

# UpBeat

The Official **NAMM** Show Publication

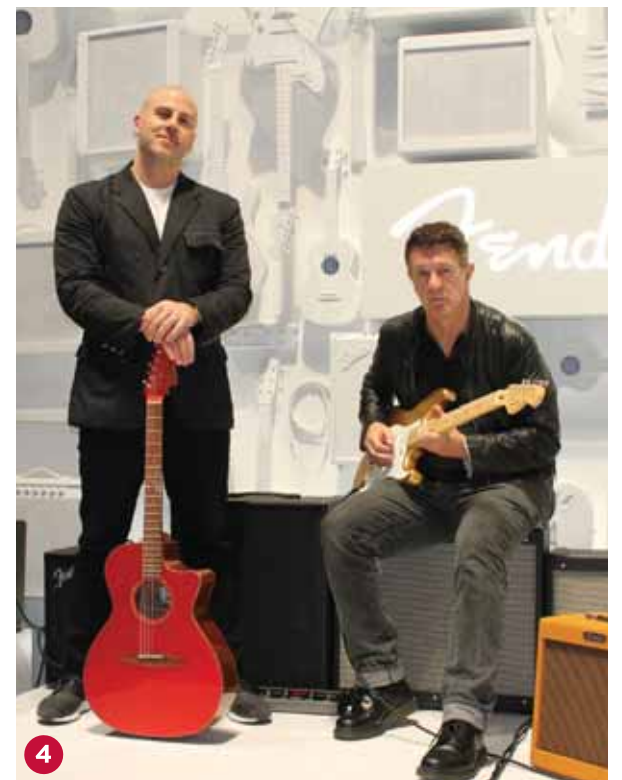
## DAILY



# BIGGER, BETTER, BADDER!

**Get ready for The New NAMM Show.** With more exhibitors, concerts, educational sessions and “wow factor” than ever before, NAMM is expecting a record turnout. The *UpBeat Daily* crew was on the show floor early to check in with exhibitors gearing up for the show. Here a few highlights!

1. From left, Adam Hall's Alexander Pietschmann, Nikke Blout and Steven Savvides rev up for the show with the Maui P900 — designed by the Porsche Design Studio. 2. From left, Audix's Gene Houck, Abbey Masciarotte and Cindy Bigeh highlight the MicroBoom System. 3. The Yorkville Sound crew. Top row from left, Kira Haden, Natalie Duguay, Alex Donmoyer, Steve Hendee and Steve Das. Bottom row from left, Jeff Cowling, Chris Gauthier, Dave Lawrence, Darren Butt and Laurence Bell. 4. Fender's Justin Norvell, left, and Andy Mooney show off the California Series Newporter Classic (see page 8) and the American Original '50s Stratocaster. 5. Junichi Miki, president and CEO of Roland, and Joe Lamond, president and CEO of NAMM, meet Wednesday in preparation for today's launch of the new ACC North Hall.



## BREAKFAST OF CHAMPIONS



Join Joe Lamond, NAMM president and CEO, this morning as he interviews a cast of the some of the most exciting people in the industry!

**Breakfast of Champions**  
Page 126



**Gator Buys Levy's**  
Page 4



**PRS Gets Meta**  
Page 50



**Alfred Does The Doors**  
Page 82



**Next Gen JBLs**  
Page 96



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# NAMM Show News



Joe Lamond and Robin Walenta

## WELCOME TO THE NAMM SHOW

ON BEHALF OF NAMM'S BOARD OF DIRECTORS, EXECUTIVE COMMITTEE AND STAFF, WE'D LIKE TO WELCOME YOU TO YOUR SHOW.

JOE LAMOND, NAMM PRESIDENT AND CEO

ROBIN WALENTA, NAMM CHAIR

Longtime NAMM members often refer to this show as their “clubhouse,” where we gather for our annual family reunion, see the latest in new product innovations and experience the life-changing opportunities that come about when the global music community comes together for four days in Anaheim. Well, the clubhouse just got a little bigger!

This year we introduce our “Crossroads 2.0” experience, the largest show floor in NAMM’s history, including a record number of exhibitors with amazing new products that will energize the market. We have also tripled the number of educational opportunities. There is something for everyone at NAMM U including the Idea Center, Breakfast Sessions, NAMM Foundation sessions, College Music Society, TEC Tracks, AES@NAMM Pro Sound Symposium, ESTA-curated sessions, FOH and PLSN’s Pro Production Series, A3E’s Future of Audio and Dante Certification Training.

The addition of the new ACC North has given us the much-needed room to grow and the creation of product and industry segment neighborhoods throughout the show floor makes navigation even easier. The new Arena Plaza features more music and food choices, and the addition of the Parnelli Awards and the Yamaha “Concert on the Grand” will create more “only-at-NAMM” moments.

“The Music Begins Here” is more than just a slogan, it’s the fundamental identity of every NAMM member. For it’s you and your passionate efforts that truly bring music to the world. Thank you again for being here. We wish you much success in the year ahead!

## Universal Ships Ox Amp Top Box

Universal Audio’s OX is a reactive load box and guitar recording system, giving guitarists studio-miked amp sounds from an existing tube amp. OX lets users play and record tube amps in their ideal sweet spots with perfect dynamics at any volume level, and with mic, room and speaker cabinet emulations at the turn of a knob.

Featuring Universal Audio’s Dynamic Room Modeling and Dynamic Speaker



Modeling, OX accurately emulates speaker breakup and cone cry generating additional harmonics and sonic complexity when the amp is cranked.

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

## Gator Acquires Levy's Leathers

Gator Cases has acquired Levy’s Leathers. Gator, a multi-segmented accessories manufacturer, and Levy’s, a manufacturer of leather guitar straps and accessories, announced the deal Wednesday.

Levy’s will continue to manufacture leather goods in Canada, and Gator will continue to be headquartered in the U.S., manufacturing rotomolded plastics and custom flight cases in Indiana. Gator officials said the company’s expertise in product development, combined with offshore manufacturing facilities, will factor in to the increased efficiencies of both companies.

“Levy’s Leathers has been my life and



Gator's Crystal Morris with Levy's Leathers' Dennis and Danica Levy.

passion since I started it 45 years ago,” said Dennis Levy, company founder. “After all these years when the time came to sell, it was an emotional decision. Gator Cases, and particularly [CEO] Crystal Morris herself, made that tough decision easier. With Gator, these customers, employees and the Levy’s brand are in the best of hands. Of this I’m 100-percent confident.”

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



From left, Gabriel Aldort, on the new Yamaha Genos, Tom Sumner on the FG TransAcoustic Guitar, Matt Kerns with the Venova casual wind instrument, Dennis Webster, Steven Fisher on drums, Ben Harrison, Lisa Steele-Macdonald, Roger Eaton, Robbie Burchett and Dane Madsen behind the new Clavinova CSP.

## Yamaha Brings Friendly Tech

Yamaha wants to make music making easier. During a pre-NAMM product preview in New York City last week, Yamaha Corp. of America showcased a variety of new technology-packed products aimed at broadening the base of music makers.

While the company will be releasing more than 90 products at The NAMM Show, here are a few pick hits to check out.

### TransAcoustic FG and FS Guitar Series

Building on the success of its TransAcoustic guitar series, Yamaha has two new models geared to bring more people into playing guitar. Sporting a built-in actuator, the guitars offer effects like chorus and reverb without the need for any outside technology.

### EAD10 Drum Module

The EAD10 system lets drummers listen, record, play back, share and change the sound of acoustic drum sets with one microphone sensor box and an electronic drum module.

### Clavinova CSP-150 and CSP-170

Geared to create more musicians, the CSP-150 and CSP-170 can scan the songs on a player’s smart tablet, analyze the chord structure and produce a piano score.

Yamaha also highlighted its new flagship instrument Genos and its Venova Casual Wind Instrument. The company also announced it’s rolling out full Alexa integration for the Disclavier.

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

## KHS Names New President

KHS America has announced that Jerry Goldenson, who has been with KHS America since August 2016, will be replacing Tabor Stamper as president of KHS America.

Stamper has been promoted from president to the role of president emeritus and KHS global advisor, supporting the company’s global development efforts.

Beginning Feb. 1, Stamper will work with the KHS team in support of the company’s expanding global initiatives in MI manufacturing and music education.

“Combined with his past experience as a

band director and 20-plus years in the industry, Stamper’s unique ability to listen, understand, and communicate has had significant influence on the KHS transformation and U.S. market,” said Karl Leong, KHS Musical Instruments president and CEO.



Jerry Goldenson and Tabor Stamper at the KHS booth on Wednesday.



# 7002



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POWER KIT**

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# QSC at the Anaheim Hilton



TouchMix™ may be the most capable, yet easy-to-use mixer ever created. Join us at the AES Live Sound Mixing Academy as trainer Curt Taipale\* shows you how TouchMix helps you tackle some of the most common live sound challenges quickly and easily.



**Curt Taipale**  
Founder,  
churchsoundcheck.com



**Ruben Szachniewicz**  
QSC Product Application  
Engineer

\*Spanish-language session led by Ruben Szachniewicz

**BONUS:** Special purchase incentives will be available to all attendees of the TouchMix-30 Pro educational program upon completion of any half-day session.

**Daily sessions  
at 9 AM and 1 PM**

Walk-ins are accepted  
but space is limited

Laguna B (Level 4)  
Anaheim Hilton

## **TouchMix-30 Pro for Houses of Worship: Let the Word be Heard**

Thursday 9 AM • Friday 1 PM • Saturday 9 AM  
Sunday 1 PM

## **TouchMix-30 Pro for Musicians, Bands and Audio Professionals: Mix it Right. Mix it Right Now!**

Thursday 1 PM • Friday 9 AM • Sunday 9 AM

## **Buena Mezcla de Sonido. ¡Buena Mezcla de Sonido Ya Mismo!**

Presentado por Ruben Szachniewicz, QSC  
Sábado, 1 PM



BEYOND MIXING

**TouchMix**  
Digital Mixers

**QSC**  
**50 YEARS**  
AND FORWARD



*Patrick Quilter Barry Andrews John Andrews*

**NAMM U Breakfast Session  
Saturday, 8 am**

Pacific Ballroom (Level 2)  
Anaheim Hilton

Congratulations to our founders for receiving the **NAMM 50 Year Milestone Award**.  
Thank you for your contributions to the music products industry and your dedication to our continued success.



# QSC at our New Location

Anaheim Convention Center North / Level 1, Booth 14911

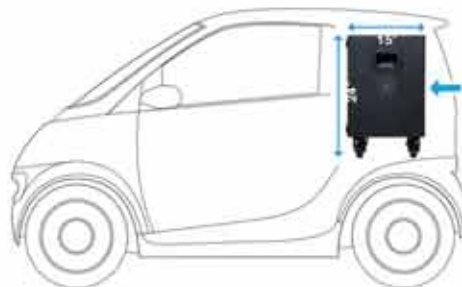
## KS Series Subwoofers

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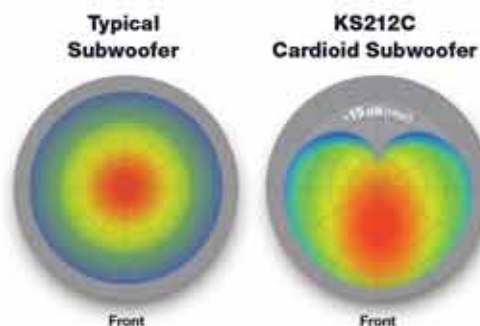
ultra-compact



**KS112**  
(NEW!)



directional



**KS212C**

## Go Hands-on with TouchMix



**Listen** to the pristine audio quality of the TouchMix at the **TouchMix Experience** where you and one of our artists can make some great music together

**See** how TouchMix-8 and TouchMix-16 are the perfect digital mixer solutions for working bands and solo musicians

**Learn** why the TouchMix-30 Pro is the right choice for today's Houses of Worship as well as how its Windows® and Mac® DAW capabilities make it the ideal mixer for both live and studio applications

## Meet some of our friends

As they discuss their current projects and of course, their favorite QSC experiences. **Among artists appearing:**



Dave Weckl



Jordan Rudess



Omar Hakim



Darryl Jones



Elise Trouw



Wayne Linsey



Andy Vargas



Jose Mangin



Download the NAMM Show Mobile App or visit the QSC booth for appearance schedule.

#qscmoments

**QSC**  
**50 YEARS**  
AND FORWARD



# Big Changes! Big Opportunities!

## Check Out What's New at The NAMM Show 2018

It's a brand new NAMM Show this year — featuring the most changes the show has seen in decades. To keep up with all that's new, here's a quick rundown of what you can expect.



### ACC North Hall

Get ready to take in even more of The NAMM Show with an expanded campus. Reorganized and larger, the NAMM campus is the business crossroads of music, sound and event technology. The new north building of the Anaheim Convention Center showcases a host of big names in music, pro audio and technology. With the ACC North Hall also comes the addition of more than 3,000 parking spaces.



### NAMM U Education Center

This year, the Hilton Anaheim transforms into the NAMM U Education Center, an educational hang for attendees — offering five levels of education, industry best practices, big ideas and training opportunities.



### Yamaha Grand Plaza Stage

The Grand Plaza experience features the NAMM Yamaha Grand Plaza Stage, food trucks and more ways to network and connect.



### Arena Plaza Stage

Nestled in between the Arena and ACC North, the Arena Plaza is an outdoor experience that includes the Synchrony Beer Garden, food trucks and the Arena Plaza Stage presented by Pioneer Professional Audio.



### Lounge 88

Lounge 88, located on Level 3 of the convention center, hosts one of the country's greatest musical possibilities — a one-of-a-kind annual event, showcasing 10, 20 or 50 pianos playing in unison, depending on the day.



### NAMM Foundation

Located in the NAMM Member Center, the NAMM Foundation Nonprofit Management Institute series, comprised of five progressive sessions, will cover best practices in nonprofit governance as well as welcome nearly 100 foundation partners and grantees.



### New NAMM App

Replace last year's show app and access 2018 show information right at your fingertips by searching for "The NAMM Show" in your device's app store.



## Fender Channels the Beach

Fender Malibu Classic is the latest addition to Fender's California Series of acoustic guitars. The exclusive small-body shape's short scale gives it a slightly slinkier feel — encouraging players to reach for new chords and melodies.

The guitar features a fully-painted solid Sitka spruce top and natural solid mahogany back and sides, as well as a matching painted six-in-line headstock and Koa binding and rosette. The bold style and balanced, articulate sound make the Malibu Classic a natural partner for both on stage and in the studio.

The model also boasts optimized bracing

for reduced mass and superior resonance and an upgraded bone nut and saddle for great sustain. It comes equipped with a premium Fender- and Fishman-designed pre-amp system voiced specifically for the Malibu's body shape, letting players plug in to an amplifier without sacrificing the guitar's natural sound. The lightweight mahogany neck features a comfortable, easy-to-play, slim-taper "C"-shaped profile suitable for any playing style, and its Pau Ferro fingerboard and bridge further augment the instrument's rich tone.

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

## Digital Audio Labs, LaChapell Audio Team Up

Digital Audio Labs has teamed with boutique microphone pre-amp manufacturer, LaChapell Audio, to create the LaChapell Audio Dual Topology Pre-amp (500DT) and the LaChapell Audio Channel Strip (500CS).

With the solid state "side" fully engaged, the LaChapell Audio Dual Topology Pre-amp will capture the source with maximum transparency. Switching to the tube side brings in the warmth and harmonics thanks to the Truetube fully powered vacuum tube. The blend knob mixes the two topologies so users can favor the tube or solid state depending on their tracking needs. The tube section of this model is based on the LaChapell Audio 583S 500 series tube pre-amp.

The LaChapell Audio Channel strip is the Swiss Army knife of 500 series modules. Each half of the two-bay module functions independently or in series, so it's like having multiple units in one. The first "bay" is dedicated to a pre-amp with an integrated Hi-Z input. The second bay is the effects section with a mastering grade three-band EQ



and compressor, followed by a trim or gain stage. Each section can be run in series or bypassed completely for maximum flexibility. The unit shares some of the pre-amp/EQ functionality of the LaChapell Audio 583E.

🛒 [Digital Audio Labs \(digitalaudio.com\)](https://www.digitalaudio.com)

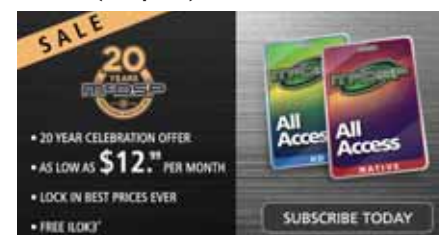
## McDSP Celebrates 20th Anniversary with All Access Subscription Offer

McDSP has announced an offer on all-access subscriptions in celebration of its 20th anniversary. For a limited time only, McDSP is offering every plug-in, upgrade and new plug-in with a McDSP All Access subscription for as low as \$12.99 per month. In addition to this lower price, McDSP will lock-in these prices for years to come as long as users renew their subscription.

McDSP All Access subscriptions are only available for v6 plug-ins and require an iLok2 or iLok3 for authorization. Don't have an iLok? McDSP will include one for free if a user subscribes to the annual plan.

Note that the McDSP All Access HD subscription doesn't support use with Avid S3L or S6L Live Sound consoles. For Pro Tools users, the McDSP All Access Native and HD subscriptions require Pro Tools 12.0 or later.

🛒 [McDSP \(mcdsp.com\)](https://www.mcdsp.com)





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HD-28

D-41 Sunburst

GPC-28E

00-28

D-35 Ambertone



A close-up, high-angle photograph of a Martin guitar headstock. The headstock is made of dark, polished wood and features the 'Martin & Co' logo in a gold-colored script font, with 'EST. 1833' printed in a smaller, gold-colored sans-serif font below it. Six gold-colored tuning pegs are visible, three on each side of the headstock. The strings are a light brown or gold color. The background is a light-colored, textured surface.

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*Photo of Gregg Bissonette*



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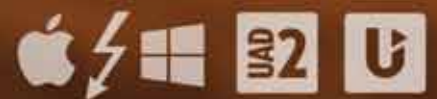
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**Ibanez**

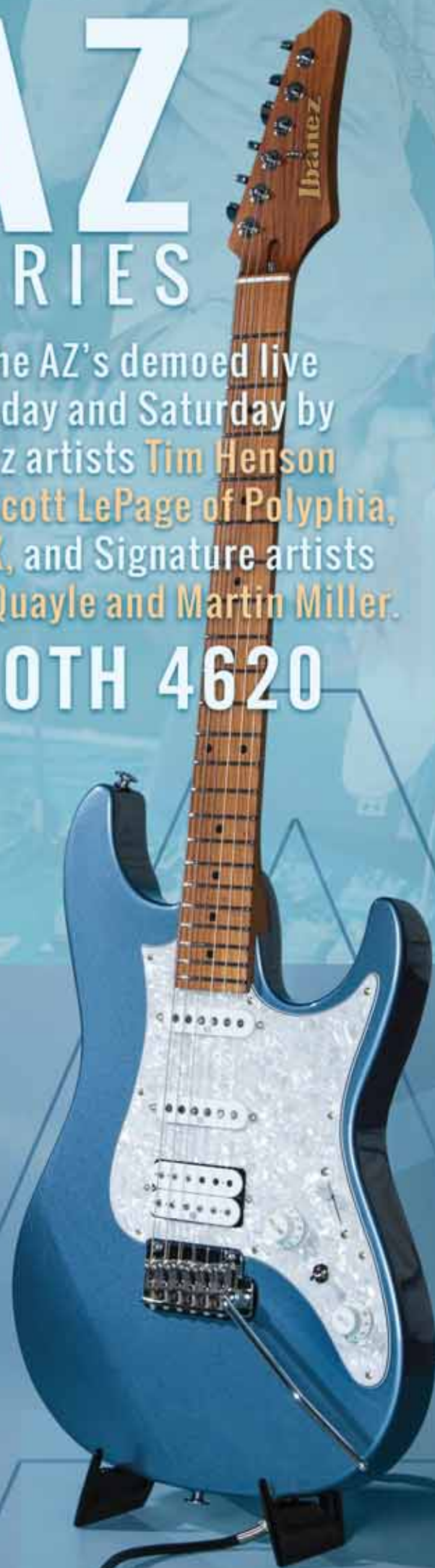
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DJ FATFINGAZ | DJ PERLY | 2017 DMC US FINALS, NYC



## SEVENTY-TWO

Battle-Ready Scratch Mixer with Touchscreen

## TWELVE

Motorized Battle Controller

the  
**NAMM**  
show<sup>18</sup>  
Booth 200 F



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The NAMM Show  
January 25/28 2018 <sup>california</sup>  
BOOTH 18020



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# SOUND ROOM

## DiGiCo's SD12 Packs a Punch

Combining features from the SD- and S-Series desks, DiGiCo's SD12 digital mixing console packs the latest generation of Super FPGA processing into a compact footprint that is equally at home in any club, theater, house of worship or other live venue.

Equipped with dual 15-inch touchscreens and DiGiCo's Hidden Til Lit (HTL) encoders, the desk also sports two DMI card slots for optional direct connectivity with Dante, Waves/SoundGrid, Aviom and a host of other platforms.

Boasting 72 input channels, 36 aux/group busses, a 12 by 8 matrix and an LR/LCR buss, the SD12 also includes 12

stereo FX units, 16 Graphic EQs, 119 Dynamic EQs, 119 multi-band compressors and 119 DiGi-TuBes, 12 Control Groups (VCA) and DiGiCo's Stealth Core2 software.

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



## Zylia ZM-1 Mic Records it All

Zylia's ZM-1 is a microphone that, in combination with a computer, acts as a complete multi-track recording studio. It intelligently extracts multi-source recordings into individual audio tracks from a "one-microphone" recording, letting users capture performances in a new way.

The ZM-1 has 19 microphone capsules and offers high-end 24-bit recording resolution. The ZM-1 and Zylia Studio software enable users to record multi-track music performances and audio in 3-D and 360 degrees as well as traditional stereo.

It can connect to a laptop via USB.

🛒 [Zylia \(zylia.co\)](http://Zylia.com)



## A-T Introduces Next-gen Series

Audio-Technica has released the next-generation of its 3000 Series Frequency-Agile True Diversity UHF Wireless Systems.

Providing easy setup, versatile operation and high-fidelity sound, Audio-Technica's fourth-generation 3000 Series wireless systems give users the power and flexibility to operate within the congested UHF spectrum.

The systems are available in two frequency bands: DE2 (470-530 MHz) and EE1 (530-590 MHz).

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



## Have PA, Will Travel

Bose Professional has debuted the S1 Pro multi-position P.A. system — the ultimate all-in-one P.A., floor monitor, practice amplifier and primary music system.

Designed for singer-songwriters, DJs, other musicians and general P.A. use, the S1 Pro offers a combination of performance, portability and versatility — ready to perform whenever and wherever.

Weighing in at 15 pounds and with dimensions of 13 by 9½ by 11.2 inches, the P.A. easily fits in an airplane's overhead compartment. The portable, rugged S1 Pro is lightweight and designed for easy transport with a carrying handle.

It comes with a three-channel mixer.

Reverb and tone controls are featured on two channels with XLR, ¼-inch combo jacks, and a third channel for either 3½-millimeter line-in or wireless Bluetooth connectivity. A line-out jack offers expansion to other systems.

🛒 [Bose \(pro.bose.com\)](http://Bose.com)



## Sweet, ISP Technologies Team Up for Signature Theta Pro DSP

A longtime ISP Technologies endorser, Michael Sweet agreed to collaborate on the Michael Sweet Signature model Theta Pro DSP.

Continuing to make music both with Stryper and as a solo artist, Sweet needed a guitar system that was versatile enough to play live in all size venues and to use in the studio. Having used ISP products before, Sweet checked out the company's Theta Pro DSP. The floor controller contains the programmable digital Theta pre-amp with built-in

studio-quality effects processing and is based on a DSP platform using a 32-bit floating point processor and the latest generation of high-quality audio converters. Fully programmable with super high gain and zero aliasing, Sweet took the pedal on the last Stryper tour and was amazed at how easily he could dial in his tone.

They're available in the classic yellow and black Stryper colors, and each chassis has Michael Sweet's signature.

🛒 [ISP Technologies \(isptechnologies.com\)](http://ISP Technologies.com)

## The Adam Hall Group Debuts Maui P900

The Adam Hall Group will be exhibiting several products in conjunction with its growing event technology portfolio and launching innovations in the areas of pro audio, lighting, stage equipment and stands as well as introducing a new status quo in the field of pro-audio design during The 2018 NAMM Show.

The LD Systems Maui P900 is a column P.A. design concept developed in collaboration with the Porsche Design Studio. Originally launched during Pro-light + Sound in March 2017, the Maui P900 will now be launched to the marketplace at The NAMM Show.

The LD Systems Maui 5 Go is the battery-powered version of the Maui 5. The all-in-one system combines outstanding audio quality with a compact design and offers unlimited battery life due to quick-swapping technology. It gives musicians, DJs and event service providers a flexible and extendable audio and monitoring solution complete with Bluetooth.

🛒 [Adam Hall \(adamhall.com\)](http://Adam Hall.com)





# A Legacy Redesigned



## NEW 3000 Series

- 60 MHz UHF tuning bandwidth
- Transmitter's multifunction button can quickly switch to a backup frequency
- Handheld transmitters feature interchangeable microphone capsules using industry-standard thread mount



## NEW 5000 Series

- 148 MHz UHF tuning bandwidth
- Antenna cascade output allows a single pair of antennas to feed up to 16 channels of wireless
- Transmitter's multifunction button can quickly switch to a backup frequency
- Handheld transmitters feature interchangeable microphone capsules using industry-standard thread mount

Stop by the A-T Booth 15311 – New Hall – Level 1 ACC North

**audio-technica**





## Fishman's Matrix Expands


Fishman has updated and expanded the award-winning Matrix undersaddle pickup line for acoustic guitars. The Fishman Matrix Infinity VT and Matrix Infinity Mic Blend feature updated electronics designed to offer players easily accessible performance voicing functions as well as 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 modules that are fully enclosed and hidden away from view while still being "fingertip" accessible to players during performances.

"Over the years there's been a lot of changes to the actual amplifiers and P.A.

systems that players plug in to," said Larry Fishman, president and chief designer. "Time was, if a player had a small-body guitar and fingerpicked, or a dreadnaught and hammered away, these extremes in playing styles and their effect on the amplifiers needed to be anticipated in the pickup system's design. There was a lot of ground to cover. The current state of the art in amplification is such that we could take a good amplifier for granted, and open up the sound in the electronics a bit more, and add updated performance features."

The Infinity VT and Mic Blend have an on-board voicing switch, which is now accessible in the guitar's soundhole along with the Volume and Tone controls.

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




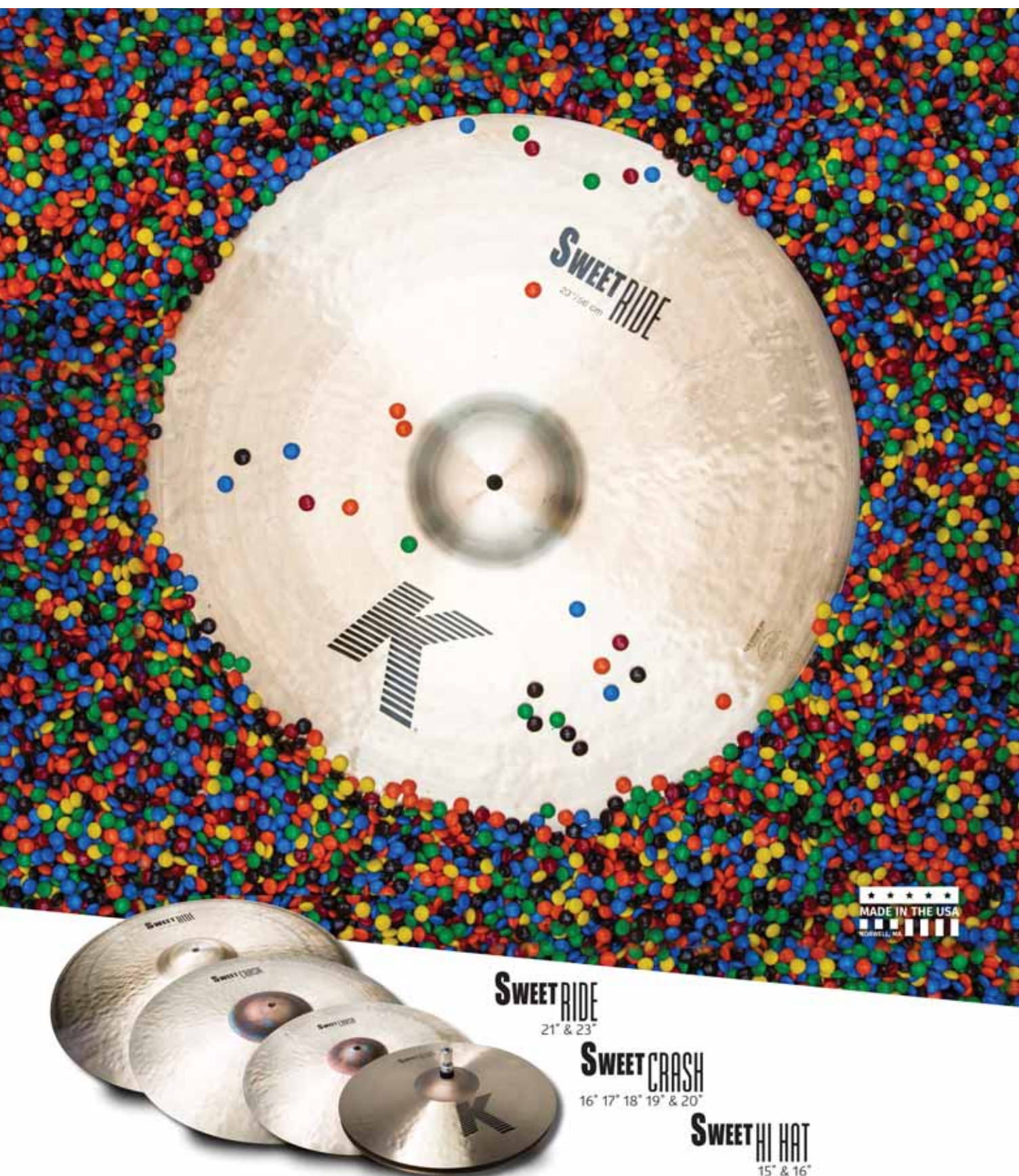
## D'Addario Gives Power to the Pedalboard

D'Addario Accessories has launched the DIY Pedalboard Power Cable Kit and Premium Tour-Grade Power Cables.

D'Addario offers the ultimate solution for custom wiring the DC cables of a pedalboard, with an addition to its custom cable line — the DIY Pedalboard Power Cable Kit. D'Addario cable kits are as simple as cutting the included cable to length, placing the power cable into the plug end, and securing the set screw to produce custom-length power cables.

To help power amplifiers and effects, the D'Addario Premium Tour-Grade Power Cables are designed and built to take the toughest treatment and performance schedules. Featuring increased copper and robust IEC power cable construction compared to standard power cables, the larger conductor size prohibits any possible current degradation of inferior cables, while the 10-foot length lets users reach most outlets. The Premium Tour-Grade Power Cable + even features an additional auxiliary outlet for not only powering amplifiers but pedalboards or other accessories as well.

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



## THE NEW K SWEET COLLECTION

The K Zildjian Sweet Collection extends the iconic K Family into a new direction of tonal colors that are dark, sweet, and responsive. Available in a full offering of Crashes, Rides and HiHats including larger and thinner sized cymbals to meet the versatile demands of today's popular music.

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**Zildjian**

## UpBeat

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**Ibanez** BOOTH 4620





Bob Benedetto

## Benedetto Guitars Turns 50

Benedetto Guitars marks its 50th anniversary in 2018. When company founder Robert "Bob" Benedetto retired in 2015, the company evolved from Bob's personal workbench to Master Luthier Damon Mailand and his team of artisans.

"We are entrusted with Bob's legacy of uncompromising performance, minimalist aesthetic and extraordinary value," said Howard Paul, Benedetto Guitars CEO. "The brand is the culmination of decades of personal customer interaction between both Bob and Cindy Benedetto, and we strive to carry on that family sensibility."

To commemorate 50 years, Benedetto created a one-of-a-kind La Venezia model. Master Luthier Mailand hand-carved and graduated the guitar using Bob's original tools and workbench. Bob came out of retirement to finish it at his home in Florida.

The anniversary will be honored on the opening night of the Savannah Music Festival on March 29.

INFO Benedetto Guitars ([benedettoguitars.com](http://benedettoguitars.com))

## Hotone Wally+ Overdubs

Hotone has introduced the Wally+ Looper, a mini looper pedal.

The Wally+ is built on the original Wally Looper platform and offers power, usability and sophistication. With 11 savable loop phrase banks and 8 GB of internal memory, the Wally+ can record and store 330 total minutes of loop time (up to 30 minutes in each phrase bank) with unlimited overdubbing.

Engineered to produce extensive, quality sound layering in a portable, road-worthy design, the Wally+ is ideal for users who are looking to add a powerful looper to their effects setup.



The simple layout of the Wally+ includes a playback volume knob as well as a tempo knob for adjusting the speed and pitch of a loop. The tempo knob's center detent ensures users can always return to the loop's original tempo. Additionally, the pedal's backlit save button lets users quickly store loops on the fly and easily in dark-stage environments.

Like all Hotone pedals, the Wally+ was developed with a tone-first goal. It also features a mini USB port for connecting to a computer to manage, import and export loop phrases using the "Loop Studio" software.

Hotone Audio ([hotoneaudio.com](http://hotoneaudio.com))



## Ernie Ball Reimagines StingRay

Ernie Ball Music Man has redesigned its line of StingRay instruments with the StingRay4 four-string and StingRay5 five-string bass guitars.

Updates and improvements include an enhanced contour that is rounded for more comfort in any playing position, a sculpted neck joint for uninhibited upper-fret access

to all 22 stainless steel frets, Ernie Ball Music Man streamlined bridge and saddles, and lightweight aluminum hardware.

The StingRay electronics feature neodymium magnets for higher output and an 18-volt three-band pre-amp for extra clean headroom.

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



## CruzTools Advances Multi-Tool

CruzTools has released the second generation of its GrooveTech Guitar/Bass Multi-Tool that significantly boosts functionality.

For optimal playability, electric guitars and basses require set up that includes truss rod, string height and length, pickup height and tremolo systems. Temperature, humidity and handling can affect these adjustments and impact performance.

Like the original GrooveTech Multi-Tool, both metric and inch hex wrench sizes are included, and all truss rod sizes are ball-end for easy access. Tool component material is professional-grade S2 steel with an attractive polished-chrome finish.

A number of improvements were made to the second generation, including a 5/16 socket for Gibson and other truss rod nuts. A precision ruler with both inch and metric scales is provided. A one-piece body allows easy rotation and storage of components. The result is a more capable and functional multi-tool for guitar and bass players that is easily carried with the instrument.

CruzTools ([cruztools.com](http://cruztools.com))



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## Korg Tuner Boasts Combo

The TM-60 has been added to Korg's TM tuner series. The addition is a tuner-metronome combo that allows for simultaneous usage between pitch and rhythm training. The TM-60 includes a larger screen with a backlit LCD for increased visibility when playing and to accommodate the dual tuner and metronome features.

Not only does the model include Korg's proprietary technology that accurately detects correct pitch when tuning but the circuitry has been redesigned to achieve a battery life of 130 hours — approximately double that of previous models.

In addition to the TM-60 combo tuner metronome, a contact microphone version will be available as well. The TM-60C will include a CM-200 contact mic which, when attached to an instrument, detects tuning by the vibrations.

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

## Universal Audio, Empirical Labs Partner on Distressor Plug-in

In partnership with Empirical Labs and its founder, Dave Derr, Universal Audio has introduced the Empirical Labs EL8 Distressor Compressor plug-in for UAD hardware and Apollo interfaces as part of UAD Software v9.4.

"The UAD EL8 Distressor plug-in is significantly better in accuracy and operation than the other plug-ins that try to cop its vibe and sound," Derr said. "It's the best Distressor emulation in the world and will stand the test of time as the definitive

Distressor emulation."

The Empirical Labs EL8 Distressor Compressor plug-in provides all the features and the coveted sound of the original Distressor design. UA's team of DSP experts started with a complete circuit trace and component study of Derr's selected golden unit. Simultaneously, the team analyzed three more Distressors representing the lifetime of the product — resulting in one of UA's tightest circuit models to date.

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



## Take it to 100

Line 6's HX Effects is a compact and pedalboard-friendly multi-effects pedal. It offers 100-plus effects drawn from its Helix hardware and software processors as well as dozens of legacy sounds from the Line 6 M-Series and Stompbox Modeler pedals.

Offering the same HX audio engine as Helix processors, HX Effects leverages powerful DSP processing to run up to nine effects simultaneously. Features include eight capacitive-sensing footswitches, six scribble strip LCDs, and color-coded LED rings to facilitate fast effect selection and editing. Also, 123 dB of dynamic range provides great depth and ultra-low noise, and a choice of true analog bypass and DSP bypass ensures tonal integrity in any situation.

Extensive routing and control options include parallel stereo signal paths, two expression pedal inputs, two assignable effects loops (stereo linkable), and up to four amp switching outputs — making it easy to integrate HX Effects into existing pedalboard or studio setups.

MSRP: \$599.99.

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



## Alvarez Goes Bluegrass

Alvarez Guitars has added the MD60BG guitar to its Masterworks Series.

Part of the all solid wood Masterworks Series, the MD60BG features AA-grade solid Sitka spruce tops with solid African mahogany backs and sides. The bracing system is a backshifted scalloped X brace.

"A lot of design went into delivering a

guitar perfect for flatpicking," said Chris Meikle, senior vice president at St. Louis Music and head of Alvarez development. "We spent time designing the bracing system to enhance our bass and mids."

MSRP: MD60BG, \$749; MD60EBG, \$899.

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

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# SFM Goes to the Animals

SFM has become the first North American distributor of Animals Pedals.

Founded in 2015 by LEP International, Animals Pedals — formerly Ninevolt Pedals — is an affordable line of effects that pairs unconventional names and creative, ursine-centric graphics with straightforward functionality, simple layouts, intuitive controls and an array of sounds.

“We are very excited to introduce this species of effects to North America,” said Erik Lind, brand manager of SFM’s MI business unit. “Animals has generated some very well-earned buzz overseas, and we know their recipe of quirkiness, reasonable prices and tasty tones will appeal to discerning

players in our market. Animals adds another component to SFM’s growing assortment of complementary effects pedal brands, and we’re extremely excited for the opportunity to build the Animals Pedals brand in the USA and Canada.”

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



## Schilke Tenor Trombones Offer Responsive Design

The Schilke ST22 tenor trombones feature a responsive design along with Schilke’s high quality. Hand built and hand fit, the ST22 excels for solo and orchestral music with a rich and vibrant tonality.

The ST22-Y3 and ST22-G3 feature the new Schilke Valve II. This updated valve design offers a consistent feel throughout the valve register.

🛒 [Schilke Music \(schilkemusic.com\)](http://Schilke Music (schilkemusic.com))



## Guard Your Instruments

Guardian’s 33 Series cases feature five-piece archtop construction, 16-millimeter burgundy plush padding, hidden stitch interior construction, double-sewn valance and six latches.

The 33 Series is available in four shapes: dreadnought, single 0, 000 and banjo.

Guardian has continually grown its lines to accommodate a broad range of instrument types and styles. Guardian offers nearly 300 different cases and bags covering guitars, basses, banjos, mandolins, drums, winds, string instruments and more.

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

## Boss GT-1000 Pedal Delivers Range of Expressive Amplifier Types

Boss has debuted the GT-1000, a premium amp and effects processor for guitarists.

Designed with tone and musical response in mind, the GT-1000 is a guitar multi-effects processor with 32-bit AD/DA and 32-bit/96 kHz internal processing. Driven by a Boss custom DSP engine and filled with Boss technologies, the GT-1000 delivers excellent performance in a compact and lightweight floor-based unit.

The GT-1000 includes a wide range of expressive amplifier types, now built with the comprehensive Tube Logic design approach behind the Katana, Waza and Blues Cube amplifiers.

The GT-1000 offers editing and powerful

control with a large display, 10 assignable footswitches and an on-board expression pedal with toe switch. Via built-in Bluetooth, users can edit and organize GT-1000 sounds wirelessly using dedicated apps for iOS and Android devices.

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



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## Ampeg Delivers

Ampeg has released two pedals: the Liquifier Analog Chorus and the Opto Comp Compressor.

The Liquifier Analog Chorus pedal delivers rich tones thanks to its dual chorus circuit. With its meticulous design, the Liquifier Chorus not only offers lush, dreamy chorus tones, but it lets players explore an array of sonic colors for a new level of creativity. The Liquifier stands out visually with a Sparkle Purple finish.

The Opto Comp Optical Compressor pedal utilizes an optical circuit to deliver smooth, vintage-style compression. It adds headroom and sustain to a player's tone. Designed for maximum versatility, the Opto Comp is ideal for all playing styles, and it's suitable for basses and guitars. The pedal features a Vintage White finish.

Both pedals feature rugged, road-worthy construction, true-bypass switching and a pedalboard-friendly size that matches existing Ampeg pedals.

MSRP: Liquifier Analog Chorus, Opto Comp Optical Compressor, \$139.99.

🛒 Ampeg ([ampeg.com](http://ampeg.com))

## QSC KS112 Subwoofer Offers High Performance in Portable Package

The latest addition to QSC's K Family of speakers is the KS112 powered subwoofer.

Joining the previously introduced KS212C cardioid powered subwoofer, the KS112 is the second model in the KS subwoofer series. The KS112 is the ideal choice for a variety of installation and entertainment applications for which high output, low frequency extension is needed from an ultra-compact and portable package.

It features a single 12-inch transducer in a sixth order bandpass birch cabinet. On-board DSP provides variable crossover, delay and savable/recallable Scenes for commonly used applications, while advanced thermal and excursion processing further optimize system performance.

Two M20 threaded pole receptacles provide a positive, wobble-free connection to a threaded speaker pole in either a vertical or horizontal deployment. Rugged, low-noise casters are included. A locking security cover and padded transport cover are available options.

🛒 QSC ([qsc.com](http://qsc.com))



## Hal Leonard Goes Deluxe

The next evolution of Hal Leonard's "The Deluxe Guitar Play-Along" series lets guitarists play along with interactive sound-alike backing tracks.

Each volume features nearly double the songs from the original "Guitar Play-Along" series. Each book includes notes and tablature for 15 songs. The songs are carefully arranged to consolidate multiple guitar parts from the original recordings into one full-sounding yet playable guitar part.

The "Deluxe Guitar Play-Along" series is launching with seven volumes: "Acoustic Songs," "The Beatles," "Classic Rock," "Really Easy Songs," "Red Hot Chili Peppers," "Ed Sheeran" and "Top Rock Hits."

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

## Fishman Mini Amp Charges Ahead

The Fishman Loudbox Mini Charge battery-powered acoustic instrument amplifier reproduces the sound of acoustic instruments with fidelity and sonic impact.

Lightweight, portable and equipped with a rechargeable battery, the Loudbox Mini Charge has dedicated instrument and microphone channels with input gain controls. It also includes Bluetooth wireless connectivity that allows players to add a variety of backing tracks and vocal or recorded accompaniments to their performances and jams on the go.

The Loudbox Mini Charge includes digital reverb and chorus, mic and 1/8-inch aux

inputs, master volume and phase controls, and a balanced XLR D.I. output.

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



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## Vandoren Introduces V16 Large Chamber Mouthpiece

After extensive research and development involving top jazz artists in Chicago and New York City, Vandoren is releasing the next evolution of the ebonite V16 mouthpiece – the Large Chamber V16 for tenor saxophone. The newly designed chamber adds breadth, depth and richness to the V16

sound, providing tenor players with even more freedom to express themselves. Large Chamber V16 mouthpieces will be available to the general-public in June of 2018 in T6, T7, T8.5 and T9 facings.

"I don't need a mouthpiece to create the sound for me," commented saxophonist Branford Marsalis, "I need a mouthpiece to accurately represent what I hear in my head. This mouthpiece reminds me of the mouthpieces of old, when they weren't rock mouthpieces, classical or jazz mouthpieces. They were merely mouthpieces. This one allows me to

achieve the sound that I want to create more than anything I've used over the years."

Michael Fenoglio, Vandoren brand manager added; "This mouthpiece has a special kind of depth and character. That's the best way I can describe it. The larger chamber offers a darker sound alternative to the current V16 model, but without sacrificing response and power. It's a beautiful mouthpiece." **For more information visit NAMM booth 9723**

# V16™

## Vandoren Family Legacy Continues with Trip to U.S.

In the Spring of 2017 Robert Van Doren, the son of current owner Bernard Van Doren, made his first visit to the United States. Robert represents the 4th Van Doren generation to join the family business. During his trip, Robert visited the Los Angeles and New York City Vandoren Musician Advisory Studios. While there he spent time with American musicians and learned firsthand the impact that Vandoren reeds, mouthpieces, and accessories have had on their careers. Vandoren has nurtured relationships with many of these artists for decades, including clarinet legend Stanley Drucker, who's Vandoren association goes back to Robert's grandfather, after whom he is named.



Stanley Drucker and Robert Van Doren in New York

*"My father has told me from my earliest days that we must stay close to the musician. After visiting our New York and Los Angeles studios, I see why. The importance of a high-quality product on which these incredible musicians can rely is our largest priority. It was my honor to meet such wonderful musicians and people and I look forward to continuing our relationship with the highest performing*

## "It's the biggest, baddest sound on the planet"

Introducing the Vandoren V16 Large Chamber tenor saxophone mouthpiece. After years of development with top jazz artists, it's here! The new large chamber offers the warmth and presence of the rare old-school mouthpieces. We know you've heard that before, but once you hear this mouthpiece, the discussion will be over. Like they said: it's the biggest, baddest sound on the planet. Available in June. Pre-order yours today!



*Vandoren*  
PARIS

**NAMM Booth 9723**



## Evans Expands UV Series Heads

Evans Drumheads by D'Addario Percussion has expanded its patented UV coating technology to a new line of bass drumheads.

The UV1 Bass series will feature a 10-millimeter, single-ply bass drumhead as well as EQ4 and EMAD variations, available in sizes from 16 to 26 inches.

The UV EQ4 features a fixed internal overtone control ring that focuses the tonal response of the drum.

The UV EMAD heads have the benefit of adjustable damping for added attack and focus.

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



## Rane DJ Gets Ready for Battle

Rane DJ has introduced the Battle Ready line of models for the DJ market.

Recognizing an unfulfilled need in the market for a bulletproof tabletop battle mixer, Rane DJ focused its Seattle-based engineering capability on the problem and created the Rane Seventy-Two Battle Mixer.

With the Rane Seventy-Two, dual DJs can battle it out with their own laptops simultaneously through the two USB computer connections.

With a 4.3-inch color touch screen interface, the Seventy-Two not only shows Serato DJ's moving waveforms and their cue points but also brings a much-needed interactive experience to FX workflows — with two internal FLEX FX engines and stacked Serato DJ Effects.

The Seventy-Two will be the first time that users will experience Rane's Mag Three Fader, which offers a touchless, tension-adjustable fader with great feel and precision.

Rane DJ also released the Twelve Battle Controller, a simple, pure and powerful motorized DJ control system. The Twelve has all the characteristics and simplicity of a "traditional" direct-drive turntable but without the hassle of fragile needles and skipping tone arms. Keeping things consistent with a familiar turntable layout and size, the only clear differentiator is a precision, multi-function touch strip for track searching and setting or triggering hot cues in place of the tone arm.

🛒 Rane DJ ([rane.com](http://rane.com))



## Galaxy Audio Treks On

Galaxy Audio has introduced Trek: a user-friendly, battery-powered miniature wireless headset microphone system. The Galaxy Trek wireless microphone transmits seamlessly to the Trek wireless receiver, which plugs into the 3½-millimeter headphone jack of a smartphone, delivering quality audio to a video recording.

The Galaxy Trek also plugs directly into most powered speaker inputs (⅛- and ¼-inch). It's powered by long-lasting internal lithium batteries located in both the transmitter and receiver. Charging is quick and easy with the included micro USB cable. The system includes two adapter cables for both Android and Apple iOS smart devices.

🛒 Galaxy Audio ([galaxyaudio.com](http://galaxyaudio.com))



## Go Hands-free with Ernie Ball Tremolo Pedal

Ernie Ball's Expression Tremolo Pedal delivers foot-sweepable tremolo control without the player taking his or her hands off the guitar. It gives players more sonic expression than traditional stomp pedals in a road-worthy violet and gold gloss metal casing.

The Expression Tremolo includes five different tremolo waveforms and features a compact design that maximizes playability while providing a minimized footprint on stage or as part of a pedalboard.

MSRP: \$249.

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

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# ALFRED MUSIC STAFF PICKS

## **Mike Odabashian, Sales Rep**

**Years at Alfred Music:** One

**Instruments:** Drum Set, Hand Percussion

**Best Perk of Working at Alfred Music:**

Being surrounded by so much great musical talent!

**Favorite Genres to Play:** I'm a lover of ALL music—too hard to pick one!

**Favorite Artists:** Robert Glasper, Snarky Puppy, Led Zeppelin, Pink Floyd

**First Concert Experience:** Pink Floyd, 1988



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

John Riley's *The Art of Bop Drumming* and *Beyond Bop Drumming* are THE drummer's guides to diving into jazz/bop drumming. His books practically build your rhythmic vocabulary so that when you are handed a chart you can play freely over the entire piece, and feel comfortable comping and playing regardless of the rhythmic challenge. John also has an amazing way of giving you the history behind jazz, and it really helps you understand where it all started.





## Zoom F1 Offers Portability for DSLR Filmmakers, Videographers

Zoom has unveiled the F1 Series, two portable audio systems for DSLR filmmakers and videographers. The F1-SP and F1-LP field recording systems, which offer both shotgun and lavalier microphone options, are ideal for users who need a professional audio recording system that's portable and compact.

The F1-SP, which includes the Zoom SGH-6 shotgun microphone, is ideal for run-and-gun videographers. The F1-LP, which comes equipped with Zoom's LMF-1 lavalier microphone, is ideal for interview sessions and capturing dialogue, no matter where the camera is positioned.

The F1 recorder captures audio up to

24-bit directly to an on-board microSD or microSDHC card. The F1 features a compact design to keep a profile on either camera or interview subjects.

[Zoom \(zoom-na.com\)](http://zoom-na.com)



## Guild's Jetstar Guitar Returns

After more than a year of development, the Guild Jetstar has returned in three finishes: black, white and Seafoam Green.

The Jetstar features a shallow C shape mahogany neck and Pao Ferro fingerboard with simple pearloid fret markers. Instead of its original shortened neck, this modified Jetstar has a 25½-inch scale length for faster feel and improved response. Dual Guild LB-1 Little Bucker pickups bring an array of tones, from sparkly clean single coil-esque spank to thick and warm humbucker sounds that fatten and sing when driven.

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



## LD Systems' Maui 5 Go Hits the Road

LD Systems' Maui 5 Go is the battery-powered version of the Maui 5 P.A. system.

The all-in-one system combines solid audio quality with a compact design and offers nearly unlimited battery life due to quick-swapping technology.

It provides musicians, DJs and event service providers with a flexible and extendable audio and monitoring solution, complete with Bluetooth for mobile applications.

[LD Systems \(ld-systems.com\)](http://ld-systems.com)

## From Acoustic to Digital

Yamaha's EAD10 is a standalone acoustic drum module system, enabling drummers to capture the sounds of an acoustic drum set with a single microphone/trigger component attached to a digital processor.

Ideal for recording, rehearsal and performance, the EAD10 addresses challenges facing drummers who want to record high-quality drum performances easily, thanks to its central module and combination microphone/trigger sensor that mounts on the bass drum. The microphone captures and reproduces the natural, dynamic sound of the entire kit, while the module adds any number of effects.

For hybrid drum expansion, the central module features a snare trigger input and two three-zone trigger inputs that are com-

patible with the Yamaha DT50S snare trigger and DTX series pads. This connectivity provides endless possibilities with nearly 800 stored sounds and effects, an on-board sampler and 50 preset combinations.

MSRP: \$639.

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



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- 2PM: OSKAR CARTAYA, U-BASS ARTIST
- SATURDAY** 10AM: FACING WEST, KALA / U-BASS ARTISTS
- 2PM: ANEL PEDRERO, U-BASS ARTIST
- 4PM: ALEX FISHER, KALA ARTIST
- SUNDAY** 1:30-2:30PM: at NAMM MEMBER CENTER
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KA-15S-BLK



KA-15C



MAKALA SHARK FIN GRAY CONCERT SHARK



KALA STRIPED EBONY U-BASS



KALA WANDERER U-BASS

**NAMM**  
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## Ibanez Acoustic Sounds Vintage

Ibanez has introduced its AVC11 acoustic guitar.

The AVC11 features a thermo-aged solid Caucasian spruce top, which delivers a dry vintage sound. A semi-gloss antique finish offers a classic appearance.

The satin finished mahogany soft-V shape neck provides increased playing comfort. A bone nut and saddle were chosen for their ability to naturally transfer string vibration.

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

## Alfred Focuses on String Performance

Alfred Music has released "Sound Innovations for String Orchestra: Creative Warm-Ups," a companion resource to the other "Sound Innovations" string orchestra books.

"Sound Innovations: Creative Warm-ups" emphasizes multiple aspects of string performance that are essential to the refinement of musicianship at the intermediate level. Students explore, develop and refine key facets of playing: sound intonation, sound rhythms, sound creativity and more.

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



## ACT Acquires RapcoHorizon

ACT Lighting, Inc., an importer and distributor of technology to the entertainment industry, has acquired RHC Holdings Corp., also as known as RapcoHorizon.

This move follows ACT Lighting's recent acquisition of AC Power Distribution, a manufacturer of UL-listed portable power distribution for film, video, touring and exterior event venues.

Headquartered in Jackson, Missouri, and with core facilities in Massachusetts, Canada and Mexico, RapcoHorizon is a vertically integrated manufacturer of intercon-

nect assemblies, audio, data and interface products — and specialty industrial wire.

"This industry-changing acquisition joins together two of the most respected suppliers in entertainment technology," said Ben Saltzman, president and CEO of ACT Lighting. "RapcoHorizon's 'musicians serving musicians' culture perfectly aligns with ACT's values, and we are excited that combining ACT Lighting and RapcoHorizon will expand the world-class product range that our customers use to own the stage."

INFO ACT Lighting ([actlighting.com](http://actlighting.com))



## PreSonus Offers Featured-packed Studio Series USB Interfaces

Following up on its Studio 26 and Studio 68 high-definition recording solutions, PreSonus has unveiled the Studio 1810 and Studio 1824 USB 2.0 audio/MIDI interfaces. These interfaces record at up to 24-bit, 192 kHz resolution and feature PreSonus' XMAX Class A microphone pre-amps, audiophile-grade digital converters, ultra-low-jitter clocking and MIDI I/O. All analog inputs and the main L/R outputs have eight-LED, ladder-style level meters.

Both interfaces' outputs offer flexible routing with zero-latency DSP-based mon-

itor mixing and control-room integration with included PreSonus Studio One Artist for Mac and Windows and free PreSonus UC Surface for Mac, Windows, iPad and Android. Users also get the Studio Magic Plug-in Suite for Mac and Windows.

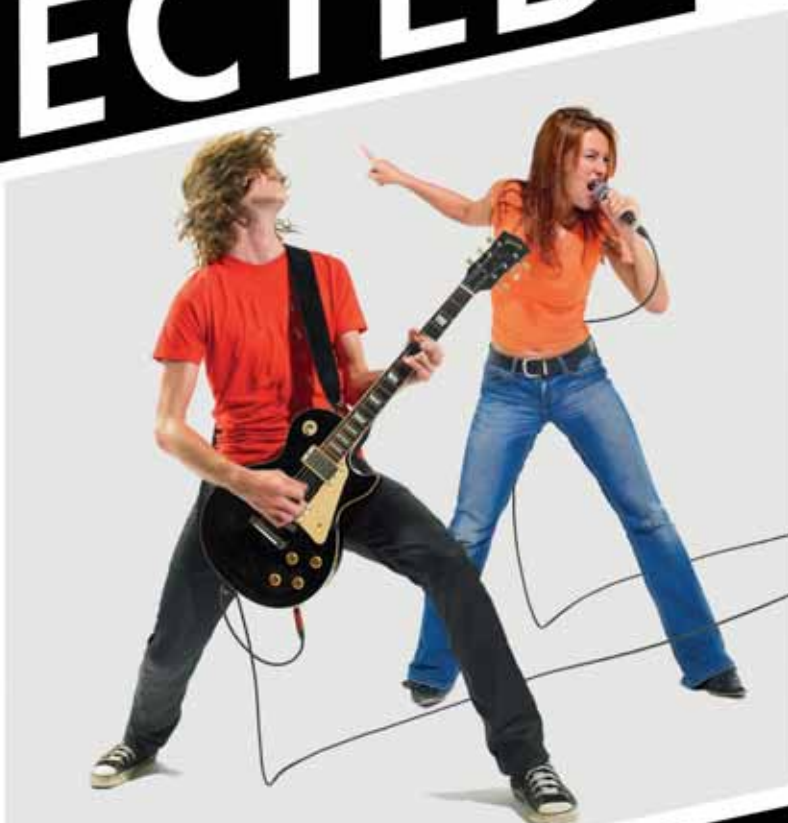
As with the Studio 1810, all Studio 1824 line outputs are DC coupled for sending control voltages, and users receive two stereo headphone outputs with independent mix streams. The Studio 1824 also provides BNC word clock output.

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

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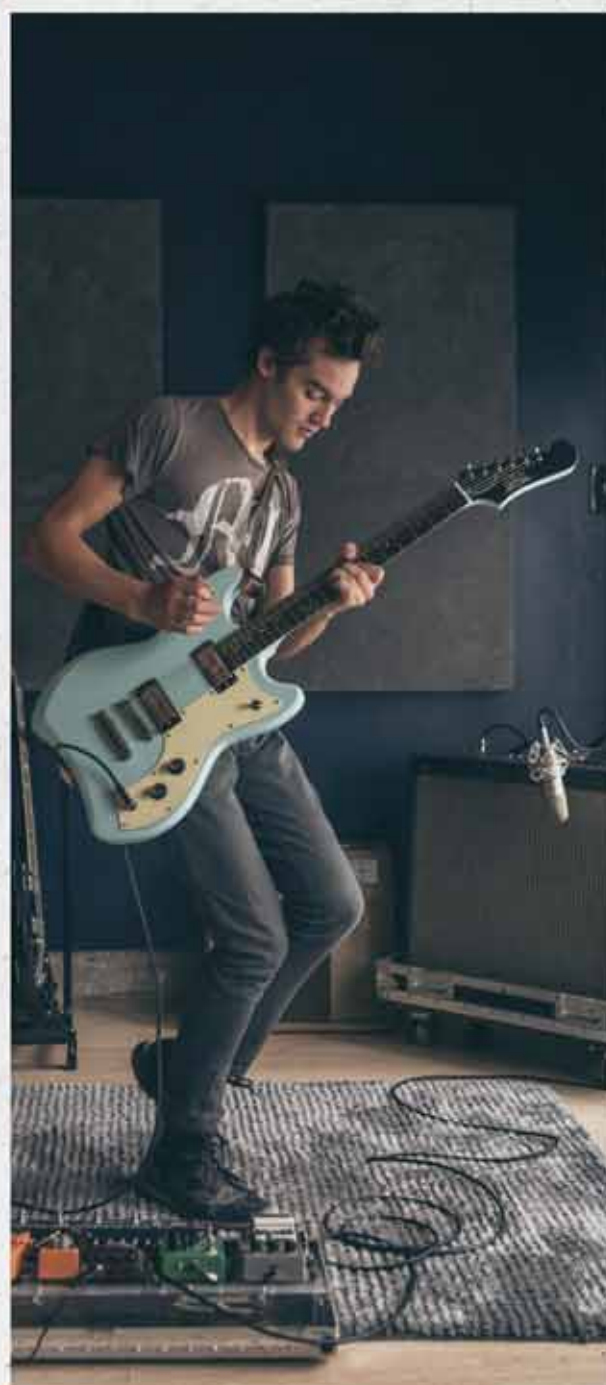
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D-55



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## VocoPro Delivers 3 Systems

VocoPro's Digital 31, 32 and 34 mic systems give users the choice of one, two or four wireless mics — or instruments — in one integrated all-inclusive system.

This fully digital wireless system, operating in the 900 MHz range, has everything needed to go completely wireless, including

handheld mics and wireless bodypacks with headset mics, as well as instrument cables.

The 24-bit digital technology delivers a clean, professional quality signal, and individual Digital Microphone IDs eliminate channel cross-talk.

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

## Safeguard Your Instruments

D'Addario Accessories has released a low-cost alternative to traditional strap locks with the Dual-Lock Strap Lock.

The Dual-Lock Strap Lock provides additional instrument protection without the need for modification to straps. The Dual-Lock clips onto an existing strap button, preventing the strap from releasing accidentally. Also, it can be clipped onto an instrument cable, securing the plug to the instrument to prevent the plug from being pulled unintentionally from the input jack.

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



## Hohner Upgrades Designs for Chromatic Harmonicas

Hohner's original Super 64 and Super 64X have embodied the high-end chromatic harmonica since they first emerged on the market. Now, Hohner has released two models featuring an updated design — offering a whole range of features and additional playing comfort.

The comb chambers are optimized to ensure the fastest possible reed response. The Super 64X boasts double thickness reed plates over the entire range — offering a massive boost in volume.

Both models set standards in durability

and ease of maintenance.

The reed plates are mounted with screws, without contact to the covers, reducing reed wear and making basic maintenance much simpler. The covers are attached separately, and the nylon case provided also serves as a mobile work bench.

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



## Alesis Keytar Controller Breaks Free

Alesis has introduced its Vortex Wireless 2 USB/MIDI Keytar Controller.

The keytar controller connects wirelessly to any computer and easily integrates with virtual instruments, plug-ins and DAWs. For maximum stage and studio mobility, the PC- and Mac-compatible USB dongle uses a single USB port to establish a reliable, wireless connection.

"Musicians are going to love the Vortex Wireless 2 because of its simple, easy-to-use controls, wireless connectivity and full roster of great virtual instruments," said Walter Skorupski, product manager for Alesis. "Finally, keyboard players can break free from their hiding spot and take the spotlight with this one-of-a-kind wireless keytar."

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



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# GUITAR WALL



## PRS Gets Meta

The PRS Custom 24 helped start the company in 1985 and it has been played around the world ever since then.

Now, PRS has added a model based on that platform — the Custom 24-08.

The Custom 24-08 keeps all the same foundational specifications as the original Custom — maple top, mahogany back and neck, 24 frets, 25-inch scale length, the PRS patented Gen III tremolo and dual 85/15 humbuckers — but adds a new level of versatility with its simple switching system.

The Custom 24-08 features a three-way blade switch and two mini-toggle coil split switches. This system allows for eight distinct pickup combinations.

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



## Ibanez's Solid Body Lights Up

Ibanez has added the RG6PFGMLTD solid-body guitar to its Premium series.

The guitar features a figured maple/panga panga/Purpleheart top on an American Basswood body with natural binding on the top and side. It comes with an 11-piece Wizard neck made of panga panga, maple, walnut and Purpleheart, which contributes to the neck's extreme

rigidity and increasing sustain.

The panga panga fretboard provides a tight response, while the stainless steel frets offer bright tone and player-friendly features, such as durability and smoother note bending. The luminescent side dot inlays provide an excellent reference — especially when playing on a dark stage.

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



## Fender Jaguar Throws it Back

Fender created its short-scale Jaguar guitar in 1962. Originally released as a feature-rich, top-of-the-line electric guitar, it hit its stride with surf, punk and alternative guitarists.

Fender now offers the American Original '60s Jaguar, which brings that supple sound and slinky playability to life again, slightly tweaked for a modern feel. The wax-potted Pure Vintage '65 Jaguar single-coil pickups are period-correct — from the enamel-coated coil wire to the cloth-covered output wires, fiber bobbins and alnico 5 magnets.

Fender also kept the Jaguar's unique circuitry intact for this incarnation. The familiar lead/rhythm circuits remain, along with the bass-cut "strangle" switch. Other authentic touches include vintage-tall frets, original-era body radii, vintage-style hardware — including floating tremolo with lock button and push-in arm — a vintage-style hardshell case, and a lacquer finish that not only allows for resonant tone but also wears in a distinctively appealing way. This model is offered in Candy Apple Red and 3-Color Sunburst.

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



## ESP Grows Signature Series Line with Addition of Multiple Artists

ESP has added to its signature series lineup with models for legendary guitarists including George Lynch, Kirk Hammett, Stephen Carpenter and more.

Dokken guitarist George Lynch's signature model is offered in an affordable LTD version for the first time. The LTD GL KAMI-4 offers Lynch's "Kamikaze" graphic finish in neon colors, along with a distinctive sawtooth-shaped headstock.

ESP is celebrating the 20th anniversary of Deftones guitarist Stephen Carpenter's first signature ESP guitar with the release of the LTD SC-20. The guitar is a six-string model with a neck-thru-body

design. It offers a maple neck with alder sides in See Thru Green finish and includes components such as a Seymour Duncan JB SH-4 pickup paired with ESP-designed LH-150N and LS-120N pickups.

Metallica guitarist Kirk Hammett's popular LTD KH-602 model is now being offered in a Purple Sparkle finish and includes new EMG Kirk Hammett Bone Breaker Signature pickups and a Pau Ferro fingerboard.

Additionally, Mastodon's Bill Kelliher's LTD Sparrowhawk model is now available in Pelham Blue.

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



## Reverend, Watt Partner on Bass

Bassist Mike Watt and Reverend have teamed up to produce a bass guitar with the ideal balance of sonic explosiveness and supreme playability.

The Reverend Mike Watt Signature Model Wattplower is a 30-inch scale bass with a smaller body that echoes the short scale vintage basses that Watt gravitates toward. Because Watt is always modifying the vintage basses, Reverend's founder, Joe Naylor, built the Wattplower with all of his favorite mods on board, including an adjustable Hipshot A Style bridge, a brass bridge spacer for sustain and balance, and a front mounted output jack with an oversized, heavy-duty jackplate.

On the fretboard, there are extra dots at the 5th and 12th frets for increased positional visibility, with an anchor inlay at the first fret and "wattplower" at the 17th.

Luminlay dots on the side of the neck glow in the dark to help with visibility on poorly lit stages.

The model is available in a Satin Powder Yellow or Satin Emerald Green.

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



## Vintage Adds to V100 Line

The Vintage V100 guitar line features build quality and construction detail that includes a solid mahogany body and neck mated in true "set neck" fashion for maximum tone-enhancing rigidity. A carved arched body top additionally adds to the V100's look.

A matched pair of Wilkinson open-coil pickups provides plenty of classic vintage tones, and industry-standard Wilkinson hardware means hassle-free performance.

The V100THB with a Flamed Maple Honeyburst top and the V100TWR with a Flamed Maple Thru Wine Red top have also been added to the V100 line.

🛒 John Hornby Skewes & Co. ([jhs.co.uk](http://jhs.co.uk))



# PRO SERIES

## PORTABLE RACKS



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Gator Cases is pleased to announce an all new update to their highly successful Pro Series rotomolded audio racks. The nearly indestructible polyethylene construction ensures rack gear is safely transported. Ergonomic handles are molded into the design of these cases for ease of use. Front and rear lids, refined hardware updates, and a sleek new design ensures these rack cases will continue to maintain their best in class status.

There will be new shallow depth additions to the range of models to accommodate the increase of smaller form factor rack technology. Gator has taken into account the large number of their long standing series still in use and have designed the updated models to be compatible with existing models for secure stacking. The USA-made cases are a rolling change to the existing line and retailers should expect to see the new look over the course of the next few months on most models.

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# Randall's Satan50 Amplifier Focuses on Metal Guitarists

Following its collaboration with Swedish metal guitarist Ola Englund to create the Satan amplifier head, Randall Amplifiers has launched the Satan50 amplifier.

The Satan50 is a two-channel, 50-watt amplifier with independent tone controls and boost. It features three 12AX7 pre-amp tubes and two 6L6 power amp tubes and includes biasing on the rear panel with multiple power tube options.

Controls include presence, depth and master volume, and it offers an effects loop with send level and passive or series return options. An included two-button footswitch enables channel and kill switching as well as optional effects loop switching.

“Our latest collaboration with Ola Englund, one of today’s most prolific metal guitarists, is bringing high-end, metal-focused tube amps to an entire generation of players,” said Joe Delaney, Randall brand director.

 [Randall Amplifiers \(randallamplifiers.com\)](http://randallamplifiers.com)



## Hughes & Kettner Enters Next Era

Hughes & Kettner has introduced the era 2 — the second premium acoustic amplifier in the era range, which was introduced in 2017. The era 2 was designed and engineered in cooperation with acoustic amplifier designer Michael Eisenmann in Germany. Packing a 400-watt power amp

and two 8-inch speakers with a single 1-inch dome tweeter, era 2 offers plenty of punch for acoustic players of all styles.

The company is also showing its GrandMaster Deluxe 40, TriAmp Mark 3 and TubeMeister Deluxe series.

 [Hughes & Kettner \(hughes-and-kettner.com\)](http://hughes-and-kettner.com)



## Amahi Offers Deal

During January only, Amahi Ukuleles will be offering 10 of its Classic Series ukuleles — with matching gig bags — for \$699. This package will include free shipment.

Amahi’s Classic Series ukuleles’ signature wider neck makes them feel great in the player’s hands and much more comfortable than traditional skinny ukulele necks.

The Classic Series ukes come in a variety of woods, from zebrawood to mahogany as well as spruce, flamed maple, koa, spalted maple and more exotic woods, such as Quilted Ash and ebony.

Amahi’s UK445 Bocote ukulele was recently brought in to replace the company’s rosewood option.

 [Amahi \(amahiukuleles.com\)](http://amahiukuleles.com)



## Classic Sticks Get New Look

Zildjian has introduced improved versions of its 5A and 5B drumsticks. Over 30 models have been redesigned to improve style, durability and response. All 5A and 5B models now feature a reduced tip size, increased neck size, longer tapers and improved balance, response and durability.

In addition to the physical changes, all 5A and 5B models will feature a graphic design and stick sleeve that brings a fresh look to the collection. All Zildjian drumsticks are made in Newport, Maine.

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

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## ADD SOME COLOR

Bringing in some color to the popular Ampeg pedal family, two all-new additions are joining the line to expand your creativity and perfect your tone. The Liquifier Analog Chorus offers incredibly rich sounds with its dual circuit design. An essential tool for countless musicians, the Opto Comp Analog Optical Compressor offers classic, smooth compression to sweeten the tone of any setup. All Ampeg pedals are 100% analog, true bypass designs with class-leading signal-to-noise ratio and built to survive the rigors of the road.

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## Sabian Crescent Cymbals Are Going Global

In 2016, Sabian announced a limited relaunch of the Crescent cymbal brand exclusively through Sabian Hand Select Dealers throughout North America. In response to the growing popularity and demand for Crescent cymbals, Sabian has announced that in 2018, Crescent will now be widely available through Sabian distributors and dealers worldwide.

Steeped in the legend of Turkish craftsmanship, Crescent is renowned for producing boutique handcrafted cymbals for discerning musicians. Traditionally handcrafted at every step by Sabian Vault artisans, Crescent cymbals are thin, dark, complex and always musical.

🛒 [Crescent \(crescentcymbals.com\)](http://crescentcymbals.com)

## Cameo Light's Zenit W 600 Generates High-power Wash

The Adam Hall Group brand Cameo Light has introduced the Zenit W 600, a high-power wash light with an ETL Listed Mark and an IP65 rating for outdoor use.

Fitted with 40 15-watt RGBW CREE LEDs, the Zenit W 600 generates a brightness of 21,000 lumens for a high-performance, homogeneous color mix. With high-resolution 16-bit technology, it's able to produce color changes and dimming in professional quality. In addition to conventional DMX and RDM connections, the LED wash light also features an integrated 2.4-

GHz W-DMX receiver for wireless transmission of DMX commands.

🛒 [Cameo Light \(cameolight.com/en\)](http://cameolight.com/en)



## Korg Brings Back ARP Odyssey

Korg has brought back the ARP Odyssey FS as a limited-edition bundle that includes a Korg SQ-1. With replicated analog circuits and sound, and a full-size chassis to match the original, this limited-production product will be available in all three historic colors: white, black/gold and black/orange.

All models also include a limited-edition ARP color version with orange silk-screening on a black panel, as well as two mini-patch cables to make sequencing seamless and convenient. By connecting via CV/GATE, users who prefer analog sequencing can enjoy the infinite possibilities of ARP synthesis on a full-size unit.

Like the ARP Odyssey series that relaunched the brand, the FS series offers the same three-filter configuration, USB and five-pin MIDI as well as the classic rubber pitch and mod pads.

MSRP: \$1,599.99.

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



## 'C' Schecter's Elite Series

Schecter Guitar Research has introduced the C-1 SLS Elite line of guitars.

In addition to Fishman Fluence Modern Ceramic and Modern Alnico humbuckers, users have the choice of a Sustainiac pickup in the neck. Other features include a multi-scale fanned fret option, jumbo stainless steel frets and seven-ply maple/walnut/

paduk neck-through construction reinforced with carbon fiber rods and a spoke-wheel truss rod.

The C-1 SLS Elite comes in Schecter's "C"-shape body with either a Hipshot bridge or Floyd Rose 1500 Series bridge.

MSRP: \$1,699–\$1,899.

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

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## Kala Sinks Teeth into Shark Ukes with Ocean Colors

Kala has added the Shark Fin Gray and Sea Urchin Purple Concert Sharks to its Makala Shark Collection of ukuleles.

Voted on by Kala's followers, the Shark Fin Gray and Sea Urchin Purple Concert Sharks ukes make a colorful addition to any education or music program.

Great for beginners and advanced players alike, the concert size is ideal for those with larger fingers and hands.

Other features include a mahogany neck, walnut fretboard and bridge, Aquila Super Nylgut strings and a matte finish.

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

## JodyJazz Expands Ligature Range

JodyJazz has expanded its Power Ring Ligature range with the Soprano (MS1) and Baritone (MB1) models for DV series mouthpieces. The Power Ring Ligatures have been in demand since the launch of the first models last year. With these additions, the company now offers a full complement of Power Ring Ligature models to fit every JodyJazz mouthpiece in the range.

The Power Ring MS1 model is designed for the DV Soprano mouthpiece, and the Power Ring MB1 is designed for the DV and the DV NY Baritone. The Power Ring MB1 also fits the DV Bass mouthpiece.



The Power Ring Ligatures have greater thickness and heft and feature a concave inner design, which reduces the touch points on the reed — thereby maximizing reed vibration. Plus, there aren't any moving or added parts, further increasing the efficiency of vibration. The amount of harmonics present are increased, allowing the fullest saxophone sound.

The Power Ring Ligatures are individually CNC machined from virgin brass at the JodyJazz factory in Savannah, Georgia. Their standard finish is 24-karat gold with select models also available in silver. Each ligature comes with a deluxe pouch.

MSRP: \$59.95.

🛒 [JodyJazz \(jodyjazz.com\)](http://JodyJazz (jodyjazz.com))

## Amptweaker Merges Clean, Crunch with O12J65 Speaker

Amptweaker has entered the guitar speaker market with the O12J65, which has been designed to bridge the gap between American "clean" and British "crunch" speaker tones.

The 12-inch U.S.-made Amptweaker O12J65 speaker design came from years of James Brown's custom speaker designs in amplifiers with several manufacturers.

The O12J65 speaker is designed for users who want rich and bright clean tones, fat and crunchy rhythm tones,

and thick and singing lead tones that cut through the mix without sounding harsh.

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



## Two is Better Than One

Since the inception of Pearl's Elite Series of congas and bongos, the drums have been offered with 100 percent aged Thai oak or fiberglass shells.

Now, the Elite Series offers a combination of the two shell materials blended together. The Elite Series Wood-Fiber shells deliver the cut and projection of fiberglass warmed by the Thai oak outer shell.

The Elite Series Wood-Fiber drums feature natural skin heads, polished Contour Crowns and Pearl's exclusive Self-Aligning Washer System that isolates the tension hooks from the inner walls of the lugs for

greater tuning ease. The drums are finished in Maduro Brown, a super high-gloss lacquer over the oak shell.

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





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## LM Gets Stylish with Black Tie Guitar Straps

LM Products has unveiled a slew of strap designs, including its Black Tie straps.

The guitar straps are constructed from 100 percent cotton canvas with a cotton webbing backing. Using LM's direct-to-garment printing, these straps boast quality color and detail.

The straps are completed with all-suede leather end sets.

🛒 [LM \(lm-products.myshopify.com\)](https://lm-products.myshopify.com)



## Yorkville PA Runs on Battery

Yorkville Sound has introduced the EXM-Mobile, the company's first Canadian-designed and manufactured battery-powered P.A. speaker.

Boasting a 5½-hour run time at full output power and a standby battery life more than 48 hours, this speaker is capable of getting users through a variety of gigs where AC power is not an option.

Tipping the scales at just over 20 pounds, the EXM-Mobile uses two quality 6½-inch woofers and a studio-monitor quality soft dome tweeter to deliver high-fidelity sound in a portable package.

The built-in three-channel mixer lets users connect microphones, media players and instruments with ease. Bluetooth streaming audio enables a portable playback experience.

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

## SJC Custom Drums Releases Foundation Series Hardware

After working closely with artists and various experts, SJC Custom Drums has released its first full line of drum hardware.

Foundation Hardware was developed to meet the needs of drummers seeking professional quality, heavier-duty stands and pedals that infuse versatility and durability.

The Foundation X line features double-braced tripod-style legs, gearless cymbal tilters and hinged memory locks. The Foundation Flatline series includes the only double-braced flat-base cymbal stands on the market. The Flatline stands combine aesthetics and durability. The Foundation Shadow Pack is a six-piece hardware pack for the drummer who wants to save space at small gigs or have a smaller setup at home.

These stands feature a sleek black finish. SJC is offering a 30-day, money-back guarantee on all Foundation Hardware.

🛒 [SJC Custom Drums \(sjcdrums.com\)](https://sjcdrums.com)



## Vater Designs Carl Allen Drumstick

Vater has introduced the Player's Design drumstick model for jazz drummer, educator and bandleader Carl Allen.

With more than 200 recordings to his credit, Allen's percolations have provided soulful and syncopated support for nearly three decades. His Vater Drumstick model is lathe-turned out of American hickory and

measures .535 inches in the grip, which is just over a 7A size. With 16 inches in length, it also has a long, pointed tip that delivers a full, broad cymbal sound with rebound.

"My signature stick with Vater is perfectly balanced, consistent and works in a variety of musical situations," Allen said.

🛒 [Vater Percussion \(vater.com\)](https://vater.com)



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## Marshall Gets a Refresh

Marshall is planning for the future with product launches, an updated brand and a digital platform.

"Creating a marketing strategy for Marshall practically wrote itself — do what Jim [Marshall] did at the beginning," said Alex Coombes, Marshall's marketing direc-

tor. "We've listened to the next generation of players and over the next 12 to 18 months, we are tackling head-on the challenges they face. With our unique heritage, we feel that we've got the experience and credentials to help inspire and nurture creative expression."

🛒 [Marshall Amplification \(marshallamps.com\)](http://Marshall Amplification (marshallamps.com))



## Hagstrom Delivers York Super Viking

Hagstrom has launched the Artist Project Series by collaborating with touring guitarist Justin York of Paramore.

York wanted his Super Viking to exude a rich, classic vibe and helped develop a warm, transparent brown finish with a figured maple body.

The Super Viking's 25½-inch scale length adds extra snap and articulation. It also includes a P-Urified P-90 pickup equipped in the neck position and Hagstrom's Custom 58 in the bridge position.

Each pickup is equipped with Hagstrom's Bass-Cut control.

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

## Olds, Phaeton, Dakota Merge

David Benedetto, F.E. Olds president, and Peter LaPlaca, president of Phaeton and Sax Dakota, have reached an agreement for F. E. Olds to acquire both the Phaeton Brass and Sax Dakota brand names.

"Peter has an amazing and successful track record in the band and orchestra industry," Benedetto said. "Working with Pete continues to be very rewarding. His passion for our industry, even after nearly 50 years, is very inspiring."

LaPlaca said he and Benedetto have known each other for years. "His impeccable business acumen is, without a doubt, a major factor in our agreement to reach this consolidation of three major band instrument brands under one banner," LaPlaca

said. "I feel totally confident that his leadership will add considerable value to our future business plans."

"Phaeton Brass and Sax Dakota enjoy a distinctive position in the marketplace,"

Benedetto added. "With an extensive roster of endorsing artists, these superbly built instruments offer musicians tremendous sound and versatility. Combined with their

unique finishes, these instruments provide today's musicians with outstanding value and optimum performance."

Benedetto will become the president of all brands, and LaPlaca will continue on as general manager of sales and marketing for Phaeton and Dakota.

🛒 [F.E. Olds \(feolds.com\)](http://F.E. Olds (feolds.com))



## Multichannel Interfaces Expand Tascam's Dante-enabled Lineup

Tascam has unveiled two additions to its line of Dante-enabled offerings. The Tascam ML-32D and ML-16D are multichannel line-level-to-Dante and Dante-to-line-level interfaces that deliver pure Dante connectivity.

Both units feature analog line level I/O

via D-Sub connectors and feature front-panel LED meters to display signal level and overload for each active channel.

MSRP: ML-32D, \$2,299.99; ML-16D, \$1,599.99.

🛒 [Tascam \(tascam.com\)](http://Tascam (tascam.com))



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# Boss Flagship Katana-Artist Amp Features Tone, Speaker Enhancements

Boss has introduced the Katana-Artist, the flagship model in the Katana guitar amplifier series. Katana amps feature an authentic tube tone and feel with on-board Boss effects.

Built for live performance, the 100-watt Katana-Artist combo features a new 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 a rich, full sound with impressive projection.

The amp's five channels have been tuned to provide a highly expressive response that works in complete harmony with the Waza

speaker and cabinet design.

Boss's 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 that rock speaker's sound and response, with the added benefit of increased power handling capacity.



With its dynamic power section designed with the Tube Logic approach, the Katana-Artist produces ample volume and headroom for performing all types of music.

In addition to the standard Katana panel controls, the amplifier also includes dedicated knobs for the Cabinet Resonance and Air Feel functions introduced with the recent Katana Version 2 update.

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



## Recording King Offers Solid Acoustic

Recording King's M9M series of all-solid acoustic guitars combines a solid spruce top with solid mahogany back and sides.

The M9M guitars are built with tone in mind. Every resonant point was carefully chosen to provide a great-sounding guitar at an affordable price.

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

## Alfred Goes Online

Alfred Music has launched SI Online, an online platform where teachers, students and parents can access the correlating audio and video media for "Sound Innovations for Concert Band, Books 1 & 2," and "Sound Innovations for String Orchestra, Books 1 & 2" as well as additional teaching resources.



With SI Online, "Sound Innovations" is now more flexible than ever. Teachers are able to adjust the pacing and focus of their teaching throughout the semester with the new exclusive supplemental resources.

Plus, the audio and video content can be streamed on most desktop computers, laptops, and mobile devices, so students can practice anywhere.

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

## E.K. Blessing Marches On

E.K. Blessing has introduced revamped Marching Brass models to its acclaimed lineup, which features the BM-111 Marching Mellophone, the BM-311 Marching Baritone and the BM-411 Marching French Horn.

"Durability, playability and projection are mandatory requirements for marching color brass," said Phil Baughman, brand manager at E.K. Blessing. "We have reconfigured the warps to a more compact, tighter design, which is more manageable for performance in motion."

The BM-311 and the BM-411 are delivered in the key of Bb, while the BM-111 is delivered in the key of F. Each model comes with a compact thermoplastic case, which is ideal for mobility and storage.

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



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## Yamaha Genos Jammed with Effects

Yamaha's Genos Digital Workstation keyboard is packed with sounds, enhanced DSP effects, real accompaniment styles and studio integration.

The flagship instrument has been updated from the ground up to inspire and empower songwriters to create finished compositions entirely within its intuitive and powerful environment.

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ny, available notes will never be cut in half just because stereo voices are in use.

Articulation Element Modeling (AEM) technology automatically chooses the correct instrument articulation in real-time according to the player's keyboard technique: key velocity, tempo, legato versus staccato and so on.

MSRP: \$6,799.

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

## Graph Tech Gets Quick, Nimble with Tusq Thumb Guitar Picks

Graph Tech has released its line of Tusq Thumb Picks.

Using Graph Tech's proprietary blends of Tusq pick material, the picks are available in three distinctive tones: bright, warm and deep, as well as in three shapes and three gauges. The three tones add a whole new dimension to a player's style and tone.

"It's pretty cool to have introduced a new concept in picks that really resonates with

guitarists around the world," said Dave Dunwoodie, president of Graph Tech Guitar Labs. "Since their introduction, we've had so many players asking, 'Can you please make a thumb pick?' We spent a lot of time designing our new Tusq Thumb Picks to feel nimble, articulate and feel good as a thumb pick or flat picking."

MSRP: Three pack, \$9.95.

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

## Arriba's AdMix Gear Cases Offer High-end Option

Arriba Cases has unveiled AdMix Gear, a high-end brand of cases. AdMix Gear cases are designed with extended padding in mind. Users have a choice between six initial sizes. The bags offer extra-thick padding plus protective feet on the bottom.

"This new brand of cases offers great profit margins for our dealers," said Scott Davies, Arriba's CEO and president. "And everything needs a case. We believe that MI dealers know and understand the value of selling a case with just about every sale of a major product. Lighting and audio products are no exception. AdMix Gear addresses this need with value for the consumer and bottom line profits for the dealer."

 [Arriba Products \(arribacases.com\)](http://arribacases.com)



## Music Nomad Tool Does it All

Music Nomad Equipment Care has introduced the Octopus 17 n 1 Tech Tool. This multi tool for guitarists is an efficient, easy to use, strong device. The Octopus 17 n 1 Tech Tool's patent-pending design is the ideal solution for adjusting screws and hex nuts on vital gear components such as bridges, saddles, locking nuts, output jacks, control pots,

tuning machine bushings and more.

The ergonomic handle is made from strong ballistic nylon, so it won't scratch or ding hardware and is engineered for the most popular hex wrench sizes.

The handle holds the universal adapter — giving the user more versatility.

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

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## Vic Firth Overhauled Stereo Headphones

Vic Firth has enhanced its Stereo Isolation Headphones. Version 2 of the headphones feature a redesigned larger driver in the ear cups that deliver a more powerful low end, cleaner mids and clear highs.

Overall noise levels are reduced by 25 decibels. The improved padded headband creates a more comfortable fit, making them enjoyable to wear for extended periods of time. The upgraded sound quality of these headphones makes them great for practicing, performing or just listening to music in a loud environment.

Prolonged exposure to excessive levels of noise from instruments can cause hearing fatigue, tinnitus and permanent hearing loss. Thus, Vic Firth has developed products that reduce exposure to extreme decibel levels, including the isolation headphones and high-fidelity earplugs.

🛒 [Vic Firth \(vicfirth.com\)](http://vicfirth.com)

## Korg Gets Groovy with KR-55

The KR-55 Pro from Korg is a simple-to-use, comprehensive rhythm machine with real recorded drum grooves and mixer/recorder functionality.

Packed with 24 rhythm styles — each fine-tuned to reproduce the sound and experience of playing with a percussionist — the rhythm machine provides simple, straightforward drum tracking for musicians of any genre.

“For musicians who want the organic sound of a real drummer, without the hassle of programming a drum machine or having to deal with an unreliable drummer, nothing beats the KR-55 Pro,” said Nick Kwas, lead product specialist at Korg USA.



The KR-55 also includes an audio player function that can play back audio files from an SD card. The Acoustage, Korg’s virtual surround technology, creates a personal acoustic stage, an experience unattainable from previous systems.

Utilizing the Acoustage on the KR-55 Pro turns the rhythm machine into a high-quality listening system. It comes with a Korg tuner and metronome built in, as well as pedal control for hands-free rhythm/recording.

MSRP: \$299.99.

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



## ART Converts Analog

Applied Research & Technology (ART) has released the compact Tube Mix audio interface.

The Tube Mix is a compact interchangeable audio interface designed to work with a computer to convert analog signals from a variety of audio sources to a digital signal that a computer understands.

All input channels are fully featured with three-band EQ, two aux sends, pan and level controls. Select inputs include trim control and clip indicators for optimum level setting, while the High Impedance Instrument input has an amp simulation function. The versatile output section allows separate stereo monitor mix on the main buss while recording via the aux buss, or vice versa if required.

🛒 [ART Pro Audio \(artproaudio.com\)](http://artproaudio.com)



## Gravity Stand Supports Laptop Users

The Gravity LTS 01 B is a laptop and controller stand for users who prefer stable and flexible support for their equipment.

The LTS 01 B is a lightweight aluminum structure that can be folded down to minimum size for transportation purposes. It’s compatible with 12- to 17-inch laptops as well as music production controllers, including the Novation Launchpad, the Native Instruments Maschine and the Ableton Push.

🛒 [Gravity \(gravitystands.com\)](http://gravitystands.com)



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## Audio-Technica's M-Series Go into the Black, Blue

Audio-Technica has unveiled the ATH-M50xBB Professional Monitor Headphones, a limited-edition blue/black version of A-T's ATH-M50x and part of A-T's M-Series line of headphones. The headphones feature metallic blue earcups and black accents including distinctive trimming, earpads and headband.

The headphones offer 45-millimeter large-aperture drivers, sound-isolating earcups and robust construction, which make them ideal for recording, live sound, broadcasting, DJ work and personal listening. The headphones incorporate technology drawn from Audio-Technica's history in

the field of high-performance professional audio, providing exceptional power handling, high SPL capability and natural, accurate sound with impactful bass and high-frequency extension.

With professional-grade earpad and headband material and a collapsible design with detachable cable, the ATH-M50xBB headphones remain comfortable throughout long monitoring sessions, and they transport easily. The headphones feature 90-degree swiveling earcups for easy, one-ear monitoring and are collapsible for space-saving portability and convenient storage.

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



## Slappin' Da Bass

Waves Audio has rolled out its Waves Bass Slapper, an addition to its expanding line of virtual instruments.

Slap bass is one of the most popular styles of bass playing. This plug-in lets users re-create, on a keyboard, the nuances of a seasoned bass player, with complete control over every note and articulation, including thumbing, popping, hammer-ons, pull-offs, open strings and dead notes.

Waves Bass Slapper includes an extensive sample library of special bass guitar sounds, including slides, mutes and harmonic strums.

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



Get out and play **the new Loudbox Mini Charge**



The Loudbox Mini Charge is the latest Loudbox from Fishman. It's a Loudbox Mini that runs on a rechargeable battery, combined with unique power management circuitry specifically designed to maximize output levels and playing time.

With 60 Watts of power, dedicated instrument & mic channels, and Bluetooth connectivity for playback, the Loudbox Mini Charge can go anywhere you go.

Where are you going to take it?™



## On the Upswing with Ibanez Bass

Ibanez's UB804 or "Upswing" Electric Upright Bass is the latest addition to the company's Bass Workshop series — and the first instrument of its kind to be added to the Ibanez product line.

The AeroSilk Piezo system is a Piezo system exclusive to Ibanez that enhances the acoustic "upright" quality of the sound.

Whether the player is bowing or plucking, this specially modified piezo system detects the vibrations of each individual string to produce uniform output.

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



## Mix it Up

KHS America has introduced the Jupiter My Case for the 700 Series Student Instruments.

The lightweight case features upgraded hardware, including captive hinge pins, as well as durable and lightweight scratch-resistant ABS material.

The Jupiter My Case comes in more than 400 designs to reflect a student's current style or interest.

🛒 [Jupiter \(mycase.jupitermusic.com\)](http://Jupiter (mycase.jupitermusic.com))

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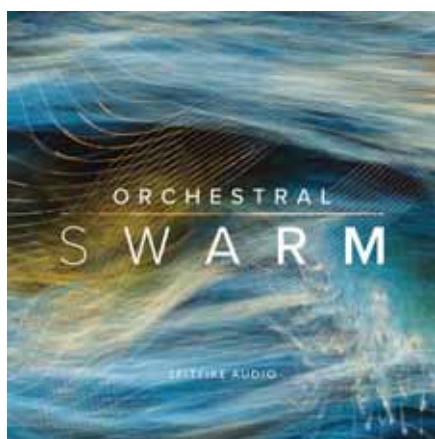
**lexicon**

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**#HARMANxNAMM**





## Spitfire Sets Standard

Spitfire Audio has released the Orchestral Swarm sample library.

The Orchestral Swarm sets a new standard in orchestral library innovation by taking the company's so-called "Swarm" approach and adapting it to the orchestra to enable even greater detail by utilizing the variety of articulations and playing styles of orchestral instruments.

The Orchestral Swarm library is comprised of various string, brass and woodwind ensembles, recorded individually and with the Swarm pointillistic approach, using techniques most idiomatic for those instruments.

From bassoon "pops" to horn "flutter tongues," a wide range of techniques were combined via the Swarm approach to give a vastly increased sound palette to the traditional orchestra.

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

## BandLab Empowers Schools

BandLab, the cloud-based social music platform, has announced that it's releasing a beta version of its platform created specifically for schools and institutions.

The platform, BandLab for Education, will offer features that let students and teachers create, review and work together on music education across all their devices.

BandLab for Education simplifies the workflow for teachers, taking its features and developing a dedicated environment for instructors and students. Teachers and students can make music with built-in instruments and loops.

BandLab for Education offers built-in digital instruments, including keyboard, drum pads, stringed and wind instruments,

along with 2,000-plus free music loops and more on its web platform.

"Teachers have a huge role to play in nurturing the next generation of musicians and artists," said Meng Ru Kuok, CEO of BandLab Technologies. "Access to free, safe and easy-to-use technology can help get more students engaged with learning, in the classroom and beyond. With BandLab for Education, we hope to make music learning easier and more accessible for all, encouraging more students to continue creating and expressing themselves in the long run."

BandLab is free, and its public version can be downloaded on the Google and Apple app stores or via its website.

🛒 BandLab Technologies ([bandlab.com](http://bandlab.com))



## Bittree Makes NAMM Debut

Bittree will celebrate 40 years of designing and manufacturing high-quality patching solutions for the broadcast, professional audio/video and musical instrument markets in 2018.

The company will kick off its 40th anniversary festivities by exhibiting for the first time at The NAMM Show.

The centerpiece of Bittree's exhibit will be the company's ProStudio series of audio patchbays. Addressing a void in the market for reliable, professional-quality patchbays at affordable pricing, the ProStudio line makes Bittree's quality and engineering accessible to everyone.

Bittree will also use The 2018 NAMM Show as the launch pad for additional ProStudio products, including 96-connector, front-programmable and internally-selectable rackmount configurations.

🛒 Bittree ([bittree.com](http://bittree.com))

## GHS Balances Mandolin Strings

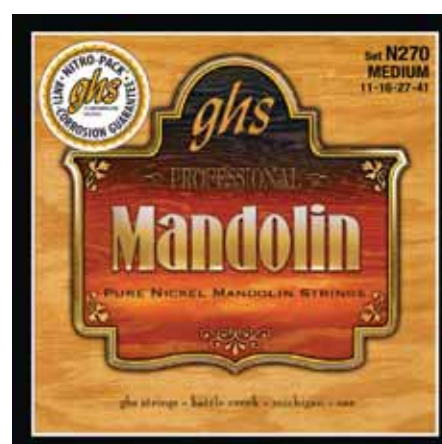
GHS Strings has introduced its Pure Nickel Mandolin strings.

The strings were created in conjunction with mandolin players — for both the traditional and modern musician. They deliver a warm, rich, vintage sound with a superior, long-lasting tone.

The strings' custom gauges were chosen to provide a more balanced sound and give a comfortable feel across fingers and fretboard.

The strings are ideal for players looking for authentic tone on vintage mandolins or wanting more richness and depth of tone from new mandolins.

🛒 GHS Strings ([ghsstrings.com](http://ghsstrings.com))



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# STUDIO-SERIES RECORDING SYSTEMS

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## Yamaha Revitalizes CSV R Clarinet Line with Atelier

Yamaha has debuted the YCL-CSVR-ASP and YCL-CSVRA-ASP clarinets.

The success of the Yamaha's Custom CSV R clarinets, originally introduced in 2015, has led to the revitalization of the line which continues with the SEVR, CSGIII and now the Atelier Special model CSV R-ASP clarinets.

Players looking for nuance at the most exacting levels will benefit from the consistency, quality and performance of the Atelier Special model clarinets. Redesigned keys have a thicker silver-plating that allows for more comfortable and ergonomic hand

placement, and a new barrel design promotes a well-balanced response with rich tonal colors.

"It used to be that consumers would test many different units of the same model of clarinet just to find 'a good one' — not anymore," said Brian Petterson, wind instruments marketing manager at Yamaha. "The Atelier Special model clarinets provide quality of sound, easy response and accurate intonation at a level of consistency currently unavailable in this market."

MSRP: \$8,008.

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

## Take it to the Max with Auralex


Auralex Acoustics' MAX Kits portable treatment kits let users reconfigure and tune their space for a wide variety of applications. Short for Mobile, Absorptive and eXpandable, the kits come in three packages: VoxMAX, EditMAX and ProducerMAX.

The VoxMAX Kit is designed for voiceover/vocal recording and instrument baffling.

The EditMAX Kit is an easily configured baffling for recording and can be positioned to create a monitoring environment for editing and mixing in spaces where mounted acoustical treatments are not desired.

The ProducerMAX Kit is an acoustical

treatment solution for recording that can be positioned to create an accurate monitoring and mixing environment.

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




## Zoom, Sennheiser Upgrade F4

As part of its partnership with Sennheiser, Zoom has released a firmware update for the Zoom F4 MultiTrack Field Recorder. The update lets virtual reality professionals and enthusiasts record high-quality

360-degree audio for video with the F4 and Sennheiser's Ambeo VR Mic.

The Zoom F4 offers gain linking capability so creators can adjust the gain on all four capsules of the Sennheiser Ambeo VR Mic evenly and simultaneously with one knob.

To streamline workflow, the F4 firmware will include A-B decoding for properly recording and monitoring signal from the Ambeo mic. F4 users can also expect new settings and headphone presets as well as HPF frequency options up to 10 Hz.

 [Zoom \(zoom-na.com\)](http://zoom-na.com)




## Guild's Latest Models Soar

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

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

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

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

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A40E + T40E



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For more information, visit [www.mxlmicro.com](http://www.mxlmicro.com)


## Gigging Bassists Find Power, Portability with Hartke's HyDrive

Hartke's HyDrive 112b is a compact 12-inch bass cabinet. This 4-ohm cabinet is ideal for gigging bass players looking to get the most power out of their amplifier in any performance setting.

Featuring Hartke's patented paper/aluminum HyDrive Speaker Technology for tone depth and clarity, the lightweight 300-watt cabinet is an ideal and affordable solution for any portable bass setup.

HyDrive speakers within the HyDrive 112b feature crafted paper/aluminum hybrid cone drivers. The hybrid makeup delivers an exceptional blend of warmth and attack that cannot be attained by traditional all-paper

bass speakers. The outside paper cone delivers a smooth response with a deep tone.

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



## Pearl Upgrades Session Series

Pearl's Session Studio Select drums feature the classic shell blend and deliver value with an added floor tom.

The Session Studio Select shell is a thin, 5.4-millimeter EvenPly-Six combination of masters-grade birch and African mahogany. The controlled punch of Pearl's 60-degree bearing edge delivers a blend of pre-EQ'd clarity and tonal warmth.

"The shell blend and edge actually came from different combinations we experimented with for Masterworks," said Kevin Packard, Pearl's combo marketing manager. "There's a unique feeling you get from sitting behind these drums that seems to keep

giving back everything you put into them."

 Pearl Drums ([pearldrums.com](http://pearldrums.com))



## ReedGeek Adds Double Geek Gen2, Bullet

ReedGeek's DoubleGeek Gen2 set focuses on the needs of the double reed player but is useful for all reed players.

The Gen2 set is engineered with two oversized bevels that lets double reed players fine-tune reed spines and corners with efficiency and ease. It has 12 unique cutting surfaces.

The Gen2 set is encased in a deluxe, proprietary neoprene bag with a sewn-in microfiber cleaning cloth and a water-tight case. The set includes a 3-inch stainless steel handle and a small black palm handle — both threaded for easy attachment to

the DoubleGeek.

The Bullet offers users advances to reed adjustment and maintenance. It is an effective tool for the adjustment of synthetic polymer reeds, both single and double. Its precision lets double reed players adjust tip contours to achieve maximum vibration without damage to the reed or its tip.

The DoubleGeek Gen2 is available in the Black Diamond finish, and it provides refinement of the cut on natural cane and synthetic reeds.

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



## Warwick's RockBoard Station Recharges

Warwick's RockBoard Power LT XL is a rechargeable mobile power station for effects pedals.

RockBoard Power LT XL users don't have to worry about 9-volt batteries dying mid-song. They also won't need to search for a wall outlet on stage to power their pedal boards. The Power LT XL is equipped with rechargeable lithium-ion batteries to supply effects pedals up to approximately 50 hours or more with hum-free 9-volt DC current. Recharge time for the unit is approximately seven hours.

The Power LT XL features charge-while-playing ability, two separate 9-volt/DC outputs, an additional USB output to charge mobile phones and smart devices, input for a charger, and a battery charge level indica-

tor with four LEDs. It includes a power supply/charger, 5- by 50-centimeter connection cables, a polarity change adaptor cable, a daisy-chain cable (five outputs) and an EU power cable. It's available in black, Carbon, Satin White, Rosé Gold, gold and silver.

 Framus & Warwick ([rockboard.net](http://rockboard.net))





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# KEYBOARDS



## Thinking Hard with SKB Cases

SKB has released seven fully customizable iSeries Keyboard Cases with Think Tank Interiors.

The cases feature dense Velez-covered foam blocks in different sizes with a hook-and-loop system that provides

secure attachment to the base and lid of the case. With seven different case sizes from which to choose, keyboard players are sure to find a case that's versatile enough for all their needs.

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

## Roland Delivers Digital Grand Slam with Sophistication

Roland's GP609 Digital Piano is a sophisticated grand piano.

The GP609 features Roland's advanced piano technologies for premium tone and touch, plus a multi-channel speaker system that provides quality sound for piano playing and casual music listening. With on-board Bluetooth support, users can connect with mobile devices to stream music and work with various music apps.

Roland's SuperNATURAL Piano Modeling technology delivers realistic piano sound, with complex tone that naturally responds to the player's dynamics. Complementing the sound engine is the PHA-50 hybrid keyboard, which combines wood and molded materials for traditional playability and lasting durability.

The GP609 also includes numerous

on-board features for education and enjoyment, including split/layer capability, Twin Piano mode, a metronome and a recorder.

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



## Lowrey Adds Aria Pro Organ

Lowrey has added the Aria Pro organ to its line of musical instruments.

Extending the EX platform, the Aria Pro's features and classic design make it the ultimate choice for players demanding only the best in sound, selection and performance. Adding to a huge collection of dynamic setups and varied styles are new features that enhance Lowrey's "touch and play" ease of operation.

Starlight ABC's makes finding the notes to play easy, and it also illustrates the notes played, as well as the added notes of Lowrey easy-play chords and harmonies. Not only can the player hear the notes of an accompaniment chord or an upper keyboard harmony, but they can see them and learn how they form.

Lowrey's Orchestrator feature empowers the player to easily assign instrumental sounds to each note of a harmony. Not only does playing with one finger sound like many, but now the entire sound can be customized.

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



## Take Casio's CT-X Line Anywhere

Casio America has introduced its latest lineup of digital keyboards — the CT-X line.

These portable keyboards boast AiX (Acoustic & Intelligent multi-Expression), Casio's next generation sound source, which is eight times more powerful than Casio's current portables.

Features from the new series include

the following: 600 tones, 195 rhythms and a new System Delay DSP in the CT-X700, while the CT-X3000 is equipped with 800 tones, 235 rhythms, 64-note polyphony, tone editing and a phrase recorder with four pads.

The series offers redesigned chassis, in addition to enhanced speaker systems.

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



## Korg's minilogue Synth Goes Gray

Korg's minilogue is now available in a limited-edition polished gray finish. The minilogue PG combines a smooth gray panel with a dark ash-finished rear wooden panel, giving the synth a new look.

The minilogue received international acclaim for its four-note polyphonic analog structure, unique signal path, 200

editable presets, its 16-step polyphonic note and motion sequencer, and its unique Voice Mode that lets users choose how the four voices are configured.

Since its release, musicians of all genres have praised the synth that has changed the market.

🛒 Korg ([korg.com](http://korg.com))

## Play Your Faves Effortlessly

The Yamaha Clavinova CSP-150 and CSP-170 digital pianos make it possible for players to play hits from their favorite artists — even if they've never touched the keys before.

These digital pianos scan audio songs in the user's music library on a smart tablet, analyze the chord structure and produce a piano score taught via interactive "Stream Lights" above each key.

At the center of this innovation is the app's Audio-to-Score function, which analyzes iTunes music files that already reside on an iPad, then generates a piano accompaniment and a chart of chord symbols for those songs. This is displayed on the device placed in front of the user and tethered to the CSP via direct connectors for both iOS and Android devices hidden behind the music rack.

As the selected song plays, the Stream Lights — a ladder of four cascading LED lights above each key — illuminate in rhythmic sync with the song's tempo, beginning with the light farthest from the key. The key should finally be struck as the closest light turns on.

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





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CAD Audio continues to build on over 85 years of innovation in the audio industry by delivering innovative and highly useful solutions for performers, engineers and a wide range of audio professionals. CAD has emerged as a true leader in high performance studio and live microphones.

**dBTechnologies**



dBTechnologies offers a variety of professional powered systems, from its high-end line array system "VIO" with compact size and smart rigging design to the versatile ES Entertainment System, both compact and user-friendly, and the superb OPERA powered speakers designed for both live and playback applications.

**Fostex**



Fostex was founded by Foster Electric who has been developing high quality speaker components since 1949. As the market has moved from analog to digital, Fostex continues to develop superior products for professionals and hi-fi enthusiasts of today and tomorrow.

**Hercules**



The mission of Hercules is to create innovative, high-performance, tailored products designed for amateur, semi-pro and professional DJs. Innovative functions developed by the company allow users to easily discover and master DJ mixing techniques while offering total mobility.

**KURZWEIL**  
It's the sound.



The new Kurzweil SP6 combines legendary sounds, leading technology and professional playability in a stage piano designed for both studio and live performance. Kurzweil has also developed the new SP1 as an option for professionals who need a grab-and-go, lightweight, powerful instrument.

**LEWITT**



The Vienna-based microphone company LEWITT stands for high-performance tools designed to deliver unaltered, authentic sound for memorable vocal and instrumental recordings. Driven by the urge for innovation, versatility and the ultimate bang-for-the-buck, LEWITT microphones continue to be the choice of top recording professionals.

**nord**



Introducing the new Nord Electro 6, a refined modern classic. Since its introduction in 2001, the Nord Electro has been the natural choice for musicians in need of authentic emulations of classical electro-mechanical and acoustic instruments in a portable and easy-to-use package.

**RELOOP**



New at NAMM 2018, Reloop introduces KUT — a digital 2-channel battle mixer, which impresses with its classic design and modern features. Focused on the art of turntablism and scratching, KUT sports an integrated innoFADER as well as two very smooth battle line-faders for precise cutting.

**studiologic**



The Numa Compact 2x from Studiologic brings the extreme power of the Compact family together with three sound engines, a tone wheel organ model derived from the Numa Organ, amazing Sledge sound synthesis and a full 1GB of sample memory.

**XONE**



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

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





## Apex Enhances Tube Matching

Apex Tube Matching has announced its proprietary state-of-the-art power tube matching system has enhanced its matching to -point matching. This enhanced version now matches additional control points, making Apex the only system of its kind with four-point matching.

Apex Tube Matching is performed entirely in-house on the company's custom-built tube matching system using its custom-designed software testing and matching methodology. Apex's systems are highly robust and extremely accurate, measuring current and voltage to provide the best possible matching for its tubes.

🛒 Apex ([apexmatching.com](http://apexmatching.com))



## Washburn Rolls Out 9 Models

Six guitars and three mandolins have been added to the Washburn line.

The additions strengthen the brand's position as the first choice at every level of play, according to Gil Soucy, Washburn's vice president and general manager.

"The new models demonstrate our con-

tinued ability to innovate at every level and in both electric and acoustic categories," Soucy said. "Since 1883, every guitar we've ever built has delivered the traits players desire most — great tone, playability, design, durability and value."

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



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## Revstar Races for Fresh Look

Yamaha has added six bold colors to add to the Revstar line of solid-body electric guitars, expanding its series of instruments designed in the style of '60s-era European café-racer motorcycles.

Yamaha designed the Revstar series with attention to detail, seeking input from professional guitarists and other experts from around the globe. The colors and finishes complement the sleek body contours, while hand-wound pickups and materials match each instrument's character.

Yamaha engineers designed a proprietary Dry Switch to enhance the tone of six guitars in the series, offering the versatility of a coil split and helping to deliver a tone that distinguishes Revstar from the rest of the pack.

🛒 Yamaha ([yamahaguitars.com](http://yamahaguitars.com))



## Vintage V4 Offers Massive Tonal Range

Vintage has released its V4 bass. The instrument features an American alder body which is matched to a hard maple neck, while a Wilkinson bridge and split pickup system catches all the sustain and massive tonal range.

The guitar is available in Bayview Blue and Firenze Red — which also comes with a one-piece maple neck and fingerboard.

🛒 John Hornby Skewes & Co. ([jhs.co.uk](http://jhs.co.uk))





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## Genzler Goes Acoustic

Genzler Amplification has added its first acoustic instrument amplifier to its product line — the Acoustic Array Pro.

The AA-Pro offers a full-featured pre-amp design with two identical channels, both with mic and instrument inputs, along with a 150-watt, 300-watt Class D power amplifier. Based upon Genzler's Bass Array format, the AA-Pro speaker system features a 10-inch woofer in a ported chamber, along with the performance and pattern control of a proprietary line array column.

This line array utilizes four custom designed 2½-inch neodymium cone-drivers. The placement of the line array provides exceptional clarity and ultra-smooth response, along with broad dispersion and projection. Since there's no tweeter in the design, the mid and high frequencies produced are clear, natural and authentic to the acoustic instrument.

🛒 Genzler Amplification ([genzleramplification.com](http://genzleramplification.com))

## Alfred Breaks on Through

Alfred Music has released "The Doors: 50th Anniversary Songbook," a guitar tab hardcover edition featuring the band's complete studio recordings from 1967–1971.

Few rock groups defined the spirit of 1967 as well as The Doors. In fact, the band released two albums that year — kicking off 1967 with its landmark self-titled debut in January, then releasing "Strange Days" in September, seemingly bookending that momentous "Summer of Love."

"The Doors: 50th Anniversary Songbook" features authentic transcrip-

tions with guitar tab, lyrics, vocal melodies and signature keyboard and bass parts of all 62 tracks from the band's six studio releases with frontman Jim Morrison. This collectible songbook also includes an introduction from Guitar World's Jimmy Brown, color photographs and a select band discography.

The book includes some of the band's greatest hits, including "Break On Through," "The End," "Hello, I Love You," "Light My Fire," "Love Her Madly," "Riders On The Storm" and "Roadhouse Blues."

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



## HeadRush Powers Pedalboards

HeadRush has released the FRFR-112 Full-Range Flat Response powered cabinet. The cabinet has a 2,000-watt amplifier, rugged 12-inch two-way speaker and a wide array of input and output options as well as EQ and tuning capabilities.

The FRFR-112 delivers acoustic accuracy and high SPL to ensure that the music is projected with the tonal character intended. Its specially voiced 12-inch woofer and high-frequency compression driver deliver a full response across the entire frequency range, without any artificial coloration.

"The FRFR-112 is exactly what guitarists and bassists are looking for to elevate their performance and maximize the sound they get from their HeadRush Pedalboard or even someone else's FX/amp modeler," said product manager Pyotr Belov. "This thing really cranks! Plus, with its wedge-shaped cabinet and pole-mount capability, it fits exactly where you need it."

🛒 HeadRush ([headrushfx.com](http://headrushfx.com))



## Schilke Gold Brass Bell Adds Warmth, Articulation

Schilke is now offering gold brass bells on the entire line of HD Bb and HD C trumpets. The gold brass bell adds warmth and articulation throughout the instrument's full register.

All Schilke HD gold brass bells are a single seam, hand-hammered design. The additional bell option joins the lineup with the standard yellow brass bell configuration.

🛒 Schilke ([schilkemusic.com](http://schilkemusic.com))

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## Ibanez Builds on Premium Series

Ibanez has expanded its Premium series to include the S1070PBZ solid-body electric guitar.

The S1070PBZ comes with an 11-piece wizard neck made of wenge, maple, walnut and purpleheart, which contributes to the neck's rigidity and increased sustain. The wenge fretboard provides a tight response, while the stainless steel frets offer bright

tone and smoother note bending.

This model offers durability and eliminates unwanted noise thanks to Belden wiring material and copper shielding inside a control cavity. The Gotoh MG-T locking tuners achieve tuning stability, cutting down string-changing time. The guitar is available in a Cerulean Blue Burst finish.

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

## D.A.S. Audio's Event Series Handles it All

D.A.S. Audio has expanded its Event series of line arrays and bass systems with two powered models: the Event-212A line array and the Event-121A subwoofer.

The Event-212A is a powered, three-way line array that employs two D.A.S. 12-inch loudspeakers in a dual band configuration where each speaker operates in a specific frequency range.

The Event-121A is a direct radiating rear-loaded powered subwoofer system.

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



## P. Mauriat Master-97T Tenor Sax Provides Tonal Color Mix

P. Mauriat's Master-97T Tenor Saxophone is a follow up to its Master-97A.

"The Master-97T brings a very new and different tonal color to our line," said Craig Denny, vice president of band at St. Louis Music. "Customers will love the quality of sound and the way it feels in their hand. It's comfortable and feels like home right away."

The Master-97T is a dual alloy saxophone, utilizing a rose brass super VI neck and sterling silver octave pips. Other features include an ergonomic left-hand thumb rest, a four-point body to bell brace and

extensive hand engravings.

The Master-97T is finished in a honey gold lacquer and comes complete with a case and accessories.

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



## Lanikai Fires Up Flame Maple Uke

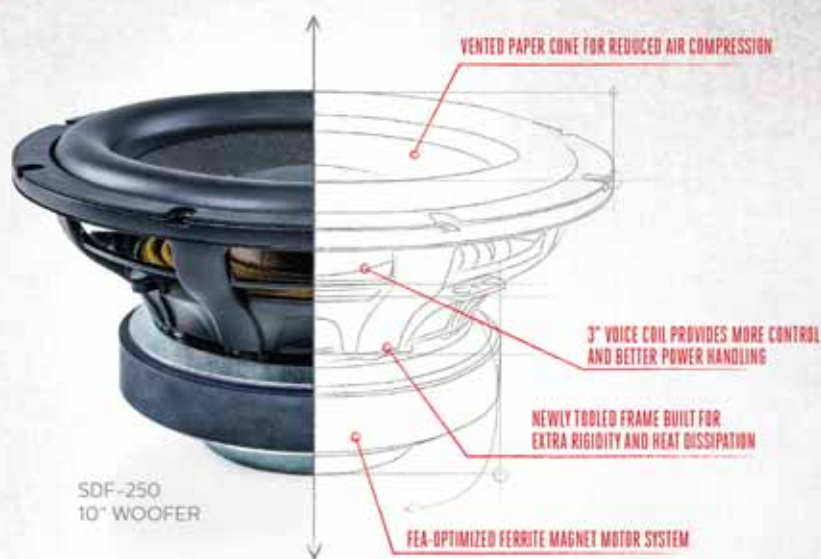
Lanikai has unveiled its Flame Maple series, which includes an acoustic concert and tenor size and an acoustic/electric with a cutaway. The electric models are equipped with a Fishman Kula pickup with an on-board tuner. Like all Lanikai ukuleles, the easy-playing neck profiles are accented by a wider nut for added player comfort.

Other features include chrome open back tuners, Nubone XB nuts and saddles for increased tone and projection, a walnut fingerboard and bridge and D'Addario strings. Each Flame Maple ukulele ships with a deluxe Lanikai 10-millimeter padded gig bag and a limited lifetime warranty.

[Lanikai \(lanikaiukuleles.com\)](http://lanikaiukuleles.com)



## DEFINING NEW STANDARDS



Since 1926, Peerless has continued to push the boundaries of what's possible in acoustics, material science, and design. Here's a look at some of our most recent developments.



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## Fryette's Power Load Direct Records

Fryette Amplification has unveiled the Power Load Variable Reactive Load with Analog Cab + Mic Emulation recording solution. This 100 percent analog direct recording solution delivers tube amp sound and feel direct to the mixing console, DAW or computer interface for recording, as well

as direct to front-of-house monitor boards for live-performance applications.

The Power Load has a built-in audiophile-quality headphone amplifier with stereo effects loop and MP3 player input for silent practice.

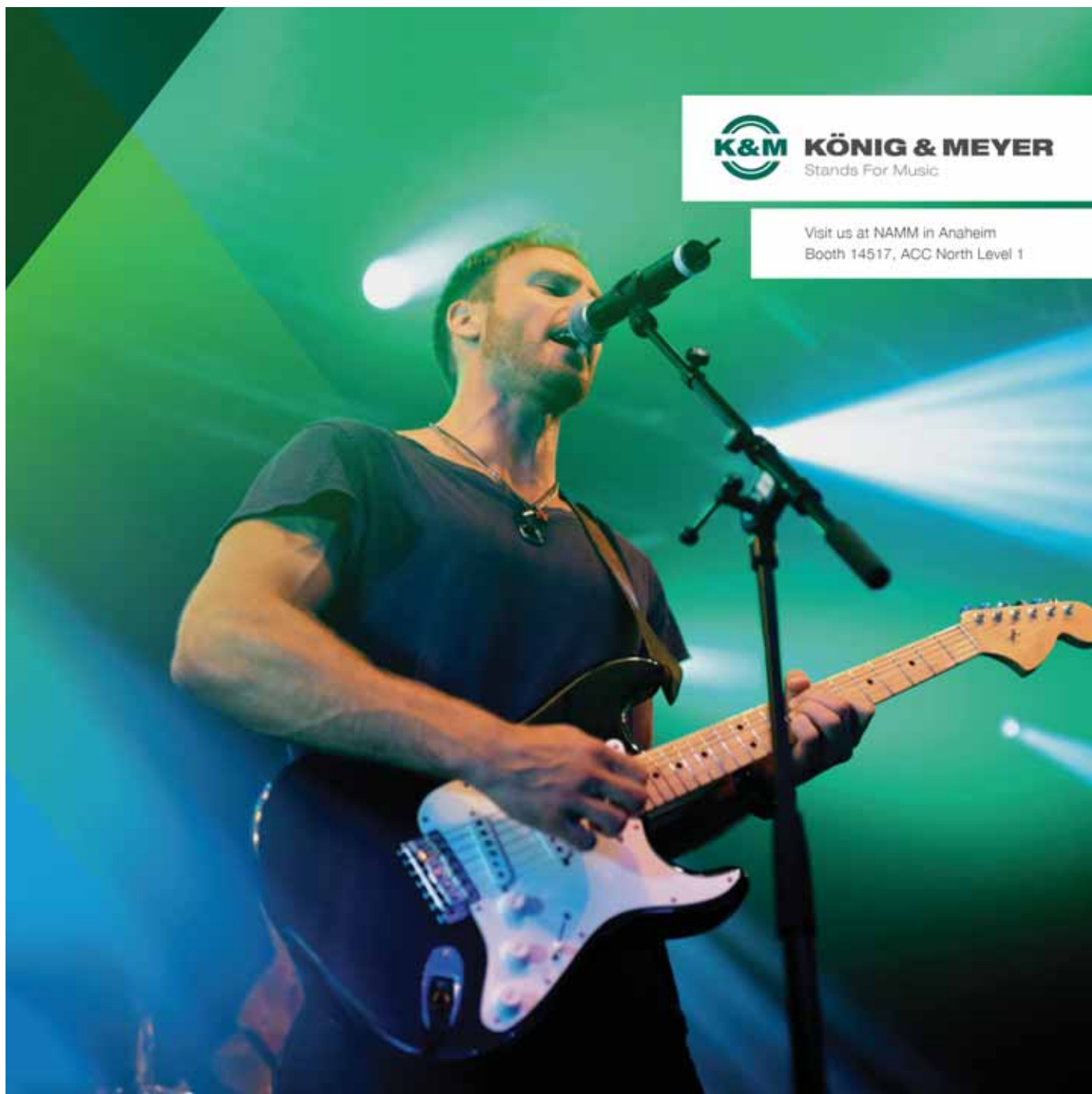
🛒 Fryette Amplification ([fryette.com](http://fryette.com))

## Stay Stands Joins Korg

Korg has been named the exclusive distributor of the Brazilian accessories company Stay Stands for North American retailers.

"The addition of Stay Stands is an exciting move, as no other accessory pairs as nicely with Korg and Waldorf products as a keyboard stand line," said James Sajeve, director of technology brands at Korg USA. "Though they're a smaller company than some of our other brands, Stay produces top-notch equipment and will fall perfectly in line with the high-quality gear Korg USA is known for."

📄 **Korg** ([korgusa.com](http://korgusa.com));  
**Stay Stands** ([staymusicstands.com](http://staymusicstands.com))

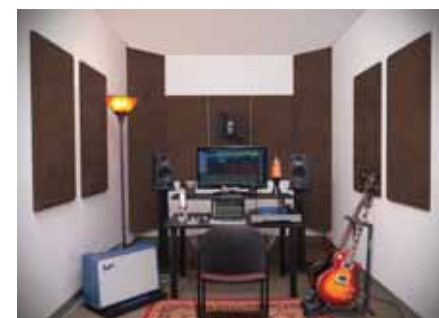


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## Auralex Adds Fabrics, Colors

Auralex Acoustics has expanded its line of ProPanel ProKits to offer a total of six stylish fabric choices.

ProKit-1 and ProKit-2 room treatment systems are now available in red, black, tan and brown SonoSuede fabric choices, as well as the standard fabric colors, Sandstone and Obsidian.

Auralex ProKit-1 and ProKit-2 acoustical treatment packages are cost-effective solutions engineered to control excess mid- and high-frequency reflections in a room.

Based on the Auralex Class A fire-rated, fabric wrapped fiberglass ProPanels, these kits provide state-of-the-art absorption performance with high-build quality, great aesthetics and low odor. The included panels help provide an effective resolution to a room's acoustical problems.

🛒 Auralex ([auralex.com](http://auralex.com))



## LM Circle City Guitar Straps Offer Comfort

LM Products has released its Circle City guitar straps. This line boasts creative new leather strap designs that feature LM's dedication and continued focus on quality and unique designs. The Circle City guitar strap's design boasts fine leathers and superior comfort.

🛒 LM ([lm-products.myshopify.com](http://lm-products.myshopify.com))





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## Seagull Revamps Entourage Series

Seagull Guitars has updated its Entourage series to include crisp white binding, an Autumn Burst finish and the addition of travel-sized models.

The Entourage line now features a variety of body shapes in the warm and vibrant Autumn Burst finish.

Other updates include a Godin EPM Q1T pre-amp and the addition of two parlor-sized models in Natural Almond and Natural finishes. The revamped series includes the Entourage Autumn Burst and Entourage Grand Natural Almond, among others.

🛒 Godin Guitars ([godinguitars.com](http://godinguitars.com))

## Hal Leonard's 'First 15 Lessons' Focuses on Beginners

Hal Leonard has released the "First 15 Lessons" series, a collection of books with audio and video tracks designed to help beginners of all ages learn an instrument on their own or with a teacher.

The "First 15 Lessons" series will debut with titles for electric guitar, acoustic guitar, bass guitar, drums, piano and voice.

Each book contains 15 sequenced beginner lessons with step-by-step instructions to give beginners a smooth learning experience, with songs from multiple genres like folk, pop, rock, Broadway and more. Each

book comes with audio demonstration and play-along tracks, video lessons, written review material, an online metronome and more.

All of the additional material can be accessed online via streaming or download.

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



## IMS Raffles Off CS-1 Speakers

IMS Technologies will raffle off a pair of Christopher CS-1 referencing speakers during The NAMM Show.

Christopher Speakers are packed with features, including internal transmission line chambers that eliminate the need for subwoofers, ultra high-end drivers and custom high-frequency attenuators that fine-tune the "sound stage" of the listening area.

Hard-rocker Mark Slaughter used the speakers on his latest album, "Halfway There."

🛒 IMS Technologies ([imstechnologies.net](http://imstechnologies.net))



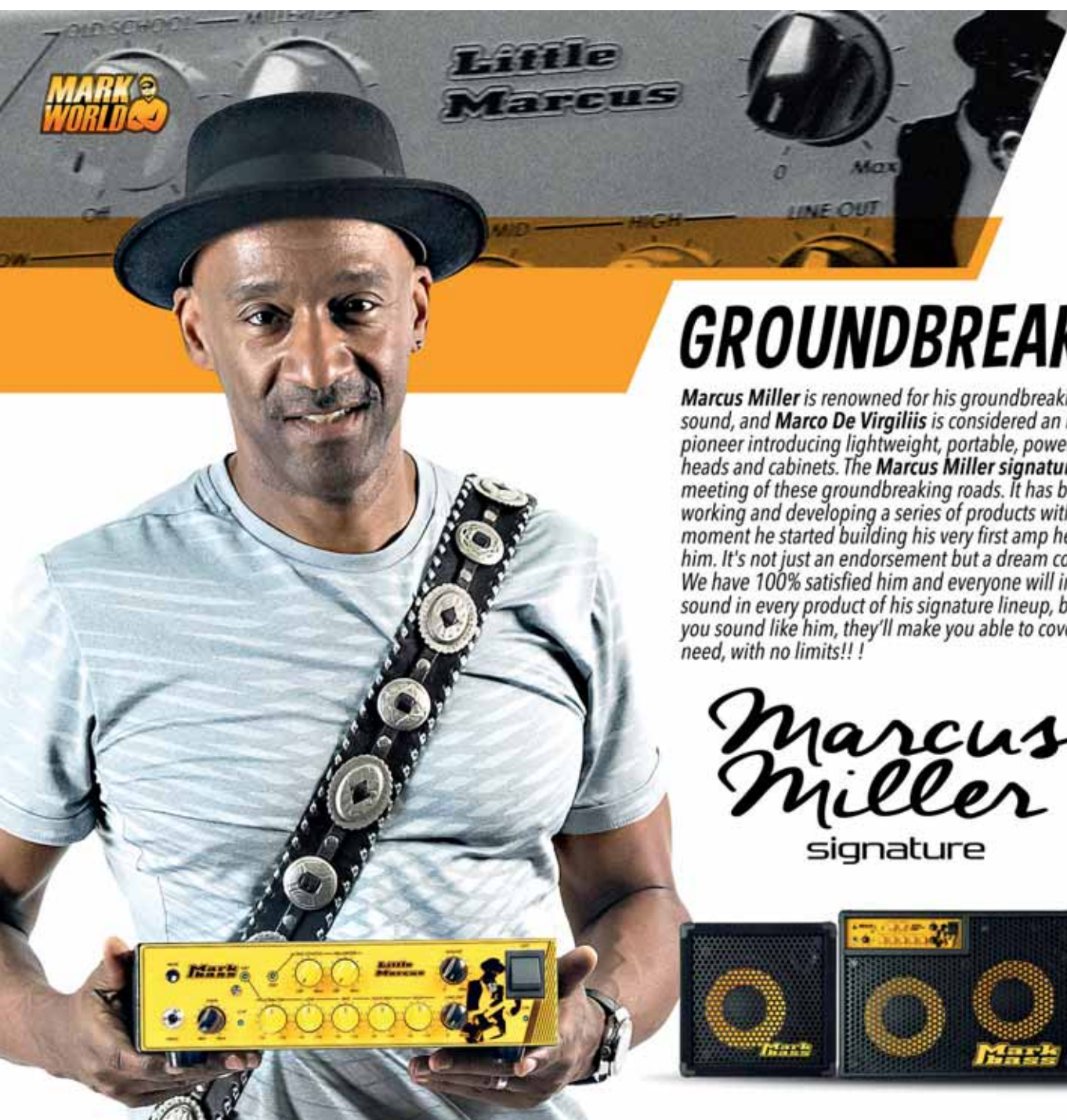
## Mixing, Mastering Just Got Easier

IK Multimedia has unveiled T-RackS 5, a mixing and mastering system for Mac and PC. T-RackS 5 is a modular mix and master system, offering versatility with four all-new processors for a total of 38 high-quality modules.

T-RackS 5 now supports audio up to 192 kHz/32-bit, with mastering for high-defini-

tion music platforms and distribution without ever leaving its single interface, including four dithering options. The internal resampling engine delivers best-in-class audiophile performance and offers an additional layer of protection against inter-sample peaks and overshoots.

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



# Mark Bass

[markbass.it](http://markbass.it)

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## Cort Improves Tonal Depth

Cort has expanded its KX Series of electric guitars with the seven-string KX500FF.

This model offers updated hardware, a double-cutaway for easy access to the neck, and a fanned-fret design that improves tonal depth and clarity.

The KX500FF's fanned frets provide a

25½- to 27-inch multiscale and further strengthen the low B. A single hardtail bridge with string-through-body design improves resonance and sustain. When each of the seven strings resonates clearly, the player achieves more precise tone and definition.

🛒 Cort Guitars ([cortguitars.com](http://cortguitars.com))

## Celestion's Lynchback Delivers Detailed, Vintage Warmth

In honor of the legendary sounds of metal guitarist George Lynch, Celestion has added the G12-50GL Lynchback IRs to its line of Impulse Responses. This rock speaker joins the company's range of speaker Impulse Responses available for download at Celestion Plus.

Working in collaboration with Lynch, Celestion spent more than two years studying every aspect of the speaker's design and construction to create a tone personal to Lynch. The resulting signature speaker is a physi-

cal embodiment of Lynch's preferences and years of experience as a lead guitarist.

The G12-50GL Lynchback speaker delivers the vintage tone of a G12M "Greenback" with the additional capability of producing a harder, more aggressive sound on demand.

"Everything is in the 10 percent," Lynch said. "You can have a speaker that's 90 percent, but if you don't have that

last 10 percent, that's everything. It's got to be everything or nothing."

🛒 Celestion ([celestion.com](http://celestion.com))



## LD Systems' Maui P900 PA Blends Engineering, Design

LD Systems' Maui P900 features a column P.A. design concept developed in collaboration with the renowned international design house Porsche Design Studio. This pro-audio concept blends the boundaries between engineering, art and design.

The Maui P900 will be introduced to the marketplace in its commercial launch at The 2018 NAMM Show. With several international design and product awards to its name — including the German Design Award — this P.A. system combines state-of-the-art technology in an iconic design.

🛒 LD Systems ([ld-systems.com](http://ld-systems.com))

## Zildjian Gets Sweeter

Zildjian's K Zildjian Sweet Collection is an extension of the K Family and comprises nine models including 16- to 20-inch crashes, two larger-sized rides (21 and 23 inches) and larger-sized hi-hats (15 and 16 inches). The crashes and hi hats feature unlathed bells for greater tonal spread and additional sound frequencies, while the two K Sweet Rides are darker versions of the A Zildjian Sweet Rides.

Like all Zildjian cymbals, the collection is made in Norwell, Massachusetts.

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







THE JIMI HENDRIX EXPERIENCE

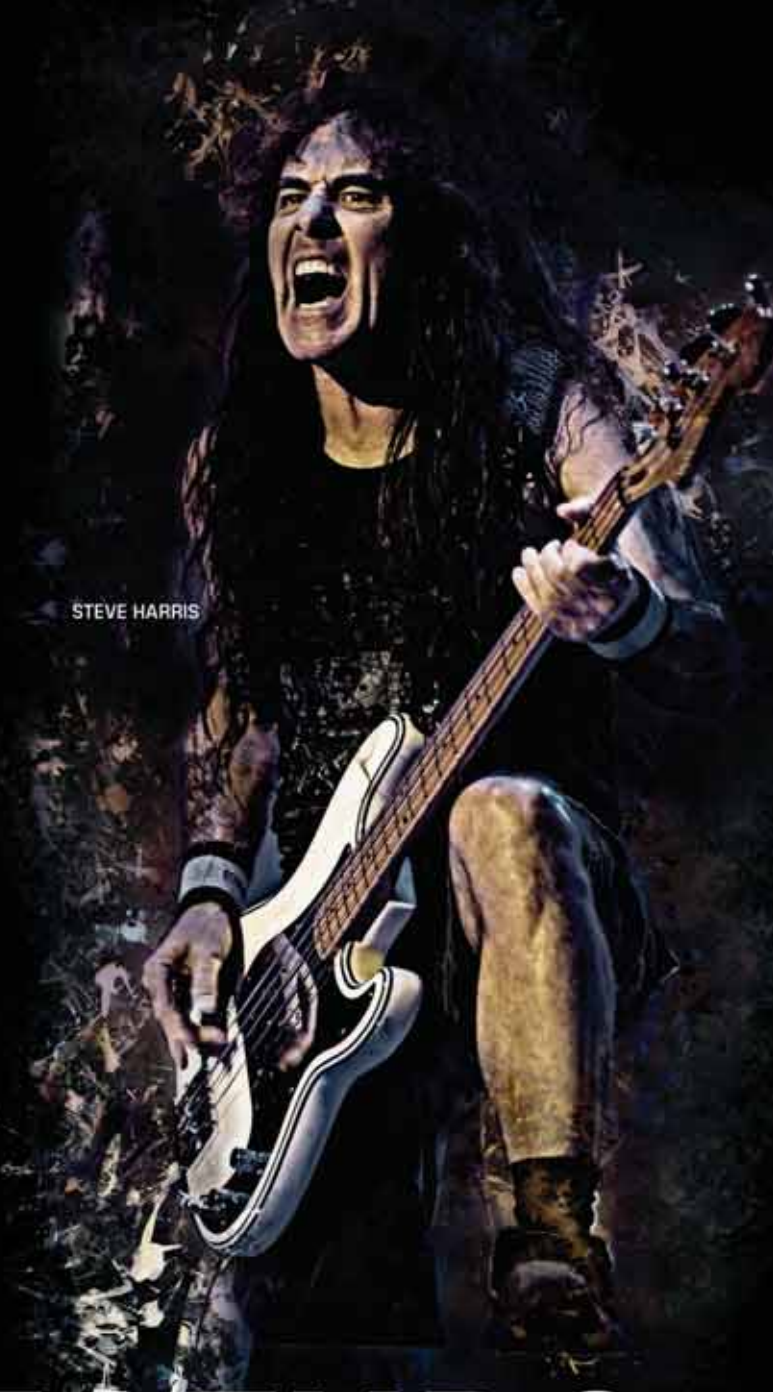


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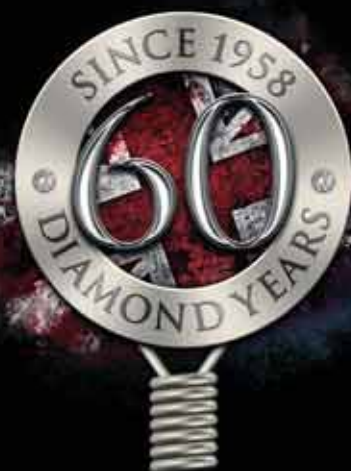
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## Navajo Art Inspires Levy's Lawless Strap

Levy's Leathers has introduced the Lawless guitar strap, which is available in a variety of colors: black, brown, navy and burgundy.

According to Danica Levy, the Lawless strap was inspired by the art of the North American indigenous Navajo tribe.

The patchwork design is simple but prominent. The earth tones of the strap are brought together in pleasing and harmonious combinations, allowing the viewer's eye to flow over the length of the strap easily and effortlessly.

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



## Warwick Introduces 8-String, 4-String RockBass Models

Warwick has expanded its offerings with two RockBass models.

The Warwick RockBass Corvette Basic 8 is a high-quality eight-string bass. It is equipped with an alder body, bolt-on three-piece maple neck with Ekanga veneer stripes, and Wenge fingerboard.

The Warwick RockBass Corvette Basic 8 is equipped with active MEC J pickups, chrome hardware and Nirvana Black Finish,

and is available exclusively in a fretted right-handed version.

The Warwick Rockbass Rex Brown Artist Line model is available exclusively as a right-handed four-string bass — either in Black Burst Transparent High Polish or Solid Black.

The body is made of AAA quilted maple (top) and alder (back), while the neck-through design is made of maple.

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

## Superlux Upgrades S502 Mic

Superlux has released an upgraded version of the S502 with the S502MKII ORTF stereo recording microphone.

The S502MKII features an improved proprietary diaphragm that delivers an exquisite, more authentic sound.

ORTF is one of the most popular stereo recording techniques. The ORTF technique utilizes a pair of cardioid capsules arranged with a 110-degree open angle and 17-centimeter separation.

The 17-centimeter separation between two microphones simulates the distance between two human ears, resulting in a more natural-sounding pickup pattern.

The Superlux S502MKII features a pre-

cise ½-inch, 3-millimeter gold-plated diaphragm and low-noise microphone pre-amp circuit — making it suitable for any recording application.

The S502MKII delivers a balanced stereo image with its fixed ORTF positioning, and its flat and wide frequency response makes it an ideal choice for studio stereo recording and sound reinforcement.

🛒 [Superlux \(superlux.us\)](http://superlux.us)



## Yorkville Lights Up the Night

Yorkville Sound's LP-LED2X features the same specifications as the company's LP-LED4X Light Bar, but with a smaller profile to deliver maximum performance in a portable package.

Designed to be the ideal solution for any professional lighting application, the LP-LED2X can be easily transported to DJ shows and is capable of lighting a small stage or an entire dance floor.

Built for easy operation and simple integration, a standalone LP-LED2X will provide ample coverage using its advanced on-board programming and effect banks.

Multiple LP-LED2X can be connected and operated in unison with a standard microphone cable and Yorkville's iOS and Android App via Bluetooth — controlling up to four individual LP-LED2X fixtures.

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



Renowned artist/writer/producer Ray Parker Jr. continues to pursue his love and passion for music — recording and touring the globe. At his home studio, this Grammy winner and Oscar nominee monitors the right mix with Hear Technologies personal mixer system.



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### hear back PRO

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### hear back OCTO

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### switch back M8RX

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### WSG bridge

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## Boss Katana-Air Amp Operates Totally Wireless

Boss has rolled out the Katana-Air, a totally wireless guitar amplifier. Compact and battery-powered, the amp features low-latency wireless guitar technology and a custom wireless transmitter that plugs into any electric guitar.

The Katana-Air is a true stereo amplifier with two custom-tuned speakers and up to 30 watts of total power, offering big, rich sound for both guitar amplification and full-range music reproduction. A convenient docking port in the amp charges the battery in the included wireless transmitter, providing up to 12 hours of continuous playing time per charge.

The Katana-Air operates in standby mode to conserve energy when idle and instantly wakes when it senses motion. In addition, the transmitter automatically establishes the optimum wireless connection when docked.

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

## D'Addario Woodwinds Adds Reserve Mouthpiece for Alto Sax

Following the release of its Reserve Clarinet Mouthpieces, D'Addario Woodwinds has introduced a Reserve mouthpiece for alto saxophone.

Reserve mouthpieces capture the desired sound and provide the needed response for the most demanding, modern classical saxophonists, with exceptional range of dynamic flexibility and intonation across all registers of the saxophone. Designed by a team of top musicians and engineers, the mouth-



pieces are milled, not molded, from solid rod rubber using D'Addario's precise computer-controlled mouthpiece-making technology.

With a medium chamber and facing length, the alto saxophone mouthpieces are available in two tip openings: D145 which features a tip opening of 1.45 millimeters, and D150 with a tip opening of 1.50 millimeters.

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



## Reverend Teams with Balderose

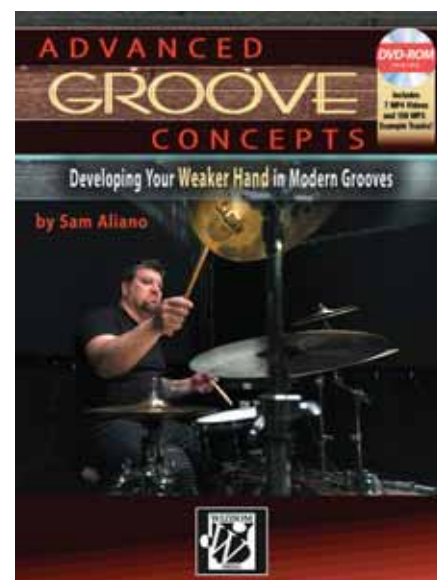
Reverend has teamed with Shade Balderose of Code Orange for the Shade Balderose Signature Model — a sleek, sturdy guitar with a solid neck joint that still maintains good upper register access.

The Railhammer Pickups offer an aggressive and thick sound, while the Ebony

fretboard is tight and focused.

The guitar is available in Amry Green or Midnight Burst and has a black reverse headstock. All Reverend Guitars feature a Boneite nut and locking tuners, Reverend's Bass Contour Control and a dual-action truss rod.

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



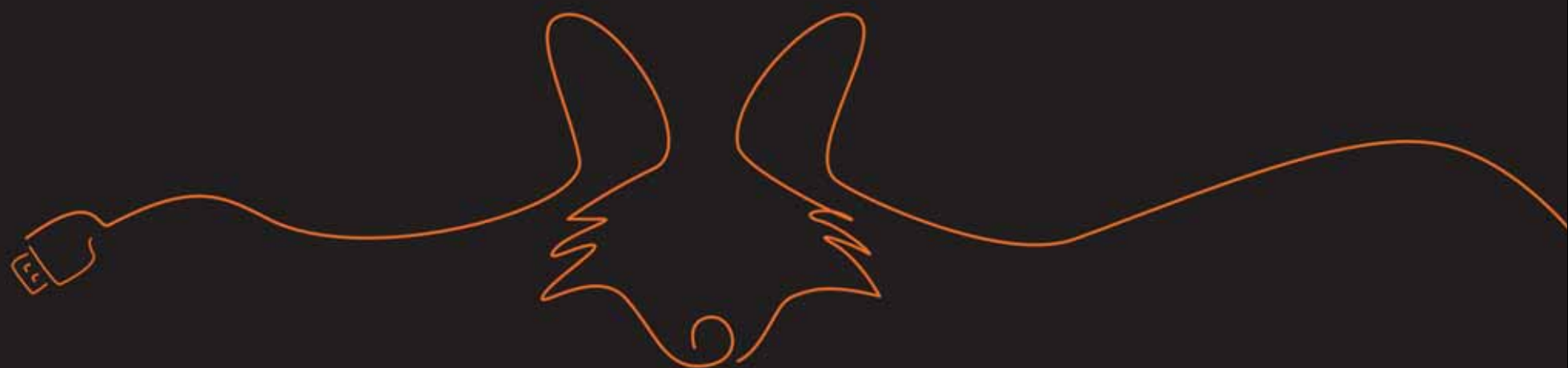
## Alfred Gets its Groove

Alfred Music's "Advanced Groove Concepts: Developing Your Weaker Hand in Modern Grooves" is a collection of intermediate- to advanced-level grooves and patterns applicable to all modern styles of music.

Written by Sam Aliano, "Advanced Groove Concepts" starts with repetitive hi-hat/ride patterns and progresses through various ghost notes variations and then combines non-repetitive ride patterns with varied snare drum combinations containing accents and ghost notes.

The book can be practiced by right-handed and left-handed drummers, and it can also be played with an open-handed approach.

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



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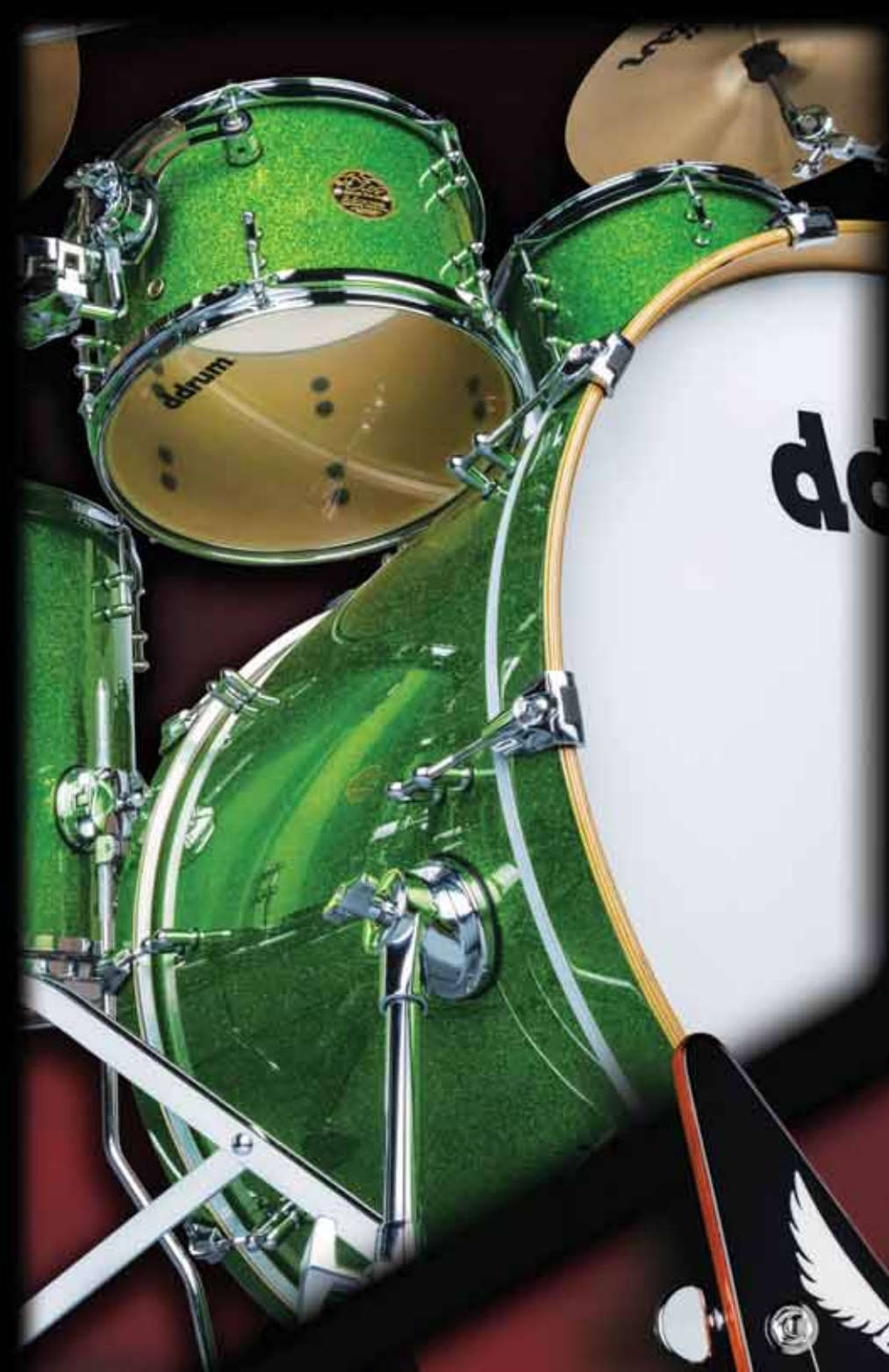
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## Harman Pro Offers Next Gen JBL Monitors

Harman Professional Solutions has debuted the JBL 3 Series MkII powered studio monitors.

With JBL's Image Control Waveguide and refined transducers, the JBL 3 Series MkII offers detail, precise imaging, a wide sweet spot and wide dynamic range to enhance critical listening capabilities.

Featuring patented technologies derived from the JBL 7 Series and M2 Master Reference Monitors, and sporting a sleek, modern design, the MkII was developed to offer performance at an accessible price.

The monitors are available in three configurations, including the 305P MkII with a 5-inch woofer, 306P MkII with a 6½-inch woofer, and 308P MkII with an 8-inch woofer.

JBL 3 Series MkII monitors are equipped with JBL Image Control Waveguide to deliver detail, ambience and depth. This patented technology ensures an acoustically seamless transition between the low- and high-frequency transducers and provides an ultra-wide soundstage and precise imaging.

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

## Hotone Debuts VStomp

Hotone Audio has introduced its first amp software, VStomp Amp.

Driven by the technology of Hotone's Bluetooth modeling pedals XTOMP and XTOMP mini, the VStomp Amp is a solution for professional and home studio engineers who demand realistic modeling, studio-grade sound quality, and ease of use.

Following the development of Hotone's XTOMP pedal and based on a proprietary comprehensive dynamic circuit modeling system, the VStomp Amp supports VST and AU formats and can also be used as a stand-alone application.

It's CDCM is built on a dynamic variation matrix, able to realistically express detailed change that

occurs during the operational process of actual circuitry. The matrix adjusts its modeling parameters and even framework based on the instrument input signal range, signal frequency, knob position, the instrument's impedance and other variable parameters — all to achieve the closest possible characteristics of actual modeled circuitry.

🛒 Hotone Audio ([hotoneaudio.com](http://hotoneaudio.com))



## Martin, John Mayer Collaborate on Custom Signature Model

Martin Guitar has unveiled the D-45 John Mayer Custom Signature Edition. The model honors both the artist and one of Martin's most prestigious models.

Mayer's D-45 is crafted with Guatemalan rosewood back and sides and an Engelmann spruce top with aging toner and forward-shifted Adirondack X braces.

The D-45 was designed by Mayer and created by the craftspeople in the Martin Custom Shop. Boasting a full-thickness neck with hexagon inlays, bone nut and saddle and gold open gear tuners, the D-45 John Mayer also features an interior label signed by the seven-time Grammy winner.

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



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## Shure Expands Wireless Earphone Offerings, Colors

Shure has expanded its wireless earphone offerings across its SE Sound Isolating Earphone line, with selectable Android and Apple iOS functionality integrated into new models across multiple price points.

The Universal 3½-millimeter Earphone Communication Cable features an integrated mic and three-button remote, letting users take calls, control music and activate voice commands.

Available in four color options, the SE846 model will have the same four-driver design and state-of-the-art audio performance but will also now come with two connectivity options.

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





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**DIGITAL AUDIO**  
LABS

[www.digitalaudio.com](http://www.digitalaudio.com)  
[www.lachapellaudio.com](http://www.lachapellaudio.com)

## Mackie Expands Audio Tools


Mackie has introduced a line of affordable, quality audio tools for studio and live sound. Along with the MDB Series Direct Boxes, the MTest-1 Cable Tester and M48 Phantom Power Supply, Mackie now offers essential tools for studio and live sound applications.

The MDB Series Direct Boxes are available in four models: the MDB-1P Passive Direct Box, MDB-2P Stereo Passive Direct Box, MDB-1A Active Direct Box and the MDB-USB USB Stereo Direct Box.

In addition to the series of direct boxes, Mackie has introduced two audio tools ideal for any musician or engineer to have in their tool belt: the battery-powered MTest-1 Cable Tester and M48 48v Phantom Power Supply. The MTest-1 features a simple five-

way switch to test every pin for all common connector types and more.

The handy M48 48v Phantom Power Supply lets users utilize their devices and microphones that require external power in any setup.

 [Mackie \(mackie.com\)](http://Mackie (mackie.com))



## Waves' Audio Stageboxes Are Built for Travel

Waves has released its SoundGrid-compatible stageboxes: the STG-1608 and STG-2412.

These stageboxes meet the need for quality, rugged audio interfaces that can connect and network with modern live sound systems. They feature high-end audio interfaces for live sound and SoundGrid connectivity — offering quality sound, easy connectivity and road-readiness.

The stageboxes are built to last and can be used in any live environment.

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

**HOTONE**  
Play. Press. Repeat.\*



\*Repeat, repeat, repeat, repeat, repeat...

Booth 14117 | Level 1 | ACC North

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## WiMN Names She Rocks Winners

The Women's International Music Network (WiMN) has announced the 2018 She Rocks Awards honorees. The sixth annual awards ceremony will be held at the House of Blues Anaheim on Friday, Jan. 26, at 6:30 p.m.

The 2018 recipients include Lisa Loeb, Karla Redding-Andrews, Exene Cervenka, Amberly Crouse-Knox, Jean Millington Adamian, June Millington, Brie Darling, Candace Stewart, Dawn Birr, Fabi Reyna, Vanessa Mering and Kristy Porter.

 [WiMN \(thewimn.com\)](http://WiMN (thewimn.com))

## No Mic as Mighty

Amridge has released the MightyMic W+ smartphone wireless Bluetooth multi-function microphone. The MightyMic features the latest Bluetooth 4.1 profile with DSP noise reduction and is designed to auto-connect to the MoviePro video recording app or MightyMic Pro Recording app on IOS, and Cinema FV-5 on Android.

The mic features a rechargeable battery for up to five hours of operation.

Its custom-molded, non-reflective soft touch body features a built-in headphone jack for music playback. It has a 60-foot transmission range, and its side-mounted On/Off switch provides easy access to powering off. A multi-function button on the front controls music playback functions, and a durable rear-mounted metal clip secures the microphone.

 [Amridge \(amridge.com\)](http://Amridge (amridge.com))



# DRUMS FOR DRUMMERS

aDrums artist



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

HALL C  
Booth 6829





## Crossrock Debuts Sturdy Brass, Woodwind Cases

Crossrock has rolled out its CRA860 and CRF1000 brass and woodwind cases.

The CRA860 is an ABS hard-molded series that is combined with ABS exterior and plush-lined hard foam core inside to provide the necessary protection to the instruments.

The cases are available for saxophone, trumpet, trombone, French horn and clarinet in three colors: black, blue and silver.

The CRF1000 fiberglass series is constructed of strong fiberglass and features a thick foam padding interior with red velvet lining.

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



## Kala Adds Baritone Uke to Exotic Mahogany Line

Kala Brand Music Co. has added the Exotic Mahogany Baritone Ukulele to its Exotic Mahogany Collection.

The Exotic Mahogany ranges from light brown to dark brown and the grain patterns range from a wavy curl to a straight sharp-

ness and everything in-between.

Other features include a mahogany neck, walnut fretboard and bridge, black binding, Aquila Super Nylgut strings, Graph Tech NuBone nut and saddle, and a satin finish.

🛒 **Kala Brand Music Co.** ([kalabrand.com](http://kalabrand.com))



## Vandoren Hosts LA Summit

Vandoren hosted more than 30 Vandoren Regional Artists (VRAs) over the summer at the 2017 VRA Summit in Los Angeles. The mission of the VRA program is to educate and excite students to become the best musicians they can be.

To that end, this year's summit offered VRAs from around the country the chance to connect with one another in person.

"I continue to be inspired by these highly skilled educators," said Michael Skinner, president of Dansr. "They're delivering impactful, highly educational clinics to students and band directors across the U.S. on a daily basis."

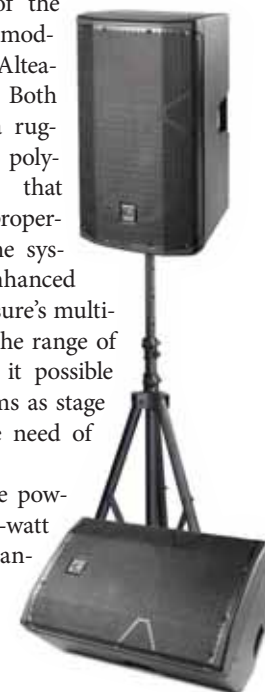
INFO **Dansr** ([dansr.com](http://dansr.com))

## D.A.S. Altea Range Boasts Power, Portability

D.A.S. Audio's Altea 700 series is the high output range of the Altea series. Two models are available: the Altea-715A and Altea-712A. Both models incorporate a rugged injection molded polypropylene enclosure that delivers acoustic properties while keeping the systems lightweight for enhanced portability. The enclosure's multi-angle design widens the range of applications, making it possible to deploy Altea systems as stage monitors without the need of additional accessories.

The Altea 700s are powered by a 1,500-watt peak Class D two-channel amplifier.

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



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At Vic Firth Company, The Perfect Pair® isn't just a slogan. It means uncompromising quality in everything we do. But that's not all. It also means we continue to innovate and develop new imaginative designs and technologies, so no matter what kind of drummer walks into your store, you can say, "Yeah, we've got that."

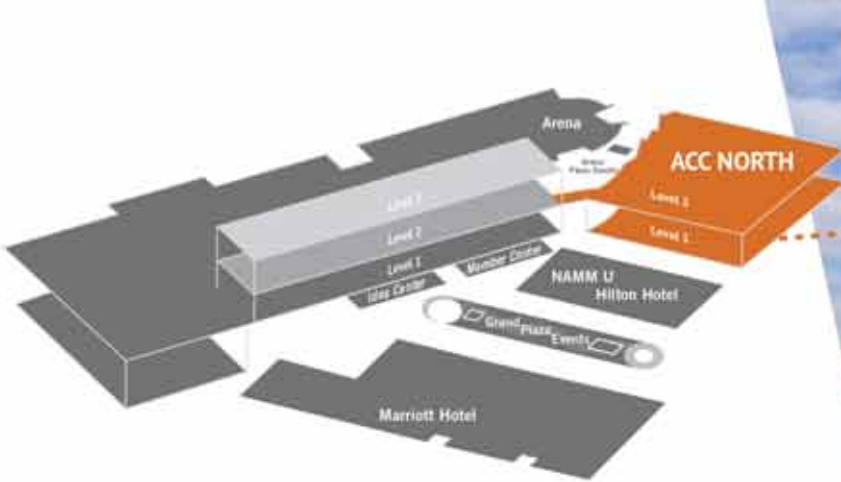
**We strive for no sales lost. No need unmet. And no drummer left behind.**

To see Vic's new 2018 product introductions, visit:  
**BOOTH 7222**

Products from Vic's new 2018 line shown above:  
Matt Garstka Signature Stick, American Classic® PureGrit, American Classic® DoubleGlaze,  
Vintage Snappy Snare Wires, SIH2 Stereo Isolation Headphones

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# DRUM PAD



## Pearl Debuts Steel Shell Snare Drum

Pearl has added the Steel Shell CRS Concert snare drums to its Concert Series.

These beaded steel shell drums features a new, brighter tonal option. Steel is

one of the brightest sounding and clear, cutting materials for snare drums and is an ideal choice for any percussionist.

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

## American Recorder Adds Drum Key to Accessory Lineup

American Recorder Technologies has introduced a leather key chain with a drum key.

It features a quality grain leather with an all-metal bolt snap key chain. The leather holder stores a rugged, removable drum key held in place with a heavy-duty metal button snap.

The leather is available in nine different colors, including black, dark brown, Antique Brown, British Tan, pink, red, blue and green.

The drum key joins the roster of drum accessories distributed by American Recorder, including the StickTwirl, the

PinchClip and the DrumClip.

"This drum key makes a great addition to the other quality drum accessories that we currently distribute," said Alan Adelstein, president of American Recorder. "We are proud to represent StickTwirl, PinchClip and DrumClip — three accessories that help improve the playability and performance of drummers."

🛒 [American Recorder \(americanrecorder.com\)](http://American Recorder (americanrecorder.com))



## Peace's DNA

Peace Drums has debuted its Dynamic-Neuro-Audiology (also known as D-N-A) process as well as its latest models, the D-N-A Series drums. This process assures that any factor that might inhibit sonic potential is eliminated.

The D-N-A formula is steeped in scrutiny of each specific element that makes a complete kit: from the way the plies are stacked in the shell-forming molds to the affixing of the last tension rod.

Rather than settling for a wrap finish, Peace has developed exclusive sparkle lacquer finishes — setting the nine-ply maple shell free to resonate with pristine clarity. The series also features Arena 800 Series hardware.

🛒 [Peace Drums \(peace-drums.com\)](http://Peace Drums (peace-drums.com))



## Hal Leonard's Got the Beat

Hal Leonard has debuted its first drum set method in its flagship Hal Leonard Method Series.

The "Hal Leonard Drumset Method," written by educator Kennan Wylie with drummer Gregg Bissonette, will help all beginners kick-start their drum lessons.

The book is designed for anyone just learning to play the drum set. It's a comprehensive, easy-to-use beginner's guide that includes lessons on topics such as fundamentals, tuning and maintenance, basic music reading, grips and strokes, coordination and basic techniques, half-time grooves, syncopation, jazz drumming and drum soloing.

In addition to the great lessons, there are hours of audio tracks for demonstration and play along, plus video lessons from Bissonette. The audio and video tracks can be accessed online using the unique code inside each book and can be streamed or downloaded. The audio files include PLAYBACK+, a multi-functional audio player that lets players slow down audio without changing pitch, set loop points, change keys and pan left or right. Players also have access to downloadable PDF files.

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



## Dixon Unveils Drum Hardware

Dixon has unveiled hardware products for its compact Little Roomer drum kit.

The hardware, which is sold separately from the kit, includes a snare stand, a straight cymbal stand, a high-hat stand, a snare stand and a throne.

"A big part of Dixon's mission is to provide drummers with solutions," said Jim Uding, Dixon brand manager. "That's what the Little Roomer is about: It's a solution to common problems drummers face."

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



## Sabian Refreshes Crotales, Bars

Sabian has redesigned its Crotales and Mounting Bars.

The Crotales feature countersunk center holes to accept recessed rubber caps, and the bars include shorter mounting pins. This combination lets the caps sit almost flush with the Crotale surface.

The design also allows for greater control of the Crotale while bowing without

compromising the sound.

Additionally, the steel reinforced stem on the Mounting Bars significantly reduces the potential of breakage at this common stress point.

Both the new Crotales and Mounting Bars will fit into the Sabian Hard Shell Crotale Case.

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





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**Both sticks pictured used by the same drummer, under the same conditions, for the same amount of time, with the same band and on the same drum kit.**



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PLAY** PAT.  
PEND.

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## Roland Amps Up V-Drums

Roland's PM-100 and PM-200 Personal Monitors are two amplification systems designed for use with the company's V-Drums electronic percussion products.

The PM-100 features 80 watts of power, a custom 10-inch speaker and a tweeter. The PM-200 features 180 watts of power, a custom 12-inch speaker and a horn tweeter.

Each monitor is designed to be placed on the floor, and the front face is angled to provide ideal sound coverage for a seated player.

Independent volume controls are provided for the V-Drums and line input sections, and there's a two-band equalizer for shaping the overall sound.

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

## VHT 'Double Eight' Amp Accepts Wide Variety of Tubes

The Special 8/8 Double Eight is the latest addition to VHT's line of hand-wired guitar amps. The amp features a dual output-stage design, with two cathode-biased 6L6GC tubes connected in parallel and a separate master volume control for each tube.

It can accept a wide variety of tubes including EL34, KT66 and KT88. Plus, users can mix different output tube types and blend volume levels with the separate master volume controls. The Double Eight features a two-position voltage switch to lower the tube's operating voltage for 6V6 and EL84 output tubes. The output stage also features VHT's six-position rotary depth control and three-position texture switch.

The amp has a tube-powered effects loop

and VHT's on-board 9-volt DC output for powering pedals directly for the amp.

 [VHT Amplification \(vhtamp.com\)](http://vhtamp.com)




## The Cornerstone of Kits

Dixon has launched the Cornerstone Drum Kits. The series will feature a redesign of the Dixon brand's graphics and design.

"These aren't just great drums; they 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."

The drums feature an 18- by 22-inch bass drum, 8- by 10-inch 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 \(stlouismusic.com\)](http://stlouismusic.com)




## Hughes & Kettner Amp Packs Punch

Hughes & Kettner's era 2 is the company's second amplifier in its era series of acoustic instrument amplifiers.

The era 2 — just like series' first amp, the era 1 — was designed and engineered in cooperation with acoustic amplifier designer Michael Eisenmann. Identical to era 1 in terms of its feature set, era 2 is larger and packs more power (400 watts) and low end, thanks to its two 8-inch speakers and single 1-inch dome tweeter.

Available in wood and black model finishes, era 2 offers players detailed note definition and a responsive playing feel.

 [Hughes & Kettner \(hughes-and-kettner.com\)](http://hughes-and-kettner.com)



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BOOTH  
NUMBER  
15103

ExtremeHeadphones.com



## Genelec Grows The Ones Series

Genelec has announced that The Ones series 8351 three-way Smart Active Monitor is now joined by the 8341 and 8331 to create a complete compact coaxial range that redefines near-field monitoring.

The 8351, 8341 and 8331 all offer Ultimate Point Source monitoring. The 8341 and 8331 are housed in enclosures no larger than a traditional two-way Genelec 8040 or 8030 — wiping away the previous constraints of coaxial point source setups.

The Ones deliver neutral reproduction, meaning users can make mix decisions with confidence while also listening for longer sessions. The dramatic reduction in unnatu-

ral imaging means listener fatigue is a fraction of that experienced with other systems. Genelec's Directivity Control Waveguide is combined with the precision of The Ones' concealed dual woofer design, resulting in less colored reflections.

Like the 8351, both the 8341 and 8331 can be orientated horizontally or vertically using an adjustable IsoPod base for isolation.

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



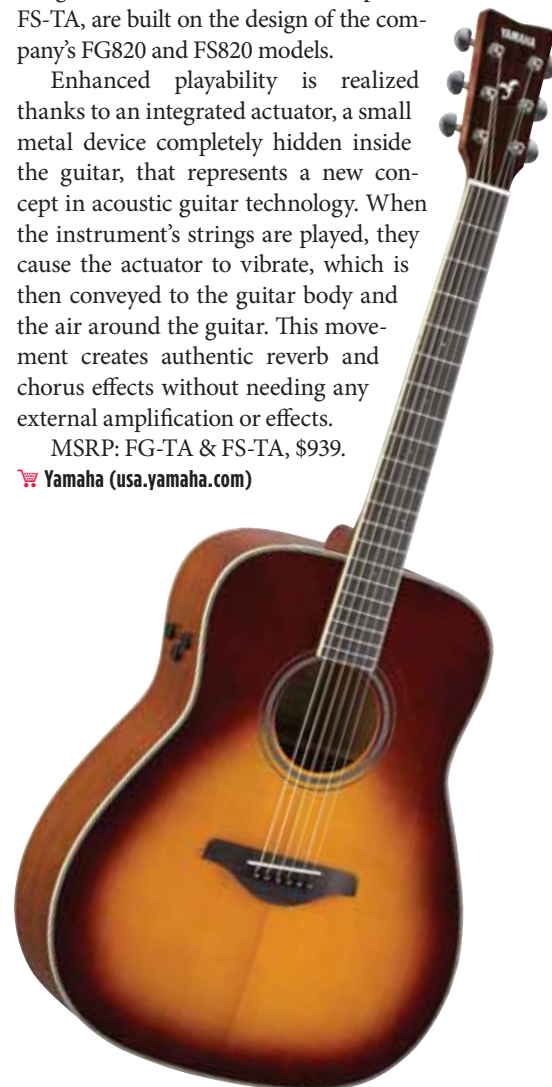
## Yamaha Adds 2 Guitars

Yamaha has unveiled the FG TransAcoustic — two guitars that combine the durability and affordability of the FG and FS series instruments. 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.

Enhanced playability is realized thanks to 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.

MSRP: FG-TA & FS-TA, \$939.

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



## Hagstrom Collabs with Ghost

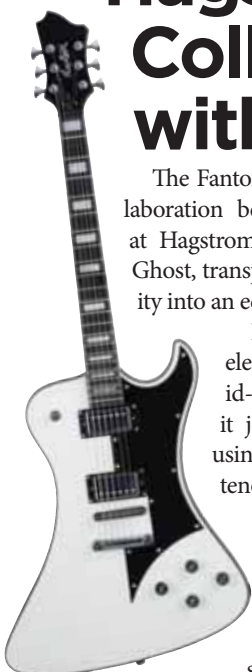
The Fantomen electric guitar, a collaboration between the design team at Hagstrom and the Swedish band Ghost, transports Hagstrom's playability into an edgier realm.

Hagstrom started with an elegantly asymmetrical solid-mahogany body, to which it joined a mahogany neck using the classic mortise-and-tenon neck joint system.

The Fantomen uses Hagstrom's H-Expander truss rod and Resinator fingerboard, providing the ultimate in playing surface stability and optimal tonal enhancement. Together

these components create a stable, resonant and responsive sonic foundation.

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



## Neutrik Helps Save Space

Neutrik's Asymmetrical Push Tabs are designed for use in space-sensitive applications such as the use of plug-in modules or small portable devices. The Asymmetrical Push Tabs are positioned to the right (equal to 1:00 on a clock face) of the connector as opposed to the conventional 12 Noon location — facilitating a space saving of approximately 20 percent in a vertical stacking configuration. They are an option for sev-

eral parts that have a "-DA" suffix. The suffix indicates "disassembled, asymmetrical," meaning the latch is packed separately.

Based on customer requests and quantity commitments, the company can — in the future — release additional special versions with asymmetric push tabs within the etherCON Cat 5 A series, combo I series, and XLR DLX series.

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



## Eventide Unveils MangledVerb

Eventide has released the MangledVerb reverb plug-in, the latest in its H9 Signature Series.

It combines reverb and distortion, providing power to create spaces full of beauty or drenched in mayhem, with complete control over all the elements.

Eventide has repurposed MangledVerb for anyone working "in the box" by following in the footsteps of the first H9 Signature Series plug-in, UltraTap, drawing from popular and powerful algorithms from its H9 Harmonizer Effects Processor stompbox.

The programmable Hotswitch enables users to instantly jump to an alternative setting at the push of a button.

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



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## Vox Releases Starstream Type-1 Plus

Last year, Vox introduced the Starstream Type-1, a futuristic and versatile electric guitar. Now, Vox has expanded on the cutting-edge line with the release of the Starstream Type-1 Plus — an updated version equipped with new features including upgraded modeling sounds powered by Vox's updated AREOS-D system.

The Type-1 Plus also introduces a new passive mode, allowing musicians to perform using traditional electric guitar sounds without the need for battery power. Additionally, the on-board sounds have been enhanced, producing richer and full-

er guitar tones.

"Vox has been pushing boundaries in the guitar and amplifier market for decades, beginning with the famous GuitarOrgan in 1966," said John Stippell, product manager for guitar brands. "The Starstream Type-1 with its unique design and impressive array of sounds and functionality represents the next phase of electric guitar innovation from Vox."

The Type-1 Plus line also includes a model with a genuine mahogany body for deep, resonant tones and smooth sustain.

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

## Smashmouse Pedal Launches Kickstarter Campaign

Smashmouse is a foot-controlled mouse, shortcut and expression control pedal designed for musicians, gamers and more. Out of the box, Smashmouse offers Windows and MacOS users connectivity via USB or Bluetooth with a 12-hour battery life.

"Whether you're watching a video lesson or triggering loops and a light show on stage, you can keep your hands on your instrument and your head in the music," said Robb Dillon, creator of Smashmouse.

Dillon is currently building a community of partners looking to differentiate themselves in crowded markets like online music lessons. Partners will be able to develop or use existing software to work

with Smashmouse.

"The music community is the key to the future of Smashmouse," Dillon said.

"I'm looking forward to meeting customers, distributors, retailers and potential software partners at NAMM to help unlock greater potential of Smashmouse. We believe this pedal will expand into areas like video gaming, manufacturing, medical and assistive technology. Making happy consumers and partners in the music industry is the first step."

Smashmouse is available for purchase on Kickstarter with early adopter pricing discounts and special partner rewards.

MSRP: \$149.

🛒 **Smashmouse** ([smashmouseusa.com](http://smashmouseusa.com))



## NEW R-10 RIBBON MIC



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## Samson Hits the Stage

Samson's Stage 212 Dual-Channel Handheld VHF Wireless System includes two handheld dynamic microphones that transmit to a single rugged metal receiver.

Each handheld features the Samson Q6 dynamic microphone element, providing crisp, clear sound and reliable VHF wireless performance for applications such as karaoke, live presentation, education and houses of worship. The Stage 212's frequency-agile design offers 12 channels across a 179MHz–197.8MHz frequency range to choose from.

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

## Vater Introduces Extended Play Series Drumsticks

The Vater Extended Play Series is a durable drumstick that has two features to help address issues of common wear-and-tear on drumsticks. The first feature is a pearl-colored, specially formulated durable finish that protects the tip and shoulder area of the stick from early chipping and cracking. The second feature is an exclusive 3-inch "stick shield" located in the rimshot area that is highly impact-resistant and eight times stronger than steel.

The grip area of the stick has the same great-feeling finish that is found on all Vater Sticks. They are available in 5A, 5B, Power 5A, Power 5B and 3A, wood or nylon tip, as well as in the MV7 and MV8 Marching Snare Stick models.

🛒 **Vater Percussion** ([vater.com](http://vater.com))



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## Prestige Releases Troubadour RS Guitar with Single Pickup

Prestige Guitars has introduced the Prestige Troubadour RS, the single-pickup counterpart to the company's Troubadour model, which launched in 2015.

The Prestige Troubadour RS is a single cutaway solid-body guitar, boasting a combination of solid  $\frac{3}{4}$ -inch carved Canadian maple top and solid mahogany body and neck. The guitar is finished with a satin/matte black top, with satin/matte stained mahogany sides, back and neck with cream

three-ply binding surrounding the body, and a cream bound neck and headstock.

The Troubadour RS offers the option of either a Seymour Duncan Pegasus Bridge pickup or a Seymour Duncan Custom Shop '78 Custom bridge pickup. The pickup will be direct-mounted and exposed coil in Zebra (cream/black). Controls will include single nickel knurled volume and tone knobs with push-pull coil split, and on-off toggle switch.

🛒 [Prestige Guitars \(prestigeguitars.com\)](http://PrestigeGuitars.com)

## Little Cajon Gets Big, Bold Colors

The A Tempo Cajoncito, or the Little Cajon, is smaller in size and now comes in

three more bold color offerings: blue, yellow and red.

The Little Cajon is a scaled-down, Flamenco-style cajon with traditional guitar wire snares. At about  $\frac{3}{4}$  the size of A Tempo's other Peruvian cajons, it's ideal for a younger player or one who is smaller in stature. The body is made of solid Monterey Pine panels with dovetail joints.

Playing and resonant surfaces are made from the same multi-ply Lupuna and Spanish Cedar that is featured on A Tempo's pro instruments.

🛒 [RBI Music \(rbimusic.com\)](http://RBI Music (rbimusic.com))



## Graph Tech Makes Bass Tuners

Graph Tech's Ratio Machine Heads are factory installed on several guitars, including Washburn, Martin, Framus and Riversong. Graph Tech has launched, to OEM customers, the same patented technology for four-, five- and six-string bass.

Ratio Tuned Machine Heads incorporate different string gauges into the tuning equation. Each string responds the same to tuning adjustments, making tuning faster and accurate. Ratio Machine heads balance speed and precision on every string.

They're available to OEM customers for with gears ranging from 16:1 to 48:1 for several configurations.

"After receiving such a great response

from the guitar market, we saw the need to offer the same technology to bass manufacturers," said Dave Dunwoodie, president of Graph Tech.

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



## Remo Fuses Art, Drumming with Artbeat Artist Collection

Remo has released the Artbeat Artist Collection from Aric Improta of the band Night Versus. The collection adds artist artwork on Remo products which include the cajon, 12- and 14-inch djembes, 10-inch tambourine, and 10-, 12-, 14- and 16-inch drumheads.

The Artbeat Artist Collection cajon features Improta's Aux Moon graphic on a Baltic Birch wood face. This enhances the natural wood grain textures while maintaining rich tonal qualities. The playing surface is a fixed face construction that enhances the bass tones and supports the snare tone separation. The Artbeat cajon can be transformed into a traditional Peruvian cajon by removing the patented Quick Wedge coil springs, producing a pure bass tone

without the snare sound.

The Artbeat Artist Collection djembes, boasting Improta's Aux Moon graphic, feature an Acousticon shell and Remo's weather-resistant Black Suede drumhead, which produces deep bass tones, bright slap and open tones, while being easy on the hands.

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



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## Susumu Adds 'Thin Film' Audio Resistor

Susumu International (USA) has introduced the RS series Audio Thin Film Resistor. Many of the resistors used in audio applications are called "thick film," which generates +10dB of current noise or distortion. However, with the release of the RS series "thin film" resistors, current noise of -40 dB or less is possible. The company will be offering a demo that explains how choosing the right resistor improves audio quality.

🛒 [Susumu International \(susumu-usa.com\)](http://Susumu International (susumu-usa.com))



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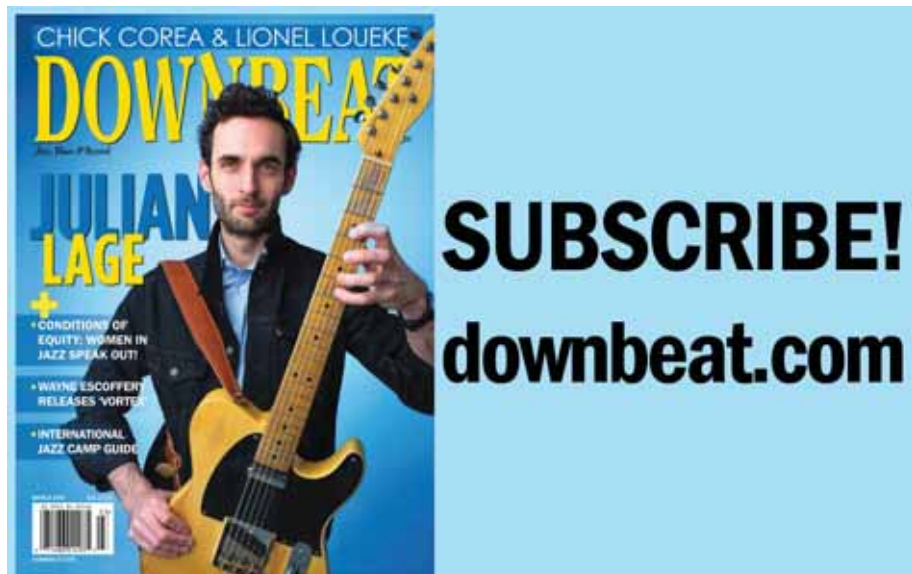
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## Starbird Studio Boom Is Back

Triad-Orbit has licensed the rights to the iconic Starbird studio boom stand from Manley Laboratories.

Starbird designed the Model 108 for large broadcast environments in the 1940s, and recording studios soon discovered its reach, range of motion and stability and adopted it as the large mic stand of choice.

Manley Laboratories, Inc. purchased the tooling and trademark for the Model 108 in 1991 and produced an updated version of the Starbird in its California facility until 2010.

Now in its third iteration, Starbird by Triad-Orbit incorporates patented T-O technology to enhance the performance, versatility and stability to the Model 108

platform. All Triad-Orbit Starbird stand base, boom swivel and clutch components retrofit to legacy Starbird stands.

Triad-Orbit (triad-orbit.com)



## Cole Clark Adds European Sycamore Maple to Line

Cole Clark Guitars, best known for the patented pickup system and stunning use of sustainable Australian timbers, has added European Sycamore Maple to its line up.

This visually striking timber has been

used in instrument making for centuries in Europe. There is a sustainable source of this beautiful, sonically well-balanced timber in southeast Australia.

Cole Clark (colectrarkusa.com)

## Novation Demos Workflow

Novation has prepared a special interactive experience for visitors to its NAMM exhibit. Novation aims to impress visitors with its offering of products by showcasing multiple workflows. From working in-the-box with the brand's iPad apps Launchpad and Launchkey MIDI controllers to its out-of-the-box solutions, Novation's booth will offer an immersive look into what the company offers.

The booth is segmented into three areas, which together tell the story of the brand.

The left side is dedicated to promoting the Novation brand mantra, "Making Music Easy to Make." In the center of the booth, Novation will feature "Launchpad XL,"

where 64 Launchpad Pro's will be controlled by one master Launchpad Mk2, a completely interactive experience. The right side of the booth will be dedicated to more advanced music creators or synth players.

Novation (novationmusic.com)



## Prism Sound Embraces ADM for Key Interface Products

Prism Sound has upgraded four of its key products to ensure they support ASIO Direct Monitoring (ADM).

The company's Titan, Atlas and Lyra audio interfaces and its SADiE workstation software now include ADM, which lets mixers in the interface device be controlled automatically from DAW software. As a result, producers and musicians recording to a computer workstation with performer foldback can now achieve near-zero latency by simply enabling ADM in the software.

By incorporating ADM into Titan, Atlas and Lyra, Prism Sound is ensuring that

each of these products has a common protocol that enables the workstation software to control separately dedicated monitoring mixers in the audio interface device.

Prism Sound (prismsound.com)





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## Take a Stroll Through 'Amp City' with Boutique Amps Distribution

Calling its booth "Amp City," Boutique Amps Distribution is displaying seven brands with new offerings such as Friedman Amplification's BE-50 — a 50-watt, 3-channel head.

In addition, Morgan Amps has introduced a Josh Smith Signature Model amp, the JS12. Synergy Amps has debuted a new

design of the SYN30 and SYN50. Tone King has introduced the Sky King and Royalist amp models. Wampler has rolled out four new pedals. Bogner Pedals has released a mini version of both the Ecstasy Red and Blue. Diesel has unveiled the Herbert Pedal.

 **Boutique Amps Distribution**  
(boutiqueampsdistribution.com)



## Mojotone Moves to Larger Facility

Burgaw, North Carolina-based Mojotone has relocated to a larger facility.

"We had reached maximum capacity in our current space a while ago, and we've spent the last two years carefully planning and designing every detail of this new 40,000-square-foot space so that Mojotone can provide an even better experience to

each and every one of our valued customers," said CEO Michael McWhorter.

The new facility will include a learning center where Mojotone will offer amp-building seminars, amp repair classes, pick-up winding classes and a variety of other topics.

 **Mojotone** (mojotone.com)

## Levy's Paige Strap Features Henna Designs

Levy's Leathers has introduced the Paige guitar strap. It is available in black, rust, purple and indigo.

According to Danica Levy, marketing manager for Levy's, the Paige strap was inspired by the intricate art of East Indian Henna designs.

The straps come to life in color and with the contrast of the leather detailing layered over top of the suede. The henna design is also reflected in the stitch at the base of the adjustment ladder.

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



## Martin Gets Authentic, Certified

C.F. Martin & Co. has introduced a 00-17 Authentic 1931 model, along with a D-18 Authentic 1939 Authentic Aged model, and a D-45S Authentic 1936 Aged model.

The company has also debuted the D-42 Purple Martin and the D-45 Fire & Ice.

Additionally, Martin said its annual show special this year is the DSS-2018, and a FSC Certified Acoustic-electric model, the OME-Cherry.

The 00-17 Authentic 1931 has been meticulously reproduced with hide-glue construction, dovetail neck joint, genuine

mahogany top, back and sides, a black ebony fingerboard and bridge with an Authentic 1931 neck shape and heel.

The D-18 Authentic 1939 Aged looks and sounds like it's been played for 80 years, according to company officials.

The D-45S Authentic 1936 Aged features Brazilian rosewood back and sides, a pre-aged Adirondack spruce top, and period-correct style 45 appointments including gold tuners with hand-engraved butterbean knobs.

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# CLASSIFIEDS

## HOLLOWAY SALES

### HOLLOWAY SALES IS HIRING!

Holloway Sales, a leading independent rep firm in the Ohio Valley (IN, MI, OH, W PA, WV, KY, and TN), will be filling several new positions in 2018. The positions include support positions in our office and territory managers.

Holloway Sales specializes in Live Sound, Recording, Video, Video Walls, Lighting, and select Musical Instruments.

If you have strong technical knowledge and enthusiastically enjoy sharing your knowledge to support dealers, designers, integrators, and production houses, we want to hear from you.

We are interviewing at NAMM. Please contact us via email at [hr@hollowaysales.com](mailto:hr@hollowaysales.com)

Must be located in territory or willing to relocate. Positions for 2018: Dealer Support Specialists & Territory Managers.



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

## CONNOLLY

### Got Talent?

Located in East Northport, NY, Connolly Music Company is the US source for world-class music products including Thomastik-Infeld strings, König & Meyer stands, Faith Guitars, Revell Instruments & Accessories and more.

### Sales Director

Looking for a dynamic, strategic minded leader to take charge of sales performance for all brands and drive the customer experience. An integral part of the management team, this position plays a key role in the strength, profitability and overall company stability.

**Also Hiring :**  
**Inside Sales Representative**  
**IT Specialist**  
**Customer Service Representative**

To apply please send your resume and cover letter to [gracen@connollymusic.com](mailto:gracen@connollymusic.com)



### Music To Your Ears

**Face Facts** - People continue to be one of the most valuable assets for any business. For a lot less than the cost of getting it wrong, we can help you get it right. We are industry professionals helping to develop careers and finding the right faces for the job.

Interfacio provides a unique, industry-expert search and selection service. We have a proven record of finding and placing carefully selected and high-calibre individuals. Contact us [here](#) at the show to find out more about how we can help you.

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### Sales Reps Wanted

Yorkville Sound, leading manufacturer and distributor of pro audio systems, musical instruments and amplifiers is looking to hire sales representatives for a variety of US territories.

Please send resume to [shendee@yorkville.com](mailto:shendee@yorkville.com)

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



## Zildjian Company Agrees to Acquire Mike Balter Mallets

The Avedis Zildjian Company has entered into an agreement to acquire the Mike Balter Mallet Company.

"We've long respected Mike as a first call percussionist and drummer who founded his own business to address a void in the marketplace and grew his company to become the leading maker of mallets worldwide," said Craigie Zildjian, Zildjian CEO.

"I have built my company on two major attributes — quality products and great customer service," Mike Balter said. "I have always taken personal pride in providing the player with a full palette of musical colors. The Avedis Zildjian Company stands for the same commitment to quality, customer service and their own unique palette of musical sounds. I'm extremely honored that the Mike Balter name will become part of the Zildjian family."

The transition of the Balter brand to Zildjian, to include sales and marketing, will take place over the first half of 2018 allowing the company to offer, in conjunction with its Vic Firth line of products, a complete

and diverse line of mallets for percussionists of all ability levels. In addition, Balter Mallet manufacturing will be moving from Prospect Heights, Illinois, to the Vic Firth factory in Newport, Maine.

**INFO** Avedis Zildjian Company ([zildjian.com](http://zildjian.com))



## Kyser Launches Smartphone Holder

Kyser Musical Products has launched the patented Kyser Phone Holder.

The Kyser Phone Holder securely attaches to Kyser Quick-Change Capos, letting users have full access to their smartphones while the capo is either on the headstock or on the fretboard.

Attaching through the curled body of the Kyser Capo, the screw and ball joint on the Kyser Phone Holder allow for a full range of easy and secure adjustments to view the phone screen from multiple angles. The phone holder lets guitarists stay connected at all times while viewing chords, lyrics and setlists — or while using the Kyser Capo App to tune, transpose, practice with metronome or use the phone's camera to share music and pics on social media.

It holds all iPhone and iPhone Plus models as well as all Galaxy and Galaxy + mod-

els and comes road-ready with a sturdy carrying case.

The Phone Holder attaches to all Kyser Quick-Change capos for six-string acoustic and 12-string guitars. The Kyser Phone Holder will ship March 1.

**INFO** Kyser Musical Products ([kysermusical.com](http://kysermusical.com))



## Peavey Is Growing!

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- Superior time management skills
- Music industry experience
- Extensive travel required

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# APPEARANCES

THURSDAY, JANUARY 25, 2018



Follow The Awakened, 10:30 a.m.



Brent Hinds, 3:15 p.m.



Bob Weir, 7 p.m.



Lisa Bella Donna, 10 a.m.



Jonathan Hischke, 4:30 p.m.

## 10 A.M.

**LISA BELLA DONNA**  
EarthQuaker Devices  
Booth 4849

**BOB MOOG FOUNDATION**  
Tascam  
(from 10 a.m.-6 p.m.)  
Booth 18910

## 10:30 A.M.

**FOLLOWED  
THE AWAKENED**  
Tascam  
Booth 18910

**GUIL & MARK**  
Guild Guitars  
Booth 205AB

## 11 P.M.

**NICK MANCINI/  
PETE KORPELA**  
KHS America  
Booth 7820

**JAY RUSNAK**  
Morley  
Booth 4827

**BASIA GALAJ  
& LUCAS FONSECA**  
Zylia  
Booth 12508

**JACK TRACY**  
Rocking The Clock  
Booth 1001

**DAVE MARKS**  
EBS Sweden  
Booth 5644

## THE COYOTES

Cymatic Audio  
Booth 17315

## 12 P.M.

**FABRIZIO SOTTI**  
D'Angelico Guitars  
Booth 212AB

## RONNY NORTH

Viper Guitars  
Booth 3640

## JESSICA LYNN BAND

Klotz AIS GmbH  
Booth 5825

## LORIN WALKER MADSEN

Chesbro Music Company  
Booth 6402

## JOEY DEFRANCESCO

Viscount International  
Booth 10006

## WAYNE LINSEY

QSC  
Booth 14911

## CARLOS GALLARDO-CANDIA & TOMMY WALKER

Cordoba Guitars  
Booth 205AB

## 12:30 P.M.

**MANUEL SEOANE**  
Ramirez Guitars  
Booth 1803

## RONEE MARTIN

Sennheiser  
Booth 14110

## DAVID MERCADO

Morley  
Booth 4827

## 1 P.M.

**MICHAEL CIRO  
& MARK HUDSON**  
D'Angelico Guitars  
Booth 212AB

## GRIEVES

Universal Audio  
(also at 3:00 p.m.)  
Booth 12302

## JONATHAN HARTANTO

Yamaha  
Marriott Marquis Ballroom

## HEDRAS RAMOS

Cort Guitars  
Booth 5215

## 1:15 P.M.

**JAMES FRANCIES TRIO**  
Korg  
Booth 8802

## 2:15 P.M.

**STEVE MARKS**  
Blackstar Amplification  
Booth 8802

## 2:30 P.M.

**NEIL ZAZA**  
Melo Audio  
Booth 1828

## ANTHONY CULLINS

BC Audio  
Booth 3037

## THE DYLAN MCGEE JONES TRIO

Guild Guitars  
Booth 205AB

## ANDREA BRAIDO

Parsek  
Booth 5044

## 3 P.M.

**NICK SEMRAD**  
Yamaha  
Marriott Marquis Ballroom

## JEFF PARKER TRIO

D'Angelico Guitars  
Booth 212AB

## JESSE STOKES

Rocking The Clock  
Booth 1001

## ADAM LEVY

JHS Pedals  
Booth 3544

## JIMNO

Electro-Faustus  
Booth 3639

## JOE DOUBLEDAY

Majestic Percussion  
Booth 7820

## 3:15 P.M.

**BRENT EASTON**  
Crush Drum  
Booth 8802

## 3:30 P.M.

**RIE SINCLAIR**  
Sennheiser  
Booth 14110

## 4 P.M.

**JONATHAN BUTLER**  
D'Angelico Guitars  
Booth 212AB

**JUSTIN JOHNSON**  
Automated Processes  
Booth 16103

## GREGG BISSETT

Hal Leonard  
Booth 8910

## ROCK THIS TOWN

Gig Gear  
Booth 11901

## 4:15 P.M.

**SEVEN GOGOKLU**  
Vox Amplification  
Booth 8802

## 4:30 P.M.

**JONATHAN HISCHKE**  
EarthQuaker Devices  
Booth 4849

## 5 P.M.

**MARCO MENDOZA, JOEY  
HEREDIA, RENATO NETO**  
Mackie  
Booth 201CD

## BEN WOODS

**& ARLENE HURTADO**  
Cordoba Guitars  
Booth 205AB

## 7 P.M.

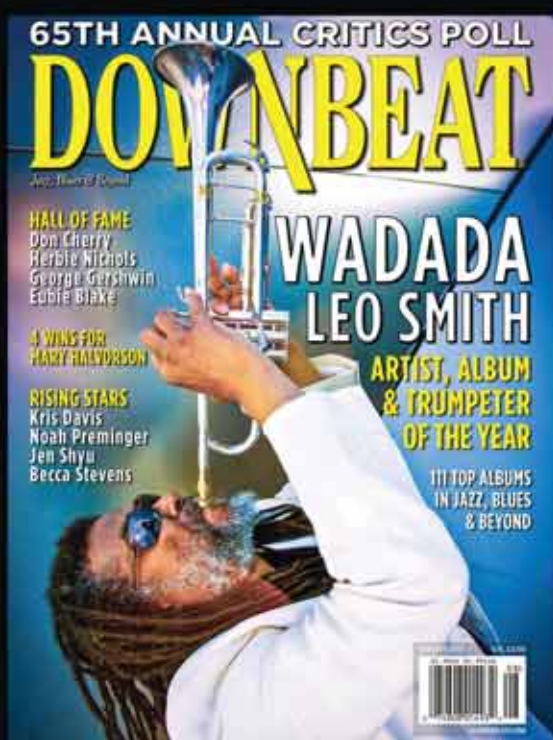
**BOB WEIR**  
D'Angelico Guitars  
Booth 212AB (private event)



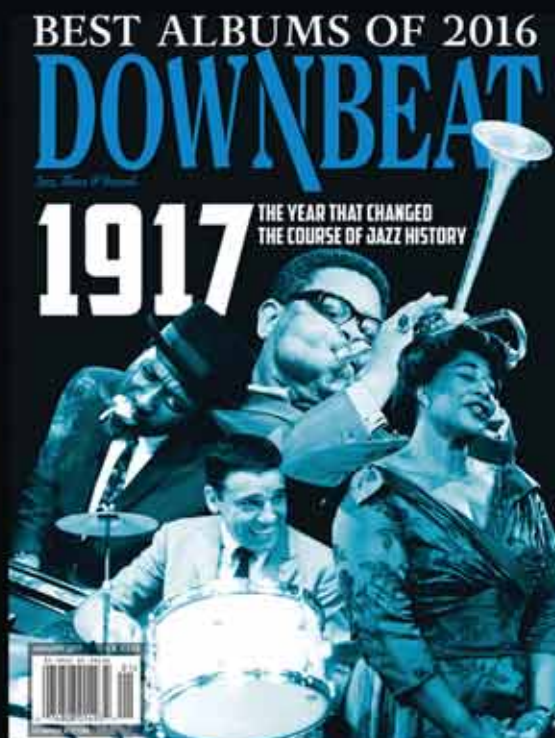


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## AES@NAMM HIGHLIGHTS

All AES@NAMM sessions will be held at the NAMM U Education Center in the Hilton Anaheim. NAMM Show attendees are required to register and purchase the AES@NAMM Access Pass. For the complete schedule, go to [namm.org](http://namm.org).

### 9 A.M. Bose Showmatch Line Array System Fundamentals

**Jeff Lange & Ken Freeman**

**Lido B (Level 4)**

Bose ShowMatch System Solutions will be covered, including the Powersoft Armonia platform and Bose DLL's for line array performance calculations in EASE Focus. Attendees will learn about the ShowMatch DSP presets library, and gain an understanding of ShowMatch DeltaQ technology for matching array coverage to specific audience areas. Attendees will be prepared to cable up, hang, test and gauge the performance of a ShowMatch line array in the loudspeaker assembly and listening area on the Lanai deck.

### The Direct-sound Method of Equalization

**John Murray**

**Huntington B (Level 4)**

Direct-sound equalization incorporates the TDS reflection-free ellipse to isolate the direct sound from reflections in the mid and high frequencies. This enables tuning for a flat frequency response in the mid-highs regardless of the acoustic environment. Measurement microphone positioning, FFT length, and/or

time windowing are used to define the reflection-free zone.

### 10 A.M. IEM Fundamentals & Hearing Conservation

**Mark Frink**

**Manhattan (Level 4)**

This discussion examines the physiology of hearing and fundamentals of in-ear monitor engineering that can help with hearing conservation.

### Studio Academy B: Learn How Professional Producers Use DiGiGrid to Supercharge Their Sessions

**Dan Page**

**Palos Verdes B (Level 4)**

In this super session, see how DiGiGrid can power up your studio to create bigger mixes with more plug-ins and enhanced workflows.

### Yamaha CL Series Practical Mixing Tips for Up & Coming Engineers

**Chip Allen, Scottie Baldwin & Chris Hinson**

**Oceanside (Level 4)**

Join Yamaha technical specialists with guest speaker Scottie Baldwin (FOH Engineer for Prince, The Fray, Lady Gaga

## ESTA HIGHLIGHTS

All ESTA sessions will be held at the NAMM U Education Center in the Hilton Anaheim on level 4. ESTA-curated Education Sessions are free to NAMM Show attendees but require registration. For the complete schedule, go to [namm.org](http://namm.org).

### 9 A.M. LED Technology: From Diode to Light

**Mike Wood**

**Monterey Room**

LEDs have stormed the live event production industry in a big way. This seminar will look at how LEDs function from the circuit-board level and how that affects lighting for the industry. Issues of color temperature, temperature management and flicker rates will be covered.

### Rigging Math

**Eric Rouse**

**Carmel Room**

In rigging, safety is paramount. To be safe, it is imperative that you know how heavy the load is and where you are hanging it. If you know how much the load weighs and what your rigging points are rated for, you have the information you need to calculate if your design can be hung safely. We will go over the process of calculating loads for arena and outdoor ground support situations, learn how to determine bridle lengths and calculate the forces that hardware and structures experience. We will also discuss the important concept of indeterminate structure and how it should affect our thinking when designing the rigging for a show.

### Working at Height for Non-riggers & Developing a Fallen Worker Rescue Plan

**Kent Jorgensen & Eddie Raymond**

**Salinas Room**

Many crafts in the entertainment industry other than riggers work at height. Follow spot operators, truss spot operators, lighting and video technicians and audio crews all work at elevation. What do these workers need to know before going up to do their work? What do you need to know if you are the employer? When a fall arrest system is used to protect a worker from a catastrophic fall, it is paramount to get them to the ground as soon as possible. We will discuss the various nuances to creating the plan and providing the training.

### 11 A.M. Sustainability & Cost Savings in Event Lighting

**Richard Cadena & Mike Wood**

**Monterey Room**

LEDs have taken the live event production industry by storm, and they are often touted for their energy savings and efficiency. But are they really more energy efficient than other technologies? And how do you even evaluate their cost savings? This presentation will help you answer those questions.

Stands with  
Material Innovation

NAMM Show 2018  
Booth: E1928

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and more) as we discuss tips and tricks that pros use on a daily basis. It doesn't matter if you're mixing a rock band at a small club on a Friday night or mixing at a House of Worship on Sunday morning. The CL console can help you achieve a better and more consistent sound.

**11 A.M.**  
**Studio Academy C: Plug-ins & Signal Processing with Waves & SoundGrid**

**Michael Pearson-Adams**  
*Redondo (Level 4)*

Waves Product specialist Michael Pearson-Adams shares how to take your sessions to the next level using Waves SoundGrid systems for real-time plug-in processing, low-latency monitoring and super-flexible audio networking. Michael will cover topics such as more audio processing power; what is soundgrid connect? getting started with your soundgrid network; low-latency monitoring while recording; and more.

**12 P.M.**  
**Lunch with Jack Joseph Puig**

**Jack Joseph Puig**  
*Laguna A (Level 4)*

Producer/engineer/label executive Jack Joseph Puig, whose credits include U2,

Stone Temple Pilots, John Mayer, No Doubt and many more, will take questions on recording, mixing, production and the music business.

**'Ears Are Stereo, But Nature Is Not!' & Other Audio Observations**

**Dave Rat**

*Capistrano AB (Level 4)*

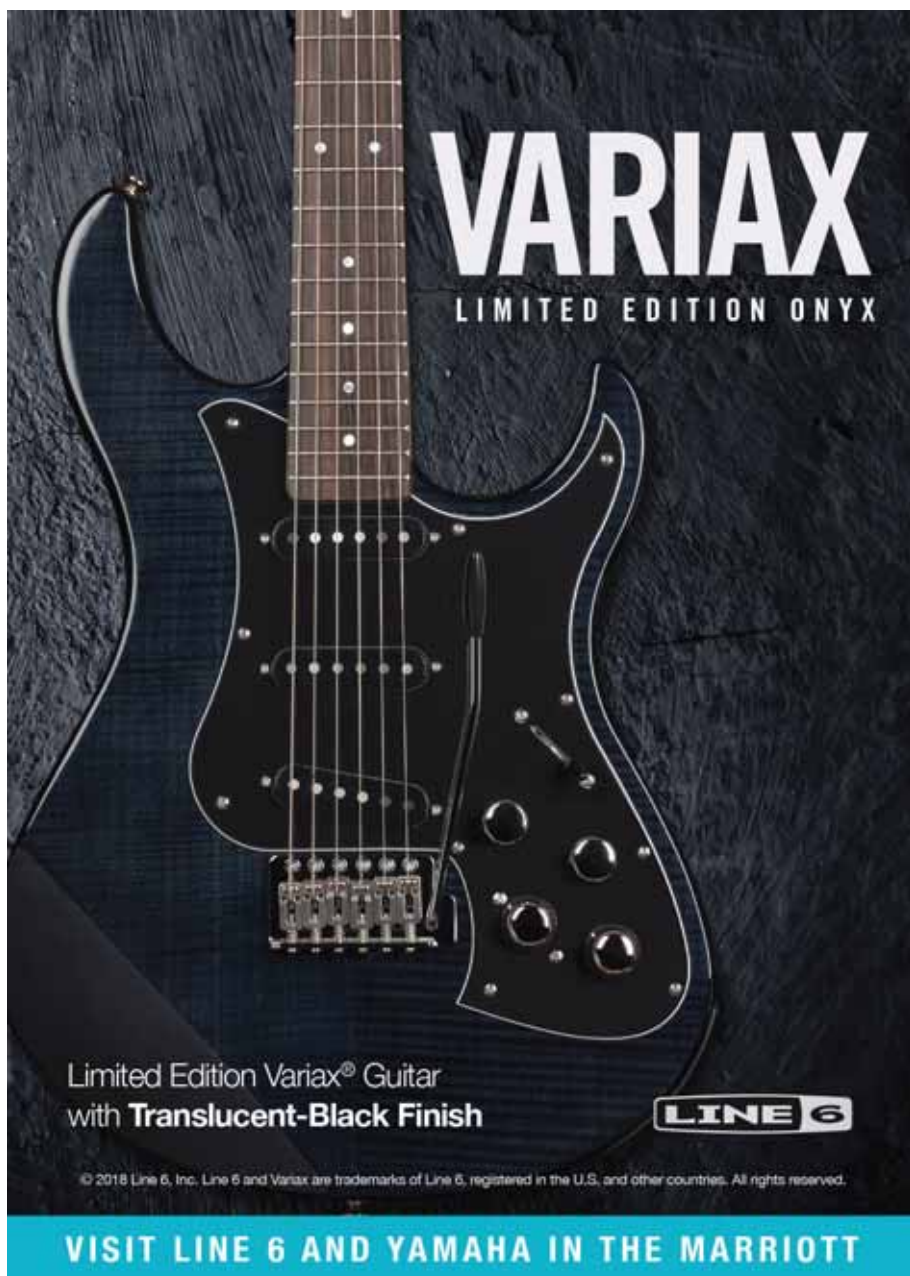
We humans live in a three-dimensional landscape of sound radiated from multitudes of sources from all directions. Yet we attempt to recreate sounds using two primary sources and some surround speakers. Perhaps some simple observations are the key to creating a system that actually sounds like the real world.

**3 P.M.**  
**Audio-Technica 6000 & Alteros GTX Intro & Training**

**Mark Donovan**

*Huntington C (Level 4)*

How will wireless microphones operate in the future shrinking spectrum? Learn about two alternative band wireless mic systems that bypass the troubled TV bands: Audio-Technica's 6000 Series 900 MHz High Density system and the GTX Series 6.5 GHz Ultra Wideband wireless microphones from Alteros.



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**2 P.M.**  
**Video Production: LEDs, Fluorescents, Automated Lighting; & Lighting Design for Video Production in the Age of LEDs**

**Matt Ardine, Richard Cadena, Kieran Illes, David Kane & Mike Wood**  
*Monterey Room*

This seminar will look at some of the latest tools and off-the-shelf solutions available to lighting designers that can help you light your video. Lighting design takes on an entirely different dimension when a camera is involved. Add in the complexities of current LED technology and it can be an entirely new experience for many people. This seminar will look at how lighting design is affected by LED technology, including color temperature management and frame rate issues.

**Automation in Performer Flight**

**Paul Sapsis**  
*Carmel Room*

What is automated performer flying? What is its history; how do we use it now? In this class, we're covering everything we can: mechanical and control design, 2-D and 3-D math and vector analysis, risk assessment, as well as sharing some past experiences.

**General Electrical Safety for Stage & Set**

**Richard Cadena & Alan Rowe**  
*Salinas Room*

On July 19, 2017, singer Barbara Weldens was electrocuted on stage while performing in front of a live audience. What causes these accidents and how can we prevent them in the future? Learn the steps you can take to protect yourself, your crew and the talent, whether it's on a stage or a movie set.

**4 P.M.**  
**The Artist's (Very Limited) Role in Emergency Planning**

**Steve Adelman**  
*Salinas Room*

During the Indiana State Fair litigation, Sugarland's tour manager said, "I'm going to someone else's home, so if they want me to take off my shoes, I'll take off my shoes." In many respects, this summarizes the tour's responsibility for emergency planning when a band is on the road. Yet, the show advance can entangle touring acts in venue decisions about which they have little knowledge and less authority. Attorney and Event Safety Alliance Vice President Steven A. Adelman will shine one more light on the tour's responsibility for safety on the road.



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**NAMM<sup>®</sup> U**

## At The Business Crossroads of Music, Sound and Event Technology

### Breakfast of Champions

Hosted by Joe Lamond, NAMM President and CEO

Hilton Anaheim, Pacific Ballroom (Level 2)

8–9:30 am – Free breakfast served until 8:30 am, first come, first served

### MUSIC

#### Do You Have the Answers Google Is Looking For?

Larry Bailin, Single Throw Marketing

NAMM Idea Center, ACC (Hall C, Lobby)

11 am–12 pm

One in four of your customers' online searches is a question. Do you know what it takes to give them the answers they're looking for? Between Amazon Echo (Alexa), Google Home, Siri and Windows Cortana, your customers are becoming conditioned to use voice search to find anything at any time. Is your store's search engine optimization strategy accounting for the extreme growth of natural language search? On the heels of his Retail Boot Camp presentation, Larry Bailin of Single Throw Marketing will reveal how to answer the questions your customers are asking and upgrade your company's SEO today.

**NAMM<sup>®</sup>**  
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center

### SOUND

#### TEC Tracks Keynote: Geoff Emerick

Hosted by Howard Massey

Hilton Anaheim, California Ballroom A (Level 2)

11:30 am–1:30 pm

Legendary Beatles' audio engineer, Geoff Emerick, will be interviewed by author, Howard Massey, in a penetrating and insightful firsthand account of what made the Beatles' sound so influential. Emerick will share the techniques and breakthroughs he, George Martin and the four lads developed that set the course for the future of rock and pop music. This will be a rare opportunity to get a peek into a golden moment of musical history, creativity and technology.



### EVENT TECHNOLOGY

#### The Evolution of Festivals in Today's Music Industry

Kevin Lyman, CEO and Founder of 4Fini

Hilton Anaheim, San Simeon (Level 4)

1–2 pm

Kevin Lyman, founder and producer of The Warped Tour and CEO and founder of 4Fini, will look at where the music festival fits in today's music industry landscape as well as some of the evolutions happening as traditional festivals evolve to reflect modern culture and where festivals fit along an artist's career path.



**NAMM<sup>®</sup> U ONLINE**

For more great education, visit [namm.org/nammU](http://namm.org/nammU)



# TEC TRACKS

All TEC Tracks sessions will be held at the NAMM U Education Center in the Hilton Anaheim.

11 A.M.

#### Smart Hearing: Protecting Your Critical Listening Abilities

*Dr. Melissa Heche*

*Avila (Level 4)*

Come and learn about healthy hearing from a musician-specialist audiologist and professional supervisor in hearing conservation, Dr. Melissa Heche.

#### TEC Preview

*Eric Geer & George Petersen*

*San Simeon (Level 4)*

Want the shortcut to seeing many of the top new pro-audio devices debuting at The NAMM Show? Come to TEC Preview, where product specialists will have five minutes to give you the skinny on the hardware and software that will be moving the industry forward.

#### App Integration: Utilizing iOS & Android to Enhance Your Product Line

*A3E*

*El Capitan (Level 4)*

Incorporating a touchscreen remote control, adding an educational software package, offering a database of user-created patches and enhancing customer experience feedback are just a few ways every company can take advantage of app integration.

11 A.M.—1 P.M.

#### Keynote Interview: Geoff Emerick

*Interviewed by Howard Massey*

*California Ballroom A (Level 2)*

Legendary Beatles' engineer Geoff Emerick will be interviewed by author Howard Massey in a penetrating and insightful firsthand account of what made the Beatles' sound so influential.

12 P.M.

#### Trends in Music Distribution

*Moses Avalon*

*Avila (Level 4)*

Where are fans getting their music these days? This panel, moderated by Moses Avalon, industry expert and author of the top-selling reference, "Confessions of A Record Producer," will compare notes on today's distribution realities and predictions for the future.

#### The Future of Sensor Technology for Musical Instruments

*Doug DeAngelis & Keith McMillen*

*El Capitan (Level 4)*

A3E welcomes the brightest minds in sensor integration to share the future of sensors in MI manufacturing.

1 P.M.

#### The Evolution of Festivals in Today's Music Industry

*Kevin Lyman*

*San Simeon (Level 4)*

Kevin Lyman, founder and producer of The Warped Tour and CEO and founder of 4Fini, will look at where the music

festival fits in today's music industry landscape.

#### Mastering for the International Market

*Maor Appelbaum*

*Avila (Level 4)*

In this session, Los Angeles-based mastering engineer Maor Appelbaum describes how he communicates with international and domestic clientele about the mastering process and connects with the artist's vision.

#### Executive Roundtable: MIDI — The Force Awakens

*Craig Anderton*

*California Ballroom (Level 2)*

There's a lot happening in the world of MIDI, and this panel will be an update from the executive roundtable folks, all leaders in the music electronics industry, about the implications of MIDI extensions. There will be opposing viewpoints and probably some controversy, so come and get the inside scoop.

#### Digital Artistry: Advanced Electronic Production Techniques

*A3E*

*El Capitan (Level 4)*

Programming and electronic production is an art form that started in the '80s with the early CV/Gate-controlled drum machines and synthesizers, and has developed into a highly nuanced field of digital artistry. Meet the programmers who push the boundaries of EDM, pop, rock and film score.

2 P.M.

#### Keeping Concerts Safe

*Heather Rafter*

*California Ballroom A (Level 2)*

What can be done to make the concert environment safer? Our panel of concert and safety professionals will define the vulnerabilities and discuss the methodology to prepare for the worst-case scenarios in music.

#### Audio Journalist Panel

*Dan Daley, Steve Harvey*

*& George Petersen*

*Avila (Level 4)*

The journalists who cover the music and sound industries take the stage to give you a journo's-eye view of the pro-audio world. Topics include how writers covering the business walk a often thin line between objectivity and the pressures from manufacturers and advertisers — plus trend recognition and previews of major developments to come.

#### Not Another 'Women in Production' Session

*Anne Militello*

*San Simeon (Level 4)*

Leading women working in the live entertainment industry will have a positive conversation about the many different job opportunities available for women



today. They will discuss the work they are doing, the roles they have held in production, and how they found and seized opportunities to advance in the live entertainment industry.

### The Wireless Musician: Will the Future of Music be Cable Free?

**A3E**

*El Capitan (Level 4)*

A3E brings together a panel of wireless experts to discuss the pros and cons of wireless technology integration for your future product lines.

**3 P.M.**

### A Musician's Guide to Microphones & Placement

*San Simeon (Level 4)*

Capturing a performance well, to a great extent, comes down to the choice of microphones and how they are placed. Industry veterans Skipper Wise and Martins Saulespurens will discuss the basics of microphones for music recording, and how to use them most effectively.

### Music Legalities Overview Panel

*Dan Warren, Ben McLane, David Helfant, Neville Johnson & Susan Short*

*Avila (Level 4)*

Music entertainment lawyers share their experience and expertise on avoiding the pitfalls in the ever-changing landscape of today's music industry.

### Smart Touring

*Ben Mench-Thurlow, Peter Sotos, Cody Sizemore, Curse Mackey, Gabe Kubanda & Stephen Chilton*

This session will look at the ins and outs of booking an artist's first concerts and tours, from DIY venues to bars and clubs. Discover unique approaches to writing a booking email to a club you have never played before, and get ideas for negotiating fees.

### Innovations in Rapid Prototyping & Manufacturing for MI Manufacturers

**A3E**

*El Capitan (Level 4)*

Meet the leaders in using 3-D printing, rapid prototyping and new alternative materials for musical instrument design.

**4 P.M.**

### Unlocking & Unleashing Creativity

*Michael Beinhorn & Frank Filipetti*

This panel will focus on the creative process and foundational elements of music production. Topics will include: interpersonal dynamics; communication and working with artists in a recording environment; and more.

### An Introduction to MPE

*Tom White, Geert Bevin, Jordan Rudess, Pat Scandalis & J.B. Thiebaud*

This session will be an introduction to a new feature of musical instruments called MIDI Polyphonic Expression (MPE). Panelists will describe and demo products compatible with the MPE Specification that work together and give players the ability to change the pitch and tone of individual notes while playing polyphonically.

### Big Sound for Small Churches

*Mike Overlin & Kent Margraves*

Join Music Group's Mike Overlin and Kent Margraves as they discuss one of the most important tools in ministry: a church's audio system. This session will help you to understand line arrays, constant curvature arrays, subwoofers, stereo, mono and L-C-R designs, as well as the networking and processing that ties it all together.

### Innovate and Evolve: Reinventing the Big Studio for the New Millennium

**A3E**

*El Capitan (Level 4)*

The technology of the 21st century has thrust both the music industry and music production industry into a period of critical reinvention. Audio compression, file sharing, the eradication of record sales, the democratization of music making, subscription streaming services, a new marketing paradigm and the radical devaluation of recorded music have led us to a point of do-or-die innovation and evolution. This A3E session will explore the path forward for the business of music through new technology and aggressive thought leadership.

**5 P.M.**

### High-Impact Drumming for Studio and Stage

*Dan Warren, Carmine Appice, Vinny Appice & Nicko McBrain*

Drumming legends Carmine Appice (Vanilla Fudge, Rod Stewart, King Cobra), Vinny Appice (Dio, Black Sabbath) and Nicko McBrain (Iron Maiden) discuss their approaches to delivering the best live and studio sound on their instruments and amplification systems. Enjoy this rare conversation by masters of their craft!

### Mixing Techniques from a Recording Artist's POV

*Laurent Dupuy*

*Avila (Level 4)*

Double Grammy winner Laurent Dupuy will share his experience on how to start a mix, which instrument to lead with and how to organize the DAW for the mix, as well as his approach for mixing live drums and vocals.



## The Music Begins Here

### POLICY HIGHLIGHT

**Policy Forum: Import/Export, CITES**  
NAMM Member Center, ACC (Hall B, Lobby)  
10–11 am

**NAMM**

### SPECIAL EVENTS

**The College Music Society GenNext Plenary**  
Featuring Performance by Masumi  
Hilton Anaheim, California Ballroom CD (Level 2)  
9:30–10 am

**NAMM**  
gen  
NEXT

**2017 Top 100 Dealer Reception (by Invitation)**  
NAMM Member Center, ACC (Hall B, Lobby)  
4–5 pm



**The NAMM Foundation's Nonprofit Networking Reception**  
NAMM Member Center, ACC (Hall B, Lobby)  
4–5 pm

**NAMM**  
Foundation

**Women at NAMM Reception**  
Hilton Anaheim, California Ballroom CD (Level 2)  
5:30–7 pm



**Roomful of Pianos**  
10 pianos playing Duke Ellington, "Come Sunday" and Leonard Bernstein, "Mambo"  
Lounge 88, ACC (Level 3)  
5:30–6 pm



**The NAMM Foundation Celebration for Music Education Concert**  
Featuring performances by OK Go  
NAMM Yamaha Grand Plaza Stage  
6:15–8 pm

**NAMM**  
Foundation

**The 9th Annual NAMM Night of Worship Presented by Yamaha**  
Featuring performances by GRAMMY-nominated Lauren Daigle, and For All Seasons  
Hilton Anaheim, Pacific Ballroom (Level 2)  
7–9 pm



### WHAT'S NEW

"Roomful of Pianos" is a new annual event, hosted in Lounge 88, where 50+ pianos will be on display, polished, tuned and ready to play in unison. Showcasing pianists from all over the country, performances will consist of symphonic arrangements, jazz explorations and clangorous delights for 10, 20 or 50 players with the music of by Beethoven, Bernstein, Ellington and Holst. Performances will begin at 5:30 pm on Thursday, Friday and Saturday and be complemented by a variety of educational sessions for participants and piano professionals.

### DOWNLOAD THE NAMM APP

Search "NAMM" in your app store for a complete schedule of events, education sessions, the map and more!  
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# SCHEDULE

THURSDAY, JANUARY 25, 2018

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).

account and spew out 140 characters of spam. Mastering social media marketing, on the other hand, is an art, and a science. And it's achievable for music businesses given some direction. Join Link Walls, vice president of digital marketing strategy for e-commerce giant ChannelAdvisor. He'll walk you through the top five mistakes you're probably making in your social media marketing and offer tips and strategies to fix these mistakes. Make social media marketing work for you!

## 2:30 P.M. How to Motivate a Cross-Generational Workforce

**Tim Spicer, Spicer's Music (moderator); Sammy Ash, Sam Ash Music; Robert Christie, A & G Central Music; & Tim Pratt, Dietze Music**

At any given time, you'll have multiple generations — from Gen Z to millennials to baby boomers — working side by side at your store. How are they representing your brand? Are they working together to present the same consistent experience to every customer, every time? In this powerful half-hour, Tim Spicer of Spicer's Music will host a panel discussion with music retail leaders Sammy Ash of Sam Ash Music, Robert Christie of A & G Central Music and Tim Pratt of Dietze Music. They've developed their own successful ideas for motivating and building teams across different generations. Don't miss this opportunity to hear their advice, and start building the team you want today!

## 3 P.M. How to Double Your Lessons by Retaining Your Students

**Rand and Cindy Cook, The Candyman Strings & Things**

Nothing will stunt the growth of a lesson program faster than low student retention. How can you turn this around? Join Rand and Cindy Cook of NAMM's 2014 Dealer of the Year, The Candyman Strings & Things, as they share their best practices to keep students coming back lesson after lesson, year after year. The Cooks will reveal new activities, strategies and techniques for engaging students, parents and the community. Walk away with new ideas to create an addictive learning environment; build trust in student and teacher relationships; and use technology to streamline administration and accounting, enhance student benefits and develop systems to track retention.

## 3:30 P.M. Simple Tricks to Improve Your Website

**Paul Decker & Dustin Tucker, Music Villa, Interviewed by John Mlynczak, Noteflight**

Looking for simple tips and tricks to take your website to new heights? In this exclusive NAMM U interview, Music Villa's Paul Decker and Dustin Tucker

will share their best practices for a successful website with John Mlynczak of Noteflight. Decker and Tucker, who have one of the most effective (and hippest) online businesses in independent retail, will call upon tried-and-true examples from their own site. They'll look at everything from proven online content ideas to guidelines for taking great product photos. Find out how they've made online work, and walk away with helpful, new ideas for your own website.

## 4 P.M. 10 Space-saving Merchandising Secrets

**Chris Miller, Pacific Store Designs**

In this fast-moving session, expert store designer Chris Miller will reveal 10 tried-and-true ideas to increase the selling space in your music retail store. Miller, who has designed more than 3,500 stores worldwide, will cover new and improved fixture ideas, how to add up to 75 feet of wall space to any store and cross-merchandising tips to boost impulse buys. He'll also identify key selling space and lost space that can be used more effectively and, most of all, share ideas to help increase your sales.

## 4:30 P.M. How Norman's Rare Guitars Mastered YouTube — & You Can, Too!

**Norman Harris, Norman's Rare Guitars, Interviewed by Mitch Joel, Mirum Agency and digital marketing visionary**

Norman's Rare Guitars has more than 50 million views on YouTube and 225,000-plus followers on Instagram. But more importantly, the guitar shop harnesses the power of these online platforms to boost sales, create a global customer base and drive profitability. Here, company owner Norman Harris discusses his strategy for success in an exclusive live interview with digital marketing pioneer Mitch Joel of Mirum Agency. Find out how Norman's Rare Guitars does it, and get powerful takeaways for your own business.

## 5 P.M. 5 Proven Promotions for Your Lesson Program

**Tom Hemphill, Music Lessons Expert**

You've built a successful lesson program, but do you still have room to grow enrollment in your existing space? Could more people in your community know about your program? In this session, Tom Hemphill, lessons expert and Yamaha marketing manager, will reveal new and effective ideas to promote your lesson operation. This will include zero- and low-cost tactics to engage the local market through media, events, social networking, customer referral plays and community partnerships. Walk away with new promotions you can execute right away.



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# SCHEDULE

THURSDAY, JANUARY 25, 2018

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



Breakfast Session, 8:30 a.m.



Lauren Haas Amanfoh on redesigning your store, 1:30 p.m.



Norman Harris talks YouTube success at 4:30 p.m. | Photo by Paul Wellman



Tim Spicer on motivating employees, 2:30 p.m.



Dan Abel on creating better YouTube content, noon

## 8:30-9:30 A.M. Breakfast of Champions

**Joe Lamond, NAMM president and CEO & guests**

**Hilton Anaheim Hotel,  
Pacific Ballrooms, Level 2**

Imagine if Leo Fender stuck to building radios and never took a chance on the electric guitar. And in your own business, imagine if you never took that pivotal risk — the one that powered your biggest breakthrough. Behind every music-business success story, yours included, is someone who hedged a bet on something new. This opening NAMM U Breakfast Session, hosted by NAMM President and CEO Joe Lamond, will explore the importance of taking risks in a series of up-close interviews with the biggest industry thought leaders. Hear real-life stories about when risk has paid off, and when it hasn't.

## 10:30 A.M. NAMM Top 100 Tactics: Beacock Music

**Gayle & Russ Beacock,  
Beacock Music**

Beacock Music took home NAMM's Dealer of the Year Award in 2013 for exemplifying

best practices in all areas of retail. Five years later, the company has even more successful ideas to share. Join power duo Gayle and Russ Beacock for a roundup of the biggest retail tips, tactics and advice you'll take in all year. They'll look at everything from the customer experience to merchandising to operations, covering new ideas and tried-and-true best practices you'll want to know about — plus underused fundamentals that can make or break you. Don't miss this must-see session from an indie retail leader.

## 11 A.M. Do You Have the Answers Google is Looking For? (Double Session)

**Larry Bailin,  
Single Throw Marketing**

One in four of your customers' online searches is a question. Do you know what it takes to have the answers they're looking for? Between Amazon Echo (Alexa), Google Home, Siri and Windows Cortana, your customers are becoming conditioned to use voice search to find anything at any time. Is your store's search engine

optimization strategy accounting for the extreme growth of natural language search? Larry Bailin of Single Throw Marketing will reveal how to answer the questions your customers are asking, and upgrade your company's SEO today.

## 12 P.M. 5 Hacks to Make the Most of YouTube

**Dan Abel, Reverb.com**

Your YouTube channel is an invaluable tool for building your customer base and improving your online visibility, but are you using it to its full advantage? Join Dan Abel, director of marketing for Reverb.com and former content partnerships manager at YouTube. In this session, he'll explore five little-known tools and features that will help you create better content, get your videos in front of a larger audience and more.

## 12:30 P.M. Website Makeover: What I've Learned

**Tracy Leenman, Musical  
Innovations (moderator),  
& panel**

Does your website need an all-out makeover, or are you just

looking for good ideas to update your site? Tracy Leenman of Musical Innovations, NAMM's 2015 Dealer of the Year, recently gave her website a successful revamp, and during this session, she'll lead a panel of music retailers who've done the same. They'll share their best practices for navigating a website makeover, discuss what they learned in the process and also share tips you can use to improve your own website.

## 1 P.M. 6 Essential Strategies to Grow Your Lesson Program

**Noel Wentworth,  
Wentworth Music**

Wentworth Music has expanded its lesson program from 90 to nearly 1,000 students — and in a mid-size city of less than 200,000 people. In an essential session for anyone with a music lesson program, NAMM Top 100 finalist Noel Wentworth from Wentworth Music will share the six strategies that made this possible. He'll dive into proven ideas for student retention, team development, teacher interviews, lesson do's and don'ts, and more! Find out how to

grow a lesson program, even in challenging times.

## 1:30 P.M. Retail Makeover Tips: Before-and-After Store Design

**Lauren Haas Amanfoh,  
Royalton Music Center**

What do you do when your business changes and you run out of space? In this before-and-after session, Lauren Haas Amanfoh of Royalton Music Center will delve into how she effectively redesigned her store to accommodate its growing lesson program and product offerings, while still maintaining versatility in the layout. She'll share ideas for growing your own business without increasing your footprint, covering everything from repurposed fixtures to custom solar shades. Before-and-after photos will be included!

## 2 P.M. The Top 5 Mistakes in Social Media Marketing

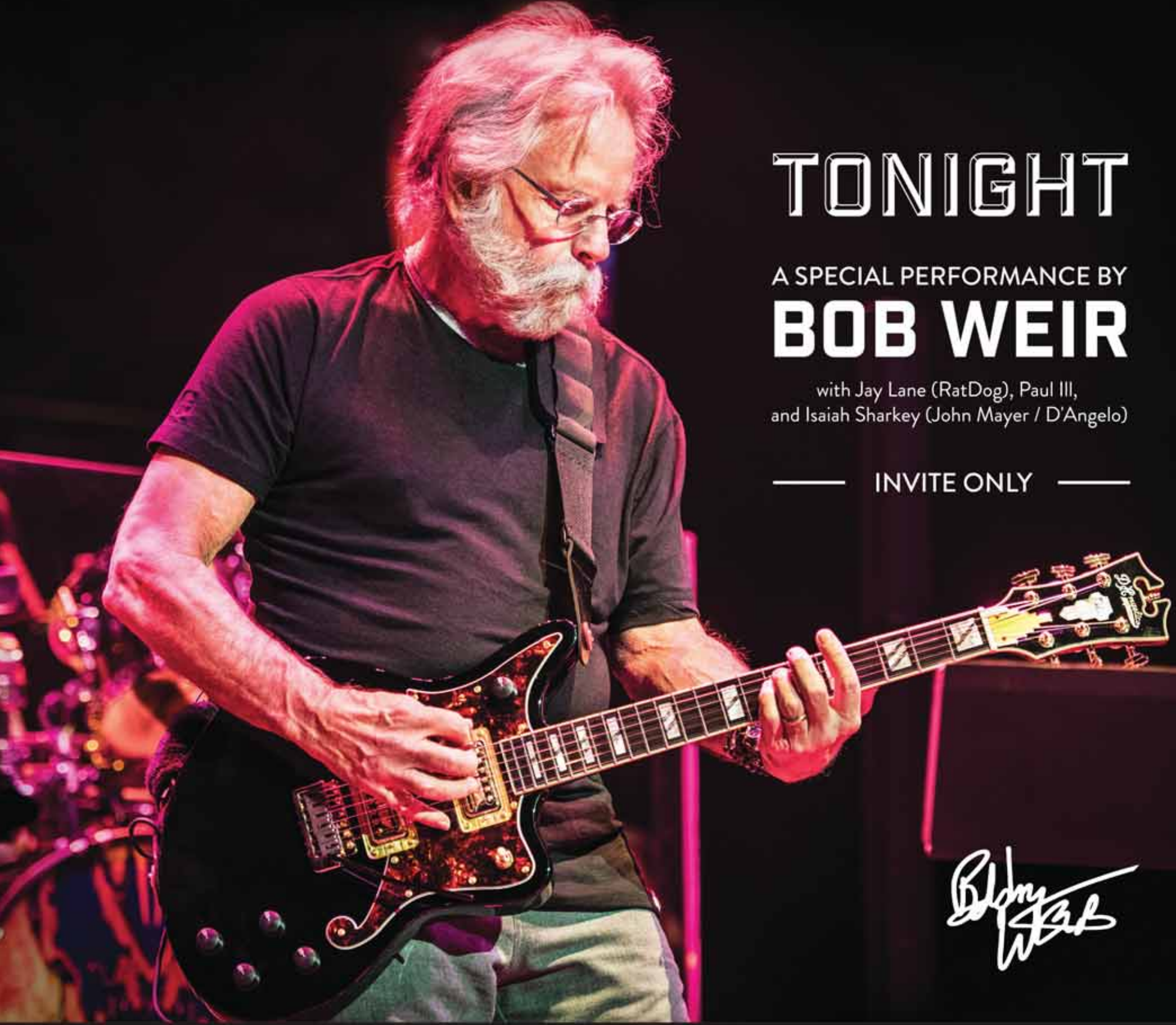
**Link Walls, ChannelAdvisor**

Doing social media is easy — anyone can open a Twitter

CONTINUED ON PAGE 124



*D'Angelo*  
NEW YORK



# TONIGHT

A SPECIAL PERFORMANCE BY  
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with Jay Lane (RatDog), Paul III,  
and Isaiah Sharkey (John Mayer / D'Angelo)

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*Bob Weir*

## PERFORMANCE SCHEDULE

### THURSDAY, JANUARY 25TH

12:00 – Fabrizio Sotti  
1:00 – Michael Ciro & Mark Hudson  
2:00 – Duane Betts and Pistoleers  
3:00 – Jeff Parker Trio  
4:00 – Jonathan Butler  
6:30 – Bob Weir (invite only)

### FRIDAY, JANUARY 26TH

12:00 – Fabrizio Sotti  
1:00 – Tizdale  
2:00 – Matt Schofield  
3:00 – Brandon Niederauer  
4:00 – Cody Simpson  
5:00 – Kurt Rosenwinkel

### SATURDAY, JANUARY 27TH

12:00 – Adam Miller  
1:00 – Jessica Lynn  
2:00 – Skunk Baxter & Fabrizio Sotti  
3:00 – Erick Walls  
4:00 – Isaiah Sharkey  
5:00 – Kurt Rosenwinkel

### SUNDAY, JANUARY 28TH

1:00 – Vinny Valentino  
2:00 – Darden

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