomed addition for bari players. They have a lot of bite and strong attack, especially in the lower register without being overly bright as they have a lot of core to the sound. A baritone player that is looking to support a band or a saxophone section will be able to provide a very solid low end and will have no problem projecting. Available in strengths 2-4.

See the new Jazz products at **NAMM booth #3112**



**Vandoren**  
PARIS

"Just when you thought Vandoren could not improve on perfection, comes the S+ series," says renowned NYC based saxophonist Mark Gross. "I've been using the V16 8S for many years and was quite happy. Vandoren shows me the V16 8S+ and with great hesitation, I try the mouthpiece. To my delight it is everything I wanted and possibly more in a mouthpiece. Its sound is much richer and fuller than the original 8S. It is easy to blow yet it produces a big, gorgeous tone. The low register speaks very clearly and boldly. The upper register rings and sings like a 'Bird'. Pun intended!!"

"Jazz alto players of all levels are going to love this mouthpiece," says Michael Fenoglio, Vandoren Product Specialist. "The response and tonal flexibility of this mouthpiece rivals anything I've ever played on, including highly sought after vintage mouthpieces. It has all the qualities I love about small chamber mouthpieces, but allows me to push more air, almost like a medium chamber piece. The S+ is going to turn some heads!"

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



## RCF Adds Analog Mixing Desks

RCF is touting its E Series of analog mixing desks as “tradition redefined.”

Features of the E Series include specifically designed mix pre-amps, dynamic compressors on mic input channels, semi-parametric four-band EQ, stereo USB port for recording or playback, USB power port to feed external devices, foot switch input to control effects, long-throw faders, and onboard Z.Core DSP effects.

“The algorithms are derived from the RCF M series of digital mixers, with each algorithm having two parameters which can be edited and stored,” said Umberto Zanghieri, director of RCF’s digital audio division.

All consoles feature the 32-bit floating-point Z.Core DSP effects engine, offering 80 predefined presets — 40 reverbs, 20 delays and 20 modulation effects — with two responsive parameters that can be freely modified to suit the needs of the mix. A bank of 20 user presets is also available with immediate shortcut recalls positions.

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

## RME, Synthax Deliver ADI-2


Synthax — the Americas distributor for manufacturer RME — has introduced the ADI-2 Pro High-end AD/DA converter.

Delivering sonic transparency, the ADI-2 Pro is ideal for mastering and measurement applications, plus high-resolution audio playback — making it well suited to studio applications as well as use in theaters and performing arts venues.

The ADI-2 boasts high-grade components

and intelligent circuitry throughout its half-rack design. Being plug-and-play compatible, the unit’s comprehensive feature set makes the ADI-2 Pro easy to set up and use. Based on the connections being made, the ADI-2 Pro will automatically switch to AD/DA converter, USB interface or analog pre-amp mode.

MSRP: \$2,299.

 **Synthax** ([synthax.com](http://synthax.com))




## IK Multimedia iRig Nano Amp Includes Built-in iOS Interface

IK Multimedia has released iRig Nano Amp, a versatile micro amp with a built-in iOS interface.

The iRig Nano Amp is a compact, battery-powered, self-contained micro amp and interface for iOS that players can use by itself,

with headphones, or even an external speaker cabinet. It features iRig circuitry, so guitarists can plug their iPhone or iPad into it with the included TRRS cable and tap into the world of AmpliTube guitar tone.

 **IK Multimedia** ([irignanoamp.com](http://irignanoamp.com))



## Hohner Issues Ozzy Osbourne Harmonica

Hohner has created the Ozzy Osbourne Harmonica in cooperation with the metal frontman, singer and songwriter.


The union between Ozzy Osbourne and Hohner harmonicas began many years ago.

“I have played [Hohner] harmonicas for years now,” Osbourne said. “Black Sabbath started off as a blues band, and elements of this can be found in both Black Sabbath’s and my solo music.”

The German-made harmonica is designed for the collector and the player alike. The black cover plates and translucent black comb embody Osbourne’s essence. It comes in a coffin-shaped tin case.

The “Godfather of Metal” has requested that Hohner place 50 “golden tickets” randomly in the harmonicas. Fans who uncover a golden ticket will receive a limited edition hand-signed harmonica that was played by Ozzy himself.

MSRP: \$95.

 **Hohner** ([ozzy.playhohner.com](http://ozzy.playhohner.com))

The  
**Waterman**  
by KALA

The Waterman is our colorful, durable, take-anywhere ukulele perfect for the classroom or any adventure.

The Waterman is sturdy and water resistant, making it easy to clean and playable anywhere.

**KALABRAND.COM**

# 5320



**KALA**  
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## Reverend Reveals Balderose Model

Shade Balderose of Code Orange has been playing the original Reverend Bayonet in Satin Army Green for years. Even though the company has changed the model, he wasn't going to change, and no one really wanted him to. So, the Reverend Shade Balderose signature model was born.

The Reverend Shade Balderose signature model is sleek and sturdy, with a solid-neck joint that maintains upper-register access. The Railhammer Pickups sound aggressive and thick, while the ebony fretboard is tight and focused. Available in Balderose's original Satin Army Green or Midnight Burst, the guitar is topped off with a black reverse headstock.

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



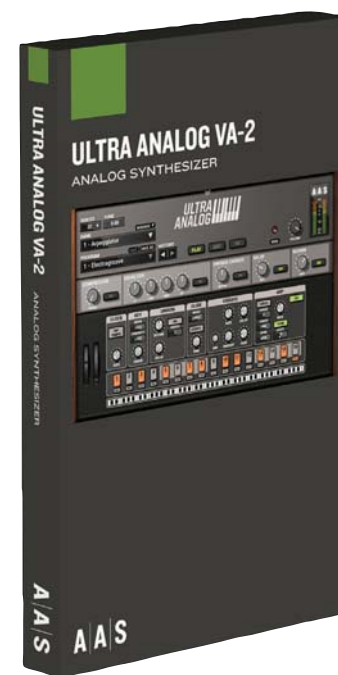
## AAS Synth Plug-in Supports Native

Applied Acoustics Systems has announced that its Ultra Analog VA-2 analog synthesizer plug-in now supports Native Instruments' NKS extended plug-in format.

NKS brings intuitive interaction between Ultra Analog VA-2 and Complete Kontrol S-Series keyboards and Maschine hardware. Ultra Analog VA-2's key parameters have been mapped in order to provide optimal tactile control of its analog modeling engine. Ultra Analog VA-2's entire factory preset library now appears in the powerful tag-based browsers of the Maschine and Complete Kontrol software.

Ultra Analog VA-2 runs on Mac OS X and Windows in 32- and 64-bit host sequencers.

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



## Tama Adds to SLP Series

Tama's LAL1455 is a Classic Dry Aluminum snare which recreates a vintage look and sound. It features a seamless 1.2-mm aluminum shell, with a center bead and eight-lug Steel Mighty Hoops, to create a sharp attack with short sustain.

The LSP146 is labeled as Fat Spruce and features an all-spruce eight-ply shell with a Wild Satin Spruce finish. The snare boasts a warm, resonant tone with a smoother, softer attack. Combined with Tama's eight-lug die-cast hoops, it still creates a powerful, yet warm, rim shot sound. It also includes a Liner-Drive Strainer & Butt with super sensitive hi-carbon snare wire.

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



## Gator's 4G Series Doubles Down

Gator Cases' line of 4G Series Guitar Gig Bags now includes a dual compartment model to fit both an acoustic guitar and electric guitar. The GB-4G-Acouelec features a lightweight yet durable nylon exterior with 360 degrees of foam padding along with additional padding at the interior bottom to provide ultimate protection for both guitars.

The interior of each compartment includes a reinforced headstock and bridge area to prevent wear and tear.

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

Introducing the Jimi Hendrix™ Strat pickups and pickguards, the latest addition to our abundant selection of pickups. We also have a growing, USA-made line of innovative effects pedals with unique, practical features that solve problems for the modern player.

Our partners are at the heart of what we do and we're always here to help you support your customers. We have 40 years of experience helping players to bring alive the tone they hear in their heads. If you would like to join our family, please email Alex at [sales@seymourduncan.com](mailto:sales@seymourduncan.com)

The Hendrix™ Strat Set and Hendrix™ Loaded Pickguard are fully authorized by Authentic Hendrix LLC


# Zildjian Announces 3 Drumstick Models

Zildjian has announced three new drumstick models for 2017, including two Artist series sticks reflecting the musical requirements of Josh Dun and Thomas Pridgen.

The Josh Dun Artist Series stick is built to stand up to the aggressive grooves that drive the band Twenty One Pilots. It features a beefed-up 5A shaft with extra length for more reach and effortless velocity. 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.

The 9 Gauge stick provides a center point to Zildjian's Gauge series. Measuring .563 — the world's most widely played stick diameter — the 9 Gauge sits in an ideal comfort zone for most drummers and is a well-balanced stick capable of producing exceptional sound.

 **Zildjian (zildjian.com)**



# Gon Bops Expands Pandeiro Line

Gon Bops has introduced a professional 8-inch pandeiro designed for maximum comfort during long-term playing. Like the current 10-inch model, the latest model delivers a warm, rich sound with precise platinelas providing strong articulation and projection.

With a custom Gon Bops Pandeiro head, the instrument delivers rich open tones and a great slap sound — it also gives players confidence in executing finger-roll patterns.


“During the development of this drum, we worked very closely with some of the

finest Pandeiro players in the world,” said Rich Mangicaro, artist relations guru for Gon Bops. “We are thrilled with the result.

This is a serious instrument for serious players, but its easy playability makes it ideal for players at all levels.”

With a dark wood finish, a professional carrying bag with a shoulder strap, and tuning key, the

8-inch pandeiro is built to withstand the challenges of the road and deliver onstage.

 **Gon Bops (gonbops.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



# IQS Strings Offer Sustain

IQS, an Italian company that manufactures high-quality music strings for guitar and bass, is featuring a variety of strings at The NAMM Show — from nickel-plated, stainless steel and pure nickel to bronze, phosphor bronze and more.

IQS spent years studying the best strings in the market, then focused on improving the string-making process, according to company officials.

The strings are manufactured to deliver an expressive, soft and comfortable feel with strong sustain and sound definition capabilities. IQS strings work for all styles of playing.

 **IQS (iqsstrings.com)**




# Dream Celebrates Recycling

Seven years in and counting, the Dream Cymbals recycling program continues to help drive customers into music dealerships.

Dream began the program as a way to introduce customers to the young brand by rewarding drummers for trading in their un-playable cymbals for a discount on new Dream Cymbals — \$1 off a new Dream for every inch of recycled cymbal.

Dream and retailers have now collected more than 116,000 inches of recycling, totaling 33,000 pounds of metal.

 **Dream Cymbals (dreamcymbals.com)**

# THE AMERICANA SERIES

16 SERIES

C. F. MARTIN & CO  
MARTIN GUITAR

HANDMADE  SINCE 1833



DC-16E



D-16E



OMC-16E

[martinguitar.com](http://martinguitar.com)

Visit Martin Guitar at Hall B, Booth 5454 to preview their 2017 Winter New Models.

## Hurdl Makes NAMM Debut

Hurdl Enterprises makes its debut at The 2017 NAMM Show with the company's Pixl LED wearables which target qualified event guests, markets post-event sales, and extends the relationship between artists and fans.

Hurdl is a Nashville, Tennessee-based technology startup featuring its Pixl LED wearable that turns audiences into an interactive lightshow while its back-end software collects fan data for event organizers.

Event attendees receive the Pixl upon entry at events, then activate it via text by answering a series of short questions. Fans are then illuminated during the event based on their answers and integrated into artist's performances.

The fan-centric approach Hurdl turns events into engaging experiences and offers attendees more for their dollar.

Hurdl launched in November 2016 after making its international debut at the 50th Annual Country Music Association Awards. At the live event, Pixl LED wearables were integrated into several artist's performances.

 **Hurdl Enterprises (Hurd.comc)**




## The Loar LO-14-TBK Has Vintage Shape, Weight

The designers at The Loar have created an instrument that evokes the look and feel of 1930s Depression-era guitars.

The LO-14-TBK utilizes an open-pore finish with a limited weight that results in a guitar that is more resonant than those with

thicker modern applications.

The LO-14-TBK is equipped with a bone nut and saddle, Kluson Ivory button tuners and has a comfortable 1 11/16-inch nut width.

 **The Loar (theloar.com)**



## Supro Martinique Brings Vintage Back

Supro is reviving its American guitar legacy with genuine reissues of vintage classics. The Martinique is a reproduction of the top-of-the-line, piezo and vibrato bar-equipped reso-glass Supro guitar. The Supro

Martiniques' acoustically loud voice translates through the bridge-mounted piezo pickup.

MSRP: 1593VEW Martinique Deluxe, \$1,299; 1593EW Martinique, \$1,199.

 **Supro (suprousa.com)**

## Floyd Rose Headphones Offer Luxury

Floyd Rose FR-18 wood headphones are handcrafted to deliver world-class sound combined with state-of-the-art technology. Delivering true balanced highs and lows for superior audiophile sound, the combination delivers sound clarity and comfort for a good sound experience in personal audio.

A 50-mm driver diameter and full 20-20 kHz frequency range drive the FR-18's warm and articulate recreation of sound. The headphones feature an anti-tangle detachable fabric cable with built-in microphone and volume control.

Cushioned ear cups offer comfort by contouring around the shape of the ear, delivering isolation from outside noise without adding bulk. Each pair of headphones is packaged in a piano finish wood grain box that custom fits the headphones for maximum protection.

MSRP: \$169.95.

 **Floyd Rose (floydroseaudio.com)**



# FRET King

**FISHMAN**  
Inspired Performance Technology™

*Fishman's cutting edge pickup technology meets Fret-King's performance and playability.*

# FLUENCE™ SERIES



**Corona**



**Esprit V**



**Country Squire**




*Trev  
by  
Wilkinson*


# Vintage® GUITARS

## Statesboro™

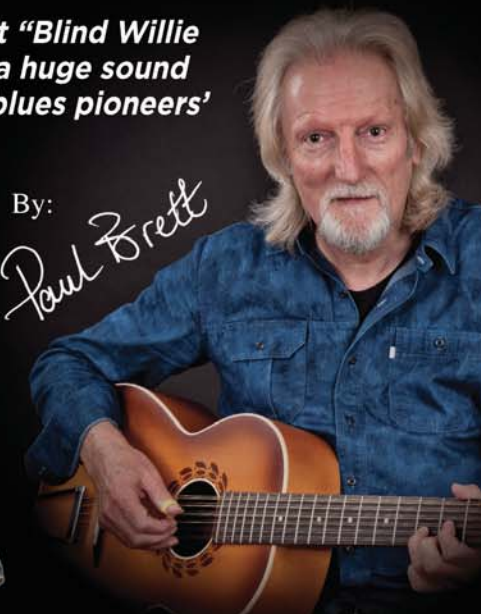
**The Vintage Statesboro' is the ultimate 12 string street-machine for blues.**

*A tribute to the great "Blind Willie McTell", it produces a huge sound just like those early blues pioneers' instruments.*





By:  
*Paul Brett*



**Available in acoustic and electro-acoustic fitted with Fishman Rare Earth pickup.**



# Covered

## ATM350a Instrument Microphone Systems

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



woodwinds



piano



universal



drums



strings

**audio-technica**

# Homespun Celebrates 50 Years

Happy and Jane Traum, founders and co-owners of Homespun Tapes, are celebrating their 50th year of producing music instruction. They will be presented with NAMM's Believe In Music Award at the Idea Center on Saturday at 10 a.m.

With more than 500 titles in a variety of instruments and styles, Homespun offers an archive of roots music traditions taught by some pioneering artists who changed the course of musical history.

**INFO** Homespun Tapes ([homespun.com](http://homespun.com))



# Eden Expands Line With AstroFlange Pedal for Bass

Eden has expanded its line of effects pedals with AstroFlange — a flanger for bass guitar. This pedal produces a strong, well-defined flanging effect, with the added flexibility of the user being able to option dial in (or out) the frequencies being flanged via the low-cut control.

“Like all Eden pedals, the AstroFlange is designed specifically for bassists by fellow bass players,” said Luke Green, director at Eden. “The AstroFlange offers players the ability to precisely fine-tune the frequencies being modulated, too. We like to think that all of our pedals can be left switched on all the time, so they

become part of a player's sound.”

MSRP: \$180.

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



# Triad-Orbit Showcases Builders Guide

Triad-Orbit is showcasing the T-O Stand Systems Builders Guide, a visual, applications-based reference series dedicated to simplifying the process of assembling and integrating custom Triad-Orbit modular stand systems.

Visitors to Triad-Orbit's booth can see the T-O SSBG, a visual reference combining detailed illustrations of each custom Triad-Orbit stand system in specific use applications and a photographic layout of the individual T-O components used to construct each stand system.

“The Triad-Orbit Stand System Builders Guide is a living, breathing document,” said Marty Harrison of Triad-Orbit. “Users regularly share their own unique T-O custom modular stand system configurations with us.”

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



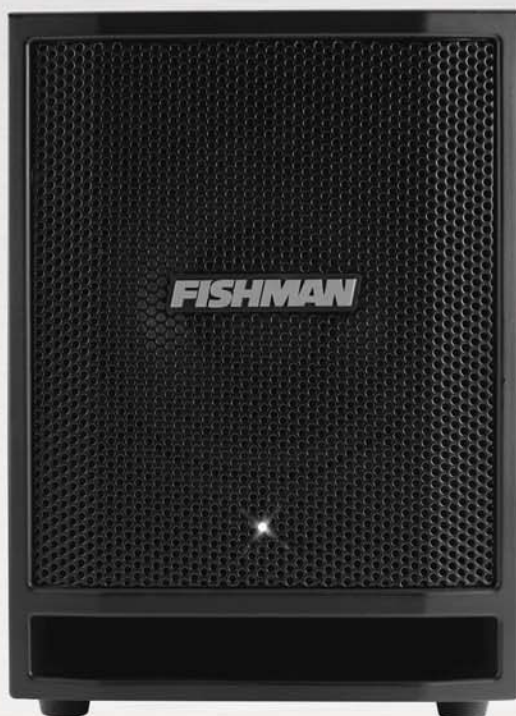
# Tycoon Protects Cajons With Bag

Tycoon Percussion's Cajon Backpack is a sturdy bag offering protection from the everyday knocks and bangs that come with travel. The bag is made from heavy-duty nylon and has a generous amount of padding. It's built to fit most standard sizes of cajons and comes fitted with padded adjustable shoulder straps that make toting it to and from a gig, the studio or class as easy as can be.

Tycoon's Pandeiro bag is made from heavy-duty padded nylon with reinforced stitching and is equipped with a double-slide zipper and a shoulder strap. This bag is easy to use and will protect your 12- and 10-inch pandeiro or tambourine while on the go.

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

# SA Performance Audio Systems



## Personalized Fishman-Quality Sound In A Portable, Powerful and Easy-To-Set-Up Package

Easily personalized for your specific audio needs, the Fishman SA Performance Audio System is the ideal solution for solo acoustic performers, small combos, DJs, keyboardists, corporate presenters at trade shows or in conference rooms... any and all who need to be heard in small to medium-sized situations where a portable, practical and sonorous performance amplification solution is required.

VISIT US AT HALL C, BOOTH 4340

**FISHMAN**  
Inspired Performance Technology™

[fishman.com](http://fishman.com)



# RightOn!

STRAPS



## STANDARD PLUS

A new series from RightOn! that combines classic patterns with comfortable construction.



## ROADRUNNER

Designed with simplicity in mind, the innovative & eye-catching Roadrunner straps are perfect for lightweight instruments.



## EUROPE'S PREMIER STRAP BRAND IS NOW AVAILABLE IN THE USA!

Right On!, Europe's premier strap brand, was founded on 40 years of expertise producing premium leather goods in Spain. Now available in the USA, Right On! offers innovative, durable, high-quality, handmade guitar straps and accessories that are sure to exceed both you and your customers' expectations.

## BECOME A RIGHT ON! STRAPS DEALER!

Contact your local Korg USA representative or email [sales@korgusa.com](mailto:sales@korgusa.com) to take advantage of this fast growing strap brand! Check us out at our booth or for more info go to: [www.rightonstraps.com](http://www.rightonstraps.com)

# Dean Markley

MADE IN THE U.S.A.

Established in 1972, Dean Markley USA is recognized as an innovator and leader in the world of musical instrument strings. Over the years, the company has expanded its product line to include pickups and accessories with a constant focus on making products that are easier to play, last longer and sound better, so musicians of all levels can improve their skills quicker and have more fun playing their chosen instrument. Celebrated by retailers for their sales performance and endorsed by an elite caliber of musicians, Dean Markley USA products are the source of your sound.

[WWW.DEANMARKLEY.COM](http://WWW.DEANMARKLEY.COM)



## BLACKHAWK STRINGS

From the studio by day to the stage at night, let natural tone soar with Blackhawk, a new series of coated guitar strings from Dean Markley USA. Available for both electric and acoustic guitars, Blackhawk takes flight with tonal versatility, strength and quality for a wide style of playing.



## BLUE STEEL CABLES

New for 2017, Dean Markley's Blue Steel Cables undergo a proprietary cryogenic freezing process which enhances the cable's tonal properties. The result is a smoother, more transparent tone that makes your rig feel and sound more alive. Available in a variety of lengths, and also as speaker cables, Blue Steel Cables are also extremely durable and carry a lifetime warranty.

**Booth 6440**

[WWW.KORGUSA.COM](http://WWW.KORGUSA.COM)

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## Hal Leonard Makes it Easy

It's common knowledge that players grasp a new skill better if they are enjoying the process of learning. With piano playing, new students get encouraged by playing something that sounds good. That self-satisfaction can motivate them to keep taking lessons and improving their skills, so they can take on more challenging music as they progress. Enter the *Super Easy Series* from Hal Leonard.

This series features accessible arrangements for piano, with right-hand melody, letter names inside each note and left-hand chord diagrams.

"Our *E-Z Play Today* series for electronic keyboards and organs has been one of the most successful songbook series of all time," said Keith Mardak, CEO of Hal Leonard. "We modeled the *Super Easy Songbooks* after *E-Z Play Today*, so piano students can get the same benefits that other keyboardists got."

The series debuts at NAMM with seven volumes: The Beatles, Broadway Classics, Classical, Disney, Hit Songs, Hymns, and Kids' Songs. Each book includes 60 songs.

MSRP: \$14.99.

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



## Ibanez Uses Torrefaction

Ibanez has added a dreadnought-style acoustic to its acclaimed Artwood series. The AW360 boasts a robust sound that the Artwood acoustics are known for. The model uses "thermo-aged" tonewood for the bridge and bridge plate, resulting in shimmering highs, tight mids and a full-bodied low end.

Thermo-aged tonewood is created by a special high-temperature drying process commonly known as "torrefaction." The wood becomes lighter, harder and more stable — taking on tonal characteristics associated with vintage acoustics.

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

## Oscar Schmidt Guitars Shows its Patriotism

Oscar Schmidt has released two models expressing the company's patriotism: the Oscar Schmidt Flag Guitar and the Oscar Schmidt quarter-sized steel string guitar.

The Oscar Schmidt Flag Guitar is a concert-sized, cut-away guitar and special edition model that features a graphic of the American flag. The acoustic/electric guitar includes Barcus Berry four-band EQ with a built-in tuner.

The Oscar Schmidt quarter-sized steel string guitar is ideal for younger players.

Building on the tradition of the Oscar Schmidt line of small-sized guitars, this model features an overall length of 30 inches with a nut width of 38 mm.

"Both models feature the same commitment to craftsmanship, finish, tone and playability that have made the line a favorite of musicians everywhere for nearly 150 years," said Gil Soucy, Oscar Schmidt's vice president and general manager.

🛒 **Oscar Schmidt** ([oscarschmidt.com](http://oscarschmidt.com))

## Roland Delivers Rubix Line of Audio Interfaces

Roland has announced Rubix, a line of audio interfaces for Mac, PC and iPad. Rubix is designed to offer a balanced combination of high-fidelity sound and solid-build quality in a compact size at an affordable price.

The Rubix line consists of the Rubix 22, 24 and 44. Each multi-platform interface is engineered to have low noise from input to output. Clean, detailed sound is the top priority, with transparent, low-noise mic pre-amps and support for audio resolutions up to 24-bit/192 kHz. Indicators show the presence of a good signal or an overloading input, even from a distance. Extensive shielding and ground lifts help ensure clean, quiet operation in a variety of venues. The metal construction ensures durability.

Rubix 22 is a two-in/two-out model with dual mic pre-amps. Rubix 24 adds two extra outputs and a hardware compressor and limiter for controlling highly dynamic sources. Rubix 44 adds two additional mic pre-amps for a total of four inputs and four outputs.

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



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[DENONDJ.COM/PRIME](http://DENONDJ.COM/PRIME)



## Classic Features at New Price

Hagstrom has introduced the Ultra Swede ESN range of guitars. The ESN features the essential Hagstrom pro features packaged together for today's modern player in an affordable platform. The ESN is equipped with Hagstrom's exclusive H-Expander Trussrod for the ultimate in-neck stability.

Hagstrom's Sustain-Block Tailpiece uses six massive brass blocks to individually couple each string directly to the body, generating a clear, bell-like sustain far

exceeding the ESN's price-class. Added to the mix is a matched pair of Hagstrom-designed Custom 62 open-coil humbucking pickups for a tight, controlled modern tone suitable for a wide spectrum of musical styles.

The solid-carved mahogany body is bolted to a maple neck featuring Hagstrom's UltraSlim-D profile. The guitar is available in three finishes: Black Gloss, Wild Cherry Transparent and Tobacco Sunburst.

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

## Bösendorfer Artist Series Klimt Piano Boasts Gold Leaf Accents

The latest addition to the Bösendorfer Artist Series features artwork from the late Gustav Klimt, a legendary artist during the Viennese Art Nouveau period.

The resulting "Woman in Gold" grand piano — available in 214VC (7-foot) and 200 (6-foot, 7-inch) models — is a musical tour de force, visually enhanced by Klimt's masterpiece from his Golden Phase.

Ferdinand Bloch-Bauer, an entrepreneur and art connoisseur, commissioned Klimt to paint a portrait of his wife, Adele Bloch-Bauer, in 1903. Klimt travelled to Italy, and, inspired



by the gold-decorated church mosaics he saw, translated this ancient art form to contemporary art.

Like its predecessor, "The Kiss," Bösendorfer relied on sophisticated reprographic techniques to transfer a high-resolution image of the original painting to the inside of the piano's lid.

Artisans then applied gold leaf to the art and lavishly gilded the music desk and tops of the legs, masterfully reflecting the golden expression of Art Nouveau. The Klimt model is limited to 25 instruments.

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

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## On-Stage Packs Guitar Case Racks

With a solid ash, all-hardwood construction, the GS7565B and GS7565W guitar case racks securely display guitars and basses. At 36 inches long by 13½ inches wide and 30 inches high, the racks can accommodate up to five acoustic or electric guitar cases.

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

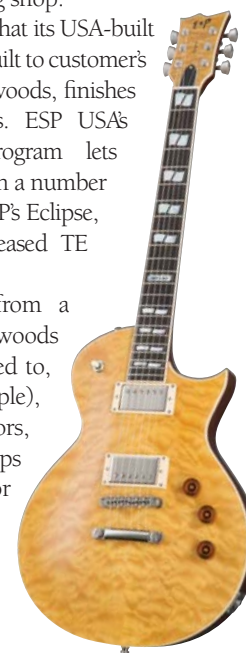
## ESP Rolls Out 'Made Your Way in the USA' Program

In 2014, ESP Guitars debuted its ESP USA Series, comprised of guitars that are created entirely at the company's North Hollywood, California, manufacturing shop.

ESP now announced that its USA-built models can be purpose-built to customer's choices of body shapes, woods, finishes and certain components. ESP USA's "Made Your Way" program lets customers choose between a number of body styles, such as ESP's Eclipse, M, and the recently released TE series.

Players can select from a wide range of body woods (including, but not limited to, flame and quilted maple), over 12 finish colors, and a choice of pickups between active EMG or passive Seymour Duncan models.

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





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Our new FLEX Series Enclosures are highly versatile in application & functionality. Providing a wide number of solutions that range from permanent installations to the professional stage. Available with traditional connectivity or with DSP control using our multi-platform advanced software applications. The new FLEX 3 is a plastic low-profile configurable array enclosure that includes dual 3" speakers and 3 high-precision 1" exit tweeters. The larger FLEX 5 includes dual 5" speakers and the same tweeter design.

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**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

**Drum Artists Autographs** – Today, 11:00, Marriott Marquis Ballroom  
**Guitar Artists Autographs** – Today, 1:00, Marriott Marquis Ballroom  
**Artist Performances** – Throughout NAMM, Marriott Marquis Ballroom Stage

# DRUM PAD

## Hit Like A Girl Names Kimberly Thompson 2017 Spokesperson



Hit Like A Girl is proud to announce that world-renowned drummer Kimberly Thompson has been selected as the spokesperson for the 2017 international drumming contest.

In this role, Thompson will be a representative, role model and advocate for the worldwide community of female drummers and percussionists. Previous HLAG spokespersons have included Didi Negron, Anika Nilles and Hannah Welton.

"I'm honored to be chosen as this year's spokesperson," said Thompson. "It's so great — especially for young girls to know that they're not alone and that the drumming community supports them. I wish the program had been around when I was getting started."

**[INFO]** Hit Like A Girl ([hitlikeagirlcontest.com](http://hitlikeagirlcontest.com))



## Dixon Kit's Finish Moves

Dixon has unveiled the Limited Edition Motion Blue Burst three-piece kit.

The Limited Edition Motion Blue Burst kit features an electric finish that moves. As the audience moves around the kit, the finish presents a lava lamp motion effect. The finish is complemented with black hardware, creating a one-of-a-kind look.

"This drum finish may be a head-turner, but it's the Motion Blue's 24-inch bass drum that will make it a head-bobber," said Jim Udling, Dixon brand manager. "The kit looks great

and sounds even better."

The Limited Edition Motion Blue features a six-ply mahogany shell, a 45-degree bearing edge and the Limited Motion Blur wrap highlighted with black burst. The kit also features an eight-lug bass drum, an eight-lug snare drum and black drum hardware.

It comes complete with a 9- by 12-inch tom (no mount), a 16- by 16-inch floor tom and a 14- by 24-inch bass drum.

MSRP: \$999.99.

**[INFO]** Dixon Drums ([dixondrums.com](http://dixondrums.com))

## Tycoon Gets the Gold

Tycoon has added Antiqued Gold Timbales to its lineup. The drums feature a rustic gold finish and offer the contemporary yet traditional sound and power of high-quality, stainless steel shells with heavy-gauge, die-cast counterhoops.

Included with each pair of timbales are a fully height-adjustable tilting timbale stand, cowbell mounting bracket, TW-60 cowbell, a pair of timbale sticks, and a tuning wrench.

**[INFO]** Tycoon ([tycoonpercussion.com](http://tycoonpercussion.com))



## Mapex Drums Rolls Out Saturn V Tour Edition

Mapex Drums has introduced the Saturn V Tour Edition, an expansion of the existing Saturn V line.

Rack toms possess clarity and warmth, while the floor toms and bass drums produce a dense punch with deep low-end.

The Tour Edition is available in four classic-style wrap finishes, suited to hold up to the rigors of the road. The one up-one down core configurations have been assembled for the gigging drummer but can be customized to produce a wide range of setups by adding drums. The Saturn V Tour Edition is available in four classic wrapped finishes: Black Strata Pearl, White Marine, Vintage Sparkle and Black Pearl.

**[INFO]** Mapex Drums ([usa.mapexdrums.com](http://usa.mapexdrums.com))

## Los Cabos Rewards Retailers

Los Cabos Drumsticks has launched The Los Cabos Perks Program. The new retailer reward program is a loyalty initiative that will provide retailers and their staff with all the resources they will need from Los Cabos as well as offering prizes and recognition to top sellers. The program will launch in a beta version available first to the highest-performing Los Cabos retailers.

The program will include a portal on the Los Cabos website where retailers can log in and receive exclusive communication about new products, access training materials for staff, and download easily customizable promotional tools and social graphics for in-store promotions. There will also be a monthly newsletter, providing updates on the newest resources available on the portal, and announcing upcoming prizes for top retailers.

Though there is currently no U.S. distribution for Los Cabos, American retailers will be granted special access to the perks program, making it easier for them to access all the product information and progressive marketing materials they need.

**[INFO]** Los Cabos Drumsticks ([loscabosdrumsticks.com](http://loscabosdrumsticks.com))



## Yamaha Turns Entry-level Drummers Into 'Gods of Thunder'

Yamaha has introduced the series of Rydeen drum sets, equipping entry-level drummers with a visually appealing kit at an affordable price.

The Rydeen kit was designed to inspire drummers to keep playing on a kit that will last. The drum set is named for its strong construction, endurance and solid tone.

The Rydeen drum set replaces its predecessor, the GigMaker, with upgraded Yamaha hardware, including a two-hole vertical pipe clamp for the rack toms and a ball mount system that allows infinite tom positioning. Other hardware highlights include a sturdy and smooth snare drum throw switch and

low-mass lugs.

The series comes in 20-inch and 22-inch shell size configurations. Rack and floor tom drum sizes were designed with player comfort and ease of reach in mind. It's constructed with poplar shells and is available in three packages: as shell packs alone, as a full configuration with Yamaha 680W hardware, or as a complete package with shells, hardware and a cymbal pack.

The series features six colors: Hot Red, Mellow Yellow, Fine Blue, Burgundy Glitter, Silver Glitter and Black Glitter.

MSRP: \$670.

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

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## PRS Offers 12 Anniversary Models

The year 2016 marked the 20th anniversary of PRS Guitars Private Stock and to celebrate PRS brought back the program which started it all: Guitars of the Month.

Each month, the Private Stock team of craftsmen used some of the most exotic and exquisite tonewoods and inlay materials available, including African ribbon

mahogany, Madagascar rosewood, highly-figured curly maple, green ripple abalone, ziricote and swamp ash. The cumulative result of the program is 12 collectible models — each crafted in limited quantities and bearing the Private Stock Eagle and engraved banner stating the commemorative month.

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



## Ibanez RGA Models Designed for Aggressive Playing Styles

Ibanez has introduced two RGA models to its "Made for Metal" Iron Label series. The RGAIX6U, and its seven-string companion model, the RGAIX7U, are electric guitars fitted with Bare Knuckle pickups, designed for hard rock and metal.

Both models feature an antique brown

stained ash body with matching headstock, and a three-piece maple/bubinga Nitro Wizard neck with a bound ebony fretboard. Gotoh MG-T locking machine heads provide tuning stability and expedite string changes. Both guitars feature black hardware.

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

## Affordable Torrefaction

Recording King's torrefied spruce guitars feature the unique heating process of torrefaction, which causes chemical changes in the wood.

Recording King's Torrefied Dreadnought (RD-T16), 000 (RO-T16) and Single 0 Cutaway (RP1-16C) feature torrefied adirondack spruce tops, combined with mahogany back and sides, mahogany necks, traditional body dimensions and scale lengths, bone nuts and saddles, and grover butterbean tuners for a guitar that sounds and feels like a true vintage piece.

MAP: \$499.99.

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



## Roland Creates JC-22, Blues Tone Capsule for Tone Connoisseurs

Roland has released the JC-22, the latest model in the Jazz Chorus guitar amplifier series, and the Blues Cube New York Blues Tone Capsule, the latest custom voicing module for the Blues Cube series.

The JC-22 Jazz Chorus guitar amplifier offers Roland's JC clean tone and Dimensional Space Chorus effect in a light,



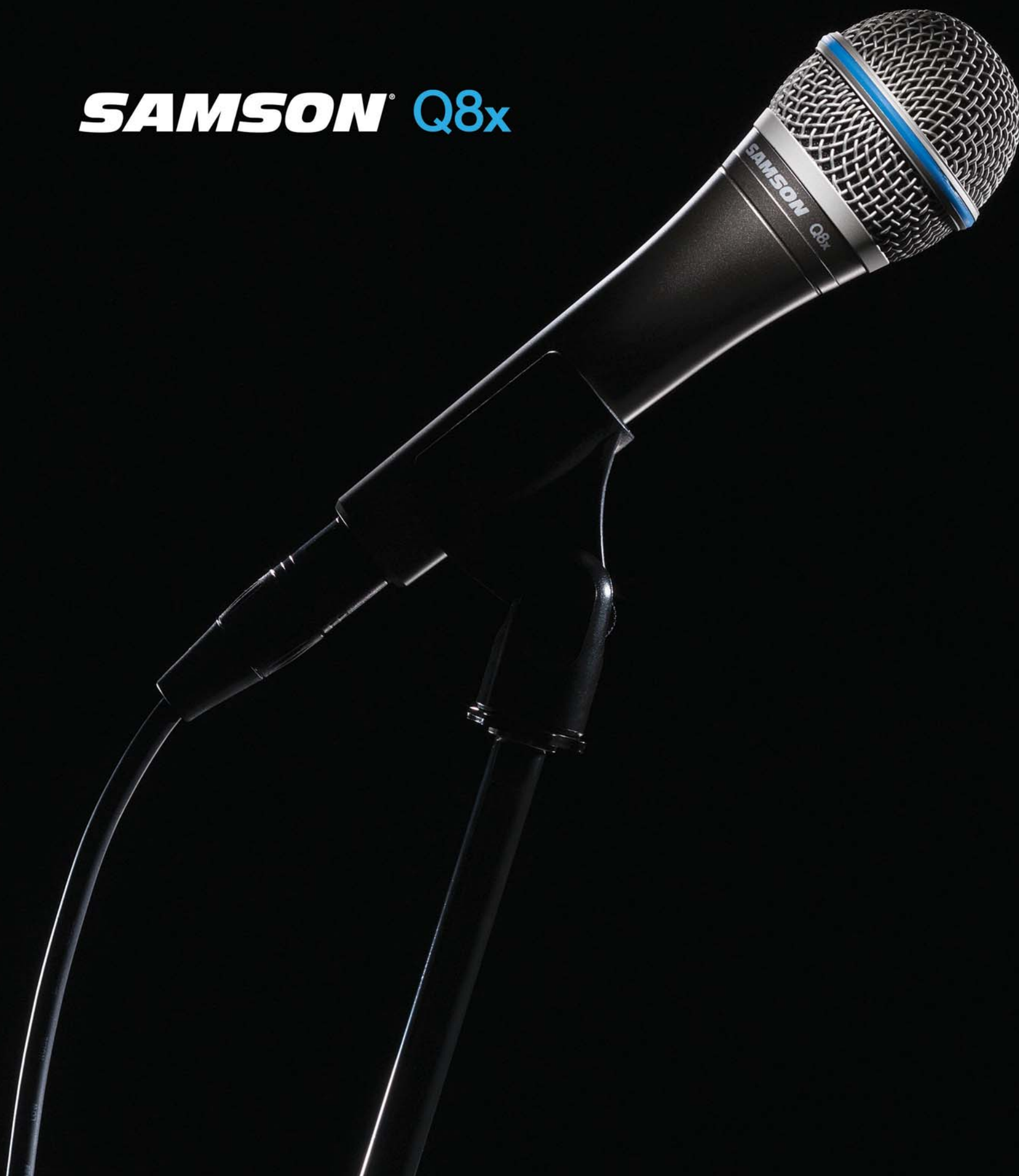
compact amp that's ideal for playing at home.

The user-installable Blues Cube New York Blues Tone Capsule brings a new, expressive voicing option to the Blues Cube amplifier series. It's compatible with

the Blues Cube Artist, Artist212, Stage and Tour amplifiers.

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

**SAMSON® Q8x**



**Question the Status Quo.**

Samson's all-new Q7x / Q8x dynamic vocal microphones.

**Booth 6900.**

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## Washburn Partners With Graph Tech

Washburn has partnered with Graph Tech Guitar Labs to equip its guitars with Ratio Machine Heads.


With Ratio, each string position has its own unique gear ratio, from 12:1 to 39:1.

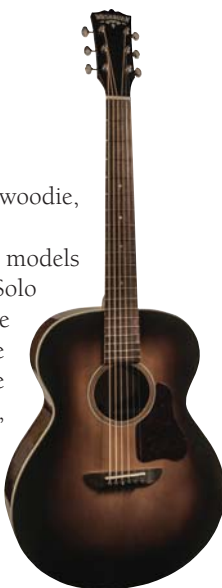
"Each string feels and responds exactly the same to any tuning adjustment. Learn how one string responds to tuning adjustments, and you've learned them all. You get incredibly fast and accurate with any tuning adjustment, including open

tunings," said Dave Dunwoodie, president of Graph Tech.

Ratio equipped models include the Revival Solo DeLuxe, Heritage Dreadnought, Heritage Grand Auditorium E, Woodline Orchestra E, and Woodline GA CE.

MAP: \$699–\$899.

 **Washburn**  
(washburn.com)




## Denon DJ Offers Array of Features

Denon DJ has introduced the four-channel X1800 DJ club mixer with dual USB and Sweep FX controls. The X1800 features high-quality audio output and is designed to integrate with Denon DJ's SC5000 Prime media player.

The mixer incorporates an array of performance and convenience features that deliver dub, echo, noise builds and reverb effects for each channel.

MSRP: \$1,899.

 **Denon DJ** (denondj.com)




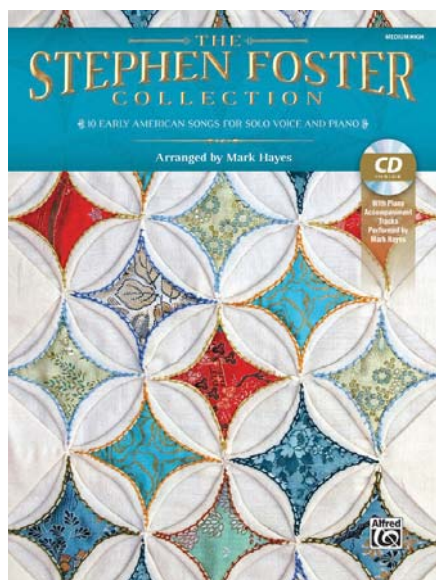
## Alfred Lets Your Voice Be Heard

Alfred Music has released *The Stephen Foster Collection* for solo voice and piano arranged by Mark Hayes. This collection features 10 favorite early American songs in medium-high and medium-low voice editions.

This collection offers piano/vocal arrangements of some of his most well-known songs such as "Beautiful Dreamer," "Oh! Susanna," "Jeanie With The Light Brown Hair" and many more. Both medium-high and low-voice editions can also be purchased.

MSRP: \$26.99.

 **Alfred Music** (alfred.com)



## Genelec Uses Recycled Material in Monitors

Genelec has unveiled its M Series Bi-amplified Active Monitors. The M030 and the M040 monitors employ a Natural Composite Enclosure (NCE) manufactured for Genelec in Finland from wood fiber and recyclable material.

The M030 and M040 use Genelec enclosure design heritage, featuring rounded edges and curved front and sides to provide minimized cabinet edge diffraction. Each employs an integrated advanced Directivity Control Waveguide (DCW), yielding large internal volumes with mechanical strength.

MSRP: M030, \$595; M040, \$895.

 **Genelec** (genelecusa.com)



"Man, i never thought a guitar pick would make me say WOW but I gotta say when I heard them, I had to get a hold of you and thank you for creating these picks. They really affect my tone in a positive way." Jonathan Fifty Sticks

"I use TUSQ picks for the incredible range of tone they offer! An amazing advancement in flat-pick technology." Rock Clouser  
Independent live, pit and session - string multi-instrumentalist

"I never thought a pick could be so determinant to my tone. It really improves the way I hit and feel the strings." Juan Cruz Masotta

"The harmonics sparkle!" Dallas Sutherland

"Best pick for acoustics I have ever used!" James Brill

"All I can say is WOW! They help deliver a clear, clean and vibrant tone that is hard to describe....Thanks!!!!!!!" Jim White

"I have to say I am in love!" Chris Sheriff

"Graph Tech hit a home run here with their TUSQ Picks" Chris Buono - TrueFire Artist, Hal Leonard/Cengage Learning PTR Author



"These are the BEST guitar picks I've ever played" Randy Bachman, Founder Member of The Guess Who and Bachman Turner Overdrive.

The material is lighter, harder, and comes off of the string faster so the sound just pops. They have their own tone and it is simply just amazing!" Bobby Keller (Meka Nism)

"TUSQ Picks are very useful especially when I double my acoustic guitar track using different TUSQ Picks." Takeshi Akimoto (Ziggy Marley Band)

"I finally have the sound I was looking for and [TUSQ Picks] will be all I use from here on out. Thanks so much!!" Michael Flynn

"It's one of the best picks I have ever used! It may be the perfect pick." Kim Young


"They are superior to my old picks in every way...tone, feel, and a new sense of authority against the string. Thanks!" Stephen Kramer

"Harmonics out the ass and overall helped tone and feel." Clayton Mark

"I'm extremely impressed by the harmonics...they're the best sounding and best playing picks I've tried." Julien Bitoun

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**Alma Ramirez, Sales Rep**

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**Favorite Genres to Play:** Anything and everything I can dance to

**Favorite Artist:** Prince

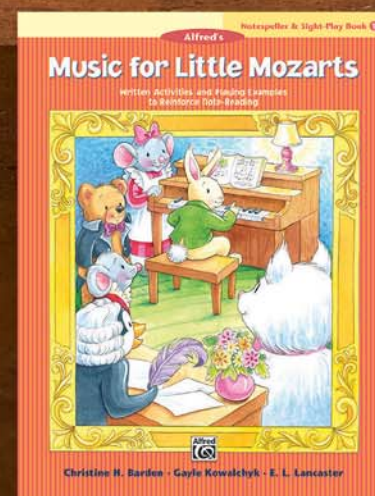
**First Concert Experience:**  
Siouxsie and the Banshees, 1988



Fostering music education in young children, especially girls, is something I'm very passionate about. With colorful illustrations, fun activities, and plush characters such as *Mozart Mouse* and *Beethoven Bear*, *Music for Little Mozarts* is the perfect way to start a child's lifelong love of music. Each of the four levels guides the child through a comprehensive musical learning experience, using the piano, over approximately a two-year period. You're never too young (or too old!) to learn to play music.



BOOTH  
**#4618**  
alfred.com





## Breedlove Offers Sound Profiling Tech

Breedlove Stringed Instruments has unveiled its proprietary Sound Profiling technology, a breakthrough in guitar craftsmanship that advances the level of resonance, volume and intonation for acoustic guitars.

The Sound Profiling technology goes beyond traditional guitar manufacturing to dial in each piece of wood's ideal frequency based on extensive research.

Because tonewoods harvested from different parts of a tree have varying characteristics, Breedlove sound-profiles every top and back to target specific frequencies.

The tops are then sanded to a thinness that will deliver the ideal frequency for each piece of exotic tonewood. The backs are sound profiled to a targeted weight as well, and paired with the ideal top.

Sound Profiling technology is used on all Breedlove "Big Sound" models, such as the Oregon Concerto E Sitka Spruce and Oregon Concerto E Myrtlewood.

**Breedlove Stringed Instruments**  
(breedlovesound.com)

## PreSonus ULT10 Speaker Boasts Even Coverage

PreSonus is now shipping the ULT10, the latest active loudspeakers in its ULT line.

The ULT full-range loudspeakers combine the widest horizontal dispersion of any loudspeaker in its class with a focused vertical dispersion for an ultra-long throw.

The result is even coverage throughout the space, enabling the audience to hear clearly wherever they are.

Designed for both mobile use and permanent installations, the ULT10 joins the ULT12 and ULT15 full-range systems and the ULT18 subwoofer in the ULT line.

MSRP: \$899.95.

**PreSonus (presonus.com)**



## Head Rush Ends Learning Curve

Head Rush, a manufacturer of pedalboards and accessories for guitarists, has introduced its first product: the Head Rush Pedal Board. Featuring a quad-core processor powered by Eleven HD Expanded DSP software, the pedalboard delivers realistic-sounding and responsive amplifier, cabinet, microphone and FX models.

The heart of the pedalboard is the 7-inch touch screen, letting players quickly and easily swipe, touch and drag-and-drop to create their ideal guitar rig. The unit's intuitive design makes it easy for players to quickly start creating because there's no need for a manual.

The pedalboard offers everything from a warm vintage tube drive to wide ambient delay with infinite feedback to a deep, ultra-heavy tone.

"Most importantly, there's no learning curve and no distraction to making great music. This is a real game-changer, and we can't wait to hear what guitarists are going to create," said Walter Skorupski, product manager at Head Rush.

MSRP: \$1,199.

**Head Rush (inmusicbrands.com)**



## KHS Creates Academic Alliance

KHS America has introduced the KHS America Academic Alliance, a program designed to support the music education community by fostering the symbiotic relationship between school music programs, school music dealers, and the KHS portfolio of school music brands.

KHS America has created a variety of expansion cooperatives designed to help dealers grow their business while providing assistance to the school music programs that they serve.

The Academic Alliance also includes a three-tiered benefit program, for participating schools, designed to increase engagement with KHS brands while rewarding educators

for their commitment to improving the lives of students through music education.

"Supporting music education in every way possible is as important today as it has ever been," said Dr. Peter Boonschaft, director of education.

**KHS Academic Alliance**  
(academicalliance.com)



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#### Dave Weckl

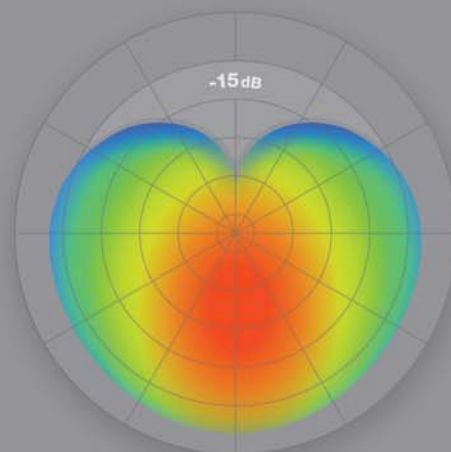
Friday / Saturday / Sunday  
1:30 pm

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.



## LunaStone's TOD Pedals Boast Voice of Their Own

LunaStone's TrueOverDrive concept is not tied in with a single pedal, and guitar players have praised the company's original TrueOverDrive pedals for years. Now, this tonal character can be found in the TOD1, TOD2 and TOD3 pedals. The pedals build on the same basic design and technology, but each one has a voice of its own.

Tonally, TOD1 is similar to LunaStone's Big Fella pedal but comes with a significantly smaller footprint. TOD2 has a more beefy, yet firm and controlled, bottom that creates a fat and powerful tone. TOD3 offers almost twice the amount of gain compared to the rest of the range.

"It was paramount to me to preserve the fundamental nature of the TrueOverDrive character in all of these new pedals, and I am very pleased with the result," said Steen Grontved, LunaStone founder and head engineer. "While they sound quite different when comparing them, you can always hear and feel the responsive and dynamic character that has been the hallmark of the TrueOverDrive concept from day one. They feel and respond like a real tube amp, and you can easily control the drive simply by riding your guitar's volume knob."

🛒 [LunaStone \(lunastonepedals.com\)](http://LunaStone.com)



## Fret-King Reworks Model

Designed in conjunction with Gordon Giltrap and Trev Wilkinson, the reworked design of the 2016 Fret-King Black Label Elise "GG" MKII employs a two-piece, center-joined mahogany chambered body with a double-carved solid maple cap and a figured flame maple veneer, finished in Antique Sunburst.

The direct-mounted Tune-O-Matic bridge with attractive inlaid ebony trapeze tailpiece provides superb tonal transfer

and sustain that resonates along its easy access mahogany set neck and ebony fingerboard. The Wilkinson neck mini double coil and standard bridge double coil provide a variety of tones, thanks to the Vari-Coil control that allows the player to progressively wind down the pickup to achieve single-coil tones.

"What a beautiful guitar Trev has created," Giltrap said.

🛒 [JHS, RBI \(jhs.co.uk; fretking-vintage.com\)](http://JHS.com)

## St. Louis Music Partners With BG France

St. Louis Music has announced its partnership with BG France products and will distribute the company's products in the United States.

BG France has been in business more than 30 years and has become known for its quality ligatures and other accessories.

"B&O accessories are still at the core of our business," said Rich Dumstorff, vice president of SLM Marketplace. "BG France is the pinnacle of woodwind and brass accessories, and we are extremely proud to represent them."

BG France was founded by Frank Bichon in 1985. His father, Serge Bichon, had spearheaded innovations in ligature design, and Frank seized the opportunity to take those products to market and develop them further. Over the years, BG France has offered ligatures and other accessories for a full spectrum of B&O instruments.

"BG is proud to announce its partnership with SLM," Bichon said. "I am proud to find a true partner that is eager to learn, introduce, stock and promote BG France."

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



## Guild Brings Back its 'Troubadour' Acoustics

In the 1960s folk era, Guild built concert-sized spruce/mahogany guitars, dubbed "Troubadours" for its travel-friendly size and popularity among singer-songwriters.

Guild is re-offering these features with the addition of the M-240E Troubadour and the

U.S.-made M-40 Troubadour. The M-240E features a solid mahogany top and arched mahogany back, allowing for great volume and projection, long sustain and a lush, full sound. The M-40 features all-solid woods and provides a delicate, well-rounded tone.

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

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## Symetrix Expands Line

Symetrix's Prism 0x0 is the latest in the company's Prism series of Dante-enabled DSPs. Offering expansion via 64 channels of bi-directional Dante networking, the Prism 0x0 delivers cost-effective processing, mixing, and routing for Dante-enabled endpoints, while providing solid-sound quality. Used as the DSP core of a Dante network or as a DSP co-processor, Prism 0x0 is ideally suited for applications requiring powerful, cost effective, signal processing coupled with an industry-standard network audio interface. Housed in a 1/2 rack x1U rack-mount chassis, Prism 0x0 includes flexible mounting options and convenient power over Ethernet.

"A lot of digital consoles have Dante

but don't offer feedback elimination, auto-mixing, and FIR filters for processing loudspeakers," said Trent Wagner, Symetrix senior product manager. "Simply insert the Prism 0x0 between the remote stage-input boxes and the console, if Dante-enabled, or use the Prism 0x0 as an insert or bus processor. For outputs, relay the signals through the Prism 0x0, if the amps are Dante-enabled, or insert it on the console's buses."

 **Symetrix** ([symetrix.co](http://symetrix.co))




## Tenor Stick Boasts Bolder, Articulate Sound

Innovative Percussion has introduced the TS-IJ Ike Jackson signature model marching tenor stick.

Constructed of white hickory, the TS-IJ measures a full 17 inches in length and .720 inches in diameter.

The added length, along with the mushroom-shaped tip, produces a bolder and more articulate sound.

MSRP: \$32.25.

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



## Compact Tonebone Travels Well

Radial Engineering's Tonebone Headlight is a compact guitar amp selector capable of sequentially activating up to four amps using a single footswitch.

A second muting footswitch may be used for quiet on-stage tuning or switching instruments between songs. It can also be set up to turn all of the amps on at once.

The Headlight is made from 14-gauge steel to ensure the protection against outside stress.

 **Radial Engineering** ([radialeng.com](http://radialeng.com))




## Schecter Wails Like a Banshee

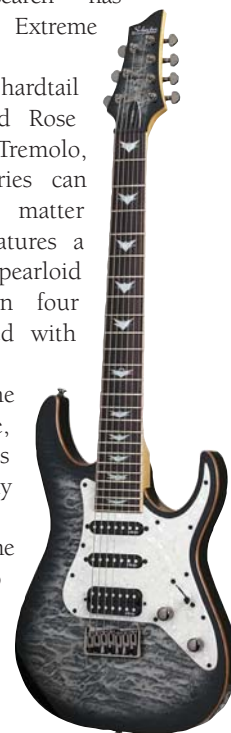
Schecter Guitar Research has introduced the Banshee Extreme series.

Fitted with a Schecter hardtail bridge or exclusive Floyd Rose "Hot Rod" Special Tremolo, the Banshee Extreme series can handle any player no matter the level. Each guitar features a quilted maple top and pearloid pickguard and comes in four colors that are highlighted with a matching headstock.

Vector inlays give the guitar an individual style, while Diamond Plus pickups give you the ability to fine-tune your tone.

MSRP: Banshee Extreme 6, \$649; Banshee Extreme 6 FR, \$769; Banshee Extreme 7, \$769.

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



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HALL A #6810



## Yamaha Adds Custom Sevr B-flat, A Clarinets

Yamaha has rolled out its Custom Sevr B-flat and A clarinets.

These new clarinets are an exceptional product for the progressing clarinetist, providing the player with more expressive freedom.

The keys have been redesigned with thicker silver-plating, allowing for more comfortable and ergonomic hand placement and a warm, dark sound.

A new barrel design provides the player with more expressive freedom, and durable leather pads provide a rich tone quality and an improved seal for easier response.

The instruments replace the YCL-SEV and YCL-SEVA.

"The Custom Sevr clarinets offer the level of quality that consumers are seeking with the consistency to assure them that they are making a reliable purchase," said Brian Petterson, Yamaha's wind instruments marketing manager. "The larger bore of the clarinets provides excellent flexibility while still maintaining accurate intonation and a level of consistency in production currently unavailable in this market."

MSRP: B-flat, \$4,326; A, \$5,356.

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

## Celemony Updates Melodyne Software

Celemony has introduced Melodyne 4.1. The update brings improvements to all editions of Melodyne, including a new playback type for high-pitched monophonic instruments, a command for separating notes as trills, and additional keyboard shortcuts.



a single clip, but this extends to notes lying beyond its borders; as a result, when comping it's very simple to solve any problems posed by clip borders slicing notes in two, which greatly streamlines the

comping workflow. In Track Mode, users see all clips of a track exactly as these are cut and arranged in the DAW. The two modes complement each other and offer ideal editing possibilities in ARA-compatible DAWs.

[Celemony \(celemony.com\)](http://celemony.com)

## Tracktion Presents Mok

Tracktion Corporation has launched a new initiative titled "Tracktion Presents" that provides exclusive global marketing and distribution services for promising audio technology startups.

The first brand to be presented is Mok, an international synthesizer provider founded by Rob Rampley, Taiho Yamada and Chris Compton.

Mok's latest creation is Waverazor, a synthesizer virtual instrument in AAX, AU

and VST formats, for Mac, PC and Linux. Waverazor provides newly defined synthesis parameters to transform familiar wave shapes into unrecognizable new elements with strange sonic properties.

Waverazor focuses on cutting-edge futuristic sounds from EDM basses to cinematic pads with all manner of wild leads, risers, whooshes and rhythmic beds in between.

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

## EAW Ships Radius RSX12M Stage Monitor

Eastern Acoustic Works (EAW) has introduced the Radius RSX12M stage monitor. The RSX12M adds to the Radius line of loudspeakers, which was introduced last year.

"The RSX12M brings even more value to the Radius family," said Adam Shulman, director of marketing and application engineering. "The addition of a dedicated floor-monitor model takes the family even further in terms of delivering an integrated, complete solution. Now customers can deploy a comprehensive system comprised entirely of Radius components."

The RSX12M is equipped with onboard bi-amplified electronics — 500 watts per channel — featuring technologies such as

Focusing and DynO for a pristine impulse response at any output level.

A 12-inch vented cone with 2½-inch voice coil drives the low end, while a 1- by 1-inch exit, 1.77-inch voice coil compression driver handles HF, oriented in a coaxial configuration.

[Eastern Acoustic Works \(eaw.com\)](http://eaw.com)



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## Korg Adds Limited Edition Models

Offering the same great sounds and features as the originals, Korg has announced three new limited edition models: the Kronos Gold, Krome Platinum series and MS-20 mini White Monotone.

The pinnacle of Korg's music Workstations, the Kronos 88-key model, is now available in a special limited edition run of 100 units in a gold brushed aluminum body and sunburst wood side panels. Kronos Gold also offers the latest Kronos Operating System, featuring

instant split and layer via quick-access touchscreen commands. Korg's workhorse KromeWorkstation is now available in a platinum color.

The Korg MS-20 mini, which reproduced the classic MS-20 at 86 percent of the original size, is now available in a limited-edition White Monotone color. This model is the first new color to appear in the nearly 40 years since the original unit went on sale in 1978.

🛒 **Korg (korg.com)**

## Samson Q7x, Q8x Mics Provide Exceptional Sound Reproduction

Samson's new and improved professional dynamic vocal microphones, the Q7x and Q8x, provide exceptional sound reproduction for live and studio vocal and instrument performances, as well as presentations and podcasting. With updated body designs and improved capsule shockmount systems, these mics provide reliable performance in even the most demanding environments.

The Q7x offers a wide dynamic range with tailored mid-range presence produced by its neodymium dynamic mic element. Its smooth frequency response and low frequency roll-off provide balanced audio reproduction no matter the application.

Capturing a wide dynamic range with exceptional mid-range clarity, the flagship

Q8x provides a linear frequency response via its neodymium dynamic mic element that's flat with a slight lift around 8 kHz. This makes the Q8x ideal for fitting vocals in live mixes with minimal EQ adjustments. In addition, its high-saturation level audio transformer aids in the rejection of hum and noise.

Both mics offer a supercardioid pickup pattern with off-axis rejection, enabling them to pick up all the nuances of any performance with maximum volume and clarity, while reducing feedback and unwanted signals not originating in front of the mics. The Q7x and Q8x feature newly designed rugged die-cast bodies and hardened steel grilles.

🛒 **Samson (samsontech.com)**

## Godin Employs Custom Finishes

Godin has launched its handcrafted La Patrie Arena thinline series of nylon stringed guitars. With a cutaway design, the Arena series lets guitarists easily reach the highest end of the fingerboard of the guitar's mahogany neck.

Each Arena series guitar features intricate rosettes, custom polished finishes and a double-function truss-rod system that's rare for traditional classical guitars.

The Arena series includes four models offering a choice of three tonewoods: mahogany, wild cherry or flame maple.

🛒 **Godin Guitars (godinguitars.com)**



## SKB Studio Rack Case is Ready to Travel

SKB has released the improved 1SKB-iSF2U Studio Flyer 2U Rack Case — an injection molded, waterproof carry-on Studio Rack Case.

Boasting a virtually indestructible injection molded shell that's both lighter and stronger than the previous 2U Studio Flyer, the 1SKB-iSF2U also features molded-in rack rails — including new rear rack rails — that provide an extra element of security and durability for sensitive studio equipment on the go. A standard 2U rack mount measuring 11½ inches from front rail to rear rail securely accommodates recording interfaces or video switchers, and a 19- by 11-inch adjustable surface provides ample room for laptops or monitors. Improved quiet-glide wheels, an easy-to-operate pull handle, and TSA-accessible locking trigger latches make transporting gear through an airport easy and convenient.

🛒 **SKB (skbcases.com/music)**



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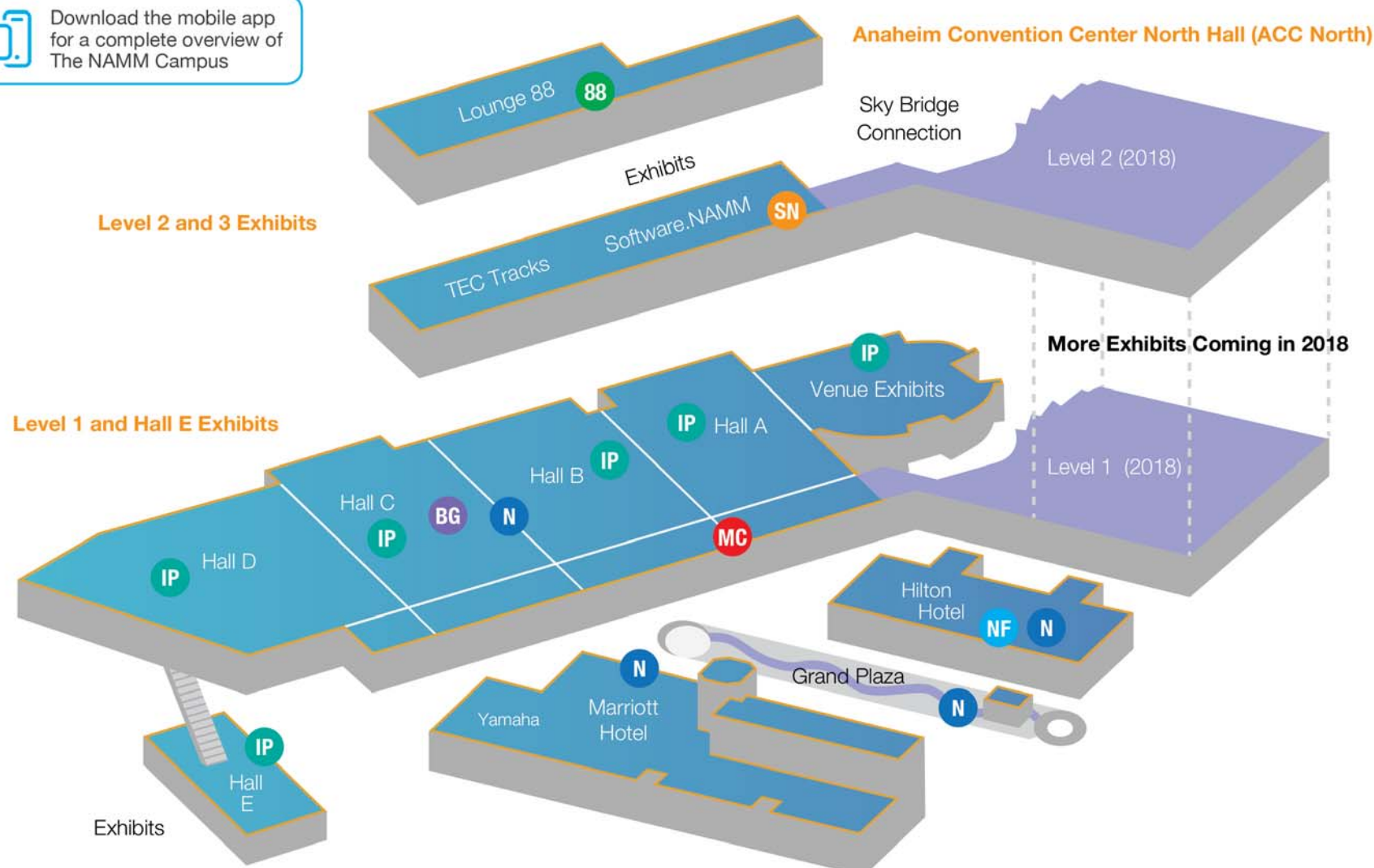
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An oasis of business resources, hosting a variety of educational, networking and music-making events, including expert-led sessions on topics such as import/export, intellectual property and Recreational Music Making.
- SN** **Software.NAMM, MR 201 C/D** the music and software community presented by NAMM and IMSTA, the International Music Software Trade Association, showcases the latest in technology solutions.
- 88** **Lounge 88, Level 3** is a gallery environment displaying the best in piano technology and artistry.
- N** **Network and have some fun** at four stages around the NAMM Campus, including the NAMM Nissan Grand Plaza Stage, showcasing music of every genre with 100+ free performances from morning until night.
- BG** The **Boutique Guitar Showcase, Hall C** features a curated collection of some of the finest boutique instrument makers from around the world.
- IP** Explore **International Pavilions** showcasing a collection of products from around the world.  
 Argentina – Hall D  
 Brazil – Halls D, E  
 China – Halls A, D, E and The Venue  
 Czech Rep – Hall D  
 Germany – Hall D  
 Japan – Hall B  
 Spain – Hall E  
 UK – Halls C, D, E
- NF** **NAMM Foundation Lounge, Anaheim Hilton, California Ballroom A/B** Supports music advocacy efforts at the show by hosting the SupportMusic Coalition meeting, as well as other popular advocacy programs such as Generation Next, the Grand Rally for Music Education and the Believe in Music Fund.

# GUITAR WALL

## Old Favorites, New Variations

D'Angelico Guitars' Premier Series is a line comprised of some of the guitar maker's most popular models, available in new, innovative variations.

The Premier Series was designed by the D'Angelico team in New York as well as based on original models from master luthier John D'Angelico.

Featuring customized, proprietary pickups and hardware, the line focuses on craftsmanship with the aim of maximum tonal versatility and comfort.

"We are beyond proud to debut the Premier Series this winter," said Brenden Cohen, CEO of D'Angelico. "We have worked extremely hard to make this an

innovative line of guitars that consumers will be excited about. These are guitars we have wanted to offer for a long time."

Notably innovative in the Premier Series is the closed-top, no f-holes option for the two thin-line semi-hollow guitars in the series, the DC and SS.

Designed to resist feedback in a louder context, the DC and SS with no f-holes are still semi-hollow guitars, but with the added benefit of not having to consider the feedback that guitars with f-holes are prone to.

Also newly added is the full center-block option on the SS with a stopbar tailpiece — making it a true semi-hollow design.


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



## ESP Throws it Back With LTD Cult '86

ESP has debuted the LTD Cult '86, a tribute to the ESP guitar that Living Colour guitarist Vernon Reid used. Much like the original version, the Cult '86 offers bolt-on construction with an alder body, a three-piece maple neck, and an ebony fingerboard. It uses a three-pickup configuration with two EMG SA pickups in the neck and middle position, and an EMG 81 at the bridge.

A Floyd Rose Special locking tremolo is provided to allow for the kind of uninhibited and expressive playing that Vernon Reid is known for. Much like the original ESP, the Cult '86 is based on the ST body style and features the distinctive multiple swirls of color that immediately make it identifiable with its original designer.

 **ESP** ([espguitars.com](http://espguitars.com))

## Metalheads Rejoice With Ibanez

Ibanez has added two RG models designed for the experienced lead and metal guitarist.

As part of the Premium series, the RG1070PBZ, and its seven-string, hardtail companion model, the RG1027PBF, are high-performance electric guitars. Both models feature a poplar burl top on an American basswood body with natural body binding on the top and side. A slim-grip, 11-piece Wizard neck sports a wenge fretboard with durable stainless steel frets.


Other features include premium fret edge treatment for a smooth feel and mother-of-pearl off-set dot inlays with luminescent side dot position markers.

The Gotoh MG-T locking machine heads are ideal to enhance tuning stability and quicker string changes.

The RG1070PBZ features a Edge-Zero II with ZPS3Fe tremolo bridge for exceptional tuning stability and precise intonation.

The model also features DiMarzio Air Norton, True Velvet and Tone Zone pickups with a five-way pickup selector switch.

The RG1027PBF boasts a Tight-End R-7 bridge specifically designed for seven-string guitars and two DiMarzio PAF 7 pickups for a thick sound that emphasizes low-mids without sacrificing articulation.

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




## Ernie Ball Limits its Steve Lukather Guitar to 300 Models

Ernie Ball has unveiled its Steve Lukather Luke 3 Tunescent BFR guitars, limited to 300 instruments worldwide.

Autographed by guitarist Steve Lukather on the back plate, the BFR Luke 3 features a grain-filled African mahogany body

and Honduran mahogany neck, 22 stainless steel frets and mother-of-pearl inlays, an ebony fretboard, and DiMarzio Transition pickups.

MSRP: \$2,999.

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



## Fender Refreshes Classic Design Line

Fender Classic Design guitars are quality, value-driven instruments ideal for players of any skill level.


A refresh of one of Fender's classic lines, the series boasts improvements, including better sound, performance and playability.

Fender continues to innovate its instruments with modern upgrades focused on comfort, playability and tone — making these guitars the ideal choice for the first-time player.

The Classic Design series offers acoustic

guitar models at three different appointment tiers. There are six different body shapes, including nylon-string and bass, left-handed and 12-string models.

These acoustics feature a solid top with laminated back and sides and proprietary pre-amps. A new "travel" shape will join the line in late spring, and the nylon models feature a redesigned smaller neck — ideal for those who want a softer string experience without the "bulky" classical guitar-style neck.

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

## Gretsch Honors Gallup Model

Gretsch's G6128T-CLFG Cliff Gallup Signature Duo Jet is a finely crafted celebration of Gallup's 1954 model.

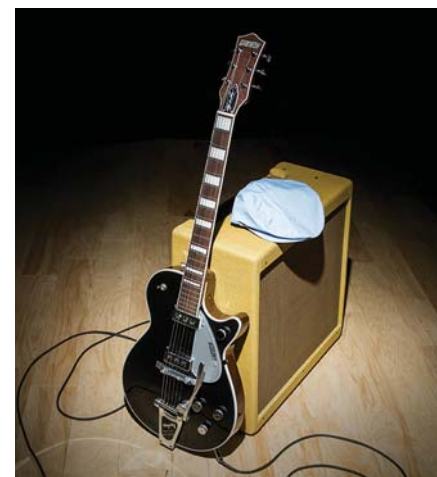
The Cliff Gallup Signature has dual DynaSonic pickups, a rosewood fingerboard with big block pearloid inlays, a compensated aluminum bridge with aluminum base, a Bigsby B3BBST vibrato tailpiece with black painted trough and fixed arm, classic arrow control knobs, flat-wound strings, and a dark-stained headstock bearing Gallup's signature on the truss rod cover.

The G6120 Duane Eddy Signature model is now available in limited edition black and Pearl White finishes. The black lacquer version is highlighted with aged white binding, while the durable urethane Pearl White guitar features tortoiseshell binding.

These single-cutaway guitars combine modern Gretsch upgrades alongside features based directly on Eddy's original 1957 G6120 model.

Features of the Duane Eddy Signature model include twin DynaSonic single-coil pickups, a Bigsby B6CB tailpiece with DE handle, trestle bracing, brass nut, special neck profile and unique headstock shape, along with modern Gretsch appointments.

 **Gretsch** ([gretschguitars.com](http://gretschguitars.com))



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HALL A**

**ALLEN & HEATH**



Allen & Heath is leading the way in digital mixing. From the compact Qu series and the latest tablet controlled models to the flagship dLive S Class pro touring range, every Allen & Heath mixer delivers class-leading audio quality and an intuitive mixing experience.

**nord**



NEW!

The powerful new Nord Piano Monitor.

Active stereo speakers meticulously tuned and calibrated by the Nord R&D for the Nord piano sounds!

**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.

**KURZWEIL**  
It's the sound.



ARE YOU 2.0? The Kurzweil Forte and Forte SE have been replaced with the NEW Kurzweil Forte 2.0 and Forte SE 2.0!! Yes, by updating their operating systems, users can get up to 3.3GB and 188MB respectively of sample loading into non-volatile memory, free Kurzweil sound libraries, improved FX, faster object management, and more!

**reloop**



The Reloop Concorde VIBE cartridge is continuously focused on sound quality due to its elliptical stylus. The stylus is characterized by a high output level and a flat frequency response. Whether you use the cartridge in a club or studio environment – Hear the VIBE.

**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**



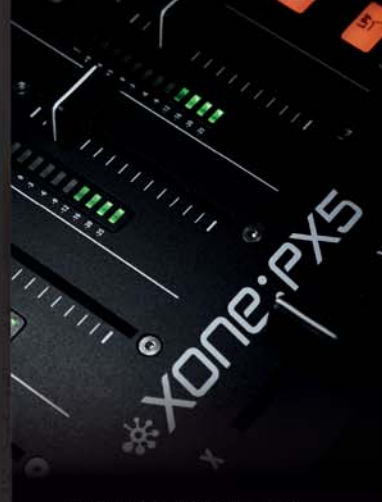
Studiologic's new 88-note semi-weighted Numa Compact 2 keyboard is stylish and slim. It has 128 notes of polyphony with 80 sounds; splitting and layering; 1GB flash memory; and two dual effects processors for a total of four independent effects at once. It also has controllable string resonance, built-in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

[WWW.AMERICANMUSICANDSOUND.COM](http://WWW.AMERICANMUSICANDSOUND.COM)

## Conn-Selmer Launches New Websites

Conn-Selmer has launched newly designed, mobile-friendly websites for two brands — C.G. Conn and King.

The updated sites highlight the comprehensive portfolio of products, videos of products, artists and manufacturing processes, and detailed histories of each respective brand.

"The C.G. Conn and King brands play critical roles in the Conn-Selmer portfolio of musical instruments," said Renee Jones, director of marketing and communications at Conn-Selmer. "Our websites are the ideal resources for us to communicate with



educators, consumers and partners about our products and the artists who play them."

The sites are integrated into the Conn-Selmer company website, providing visitors the opportunity to follow and engage in real-time conversations with the companies.

**INFO** C.G. Conn, King ([cgconn.com](http://cgconn.com); [kingwinds.com](http://kingwinds.com))

## KMC Pro Audio Offers Full Line of Galaxy Audio Products

KMC Pro Audio has announced the expansion of its Galaxy Audio product offering, which now includes the company's full line of amps, digital signal processing, speakers, media players, microphones, mixers, monitors, ear buds, portable P.A., wireless microphones and monitors, and audio solutions.

"A relationship that began with the distribution of two SKUs has now expanded to include the entire line of high-performance Galaxy Audio products and solutions," said Roger Hart, vice president of merchandising at KMC Pro Audio. "Our 6,500 dealers now know that we can serve as their one-stop source for every SKU in the Galaxy Audio

product portfolio. Once again, KMC Pro Audio demonstrates its ability to offer more pro-audio products from more brands than any other distributor."

According to Yule Jabara, CEO of Galaxy Audio, the expansion with KMC Pro Audio means that, "More consumers will be able to order what they want when they want it from their KMC authorized dealer. This expanded relationship will provide us with broader and deeper coverage of the entire country, with penetration into every size of market. We look forward to strengthening our already-successful relationship with KMC!"

**INFO** Galaxy Audio, KMC Music ([galaxyaudio.com](http://galaxyaudio.com); [kmcmusic.com](http://kmcmusic.com))

# Tanglewood®

## Britain's #1 Acoustic Guitar

Made from the finest tone woods, Tanglewood is Britain's #1 selling acoustic guitar brand that has built an enviable reputation globally with both retailers and consumers for their clean craftsmanship, reliability and superior quality.

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

Korg USA Inc. is the exclusive Canadian distributor of Tanglewood Acoustic Guitars.



## Boss Showcases Assorted Gear

Boss is highlighting the Katana guitar amplifier series, the GT-1 Guitar Effects Processor, the CP-1X Compressor pedal and the AD-2 Acoustic Preamp pedal.

Katana amps deliver refined rock tones and feature built-in Boss effects. The portable GT-1 provides a selection of amps and effects with a built-in expression pedal. The CP-1X allows adjustability for a variety of guitars. The AD-2 offers Boss processing technology to recreate the guitar's acoustic tone.

MSRP: Katana Amps, \$199-\$499; GT-1, \$199; CP-1X, \$149; AD-2, \$99.

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

## Levy's Adds Garment Leather Strap

Levy's Leathers' MG317VAN strap features a soft garment leather top with suede backing and a decorative stitch. The strap is fully adjustable and available in black and British Tan.

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



**BRYAN WHITE**

Jan 20, 2-3 pm



**COLD KINGDOM**

Jan 19, 4-5 pm    Jan 20, 5-6 pm  
Jan 21, 1-2 pm    Jan 22, 3-4 pm



**DJ KRISTAVAL**

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



**HAMMER OF THE BROADS**

Jan 20, 11-12 pm



**JASON JANI**

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



**JEANNE TAYLOR**

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



**JUST ALLIANCE**

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



**KAT PERKINS**

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



**THUNDERSTRUCK**

Jan 21, 3-4 pm



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**ADAM DEITCH**  
LETTUCE



## BOOTH 4634

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## Gretsch Goes for the Gold With Players Edition Broadcaster Block Double Cut

Gretsch's G6609TG Players Edition Broadcaster Center Block Double Cut with String-Thru Bigsby and Gold Hardware features a double-cutaway body in Cadillac Green and Vintage White finishes with gold hardware.

A pair of U.S.-made Full Tron pickups deliver full-spectrum sonic range with distinctive snarl, in addition to classic Gretsch chime, balance and brilliance with slightly more pronounced mid

concentration that brings even more tonal muscle to full-volume playing.

Premium features include lightweight chambered spruce center block, lower neck set for greater playing comfort, treble bleed circuit, "no-load" tone control, "Squeezebox" PIO capacitors, studded Adjusto-Matic bridge for pinpoint intonation, Bigsby B7CP String-Thru vibrato tailpiece, and locking tuners.

**Gretsch** ([gretschguitars.com](http://gretschguitars.com))

## D'Addario Premium Leather Straps Focus on Style, Function

D'Addario's line of premium leather straps uses precision stitching and cut-out designs. Each strap is padded for comfort and adjustable from 49 inches to 58 inches for maximum adjustability.

With strap designs such as Onyx, Rustic Cutout and Crimson Burst, the D'Addario Premium Leather straps focus on style, fashion and function. All are made in the U.S. and feature an exclusive tapered contour designed to prevent twisting when used with acoustic guitars.

MAP: \$199.99.

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



## Ibanez Adds Bass Models

As part of its Bass Workshop line, Ibanez has introduced the five-string BTB1805NTL bass, along with its companion six-string model, the BTB1806NTL.

The models are included in the

Premium line and feature an ash wing body with a rosewood top and back.

The basses boast a rosewood fretboard fitted with stainless steel frets, finished with Ibanez Premium fret edge treatment.

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

## EarthQuaker Partners With Lost Lust Supply on Enamel Pins

Effects pedal manufacturer EarthQuaker Devices, known for its colorful graphic designs, has teamed with Lost Lust Supply to produce a series of four designer enamel pins inspired by EarthQuaker's "Octoskull" logo, Rainbow Machine pitch-shifting pedal,



and the Hoof fuzz effects pedal.

Lost Lust Supply is a collaboration between Akron, Ohio-based graphic artist Charlie Wagers and Portland, Oregon-based photographer Brian Stowell.

MSRP: \$8.50.

**EarthQuaker Devices**  
([earthquakerdevices.com](http://earthquakerdevices.com))

## Sabian Delivers White Noise Effect, Musical Response

Sabian's AAX Aero Splash cymbal provides a white noise effect that still delivers a musical response.

A handy reference point for the Aero's tonal quality, the AAX Aero sits in the center of the white noise spectrum with the AAX O-Zone Splash on the pure white noise end and the AAX Air Splash on the tonal end.

All about high-end cut, Aero Splashes decay more naturally than Sabian O-Zone splashes, but their multiple small hole pattern design delivers a higher density of white noise concentration than the AAX Air Splash.

The lineup features 8-, 10- and 12-inch cymbals in natural or brilliant finish.

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



## Frost & Sullivan Honors Shure


Based on its recent analysis of the professional and commercial microphone market, market research company Frost & Sullivan has recognized Shure with the 2016 North America Company of the Year Award.

Each year, Frost & Sullivan presents this award to the company that has demonstrated excellence in terms of growth strategy and implementation. The award recognizes a high degree of innovation with products and technologies.

Shure has blazed trails in the microphone market with its strategy and execution excellence, earning a North American market share of more than 40 percent. It has established strong brand equity by determinedly pursuing innovation for more than 90 years.

One of the key mega trends Shure has been able to tap into is wireless connectivity. Shure has led the industry transition to digital wireless technology with its wide array of sophisticated, spectrally efficient wireless microphone systems in the very high frequency (VHF) and ultra high frequency (UHF) spectrum.

Shure also offers alternatives in the unlicensed 900 MHz, 2.4 GHz and digital enhanced cordless telecommunications (DECT) spectrum.

 **Shure** ([shure.com](http://shure.com))



## AmbiKab Drives Ambient Effects

Komet Amplification has debuted the AmbiKab stereo effects-amplification guitar cabinet which enables the addition of ambient guitar effects while maintaining the tone of a guitar amplifier.

The AmbiKab was created to address a challenge with guitar amplifiers. Komet executives said when time-based effects such as reverb or delay are applied before distortion, the sound becomes "washed out" and indistinct.

With AmbiKab, guitarists get a traditional wet/dry/wet rig, all-in-one cabinet that doesn't require additional speaker cabinets, external amplifiers, mixers or cables. The guitar amplifier's speaker output is connected

directly to the AmbiKab's two Celestion 12-inch speakers where the signal is split. The signal is then routed to a line-level output that patches to an effects input.

The 100-percent processed (wet) output signal from effects is returned, in mono or stereo, to the AmbiKab's 180-watt, Class D, stereo power amplifier which drives a dedicated pair of 8-inch Celestion speakers.

An effects volume control for the internal stereo amplifier governs the proportion of wet signal that's being added to the overall cabinet mix, providing natural guitar tone and stereo ambient effects.

 **Komet Amplification** ([kometamps.com](http://kometamps.com))

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



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

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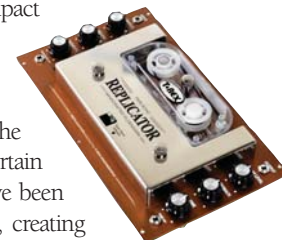
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## T-Rex Adds Module

Less than a year after launching its Replicator analog tape echo pedal, T-Rex Effects has rolled out the Replicator Module, a Eurorack version of the effect unit.

Housed in a compact 44HP Eurorack module, the Replicator Module uses much of the same technology as found in the stompbox version, but certain parameters and features have been optimized for modular use, creating a synth/studio-friendly version of the Replicator.



New CV inputs accept 0-5V control signals, letting users plug in their favorite oscillator module and control delay time and/or feedback electronically. A new filter switch dampens high-frequency content in the delay signal for less noise and a darker echo sound.

 **T-Rex Effects** ([t-rex-effects.com](http://t-rex-effects.com))

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More edge.  
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## NEXT OF KIN

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.

VISIT SOURCE AUDIO AT THE NAMM SHOW  
WE ARE IN BOOTH #5498 / HALL B



## Teton Guitars Expands Line of Arm Rest Models

Teton Guitars has expanded its Arm Rest guitar line with five additional models.

Taking Teton's most popular model and adding a rounded, comfortably angled arm rest resulted in two models: the STS105NT-AR Teton Guitar and a cutaway electronic version, the STS105CENT-AR Teton Guitar.

Also being introduced are three solid Sitka spruce-topped Arm Rest guitars: the

STS150CENT-AR-12 12-String Arm Rest, the STG150CENT-AR-L Left Handed Arm Rest and the STC150CENT-AR Classical Arm Rest guitars.

The Arm Rest series now features 11 guitars with four different body shapes — dreadnought, auditorium, grand concert and classical.

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



## STRINGTone Breaks in Guitar Strings

Sound Synergies' STRINGTone helps to break in new strings by reducing stiffness and improving tactile response.

STRINGTone's micro-formula penetrates down to the inner core of guitar strings, lifting away contaminants to prevent oxidation and corrosion.

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

## Steinberg Interface Bundle Offers Complete Recording Solution

Steinberg Media Technologies has unveiled the UR22mkII Recording Pack, a full-production studio with first-class components, offering entry-level users a smooth introduction to music recording and mixing.

The recording pack comes with the UR22mkII mobile USB audio interface alongside the ST-M01 studio microphone, the ST-H01 studio headphones, and an XLR cable.

The latest software versions of Cubase

AI and WaveLab LE plus Cubasis LE are also included.

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



## Motu's Mobile Audio Interfaces Combine Analog Quality, Low Latency

Motu's 624 and 8A are two mobile audio interfaces with Thunderbolt and USB3 connectivity for Mac and Windows.

Both interfaces share the same analog audio quality, ultra-low latency performance, advanced DSP-driven mixing, and extensive AVB/TSN audio networking features as

Motu's flagship 1248 and 16A interfaces.

Like the company's 1248 and 16A, both new interfaces are equipped with ESS Sabre32 DAC technology, which delivers 123 dB dynamic range on their balanced, DC-coupled analog outputs.

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



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**BOOTH #5276 HALL B**

## B&C Expands Subwoofer RBX Range

Building on its recently released 18RBX100 high-performance ferrite subwoofer, B&C Speakers has added a 15-inch alternative to the RBX range.

"The RBX series motor structures were designed from the ground up using creative industrial design," said Ron Tizzard, B&C Speakers director of sales. "By making the product easier to manufacture, we were able to invest the savings in a feature set that significantly outperforms other products in this price category."

The 15RBX100 high-output subwoofer features a 25-mm high, 4-inch diameter copper wire voice coil that's combined with a laminated double silicone spider, water-resistant curvilinear cone and triple roll surround — for even more excursion and linearity.

The corrosion resistant motor structure incorporates an aluminum demodulation ring that effectively controls inductive rise as well as harmonic and intermodulation distortion.

**B&C Speakers (bcspeakers.com)**



## Kala's Makala Uke Gets Colorful

For 2017, the Makala Shark ukulele line from Kala Brand Music has been rejuvenated with the addition of new colors. The Soprano

Shark now comes in purple and gray.

MSRP: \$69.99.

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

## Chauvet COLORdash Par Q12 IP Challenges Mother Nature

COLORdash Par Q12 IP from Chauvet Professional is a RGBA LED wash delivering bright, colorful, flicker-free light indoors or out regardless of weather conditions thanks to its IP65, outdoor/wet rating, Powerkon IP65 power cord and IP-rated DMX connections.

"Anyone who lights festivals, amphitheater productions or other outdoor events will find the COLORdash Par Q12 IP to be an invaluable addition to their inventory," said Albert Chauvet, CEO of Chauvet. "Outdoor projects have become

more common, particularly with the growth of festivals. When you work outdoors, you are going to get bad weather from time to time, but these fixtures are protected against rain damage."

The COLORdash Par Q12 IP features an intense output and realistic color rendering.

Powered by 12 8.4-watt RGBA LEDs, the latest addition to the COLORdash line has an output of 865 lux at 5 meters.

**Chauvet Professional (chauvetprofessional.com)**



## Superlux Delivers Authentic Sound

Superlux's TM58 series cardioid dynamic microphones deliver authentic sound without any unnecessary sound coloration, which are designed for speech and performance.

Equipped with tailored diaphragm and precise directivity, TM58 series give a full and powerful sound. The higher SPL and high-grade transient response of TM58 series, compared with other microphones, will make the stage performance strong and the penetrating.

TM58 is the correct choice for the perfectionists no matter outdoors or indoors, or used for speech or performance.

**Superlux (avlex.com)**



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## Ear Trumpet Labs Celebrates Year-end Achievements

Ear Trumpet Labs (ETL) is celebrating a year of growth, successful product launches, a double in sales, and an ever-expanding artist network.

Over the course of 2016, Ear Trumpet Labs introduced two new microphones to its product line. Josephine, released in May 2016, is a medium-large diaphragm condenser microphone for live vocal and ensemble use, with ETL's signature vintage styling. Elvis Costello began using Josephine on his 2016 Detour tour, notably for group performances with opener and sister duo, Larkin Poe.

ETL also unveiled Nadine in October 2016, the company's first-ever microphone made exclusively for upright bass. There is currently a waitlist to order, and top-tier bassists such as Alan Bartram (Del McCoury Band), Barry Bales (Earls of Leicester) and Daniel Kimbro (Jerry Douglas Band) are all early admirers.

From musicals to national television, Ear Trumpet Labs experienced major exposure in 2016. The acclaimed musical "Hedestown" utilized ETL's Evelyn and Edwina models as major set pieces during its sold-out run at the New York Theatre Workshop. Notable ETL enthusiast Andra Day selected her Edwina for a memorable performance of her hit "Rise Up" on "America's Got Talent." Additionally, the Infamous String Dusters selected Edwina and Myrtle for their performance on "The Late Show with Stephen Colbert."

**INFO** Ear Trumpet Labs ([eartrumpetlabs.com](http://eartrumpetlabs.com))



From left: Brad Leali, Howard Dietz, François Kloc and Al Maniscalco.

## Buffet Crampon Names Dietz 2016 Saxophone Idol Winner

Buffet Crampon and Julius Keilwerth saxophones have announced Howard Dietz of Denton, Texas, as the winner of the 2016 Saxophone Idol competition held December 14, 2016, at Andy's Jazz Club in Chicago.

Dietz, along with finalists Luke Norris

of Bethpage, New York, and Chris Oatts of Philadelphia, were selected to perform live at the finals event from a pool of over 50 entries from 12 different countries.

**INFO** Buffet Crampon ([experience.buffetcrampon.com](http://experience.buffetcrampon.com))

## Asher Offers Vintage Feel

Asher Guitars and Lap Steels now feature a Vintage Series selection of guitar builds that are characterized by simple clean designs with a satisfying "broken in" feel and the auditory "mojo" which harkens to the iconic 1950s and '60s guitars that are revered today.

These Vintage Series guitars boast distinct Asher styling, quality old-school American craftsmanship, tempered tonewoods, custom-designed electronics and nitro finishes. Asher uses "roasted" bodies and necks to produce a supremely aged woody tone and character.

The wood, processed by Tempered Tonewoods, is exposed to heat, water (no chemicals), and a vacuum resulting in an extremely stable, lightweight medium that produces a broad harmonic footprint and long sustain.

Asher offers a variety of specialty electronics and pickups to enhance or emulate various desired tonal qualities. The Novak Classic Pickups create custom and traditional pickup winds that are produced by hand on a Leo Fender inspired coil winder. Other boutique electronics and parts include Emerson capacitors, Stellartone Varitone switches, custom Bakelite pickguards, and new old stock or vintage-style knobs.

**INFO** Asher Guitars & Lap Steels ([asher-guitars-lap-steels-store.myshopify.com](http://asher-guitars-lap-steels-store.myshopify.com))



## Upgrade Your Sound

PG Music has released version 2017 of its Band-in-a-Box intelligent music accompaniment software for Windows with more than 80 new features and enhancements. The new version also features 202 new RealTracks, 24 bonus RealTracks, 34 MIDI SuperTracks, 18 Instrumental Studies, 12-Key RealTracks, Hi-Q Guitar Notation, Xtra Styles PAK 2, Re-Discovered RealTracks/

MIDI SuperTracks styles, over 100 new RealStyles, and the new Celtic Guitar Video Master Class with Quinn Bachand.

"We've added a new GUI and 202 new RealTracks as well as 80 new features," said Peter Gannon, program author and creator. "Band-in-a-Box looks and sounds better than ever."

**INFO** PG Music ([pgmusic.com](http://pgmusic.com))



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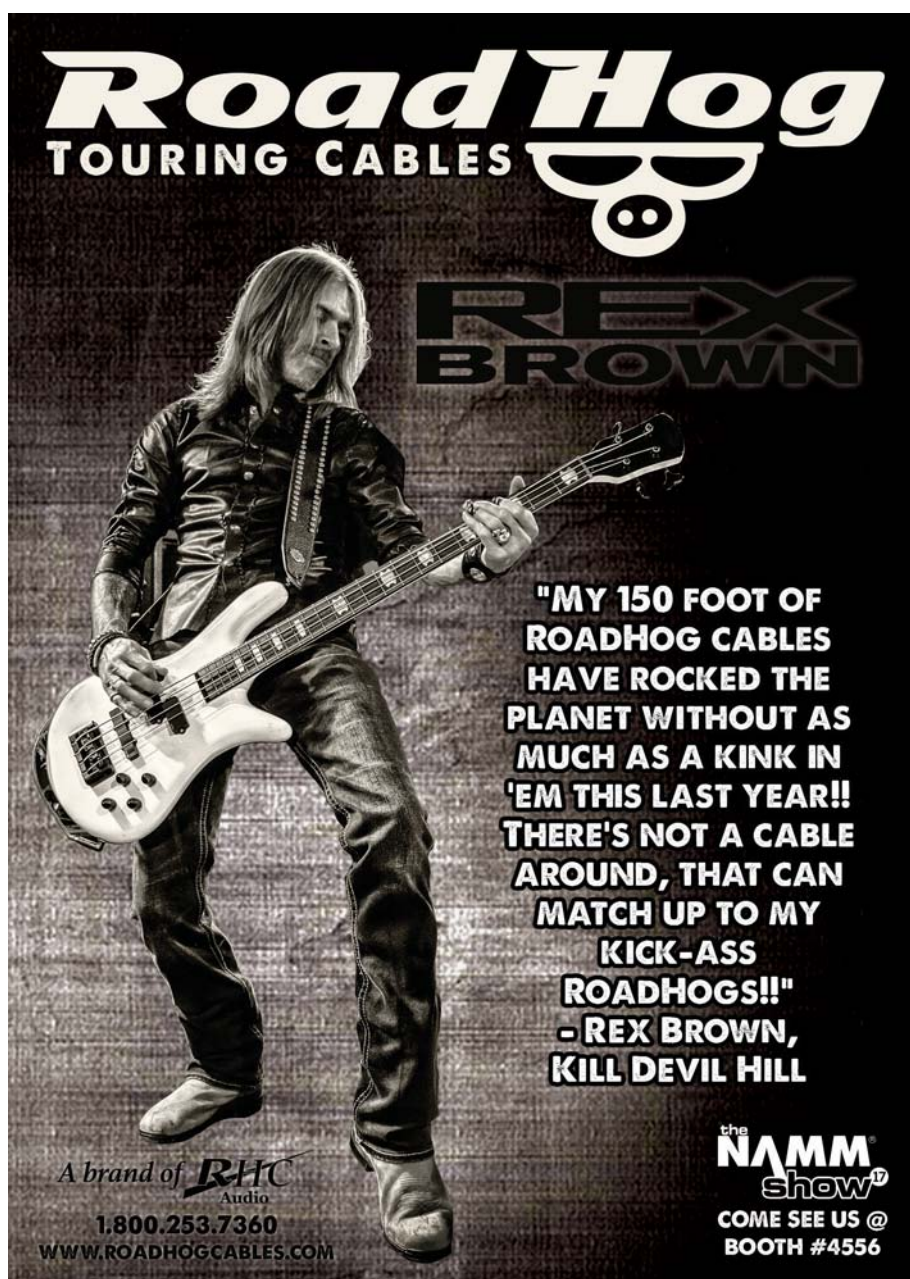
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## D'Addario Locks Acoustics

D'Addario Accessories has launched the CinchFit, an acoustic jack lock for guitar straps. Endpin jacks are notorious for creating hassles when applying and removing standard guitar straps and usually require modification to the strap, resulting in a less-than-desirable fit.

With CinchFit, players now have a fast and easy solution for attaching their strap to acoustic guitars with endpin output jacks.

The acoustic CinchFit loops through the end of any instrument strap, and its magnetic security clasp makes sure it stays in place. The cinch clamping action also allows easy application and removal, utilizing the weight of the instrument to remain locked onto the endpin, so the guitar is always held securely. And with no strap modification required, now users can easily attach any strap to acoustic endpin jacks.

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



## Washburn Appoints Australian Distributor

Extending its global sales and marketing reach, Washburn Guitars has announced the appointment of Musical Merchandisers to serve as its new Australian distribution partner.

Established in 1960, Musical Merchandisers is one of Australia's most respected and longest running distributors of musical instruments and accessories.


Utilizing Musical Merchandisers' dealer network permits Washburn to reach more customers in Australia than ever before.

"Musical Merchandisers has the experience, dealer network and programs that will help us to significantly increase

sales of Washburn in Australia," said Matt Golden, Washburn's international sales manager for Asia. "We are thrilled to have them as part of our sales team."

Adding Washburn to its stable of brands lets Musical Merchandisers offer its dealers a wider selection of guitars, banjos and mandolins at a wide range of price points.

Musical Merchandisers boasts Australian distribution of more than 2,000 products encompassing over 15 brands, catering to the needs of beginners through to professionals.

 **Washburn** ([washburn.com](http://washburn.com))



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## Warwick, Sklar Team Up For Signature Model

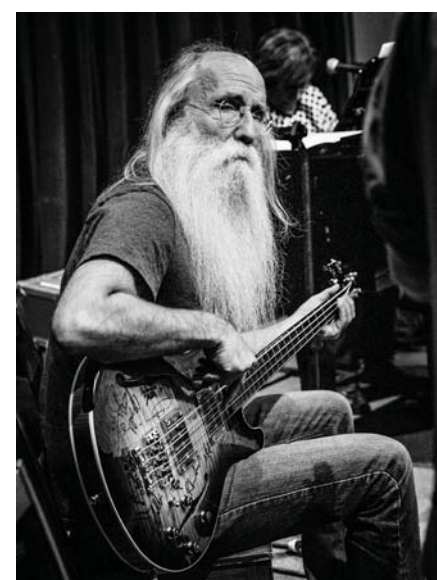
Lee Sklar is a sought-after American session musicians and Warwick endorser.

Sklar has been playing a Warwick StarBass Custom Shop Masterbuilt Model and has worked last year with Warwick's R&D specialist, Marcus Spangler, on his own bass model.

The new Warwick Lee Sklar Signature Custom Shop Masterbuilt Model will be unveiled at The 2017 NAMM Show.

For a video interview of Sklar and Spangler, visit Framus and Warwick's YouTube page.

 **Warwick** ([warwick.de](http://warwick.de))



## Arturia Reproduces Monosynth-inspired Ladder Filter

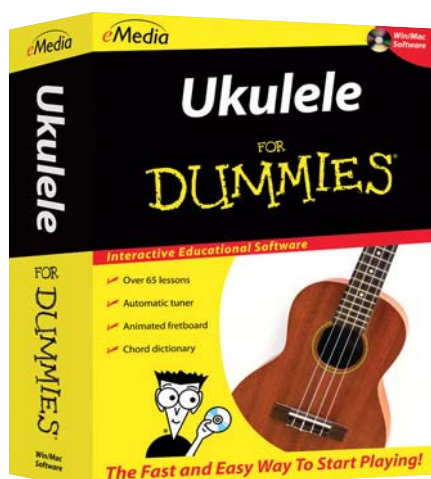
Arturia has introduced a free, standalone version of the famous ladder filter found in its Mini V software synth.

The filter itself is based on the legendary monosynth developed by Bob Moog in the 1970s and has been reproduced to be as faithful and accurate to the original as possible. Arturia worked closely with Moog in 2004 to recreate this ladder filter; and its team of passionate, skilled engineers have

been using the latest breakthroughs to refine it in the years since.

Using its exclusive TAE technology, Arturia developers have been able to replicate the behaviors and subtle nuances of analog components, and it's this technology that brings the 24 dB/octave filter emulation to life — letting it breathe, scream and whistle like the original.

 **Arturia** ([arturia.com](http://arturia.com))



## eMedia Provides More Than 65 Ukulele Lessons

eMedia Music's eMedia Ukulele For Dummies software delivers over 65 ukulele lessons that can teach users how to play ukulele. Thirty-five high-definition videos teach important ukulele techniques, and songs feature band accompaniment tracks that make practicing fun. Make learning even easier by looping sections of songs and slowing down difficult sections.

Professional ukulele player and instructor Tim Carey guides players through easy-to-follow lessons that start with the basics, such as holding, stringing and tuning the ukulele, and then go on to teach how to play ukulele chords and use ukulele-specific strumming patterns.

**eMedia Music (emediamusic.com)**

## Fender Amps Up Amplifier Line

Fender has introduced several new amplifiers to its lineup.

The Acoustic 200 is a powerful, portable system for solo performances or on stage. The 23-pound Acoustic 200 amplifier delivers full, natural tone for acoustic-electric guitars and microphones, featuring two channels designed either source, each with studio-quality stereo effects.

Other features include Bluetooth wireless streaming, an integrated handle, universal voltage for international use and Footswitch jack for the optional four-button switch that brings functions like effect on/off, Tap Tempo, Tuner and more to the floor.

The Acoustic 100 is a 17.7-pound amplifier which is an ideal portable system for solo performances, delivering full,

natural tone for acoustic-electric guitars and microphones. The amp features two channels designed for instrument or microphone use, each with studio-quality effects. Additional features include Bluetooth wireless streaming, an integrated handle, universal voltage for international use and Footswitch jack for the optional four-button switch that brings functions like effect on/off, Tap Tempo, Tuner and more to the floor.

The Acoustasonic 40 offers portable amplification for acoustic-electric guitars and microphones. The new amplifier is a simple, flexible "grab and go" solution for a variety of musical performances, public speaking occasions, and as an onstage monitor, when combined with a P.A. system.

**Fender (fender.com)**



## On-Stage Side Loads Guitars

Offering protection and easy transportation, On-Stage's GS7563 Side-Loading Guitar Rack combines visual appeal and functionality.

The all-wood construction and EVA bumpers display and cradle six electric guitars, three acoustic guitars, or a combination of both.

At 25½ inches long, 14 inches wide and 30½ inches high, instruments can be showcased on stage, in the store or back home. The rack itself saves precious space while in transit.

MSRP: \$147.99.

**On-Stage (on-stage.com)**

## Honbo Audio Delivers 2 Digital Wireless Systems

Honbo Audio has introduced two wireless microphone systems: the ACE-288 Dual Digital UHF 16-channel wireless mic system and the ACE-88 Single Digital UHF 16-channel wireless mic system.

Honbo Audio is a wireless audio system manufacturer located in China.



The company produces high-quality wireless instrument microphones, wireless true diversity stage microphones, wireless in-ear monitor systems, and wireless camera microphones.

**Honbo Audio (acemic.com/en)**



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- Easy operation, saving the time of mixing and installation



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

# SOUND ROOM



## Samson Achieves Wireless Freedom

Samson's AirLine 88 Wind Instrument UHF Wireless System offers wireless freedom without the hassle of a belt-pack or cable. Featuring a clip-on transmitter with a shock-mounted microphone and adjustable gooseneck, this UHF wireless system provides high-definition sound with 300 feet of wireless operation for saxophones, trumpets, trombones, and other wind instruments.

The AW8 transmitter provides infrared

sync to wirelessly match the receiver and transmitter frequency, easily accessible Gain and Mute controls, a battery life LED indicator and an eight-hour rechargeable lithium ion battery.

The mic capsule offers a supercardioid pickup pattern that handles up to 130 dB SPL, ideal for handling the sudden attack of wind instruments.

🛒 **Samson** ([samsontech.com](http://samsontech.com))

## UA Announces Compatibility for Thunderbolt Users

Universal Audio has announced Thunderbolt compatibility for Windows 10 users and Console 2 for Apollo FireWire users as part of UAD Software v9.0.

Now, Thunderbolt-equipped Apollo Twin, Apollo 8 (DUO and QUAD), Apollo 8p, Apollo 16 and Apollo FireWire audio interfaces, as well as UAD-2 Satellite Thunderbolt devices, can all be connected to Windows 10 computers that include a Thunderbolt 3 connection (qualified Thunderbolt 3 to Thunderbolt adapter required).

Also released in UAD software v9.0 is Console 2 for Apollo and Apollo 16 FireWire interfaces.

With improved functionality over the original Console app, Console 2 gives Apollo FireWire users a host of new features, including drag-and-drop plug-in arranging and custom channel strip settings designed by top producers and engineers, including Darrell Thorp (Beck, Radiohead), Dave Isaac (Prince, Eric Clapton), Jeff Balding (Taylor Swift) and more.

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



## A-T's Open-back Headphones Boast Comfort

Featuring Audio-Technica's comfortable, self-adjusting 3D Wing Support Headband Design, the ATH-R70x professional open-back reference headphones also have breathable fabric ear-pads, providing prolonged comfort for continuous use in professional environments.

The ATH-R70x employs high-efficiency magnets and a pure alloy magnetic circuit design, reducing distortion and ensuring accurate and extended high-frequency response. Use of its carbon composite resin improves structural rigidity to provide detailed transient response.

The headphones' acoustically transparent aluminum honeycomb mesh housing provides a natural and spacious open-back sound.

MSRP: \$349.

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

## Mackie Big Knob Undergoes Complete Modernization

Mackie has undergone a complete modernization of its Big Knob monitor controller, expanding the lineup and including models with high-resolution USB recording and playback. The Big Knob series features three models: Big Knob Passive, Big Knob Studio and Big Knob Studio+.

"The Big Knob is the go-to monitor controller for project and professional studios and has been for more than a decade," said Jon Rundle, Mackie product manager. "The new series builds on this proven workflow with a healthy infusion of modern tools for any home, project or professional studio."

Now with three products in the Big Knob lineup, studios of any size will benefit from the professional source/monitor selection and precise level control that made the

original a popular choice. Plus, with the addition of high-resolution Onyx USB recording and playback, studios get a powerful solution that's greater than the sum of its parts.

Both the Big Knob Studio and Big Knob Studio+ offer high-resolution USB interfacing, featuring dual Onyx mic pre-amps, delivering an ultra-wide 60 dB of gain range sound quality. For the affordably priced Big Knob Studio, having such a high-quality interface on board creates an amazing solution for users building their first studio.

The Big Knob Passive offers a rock-solid monitor control solution, allowing users to



choose between two sources, two monitors and control it all with one Big Knob. Its no-power-required passive design ensures sonic integrity for any home studio application or for integration.

MSRP: Big Knob Passive, \$89.99; Big Knob Studio, \$259.99; Big Knob Studio+, \$389.99.

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

## Allen & Heath's Xone:PX5 Boasts Analog Quality

Allen & Heath has launched the Xone:PX5 — a 4+1 channel DJ performance mixer that combines classic Xone analog audio quality with comprehensive digital connectivity and next generation performance-focused FX processing.

Equipped with the Xone VCF filter, three-band total kill EQ on all channels and a new internal Xone:FX engine, the PX5 features a high spec 20-channel USB soundcard with Xone:Sync and MIDI integration, all packaged within an intuitive surface layout.

The PX5's FX engine features the Xone:Xcite library of performance-focused FX, coupled with familiar hands-on controls for instant, instinctive operation. A hybrid FX mode combines the internal and external

send and return FX for advanced FX processing. The Xone filter system includes HPF, BPF, LPF, resonance control and frequency sweep, plus the option to route the Aux channel and External Return to the filter.

"By combining our extensive knowledge with essential feedback from DJs, we have designed a new breed of DJ performance mixer," said Adrian Pickard, Allen & Heath's DJ sector specialist. "The Xone:FX engine has uncompromising attention to detail, whilst focusing on a familiar workflow for performance. The Xone:Sync engine enables tight integration of MIDI tools, while the newly engineered soundcard

has been specifically created for the DJ environment."

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



## AKG Delivers Powerful Lead Vocals

AKG by Harman has announced the AKG P5i high-performance dynamic vocal microphone. The AKG P5i is the first microphone designed to automatically configure with the Harman Connected PA ecosystem (also announced today), providing an easy setup and instant recall of performer and presets.

"AKG P5i is the ideal microphone for musicians who want to spend less time setting up and more time focusing on their music," said Erich Gaertner, Harman's product line manager.

The AKG P5i microphone delivers powerful sound for lead vocals. A supercardioid polar pattern ensures high gain before feedback and suppresses ambient noise. The heavy-duty metal body construction is designed to withstand tough stage performances, and an integrated windscreen eliminates pop and wind noise.

🛒 **AKG** ([akg.com](http://akg.com))





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## Palatino Genoa Violin Outfit Suits Teachers, Students

Palatino's full-featured Genoa violin outfit is ideal for teachers or students who are ready to move on to the next level of tone.

The outfit starts with a high-quality Genoa violin, assembled with a hand-carved spruce top and hand-carved figured maple back and sides. The ebony fingerboard is comfortable and won't wear down over time.

Included in the outfit is a Palatino octagonal stick bow, full suspension oblong case, shoulder rest and rosin.

**Palatino** ([palatinousa.com](http://palatinousa.com))



## Orange, Gibbons Team Up

ZZ Top's Billy Gibbons has been added as an ambassador for Orange Amplification's Bangeetar guitar and bass Pre-EQ pedal.

The Orange Bax Bangeetar was the company's first foray into the pedal market in more than 40 years. It feels and behaves like an Orange amp, delivering natural break-up

without any hint of stifling compression, has a huge dynamic range and extensive tweaking capabilities. Moderate gain produces classic Orange crunch and vintage overdrive while increased drive levels provide modern tones with large amounts of distortion.

**Orange Amplification** ([orangeamps.com](http://orangeamps.com))



## SLM Expands StagePRO Line

St. Louis Music (SLM) has introduced an expanded StagePRO line of stands, cables, and other combo accessories.

Previously known as StagePRO by Hamilton, SLM Marketplace acquired the brand in November 2015 and has worked to position StagePRO as a standalone name.

"We've been working to bring some exciting new products to StagePRO for 2017," said Rich Dumstorff, vice president of SLM Marketplace. "Since the deal with Hamilton, we've worked to actively expand the StagePRO line into all types of combo accessories and will continue to

do so in the future at factory direct pricing."

To augment the StagePRO cable line introduced in 2016, some of the products offered for 2017 include pegwinders, feedback reducers, Velcro ties, and six-, nine- and 12-hole mic bags.

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



## Yamaha Updates Portable Keyboard Line

Yamaha has introduced the PSR-E263 and the PSR-E363 — portable, affordable keyboards suited for young or aspiring musicians developing their skills.

The PSR-E363 is the most affordable in the series to feature touch-sensitive keys.

"The keys on the PSR-E363 are

touch-sensitive. This means when the user strikes the keys harder, the notes are louder, like on a piano," said Mark Anderson, director of marketing, Yamaha Digital Keyboards.

MSRP: PSR-E263, \$199; PSR-E363, \$299.00.

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

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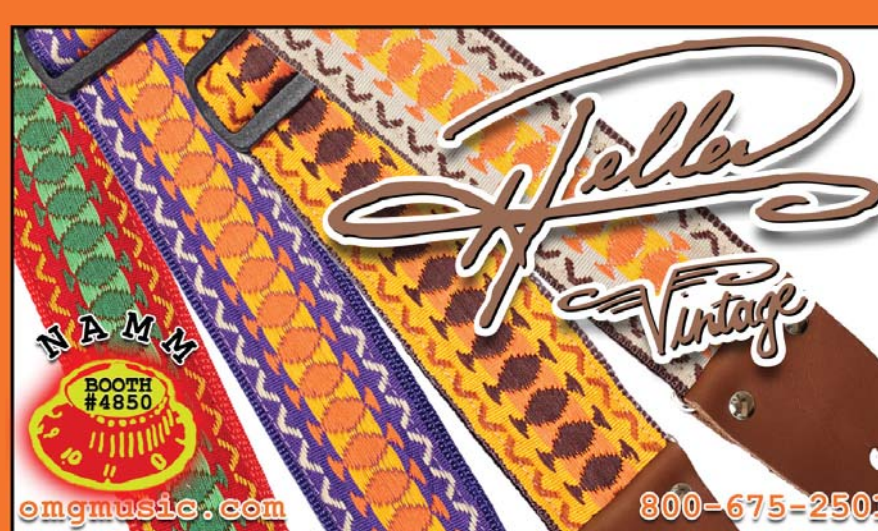
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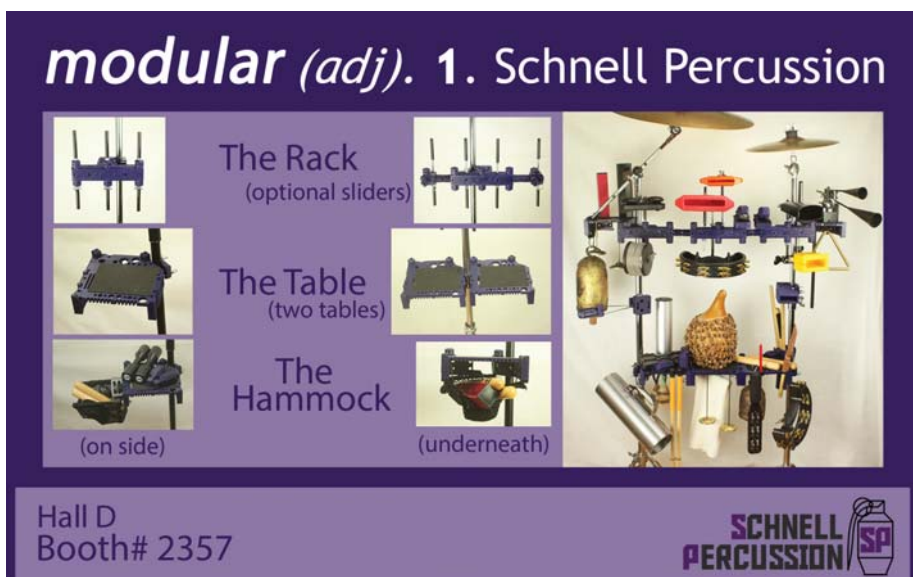


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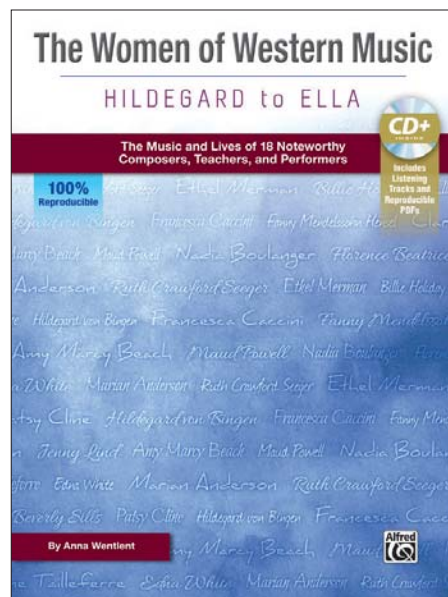
# Alfred Book Focuses on Women

*The Women of Western Music: Hildegard to Ella* is a classroom resource focusing on the lives of 18 female composers, musicians and teachers. This manual focuses exclusively on the female artists who haven't made it into most textbooks, such as Clara Schumann, Amy Beach, Marian Anderson and Billie Holiday.

This book includes biographies, student assessments and recordings — making for easy integration into teachers' curriculums.

MSRP: \$34.99.

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



# MIDI Offers Courses

The MIDI Association, the global community of people who use MIDI to create music and art, has announced its partnership with NonLinear Educating to offer extensive online courses on how to get the most out of MIDI, the Musical Instrument Digital Interface technology.

"Our NLE platform is the perfect marriage of a consumer-facing video e-learning library and a full-featured learning management system," said Steve Horelick, NLE publisher. "We are pleased to partner with the MIDI Association to help them educate the world about MIDI."

The MIDI Association website offers 1,728 hours of online training on how to use MIDI technology to create music. The

core MIDI Association curriculum was created by MIDI guru Peter Schwartz and illuminates both the science and art of MIDI.

All MIDI Association members can preview 180 hours of video courses for free as a membership benefit, as well as purchasing individual videos, curricula, or entire library passes at nominal prices.

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 MIDI Association ([midi.org](http://midi.org))

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# TECnology Hall of Fame Gets New Inductees

The NAMM Foundation inducted eight culturally significant musical inventions, ranging from 1954-1998. The ceremony was presented by The NAMM Museum of Making Music and was hosted by veteran pro-audio journalist George Petersen. The hall of fame was founded in 2004 to honor and recognize audio products and innovations that made a significant contribution to the advancement of audio technology.

The 2017 TECnology Hall of Fame inductees include:

**1954**

Decca Tree: The Decca Tree microphone redefined the approach to capturing stereo sound in both the concert hall and the studio.

**1960**

Neumann U67 Condenser Microphone: The multi-directional condenser microphone was the first of its kind. Upon its release, the U67 would gain a reputation as a "workhorse" in major studios.

**1966**

The Wah-Wah pedal: Discovered nearly by accident by Brad Plunkett, the wah-wah pedal has defined some of the most notable guitar riffs over the past 50 years.

**1976**

The TASCAM 80-8: During its time, this eight-track analog recorder became the standard for home studio use.

**1978**

The Wendel Drum Machine: Roger Nichols' Wendel gave birth to a new class of musical technologies. Today, he is considered the pioneer of digital drum replacement.

**1985**

API Audio Lunchbox 500-series: The modularity of the Lunchbox system let pro-audio professionals customize their rigs with API components.

**1987**

Neutrik Speakon connector: The Neutrik Speakon has become the standard for professional live sound speakers.

**1998**

AEA R44-C ribbon microphone: Designed in the 1930s, the R44B was deemed the most multi-purpose microphone available for sound professionals.

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



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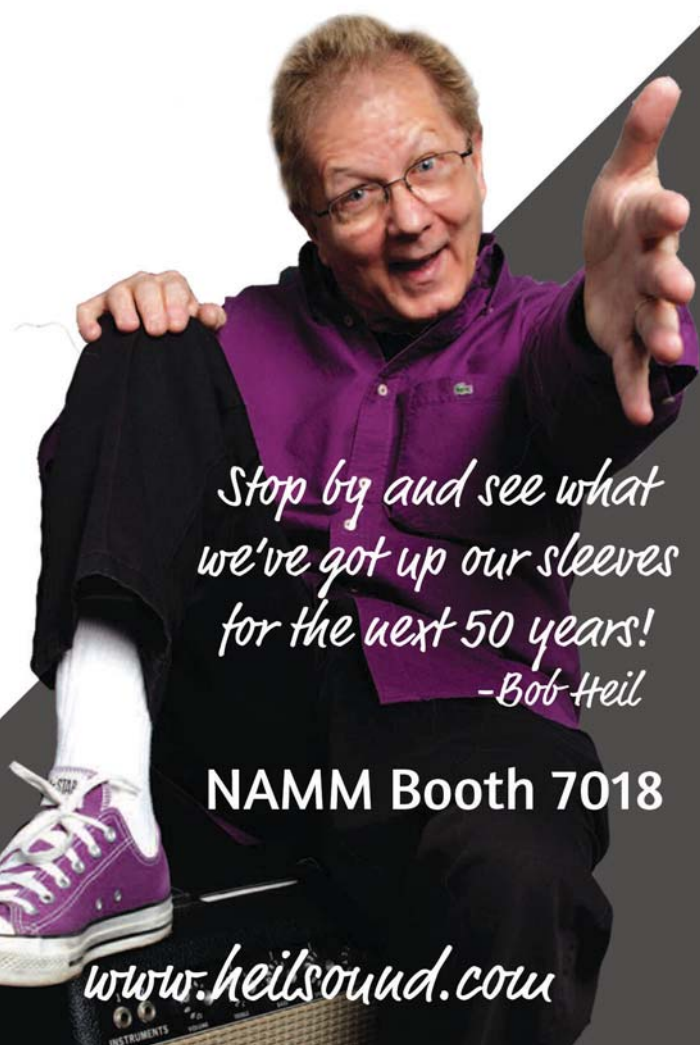


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for the next 50 years!*  
-Bob Heil

**NAMM Booth 7018**

*www.heilsound.com*

## Umlaut Audio Loops Jungle Grooves

Umlaut Audio has released *Jungle Loops*, a sample library featuring a collection of hand percussion instruments inspired by the company's development of a custom virtual instrument for composer John Debney's work on "The Jungle Book" (2016).

With 13 wood-like instrument sounds and created exclusively for Native Instruments' Kontakt software, *Jungle Loops* offers an intuitive interface and appealing design for any composer or sound designer with real-life hand percussion sounds.



MSRP: \$49.

**Umlaut Audio (umlautaudio.com)**

## Auralex's Eric Smith to Present TEC Tracks Series Lecture

Eric Smith, founder and president of Auralex Acoustics, will give a lecture at NAMM's TEC Tracks series of educational sessions during The NAMM Show. The hour-long lecture on the subject "Acoustics for Critical Listening Environments" will take place Saturday at 1 p.m.

While most spaces suffer from acoustic anomalies, it's important to understand how proper acoustical treatment can be utilized to control the sound of any room. Based on 40 years of experience consulting and providing

acoustical expertise, Smith will discuss how to transform any room into a better listening environment. Installations, free-standing and portable treatments and isolation of sound producing equipment will be highlighted in this informative seminar.

Smith is an advocate of education and has guest-lectured at high schools and colleges throughout the country. Smith brings a wealth of personal experience, technical knowledge, and a sense of humor to all of his presentations.

**Auralex (auralex.com)**

## Waves Exhibits Primary Source Expander (PSE)

Waves is exhibiting its Primary Source Expander (PSE) plug-in.

At the heart of the Primary Source Expander (PSE) plug-in is a precision expander, tailored especially for melodic sources. PSE works like a fader that smoothly attenuates the channel's level when the source goes below the threshold set, so users determine the threshold and the amount of attenuation.

PSE provides advanced sidechain and ducking controls for greater consistency and precision when treating



complex live scenarios.

Whether you are mixing live at the venue or working on a live recording in the studio, PSE will ensure that your mics are as loud and clean as they can be, while preserving your source's original tone and the natural ambience of your location. In addition, when a microphone is idle, monitor engineers will benefit from its ability to reduce sensitivity to feedback, and in-ear monitors will sound more

focused as it reduces stage noise.

**Waves (waves.com)**

## Yamaha YX-230 Xylophone Keeps Beginning Percussionists in Mind

Yamaha has introduced the YX-230 xylophone, a step-up mallet percussion instrument that's designed for beginning percussionists.

Measuring 45½-inches long in a compact, simple design, this three-octave tabletop student xylophone is intended for 5th through 7th graders who often use rented student kits before progressing to tabletop xylophones in middle school. It requires no assembly and offers easy playability and handling, making the YX-230 xylophone the ideal first instrument for music education, practice and performance.

Made with quality materials and featuring 1½-inch-wide bars, the YX-230 also employs

octave tuning, resulting in a tone that's suitable for solo playing and private practice at home. Octave tuning reduces superfluous overtones, resulting in a pleasing sound for solo performance.

A built-in handle allows the instrument to be easily carried by one person. The post, which is made of resin, will not bend, dampen bar resonance or cause unwanted noise.

The YX-230 comes with a cover that protects the instrument from dust and scratches as well as a pair of ME-103 mallets. The YGS-70 stand and PCS-YX230 soft case are sold separately.

MSRP: \$1,398-\$1,724.

**Yamaha (usa.yamaha.com)**



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**PMC Members Meeting & Percussion Industry Gathering**  
Thursday, January 19, 2017, 6:30-8:00p.m.  
(Entertainment begins at 6:00p.m.)  
**VISTA LOUNGE, 14th floor of the Hilton Anaheim Hotel**

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The Percussion Marketing Council is a non-profit 501-c corporation dedicated to the advancement, understanding, and enjoyment of drums and percussion.  
Percussion Marketing Council, P.O. Box 33252, Cleveland, OH, (440) 582-7006

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#### FIELD SUPPORT ASSOCIATE

LOUD Retail Group (LRG) is looking for Field Support Associates (FSA) who will travel extensively in assigned geographical territories. The FSA will play a key role in supporting the objectives of the brands by closely partnering with dealers, LOUD channel marketing and sales management. The Field Support Associates will be proactive in reaching out to customers to provide support, visit customer sites and participate in trade shows. If pro-audio is your passion and building lasting business relationships is your goal, we want to hear from you!

The FSA-Field Support Associates will be assigned to the following US territories:

- South-West US
- South-Central US
- South-East US
- North-East US

#### ESSENTIAL FUNCTIONS & MAJOR RESPONSIBILITIES:

- Ensure "best in store" visibility and awareness
- Expand and maintain display footprint as well as in and on store signage
- Provide connection for floor sales people
- Train, evangelize, problem-solve and influence the LOUD (Mackie and Ampeg) pro-audio brands
- Remove business hurdles and provide real time solutions
- Deliver group training sessions, support and host clinics and special events
- Provide customer demos
- Roll out new products, services, demos and promos
- Set up training and demo days for staff and end users

#### REQUIRED JOB SKILLS:

- Ability to effectively present LRG Brands' products, services and programs to dealers and end-users within assigned geographic territories
- Professional use of Power Point, Excel, and CRM
- A focus on developing and maintaining long-term business relationships with sales and marketing teams at each Mackie/Ampeg retail location

#### EDUCATION AND EXPERIENCE:

- HS diploma or equivalent required
- 3 years + MI Retail or pro-audio experience
- Ability to travel extensively within assigned territories

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[loudtechinc.com/are-you-loud](http://loudtechinc.com/are-you-loud)



LOUD Technologies Inc.



## Bergantino Adds Line

Bergantino Audio Systems has released the Reference Series Speaker Cabinets.

The Reference Series offers quality bass guitar amplification. The series employ precision-tuned cabinets, built with 100-percent Baltic birch plywood and are covered in a rugged tolex finish for long-term durability.

The cabinets also employ a rigid black metal grille to protect the drivers and eliminate the tone robbing acoustic absorption associated with cloth grill designs.

**Bergantino** ([bergantino.com](http://bergantino.com))

## Soundbrenner Raises \$1.5M for Research, Product Development

Soundbrenner, the creators behind the smart vibrating metronome, the Soundbrenner Pulse, announced the closing of \$1.5 million in the latest funding round. The new funding will propel Soundbrenner into a new stage of product development and market expansion in 2017. The company will invest the capital into research and development for the next generation of hardware and software products, expanding global retail distribution and entering into the music-education market.

"The Soundbrenner Pulse has proven to be an effective tool for many aspiring musicians as it allows both teacher and student to fully experience the rhythm of the song," said Florian Simmendinger, CEO of Soundbrenner. "We constantly receive feedback from customers saying that this

new form of rhythm experience has really helped improve their time keeping. We believe that the Soundbrenner Pulse can bring great value to music students through performance feedback, rhythm practices and better guidance from teachers."

Soundbrenner will invest the new funding in three key areas: expansion of global distribution, entry into the music-education market, and research and development into the next generation hardware and software products. With retail distribution available in the U.S., Korea, Japan and Europe, the team will be shifting its focus to establishing new distribution channels in other global markets, including Canada, Australia and Russia. Soundbrenner will also use the capital to enter the music-education market.

**Soundbrenner** ([soundbrenner.com](http://soundbrenner.com))



## Superlux Delivers High-def

Superlux has introduced the HD687 and HD688 high-definition headphones. Both models are equipped with a precision triple-layer diaphragm in order to reproduce natural sound with less sound coloration and a more balanced sound field.

With HD687 and HD688, listeners can catch clear resolution of each musical part and an open sound field, especially for the elasticity, as well as the nuance of bass instruments. The models are geared toward pop and rock.

**Superlux** ([alvlex.com](http://alvlex.com))

## Mixwan Uses Wireless Tech

Mixwan, a joint venture partnership with Direct Sound, has introduced three wireless products, including Mixwan Live 5.8: the industry's first 5.8 GHz wireless system.

Mixwan has also introduced the EXW-37 Wireless Headphones and the Studio Buddy.

The Mixwan Live 5.8 system uses Mixwan's proprietary data transmission technology, resulting in 2.9 milliseconds latency, one of the lowest wireless latency

specifications in the industry.

Mixwan's EXW-37 Wireless Extreme Isolation Headphones incorporate proprietary high-precision audio and wireless technology to provide 37.7 dB of isolation at 8,000 kHz.

The Studio Buddy is a portable plug-in device that enables Mixwan-compatible headphones to play music in real-time, wirelessly, with essentially zero latency.

**Direct Sound** ([extremeheadphones.com](http://extremeheadphones.com))

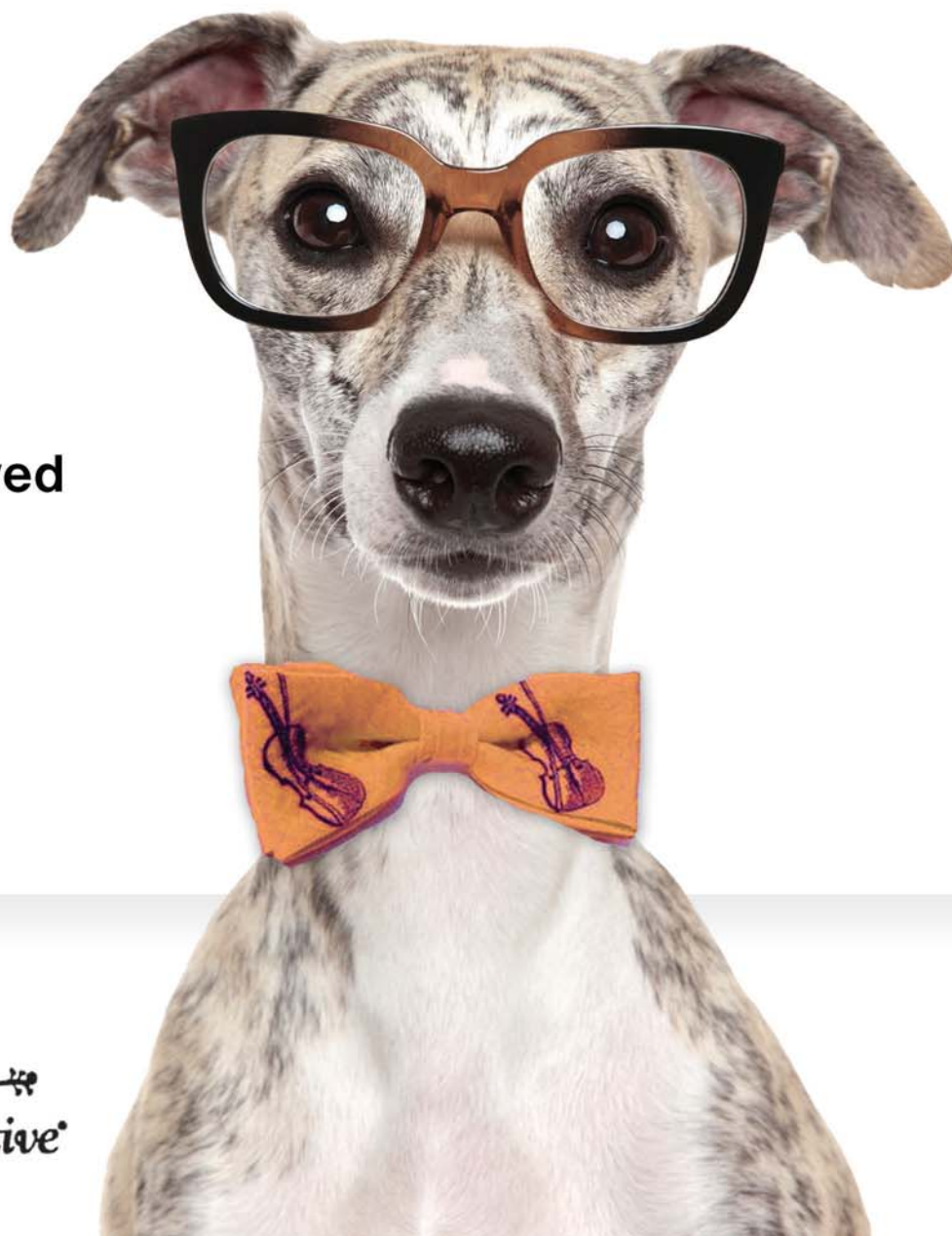


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## Floyd Rose Lets You Listen in Style



Floyd Rose FR-18 Wood Headphones deliver state-of-the-art high-fidelity technology. A 50-mm driver diameter and full 20-20 kHz frequency range gives a warm and articulate recreation of sound.

Floyd Rose FR-36 Bluetooth Headphones deliver balanced highs and lows, offering sound clarity and comfort without the need to be wired-in. Using APTX- CSR and NFC Audio Technology connects to a listener's device with ease and can play up to 14 hours of continuous music on a full charge.

MSRP: \$349.95.

 **Floyd Rose** ([floydroseaudio.com](http://floydroseaudio.com))

## Sennheiser Products Honored at German Design Awards


Sennheiser has received three accolades at the German Design Awards. Sennheiser's TeamConnect Wireless was awarded the "Gold" label for best product design in the Computer and Communication category, while the HD 630VB and RS 185 headphones received "Special Mention" commendations for design in the Entertainment category.

The German Design Award is the international prize from the German Design Council. Awarded annually by an international panel of industry experts, the German Design Awards aim to discover, showcase and honor unique and groundbreaking trends in communications and

product design from around the world.

For the 2017 edition, there were more than 4,000 entries, around half of which were submitted to be considered in the Excellent Product Design category.

"We are very honored to win a gold award for TeamConnect Wireless. It is a product with which we have truly sought to redefine the category — by bringing together world-class design and state-of-the-art conferencing technology to improve the experience of ad hoc conferencing," said Jens Werner, portfolio manager, business communication at Sennheiser.

 **Sennheiser** ([sennheiser.com](http://sennheiser.com))

## RCF Extends Low-frequency Offerings


RCF has added two cabinets of similar format providing a compatible bass extension to products in the HDL and TT+ Series. Each contains three 12-inch bass transducers powered by 3300 watts of Class D digital amplification.

The HDL53-A occupies the same size enclosure as the HDL50-A active three-way line array cabinet, using the same hardware

for integration into line array systems.

The TTL6-AS occupies the same size enclosure as the TTL6-A active three-way line source column array, and uses the same hardware for integration when stacking or flying this system.

With either system, the cabinets extend the frequency response down to 35 Hz.


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

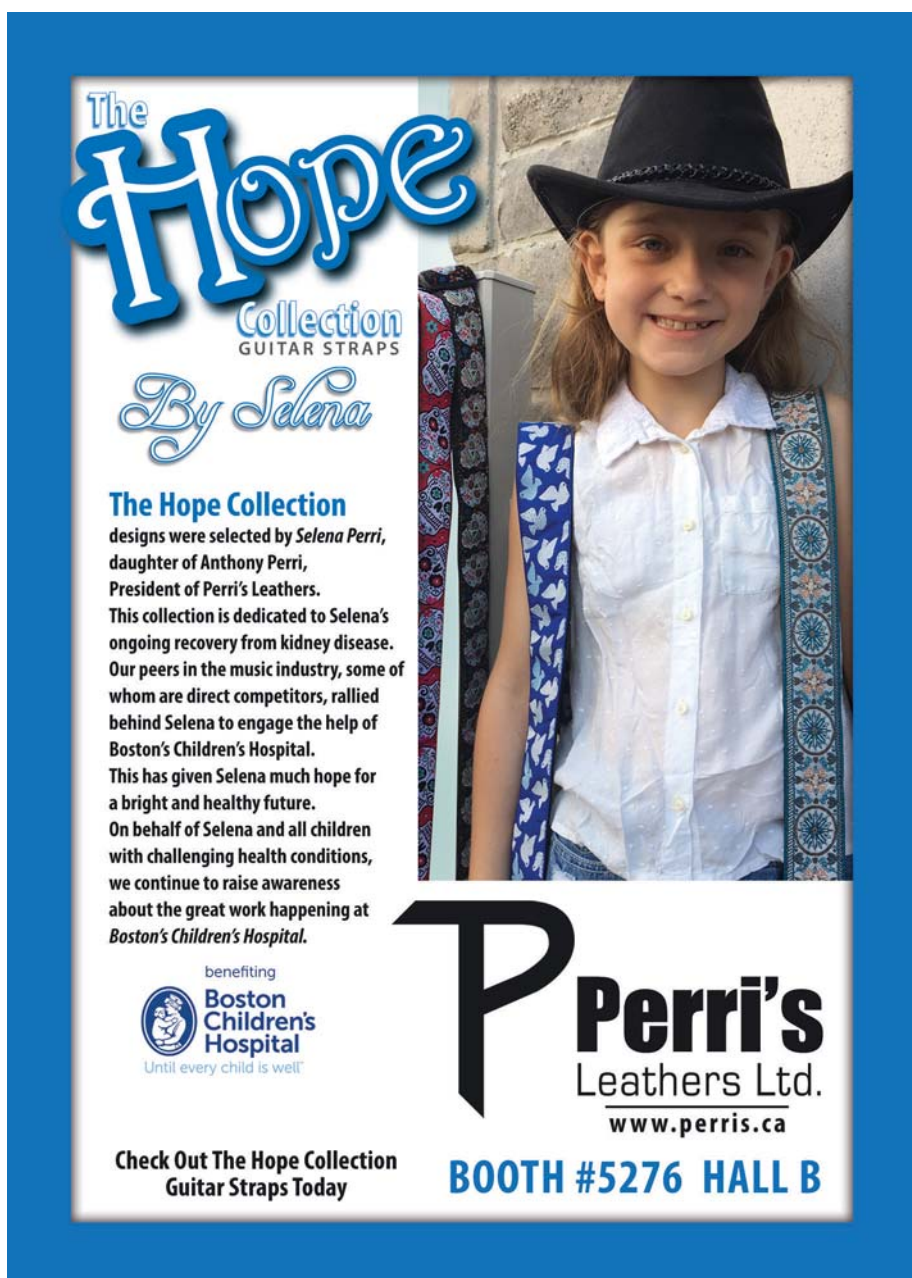
## The One Smart Piano Teaches Players to Play

The One is a first-of-its-kind, Apple-certified smart piano.

The One Smart Piano offers real-time MIDI signals and features 88 weighted keys with three foot pedals. LED strip lights above the keys teach players which notes to play.

Weighing in at only 11 pounds, The One Light also features an integrated MIDI signal. Player's can plug in a microphone to sing and play songs, and 61 backlit keys show users the next note to play.

 **The One** ([smartpiano.com](http://smartpiano.com))

**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*.

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**BOOTH #5276 HALL B**



## Komet 29 Boasts Superb Tones

Komet Amplification's Komet 29 guitar amplifier is responsive to the player's touch — delivering notes that bloom into harmonic feedback at will. Featuring custom-designed output and power transformers, it delivers 29 watts RMS for loud, clean sound. Its pre-amp employs two 12AX7 tubes with plenty of gain.

A proprietary Thrust control lets player's fine tune the Komet 29's response to their guitar's output and personal tonal preference. Lower Thrust settings provide maximum clean headroom, while increasing Thrust thickens the tone and increases harmonic distortion for a more saturated lead tone.

[Komet \(kometamps.com\)](http://kometamps.com)

## Dream's Additions Feature Dynamic Range, Vivid Color

Dream Cymbals has unveiled the Energy 19-inch crash, 21-inch ride and 2-inch

crash/ride cymbals are dynamic powerhouses that produce the same crisp stick articulation found in Dream's current Energy series. The ride is a bit heavier, adding control and articulation.

Both cymbals remain fully crashable and will deliver a warm wave of wash if the player leans in to turn up the heat.

As with all Energy Cymbals the bells remain unlathed, raw and bright.

[Dream Cymbals \(dreamcymbals.com\)](http://dreamcymbals.com)



The Energy series is ideal for heavy hitters and sensitive players alike due to their dynamic range and vivid color. After receiving numerous requests for odd sizing, the Energy line continues to grow.

The 19-inch Energy Crash produces an articulate crash that can cut through dense ensemble settings.

The 21-inch ride and 21-inch

## Italian-made Amplifiers

Proamp is an Italian brand of professional bass amplifiers. The amps are engineered and manufactured in Italy.

Proamp's amplifiers sound defined, clear and powerful. The amps are light and

compact in design. The amplifiers feature quality digital power amp and neodymium speakers, as well as a range of power from 300 watts to 1,000 watts.

[Proamp \(proamp.it\)](http://proamp.it)

## RCF Upgrades D-Line HD Series Cabinets

RCF has upgraded its D-Line HD Series cabinets with MK4-generation technology. The company recently introduced the HD10-A MK4 active 10-inch, two-way cabinet and the HD12-A MK4 active 12-inch, two-way cabinet.

Thanks to its deep bass punch, clear midrange output and accurate high frequencies, the HD10-A MK4 offers the superior intelligibility in both live performance and recorded music playback that makes it an excellent choice for the production and performance communities.

The MK4 version of the HD12-A incorporates transducer technology — providing the ability to increase the power of the cabinet to 1,400 watts, improving the performance output.

The HD Series has incorporated FirPHASE technology, proprietary and advanced FIR and advanced FIR filtering conceived to deliver transparent and absolute clarity. The FirPHASE algorithm optimizes dynamics, amplitude and phase patterns, and insures minimum latency in the system.

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

## The Pattern Is Growing

A new pattern is growing in acoustic amplification: the Mi-Si Motif 2.0.

Featuring an Active Under-Saddle Condenser Pickup with flex circuit technology for better performance and easier installation.



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Booth #3535

Motif 2.0

**MiSi**

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[www.mi-si.com](http://www.mi-si.com)


A black and white photograph of Stevie MacKay playing a Variax Shuriken baritone guitar. He is wearing a dark jacket and has a beard. The guitar is a dark color with a light-colored pickguard.

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[www.line6.com/shuriken](http://www.line6.com/shuriken)

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Photo credit: Paul Mashburn

# APPEARANCES

SATURDAY, JANUARY 21, 2017

## 10:00 A.M.

**Laurent Bernadac**  
(also at 11 a.m., 2:00 p.m., 3:00 p.m. and 4:30 p.m.)  
**3Dvarius**  
Booth 2526

**Tom Feldmann demos Waterloo models.**  
**Collings Guitars** Booth  
Booth 1525

**Lisa Bella Donna**  
**EarthQuaker Devices**  
Booth 4296

**Federico Malaman, Michelangelo Brandimarte, Tom Quayle, Alessio Menconi, Maurizio Rolli, Andrea Zaccari & Tommaso Troncon**  
**IQS Strings**  
Booth 4394

**Callie Young**  
**Linear Integrated Systems**  
Booth 7710

**Doug Johns**  
**Pedulla Guitars**  
Booth 5962

## 11:00 A.M.

**Joey Landreth & Ariel Posen**  
**Collings Guitars**  
Booth 1525



**DJ KRISTAVAL**  
**Electro-Voice**  
Booth 6567

**Brad Russell**  
**GHS Strings**  
Booth 4682

**Mathieu Terrade performs.**  
**Marcodi Musical Products**  
Booth 1178

## 11:30 A.M.

**Justin Johnson**  
(also at 2:00 p.m. and 4:00 p.m.)  
**Automated Processes**  
Booth 6104

## 12:00 P.M.

**Signing with Chris Broderick.**  
**Fender**  
Booth 304

**Signing with Misha Mansoor.**  
**Fender**  
Booth 304

**Steve Vai**  
**Hoshino**  
Booth 4634

**Kerry Marshall**  
**Neunaber Audio Effects**  
Booth 1489

**Signing with Kings X & Zakk Wylde.**  
**Schecter Guitar Research**  
Booth 210 D

## 12:30 P.M.

**Carlos Fisher**  
**EarthQuaker Devices**  
Booth 4296

**Gene Cornish & Skunk Baxter**  
**D’Angelico Guitars**  
Booth 212 A-B

**Cold Kingdom performs.**  
**Electro-Voice**  
Booth 6567

## 1:00 P.M.

**Signing with Marty Friedman.**  
**Fender**  
Booth 304

**Mike Orlando with special guest**  
**GHS Strings**  
Booth 4682

**Tommy Bolan performs.**  
**IdeaBench**  
Booth 1695

**Jeff Lawson**  
**King Blossom Guitars**  
Booth 1482

**King Washington**  
**Sennheiser, Neumann**  
Booth 6577

**Nalle Colt**  
**TonePros**  
Booth 3390

## 1:30 P.M.

**Dave Weckl**  
**QSC**  
Booth 6555

## 2:00 P.M.

**Brandon “Taz” performs.**  
**D’Angelico Guitars**  
Booth 212 A-B

**Sylvia Massy, Joe Chiccarelli, F. Reid Shippen & Vance Powell**  
**EarthQuaker Devices**  
Booth 4296



**JASON JANI**  
**Electro-Voice**  
Booth 6567

**Gino Matteo**  
**Neunaber Audio Effects**  
Booth 1489

**Debby Holiday**  
**Sennheiser, Neumann**  
Booth 6577

## 2:30 P.M.

**Signing with Gus G.**  
**Fender**  
Booth 304

**Kenny Aronoff**  
**Hal Leonard**  
Booth 5720

## 3:00 P.M.

**Mike Hayes**  
**D’Angelico Guitars**  
Booth 212 A-B

**Joey Karam**  
**EarthQuaker Devices**  
Booth 4296

**ThundHERstruck**  
**Electro-Voice**  
Booth 6567

**Muriel Anderson**  
**GHS Strings**  
Booth 4682

**Mike Hayes performs.**  
**D’Angelico Guitars**  
Booth 212 A-B

**Signing with Michael Anthony.**  
**Schecter Guitar Research**  
Booth 210 D

## 4:00 P.M.

**John Pisano & Ron Anthony perform.**  
**D’Angelico Guitars**  
Booth 212 A-B

**Nick Semrad**  
**EarthQuaker Devices**  
Booth 4296

**Mick Thomson**  
**Fender**  
Booth 304

**Angeline Saris**  
**GHS Strings**  
Booth 4682

**Christian Vegh**  
**King Blossom Guitars**  
Booth 1482

**Percy Bady**  
**Sennheiser, Neumann**  
Booth 6577

**Jan Bugaiski & Jackie Foster perform.**  
**Zemaitis Guitars**  
Booth 210 C

## 4:30 P.M.



**WARREN WALKER**  
**EarthQuaker Devices**  
Booth 4296

## 5:00 P.M.

**Erick Walls performs.**  
**D’Angelico Guitars**  
Booth 212 A-B

**Michael Bacarella performs.**  
**Zemaitis Guitars**  
Booth 210 C

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Saturday  
January 21, 2017

**NAMM® U**

## This Morning's NAMM U Breakfast Session

*Big-Picture Ideas for Inspiration and Forward Direction*

### The Art of Innovation

8–9:30 am

Pacific Ballroom, Anaheim Hilton



What's the secret of the most innovative companies? Why do some consistently outperform everyone else—and stay at the forefront as the competition struggles to keep up? Find out at this special Breakfast Session. NAMM welcomes marketing legend Guy Kawasaki, chief evangelist for Canva, former chief evangelist for Apple and the best-selling author of such classics as “The Art of the Start.” In 60 minutes, Kawasaki will reveal practical, surprising and even counterintuitive ideas to trigger innovation in your own music business.

## NAMM Idea Center Spotlight

*Results-Oriented How-Tos, Tactics and Tips to Grow Your Business*

### Master Retailers: What I've Learned (Double Session)

3–4 pm

NAMM Idea Center, ACC Lobby, Level 1

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How do the best of the best find new opportunities, manage change and solve nagging problems? In this special NAMM U double session, Kevin Cranley, president of Willis Music and former NAMM chairman, moderates a high-powered panel of music retail luminaries: Sammy Ash of Sam Ash Music, George Quinlan Jr. of Quinlan & Fabish, Cindy Cook of The Candyman Strings & Things, Pat Averwater of Amro Music and Whitney Brown of Ted Brown Music. They'll dive into practical tips for taking your business to the next level, share their biggest lessons learned and also reveal how they face down the same trials you go through on a daily basis. A can't-miss session for anyone in music retail.

## TEC Tracks Standout

*Sessions for Sound, Studio and Stage Pros*

### Keynote: Peter Asher

11 am–12 pm

The Forum, Level 2 (203 A-B)



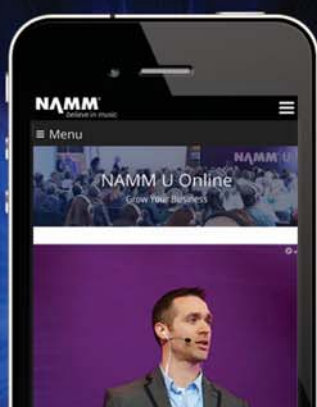
sound | studio | stage

One of the music industry's most important and prolific artists/managers/producers is interviewed by one of the industry's most insightful and authoritative observers, Bob Lefsetz.

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# TEC TRACKS

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

10:30 A.M.

### Insights into an Innovator:

**Bob Moog**

*Michelle Moog-Koussa, Bob Moog  
Foundation*

**Master Class (202 A)**

Experience a rare glimpse into the evolution of synthesizer pioneer Bob Moog's inspiration through newly discovered family photos, correspondence and documentation as shared by his daughter, Michelle Moog-Koussa, executive director of the Bob Moog Foundation.

11:00 A.M.

### The Art & Science of Live Mixing

*John Mills, Morris Light & Sound*

**Master Class (202 A)**

This session presents a general overview and big-picture look into what's going on in the world of live sound today.

### Machine Learning in Music:

**iZotope Neutron**

**A3E**

**TEC Lab (202 B)**

Every update of production and mastering software adds new layers of sophisticated machine learning and predictive modeling. While some musicians oppose these advancements, others embrace the creative power and time-saving features. Join A3E in a case study on the development and application of iZotope's latest release Neutron, and explore its powerful use of Machine Learning for professional mixes of your music in your favorite DAW.

### Keynote: Peter Asher

*Peter Asher, with Bob Lefsetz*

**The Forum (203 A-B)**

One of the music industry's most important and prolific artist/manager/producers is interviewed by one of the industry's most insightful and authoritative observers.

12:00 P.M.

### Insights for Understanding &

**Marketing to the House of Worship**

*Bruce Adolph, Worship Musician  
Magazine*

**Master Class (202 A)**

Worship teams invest more in their gear and spend more time playing it live than any other group of musicians. Understanding why they select the gear they do and how they use it is key to serving this community — and to growing your business.

### Transformative Applications for the New Music Industry: Fantasy Band

**A3E**

**TEC Lab (202 B)**

BlackSleeve Media unveils a “Virtual Music Industry” where songwriters, vocalists, musicians and bands unite to produce hits and get paid. Meet the BlackSleeve Media team, and hear how they combine new musical collaboration technology and mobile recording with the excitement of fantasy sports, gaming and television to create a transformative application for the internet generation of musicians.

### Soundbreaking: The Birth of ‘Sgt. Pepper’ & Other Tales from Abbey Road

*The Forum (203 A-B)*

Recently listed among the top five shows

in *The Hollywood Reporter's* “The Best TV of 2016,” “Soundbreaking” illuminates the magic behind recording great music in a completely unprecedented fashion. In the 50th anniversary year of the recording of what many consider to be the greatest album of all time — Sgt. Pepper's Lonely Hearts Club Band — TEC Tracks presents excerpts from “Soundbreaking” featuring the late Sir George Martin and the real stories behind some of The Beatles' most seminal work. “Soundbreaking” was Sir George Martin's final project.

1:00 P.M.

### Acoustics for Critical Listening Environments

*Eric Smith*

**Master Class (202 A)**

Whether a house of worship, a project studio or a music performance space, the same rules of physics and acoustics apply. This master class will explore analyze and suggest remedies for the key acoustical elements of rooms where both intelligibility and musicality are critical.

### The Future of Game Audio for Virtual Reality

**A3E**

**TEC Lab (202 B)**

Video game audio has evolved from beeps and blips to some of the most sophisticated orchestral arrangements and sound design ever to hit a Hollywood dubstage. Now virtual reality opens the door to psycho-acoustic audio journeys that convince your mind it's immersed in a real three-dimensional environment. Meet a panel of leaders shaping the future of game audio, and explore the creative tools and techniques of the trade.

### Studios of London 1967 Revisited

*Howard Massey, industry consultant  
and music journalist*

**The Forum (203 A-B)**

Some of the most important and influential recordings of all time were created in 1967, in iconic British facilities, such as Abbey Road, Decca, Olympic, IBC, Sound Techniques and Joe Meek's home studio. This multimedia presentation will celebrate those hallowed halls with a number of rare photographs and videos. Join host Howard Massey, the man who wrote the book about it.

2:00 P.M.

### TECnology Hall of Fame

*George Petersen, FOH Magazine*

**Master Class (202 A)**

Founded in 2004 and developed by George Petersen, the TECnology Hall of Fame honors and recognizes audio products and innovations that have made significant contributions to the advancement of audio technology. This year's session, which is presented by the NAMM Museum of Making Music and supported by AES, will induct 10 pivotal products into the Hall of Fame. Inductees are selected by a panel of more than 50 recognized audio experts, including authors, educators, engineers and other professionals. Come out and celebrate these innovations and the people and companies that made them possible. More than nostalgia, it's essential knowledge for pro-audio professionals.

SATURDAY, JANUARY 21, 2017

### The Future of Advanced Post Production & Immersive Audio **A3E**

**TEC Lab (202 B)**

The advent of 3-D visual environments pushes the boundaries of advanced-audio applications for musicians and audio professionals. When the mind is truly immersed in a virtual environment, the perception and awareness of background music and sound design from a traditional soundtrack are often counter-effective to the experience. Meet the leaders in immersive audio development, and learn about the technology and creative process that will drive the future of post-production.

### Engineers Forum: Mixing for Immersive Environments **studioexpresso.com & TransAudio Group**

**The Forum (203 A-B)**

In this session moderated by Claris Sayadian and Brad Lunde, a panel of top studio engineers will discuss the issues around adding another dimension to the sonic experiences they are now creating. How are mixing techniques different in 3-D? How do you train your ears to lead you to the result you are going for?

**3:00 P.M.**

### Wearable Technology for Production & Live Performance **A3E**

**TEC Lab (202 B)**

Wearable technology is fast becoming a powerful tool for both live performance and audience interaction. Engaging your audience and creating a social experience that sets your performances and events apart is more important now than ever before. Wearable technology offers a new visual identity to your music, as well as insight and understanding of your fan base. Attend this A3E session to understand the power of wearable technology and how to begin using it to enhance your music today.

### Producers' Forum: Producing for the World Markets

**studioexpresso.com & TransAudio Group**

**The Forum (203 A-B)**

Music is truly an international language — and a challenge for producers who approach it globally. They must understand the subtleties and complexities of the music as well as do their best to dial in the receptivity of an international audience. In this session moderated by Claris Sayadian and Brad Lunde, several top producers will discuss their tips and techniques for world-wide success.

**4:00 P.M.**

### Studio Design for Immersive Audio **John Storyk, Walters Storyk Design Group**

**Master Class (202 A)**

In an industry deluged by acronyms, Immersive Audio (IA) appears to have leapfrogged the trend. Much of the noise made by these new innovations is focused on hype rather than on specific real-world listener/viewer needs or actual desires. That said, IA systems for producing, distributing and receiving this new sound experience do exist,

they work, and they are proliferating — as do studios designed to record, produce and mix the IA experience. This presentation will explore IA studio design, including acoustics, aesthetics, ergonomics, master planning and future-proofing.

### Computer Science Breakthroughs for Musicians: The Music Room **A3E**

**TEC Lab (202 B)**

Each year, advancements in computer science raise the creative bar for musicians and audio professionals. Virtual reality is not only unleashing an array of new opportunities and experiences for musicians to reach new audiences but also an entirely new paradigm of sophisticated multi-dimensional MIDI controllers that will unlock deep musical creativity. Meet the musicians and developers behind the latest technology breakthroughs in VR and computer music.

### 7 Keys to Success from 'The Hardest Hitting Man in Show Business' Kenny Aronoff

**Kenny Aronoff**

**The Forum (203 A-B)**

Kenny Aronoff, arguably the most sought-after recording and touring drummer, talks about becoming successful — and staying successful — in life and career with self-discipline and hard work, fueled by passion and education.

**5:00 P.M.**

### Bass Settings for Studio & Stage **Dan Warren, Warren Media & Marketing**

**Master Class (202 A)**

Mega bass panelists discuss their experience and expertise delivering the best live and studio sound on their instruments and amplification systems.

### Mastering Audio for the World Market

**Maor Appelbaum**

**TEC Lab (202 B)**

In this presentation, mastering engineer Maor Appelbaum describes how he communicates with international and domestic clients about the mastering process and sonic concepts. He will present before-and-after mastering examples and will elaborate on his thought process behind mastering them, explaining the use of various analog and digital gear, ways to optimize mixes before mastering and various playback formats. Discover how to get the maximum from the mastering session and how to approach it.

### Birth of a Record: Aerosmith's 'Toys in the Attic'

**Mr. Bonzai**

**The Forum (203 A-B)**

Music producer/engineer Jack Douglas and a very special guest will join music photojournalist, author and moderator Mr. Bonzai in an exploration of the inception and creation of a great and hugely successful record from 1975, Aerosmith's "Toys in the Attic." Following this panel, Jack Douglas will be inducted into the NAMM TEC Hall of Fame. Joe Perry will be receiving the Les Paul Award at the same ceremony.



**Saturday**  
January 21, 2017

the **music** begins here  
OPPORTUNITY • COMMUNITY • PROFITABILITY

## NAMM Annual Meeting of Members

**11:30 am**

**Avalon Ballroom, Anaheim Hilton**

You're invited to join us for the Annual Meeting of Members, where NAMM Members will vote in a new slate of eight Board Members. Let your voice be heard!

## The Grand Rally for Music Education

**9:30 am**

**The NAMM Foundation Lounge, California Ballroom, Anaheim Hilton**

Don't miss performances by the classically-trained hip-hop violin and viola duo Black Violin, presented in collaboration with Yamaha; interviews with Turnaround Artists Keb' Mo' and Bernie Williams; and student performances by The Perfect Fourth Quartet, a program of the Sphinx Organization.

**3:30 pm**

**The NAMM Foundation Lounge, California Ballroom, Anaheim Hilton**

The Sandy Feldstein Roundtable Featuring The Accidentals and Music Industry Professionals

NAMM CEO Joe Lamond hosts a panel of industry professionals with a performance by The Accidentals. With Jay Blumenthal, Joe Testsa, Vic Firth, Michael Doyle, Katie Larson and Savannah Bulst of The Accidentals.

## Tonight on the NAMM Nissan Grand Plaza Stage

**5:45 – 7:30 pm**

**John Lennon Bus Imagine Party Featuring Ronnie Spector & The Ronettes, ACC Grand Plaza**

John Lennon Educational Tour Bus Imagine Party

On Saturday, January 21, The John Lennon Educational Tour Bus celebrates its 20th Anniversary with The John Lennon Imagine Party featuring R&B/pop legend, **Ronnie Spector** and The Ronettes. As one of the few artists in history to define an entire era of pop music, Spector is best known for her classic bebop hits, "Be My Baby," "Walking in The Rain," and "Do I Love You," over the course of a career spanning decades and collaborations with many hit-makers, including Jimi Hendrix, Bruce Springsteen and The Beatles.

## Honoring Excellence at Tonight's 32nd Annual NAMM TEC Awards

**7 pm**

**Pacific Ballroom, Anaheim Hilton**

Join us tonight for the NAMM Technology Excellence & Creativity (TEC) Awards, the most prestigious awards event in the professional audio and sound production industry, on Level 2 of the Anaheim Hilton. At tonight's event, hosted by comedian Sinbad, this year's Les Paul Award will go to iconic artist, **Joe Perry** of Aerosmith. In addition, legendary engineer and producer, **Jack Douglas** will be inducted into the NAMM TEC Awards Hall of Fame. Purchase your tickets at [tecwards.org](http://tecwards.org) or in front of the Anaheim Hilton Pacific Ballroom after 12 pm.

## 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

SATURDAY, JANUARY 21, 2017

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).

## BREAKFAST SESSION

8:30–9:30 A.M.

### The Art of Innovation

**Guy Kawasaki**, best-selling author, chief evangelist of Canva and former chief evangelist of Apple

**Hilton Anaheim Hotel Pacific Ballrooms**

Kawasaki will reveal ideas to trigger innovation in your own music business. (Free breakfast served from 8–8:30 a.m.)

10:30 A.M.

### Music Retail Store Design 2020

**Corin Birchall**,  
**Kerching Retail**

Corin Birchall, founder of Kerching Retail, will share examples of leading retailers that are creating retail experiences fit for the 2020s.

11:00 A.M.

### Music Retail's Top Instagram & Facebook Promotions for 2017

**Cris Behrens**,  
**Summerhays Music Center**

Cris Behrens, marketing manager of Summerhays Music Center, will break down his six favorite campaigns from throughout the music business. Find out how your fellow music retail friends are using Facebook.

11:30 A.M.

### Beyond E-commerce: How Online Can Boost In-store Sales

**Joerg Hermesen**, Schmitt Music;  
**Keith Grasso**, Island Music Company;  
**Gordon O'Hara**, Retail Up (Moderator)

In this fast-moving, informative discussion, they'll share their own best practices and big ideas for creating more success in-store using websites and social marketing.

12:00 P.M.

### Innovative Store Design Concepts on a Budget

**Tim Pratt**,  
**Dietze Music**

Join Tim Pratt of Dietze Music for innovative and proven store design ideas you can do on a dime.

12:30 P.M.

### Strategies & Secrets of NAMM's Dealer of the Year

**Menzie Pittman**,  
**Contemporary Music Center**

Contemporary Music Center won the highest honor in music retail: NAMM's 2016 Dealer of the Year. Now, owner Menzie Pittman comes to the NAMM Idea Center to share his strategies.



Aerosmith's Joe Perry will be honored at the NAMM TEC Awards, 6:00 p.m.

1:00 P.M.

### 5 Sure-fire Ways to Increase Cash Flow

**Robin Sassi & Kimberly Deverell**,  
**San Diego Music Studio**

Get proven ideas for boosting cash flow by using free events, services and products.

1:30 P.M.

### The Biggest Mistakes in Lesson Programs

**Pete Gamber**,  
**Music Inc. magazine columnist**

Lessons guru Pete Gamber will lay out the biggest mistakes that impede a program's success. A must-see session for any retailer with a lessons business.

2:00 P.M.

### Powerhouse Promotions that Drive Sales and Traffic

**Tim Spicer**,  
**Spicer's Music**

Co-owner Tim Spicer will walk you through easy-to-plan events, how he's used them to compete with larger online retailers, get free advertising and become the local music retail hub.

2:30 P.M.

### How to Keep a Big Balance in Your Bank Account

**Deb Barker & Chad Lyon**,  
**Wells Fargo**

Deb Barker and Chad Lyon of Wells Fargo will show you a few simple tips and tricks to grow your bank balance — and maintain it. Discover how to keep ample inventory and cash on hand at the same time.

3:00 P.M.

### Master Retailers: What I've Learned (Double Session)

**Kevin Cranley**, Willis Music (Moderator); **Sammy Ash**, Sam Ash Music; **George Quinlan Jr.**, Quinlan & Fabish; **Whitney Brown**, Ted Brown Music; **Pat Averwater**, Amro Music; **Cindy Cook**, The Candyman Strings & Things

In this special NAMM U double session, Kevin Cranley, president of Willis Music and former NAMM chairman, moderates a high-powered panel of music retail luminaries: Sammy Ash of Sam Ash Music, George Quinlan Jr. of Quinlan & Fabish, Cindy Cook of The Candyman Strings & Things, Pat Averwater of Amro Music and Whitney Brown of Ted Brown Music.

4:00 P.M.

### 5 Promotion Ideas to Boost the Bottom Line

**Paul Decker**, Music Villa; **James Schultz**, The Guitar Store; **Brett Mulzer**, Moore Music; **Eric Feldman**, Guitar Shop Tees & Guitar World columnist (Moderator)

Join Eric Feldman, founder of Guitar Shop Tees and "Shop Talk" columnist for *Guitar World* magazine as he leads a panel with music retail insiders. Get specific ideas and programs that contribute to the bottom line.

4:30 P.M.

### Turn In-store Events into Profits

**David Vincent**, Delve Texas (Moderator); **Clint Strait**, Strait Music; **John Palumbo**, Replay Guitar Exchange

After a hit session last year, David Vincent of Delve Texas returns to moderate this dynamic panel discussion and show you how to make the most of your in-store events.

5:00 P.M.

### 'But What if I Die?'— Succession Tips for Music Retailers

**Alan Friedman**, Friedman, Kanneberg & Co.; **Jaimie Blackman**, succession planner and wealth manager

Right now (while you're still alive), is the single best time to begin succession planning. Join Alan Friedman, CPA, of Friedman, Kanneberg & Co. and succession planner and wealth manager Jaimie Blackman for a meaningful discussion on why succession planning can't (and shouldn't) wait.

6:00 P.M.

### Ronnie Spector & The Ronettes

**The NAMM Nissan Grand Plaza Stage**

The John Lennon Educational Tour Bus celebrates its 20th Anniversary with The John Lennon Imagine Party featuring Rock & Roll Hall of Fame inductees, Ronnie Spector and The Ronettes.

### 32nd Annual TEC Awards

**Hilton Anaheim Hotel**

Aerosmith's Joe Perry and his associated producer, Jack Douglas, will be honored at the NAMM TEC Awards. The TEC Awards celebrate the pro-audio community by recognizing the individuals, companies and technical innovations behind today's sound recordings, live sound, films, television and video games. Must have ticket to enter.

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**D’ANGELICO  
SHOW SCHEDULE  
SATURDAY  
January 21, 2017**

12:00 PM	Jessica Lynn
1:00 PM	Gene Cornish, Skunk Baxter & Friends
2:00 PM	Brandon “Taz” Niederauer
3:00 PM	Mike Hayes Trio w/ Terry Reid
4:00 PM	John Pisano & Ron Anthony
5:00 PM	Erick Walls



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