

The Official **NAMM** Show Publication

UpBeat

DAILY



THE MID-SUMMER CLASSIC!

Just like Major League Baseball's All-Star game, Summer NAMM delivers the best in gear and ideas to the Nashville Music City Center. What's going to win space on your shelves this fall? What winning ideas will you take back home to make the cash register swing for the fences? The UpBeat Daily crew hit the floor yesterday looking for a few candidates seeking consideration on your retail all-star ballot.



1. Yoshi Ikegami, president of Boss, shows off the company's new pedals, and its WL series wireless system for guitar, bass and other electronic instruments. (See Page 30.) 2. Team Electro-Harmonix with the new Oceans 11 Reverb pedal ... and a cool cutout of company founder Mike Matthews. From left are Ralph Trimarchi, Jon Skibic, Dean Trimarchi, Irina Yalkowsky and Larry DeMarco. 3. The SKB crew chills with flyer-friendly iSeries cases. From left, Will Steven, Jerry Andreas and Kenny Updegraff. 4. The Framus and Warwick fam gets ready to rock with the Pro Series Panthera II Supreme and the RockBoard pedalboard 5.3. 5. From left, D'Addario's Chris Scialfa, Brian Vance, Lyris Hung and James Smith show off hot products, including the DIY Solderless Pedalboard Cable Kit, NYXL guitar strings, Ascenté violin string sets, and Promark's FireGrain and ActiveGrip sticks.

BREAKFAST SESSION



RETAIL INNOVATORS

Join Joe Lamond and a cast of innovators from around the industry!

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JOURNEYMAN SERIES

The Gator Journeyman Series offers traditional craftsmanship, modern engineering, and a distinct vintage style. Dressed up in pebble weave burlap and crushed blue velvet, accented with espresso trim, and outfitted with antique brass hardware, its classic elegance is undeniable.



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NAMM Show News

Briefs

The Loar's LO-18-VS Guitar Boasts Vintage Style



The Loar has introduced the LO-18-VS acoustic guitar. It features a solid Adirondack spruce top, mahogany back and sides and a V-neck profile. The Loar designed this ultralight L-00 as an homage to 90-year-old instruments. The thin "V" vintage neck profile is comfortable for many playing styles, and the sunburst and top-bound construction capture the style of the era. Black button Klusons finish the look, and the bone nut and saddle, and D'Addario strings make the LO-18-VS a charmer right out of the case.

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



Efkay Distributes Toca in Canada

To help meet demand for Toca products in Canada, RBI Music has appointed Efkay Music as the distributor for Toca products in the Canadian marketplace.

"The response to the Toca brand that we have received from dealers and consumers has been nothing short of remarkable," said Lane Davy, executive vice president of sales and marketing at RBI.

Efkay already is the Canadian distributor for such brands as Ibanez, Kurzweil, Orange and Tama.

📄 [Toca \(tocapercussion.com\)](http://tocapercussion.com)

Gator Frameworks Rolls Out Stand Shelf Accessory Line

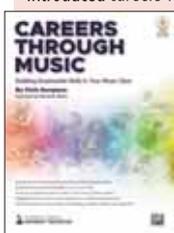
Gator Frameworks has added a new series of clamp-on stand accessory shelves. The GFW-SHELF0909 and GFW-SHELF1115 provide two solutions for keeping accessories close at hand.

The GFW-SHELF0909 has a 9-by-9-inch surface area to hold small accessories like capos, harmonicas and cellphones. The GFW-SHELF1115 has an 11-by-15-inch surface area for medium sized laptops and accessories.

🛒 [Gator Frameworks \(gatorframeworks.com\)](http://gatorframeworks.com)

Alfred Offers Career Advice

Alfred Music and the Grammy Museum have jointly introduced *Careers Through Music, Building Employable Skills in Your Music Class* — a new tool for music educators that highlights skills developed in ensemble and music classes.



Careers Through Music provides a pathway to achieving success in any career — both in and outside of music. Each of the book's 15 eight-minute lesson plans

have the same format and focus on specific transferable skills, such as problem solving, networking, teamwork and self-management.

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



WELCOME TO SUMMER NAMM

IN THINKING ABOUT THIS WELCOME LETTER, WE'RE REMINDED OF THE GREAT QUOTE FROM PETER DRUCKER THAT SAID, "THE TRUE WORK OF AN ASSOCIATION IS A CHANGED HUMAN BEING."

ROBIN WALENTA, NAMM CHAIR

JOE LAMOND, NAMM PRESIDENT AND CEO

As we gather the industry together once again in Nashville, we wondered how you would define your goals for attending. Will you leave the show a changed human being? Will your business have been impacted for the better?

Our members often mention having the goal of a solid and measurable return on their investment when coming to NAMM events. Some measure it in new accounts, sales made and products successfully launched into the marketplace.

Others measure it in brands discovered, new products to line their shelves and powerful education that improves their businesses. And likely all attendees leave these events energized about the work our industry does on their behalf, as well as the positive impact we and our friends are having on the world through our passion for music and music education.

However, as you define your end zone, we urge you to take advantage of every opportunity available here, from a vibrant show floor packed with amazingly cool products to customized professional education that cannot be found anywhere else.

And don't forget about special Summer NAMM events like the American Eagle Awards and the Top 100 Dealer Awards, events that energize and motivate the most important element of business success — your own passion! Be sure to download the Summer NAMM app for the latest on what to do and where to find everything, and make sure to leave a little time to get out and see the town. Nashville is booming, and as always, the NAMM staff is standing-by to help make your trip a successful one.



Casio Ships CT-X Series

Following the global launch of the CT-X700 portable keyboard, Casio's CT-X3000 and flagship CT-X5000 now are arriving in stores.

Equipped with AiX (Acoustic and Intelligent multi-Expression), Casio's next-generation sound source, the models offer

enhanced speaker systems, in addition to 800 tones, 235 rhythms, 100 programmable DSP effects, tone and rhythm editing, 17-track MIDI recorders, four phrase pads and more. MSRP: CT-X3000, \$419.99; CT-X5000, \$799.99.

🛒 [Casio \(casio.com\)](http://casio.com)



Fender Adds Player Series

Fender has released the Player Series, a line of electric guitars and basses for aspiring players and artists.

The Player Series replaces the Standard Series and is the first step into Fender's electric guitar product lines.

Features include Alnico pickups, updated body radii, 22-fret necks, upgraded bridges, bold colors and a revised logo.

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



D'Angelico Goes Upscale with Premier

D'Angelico's Premier series welcomes the Niagara mini-dreadnought and Tammany OM, as well as koa and aged mahogany options on the Bowery single-cutaway dreadnought.

Each model features an onboard pre-amp, pickup and tuner. A slim C-shape neck profile delivers comfort, while lightweight bodies with finely scalloped X-bracing provide warm, unobstructed tone.

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

New Debuts from Martin

Martin Guitar is offering five new models during Summer NAMM. The company will debut its third Arts & Crafts inspired guitar, a D-28 Bigsby guitar, a Jimmy Buffett Custom Signature Artist Edition and a D-16EPD (Poker Dogs) guitar, inspired by the painting from artist Cassius Marcellus Coolidge. The company also will debut a Konter Ukulele replica, which celebrates the most valuable ukulele in the world.

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



WHOLLY DIFFERENT

Understanding the dynamics behind great tone allowed us to question everything and innovate a modern take on the performance acoustic.

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FORTE PORT X

FORTE PORT

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FORTE EXOTIC

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Fender



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Summer 18 NAMM

Education Programs

Summer NAMM offers robust industry education with curated sessions that give you tangible business-building tools for the rest of the year and beyond.



Topics Include: ● Music Retail ● Music Business

NAMM Idea Center

NAMM Idea Center sessions are a perfect way for retailers to pick up new ideas, strategies and solutions.



Topics Include: ● Audio Production ● Music Business

TEC Tracks

TEC Tracks offers free sessions featuring innovative ideas in recording, live sound, and music business.



Topics Include: ● Audio Production ● Music Business

A3E

A3E offers sessions that explore how advanced audio applications are transforming the music industry, production and performance.



Topics Include: ● Audio Production

Dante

Audinate hosts free training in Dante networking technology for pro audio and event technology professionals at Summer NAMM.

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GUITAR WALL



Conklin Cures 'Munday' Blues

Conklin Guitars has released the Conklin Classics 424 Shaun Munday Edition. Developed in collaboration with bassist Shaun Munday, the 424 model replaces the original Lundgren P&J pickups and Volume, Volume, Tone electronics with EMG P/J pickups and a full three-band EQ.

Other features on the Munday model include: a sidewinder double-cutaway body; Conklin's 2+2 headstock; an alder body and three-piece hard maple bolt-on neck; 24 frets; and a 34-inch scale rosewood fretboard.

🛒 [Conklin Guitars \(conklinguitars.com\)](http://ConklinGuitars.com)



Jazzing it Up

This year marks the 60th anniversary of Fender's Jazzmaster guitar.

The Jazzmaster was introduced in 1958 as the top-of-the-line electric guitar for jazz musicians, but it didn't follow its original destiny. Instead the instrument found its niche with underground musical movements, still maintaining popularity today. From surf to '90s punk and alternative, the Jazzmaster continues to be the guitar for searchers pushing music into uncharted territory.

To celebrate the anniversary, Fender is releasing collectible iterations of the Jazzmaster, including the Limited Edition 60th Anniversary '58 Jazzmaster, Triple Jazzmaster and Classic Jazzmaster.

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



Yamaha Builds on A Series with 2 Models

Yamaha has introduced the A4K and AC4K, building on its A Series of acoustic-electric guitars constructed of solid Koa under \$3,500.

These two models comprise the second in a series of limited-edition runs of solid Koa A Series guitars. Only 75 of each model will be made. The guitars are designed for the experienced player with a high degree of playability and a versatile sound for stage and studio. Additionally, the alternative tone woods, fine-grain patterns and aesthetic appeals to collectors.

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



Alvarez Designs Masterworks MD60BG Model for Flatpickers

Alvarez Guitars has shipped the latest bluegrass model from its Masterworks Series, the MD60BG.

"We were very inspired by the success of our genre-specific Jazz & Blues Series," said Chris Meikle, senior vice president at St. Louis Music and head of Alvarez development. "The MD60BG and MD60E-BG (with onboard electronics) are our offering for players and fans of bluegrass music. A lot of design went into delivering a guitar perfect for flatpicking. We spent

time designing the bracing system to enhance our bass and mids, making the guitar very responsive to play with a plectrum. We believe flatpickers and fans of the genre are going to love this guitar."

Part of the solid wood Masterworks Series, the MD60BG feature AA-grade, solid Sitka spruce tops, with solid African mahogany backs and sides. The bracing system is a back-shifted, scalloped X brace, made for flatpicking.

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



Framus Displays D-Series Guitars

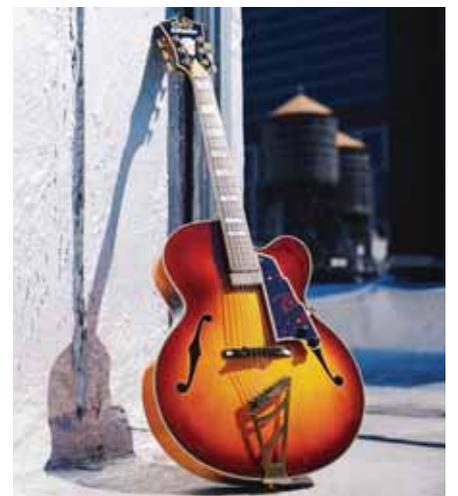
The electric guitars of the Framus D-Series are manufactured in China with the same quality requirements as the Warwick RockBass Series instruments. Additionally, all D-Series guitars also undergo extensive final inspection, first in China and then again in Markneukirchen, Germany.

The series features high-quality woods, hardware and other parts and are

based on the guitars of the Framus Team-built German Pro Series and the Custom Shop models.

The pickups for the Framus D-Series are manufactured by Seymour Duncan, the fingerboards are made of Tigerstripe Ebony, and left-handed versions are available without extra charge.

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



D'Angelico Adds Upgrades

The flagship model in the D'Angelico product line and a true reissue of a D'Angelico original, the Excel EXL-1 has been a fan favorite since the brand's re-signation six years ago.

For 2018, the Excel EXL-1 boasts new features to bolster both tone and aesthetics. A Seymour Duncan Johnny Smith mini-humbucker offers more organic, warm archtop tone, while split-block inlays and a scroll-style fingerboard bevel harken back to the days of Art Deco decadence. MSRP: \$1,499.99.

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

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SOUND ROOM



Eventide Plug-in is NKS-ready

Eventide's Blackhole reverb plug-in is now NKS-ready — reconfigured to support Native Instruments' Native Kontrol Standard extended plug-in format for use with Maschine and Komplete Kontrol keyboards and software.

As reflected in its updated GUI (Graphical User Interface), Blackhole is part of Eventide's H9 Plug-In Series designed with live performance in mind. The Ribbon control can be mapped to any combination of parameters giving a performer a single control over a world of effects. Integration with the NKS platform makes the Ribbon an integral part of the performer's instrument.

🛒 [Eventide \(eventideaudio.com\)](http://Eventide (eventideaudio.com))



PreSonus HD9 Headphones Reduce Bleed

PreSonus' HD9 headphones feature a closed-back acoustic design that provides superior listening isolation and reduces headphone bleed.

The HD9's 45-millimeter dynamic, neodymium drivers and high-power handling (900 mW per channel into 40 Ω) deliver loud, clear, clean audio, minimizing listening fatigue. Its tailored frequency response extends from 10 Hz to 26 kHz (33 dB), with accurate bass response, enabling precise mixes. The lightweight HD9 features an adjustable headband, cups that rotate 180 degrees on two axes, and comfortable, durable ear pads.

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

DAW Relaunch

BandLab Technologies has launched early access to "Cakewalk by BandLab," replacing Sonar, the digital audio workstation developed by Cakewalk Inc. The release follows BandLab Technologies' announcement in March that it had acquired Cakewalk's intellectual property and certain assets from Gibson Brands.

The revived DAW includes all core features of Sonar Platinum, such as the Sky-light user interface, flexible ProChannel modules and an end-to-end 64-bit mix engine. "We're excited to be able to continue development of Sonar in its new guise as Cakewalk by BandLab," said Meng Ru Kuok, CEO of BandLab Technologies.

🛒 [Bandlab \(cakewalk.bandlab.com\)](http://Bandlab (cakewalk.bandlab.com))



Audified's RecAll Solves Live Event Recording Challenges

Audified's RecAll is a "record-it-all" live event multichannel MacOS application.

RecAll solves the challenges of recording a live show quickly and easily.

When working sound reinforcement events, there's usually next to no time for ancillary recording. While most DAWs can be set up to record multichannel events, configuring them can be challenging.

RecAll lets users record it all without the need to repeatedly name inputs and channels on a DAW. It also allocates intelligent metering, automatically toggling between the two types available during the recording process. Before recording starts, standard meters show the input level at the time.

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

Audiofly Makes a Comeback

After taking a short break from the U.S. market, Audiofly is back at NAMM with a new and improved range.

The company closed its U.S. subsidiary in 2017 as Audiofly focused on its research and development, developing in-ear monitors with the signature Audiofly sound. This includes the company's custom IEM program and its upcoming universal IEM AF1160 with eight balanced armature drivers per side.

Alongside these additions, Audiofly's current IEMs are being redesigned and refreshed to meet the market feedback and demands.

🛒 [Audiofly \(audiofly.com\)](http://Audiofly (audiofly.com))



ProTour Series Meets Installation Requirements

Crest Audio's Class D ProTour Series power amplifiers are designed to meet the demanding requirements of portable and fixed installation audio systems. The ProTour Series delivers high output power, efficient cooling, onboard DSP, Dante

network connectivity and USB/ethernet connectivity for monitoring and control.

The ProTour Series currently comprises four models: the ProTour 8004d 4-channel amplifier, the ProTour 5002d 2-channel amplifier with 2500w/channel

into 4ohms, the ProTour 4004d 4-channel amplifier with 1000w/channel into 4 ohms and ProTour 3003d 3-channel amplifier with 1000w/channel into 4 ohms or 70/100V direct drive.

🛒 [Peavey \(peaveycommercialaudio.com\)](http://Peavey (peaveycommercialaudio.com))

KORG USA



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Hal Leonard Hits the FastTrack

Hal Leonard has released updated editions of its FastTrack Starter Packs to connect with beginners of all ages.

The new editions are available for guitar, bass, drums and keyboards. The books include online audio examples and 60 minutes of video lessons that can be downloaded or streamed on any type of device. The FastTrack packs are designed for those who are motivated to teach themselves, but not impressed with what's available for free online. Written with teenagers and adults in mind, the instruction starts with the basics but moves along quickly to get students playing music as soon as possible while not skipping the essentials they need for a strong musical core. The goal is to get a user playing and feeling confident enough by the end of the book to move into songbooks.

🛒 Hal Leonard (halleonard.com)

Get in Tune with TU-03

Boss has introduced the TU-03 Clip-On Tuner & Metronome, the latest addition to its lineup of instrument tuners.

Geared for guitar, bass, ukulele and other stringed instruments, the TU-03 combines a high-performance chromatic tuner and metronome in one clip-on unit, giving players two essential music tools in a single device.

Boss' tuner range offers a variety of solutions for musicians and educators, including everything from handheld designs to pedal-based models. The TU-03 joins Boss' two other clip-on models, which include the compact TU-01 and TU-10.

The TU-03 features Boss' trusted tuner

technology for quick and accurate instrument tuning. Musicians can switch between standard chromatic mode and

dedicated guitar, bass, ukulele and violin modes. The reference pitch is adjustable from 430–450

Hz, and flat and double-flat tunings are supported as well. Reference pitches can also be sounded through a built-in speaker.

In metronome mode, the integrated speaker and metronome display in the TU-03 lets musicians both hear and see the beat.

🛒 Boss (boss.info)



Alvarez Ships School Series

Alvarez Guitars' Regent School Series are guitars specially designed for younger players.

"There aren't many good, quality student guitars on the market, especially for younger kids," said Chris Meikle, senior vice president of St. Louis Music and head of Alvarez development. "They often feature toy-like quality, or younger players are left to choose travel guitars that have been designed to be played by adults. The Regent School Series bridges the gap by offering a great quality student guitar designed especially for the most important players of all, our children"

The Regent School Series shape is a fractional-sized OM, chosen for its balance and ergonomics. The nut width is reduced from standard size to 1 3/8 inches and the neck has been custom shaped to be comfortable for smaller hands. They feature a Sitka top and mahogany back and sides.

🛒 St. Louis Music (stlouismusic.com)



Yamaha Expands Pacifica Line with Limited Run Model

Yamaha expanded on its Pacifica line of electric guitars with a new limited run of the Pacifica 612VIIIFM model, featuring finishes that highlight the guitar's flame maple tops. Only 100 pieces will be offered in the U.S.

First launched in 1990, the Pacifica series was inspired by custom-shop guitars popu-

lating the California recording session scene at the time. The latest edition is geared for experienced players of any level in search of a versatile guitar. The guitar's double cut, beveled-alder, solid body delivers a balanced, resonant tone, while the bolt-on maple neck ensures comfortable playability.

🛒 Yamaha (usa.yamaha.com)

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NEW SOLID SPRUCE TOP HAWAIIAN KOA GLOSS

The newest addition to Kala's award-winning collection of ukulele is the Solid Spruce Top Hawaiian Koa Gloss line, pairing an Englemann Spruce top with Koa back and sides. The Spruce top provides a complex, open sound and loud projection that pairs with the bright midrange tone of the Koa back and sides.

Available in traditional Concert and Tenor sizes, along with Concert, Tenor and Baritone sizes featuring electronics and cutaway.

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BOOTH# 1007

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Aluminum Guitars, London

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1735



longfellowguitars.com

Yamaha's P-515 Boasts Improved Piano Voices

Yamaha has introduced the P-515, the new flagship of its P-Series portable digital pianos. The P-Series of digital pianos are ideal for professionals, hobbyists and students seeking an instrument that is at home in the living room or on the bandstand.

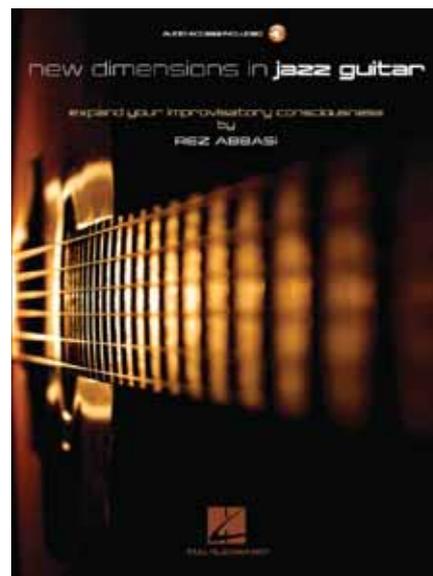
With improvements in its piano voices, keyboard action and overall feature set, the P-515 is the most advanced P-Series digital piano Yamaha has made.

It's the first P-Series instrument with principal piano voices that feature state-of-the-art multi-samples of the Yamaha CFX and Bösendorfer Imperial.

The loudness, brightness and harmonic content respond to the player's dynamics

exactly as the source acoustic pianos would. Virtual Resonance Modeling (VRM) technology enhances the sound.

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



Hal Offers 'Dimensions in Jazz Guitar'

Hal Leonard's *New Dimensions in Jazz Guitar* is a resource from jazz guitarist, composer and record producer Rez Abbasi aimed at helping intermediate and advanced guitarists gain more control over their instrument. *New Dimensions* combines concepts derived from two distinct improvisatory worlds, American Jazz and Indian classical music, to create a new approach for playing and practicing jazz guitar. Abbasi provides a variety of exercises and self-explorations to challenge all players.

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



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Pedal Board

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Levy's Says, 'Hello Moto'

Levy's Leathers has introduced the Moto guitar strap, MG317MTO.

The strap is 2½ inches wide and adjustable from 41 to 55 inches.

The Moto is also available in X which adds 12 inches to the overall length. The Moto gui-

tar strap comes in classic black.

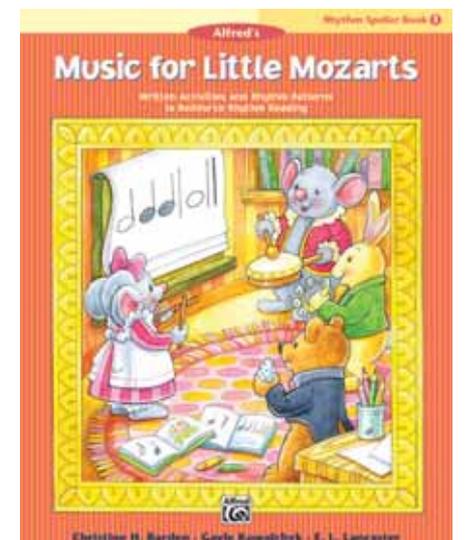
The Moto is a garment-quality, all-leather strap that features a decorative ribbed padding inspired by classic motorcycle jacket designs popular with musicians.

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

Alfred Expands 'Little Mozarts'

Alfred Music has introduced *Rhythm Speller*, Books 1-4 and *Rhythm Ensembles and Teaching Activities*, Levels 1-4, as the newest additions to its "Music for Little Mozart" series. The new *Rhythm Speller* books reinforce rhythm skills based on the concepts introduced in the *Music Lesson, Books 1-4*. Each page of the *Rhythm Speller Books* features two activities — a rhythm writing activity and a rhythm reading activity. The written activities reinforce note values and counting through coloring, circling, drawing or matching.

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



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DRUM PAD



Gretsch Drums Reintroduces Hardware

With a history dating back more than 100 years, Gretsch Drums has announced the return of its Gretsch Drums Hardware.

The new G3 hardware series includes a straight cymbal stand, boom cymbal stand, hi-hat stand, snare stand and single-chain bass drum pedal. Available as individual pieces or a pack, the G5 series includes a straight cymbal stand, boom cymbal stand, hi-hat stand, snare stand and double-chain bass drum pedal. A G5 double tom stand is sold separately.

🛒 [Gretsch \(gretschdrums.com\)](http://Gretsch.com)

Yamaha Goes Light Weight

Yamaha has launched its Crosstown line of Advanced Lightweight Hardware, offering drummers the next generation of portable and sturdy cymbal, snare and hi-hat stands.

The HW3 Advanced Lightweight Hardware Pack includes two CS3 cymbal stands, one SS3 snare stand and one HHS3 hi-hat stand. The ensemble comes with a carrying case that was designed to fit all pieces, as well as most drum thrones and bass drum pedals. Each component in the hardware pack is also sold separately.

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



Promark Expands with Select Balance Maple Sticks

Promark Drumsticks has rolled out maple drumsticks as part of its Select Balance line.

Compared with hickory, maple is a softer, lighter wood, allowing for a larger diameter drumstick without the added weight.

It's also comfortable in the hand and will not transmit vibrations as easily as denser woods like hickory or oak.

The new models feature the rebound design of Promark's Select Balance models with a long, 3-inch taper for optimized finesse and agility, but with the addition

of a round tip for a bright, full tone that is articulate on drums and cymbals.

Rebound 7A, 5A, 55A and 5B models are available in both standard length (16 inches) and long versions (16 inches).

MSRP: \$17.50.

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



Pearl Adds E-Drum Line

Pearl and Korg have partnered on creating e/Merge, a new electronic drum line.

The e/Merge MDL1 module features a full library of high-definition, minimally processed acoustic Pearl drums. Add to that the orchestral and world percussion sounds from Korg's library of samples. e/Merge also features the introduction of Wave Trigger Technology. Based on Korg's Wave Drum, WTT brings realism, instantaneous response and wide dynamic range.

🛒 [Pearl \(pearlmerge.com\)](http://Pearl.com)



Dixon Fuse Kit Gets Exotic Finish

Dixon's Fuse Swiss Ebony four-piece shell kit features an exclusive Swiss Ebony exotic laminate.

"The problem with owning an exotic kit is that you never want to take it out of the house or studio because it's so expensive," said Jim Uding, Dixon brand manager. "Being able to deliver these exotic finishes at a more affordable price point means drummers won't be afraid to take excellent looking kits to gigs and on the road."

The Fuse Swiss Ebony kit features a six-ply, hybrid 7.3-millimeter shell and a 45-degree bearing edge. The kit comes with an eight-lug bass drum, ball L-rod tom mount, mini isolation system tom mounts and chrome drum hardware.

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

MSRP: \$1,209.99.

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

WMD Claps On

WMD has introduced Fracture — a multi-particle percussion synthesizer module for small-format Eurorack modular systems that applies concepts from classic analogue clap circuits to granular synthesis techniques to generate a wide palette of sounds while maintaining a simple, intuitive interface. Initially inspired by audience applause, hip-hop samples, and classic drum machines, Fracture uses granular synthesis techniques to generate a wide palette of sounds while maintaining a simple, intuitive interface.

🛒 [WMD \(wmdevices.com\)](http://WMD.com)





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AMP WALL



Phil Jones' Cab 27 Handles 200W of Power

Phil Jones Bass has introduced the Cab 27 (model C-27) bass enclosure.

The C-27 is a two-way, compact, high-performance bass instrument loudspeaker that features two proprietary PJB 4 ohm, 7-inch drivers wired in series.

Designed to handle high power levels of up to 200 watts with extremely low distortion, Cab 27 includes a proprietary 3-inch cone tweeter that augments the high-frequency component giving it a fully extended range of 30 Hz to 25 KHz. The C-27's full range and smooth frequency response enables it to easily double as a vocal monitor or as a music playback speaker.

🛒 Phil Jones Bass (pjbworld.com)



Boss Amp Eliminates All Wires

Boss has launched the Katana-Air, a wireless guitar amplifier.

Compact and battery-powered, the Katana-Air features new low-latency wireless guitar technology developed by Boss as well as a custom wireless transmitter that plugs into any electric guitar.

This gives players the freedom to jam

and practice anywhere without fussing with guitar cables or AC connections.

It's also possible to play along with audio streamed via Bluetooth from an iOS or Android smartphone, and remotely edit tones and effects from the dedicated Boss Tone Studio app.

🛒 Boss (boss.info)



Vox Expands Custom Series with AC30S1

To expand on the legacy of Vox's AC30, Vox has introduced the AC30S1 which boasts a single-channel design inspired by the iconic top boost channel of the AC30.

The AC30S1 also features a single Celestion 12-inch speaker, studio-quality digital reverb, an effects send/return for pedal pairing, and an external speaker output for pairing with other speaker cabinets.

"The new AC30S1 is the Vox amp for today's guitarist," said Brian Piccolo, director of guitar brands for Korg USA. "Though it is based on our classic Top Boost circuit, this amp offers a versatile palette of tone from chiming cleans to harmonically rich overdrive. Seasoned Vox players and newcomers will be impressed by what this amp can do."

The AC30S1's single-channel design is simple to dial in, yet offers enough versatility to capture a wide range of memorable guitar tones. The circuit has also been tweaked to be more responsive, making it a strong platform for pedals or plugging straight in. It utilizes a full tube design with two 12AX7 tubes in the pre-amp and four EL84 tubes in the power amp.

🛒 Vox (voxamps.com)

Jensen Musical Goes Jurassic

Jensen Musical Instrument Speakers has unveiled The Jensen Jet Raptor, a powerful speaker with a smooth, warm sound.

According to the company, The Jensen Jet Raptor boasts excellent definition in the upper midrange. When presented with overdrive distortion, it exhibits a silky, full sounding lead tone.

The Raptor's 100 watts of power and its ceramic magnet make it a workhorse. As with all the Jensen Jet speakers, The Raptor delivers modern tone for modern musicians.

Jensen worked closely with musicians and sound engineers to create efficient, tone-pleasing speakers for the working

musician. The Raptor is the company's latest example of that commitment.

🛒 Jensen (jensentone.com)



Genzler Amps Up Distribution

Genzler Amplification and Connolly Music have formed a distribution partnership for the U.S. musical instrument market featuring the entire Genzler Amplification product line of lightweight, compact bass amplifiers and cabinets, along with its current acoustic guitar amplification products.

Connolly and Genzler began a distribution relationship in 2017 focusing on Genzler's Acoustic Array Pro, acoustic amplifier.

The expanded partnership now takes advantage of that relationship with the goal of further solidifying both companies in the combo market.

"[Genzler founder] Jeff Genzler's uniquely outstanding bass and acoustic amplification products are a flawless enhancement to our offerings," said Jake Connolly, president of Connolly Music.

"On our third anniversary of launching the Genzler brand, we're excited for this opportunity to expand our sales representation deeper into regions we have not penetrated," Genzler said. "And working together with a solid and valued company like Connolly Music, and the success and integrity they've earned in the industry makes us very bullish on the next phase of our company."

📄 Connolly Music (connollymusic.com)



Peavey's Portable Bass Amp Series Takes it to the Max

Peavey Electronics' new Max bass amplification series boasts a durable yet ultra lightweight construction, while delivering power and state-of-the-art tonal quality.

One of Peavey's key innovations in the Max series is an angled baffle, which lets players direct the sound at their ears, not at their feet.

The Max 100 features a 10-inch woofer and delivers 100 watts of power. The Max 150 has a 12-inch woofer and delivers 150 watts. The Max 250 has a 15-inch woofer with high-end tweeter and delivers 250 watts. The Max 208 has two 8-inch woofers and delivers 150 watts.

🛒 Peavey (peavey.com)



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Hal Leonard's 'Piano for Teens'

Hal Leonard's *Piano for Teens* features a fast-track approach to learning and provides students with familiar songs like "Hello," "Hallelujah" and "Roar" as part of the instruction so that they can start making music as quickly as possible. Songs and concepts are presented in clean, simple page layouts, and progress in a logical sequence so students progress swiftly and play with confidence.

Keyboard charts show students where to place their hands and the on-staff music notation includes the note names inside the notes for the first half of the book.

🛒 Hal Leonard (halleonard.com)



Alvarez Artist Series Boasts Walnut Backs

Alvarez Guitars has rolled out the Artist Series, which includes several models featuring walnut backs and sides.

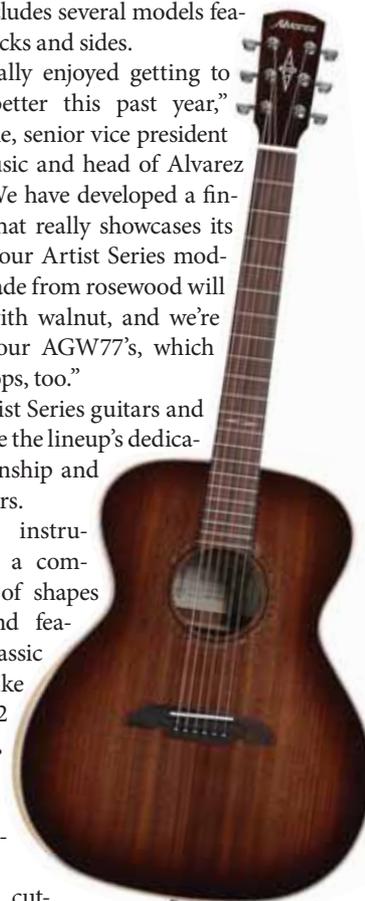
"We have really enjoyed getting to know walnut better this past year," said Chris Meikle, senior vice president for St. Louis Music and head of Alvarez development. "We have developed a finishing process that really showcases its beauty. Most of our Artist Series models previously made from rosewood will now be made with walnut, and we're also launching our AGW77's, which feature walnut tops, too."

The 2018 Artist Series guitars and ukuleles continue the lineup's dedication to craftsmanship and value to customers.

The series' instruments come in a complete spectrum of shapes and finishes and feature Alvarez's classic appointments like the Alvarez FST2 bracing system, real bone nut and saddle and the Alvarez bi-level bridge.

Artist Series cut-away and electric models feature LR Baggs systems.

🛒 St Louis Music (stlouismusic.com)



Fishman Updates Matrix Pickups

Fishman has updated and expanded its line of Matrix undersaddle pickups for acoustic guitars.

The Fishman Matrix Infinity VT and Matrix Infinity Mic Blend feature updated electronics designed for easily accessible performance voicing functions as well as an overall sound optimized for modern acoustic amplification and sound reinforcement systems.

The Matrix Infinity Mic Blend adds a blendable cardioid condenser mic for increased "air" and a more tactile tone. Both pickup systems are housed in newly designed modules that are fully enclosed and hidden from view while being finger-tip accessible to players during performance.

🛒 Fishman (fishman.com)



Levy's Gets Bold with Blake Straps

Levy's Leathers has introduced the Blake series of guitar straps MGS317BKE.

This series features a garment-quality, leather top with suede applique and a slip-resistant suede backing. The Blake series was inspired by bold but aesthetically appealing color combinations. The straps come in a variety of color combinations like turquoise and burgundy, emerald and tan, and black on black, a classic addition to the collection.

🛒 Levy's Leathers (levysleathers.com)

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With their killer looks, superb playability and awesome Trev Wilkinson designed hardware, the Vintage Reissued Series electric guitars and basses have really made an impact globally, with a host of top name players using them on some of the biggest stages around the world. Now the range has expanded further, with a multitude of new models and available colors.



Toca Broadens Sound with Bass Reflex Cajons

Toca has taken a leap in cajon innovation with the Toca Bass Reflex Cajons.

The flagship Toca Extended Range Cajon's dimensions exceed those of standard cajons, deepening the bass and expanding projection — making it work hand-in-hand with the bass reflex system to promote smoldering bass tones while offering a broad dynamic range. The Flamenco Cajon in mahogany represents the marriage of the folkloric Peruvian and Spanish traditions. The Corner Accent Cajon features blonde and walnut panels, and The Workhorse Cajon delivers an affordable instrument with a full tonal palette and a cabinet made from durable MDF.

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



Andrew Markworth Joins Promark

Andrew Markworth has joined the Promark by D'Addario Percussion family of artists.

Markworth's addition comes with collaboration on the Andrew Markworth Signature Keyboard Mallets.

Markworth is a composer, arranger and consultant and is currently the music arranger and coordinator for the Crossmen Drum and Bugle Corps from San Antonio.

The Andrew Markworth Signature Keyboard Mallets were designed with performers' needs in mind. This series consists of eight mallets, each catered to address a specific need within the portfolio.

The line features four models of Marimba mallets and four more models of vibraphone mallets.

MSRP: From \$80–\$107.50.

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



Yamaha CSF Acoustic Parlor Guitars Return

Yamaha has released its classic CSF line of acoustic parlor guitars with upgrades in sound and construction.

Coming 15 years after the original CSF series ended its run, the new CSF1 and CSF3 offer significant upgrades over its predecessors. Chief among them is the addition of scalloped bracing, a specialized latticework of reinforcements used in higher-end Yamaha guitars to improve tone and projection.

The CSF1 boasts a solid Sitka spruce top mated to laminated mahogany back and sides, nato neck, blackwood fingerboard and bridge, abalone rosette, and the origi-

nal Yamaha SRT Zero Impact passive pickup system. The premium CSF3 matches the features of the CSF1 and adds a solid mahogany back and sides and mahogany body binding. Both models come in a natural gloss finish. The 20-fret fingerboards sport a scale length of 23.7 inches to offer an easy playing platform.

"Thanks to the scalloped bracing and onboard electronics, these guitars are as capable on stage as they are comfortable to carry around," said Dennis Webster, product marketing manager, Yamaha Guitars.

MSRP: CSF1, \$645; CSF3, \$880.

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

Gator Mini Case Offers Big Protection

The GC-GSMini is a deluxe molded case from Gator Cases that offers protection for the Taylor GS Mini guitar. The case expands the Gator GC Series of ABS guitar cases.

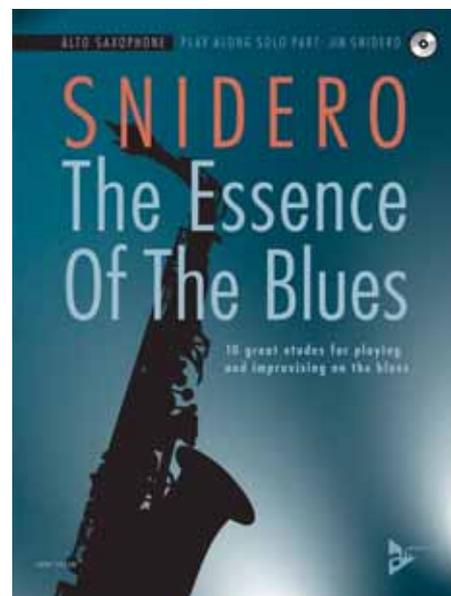
The GCGSMini's durable, hard outer shell is molded from impact-resistant ABS plastic and features chrome-plated lockable latches to secure the instrument in place to protect in the air or on the road.

The GC-GSMini's outer edges are reinforced with heavy-duty aluminum to keep the closure properly aligned and thus keeping dust and dirt away from the guitar.



The GC-GSMini's interior is lined with a soft EPS foam.

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



Alfred Music, Advance Music Have the Blues

Alfred Music and Advance Music have released *The Essence of the Blues*, a series by Jim Snidero, best-selling author of *The Jazz Conception Series*.

The Essence of the Blues sheds light on one of the most important forms in 20th-century music. From jazz, rock, pop, hip-hop, country and other genres, the sound of the blues has had an enormous impact on modern music. Ideal for rehearsals or classroom, there are six instrumental books, transposed for alto sax, tenor sax, trumpet, trombone, flute and clarinet.

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

Kodak Goes 360 for Musicians

Kodak PixPro will showcase its full line of 360-degree cameras at Summer NAMM.

With the Kodak PixPro SP360 4K VR cameras, musicians can capture their set and audience in a full 360 degrees, enticing fans in an immersive experience.

For those looking to integrate 360-degree virtual reality video with minimal post-production effort, Kodak PixPro offers its newest ORBIT360 4K camera featuring

ease of use and internal stitching.

With a camera for every creator at any level, Kodak PixPro offers budget-minded solutions for musicians and artists alike.

🛒 [Kodak \(kodakpixpro.com\)](http://Kodak (kodakpixpro.com))




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Yorkville Sound Reissues its Coliseum Line

Yorkville Sound has reissued the C2891 and the C1891 Coliseum speakers. Both models will be available in black and white and come with installations brackets.

The C2891 is the lowest-profile cabinet in the Coliseum line. The cabinet shape makes for tighter arrays and the ability to fly it much closer to walls and ceilings than conventionally designed loudspeaker boxes. The 150-watt Coliseum C1891 installation loudspeaker is built for a variety of commercial audio applications. The 90-by-30-degree, rotatable, 1-inch horn lets the cabinet be oriented vertically or horizontally.

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



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Phil Jones Bass Cranks Up BP-800

Small and lightweight becomes more powerful with the introduction of Phil Jones Bass BP-800 bass amplifier.

The BP-800 is a high power, high performance compact amplifier and features a Class A pre-amp with the PJB 5-Band EQ. Weighing just under six pounds, the BP-800 is 7½ inches wide and built with the rug-

gedness and precision needed to withstand the rigors of live performance and the road.

The blue front panel is ¼-inch thick and CNC-machined while the chassis is built from thick aluminum extrusion for added strength. All control knobs are PJB design, solid-aluminum billet.

🛒 [Phil Jones Bass \(pjbworld.com\)](http://Phil Jones Bass (pjbworld.com))

SKB Updates Fly Rack Case Series

SKB has updated its Fly Rack series of cases with an improved design that is lighter and more affordable than previous models.

The four new Fly Rack models feature injection-molded rack cages housed in military-grade, injection-molded iSeries cases, providing a lightweight solution that doesn't compromise on strength or durability.

Integrated TSA locks in SKB's patented trigger latches ensure additional convenience and security when traveling by air.

The Fly Racks are each 13 inches deep, and range in sizes from 2-to-6 rack units.

They are molded of ultra high-strength

polypropylene copolymer resin and feature water- and dust-tight, submersible designs.

🛒 [SKB \(skbcases.com\)](http://SKB (skbcases.com))



Cordoba's Mini II Guitar Travels Well

After success with the Mini, Cordoba has introduced a fresh take with the travel-size, nylon-string guitar: the Mini II.

The Córdoba Mini II simplifies impromptu jam sessions thanks to a new scale length that suits Standard E tuning. With a 48-millimeter nut width, its neck feels like home for crossover players and beginners.

The Mini II will be available in three tone-wood options.

MSRP: \$180-\$345.

🛒 [Cordoba \(cordobaguitars.com\)](http://Cordoba (cordobaguitars.com))



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HarpArm Racks Like a Pro

HarpArm's latest neck rack for harmonicas incorporates its patented magnetic harmonica holding system.

The EZ Rack Pro also goes around the neck, but unlike other neck racks, it uses a magnet to hold the harmonica in place, instead of springs used on other models.

This results in the player being able to change harps on the go, and with just one hand.

🛒 [HarpArm \(harparm.com\)](http://HarpArm(harparm.com))



Levy's Hits the Trail with Wild Horse Strap

Levy's Leathers' has rolled out its Wild Horse MSTT317WH strap. The Wild Horse is a two-tone, all-suede guitar strap featuring a triple-stitch border decoration and an embossed Levy's Leathers logo.

Inspired by the Wild West, the Wild Horse strap was designed with the guitar-playing urban cowboy in mind.

The Wild Horse strap comes in a wide variety of color combinations that overlap with a pocket-shaped detail, highlighted by a triple-contrast stitch to add an element of playfulness and fun to these accessories.

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

RapcoHorizon Announces Acquisition of Lava Cable

RapcoHorizon, an RHC Holdings company, has finalized the acquisition of all assets of Lava Cable.

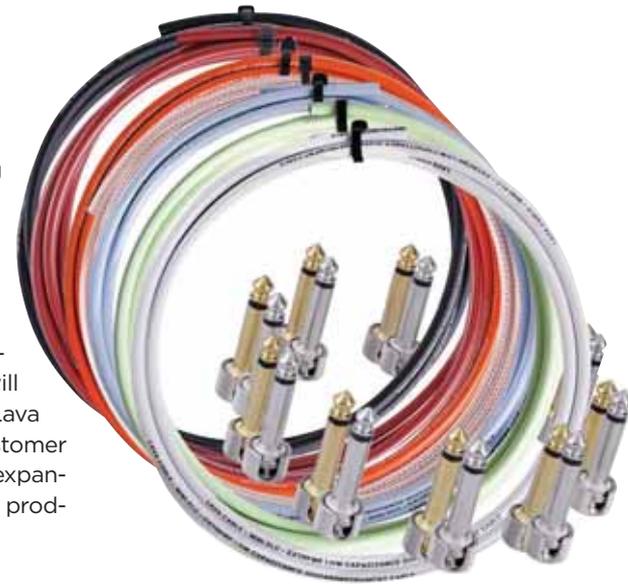
The Lava Cable brand and its products will be supported by RHC. Mark Stoddard of Lava Cable will be joining the RHC team as the Lava Cable product specialist and will support all sales efforts of the product line.

"We are thrilled to bring Lava Cable, an esteemed brand in our industry, under our umbrella of product offerings," said Darius Seabaugh, vice president of marketing for RHC Audio. "The company's

products complement our existing offerings to the MI market, and we are excited for the future of Lava as an RHC brand."

Lava Cable production and shipment will transition to RHC's corporate manufacturing facilities, with minimal delays. This will let RHC provide the full suite of Lava products with an enhanced customer service experience and future expansion opportunities for the entire product line.

🛒 [Rapcohorizon \(rapcohorizon.com\)](http://Rapcohorizon(rapcohorizon.com))



GUITAR STRAPS USA

OMG Rolls Out Guitar Straps USA

OMG Music has introduced Guitar Straps USA.

The investment in its new, Sheridan, Indiana, manufacturing facility has made it possible to offer American-made quality at a price usually associated with lesser-quality product.

"The success of the Henry Heller line allowed us to heavily invest in American manufacturing, and once again, we're able to parlay that into benefitting the independent dealer's profit margin," said Mark Blasko, partner and operations manager of OMG Music. "While Henry Heller is known for the depth and diversity of the line, with Guitar Straps USA, we wanted

to highlight the fact that American-made companies who make the proper investment in manufacturing can not only compete, but also offer superior quality items at lower price points."

The Guitar Straps USA line will focus specifically on SKUs coming in at less than \$9.95 net. "Offering customers quality products for a reasonable price is key to the future of our industry, but so is helping independent dealers maintain and grow their bottom line," Blasko said. "The Henry Heller line has established itself as a vehicle that does both. Guitar Straps USA will expand upon that."

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



K&M's Mic Stand Boasts Versatility

König & Meyer has unveiled a versatile steel microphone stand that can be used on the tabletop for broadcast and conference support or as a floor stand for amplifiers.

The user-friendly height adjustment and swivel arm let the microphone be adjusted quickly and the space-saving flat base is geared for studios and areas where space is limited.

Four elastic rubber feet ensure noise filtration.

The stand is height adjustable from 11 to 15 inches with a 7.8-inch square base.

For nearly 70 years, König & Meyer has manufactured quality, German-engineered stands.

K&M stands are distributed by Connolly Music in the U.S.

🛒 [König & Meyer \(km-america.com\)](http://König&Meyer(km-america.com))



Mono Helps Musicians Tame Cables with Latest Accessories

Mono Creators has returned with a set of pedalboard accessories to help musicians tame their cable chaos.

Players can use the Mono Track to insert, loop and track cables for a tidy on-stage setup.

The Pedalboard Tag lets guitarists do more with less by anchoring and directing cable traffic. It pairs with Mono's Pedalboard Tie Wrap, which bundles and harnesses cables for a simple setup.

Guitarist can set up for even more comfortable stomping with Mono's Pedalboard Rise. Designed with the same look-and-feel as Mono pedalboards, The Rise can be added to the pedalboard with 3M Dual Lock or attached with the included rubber feet to be used independently.

The Mono Pedalboard Rise comes in two sizes, Rise and Rise+, and two colors, silver and black.

🛒 [Mono Creators \(monocreators.com\)](http://MonoCreators(monocreators.com))

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PEDALBOARD



Nexi Stomps Acoustic Pedals

Nexi Industries has introduced the Nexi Acoustic pedalboard.

Applying the design and technology that produced The Solution-powered pedalboard, the Next Acoustic delivers a pedalboard geared specifically for acoustic guitarists.

To go along with the pedalboard, the

company has also created four new effects pedals geared specifically for acoustic instruments. The four pedals include an equalizer, chorus, compressor and reverb. This pedal range enables professional, intermediate and beginning musicians to broaden their tonal options.

🛒 [Nexi \(nexi-industries.com\)](http://nexi-industries.com)

One Control Launches 2 Overdrives

One Control, in collaboration with pedal designer Björn Juhl, has introduced two new pedals to its BJT collection of effects: Baby Blue OD and Super Apricot OD.

Baby Blue OD is an original BJT design that dates back to 2000, when Juhl first assembled the hand-made version. The pedal straddles the line between overdrive and fuzz.

Super Apricot OD is the latest of Juhl's "Amp-in-a-Box" circuits, designed to produce the rustic, raw, gnarly tones of a classic Supro tube amp with dynamic control.

🛒 [SFM \(sfm.com\)](http://sfm.com)



RockBoard Gets Makeover

The 2018 RockBoard pedalboard series has been completely re-designed.

Setting out to create a pedalboard that is lightweight, rigid and rugged, the RockBoard series offers the flexibility to handle a wide variety of pedals and power supply mounting solutions.

Based on only one folded cold-rolled aluminum sheet for the board frame, the design has no welded seams. This makes the board surface completely plain and gives guitarists more pedalboard space.

🛒 [RockBoard \(rockboard.de\)](http://rockboard.de)



Boss Cuts the Wires with WL

Boss has introduced the WL series, a line of wireless systems for guitar, bass and other electronic instruments.

Equipped with fast wireless technology, newly developed by Boss, the WL series delivers premium audio performance with low latency and solid stability. Providing a plug-and-play experience with no aggravation or guesswork, the WL series makes it easy for players to bring wireless freedom to home, rehearsal and small stage rigs.

The WL series offers quality sound with easy setup. The optimum wireless connection is set automatically when the transmitter and receiver components are docked, with no other user intervention is required. A built-in rechargeable battery in the transmitter provides up to 12 hours of continuous play time.

Ultra-compact and affordable, the WL-20 Wireless System is as simple to use as a standard guitar cable. A small transmitter plugs into the instrument and a matching receiver plugs into a pedal or amp. The receiver includes cable tone simulation, which reproduces the natural capacitive effect of a 10-foot or 3-meter guitar cable.

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



Source Audio Makes Updates to Neuro App

Source Audio has launched an updated version of the Neuro Mobile App. With an updated look, the app now runs with the company's Ventris Dual Reverb.

The Neuro Mobile App and the previously released Neuro Desktop Editor are editing tools for creating and organizing highly customized presets for the Ventris Dual Reverb and the rest of Source Audio's line of One Series pedals.

Just like the Neuro Desktop Editor, the Neuro Mobile App offers an array of tools for customizing reverb tone. It's available as a free download for iOS and Android.

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



Morley Customizes Artist Pedals

Morley has released three new custom shop pedals: The Mini Steve Vai Bad Horsie 2, the Mini George Lynch Dragon 2 and the Kiko Loureiro Switchless Wah.

The pedals are designed to save space on crowded pedalboards while maintaining tone, features and durability and boast limited-edition graphics.

The Vai and Lynch Wahs are mini versions of their large pedal counterparts but

measure in at 6.85 inches long, 4 1/2 inches wide and 2 3/4 inches tall. The Kiko is a new limited edition mini switchless Wah.

Each artist personally customized the appearance of their pedal. Vai gave a piece of his own hand-drawn artwork that wraps around the entire pedal. Lynch chose a purple and yellow tiger stripe theme, and Loureiro delivered Brazilian artwork.

🛒 [Morley \(morleyebtech.com\)](http://morleyebtech.com)

NASHVILLE TENNESSEE
Summer 18
NAMM

NAMM @ NIGHT

28-30 June 2018

SUMMER NAMM
OPENING NIGHT PARTY

Featuring
35TH ANNUAL
AMERICAN
EAGLE AWARDS



HONORING JAZZ LEGENDS

CHICK COREA
&
THE MANHATTAN
TRANSFER

THURSDAY, JUNE 28
5:30–8 pm

Davidson Ballroom, Music City Center
(Level 1M)



RECOGNIZING
EXCELLENCE
IN MUSIC
RETAIL

FRIDAY, JUNE 29
6–8:30 pm

Davidson Ballroom, Music Center,
(Level 1M)

4th ANNUAL
SUMMER NAMM
BEER & GEAR
HANG 2018

PRESENTED BY
SUMMER NAMM
AND
VINTAGE KING—
CELEBRATE AUDIO
INNOVATION WITH A
NIGHT OF FESTIVITIES

SATURDAY, JUNE 30
3–7 pm

Vintage King, 2826
Dogwood Place, Nashville

All events showcase free food and drinks—first come, first served!

CHECK OUT MORE GREAT EVENTS AT SUMMER NAMM

SWIM Meet (Smart Women In Music)
Thursday 4:30–5:30 pm • Music City Center Room, 201 (Level 2)

NAMM YP Educational Session and Networking Reception
Friday 4–6 pm • Music City Center Room, 201 (Level 2)

Join the conversation! #SummerNAMM

Download the brand-new Summer NAMM app to help plan your show experience!

Delete your previous version and search the App Store or
Google Play for "SUMMER NAMM" to download the newest edition.





Summer 18
NAMM

NAMM U
Education

Thursday, June 28, 2018

DAILY BREAKFAST SESSION

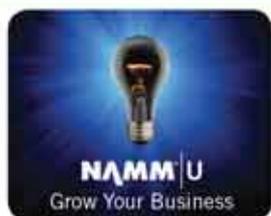
Retail Innovators

Joe Lamond

Davidson Ballroom, Music City Center (Level 1M)
8–9:30 am

The future of retail is right now. Online commerce grows more personalized every day, virtual and augmented reality could become part of business as usual, and consumers are craving unique shopping experiences more than ever. So who is winning in this new reality and why? Find out at this exciting NAMM U Breakfast Session, hosted by NAMM President and CEO Joe Lamond. In an insightful discussion, the most forward-thinking retailers of today will share how they're thriving with innovative, effective, even unconventional business models—and, in some cases, disrupting the industry as we know it. Don't miss this kickoff to Summer NAMM, and discover what it means to succeed in the new normal.

NAMM IDEA CENTER SPOTLIGHT



How to Maximize Your Local Traffic With Google

Liz Jostes

NAMM Idea Center (Booth 453)
1:30–2:00 pm

Topics Include: ● Music Retail ● Music Business

Your Google My Business listing is critical for getting local search results and sales. But are you making the most of your listing? In this session, online marketing expert Liz Jostes of Eli | Rose Social Media will show you the different features of your Google My Business listing and how to take advantage of each one. Get next-level ideas to drive traffic and sales with Google.

TEC TRACKS STANDOUT



Concert Sound for The Eagles

Mark Frink

TEC Tracks (Booth 153)
3–4 pm

Topics Include: ● Audio Production
● Music Business

For more than 40 years, America's favorite country-rock band, The Eagles, has set the standard for clean, clear live sound with brilliant harmonies and note-perfect performances. In this session, monitor engineer Mark Frink, fresh off an extended tour with the band, will share many of the group's tips and tricks for state-of-the-art live sound, and reveal some amazing behind-the-scenes stories you won't hear anywhere else.

For a complete list of our 60+ education sessions, visit namm.org/education or download the app!

NAMM U ONLINE

24/7/365

Access ideas, tips, strategies and inspiration for music retail success. Visit namm.org/nammu



SCHEDULE

All sessions are held at the NAMM Idea Center, booth 453, unless otherwise noted.

💡 All TEC Tracks sessions will be held at booth 153.



Tim Spicer hosts a panel of NAMM Top 100 retailers as they reveal their best store design and merchandising ideas, 12 p.m.

not alone. Facebook has rolled out major changes this year, and using outdated marketing tactics will cost you. Don't let your posts go unseen! Join leading social media authority Jenn Herman for this must-see session. Instead of worrying about decreasing organic reach, get the tactics that work right now to keep Facebook engagement high and drive results. No matter the size of your Facebook audience, you can surpass the competition by using concepts from this presentation.

1 P.M.

The Secrets of Successful Lesson Programs

Cindy and Rand Cook, The Candyman Strings & Things (moderators); Mike and Miriam Risko, Mike Risko Music; and Robin Sassi and Kimberly Deverell, San Diego Music Studio

What's the X factor in successful music lesson programs? How do the savviest lesson studio operators handle the most common issues — makeup lessons, retaining students and new signups? Go behind the scenes and find out at this fast-moving panel with three music-lesson rock stars, all NAMM Top 100 Dealers: moderators Cindy and Rand Cook of The Candyman Strings & Things, Mike and Miriam Risko of Mike Risko Music, and Robin Sassi and Kimberly Deverell of San Diego Music Studio. They'll dive into pro tips and honest advice, everything you wish you knew about successful programs but never asked, and critical lessons learned along the way. Don't miss a chance to hear the best practices from three music lesson leaders.

💡 P&E Wing Presents: Getting Paid and Credited — Lessons in Self Preservation

Jeff Balding (moderator) and panel

There was a time in the music industry when album credits were second nature and easily found with vinyl record and CD packaging. With the streaming and downloading of music in recent years, there has been a steep decline in credit delivery and access. As a musician, singer, songwriter, producer or engineer, your credits most likely influence your ability to get your next gig, and they're also how you are identified for royalties. Come hear how

crediting is back in the forefront and how you can take advantage of it.

1:30 P.M.

How to Maximize Your Local Traffic With Google

Liz Jostes, Eli | Rose Social Media

Your Google My Business listing is critical for getting local search results and sales. But are you making the most of your listing? In this session, online marketing expert Liz Jostes of Eli | Rose Social Media will show you the different features of your Google My Business listing and how to take advantage of each one. Get next-level ideas to drive traffic and sales with Google.

2 P.M.

The Most Dangerous Things Music Retailers Do

Alan Friedman and Daniel Jobe, Friedman, Kannenberg & Co.

Music retailers often make unintended but grave mistakes in running their businesses, whether they're veterans, newcomers, independents or chains. Don't let your business suffer because you've accidentally fallen into any of these traps. These mistakes can be prevented with a little awareness and proactive management. Here, music retail financial experts Alan Friedman and Daniel Jobe of Friedman, Kannenberg & Co. will go into the vault and use their 30-plus years of experience in music retailing to share several of the most dangerous things music retailers do and, most importantly, offer advice for prevention. A must-see session for anyone in music retail.

💡 Achieving Quality Sound for FOH

John Mills

In this session, John Mills will go over techniques and tricks used by top FOH engineers. He'll take a very non-tech approach with many examples and discussions from the art and the science sides of mixing. He'll also discuss the correct way to measure sound pressure levels and the one trick to learn to hear exactly what frequencies you need to adjust to get the best sound from each instrument.

2:30 P.M.

5 Keys to Improve Your Online Rental Business

Peter Sides,
Robert M. Sides Family Music

Online rentals can bolster your customer service, streamline operations and, not least of all, give business a lift. Robert M. Sides Family Music now does a third of its rentals online, and in this session, Peter Sides, company president, will share his best practices and lessons learned. He'll look at how current shopping trends affect the instrument rental process, then reveal ideas and tips to help improve your fall 2018 season. A must-attend half-hour for anyone in school music or running a rental operation.

3 P.M.

4 Steps for an Effective Social Media Program

Ben Blakesley,
Online and social marketing expert

Is your music business simply "doing social media," or are you using social media to achieve your objectives and increase your business? In this presentation, online and social marketing authority Ben Blakesley will walk you through the four steps required of any social media marketing program. Don't waste time and opportunity on ineffective tactics. Check out this session, and discover how to provide real value for your business.

Concert Sound for the Eagles

Mark Frink

For more than 40 years, America's favorite country-rock band, The Eagles, has set the standard for clean, clear live sound with brilliant harmonies and note-perfect performances. In this session, monitor engineer Mark Frink, fresh off an extended tour with the band, will share many of the band's tips and tricks for state-of-the-art live sound and reveal some amazing stories.

3:30 P.M.

Insider eBay Tips to Grow Your Business

Anne Hill, eBay, and James Adkins,
Willcutt Guitars

Get essential tips, tools and tactics to improve your eBay business, straight from an eBay insider. Join Anne Hill, eBay's senior category manager for musical instruments, and find out how to take your sales to new heights. She'll be joined by successful eBay seller James Adkins of Willcutt Guitars, and together, they'll show you shortcuts for making the most of the buying and selling platform. A can't-miss half-hour for anyone using eBay.

4 P.M.

How to Host Offsite Events That Grow Your Business

Shawna Wingerberg, Antonio Violins, and Brandon Voorhees, Buddy Roger's Music

Want to expand your customer base? Then start by getting outside the four

walls of your store. In this session, Shawna Wingerberg of Antonio Violins and Brandon Voorhees of Buddy Roger's Music will reveal how to host offsite events that can grow your business and your standing in the community. They'll share proven ideas and examples for events at non-traditional venues with non-traditional partners — events that tap into new markets and customers. Discover how to become the community hero. Go where your new customers are!

Women in the Music Industry: Changing the Conversation

Beverly Keel (moderator) and panel

Middle Tennessee State University professor Beverly Keel, chair of the university's Department of Recording Industry, has made waves on the national landscape as the outspoken co-founder of Change the Conversation, a coalition created, in part, to help change the way that women are perceived in the country music industry. In this panel, she and other high-profile women in music will discuss the changing landscape of gender equality issues in the music industry.

4:30 P.M.

Beyond Rock Camp: Plan Summer Music Camps That Break the Mold

Lindy Campbell, Music on the Hill, and Tim Spicer, Spicer's Music

Strumming the ukulele, belting out the latest Broadway hit and shredding on guitar — sounds like school's out! Summer music camps can turn the slowest months into a vibrant and profitable part of the calendar. Are you making the most of these events? Lindy Campbell of Music on the Hill and Tim Spicer of Spicer's Music will walk you through the steps for planning and executing summer camps for a variety of ages and musical genres. Discover the ins and outs of hosting successful camps, and take your summer from break-even to breakthrough!

5 P.M.

Pedalboards and Effects Boxes for Guitarists

Tiffany Christopher (moderator) and panel

This panel will open your eyes to new and exciting guitar effects for the stage and studio. Whether you're a guitarist or a studio or live sound engineer, you'll hear from the manufacturers of many of the most popular devices on the market about how to make a guitar fly, swim, explode or just fill that tasty groove. Tiffany Christopher will moderate.

5:30-8 P.M.

American Eagle Awards

Music City Center, Davidson Ballroom

The annual event returns to Nashville and Summer NAMM, honoring jazz legends Chick Corea and The Manhattan Transfer. A welcome reception for all attendees kicks off the evening.



POLICY SESSIONS HIGHLIGHT

Policy Forum: CITES, ISO Standardization, Internet Sales Tax

NAMM Member Center (Level 3)
1-2 pm



SPECIAL EVENTS

D'Angelico Pick Up & Play Giveaway

NAMM *Reverb* Stage on the Terrace
3-3:40 pm



SWIM Meet (Smart Women In Music) at NAMM

Music City Center, Room 201 (Level 2)
4:30-5:30 pm



World's Fastest Drummer Prelims

NAMM *Reverb* Stage on the Terrace
5-6 pm



TONIGHT AT SUMMER NAMM



Featuring
35TH ANNUAL
AMERICAN EAGLE AWARDS



HONORING
Chick Corea & The Manhattan Transfer



The Opening Night Party will feature the 35th Annual American Eagle Awards, honoring jazz legends Chick Corea and The Manhattan Transfer.

Music City Center, Davidson Ballroom (Level 1M) • 5:30-8 pm

WHAT'S NEW

We're back! The Opening Night Party featuring the American Eagle Awards and the Top 100 Dealer Awards return to the Davidson Ballroom on Level 1M.



A new expanded terrace will feature the NAMM *Reverb* Stage with great live music all show long!

For the first time, Summer NAMM will host a special event for the SWIM (Smart Women In Music) Fund, supporting female industry professionals.

Music City Center, Room 201 (Level 2), 4:30-5:30 pm

Visit Music City Center's remodeled lobby (Level 3) with more areas to network and a fully stocked food and beverage outlet, featuring a taste of Nashville's legendary cuisine.



Check the guide or visit namm.org/events18 for performance times.

Download the brand-new Summer NAMM app to help plan your show experience!

Delete your previous version and search the App Store or Google Play for "SUMMER NAMM" to download the newest edition.



SCHEDULE

THURSDAY, JUNE 28, 2018

All sessions are held at the NAMM Idea Center, booth 453, unless otherwise noted.

💡 All TEC Tracks sessions will be held at booth 153.



From left, Paul Shaffer, Joe Lamond, David Sanders, Crystal Gayle, Patti Smith, Harry Shearer, Tony Shanahan, Charles Sanders and Rick Carnes pose on stage during the American Eagle Awards at Summer NAMM 2017. | Photo by Jason Davis/Getty Images for NAMM



Crystal Gayle and Richard Leigh perform during the American Eagle Awards in 2017. | Photo by Jason Davis/Getty Images for NAMM



American Eagle Awards honor Chick Corea, 5:30 p.m. | Photo by Steven Suseman



Alan Friedman, CPA, discusses the most dangerous things music retailers do and offers advice, 2 p.m.



Mike and Miriam Risko reveal secrets of successful lesson programs, 1 p.m.

BREAKFAST SESSION

8:30–9:30 A.M.

Retail Innovators

Joe Lamond, president and CEO of NAMM, and guests

Music City Center, Davidson Ballroom

The future of retail is right now. Online commerce grows more personalized every day, virtual and augmented reality could become part of business as usual, and consumers are crave cases, disrupting the industry as we know it. Don't miss this kick-off to Summer NAMM, and discover what it means to succeed in the new normal. (Free breakfast is served on a first-come, first-served basis from 8–8:30 a.m.)

10:30 A.M.

5 Essential Strategies to Grow Your Lessons

Melissa Loggins, Music Authority

In the past decade, Melissa Loggins of Music Authority has seen signups and retention skyrocket in her music lesson program. Here, she'll share the five strategies that made this happen. Discover how to grow your own lesson program by implementing these simple but critical concepts. She'll cover

everything from hosting effective student performance opportunities to creating stronger bonds with parents to the importance of the front desk. (This one can make or break you.) Don't let your lesson program become stagnant. Get on a fast track to more signups!

💡 Keynote: Technology and the Future of the Music Industry

Craig Anderton

Twenty-three years ago, and four years before Napster, Craig Anderton predicted that on-demand music delivered online would replace physical media. Thirty-seven years ago, in an AES white paper, he predicted the rise of what we now call EDM and the technology that would make it possible. What's next? Here's your chance to see the future.

11:00 A.M.

Instagram Tips to Drive Engagement, Traffic and Sales

Jenn Herman, Social media strategist

The best way to grow your business on Instagram is to give your customers and audience

more of what they want. But how do you know what they want? You look at your analytics! In this jam-packed session, presented by the world's leading Instagram blogger, Jenn Herman, you'll discover what to look for specifically in your Instagram analytics to create content that drives more engagement, website traffic and sales. Find out what data matters most and how to interpret that data to build a powerful platform with Instagram. A not-to-miss NAMM Idea Center session from the author of *Instagram for Business for Dummies*.

💡 Crafting a Hit Record

Chandra Lynn (moderator), Andrew Mendelson, Steve Marcantonio, Jeffrey Steele and Tony Brown

It gets harder and harder to create a hit record, as the variables increase and the unknowns escalate. But certain requirements are still essential for this miraculous event to occur. This multi-platinum, multi-Grammy panel will discuss how the songwriter, producer, engineer and mastering engineer can work together to set the stage for a smash hit.

11:30 A.M.

5 Tips for a Successful Website in an Amazon World

Sean Roylance, Rain Retail Software

Amazon has changed the face of retail, but that doesn't mean you can't have a highly competitive website and music retail business. In this eye-opening session, Sean Roylance, founder of Rain Retail Software, will reveal what several retailers are doing with their websites to not just hold their ground but also grow their in-store and online businesses in an Amazon world. Walk away with clear steps you can take to step up your website game in this hyper-competitive, always-changing retail environment.

12 P.M.

Innovative Store Design Ideas From Top 100 Dealers

Tim Spicer, Spicer's Music (moderator) and panel

Want an inside look at some of the most innovative store design concepts in music retail? Join moderator Tim Spicer of Spicer's Music and a panel of NAMM Top 100 retailers as they reveal their best store design

and merchandising ideas. Get an up-close look at their showrooms, and find out how you can apply innovative ideas to your own store design. Discover new ways to deliver a "wow" factor when customers walk in, and keep them coming back.

💡 The New MIDI for a New Generation of Project Studios

Joseph Akins (moderator), John Kurzweg, Ryan Prewett and Scott Gerow

The Musical Instrument Digital Interface (MIDI) has been around for 35 years. This panel will take a look at the current status of how MIDI is used in the project studio. Topics will include virtual instruments, MIDI controllers, DAWs, musical applications, computer platforms and requirements.

12:30 P.M.

Facebook 2018: What Works Now, What Doesn't

Jenn Herman, Social media strategist

If you've noticed your Facebook traffic drop recently, you're

CONTINUED ON PAGE 32

D'Angelico

NEW YORK



VISIT OUR BOOTH #1235 TO ENTER TO WIN A GUITAR

For the first time in our 85-year history, D'Angelico has made its true foray into the world of solid-body guitars with a trio of all-new designs: the Bedford, Ludlow, and Atlantic—available in both the Premier and Deluxe Series. Bound to carve out their own territory in the solid-body landscape, these models were designed with the utmost attention paid to exceptional tone, versatility, and aesthetic uniqueness.

CUTTING THE CORD

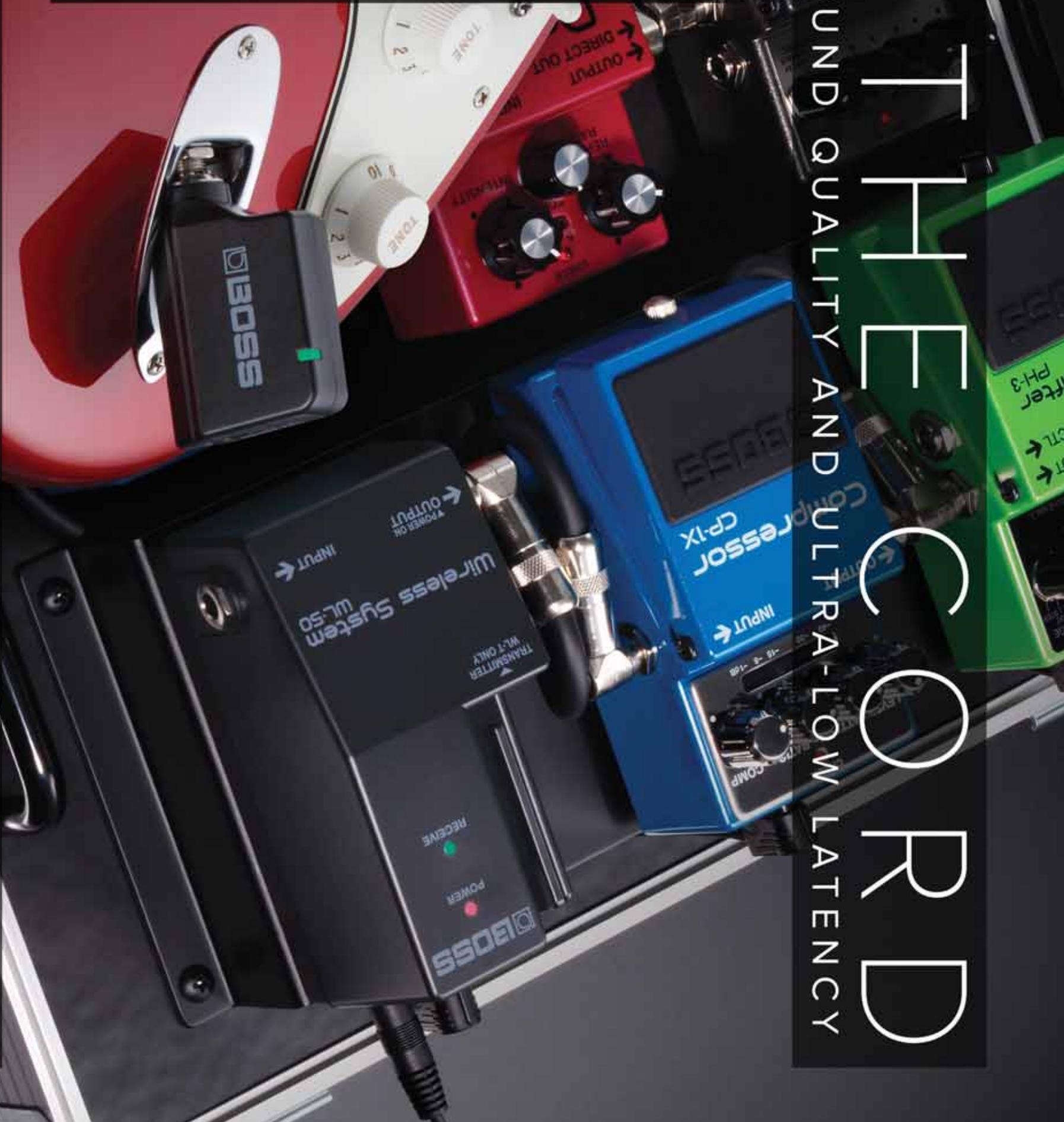
EXCEPTIONAL SOUND QUALITY AND ULTRA-LOW LATENCY



WL-50
For Pedalboards

WL-20
For Electric Guitar

WL-20L
For Acoustic-Electric Guitar



 **BOSS**

Visit BOSS at BOOTH #721

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