

UpBeat

The Official **NAMM** Show Publication

DAILY



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MUSIC CITY STYLE!

Don't miss an aisle of Summer NAMM trendsetters this weekend because you might just find your company's next hot product for the fall. Here are a few fashion-forward exhibitors the UpBeat crew caught up with yesterday on the show floor:



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1. The Reverb team gets pumped up for the show. Back row, from left, Aabesh De, Sebastian Fabal and Dan Abel. First row, from left, Kelly Reed, Mark Anzenc and Dan Orkin. 2. Yorkville's Joe Warrick, far left, Jeff Cowling, Jeremy Berger, Arnie McLerran, Steve Hendee and Laurence Bell highlight the EXM400, the battery-powered EXM-Mobile and the SB106. 3. Fender CEO Andy Mooney, right, and Senior Vice President Justin Norvell show off the Player Series Stratocaster in Buttercream and the California Coast Series Zuma ukulele in Lake Placid Blue. 4. D'Angelico CEO Brenden Cohen holds the solid-body Deluxe Bedford. 5. Andy Powers, Taylor's master guitar designer, strums away on the Grand Auditorium 324ce featuring V-Class bracing.

BREAKFAST SESSION



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NAMM Show News

Briefs

Yorkville Distributes HK

German pro-audio manufacturer, HK Audio, is joining Yorkville Sound for North American distribution.

Yorkville's Canadian and U.S. customers can now gain access to HK Audio's full product line, including cabinets, subwoofers, stage monitors and P.A. systems. The two companies have formed a bond with Yorkville distributing HK Audio's sister company, Hughes & Kettner guitar amps, for nearly a decade.

"By teaming up with Yorkville Sound, HK Audio has found a veteran partner with over 55 years of experience distributing P.A. and lighting products in North America," said Nils Stamer, HK Audio's CEO.

"We have a longstanding track record with Hughes & Kettner that spans for most of a decade," said Jeff Cowling, Yorkville vice president of sales and marketing. "Now, with HK Audio under the same roof, we can offer our North American retailers the opportunity to work with our trusted team for all HK Audio brands."

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

Recording King Fires Up with Flamed Maple

Modeled after the original Mastertone banjos of the 1930s, Recording King's RK Elite 85 offers players classic vintage snap and handcrafted construction. Professional components like a classic Mastertone-style tone ring and true steam-bent, three-ply maple rim provide the fundamentals for traditional banjo tone. The highly-flamed maple resonator and neck with sunburst finish result in a stunning banjo with excellent projection.

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

D'Addario Launches NYXL Sets for .strandberg* Guitars

D'Addario has introduced a series of string sets designed for .strandberg* guitars. The D'Addario NYXL09564SB set is optimized for the variable scale length of seven-string .strandberg* guitars (25½ to 26¼ inches), while the NYXL0984SB set is optimized for the variable scale length of eight-string .strandberg* guitars (26½ to 28 inches), with a specialized ball-end taper to fit the proprietary eight-string .strandberg* bridge. MSRP: NYXL09564SB, \$30.50; NYXL0984SB, \$37.75.

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



Alvarez Ships New Yairi Models

Alvarez Guitars' latest additions to the Yairi series feature naturally seasoned, beautiful-sounding Honduran mahogany tonewood.

The Alvarez Yairi Honduran Guitars feature AAAA Grade solid Adirondack spruce tops and solid Honduran mahogany backs and sides. The 66 models feature solid Honduran mahogany tops. All are delivered in a natural gloss.

🛒 [St. Louis Music \(info@stlouismusic.com\)](mailto:info@stlouismusic.com)



Yamaha Corp. of America President Tom Sumner, far left, joins Guitars for Vets Co-founder Patrick Nettesheim, far right, and G4V graduate veterans on stage for a jam Wednesday night at Benchmark Bar & Grill in Nashville. | Photo by Levi Previn

Yamaha Teams Up with Veterans for Live Music Event

Yamaha joined veterans group Guitars for Vets (G4V) Wednesday evening to hold a live music performance highlighting National PTSD Awareness Day, as well as G4V's program of rehabilitation from post-traumatic stress disorder through music.

Students and graduates of the G4V program's Nashville chapter made up the bulk of the performing musicians at Nashville's Benchmark Bar & Grill for this free event, including chapter coordinator Brandon Branham. The ensemble was joined by guest guitarists Bobby Tomlinson, Isaac Matthews, and G4V ambassadors Sonny Moorman and Ali Handal, along with Yamaha drum artist Brian Fullen. G4V Co-founder Patrick Nettesheim and Yamaha Corp. of America President Tom

Sumner, both guitarists, also joined the group on stage.

"We started as just two guys with guitars visiting our brother and sister veterans in a Milwaukee VA hospital, and since then hundreds of us have found the strength to band together across the country," Nettesheim said. "Joining forces with Yamaha has greatly extended our reach, giving us the resources to support more chapters and bring relief through music to more veterans."

"Guitars for Vets is a perfect fit with the mission of Yamaha, and Patrick has offered us a valuable opportunity to use a specialty of ours to help heal those who have already given so much," Sumner said.

📧 [Yamaha \(4wr.d.it/YAMAHACSR; guitars4vets.com\)](mailto:Yamaha (4wr.d.it/YAMAHACSR; guitars4vets.com))



Taylor Displays Additions

Taylor Guitars is displaying new models at Summer NAMM: the Grand Auditorium 314ce, 324ce, 414ce, 414ce-R, and the Builder's Edition 614ce.

All the models are powered by Taylor's award-winning V-Class internal bracing, which not only enhances the voicing with more volume, sustain and projection, but also improves the intonation along the entire fretboard, yielding greater clarity, consistency and harmonic agreement between notes.

The Grand Auditorium 314ce (pictured) is an acoustic workhorse that performs equally well in the practice room, recording studio and on stage.

Features include a solid Sitka spruce top and solid sapele back and sides. Players can expect a balanced and articulate blend of top-end brightness, midrange fullness and low-end warmth that accommodates an array of playing styles. The guitar ships in a deluxe hardshell case.

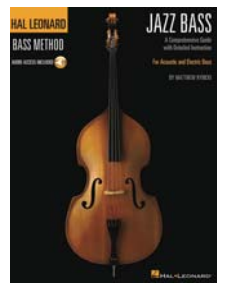
🛒 [Taylor Guitars \(taylorguitars.com\)](http://Taylor Guitars (taylorguitars.com))

Hal Leonard Releases 'Jazz Bass Method'

Hal Leonard has released the book *Jazz Bass Method*.

Written by musician and educator Matthew Rybicki, *Jazz Bass Method* is a guide to learning jazz bass and includes lessons on walking basics, chords and scales, blues, rhythm changes, string raking, soloing, technique, chord substitution, pedal points and ostinato, standard notation plus tab for electric bass and more.

🛒 [Hal Leonard \(800-554-0626\)](http://Hal Leonard (800-554-0626))



Reverend Adds Sparkle

At The 2017 NAMM Show, Reverend Guitars released the 10th Anniversary edition of the Reverend Pete Anderson Signature PA-1.

Now, the company has released the guitar in Silver Metal Flake. The model has all of the same appointments of the original guitar but with some extra embellishments. It features a special inlay at the 18th fret that says "2008-2018" and a 10th anniversary badge on the back of the headstock.

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



Boss GT-1000

Boss is exhibiting the GT-1000, a premium amp and effects processor.

Company officials said the GT-1000 is the first guitar multi-effects processor with 32-bit AD/DA, 32-bit floating-point processing and 96 kHz sampling rate throughout. The GT-1000 is built with the Tube Logic design approach behind the Katana, Waza and Blues Cube amplifiers.

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



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SOUND ROOM



Neutrik Converts Dante Signals

Neutrik USA has introduced the NA2-IO-DLINE Dante I/O Interface.

A 2-in/2-out device, the NA2-IO-DLINE simultaneously converts analog signals to Dante and Dante signals to analog. Genuine Neutrik input and output XLRs, along with a locking etherCON connector, provide professional-level connectivity. Four LED indicators provide network status as well as Dante Sys and

Sync status. Rugged and portable, the NA2-IO-DLINE is an interface solution for everything from installed AV applications to the most challenging stage conditions. For utmost versatility, the unit's rubber protection can be removed. Optional mounting brackets and rackmount panels are available for attaching the NA2-IO-DLINE to floors, walls, tables or racks.

🛒 [Neutrik USA \(neutrik.us\)](http://NeutrikUSA.com)

IK Multimedia London Grooves Offers Authentic Drum Sounds

IK Multimedia has unveiled London Grooves, an instrument collection of acoustic drum kit grooves for IK's sound and groove workstation, SampleTank 3.

Recorded by top drummers in London, this collection covers indie, rock and pop styles. With more than 1,500 high-quality WAV files, 1,200 ready-to-mix drum stems and 300 stereo grooves,

London Grooves is a resource for producers and musicians who are looking to incorporate authentic drum sounds and

carefully crafted grooves in their productions. The collection includes finely recorded drum grooves with authenticity and character. Unlike simplistic drum loop collections, London Grooves offers genuine performances where every beat and stroke embodies the unique playing abilities of these drummers. In addition, 44.1kHz/24-bit WAV files can

be immediately dragged and dropped into a session.

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



TMP-Pro Now Distributes Apart Audio

TMP-Pro, the professional audio, video and lighting distribution division of The Music People, will partner with Apart Audio as its U.S. distributor.

A company with more than 25 years of corresponding experience in fixed audio installation, Apart Audio manufactures affordable, reliable products. Developed with ease of installation in mind, Apart products are suited for small- to medium-sized applications, including hospitality, retail and corporate environments.

Apart Audio is a leading presence in fixed install audio, with products in more than 90 countries with a mission to deliver innovative, cost-effective and reliable sound solutions.

"Our team recognized Apart's strength in design which is evident in the products' innovative function, which will be much appreciated by U.S. installers," said John Hennessey, president of The Music People. "Apart has a strong reputation with their customers around the world with a broad appeal in their markets and a very low failure rate. We are excited to represent Apart Audio's unprecedented product in the U.S. for the first time."

"We are very happy to partner with TMP-Pro," said Kris Vermuyten, Apart Audio sales and marketing director. "Their expertise in professional audio and knowledge of the U.S. market will allow Apart Audio to enter this important geographical area, completing our worldwide network."

📄 [TMP-Pro \(tmp-pro.com\)](http://TMP-Pro.com)

Audiofly Customizes IE Monitors

Audiofly has debuted its custom in-ear monitor program.

Audiofly's custom IEM collection, like its Universal IEMs, are designed in-house at the brand's Australian headquarters. The custom IEM range is set to deliver accuracy, detail and ergonomics with the team incorporating an exclusive Aussie touch to the custom designs.

Initially offering driver configurations matching its AF140, AF180 and AF1120 IEMs, the custom IEMs then undergo the latest in custom molding technology to create the perfect fit for musicians' ears.

With a series of selected faceplate designs that reflect Audiofly's Australian heritage, users can choose to have their



custom IEMs adorned with seashells or natural wood selected from Australia.

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

PreSonus Updates Studio One 4 DAW to Include Harmonic Editing

PreSonus has released Studio One 4, a major update to the easy-to-use company's DAW that combines the best of the traditional recording studio model with the modern methods of creating beat- and groove-oriented music.

Top-of-the-line Studio One 4 Professional includes new Harmonic Editing features that give users the freedom to try out harmonies, transpositions and chord progressions.

The Chord Track goes beyond a simple chord track for note data, working

with instrument tracks and audio tracks for fast, efficient, multi-dimensional arranging and transposition.

Chord Selector makes it easy to experiment with new chord patterns and ideas. Built-in chord detection extracts chords from audio or instrument tracks.

The combination of Harmonic Editing and Studio One's Arranger Track and Scratch Pads makes Studio One a flexible program for arranging and testing out new song ideas.

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



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PRODUCT: SENSAPHONICS CUSTOM IN-EAR					
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Frequency	Isolation	Frequency	Isolation	Frequency	Isolation
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250 Hz	32.6 dB	2000 Hz	39.7 dB	6300 Hz	47.6 dB
500 Hz	35.1 dB	3150 Hz	44.5 dB	8000 Hz	46.0 dB

Noise Reduction Rating: 29 dB
Protocol: ANSI S3.19-1974
Tested by: Michael & Associates
Date: April 2, 2018

Sensaphonics Earns High NRR Rating

Sensaphonics has extended its excellence in hearing wellness by scoring a 29 dB Noise Reduction Rating (NRR) for its soft silicone custom earpieces.

This scientific measure of broadband isolation was the result of independent testing by Michael & Associates, and applies to all Sensaphonics custom in-ear monitors: the 3D AARO, 3MAX, 2MAX, 2X-S and the new D2.

"Our custom products solve real-world problems for musicians and sound engineers, and this 29 dB NRR is proof," said Dr. Michael Santucci, Sensaphonics president. "That means maximum isolation, which promotes safer monitor levels. But beyond that, soft silicone is far more comfortable and retains its seals for full bass response, allowing performers to focus on their music, not their equipment."

Noise Reduction Rating is used to determine a product's effectiveness as a hearing protection device. The new NRR of 29 dB reflects the protection from ambient noise of Sensaphonics soft silicone earpieces.

NRR is typically used to evaluate industrial hearing protection (earplugs and earmuffs), but is a useful tool to show the broadband attenuation of in-ear monitors as well.

Michael & Associates is a fully accredited independent test lab.

📄 [Sensaphonics \(sensaphonics.com\)](http://Sensaphonics.com)

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THE JOURNEYMAN: NOW AVAILABLE IN BLACK AND RED!

Met with enthusiasm upon its release at Winter NAMM 2018, Kala's Journeyman Mahogany U-Bass model has been expanded to include new options. Our new Journeyman models are Matte Black and Matte Red Stains with Kala Round Wound Strings! The white binding, f-holes, and cutaway give these models their distinct look. The Journeyman is great for gigging, has the original U-Bass tone, and won't break the bank. Available in a fretted model. **COMING SUMMER 2018!**

GUITAR WALL

Examine Classic Styles with Hal Leonard's 3 Blues Guitar Books

Hal Leonard has introduced a trio of blues guitar books: *Brave New Blues Guitar*, *Arlen Roth Teaches Slide Guitar* and *Arlen Roth Teaches Fingerstyle Blues Guitar*.

Brave New Blues Guitar, a book examining classic styles, techniques and licks from master guitarist Greg Koch, reinterprets the works of 16 blues rock titans with a modern feel. Blues innovators featured in the book include Albert King, B.B. King, Billy Gibbons, Cornell Dupree, Derek

Trucks, Duane Allman, Earl Hooker, Eric Clapton, Freddie King and more.

Arlen Roth Teaches Slide Guitar and *Arlen Roth Teaches Fingerstyle Blues Guitar* aim to help guitar players expand their knowledge of the instrument and the blues.

Slide Guitar and *Fingerstyle Blues Guitar* feature transcriptions and examples presented in standard notation and tablature alongside over an hour of video lessons.

🛒 **Hal Leonard (800-554-0626)**



Alvarez Guitars Ships Cádiz

Alvarez guitars is shipping the Cádiz Series of classical and flamenco guitars.

The Alvarez team traveled to Andalucía, Spain, to learn more about the history, the music and construction of these legendary instruments.

The Cádiz Series features flamenco and concert models in various configurations, including cutaway/electric and hybrid models with a slimmer nut width.

Each model features a graduated solid

AA grade Sitka top, asymmetric fan bracing and Spanish Heel neck joints. Flamenco models feature cypress backs and sides, while concert models are constructed with walnut backs and sides.

With the exception of the hybrid designs, the Cádiz Series stays true to traditional classic design choosing three-piece mahogany and ebony neck construction.

🛒 **St. Louis Music (800-727-4512, info@stlouismusic.com)**



Faith Delivers Patrick James Eggle Legacy Series

Voted the United Kingdom's best acoustic guitar for six years and counting, Faith guitars is known for solid wood guitars with a superior fit and finish at a good price.

Faith looks to add to that reputation with the PJE Legacy guitar line, delivering professional guitars at a \$1,500 price point.

PJE Legacy Series guitars have a rich, warm and mature sound that usually takes 20-plus years to achieve.

The instrument's Canadian Sitka spruce tops have been kiln-aged

through the process of torrefaction. In basic terms, the spruce is air dried before being roasted in a kiln with precise controls over atmospheric and oxygen levels to reduce its moisture content. Then as the wood cools, precise amounts of moisture are reintroduced to the wood.

This process produces a rich, golden color that radiates an authentic vibe. Like all Faith guitars, the PJE Legacy Series are solid wood — fine, torrefied Canadian Sitka spruce for the top and figured African Khaya mahogany for the back and sides.

The pickup system is Fishman's latest "Flex-T-Blend," which combines the crispness of a piezo undersaddle pickup with the characteristic tones of an internal condenser mic. The controls are discreet and don't distract from the guitar's contour.

🛒 **Connolly Music (connollymusic.com)**



Yamaha Infuses TransAcoustic Into FG, FS

Yamaha is showcasing the FG TransAcoustic — two guitars that combine the durability and affordability of the FG and FS series instruments with Yamaha's TransAcoustic technology.

The FG-TA dreadnought and its concert-size counterpart, the FS-TA, are built on the design of the company's FG820 and FS820 models.

TransAcoustic Technology enhances the playability of the guitars by employing an integrated actuator, a small metal device completely hidden inside the guitar that represents a new concept in acoustic guitar technology.

When the instrument's strings are played, they cause the actuator to vibrate, which is then conveyed to the guitar body and the air around the guitar. This movement creates authentic reverb and chorus effects without needing any external amplification or effects.

TransAcoustic guitar technology was first introduced in 2016 in the premium Yamaha LL-TA and LS-TA TransAcoustic models, which earned Best in Show honors at Summer NAMM as well as a Best of What's New distinction from *Popular Science* magazine.

MSRP: \$939

🛒 **Yamaha (4wrdr.it/TransAcousticGuitar)**



Conklin Adds Sidewinder Model

Conklin Guitars has introduced the Conklin Sidewinder Cutting Edge CE6-PT in a Satin Nova finish.

The Sidewinder features Conklin's most popular guitar body style and now features many of the most requested custom options in one standard model.

The Cutting Edge 6-PT includes a

Riversong's Signature Axe Runs Again

The Riversong Magagna Signature guitar model has been named after David Magagna, Riversong's sales manager.

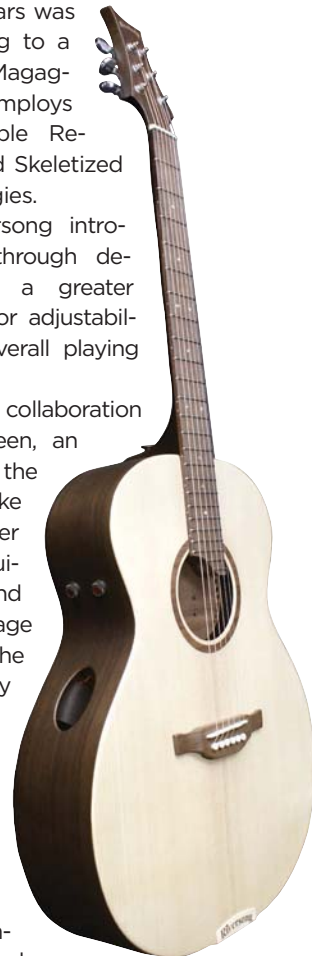
The first run of Magagna Signature guitars was a success, leading to a second run. The Magagna Signature employs Riversong's Double Reaction Bridge and Skeletized Bracing technologies.

In 2012, Riversong introduced its neck-through design that gives a greater resonance, superior adjustability and strong overall playing experience.

In 2017, in a collaboration with Philip Shaheen, an oud builder from the Middle East, Mike Miltimore, founder of Riversong Guitars, designed and developed a Stage oud, based on the Stage guitar. They also worked on a guitar bridge based on the oud bridge design. The result is the Double Reaction Bridge, which gives an additional 10 percent volume gain over conventional glued-on bridges.

Miltimore also developed a bracing system while experimenting with moving mass around on the guitar top. The result is Riversong's Skeletized Bracing, geared to improve the vibration resonant quality without sacrificing structural quality.

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



🛒 **Conklin Guitars (conklinguitars.com)**



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www.yorkville.com

ACCESSORIES

Waggi Unveils New Line of Guitar Pedalboards

Waggi Pedalboards has introduced its new take on the traditional guitar pedalboard, featuring an integrated, tidy cable system and a two-tier design with plenty of space to accommodate pedal arrangements in a small footprint.

The pedalboards come in three sizes — W20, W28 and W34 — and



feature an easily accessible front deck, a spacious side deck, and a hinged upper deck that opens to provide extra storage underneath for power supplies and patch boxes.

Users can run audio and power cables in Waggi's under-rail channels, then enclose them with the protective and freely

configurable Raceways Section.

The Waggi is designed with plenty of side, rear and bottom cut-outs to allow various cable configurations to pass through.

Each Waggi is constructed from durable, 14-gauge aluminum with a stylish stainless steel back panel for an uncluttered audience view and includes a padded carrying case for safe and easy transport.

🛒 [Waggi \(waggi.co\)](http://Waggi (waggi.co))



RockBoard Debuts Pedal Bag Range

There are lots of multi-effects pedals, amp modelers, loopers, switchers and vocal effects in floor format on the market, from a variety of well-known manufacturers.

But rarely do these manufacturers also supply protective bags, according to RockBoard.

The RockBoard Effects Pedal Bag range changes that by including protective bags for nearly every multi-effect, amp modeler, looper, switcher and voice-EFX pedal on the market.

RockBoard Effects Pedal Bags offer safe protection, meet professional requirements and are inexpensive.

With 14 RockBoard Effects Pedal Bags available, they are suitable for more than 130 different pedal multi-effects.

The Effects Pedal Bags are equipped with a water-repellent black RokTex surface material, 10-mm thick padding, two-way zipper, removable, adjustable and padded double carrying handle. The bags also include a front pocket for cables and accessories, an inside accessory pocket, PVC reinforced bottom and metal feet and fittings.

🛒 [Rockboard \(rockboard.de/en/Home.html\)](http://Rockboard (rockboard.de/en/Home.html))

Korg Pitchclip 2 Expands Tuner Line

Since its debut in 2011, the Pitchclip tuner has been a top choice for guitarists looking for an accurate and reliable tuner.

To further expand on its clip-on tuner series, Korg has introduced the Pitchclip 2 — a refined clip-on tuner that features high tuning precision with visibility and an enhanced clip for better holding power. The Pitchclip 2 also includes a reverse display function, allowing for easier tuning for left-handed guitarists or players who want to keep their tuner behind the headstock.



While carrying on the compact body of the original, the Pitchclip 2's display is thinner than the original.

The series also includes a larger, easier-to-read screen and improved detection sensitivity.

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



Boss Displays Covers, T-shirts

Boss is displaying premium Boss accessories including amplifier covers, T-shirts and more.

Built to Boss standards, these newly released accessories deliver top-level performance. High-quality Boss amplifier covers are constructed with durable

materials and designed to protect Boss, Waza, Katana, Roland Blues Cube and Jazz Chorus amplifiers.

Boss' growing lifestyle accessory line-up also includes T-shirts featuring iconic Boss pedals.

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

Rico 50-Pack Bulks Up

D'Addario Woodwinds has launched Rico by D'Addario Bulk 50 Boxes.

Each box contains 50 individually sealed and barcoded reeds. This configuration is offered for Bb clarinet as well as alto and tenor saxophones.

Available in strengths 1.5, 2, 2.5 and 3, the reeds are offered at a discounted price as compared to other Rico offerings.

The Rico by D'Addario Bulk 50 Boxes are available now. Rico reeds are naturally grown and digitally milled for consistency and quality. In addition to this new offering, Rico is available in configurations of 3, 10, 25 and 250 reeds for all voices of clarinet and saxophone.

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



Neutrik USA Launches True Outdoor Protection Series

Neutrik USA has introduced the True Outdoor Protection (TOP) series.

Encompassing powerCON TRUE1, etherCON and XLR product groups, the TOP series is IP65 rated and UV light resistant. These products are specifically designed to provide maximum performance under challenging conditions.

As an alternative to Neutrik's powerCON TRUE1, the powerCON TRUE1 TOP product line features all-black, high-impact, UV-resistant materials.

IP65 and UV-resistant etherCON TOP products feature rugged RJ45 cable carriers in two colors, Cat 5 chassis connectors for vertical PCB mounting, horizontal PCB mounting and D-size



feedthrough as well as an SE8FD-TOP outdoor assembly kit.

The XLR TOP product line comprises 3- and 5-pin male and female XLR cable connectors.

🛒 [Neutrik \(704-972-3050\)](http://Neutrik (704-972-3050))



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.



See Gator at Summer NAMM
BOOTH #843

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and the Top 100 Dealer Awards show begins at 7 pm.**

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CRAIG WAYNE BOYD

Winner of NBC's *The Voice* "Season 7"



**Summer¹⁸
NAMM**





Deering Honors Banjo Heritage

Deering Banjos has introduced the Rustic Wreath banjo to its Golden Series, expanding the selection for the first time in nearly 20 years.

The Rustic Wreath started in 2017 as a collaboration with Barry Waldrep, owner of Deering Master Dealer, banjo.com. The result is an affordable walnut-stained

maple banjo that honors the heritage of the instrument, while taking on a sleek, minimalist feel. The Rustic Wreath retains aesthetic features of its older siblings, notably the inlay pattern from the Golden Wreath, the traditional pre-war peg head shape, and iconic flange hole pattern.

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

Framus Delivers William DuVall Talisman Signature

The William DuVall Signature Framus Talisman guitar can be ordered as a Custom Shop Masterbuilt model, handcrafted in Germany, or as a Pro Series Teambuilt model, made in Germany.

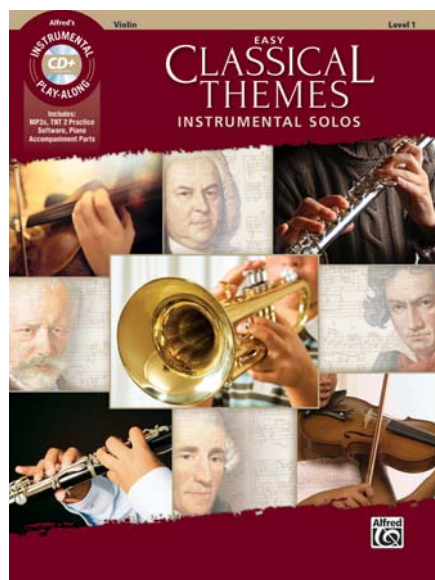
The DuVall model was created in close cooperation with the U.S. musician William DuVall, frontman for Alice In Chains.

Both DuVall models come equipped with a contoured mahogany body with AAA flamed maple top and quilted maple inlays, set-in mahogany neck, tigerstripe ebony fretboard, Framus Custom fretboard inlays, illuminated side fretboard dots, Graph Tech Ratio Locking tuners

with wooden knobs and more.

The Masterbuilt model comes in three finishes: natural oil, colored transparent satin or high polish.

🛒 [Framus \(warwickbass.com\)](http://Framus (warwickbass.com))



Alfred Adds Easy Classical Themes

Alfred Music has added *Easy Classical Themes* to its "Instrumental Play-Along Series." *Easy Classical Themes Instrumental Solos* offers a versatile selection of themes from classical favorites for flute, clarinet, alto sax, tenor sax, trumpet, horn in F, trombone, violin, viola and cello.

Additional instruments are available in SmartMusic. Each book contains carefully edited arrangements appropriate to each instrument and well-suited for level 1 students.

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

Levy's Leathers Delivers Cash



Levy's Leathers has turned leather into money with the Cash guitar strap, M317CSH.

To keep the exchange simple, the Cash strap is available in black only, but it does have a splash of color. The Cash is a combination of black veg-tan and distressed veg-tan with nailhead studs. This strap stands to have equal appeal to the rock crowd as well as country crooners.

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

OWN YOUR FLY DATES

3i-6018-TKBD
88-Note



Stop gigging on a stranger's keyboard when you travel. Start feeling confident about flying with your own gear.

SKB iSeries injection molded keyboard cases are waterproof, military tough, lighter in weight than traditional ATA flight cases, and feature built-in TSA accessible locking latches, quiet-glide wheels, and Think Tank-designed interiors with fully repositionable foam pads for maximum protection and a perfect fit. These flight-ready cases are available in seven sizes for today's most popular keyboards from Korg, Nord, Kurzweil, Roland, Yamaha, Dave Smith, Crumar, Hammond, and more.



3i-3614-TKBD
49-Note



3i-4214-TKBD
61-Note



3i-4217-TKBD
61-Note



3i-4719-TKBD
61-Note



3i-5014-TKBD
76-Note



3i-5616-TKBD
88-Note



See them all at **Booth 313** or skbcases.com/music



Boss Debuts Katana-Artist

Boss' Katana-Artist takes Katana performance to a new height with all the latest Version 2 features plus tone, speaker and cabinet enhancements.

Built for live performance, the 100-watt Katana-Artist combo features a newly developed cabinet design with front-facing controls and a premium Waza 12-inch speaker. The semi-closed back is ideal for rock tones and the tight, rugged construction produces rich, full sound with projection.

In addition, the amp's five channels have been tuned to provide highly expressive response that works in complete harmony with the Waza speaker and new cabinet design.

Boss' custom Waza speaker delivers tones inspired by the benchmark 25-watt British stack speaker from the 1960s. Through detailed analysis and careful selection of the magnet, cone material, and other construction elements, Boss has captured the rock speaker's iconic sound and response with the added benefit of increased power handling capacity.

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

SKB Cases Improves Roto Racks for Easy Transport

SKB Cases has overhauled its 4U, 6U and 8U Roto Rolling Racks, incorporating a new design that includes several upgraded features for improved functionality.

Each updated Roto Rolling Rack size includes a one-touch pull handle and back-lid mounted wheels for easy transport as well as redesigned exteriors that let Roto Rolling Racks easily stack with existing SKB standard and shallow racks.

Four military grade butterfly latches secure each lid with an internal rubber gasket that keeps water



out so sensitive electronics stay safe.

Molded of Linear Medium Density Polyethylene plastic, Roto Rolling Racks are lightweight, watertight, dustproof and resistant to heat, chemicals and impact damage.

They also include molded-in stacking ribs, threaded steel rails — including rear rack rails — a rear access door and black, powder-coated recessed stainless steel hardware for maximum durability.

The 4U, 6U and 8U Roto Rolling Racks will replace the existing comparable sizes.

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



IK Multimedia Updates iRig for Ableton

IK Multimedia has released a firmware update for its iRig Keys I/O series of keyboard controllers and audio interfaces for Mac, PC and iOS that introduces enhancements and new features to improve and extend the iRig Keys I/O functionality.

The firmware introduces a preset that gives Ableton Live users command of their performance with plug-and-play simplicity. All MIDI mappings and connections are automatically established, taking guesswork out of the equation and bringing the creative versatility of the controller to a higher level.

Plus, the firmware now makes it possible to use the drum pads to control the mute function of the tracks for a more live performance-focused approach.

Geared for dynamic and responsive beat-making, it's now possible to set different sensitivity values for all eight drum pads — which is especially useful when playing instruments like the Drum Rack within Ableton Live — to better fit each user's playing style.

Users can now surf through presets using the Prog Up/Down buttons on their iRig Keys I/O.

[IK Multimedia \(irigkeys.io\)](http://IK Multimedia (irigkeys.io))

D'Angelico Releases DC 12-String

D'Angelico's Premier Series has a host of upgrades for 2018.

Premier Series electric guitars now features Seymour Duncan-designed pickups, offering stronger tonal clarity and versatility.

For playability, a fine-tuned, slimmer neck shape elevates comfort. And as an aesthetic addition to the line, the Premier Series will welcome multi-ply cream binding as well as an ocean turquoise finish.


The line has also added the DC 12-string, a semi-hollow electric guitar boasting great playability and tone at a more accessible price point.

Featuring the same body shape as the standout Premier DC, the DC 12-String



offers organic semi-hollow tone and crystalline 12-string clarity, strapped with Duncan designed humbuckers that span a wide tonal range.

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



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Toca Upgrades Freestyle Djembes, Tom Toms

Toca Freestyle II Nesting Djembes are PVC drums similar to the company's freestyle djembes but with drumheads made from reinforced composite synthetic material for added durability. The heads can also be removed and be played like a frame drum.

As a result, percussionists who purchase the set will get three Freestyle II djembes in one light package — and three frame drums.



The removal of the head also makes them stackable for ease of load, transport and durability.

Available in three head sizes — 8, 10 and 12 inches — the drums are lightweight, always tuned, cleanable, stackable, space saving, weather-resistant and maintenance free.

Simply wipe them with a cloth or use a gentle cleanser to clean.

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

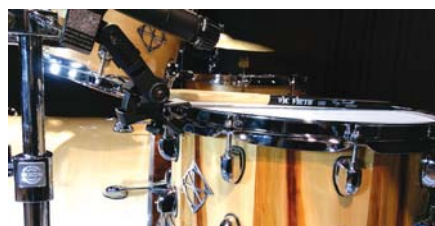
Dixon Ships Cornerstone Kits

Dixon is shipping its Cornerstone Drum Kits, the company's new series of professional, road-worthy drums.

Cornerstone will feature a redesign of the Dixon brand's graphics and design.

"These aren't just great drums, but they also represent an entirely new vibe for Dixon," said Jim Uding, Dixon brand manager. "We felt that the best way for us to present this image shift was to focus on a drum series that lives in the center of our offering, and appeals to the working drummer. We know professionals will really appreciate the versatility of these drums."

Dixon Cornerstone Drums feature a 18-



by 22-inch bass drum, 8- by 10-inch tom tom, 9- by 10-inch tom, 16- by 16-inch floor tom and an optional matching snare.

The two color options are piano black and natural.

[St. Louis Music \(800-727-4512, info@stlouismusic.com\)](http://St.LouisMusic(800-727-4512,info@stlouismusic.com))



Yamaha Rolls Out DTX402

Yamaha has launched DTX402 series electronic drum kits, providing beginning drummers with an entry-level kit that will help improve drumming skills and techniques.

Featuring durable components, high-quality sounds and intuitive operation, the Yamaha DTX402 series is also compatible with the free Yamaha DTX402 Touch app for iOS and Android.

Improving upon the DTX400 series, the models feature a sturdier design and quieter, more natural-feeling drum and cymbal pads. For increased stability, the redesigned rack provides a solid foundation and more flexibility for the placement of the hi-hat and snare pads.

The series comes in two models, the DTX402K and DTX452K. Both come with the DTX402 module, which comes with 287 high-quality, expressive drum and percussion sounds, 128 keyboard sounds, 10 customizable drum kits and nine reverb types.

[Yamaha \(4wrn.it/DTX\)](http://Yamaha(4wrn.it/DTX))

Fishman Debuts Open Core Pickups

Fishman has introduced its Fluence Open Core Classic Humbuckers and Fluence Custom Keith Merrow pickup set.

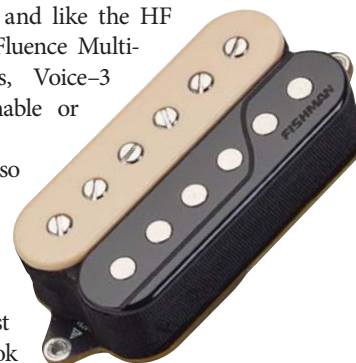
Fluence Open Core Classic humbuckers feature a new "Voice-3" Single Coil. Voice-3 replicates the glassy punch of a single coil pickup, and like the HF Tilt and other Fluence Multi-Voice functions, Voice-3 is either switchable or set-and-forget.

Fishman also introduced the Fluence Custom Keith Merrow pickup set.

With almost 62,000 Facebook followers and another 83,000 subscribers on YouTube, Merrow is known for his passion, keen ear and a multitude of fans. Merrow's signature Schechter guitars are some of the company's best-selling instruments.

Merrow has also chosen Fishman Fluence. Going forward, all Schechter Keith Merrow guitars (6-, 7-, and 8-string models) will feature his Custom Fluence set, which consists of a standard Open Core Fluence Classic in the neck position and a slightly modified Classic bridge pickup that emphasizes the passive side of Fluence tone.

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



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Fender Ships Jazz-Tele Mashup

Fender is shipping the limited edition Jazz-Tele. This Parallel Universe model has a vintage-inspired sound and modern feel powered by a pair of American Vintage '65 single-coil Jazzmaster pickups to marry the best of Jazzmaster and Telecaster guitars.

The limited edition Jazz-Tele features an American Professional Jazzmaster tremolo and bridge, along with American

Vintage '65 single-coil Jazzmaster bridge and neck pickups.

Fender will be shipping more Parallel Universe models in the coming months, including the Troublemaker Tele, Tele Thinline Super Deluxe, Whiteguard Strat, Jaguar Strat, Meterora and the '51 Telecaster PJ Bass.

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

Prism Sound Appoints Sonic Lab as Distributor

Pro-audio manufacturer Prism Sound has appointed Sonic Lab as its exclusive distributor in Taiwan.

Based in Taipei, Sonic Lab distributes equipment that enhances the quality and efficiency of workflows.

Sonic Lab will now represent Prism Sound's entire recording and post-production portfolio, including its flagship ADA-8XR multichannel converter, its award-winning range of audio interfaces such as Lyra, Titan and Atlas, and all SADiE



mastering and editing products including SADiE 6 software.

[Prism Sound \(prismsound.com\)](http://PrismSound.com)

Levy's Flies Hawk Series Straps

Levy's is flying the Hawk Series guitar straps MGS317HWK. The straps feature a garment-quality leather top and an easy-glide, garment-quality leather backing with decorative suede inserts.

Inspired by a simple, symmetrical design, designer Danika Levy sought to create a subtle-yet-strong design combining Levy's suede against the company's signature soft leather.

The colors are just different enough to create a pleasing contrast, while the blue thread adds an interesting detail, a small-but-surprising element, to the design.

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



RockCare StringJet 64 Cleans, Rejuvenates

W-Music Distribution is shipping RockCare StringJet 64, a guitar-string cleaning tool.

StringJet 64 is a little helper that can increase the longevity of guitar strings and help preserve their original tone, according to W-Music.

Suited for six-string guitars and four-string basses, StringJet 64 can be used for any stringed instrument, acoustic or electric, with a maximum distance of 57mm from highest to lowest string.

Its soft micro fiber cleaning pads help rejuvenate strings and clean them all around. The StringJet 64 can be used on its own or with any liquid string cleaning agent.

It will apply cleaners evenly over the entire

length of the strings.

Different from many use-and-disposable products on the market, the StringJet 64's micro fiber pads are reusable and can be easily cleaned with warm water and a drop of liquid soap.

Additionally, each StringJet 64 comes with two extra replacement cleaning pad sets.

[W-Music Distribution \(w-distribution.de\)](http://W-MusicDistribution.com)



ADVANCED

Summer NAMM Booth #909

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Safe & Sound® equipped cases are available for acoustic, acoustic-electric and electric guitars, bass guitars • banjo • mandolin • violin • viola



Yorkville Named 'Best GrandMeister'

Yorkville Sound has been awarded "Best GrandMeister" sales for 2017 by guitar and amplifier manufacturer Hughes & Kettner.

The award was presented during Hughes & Kettner's international distributors meeting in April at Musikmesse.

The Hughes & Kettner GrandMeister Deluxe 40 is an all-tube amp that combines tube tone with smart operating technology.

From super clean to ultra mean, its four channels help guitarists find their dream tones. Add to this the onboard FX section and the FX loop and guitarists have a workhorse for any gig.

"We are thrilled to be awarded Best GrandMeister sales for 2017," said Jeff Cowling, vice president of sales and marketing at Yorkville. "The GrandMeister's features resonate with North American players: compact, easy to carry and easy to use. Hughes and Kettner gave the Yorkville sales team all the right tools to ensure a positive sales trend for our market."

INFO Yorkville Sound, Hughes & Kettner (yorkville.com; hughes-and-kettner.com)

Sheetminder Organizes, Protects Sheet Music

Sheetminder said it has an answer to the problem of organizing sheet music. At one time music was issued in professionally bound volumes, but today it is usually downloaded and printed at home.

Laser-printed sheet music is accessible and convenient, but it is usually printed on flimsy copy paper that is difficult to assemble, quickly gets dog-eared and refuses to stand up on its own.

Musicians often resort to homemade remedies like Scotch Tape and clothespins to secure sheet music, but the results are

awkward and sloppy.

Sheetminder seeks to remedy the problem with a more convenient, inexpensive way to organize, protect and display printed sheet music for practice or performance.



The Sheetminder is a lightweight paperboard binder that can be customized to fit any number of pages of music, turning them into a single, sturdy

booklet. And page turning is eliminated as the Sheetminder can be spread out to create a panorama of music.

Sheetminder (sheetminder.com)



Mates on stage with Audiofly

Audiofly's endorsement program, Mates On Stage, has been helping artists in Australia since 2014. With the growing number of artists joining the program, Audiofly will now offer this support to artists from around the world.

Since 2012, Audiofly has been pushing driver technology boundaries, leading to the development of a range of professional in-ear monitors (IEMs).

Connecting people with music through headphones led to connecting musicians with the Audiofly's IEMs.

Mates On Stage lets Audiofly support and endorse artists by offering top quality product, tech support and marketing opportunities.

A range of Mates On Stage packages are available and tailored to musicians at all stages in their careers.

Previous and current Mates On Stage artists include Slumberjack, Sydnee Carter, Faim, Tired Lion, Ocean Grove and more.

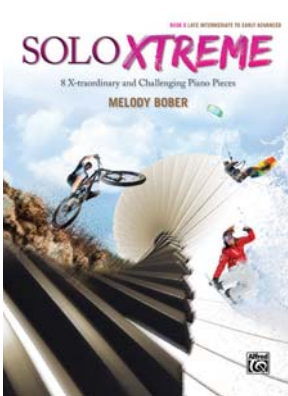
Audiofly (audiofly.com/matesonstage/)

Alfred Expands 'Xtreme' Piano Series

Alfred Music has added books 4, 5, and 6 to its popular solo piano series, *Solo Xtreme*.

The term "xtreme" is often used in sports to indicate feats that go beyond the ordinary. The pieces in the *Solo Xtreme* series encourage piano students to achieve feats beyond the ordinary, too.

The pieces challenge students to change locations, cross hand-over-hand, use a



variety of articulations, play harmonic intervals and accidentals and use the pedal to create colors and moods. At the same time, they expand technique and musicianship.

Solo Xtreme Books 4-6 round out the series with Early Intermediate to Early Advanced levels, creating a complete series.

MSRP: \$7.99.

Alfred Music (alfred.com/SoloXtreme)



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longfellowguitars.com



Nominations Open for 2019 She Rocks Awards

The Women's International Music Network (the WiMN) announced that nominations are now open for the seventh annual She Rocks Awards honoring women in the music industry, which will return to the House of Blues Anaheim on Jan. 25, 2019, during The NAMM Show.

Hosted by the Women's International Music Network (the WiMN), the She Rocks Awards honor trailblazing women from all areas of the industry. Past honorees include Pat Benatar, Melissa Etheridge, The B-52s, Colbie Caillat and many others.

"We look forward to honoring more leaders from all corners of the music industry who pave the way and inspire other women, and so we invite everyone to nominate an exemplary woman and share her story," said Laura B. Whitmore, founder of the Women's International Music Network.

All are encouraged to nominate women who stand out in the music industry at thewimn.com/nominations.

The deadline to submit nominations is Sept. 1.

INFO She Rocks Awards (sherocksawards.com.)

IK Multimedia Goes for Uno

Uno Synth is a portable, monophonic, true analog synthesizer and IK Multimedia's entry in the hardware synthesizer world.

Uno is the culmination of the company's two decades of experience in software and hardware development with the expertise of Italian boutique synthesizer maker Soundmachines and IK's synth guru Erik Norlander — one of the developers behind synths like the Alesis Andromeda.

The result is a no-compromise, easy-to-use instrument with analog sound. The

Uno offers hands-on programmability and advanced features at a great price.

The Uno includes two VCOs with continuously variable waveshape, noise generator, resonant multimode VCF and VCA as well as two independent analog VCOs with Saw, Triangle and Pulse waveforms with continuously variable shape including PWM of the square wave and a separate white noise generator.

Uno can be used as a standalone unit, live or with a digital audio workstation.

IK Multimedia (ikmultimedia.com)





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NAMM booth #2010

First Magnetically Powered Pedal Board




Rare Earth Music LLC Nashville TN pat. pend

Phil Jones Bass Appoints Triana

Phil Jones Bass has appointed Triana Music as its distributor for Spain and Portugal.

For 25 years, Triana has been a premier distributor in the Spanish market and is the home for such brands as Tokai Guitars, Faith guitars, Sandberg Bass, Stagg, Caline pedals, Angel Lopez guitars, James Neligan guitars and Narciso guitars.

"We are excited to have the Triana team join the PJB family," said Phil Jones, company founder. "We are confident in their ability to boost our brand awareness and to grow the Spanish and Portuguese markets."

"It is an honor to announce that we are the distributors for Spain of Phil Jones Amps," said Triana's Jesus Barbado. "The quality, design, weight, portability and sound of PJB amplifiers are impressive."

Phil Jones Bass (pjbworld.com)





Visit the NAMMM Member Center

The NAMMM Member Center is the core of robust activity, community and education, specifically dedicated to ensuring that you maximize your membership benefits year round. Stop by to:

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- Engage with NAMMM's Endorsed Service Providers for business discounts.
- Enter for a chance to win a free membership renewal.
- Top 100 winners, pick up your 2018 Top 100 pin and ribbon

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THURSDAY, JUNE 28

NAMMM Policy
Forum
1-2 pm



FRIDAY, JUNE 29

The Guitar Forever: The Next Wave of
Guitar Instruction
2-3 pm



SATURDAY, JUNE 30

Community Music Making
(CMM) Forum
1-2 pm



Promark Collaborates for Fairbanks Sticks

Promark by D'Addario Percussion has announced that marching drum guru Tim Fairbanks has joined its family of artists.

Fairbank's addition to the company's roster also comes with a collaboration to create the Tim Fairbanks Signature Marching Snare Stick.

The Tim Fairbanks Signature Marching

Snare Sticks were created for today's marching percussionist. Crafted with sound and feel in mind, this stick features a robust round bead and extended taper. These are the first sticks available to the marching market with FireGrain technology and will be shipping in July.

🛒 D'Addario (daddario.com)

Levy's Nova Delivers Taste

Levy's Leathers has introduced the Nova Series guitar straps MPSPDS2.

The Nova Series is a contemporary collection of sublimation straps that departs from the aesthetic of more in-your-face guitar strap designs, instead focusing on tasteful patterns, colors and images.

Subjects like muted colors and quiet leaves grace these straps, which are made



of Levy's garment-quality, suede leather.

🛒 Levy's Leathers (levysleathers.com)

Hal Leonard Highlights Film Soundtracks

Hal Leonard has released songbooks featuring arrangements of the scores for three blockbuster movies: *Black Panther*, *The Post* and *The Shape of Water*.

As part of the development of the film, *Black Panther*, composer Ludwig Göransson traveled to Senegal and South Africa to help develop the film's score. The songbook features piano solo arrangements of nine selections from the score.

The Post's score from John Williams

utilizes traditional orchestral instrumentation along with what Williams has referred to as, "very light, computerized electronic effects." The songbook includes piano solo arrangements of seven selections from the score.

The award-winning score for *The Shape of Water* was composed by Alexandre Desplat. The piano solo songbook features

13 compositions.

🛒 Hal Leonard (800-554-0626)



Godin Launches New Website

Godin Guitar customers can now learn about Godin's latest models, like the Summit Classic SG series or the Stadium '59, with more ease through the company's new website.

Godinguitars.com is mobile friendly, easy to navigate and includes detailed spec pages on all new models in the Godin collection.

In addition to designing and creating top-quality guitars, Godin sees the website as an opportunity to implement smart design in all aspects of its business. Providing consistently positive service means streamlining the online user experience.

With a wide range of models already released in 2018, and more developments in the works, the website is equipped to represent Godin products and the overall brand. The site is product-focused with the Godin customer in mind. New features



like a product search function, searchable specs, demo videos from the Godin Atelier and more detailed product pages tell viewers everything they need to know.

"It was important for us to make the website more user friendly," said Simon Godin. "It offers a more dynamic and visual experience, which reflects our new style at Godin."

🛒 Godin Guitars (godinguitars.com)

Mod Kits DIY Unleashes Penetrator

Mod Kits DIY has unleashed The Penetrator, a treble boost pedal kit with enough gain to cut through any mix.

The pedal adds glistening harmonics that get loud enough to saturate an amp's front end. Adjust the level knob to vary the output so there's no mistaking when the pedal gets kicked in.

Mod Kits are designed to give novice and experienced musicians the opportunity to build their own amps and effects pedals. All kits come with easy-to-follow instructions and use point-to-point wiring. A predrilled enclosure and all necessary parts are included. The Penetrator operates on a 9-volt battery.

🛒 Mod Kits DIY (modkitsdiy.com)



Pearl Roadshow Jr. Gives Small Players Big Voice

A complete drum set package scaled-down to fit smaller drummers, who are 10 years old and under, Pearl's Roadshow Jr. proves it's never too soon to start drumming.

Following in the footsteps of Pearl's Roadshow series for beginning drummers, Roadshow Jr. is not a toy made to look like a drum set. It's an all-in-one, five-piece kit featuring hardware, cymbals and a sturdy White Poplar shell construction for a tunable, powerful playing.

The package includes a 16- by 10-inch bass drum, a 13- by 8-inch floor tom, 10- by 5.5-inch and 8- by 5-inch toms, a 12- by 4-inch snare, bass drum pedal, snare, cymbal and hi-hat stands, and a 13-inch crash and 10-inch hi-hat metal cymbal set.

"As a parent of five, drumming is a skill I want to teach to my children," said Kevin Packard, Pearl combo marketing manager. "Trying to teach the basics to a kid whose



feet can't reach the pedals has proven to be a difficult challenge. Pearl's Roadshow Jr. takes all the elements of a full size drum set and shrinks them down to give the smallest player an excellent learning platform for drumming."

Roadshow Jr. is available in Jet Black and Grindstone Sparkle.

🛒 Pearl Drums (pearldrums.com)







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Gloss Black, Purple Models Added to Vintage Guitars

Originally introduced in 2015 and designed with the needs of the modern player in mind, the Vintage V6M24 electric guitar brims with features that can take a guitarist from the practice room to the world's stages.

The V6M24 features an American alder body matched to a bolt-on maple neck and fingerboard.

Its 24-fret, medium-jumbo fret board lets player comfortably access high notes thanks to a contoured, low-profile neck joint. It comes with Trev Wilkinson-designed hardware and pickups.

The V6M24 will be available in gloss black and purple.

RBI (vintageguitarsus.com)

Gator Goes Extra Large with Tray

Every musician needs an easy-to-reach place for their stuff. The Gator Frameworks line offers an extra-large solution with the addition of the GFW-MICACCTRAYXL.

It's a convenient tray that can attach to most microphone stands, music stands and drum hardware up to 1.38 inches in diameter.

The 14- by 9-inch surface stores everything from



phones, keys, harmonicas and capos to slides and other favorite accessories.

A guitarist can keep an assortment or set of emergency picks at their fingertips with the included pick holder. The tray also features a recessed drink holder. The tray is simple to set up using an adjustment clamp.

A raised edge keeps items from sliding or rolling off. This lightweight yet durable tray from Gator Frameworks is an ideal stand companion.

Gator (gatorframeworks.com)

Earthboard Attaches Pedals Magnetically

Rare Earth Music has debuted Earthboard, the first magnetically powered effects pedalboard.

Earthboard has a patented magnetic rail system using rare-earth magnets, the strongest available, and a long-lasting rechargeable battery to secure pedals.

The board's next-gen design makes the Earthboard cordless — requiring no daisy-chaining — and portable. It also creates an isolated power circuit, ensuring a purer sound, independent of electrical interference.

"This is a one-of-a-kind pedalboard," said Frank Boxberger, company partner and Earthboard engineer. "The circuit is completely



isolated, and the Earthboard is über portable."

Rare Earth Music (615.624.7194; earthboardmusic.com)

Kyser Creates 3 Uke Capos

Kyser Musical Products has created three Hawaiian-themed, Quick-Change capos for ukuleles — Red Hibiscus, Pastel Hibiscus and Hawaiian Lei.

The Kyser capos are specifically made for the small neck and flat fretboard of ukuleles.

The models feature a smaller body, no curved radius and lighter spring tension than the original Kyser Quick-Change capo. Ukulele players can now use a beautiful, island-themed capo to quickly and easily change the pitch of their instrument.

Kyser (kysermusical.com)



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Summer 18
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**NAMM U
Education**

Friday, June 29, 2018

DAILY BREAKFAST SESSION



How to Become a Digital Powerhouse: 7 Steps to Online Transformation

Marcus Sheridan

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

The digital consumer has changed business as we know it. What does this mean to the music products industry? How can your business keep up, and even lead, in this new reality? Following his standing-room-only session at The 2018 NAMM Show, international marketing thought leader Marcus Sheridan returns for a can't-miss NAMM U Breakfast Session. This time, Sheridan will reveal proven steps for turning a traditional organization into a powerhouse for this age of online marketing, e-commerce and disruptive technologies. Using examples from inside and outside the industry, he'll show how to create a digital culture in all levels of your company that builds your brand, your business and, most of all, your bottom line.

NAMM IDEA CENTER SPOTLIGHT



New Trends in the Guitar (Double Session)

Laura Whitmore and Panelists
NAMM Idea Center (Booth 453)
4–5 pm

Topics Include: ● Music Retail ● Music Business

Where does the guitar stand in a digital world? In no uncertain terms, it's more prevalent than ever. And in this special session, you'll find out why. Laura B. Whitmore of Mad Sun Marketing will lead a group of guitar industry leaders. They'll discuss real ideas, tips and success stories focused on new trends in guitar design and performance. Find out what it means to you—and to everyone at Summer NAMM.

TEC TRACKS STANDOUT



Studio Engineering Summit Featuring Chris Lord-Alge's Studio Heroes

Chris Lord-Alge, Julian Raymond
TEC Tracks (Booth 153)
10:30 am–12 pm

Topics Include: ● Audio Production
● Music Business

This is a must-attend for anyone serious about his or her career in music recording. Get up to date on studio trends and technologies, learn insider tips and masterful techniques, and hear real-world advice for dealing with the important and ever-changing challenges. Bring your questions!

NAMM U ONLINE

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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.

💡 Studio Owners Panel

**Sharon Corbitt-House (moderator),
Aubrey Preston and Juanita Copeland**

Running a successful recording studio today requires technical knowledge, financial understanding, negotiating skills, musical training, trend awareness, marketing chops, a focused bravado and the patience and persistence of a top-flight babysitter. And nowhere in the world is that combination refined more to an entrepreneur's delight than in Music City itself. Sharon Corbitt, a 33-year Music Row veteran, has managed multiple recording studios, including Ocean Way Nashville, The Sound Kitchen and Grand Victor Sound (aka RCA Studio A). Her many current studio and community projects include All Good Factory with business partner Mike Kopp to manage Ben Folds' career and his diverse interests that involve photography, music education and music therapy. Corbitt will moderate this panel composed of several of Nashville's most talented, savvy and successful studio owners and operators. Come and get a clear picture of Nashville's studio landscape today and the factors driving change.

12:30 P.M. Creative (and Effective) Store Design on a Dime

**Mark Maxwell,
Maxwell's House of Music**

Looking for innovative and effective store design ideas that cost little to nothing? Then join Mark Maxwell, master visionary and head honcho of NAMM Top 100 Dealer Maxwell's House of Music, and get new, creative and even offbeat tips to upgrade the look and feel of your store. Maxwell has built a unique retail destination that drives traffic and sales, in large part, with its design and merchandising concepts. In this dynamic half-hour, he'll show how he did it. See examples of his most successful, eye-catching ideas, most of which were done for little to no cost. Find out what it means to you, and get ideas to start transforming your own store today.

1 P.M. The Secrets to Surviving the Tough Months

**Alan Friedman, Friedman, Kannenberg
& Co., and Bob Popyk, Music Trades
Magazine columnist**

We all have slow weeks (and months) from time to time, but sitting back and hoping things get better is not a viable plan. More often than not, each year's "make it or break it" is determined by what you do during the tough months. Join industry veterans Bob Popyk, *Music Trades Magazine* columnist, and Alan Friedman, a partner at Friedman, Kannenberg & Co., to discover creative and inventive ways to keep your costs down and profits up during the slow periods. Don't just wait for your luck to improve. Find out how to drive store traffic and sales when times get tough.



Reverb's Dan Abe!
on how to get the most out of YouTube, 10:30 a.m.

💡 Future Of Studio Technology

Dan Daley (moderator) and panel

There have been several inflection points in the techno-history of music production, most notably the transition from analog to digital, but also an evolutionary series of tape and file formats. Where does music-production technology go next? Are smartphones viable production platforms? Are remote and virtual collaboration approaches workable? Join this genius panel, moderated by pro-audio writer Dan Daley, and explore these fundamental questions.

1:30 P.M. 4 Surprisingly Simple Ways to Motivate and Empower Your Team

Will Mason, Mason Music

Do you ever feel as if there's a bottleneck at your store? Your staff is constantly coming to you with questions, complaints and concerns, and you start to develop "decision fatigue." (It's a real thing — look it up.) This is one of the biggest reasons businesses fail to grow. Don't be the lid on your organization! In this presentation, Will Mason of Mason Music will cover four basic but incredibly effective techniques that will help you better train and empower your team to run the business for you. Mason leads a team of 60 people at four different locations, and he attributes his company's growth to developing this team to lead. Discover how to step out of the daily grind and focus on the big picture, creating opportunity for long-term planning, goal setting and business growth.

2 P.M. How to Create a Visual Identity on Instagram (Double Session)

**Ben Blakesley,
Online and social marketing expert**

You can't succeed on Instagram without compelling images. So how do you ensure all of your Instagram images are memorable — and that they portray your brand consistently? Join online and

social marketing expert Ben Blakesley as he shares tactics for making your Instagram content effective, along with examples that you can use from successful brands. He'll cover why a visual identity matters, how to define what your brand looks like and helpful photography guidelines. A not-to-miss presentation for anyone interested in taking their Instagram marketing to new heights.

💡 Archiving For Musicians and Labels

Barry Cardinael

Discover how professional archival facilities rescue audio from deteriorating tapes, keeping assets viable after tape becomes unplayable. Sending digital copies for mastering and mixing means no damage or mishaps to fragile tapes. Digital files can be electronically delivered, while assets are always safe and available.

3:00 P.M. How To Host Unique and Profitable Store Events

Tony Colwell, Third Rock Music Center

In just three years, Third Rock Music Center has gone from retail startup to indie retail powerhouse. The secret to its growth? Hosting unique, traffic-generating and sales-driving events that build customer loyalty and create a community gathering place. In this session, Tony Colwell, general manager and partner at Third Rock Music Center, will share the keys to hosting successful retail events, covering everything from effectively differentiating your events to promoting them. He'll also show proven examples of store events that are both sales- and non-sales oriented. Find out how to take your events to the next level today!

💡 How To Get The Best Performance out of a Vocalist In Your Recording Studio

Dave Tough (moderator), Laura Donohue, James Lugo, Kenny Royster and Ellen Tift Goebel

This panel is directed at engineers and producers who want to coach the best performance out of singers when recording with them. Topics covered will include microphone choice and placement, performance psychology, comping and tuning, and more.

3:30 P.M. Time Management: Take Control of Your To-Do List

Sean Samson, Sean Samson Training

Time is distracting when you don't have a plan. So how do you get everything done — and, most importantly, get a lead on those projects you've been putting off? Find out at this exciting half-hour with Sean Samson, CEO of Sean Samson Training, as he delves into actionable and motivating concepts for better managing your life and business. You'll leave with new ideas for taking conscious control of your to-do list

and discover how to break down your daily and weekly commitments to focus on saving time and money. Samson will even discuss how to use music to help create daily motivation for continued success. Take control of your focus today!

4 P.M. New Trends in the Guitar (Double Session)

Laura B. Whitmore, Mad Sun Marketing, and panel

Where does the guitar stand in a digital world? In no uncertain terms, it's more prevalent than ever. And in this special Friday-afternoon session, you'll find out why. Laura B. Whitmore of Mad Sun Marketing will lead a group of guitar industry leaders through an insightful look at this cornerstone of the music industry. They'll discuss real ideas, tips and success stories focused on new trends in guitar design and performance. Find out what it means to you — and to everyone at Summer NAMM.

💡 The 10 Biggest Mistakes When Installing Your Sound System

John Mills

Whether you run the sound for a house of worship, music club, touring artist or outdoor venue, you've probably encountered situations where your system wasn't performing to your expectations. Luckily, there are often subtle adjustments you can make that are cheap and easy to deal with, though not obvious. In this session, John Mills will lay out some of the most common fixes that will save you time, money and hair.

💡 5 P.M. Solving 'The Sound Problem' at Your House Of Worship

Doug Doppler (moderator), John Mills, Kent Morris and Brett Armstrong

The advances in digital technology and the silent stage have done much to improve the experience for worship musicians, sound techs and congregations. Still, these changes have created a new set of growing pains for worship and tech teams. This TEC Tracks panel of trusted worship musicians, FOH engineers and church pro-audio installers will bring you up to speed on state-of-the-art sound systems, discuss solutions to common problems and answer your questions.

6-9 P.M. NAMM Top 100 Dealer Awards

Music City Center, Davidson Ballroom
The Top 100 Dealer Awards spotlights the industry's very best music product retailers and shares their strategies for success. In addition to choosing the Top 100 Dealers, an independent panel of judges also picks winners in seven "Best of" categories, from which the prestigious "Dealer of the Year" is selected.



2017 Top 100 Dealer Award Winner
Friday, June 29, 2018

POLICY SESSIONS HIGHLIGHT

SupportMusic Coalition on Coalitions for Music Education Advocacy

Music City Center, Room 202 AB (Level 2)
12-1:30 pm



SPECIAL EVENTS

The Guitar Forever: The Next Wave of Guitar Instruction

NAMM Member Center (Level 3)
2-3 pm



D'Angelico Pick Up & Play Giveaway

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



One Guitar Is Never Enough

NAMM Member Center (Level 3)
3-4 pm



NAMM Young Professionals Educational Session and Networking Reception

Music City Center, Room 201 (Level 2)
4-6 pm



World's Fastest Drummer Prelims

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



TONIGHT AT SUMMER NAMM



TOP 100 DEALER AWARDS
will return to the Davidson Ballroom, Music City Center (Level 1M)
6-9 pm

Enjoy a free, delicious dinner while you learn best practices from some of the top retailers in the industry. Nashville radio personality, **Kelly Ford**, will host this special evening featuring performances by country star, **Craig Wayne Boyd**.



Attend the after-party at the Hard Rock Café, 100 Broadway, benefitting The NAMM Foundation and featuring live music by Thomas Claxton and special guests.

WHAT'S NEW

NAMM Young Professionals will get together tonight from 4-6 pm in the Music City Center, Room 201 (Level 2)

Don't miss the chance to explore Music City and its iconic music venues, including the one-and-only Nashville Crossroads.



Don't forget to use Summer NAMM Snapchat filters



Enjoy free Wi-Fi throughout the Music City Center

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

FRIDAY, JUNE 29, 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.



Candyman Strings & Things' Cindy Cook accepts the Best Customer Service award from host Cody Alan at 2017 Summer NAMM.



Robert Christie and Josh Zapor, center, of A&G Central pose backstage after winning Dealer of The Year Award during Top 100 Dealer Awards at 2017 Summer NAMM. | Photo by Jason Davis/Getty Images for NAMM



Laura B. Whitmore will host a panel of guitar industry leaders, 4 p.m.

BREAKFAST SESSION

8:30–9:30 A.M.

How To Become a Digital Powerhouse: 7 Steps to Online Transformation

Marcus Sheridan, marketing guru and partner at Impact Music City Center, Davidson Ballroom

The digital consumer has changed business as we know it. What does this mean to the music products industry? How can your business keep up, and even lead, in this new reality? Following his standing-room-only session at The 2018 NAMM Show, international marketing thought leader Marcus Sheridan returns for a can't-miss NAMM U Breakfast Session. This time, Sheridan will reveal proven steps for turning a traditional organization into a powerhouse for this age of online marketing, e-commerce and disruptive technologies. Using examples from inside and outside the industry, he'll show how real companies, just like yours, are not only embracing the digital age but also dominating their industries. Find out how to create a digital culture throughout all levels of your company

that builds your brand, your business and, most of all, your bottom line. (Free breakfast is served on a first-come, first-served basis from 8–8:30 a.m.)

10:30 A.M. 5 YouTube Power Users — and What You Can Learn From Them

Dan Abel, Reverb.com

YouTube is an invaluable tool for connecting with current and prospective customers, but it can also be intimidating if you don't know the ins and outs. Join Dan Abel, director of marketing for Reverb.com and former marketing manager at YouTube, and find out how to get the most from the video-sharing website. He'll highlight five creators who've mastered the art of YouTube and what they can show you about growing your own audience. Discover best practices, strategies and secrets of the most effective video marketers.

💡 Studio Engineering Summit Featuring Metalliance

Jim Pace (moderator), Frank Filipetti and Elliot Scheiner
Day Two of TEC Tracks begins with our Studio Engineering

Summit, four back-to-back sessions designed to provide an understanding of the realities of studio life. You'll hear forecasts of where it's heading and take a fond look back at some juicy studio stories, jokes and legends. The Summit is co-hosted by METAlliance, a forum of the industry's most experienced and respected recording veterans. This is a must-attend for anyone serious about his or her career in music recording. Get brought up to date on studio trends and technologies, learn insider tips and masterful techniques, and hear real-world advice for dealing with the important and ever-changing challenges. Bring your questions!

11 A.M. Why Your Website Isn't Working — and What To Do About It

Catherine Brock, Inbound AV

Your website isn't performing, and you're not sure why — or what to do about it. Sound familiar? If so, join online marketing expert Catherine Brock of Inbound AV and get your website back on track. In this revealing session, Brock will

help you identify once and for all the problems that are holding your website back. She'll also discuss practical next steps to make it work. Don't go down the rabbit hole of fixing website issues you may not even have. Take control of your website today! This session will appeal to everyone from full-blown e-commerce businesses to retailers with simple lead-generating sites.

11:30 A.M. How You're Killing Your Lesson Program

Pete Gamber, Music Inc. magazine columnist and lessons expert

Most music lesson operators make inadvertent mistakes that slowly chip away at their lessons business. Left unattended, these can stunt growth and even kill a program. Don't let this happen to your lesson operation! In this eye-opening session, music lessons guru Pete Gamber will reveal the most insidious problems that affect lesson programs and show you how to spot them at your own business. He'll also offer proven solutions to these problems,

so you can not only fix them but also prevent them from happening in the first place.

12 P.M. New Ideas To Deliver a Mind-blowing Customer Experience

Michael and Leslie Faltin, Instrumental Music Center

Instrumental Music Center has won *The Music & Sound Retailer* magazine's Best Customer Service and Best Sales Staff awards, among others. Here, company owners Michael and Leslie Faltin will show how their staff consistently delivers an outstanding "tailored" experience to every customer, every time. In this high-energy half-hour, they'll discuss the changing landscape of the modern retail environment and specifics of what today's brick-and-mortars must do to capture consumers' attention. Be prepared to take notes. You'll get tons of easy-to-implement ideas to create an outstanding experience for your customers — the kind that brings them back time and time again!

CONTINUED ON PAGE 28

D'Angelico

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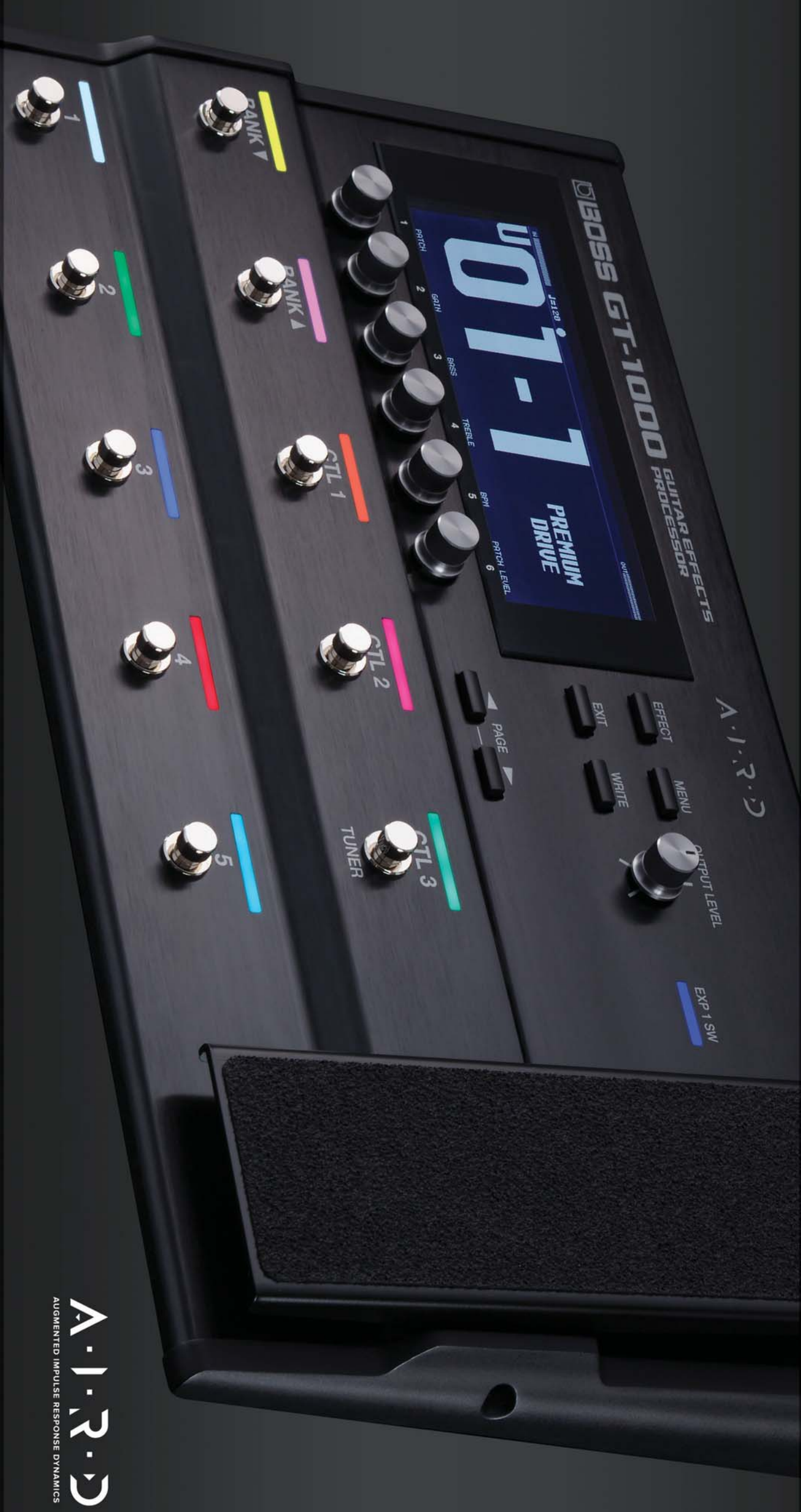


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