

UpBeat

The Official **NAMM** Show Publication

DAILY



LAUNCH PAD!

If you're interested in new product launches, this is the place to be. With some 2,000 exhibitors, the 2018 edition of NAMM will go down in history with the most new product launches, well, ever. Since we can't begin to get them all on the cover, we'll just start with these five!

1. Bose's Akira Mochimaru and Craig Jackson showcase the lightweight and portable SI Pro Multi-Position P.A. 2. From left, Shure's Mark Humrichouser, Scott Sullivan and Ray Crawford present the Axient Digital wireless system. 3. Korg's James Sajeva, center, leads a conversation with the company's analog team, Etienne Noreau Hebert, left, and Yoshihito Yamada, right, on the Prologue polyphonic analog synthesizer. See Page 62. 4. From left, Kyser's Jenna Terry, Stacy Shew, Mike Cross, Max Lintner and Meredith Hamlin highlight the Kyser Phone Holder displaying the new Kyser Capo App. 5. QSC marked its 50th anniversary during The NAMM Show on Thursday. Among those on hand were, from left, Gene Joly, Pat Quilter, John Andrews and Joe Pham. See full story on Page 4.

BREAKFAST SESSION!



Best-selling author (and bassist) Mitch Joel offers a glimpse into how to become a market leader in the digital world.

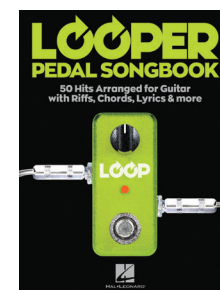
Breakfast Session!
Page 126



D.A.S. Expands Vantec
Page 32



Collings Gets Strong with I-30 LC
Page 36



Hal Leonard Goes Looper
Page 80



Rockboard Redesigned
Page 101

WE'VE
MOVED.



Roland Cloud

NEW ACC NORTH

LEVEL 2 #17420

MUSIC
CONNECTS

roland.com

boss.info

v-moda.com

rolandcloud.com

Make Your Drums Do More



EAD10

Mic up an entire kit in less than a minute and create stunning audio and video tracks.
Make any acoustic drum set more inspiring and fun whether practicing, recording, performing or sharing.

Experience the revolutionary EAD10 in our booth in the Marriott.



#YamahaMusic

@YamahaMusicUSA



NAMM Show News

Avid's Latest Releases Advance 'Creative Ecosystem'

With the introduction of several new audio tools and programs, Avid announced the completion of its "creative ecosystem" during a Thursday morning press conference.

New product introductions included the Pro Tools 2018 digital audio workstation; Sibelius 2018 music composition and notation software; a new version of Avid's EUCON software; and Waves SoundGrid High Density (WSG-HD) Option Card and Avid VENUE software update for the Avid VENUE | S6L live sound system.

Also introduced were the Avid

ArtistCentral application, which brings the benefits of the Avid ecosystem to individual artists, letting them access the tools they need to expand their creative potential. The app makes it simple for users to find, connect and chat with Avid Artist Community members and invite them to collaborate on a project and provide feedback on their work.

Avid also launched #WeR4Music, which calls attention to the unintended consequences digitization is causing across the industry.

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



Avid CEO/Chairman Louis Hernandez Jr.



QSC Toasts 50th, Founders

QSC held a ceremony on Thursday to toast the founders of the company, which was launched in 1968. The toast, featuring champagne and cake, was held in the QSC booth, which is adorned with the slogans "50 Years and Forward" and the hashtag "#qscmemories." The toast was in honor of company founders Pat Quilter, John Andrews and Barry Andrews.

"For 50 years, QSC has been this incredible story of passion, perseverance and courage, and as a result, phenomenal suc-

cess," said Joe Pham, QSC president and CEO. "From humble beginnings, starting in a garage, we are now one of the leading and most respected and trusted brands in the world. As we celebrate the success of QSC this week here at The NAMM Show, I want us to remember that all of this lies on the foundation that these guys built."

The anniversary will be celebrated throughout 2018 with numerous events and key product introductions.

🛒 [QSC \(qsc.com\)](http://QSC (qsc.com))

Remo Renews Focus on 'Experience of Drumming'

Remo's President, Brock Kaericher, began a Thursday morning international sales meeting by paying tribute to Remo Belli, the company's late founder and leader who passed away in 2016. "Not a day goes by that we don't think about [Belli]," Kaericher said.

During the event, Remo introduced the Colortone Drumheads, Dorado XE Cajon, Flareout Djembe, Festival Drums and the second generation of the Artbeat Artist collection by Aric Improta.

"What we're really focusing on this year is the experience of drumming," said Bob Yerby, vice president of sales and marketing at Remo. "[This includes the] mass market — anybody in any area of drumming — from early childhood to beginner to the intermediate drummer all the way to

the professional."

Yerby highlighted the Colortone, which was designed with social media users in mind and features Skyndee Imaging Technology.

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



From left, Bob Yerby, Brock Kaericher and Chalo Eduardo.

Sony Hits Hi-res Notes

Sony Electronics' Pro Audio Division has unveiled three high-resolution microphones. Designed for professional studio and home recording applications, the Hi-Res Microphones are capable of extended frequency response to 50kHz.

The C-100 Hi-Res Mic (side address) is ideal for vocal applications and supports high-resolution recording in an ultra-compact package. Two-way structure incorporates newly developed capsules with variable directivity that deliver a wide frequency response of 20Hz to 50kHz.

ECM-100U and ECM-100N Hi-Res Mic (end address) are ideal for instrument applications. Ultra-compact with a choice of two models: Uni-directional (ECM-100U) or Omni-directional (ECM-100N) the mics feature flat and wide frequency response well suited for high-res recording.

🛒 [Sony \(pro.sony.com\)](http://Sony (pro.sony.com))



Rotosound Celebrates 60th

Rotosound is celebrating its 60th anniversary this year while undergoing a significant period of expansion to its distribution business.

tion business.

Formed in 1958 by James How, Rotosound has been played by music icons such as Jimi Hendrix and Geddy Lee.

"I'm so proud that the company my dad started way back in 1958 is not only still recognized and loved by musicians all over the world and still manufacturing and innovating in the UK to his same exacting standards, but is also entering an exciting new chapter which will see us grow the business in new directions," said Jason How.

📄 [Rotosound \(rotosound.com\)](http://Rotosound (rotosound.com))



E-V Column Packs Punch

Electro-Voice's Evolve 50 Column System is a portable powered column system. The company will feature an immersive demo of the system at its booth throughout the show. "The Evolve 50 Column System has an innovative assembly design," said Guy Low, content and creative manager of Electro-Voice. "You have three pieces, two clicks and one system. All the cables and connections are self-contained within the pole, so it's a very tidy, easy-to-use system."

🛒 [Electro-Voice \(electrovoice.com\)](http://Electro-Voice (electrovoice.com))



From left, Electro-Voice's Elizabeth Christenson, Guy Low, Michael Doucot and Chelsea Render.



BORN TO *FLY*



3i-3016-10
Maximum non-oversized
checkable iSeries case



**Injection Molded
Fly Racks**
2U, 3U, 4U, and 6U sizes



1SKB-iSF2U
Carry-on Injection
Molded Studio Flyer



3i-1717-10LT
3i-1717-16LT
iSeries checkable single and
double snare drum cases



Visit us at
Booth #8202



Whether you're transporting rack gear, snare drums, or your own personal studio setup, SKB Cases are designed to protect ALL of your most sensitive equipment from rough airline handling. With features like waterproof construction, easy-to-operate trigger release latches, and convenient wheels and pull handles for easy towing, these virtually indestructible cases were born to fly.

skbcases.com/music
800.410.2024

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

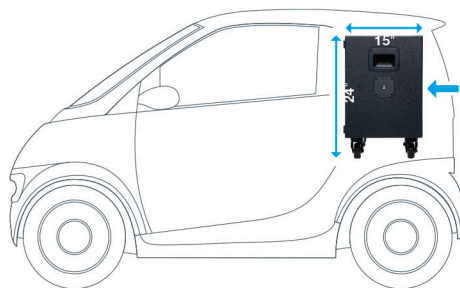
KS Series Subwoofers

Powerful. Flexible. Portable.

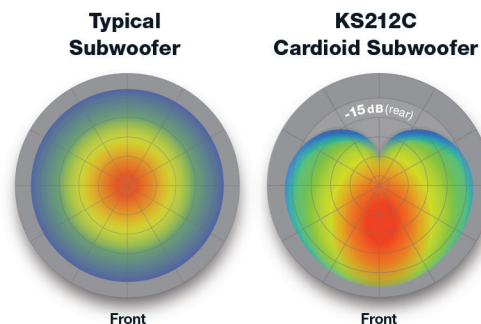
ultra-compact



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

Martin Guitar Reimagines Standard Series

Martin Guitar held a press preview on Wednesday evening where CEO Chris Martin debuted the company's "reimagined" Standard Series.

"It isn't very often that Martin Guitar takes what's known as its Standard line and significantly reconfigures it," Martin said. In fact, he went on to explain, the last time the company updated the series was in 1934 — which, coincidentally, is the same year Webster's Dictionary dates the word "reimagine" to being coined.

"1934 was very important because that was the point as which we moved away from the 12th fret to the 14th fret neck, and that was really the beginning of the modern Martin dreadnought guitar," Martin continued. "So here we are now, after 185

years of business, doing it again."

The reimagining of the entire standard rosewood line includes consolidating different variations of the D-18 into one upgraded model, according to volume eight of "Martin: the Journal of Acoustic Guitars." The updated line features the HD-28, D-41 Sunburst, GPC-28E, 00-28 and D-35 Ambertone models.

"If necessity is the mother of invention, think about 1934: in the midst of the worst depression that ever hit America, my family decided it was appropriate to redesign the [ultimately] most important guitar we ever made," Martin said. "I'll tell you honestly — we felt the need to do something to re-excite the dealer and the consumer."

INFO Martin Guitar (martinguitar.com)

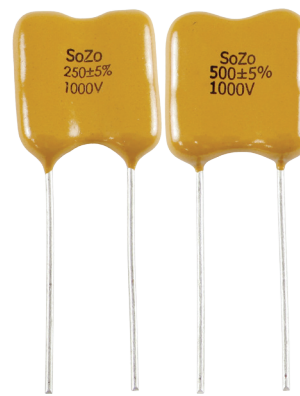


Chris Martin

CE, SoZo Roll Out Silver Mica Capacitors

CE Distribution and SoZo Capacitors have released the SoZo Silver Mica capacitors.

This capacitor line offers musicality and linearity, and are modeled after the vintage picofarad capacitors of yesteryear. These custom designed capacitors have the same electrical characteristics and sound of the ones from the past.



The characteristics of SoZo silver micas are clear, smooth, vocal, clean and linear top end. SoZo caps are smooth without forward treble, so the top end voicing does not add the treble harshness like standard silver mica caps tend to do.

The SoZo design eliminates this excess energy and ringing in the out-of-band audio frequencies. Therefore, with the SoZo caps, the treble does not detach from the fundamental note and doesn't create sibilance like modern components do.

The caps are ideal for OEM, DIY, restoration and hobbyist builders worldwide.

CE Distribution (cedist.com)



Steve Vai, center, accepts the 2018 Boss Lifetime Achievement Award from Roland and Boss executives.

Roland Recognizes Steve Vai

At Roland's international press conference on Wednesday, Roland revealed new products, services as well as presented Lifetime Achievement Awards to Steve Vai and Thomas Dolby.

Roland Corporation CEO and representative director Junichi Miki introduced a slew of products, including the Roland Go:Mixer, 4XCamera video capture app and software versions of Roland's TR-808 and TR-909 Rhythm Composers for the Roland Cloud.

"At Roland, our passion is to be the best company in the world by deeply understanding our customer's real-world, creative challenges and desires," Miki said. "We are committed to always taking the customer's perspective in order to deliver surprising and complete solutions."

Boss President and CEO Yoshi Ikegami unveiled a commemorative pedal celebrating sales of over one million Loop Stations, the limited-edition RC-1-BK.

INFO Roland (roland.com)

Find New Ways to Play Guitar with OMB

OMB Guitars has released OneManBand, a guitar technology that adjusts to guitar playing in real-time and lets guitarists play other instrument sounds with no latency.

Available as a guitar Upgrade Kit, or an all-in-one acoustic or electric guitar with the technology pre-installed, OneManBand provides a new way to play guitar that can be taken anywhere, while enhancing the sound and musical capabilities of the instrument.

OneManBand generates an artistic arrangement of backing guitar, bass, piano, drums, and strings/horns in a wide variety of styles, including rock, pop, jazz, soul, R&B, classical and country. OMB's technology detects signals from the guitar strings, converting them to digital data without any latency. Signals are detected when holding any note on the fretboard, without even strumming the strings.

The downloadable app picks up those signals, enabling the guitarist to choose features such as auto accompaniment, solo playing, record and more.

There are a few ways OneManBand can be integrated: three custom-designed guitars with the technology built-in — two acoustic versions and one electric version; an Upgrade Kit for adding OMB to any guitar; and a pedal for hands-free OMB control.

There are three modes of playing OneManBand. In Playback mode, the device lets the guitarist add the rich sound of a full backup band. In Instrument mode, the device will mimic the real sounds of a violin, keyboard, an accordion and other instruments. In Studio mode, the guitar becomes a MIDI controller that is ideal for composing.

OMB Guitars (ombguitars.com)



From left, Sabian's Mark Love, Luis Cardoso, Andy Zildjian and Stacey Montgomery-Clark.

Sabian Keeps Practicing Quiet

During a Thursday morning press conference, Sabian introduced the Quiet Tone practice cymbals and FRX cymbals, which cut specific frequencies resulting in a lower volume cymbal.

"We've reduced mass in critical areas," explained Mark Love, director of research and product development. "This cymbal [won't compete] with other instruments

[or] vocals. We've had a lot of requests over the years for this type of instrument."

The cymbals are designed for venues where controlling volume is critical.

"Mark Love has come up with something to solve a problem that drummers have had for decades," said Andy Zildjian, president and CEO of Sabian.

INFO Sabian (sabian.com)

Mackie Redoes Thump Series

Mackie has redesigned its Thump series of loudspeakers.

"Thump has really made some noise over the years, and we've kept that deep bass, that rumble that everybody loves in this design," said Rafael Moya, Mackie product specialist. "But we've added a lot more features that are not available on any other loudspeaker in the market."

The five models include the 1,300-watt Thump 12A and Thump 15A loudspeakers with analog controls, the 1,300-watt Thump 12BST and Thump 15BST Bluetooth-enabled "Boosted" loudspeaker models, and the Thump 18S subwoofer.

A free Thump Connect app for Apple iOS and Android devices can be used to control the Thump Boosted series wirelessly.

Users can quickly access levels, EQ, meters and configuration. Plus, users can save three memory presets to streamline setup at their next gig.

INFO Mackie (mackie.com)

Instruments That Give Plastic a Good Name

Cool Wind™

Experience Cool Wind™, the next generation of ABS polymer horns. With high-precision, all-metal valves, superior tonal quality and other features found only on traditional brasswinds, Cool Wind™ is the most complete line in the category, with six popular models in seven exciting colors. Also available in custom colors and simulated silver and gold.

**Players Music is the exclusive
North American distributor for Cool Wind™**



P.O. Box 9210 • Mesa, AZ 85214
Sales@Playersmusic.com • p. 480.833.2500 • f. 480.833.2999
www.facebook.com/playersmusicaccessories • www.playersmusic.com

See us at NAMM booth #7810



PAUL STANLEY
40TH ANNIVERSARY

Ibanez
BOOTH 4620



KEYSCAPE

COLLECTOR KEYBOARDS

The most comprehensive collection of classic keyboards and pianos in one beautiful virtual instrument.

Delivered on two USB installation drives in a collector box.

Contact ILIO for info and pricing.



**See Keyscape
at NAMM**

Hall A
Booth 11602

sales@ilio.com

800.747.4546



Briefs



Fostex's TH-900 Series Turns 5

Fostex has celebrated the 5th anniversary of its TH-900 series with the limited-edition TH-900mk2. Finished with the same Urushi lacquer as the original TH-900, but in a deep Sapphire Blue, this 5th anniversary edition has been tuned with limited-edition Fostex-approved tuning for an enhanced listening experience. It also features a new detachable connector that fits standard unbalanced connections.

🛒 [Fostex \(fostexinternational.com\)](http://Fostex (fostexinternational.com))



D'Angelico Updates Premier Line

D'Angelico has updated its latest line, the Premier Series. The line will see a host of upgrades for 2018, including Seymour Duncan-designed pickups, a fine-tuned, slightly slimmer neck shape and multi-ply cream binding as well as an Ocean Turquoise finish.

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



UA Ships Arrow Interface

Universal Audio has announced the Arrow Thunderbolt 3 audio interface for Mac and Windows is now available in stores worldwide. The interface includes Unison mic pre-amps and real-time UAD Plug-in Processing.

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



No More Sticky Hands

Dry N' Glide is available in a 12-pack POP display for music stores and distributors, offering an easy add-on purchase for any guitar, brass or woodwind player.

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



PRS Adds 6 Acoustics

With six new models, PRS Guitars' 2018 SE Acoustic lineup provides players with a wider selection of feature sets than any other acoustic offering in the company's history.

The 2018 acoustic models include the SE AX20E, SE TX20E, SE A40E, SE T40E, SE A50E and SE T50E.

The SE AX20E and SE TX20E (Angelus and Tonare body shapes, respectively) feature mahogany backs and sides with solid spruce tops for warm, balanced tone. Braced with traditional "X" bracing, these models have a punch that stands alone or cuts through the mix.

The SE A40E and SE T40E pair ovangkol back and sides with a solid spruce

top for full, lush tone. Braced with PRS hybrid "X"/Classical bracing, these models have a voice that projects with volume and delicate nuance.

The SE A50E and T50E marry maple back and sides with a solid spruce top for warmth and depth.

Braced with PRS hybrid "X"/Classical bracing, these models have a three-dimensional character for guitars with maple backs and sides.

All 2018 PRS SE acoustics boast a Fishman GT1 electronics system, which features an undersaddle pickup and soundhole-mounted pre-amp with easy-to-access volume and tone controls.

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

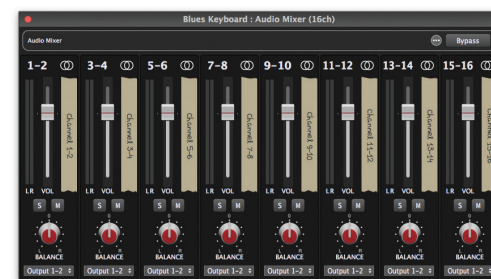
Theo Wanne Sets Fire

Theo Wanne's Fire alto saxophone mouthpiece is the first mouthpiece released in its Elements series. Made in the U.S., the mouthpiece is an affordable option that's ideal for jazz, R&B and rock artists. The Fire mouthpiece is designed with a small chamber, flat side walls and long step baffle.

The mouthpiece's plating features reticulated 24K gold plating and boasts Theo Wanne's new two-rail, single screw ligature.

The Elements Series covers three separate types of mouthpieces and will be available for clarinet, soprano, and alto and tenor saxes.

🛒 [Theo Wanne \(theowanne.com\)](http://Theo Wanne (theowanne.com))



Deskew Delivers Gig Performer 2.0

With Gig Performer, Deskew Technologies established a versatile, cross-platform host program for keyboardists, guitarists, vocalists and entire bands to arrange VST instrument and effect plug-ins into onstage rigs.

In an intuitive visual interface, musicians can patch plug-ins using virtual cables in any scheme desired, freely routing outputs to inputs. Selected parameters can then be controlled via customizable panels populated with "Widgets" such as knobs, faders, and switches, in a setup called a Rackspace.

Gig Performer 2.0 introduces new features that make it a host for anyone who performs live with computers, offering configurability to suit any work style or preference.

Rig Manager is a new window between Gig Performer and musicians' hardware worlds. By defining custom aliases for the physical controls on synths or MIDI controllers, the musician no longer has to relearn that control any time they create a new widget. Instead, musicians can associate the widget with the existing knob. This also empowers the saving and recall of multiple "rigs," with quick hardware mapping.

In Gig Performer, entire keyboards can have aliases as well, so musicians can simply touch a keyboard to re-associate it with its correct MIDI-in block.

A new Audio Mixer plug-in offers workflow improvement, in particular, cleaning up the clutter of needing a separate Gain/Balance block for each VST instrument in use.

🛒 [Illo \(ililo.com\)](http://Illo (ililo.com))



Mike van der Logt, Lewitt's head of sales, showcases the new LCT441 Flex at the American Music & Sound booth on Wednesday.

Austria's Lewitt Develops Multi-pattern Microphone

Austrian microphone manufacturer Lewitt has developed a multi-pattern microphone, the LCT 441 Flex, which follows the company's LCT 440 Pure in offering high-level technology in a compact housing at a more reasonable price.

With the LCT 441 Flex, Lewitt delivers a pure sounding, multi-pattern studio microphone. Both its feel and sound resemble the LCT 440 Pure. The one-inch, true condenser microphone features eight polar patterns to choose from, including three reverse polar patterns that allow for higher flexibility without moving the mic. The package

includes a shock mount and magnetic pop filter.

Lewitt will also display the recently released LCT 540 Subzero cardioid studio microphone, an ultra-low, self-noise microphone developed in close cooperation with world-renowned producers and audio engineers boasting superior specs and modern, clear sound. Because of the Subzero Self-Noise Circuit Design, this microphone can pick up the subtlest details in vocals or instruments, and almost inaudible whispering can be pushed up and sound clear.

🛒 [Lewitt \(lewitt-audio.com\)](http://Lewitt (lewitt-audio.com))

DON'T HOLD BACK

*"It doesn't matter how hard you play, these cymbals are never too much for the mics onstage or the crowd in the room."
- Gregory Smith (Drummer)*

FRX

FREQUENCY REDUCED CYMBALS

SEE THE WHOLE STORY AT SABIAN.COM/FRX

SEE AND HEAR FRX AT THE 2018 NAMM SHOW! HALL C #6422

HIGH PERFORMANCE BRANDS – HIGH PERFORMANCE RESULTS

american
music & sound

AM & S

A division of Jam Industries USA, LLC

American Music & Sound is your one-stop shop for many of the finest brands in the industry. Check out our latest product releases and promotions as well as our new location (Booth #11110).

**BOOTH #11110
HALL A**

ALLEN & HEATH



Allen & Heath leads the way in digital mixing —setting a new standard with the compact powerhouse 96kHz SQ series to the flagship dLive S Class pro touring range, every Allen & Heath mixer delivers class-leading audio quality and an intuitive mixing experience.

ALPINE
HEARING PROTECTION



At Alpine, we want people to enjoy life more. Since 1995, we've done this by offering high quality hearing protection for musicians, travelers, water sports enthusiasts, clubbers, motorists and people with sleeping issues. We believe that life is more fun when you're not bothered by harmful or annoying noise.

CAD
AUDIO



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, Reelap 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

Play and record your tube amp in its tonal sweet spot — anywhere, at any volume, with full dynamics

Get stunning mic and guitar cabinet combinations at the turn of a 'Rig' knob — no miking required

Get authentic “edge of destruction” sounds, complete with UA Dynamic Room Modeling, speaker breakup, and cone cry

Audition, tweak, and save more than 100 jaw-dropping custom Rigs from compatible iPad or laptop



AMP TOP BOX



GET LEGENDARY STUDIO TONES
FROM YOUR FAVORITE TUBE AMP.

ANYWHERE, ANY TIME.



Framus & Warwick



STREET PRICE STARTING AT
\$59.90 US
2.1
DUO
CAN YOU DIG IT?

APPROVED BY
YOUR LOCAL
MUSIC STORE

IT'S NOT JUST PEDALBOARD PRODUCTS...

ROCKBOARD®

by WARWICK

the
NAMM
show¹⁸

VISIT US IN HALL D
BOOTH #4636

JOIN THE
ROCKBOARD
ARMY

- FLAT PATCH CABLES & CONNECTORS
- FLAT INSTRUMENT LEADS
- FLAT POWER CABLES
- FLAT MIDI CABLES
- MOBILE PEDAL POWER
- ANCHORED PEDAL POWER
- PEDALBOARD PATCHBAYS
- PEDALBOARDS
- FLIGHT CASES/GIG BAGS
- AND MORE!



NEW FOR 2018

- BRAND NEW PEDALBOARD DESIGN & NEW INNOVATIVE ACCESSORIES
- 7 AVAILABLE SIZES
- COMES W/ FLIGHT CASE OR GIG BAG

IT'S A FRAME OF MIND

FROM YOUR FOOT TO THE FLOOR.

THE QUEST
HAS BEGUN!

DEALERS CALL
(629) 202-6790

NASHVILLE, TN USA

ROCKBOARD®
by WARWICK

ClimatePartner®
climate neutral

Instrument | ID: 11117-1212-1002

Framus & Warwick Music USA, Inc. • 1922 Air Lane Drive • Nashville, TN • 37210

framus.com

sales@framuswarwickusa.com

(629) 202-6790

facebook.com/warwickframus

The first Carbon-Neutral Company in the Music Industry - Family Owned - Solar Powered - Sustainably Manufactured in a Green Environment

DEUTSCHE MANUFAKTUREN
Handmade-in-Germany



SAMSON

EXPEDITION XP108w 200-Watt Rechargeable Portable PA

Fill your open space with big sound from a system that is small enough to travel wherever the journey may take you.

Trek on over to **Booth 14117, ACC North.**





COMPOSITE ACOUSTICS® &
HP™ 2 GUITARS FROM PEAVEY
HANDCRAFTED IN THE U.S.A.



COMPOSITE ACOUSTICS®

HP™ 2
GUITARS



VISIT US
AT BOOTH
201 A-B
TO LEARN
MORE!
PEAVEY.COM

Photo by Randy Edwards



Misha Mansoor / Lead Guitarist
Periphery / Bulb

invective™ Head & Cab

VISIT US AT BOOTH 201 A-B TO LEARN MORE! PEAVEY.COM

Altea

Unprecedented Control

the
NAMM
show

Booth
#18616



Altea Features

- Compact multipurpose system with monitor position
- Ultra lightweight Class D amplifier with SMPS
- DASlink™ all-in-one app for Altea 700 powered systems
- DAScontrol™ interface with 24 bit DSP and 3 band EQ
- 5 presets: Live, Dance, Vocals, Bass Boost and Monitor
- HD streaming in stereo for Altea 700 powered systems
- Standby-Mode w/ adjustable time for energy efficiency
- Encoder lock to prevent tampering
- Two-channel mixer with mini jack AUX input
- Durable polypropylene enclosure for reduced weight
- Integrated rigging points and stand mount socket
- 4 ergonomic handles for ease of portability



DAScontrol



DASlink



Control at your fingertips.

The new Altea powered systems **give you maximum control over your sound.** Impressive looks, **the latest in pro-audio technology** and an extraordinary set of user-friendly features. **Go ahead, take control.** Contact us or a dealer near you.

1-305-436-0521 / 1-888-DAS-4 USA
More info at www.dasaudio.com



MEET THE NEWEST élite

The NAMM Show
january 25/28 2018 ^{california}
BOOTH 18020

EF10P - Powered
10-inch / 600 watts
Loudspeaker



ES12P - Powered
12-inch / 1200 watts
Subwoofer

In the 1980's, Yorkville Sound changed the face of high-powered portable speakers with the launch of the élite series. 30 years later, we're changing the rules again.

INTRODUCING
THE NEXT GENERATION of élite LOUDSPEAKERS
YORKVILLE SOUND. MADE IN CANADA.

#yorkvillemeettheelite | yorkville.com



Yorkville Sound USA
4625 Witmer Industrial Estate
Niagara Falls, NY USA 14305
Phone (716) 297-2920



Yorkville Sound Canada
550 Granite Court Pickering, Ontario
Canada L1W 3Y8
Phone (905) 837-8481



PRO SERIES

PORTABLE RACKS



ALL NEW UPGRADES!

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.

VISIT US AT BOOTH #6415

GATOR
Cases 
gatorcases.com

schecter + **MONSTER**
guitar research ENERGY

16TH ANNUAL

NAMM

ALL DONATIONS DIRECTLY BENEFIT
THE TAKE ME HOME FOUNDATION

TAKE ME HOME

PARTY

FEATURING



THE ADICKS

NICK
JOHNSTON



SATURDAY JANUARY 27, 2018
8PM - 2AM

at the

GROVE OF ANAHEIM

2200 EAST KATELLA AVE. ANAHEIM, CA 92806

COMPLIMENTARY BEVERAGES PROVIDED BY



COLD COCK
AMERICAN HERBAL FLAVORED
WHISKEY

POWERED BY

GATOR
Cases
TonePros

PICK UP TICKETS EXCLUSIVELY AT ANY OF OUR SPONSOR BOOTHS

FISHMAN FLUENCE



NUXX

Floyd Rose



evolution wireless G4

April 2018

SENNHEISER



GUARANTEED DURABILITY.

The Vater Extended Play™ Series is an extremely durable American hickory drumstick that has two distinct features; 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 our exclusive 3 inch "Stick Shield™" located in the rimshot area that is highly impact resistant and 8X stronger than Steel with maximum tensile strength. The grip area of the stick has the same great-feeling finish as found on all Vater Sticks. Extended Play™ sticks offer the optimal balance and feel of a Vater hickory stick, with advanced durability and resistance to rimshot fatigue and breakage. Patent Pending. Visit vater.com for warranty info.

**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.**



**EXTENDED™
PLAY** PAT.
PEND.

- Durable Finish on tip and shoulder
- Stick Shield™ prevents wear and breakage in the "rimshot" area
- Same great balance and feel as standard models, but with unmatched durability
- **GUARANTEED** against breakage due to wear in the area protected by the Stick Shield™
- 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

See them at Booth # 7843

270 Centre Street | Holbrook, MA 02343 | 1.781.767.1877 | info@vater.com

#SWITCHTOVATER

VATER.COM

7002



**EVANS UV
BASS HEADS**



**PROMARK
ACTIVEGRIP**



**EVANS UV1
TOM HEADS**



**PROMARK
FIREGRAIN**

SWING BY OUR BOOTH TO SEE OUR LATEST INNOVATIONS



GOT GAS*?

MACKIE HAS 22 CURES



EXPERIENCE THE NEW THUMP SERIES IN
DEMO ROOM #201 C/D • DEMOS HOURLY

NEW! THUMP

All-new 1300W Thump™ and Thump Boosted™ loudspeakers deliver proven, chest-thumping low-end and feature built-in mixers, application-specific speaker modes, and more. Thump Boosted steps it up with advanced DSP and wireless streaming, linking and control.



NEW! PROFESSIONAL IN-EAR MONITORS

NEW! TOOLS FOR THE STAGE & STUDIO



MTEST-1
Cable Tester



M48
48V Power Supply



MDB Series
Direct Boxes



HM Series
Headphone Amplifiers

*Gear Acquisition Syndrome

CHECK OUT ALL THE NEW MACKIE GEAR
IN DEMO ROOM #201 C/D

©2017-2018 LOUD Audio, LLC. All Rights Reserved. "Mackie," the "Running Man" figure, "Sound Like You Mean It" and "Thump" are trademarks or registered trademarks of LOUD Audio, LLC. GAS can be serious if not treated properly.





Spector

Join us in continuing a tradition of innovation and tone. Come check out what 40 years of uncompromising craftsmanship looks like and become an Authorized Spector Dealer today.



BOOTH 8802 HALL B

WWW.SPECTORBASS.COM

Proudly Distributed by

KORG USA



FOUNDER JAMES HOW AND JOHN ENTWISTLE
AT THE ROTOSOUND FACTORY 1965



CEO JASON HOW AT THE
CURRENT ROTOSOUND FACTORY

ROTOSOUND MUSIC STRINGS MANUFACTURED IN ENGLAND SINCE 1958

- IN HOUSE CUSTOM BUILT STRING WINDING MACHINERY
- CONSTANT CURRENT POWER SUPPLIES FOR THE MOST CONSISTENT WRAP WIRE TENSION
- UNIQUE CORE TENSION CONTROL FOR PRECISE TUNING STABILITY
- SPECIALLY SELECTED MATERIALS FOR A UNIQUE TONE
- ENDORSED BY THE WORLDS LEADING ARTISTS

VISIT US ON BOOTH 4602 TO FIND OUT MORE



WORLD FAMOUS MUSIC STRINGS
WWW.ROTOSOUND.COM



Vandoren Releases New Black Diamond Mouthpieces

The incredibly popular Black Diamond Ebonite BD5 mouthpiece is now available for Eb and Alto Clarinet/Basset Horn. The BD5D is also new, designed to fit both German and Boehm system clarinets. These new additions join the already wildly popular BD5 mouthpieces for Bb clarinet and Bass Clarinet.

"The new BD5 mouthpieces extend the qualities people love about the original model for clarinet to the remainder of the clarinet family," said Michael Fenoglio, Vandoren Brand Manager. "They were a huge hit with those who tried them at ClarinetFest, and we expect more of the same with their official release. The BD5 craze continues."

For more information, visit **NAMM booth #9723** or **Vandoren.com**.

WAVE Newsletter Celebrates 5 Years

The online newsletter, the WAVE, celebrated its 5th year anniversary this Fall. Since its launch in 2012, the WAVE (We Are Vandoren Electronic) has consistently featured four educational articles each week for students, teachers, and performers. In recent years, the WAVE consists of entirely on original content created by Vandoren Artists, Regional Artists, and



Recent edition of the WAVE, the Vandoren weekly newsletter

DANSR staff. To commemorate 5 years of providing educators around the US and beyond with relevant educational content, a special issue featuring the top 5 articles in each category was released. "When we started the We Are Vandoren campaign, we knew we were starting a community. We already had the community, but we had not recognized them. We wanted a vehicle that would draw our Vandoren family together in the best possible way – through the exchange of teaching and performing ideas that could make us all better as a community. Our staff worked hard contacting the most interesting and most accomplished musicians and educators to begin the WAVE (We Are Vandoren Electronic) journey. It's been such a rewarding journey – one that I am pleased to say – will continue to improve and offer the best information we can find. We owe that to the Vandoren community. We owe that to the art of teaching and the artistry of performance." – Michael Skinner, DANSR President

For more information, visit **NAMM booth #9723** or **Vandoren.com**.



**What color is your sound?
Find out at booth 9723**

A family that plays together...

Always sounds better - especially if it's from Vandoren. The BD5 line is now complete. So no matter which clarinet you play, you will now be able to experience the magic of the Black Diamond Ebonite from the world leaders in mouthpiece design.



BLACK DIAMOND
EBONITE



Alto Clarinet

Bass Clarinet

German

B♭ Clarinet

13 series B♭

E♭ Clarinet

Vandoren
PARIS

NAMM Booth 9723



The Complete SERIES III Solution.

The StudioLive® Series III ecosystem is all about top-to-bottom, wall-to-wall mix solutions. And because Series III has AVB at its core, you can now expand your audio network with the new EarMix 16M Personal Monitor Mixers and NSB Stageboxes for a dramatic boost to your versatility.

Hardware is only part of the package, of course. The Series III ecosystem is enhanced by award-winning, integrated software. Mix a live show wirelessly, multitrack record, and mix and master your recordings thanks to Studio One®, UC Surface, and Capture®.

With Series III, you can track in your home studio on Friday and then mix front of house at a dive bar on Saturday night—you'll still have what you need to run monitors on Sunday morning. Visit www.presonus.com to find out all that Series III can do for you.

NSB 8.8
8x8 AVB Network Stagebox

NSB 16.8
16x8 AVB Network Stagebox

StudioLive 32R
34-input, 32-channel Series III stage box and rack mixer

EarMix 16M
16x2 AVB-networked Personal Monitor Mixer

SW5E
5-port AVB switch with PoE

COME SAY HELLO.
BOOTH 18701
LEVEL 2 ACC HALL NORTH

©2018 All Rights Reserved. PreSonus Audio Electronics. PreSonus and Capture are registered trademarks of PreSonus Audio Electronics, Inc. Studio One is a registered trademark of PreSonus Software Ltd. All other trademarks are property of their respective owners.

PreSonus

Martin & Co.
EST. 1833
GUITARS • UKES • STRINGS

MAKE YOUR UKULELE
Sing



Inspiring Musicians Worldwide.
Visit martinguitar.com to find a local Authorized Dealer

NOW AVAILABLE IN
STANDARD AND PREMIUM SETS.

Visit us at NAMM, Booth 5602 — Hall D

LIVE SOUND

Ashly Audio Packs in Flexibility

Ashly Audio has unveiled the digiMIX18 digital mixer which features real-time mixing functionality that both pros and beginners will appreciate. The digital mixer boasts real buttons and knobs, intelligent fader and meter bridge, a 7-inch touchscreen interface and has a free iPad app for remote control.

“At a MAP price of \$899, our digiMIX18 packs in more flexibility and real-world tools than other mixers in this category at twice the price,” said Anthony Errigo, Ashly Audio’s director of marketing communications. “Our digiMIX18 has everything an audio engineer will want, configured so that quick



access is insanely practical. Non-experts will have an easy time navigating basic functions in ‘EZ-Mode’ when digiMIX18 is set up for a meeting or a presentation. It doesn’t depend on Wi-Fi for anything, so it’s completely self-sufficient. All around it’s a powerful solution for any live performance or event.”

Additional features include 18 inputs, 12 output busses, comprehensive equalization and dynamics processing, two effects engines, auto-mixing functionality, optional Dante digital connectivity and supplied rack-mounting hardware for a locking rack system.

🛒 **Ashly Audio** (ashly.com)



Bose Extends ToneMatch Audio Engine Series with T8S, T4S

Bose Professional has extended the ToneMatch audio engine series with the new eight-channel T8S ToneMatch mixer and the four-channel T4S ToneMatch mixer, representing the next generation of the ToneMatch line. Compact and portable, both the T8S and T4S are gig-ready.

The performer-focused and compact eight-channel T8S ToneMatch Mixer is intuitive to operate, with illuminated, stage-friendly tactile controls, an easy-to-read display and scene recall.

MSRP: T8S, \$899; T4S, \$599.

🛒 **Bose Professional** (pro.bose.com)



PreSonus Adds Stage Boxes

Designed to work seamlessly with PreSonus StudioLive Series III mixers/recorders, the PreSonus NSB 16.8 and 8.8 AVB-networked stage boxes deliver signals from stage to console over a lightweight CAT5e or CAT6 Ethernet cable.

Among other benefits, this eliminates the need for a heavy, expensive copper snake — and the signal degradation that goes with long analog cable runs. Users can remotely control the NSB series’ inputs, pre-amps, and phantom power from a networked Series III console or from free PreSonus UC Surface touch-control software.

A stage box is all about analog connectivity, and the NSB 16.8 and NSB 8.8 offer plenty. The 16x8 NSB 16.8 has 16 locking combo mic/line inputs equipped with PreSonus’ remote-controlled, Class A solid-state XMAX pre-amps, including gain compensation for shared input scenarios.

The 8x8 NSB 8.8 offers eight of these mic/line inputs. Both models provide eight outputs with locking XLR jacks. A built-in two-port AVB switch lets users daisy-chain multiple units or use the PreSonus SW5E AVB switch to support larger shows and installations.

🛒 **PreSonus** (presonus.com)

Audio-Technica’s 5000 Series Offers Wireless Live Sound

Audio-Technica has debuted the third generation of its 5000 Series Frequency-Agile True Diversity UHF Wireless Systems. The Audio-Technica 5000 Series is designed for use on professional tours, in stadiums, concert halls, festivals, houses of worship and other demanding audio environments.

The 5000 Series dual receiver offers high-quality wireless live sound, with A-T’s dual-compressor circuitry that processes high and low frequencies separately and True Diversity operation. The receiver has been updated with a tuning bandwidth of 148 MHz.

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



D.A.S. Audio Expands Vantec

D.A.S. Audio has expanded the Vantec Series lineup of portable systems with Vantec-20A and Vantec-118A.

The Vantec-118A is an active front-loaded bass system that’s been designed for use with the Vantec-20A. Compact in size, the unit can be flown in arrays or linked together in ground stacks, thanks to the D.A.S.

The electronics package includes a

2,000-watt peak Class D amplifier and 24-bit high-end DSP. A “deep-loud” EQ switch lets users tailor the bass output to provide a low subwoofer type response using the “deep” setting or a louder hard-hitting performance in the “loud” setting. Controls on the rear panel manage gain, polarity and a continually variable low-pass filter that ranges from 80 to 125 Hz.

🛒 **D.A.S. Audio** (dasaudio.com)

Keep Thumping with Mackie

The redesigned Mackie 1300W Thump Series powered loudspeakers deliver more power and reliability than ever, plus a host of features including built-in mixers, speaker modes and more.

Recently added to the Thump Series are two Thump Boosted models: the 12-inch Thump12BST and 15-inch Thump15BST. Equipped with advanced digital mixers, wireless control, streaming and linking capabilities, the Thump Boosted models offer more versatility and configuration options.

The Thump Series is equipped with custom-designed, high-output woofers and 1.4-inch titanium dome compression drivers, plus an ultra-efficient amplifier design with dynamic bass response

technology and next-generation system protection.

The 1300W Thump12A and Thump15A feature a built-in two-channel mixer equipped with Vita pre-amps and Wide-Z technology that easily can handle mics, instruments and line level signals without additional equipment or adjustments. Plus, with four application-specific speaker modes, users can tailor the system for their needs at the push of a button.

Utilizing the latest Bluetooth technology, Thump Boosted loudspeakers can wirelessly link directly to each other at up to 100 meters for music streaming applications, plus give users wireless control over the entire system.

🛒 **Mackie** (mackie.com/thump)





ATH-M50x

ATH-M50x

ATH-M50x

LIMITED EDITION BLUE/BLACK

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

audio-technica

Seymour Duncan, Mustaine Team Up for Thrash Factor

Seymour Duncan has released the Dave Mustaine Signature Thrash Factor. This humbucker recreates the tone of the Megadeth member's favorite JB used to record some of his most iconic albums.

During the recording of the band's 1990 album, "Rust In Peace," Mustaine relied heavily on one guitar in particular, loaded with a Seymour Duncan JB in the bridge and 59 model in the neck. According to Dave, that JB had a tone that was different from an "off-the-shelf" JB — and had become part of his signature sound.

Seymour Duncan worked closely with Mustaine to recreate the tone and feel

of his favorite JB, ultimately altering the winding process in order to achieve the tone he was looking for. Compared to the standard JB model, the Thrash Factor's low end is tighter, the mids are slightly scooped and the highs are more aggressive.

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



Pearl Creates The Igniter Snare

Drummer Casey Cooper's energetic YouTube performance videos have become an online favorite for more musicians and fans alike.

In celebration of his dynamic playing, Pearl has collaborated with Cooper to cre-

ate The Igniter: a snare created to instantly improve the sound of any drum kit.

The Igniter's 14- by 5-inch shell features an all-maple interior to enhance power, tone and projection.

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

High Performance at a Low Price

Introducing ~*Special Educator Pricing*~ on JUNO 25 packs!

Made by Vandoren for high performance, now at a low price.

- Vandoren cane from the Mediterranean basin, cut in the Vandoren factory
- Designed with a special cut that allows students to create a beautiful sound from the start
- New pricing makes the JUNO 25 pack a perfect bid opportunity
- Band directors will love the new price.
- Protected by red reed guards to prevent chipping – parents and students love them!
- Not available on the Internet to protect your market

JUNO 25 packs are available for clarinet, bass clarinet, alto and tenor saxophone.



Ask about our educator pricing at NAMM booth #9723

Vandoren
PARIS
NAMM Booth 9723

Orange Marks 50 Years

To mark its golden anniversary, Orange will announce a series of events, launch commemorative products and offer a range of special promotions.

"I am proud of Orange; we started small and have grown into a truly global business and market leader," said Cliff Cooper, Orange's founder and CEO. "Our goals have always been not to copy, to be original and this has assisted immeasurably to establish our company and brand."

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



UpBeat

Vol. 65 No. 2 | The NAMM Show | Friday, January 26, 2018

PRESIDENT
Kevin Maher

PUBLISHER
Frank Alkyer

EDITOR
Kasia Fejklowicz

ASSOCIATE EDITOR
Alex Harrell

CONTRIBUTING EDITORS
Dave Cantor, Ed Enright, Katie Kailus
Bobby Reed, Izzy Yellen

ADVERTISING
Ritche Deraney, Pete Fenech,
Billy Heschl

ART DIRECTORS
Žaneta Čuntová, Markus Stuckey

CIRCULATION
Sue Mahal, K.R. Maher

ACCOUNTING
Evelyn Oakes

Address all correspondence to:
102 N. Haven Road, Elmhurst, IL 60126
630-941-2030 | f: 630-941-3210
editor@upbeatdaily.com

Maher Publications: DownBeat, Music Inc., UpBeat Daily. UpBeat Daily is the official NAMM show publication, published four times annually for The NAMM Show and three times annually for Summer NAMM. Music Inc., the business magazine for progressive music product retailers, is published 11 times annually.

480MHz

490MHz

500MHz

510MHz

520MHz

530MHz

540MHz

550MHz



INTRODUCING AXIENT® DIGITAL

INTEGRITY YOU CAN HEAR.



Configure your wireless system for today's needs and upgrade it for tomorrow's challenges. With Quadversity™, High Density mode, and ShowLink® remote control, Axient Digital delivers innovative engineering for uncompromising performance—anywhere, every time.

Learn more at [shure.com/axientdigital](https://www.shure.com/axientdigital)

SHURE
LEGENDARY
PERFORMANCE™

VISIT SHURE IN NEW NAMM BOOTH LOCATION AT ACC NORTH HALL, BOOTH #15610



Collings Releases I-30 LC Guitar

Collings Guitars has released its I-30 LC guitar which aims to take the concept of a double cutaway, fully-hollow, P90-equipped guitar to new heights through refinement of the components and the balance created between them.

The guitar's trestle brace design directly couples the neck and tail block, creating

exceptional strength and acoustical energy transference, while also allowing for lightness and responsiveness. A custom-designed trapeze tailpiece provides just the right amount of "give" for a relaxed string feel and easy playability.

MSRP: \$5,200.

🛒 [Collings Guitars \(collingsguitars.com\)](http://CollingsGuitars.com)

Bittree's Affordable Series Brings Quality, Robustness

Bittree has unveiled its ProStudio series of audio patchbays, aimed to make the company's quality and robustness affordable to everyone from hobbyist musicians to top-tier studio engineers.

The first offering in the line, the front-programmable ProStudio 4825F, is designed specifically for pairing with transportable 500 Series modular chassis such as the API Lunchbox, Rupert Neve Designs R6 and Radial Six-Pack.

Designed to fit on portable 500 Series

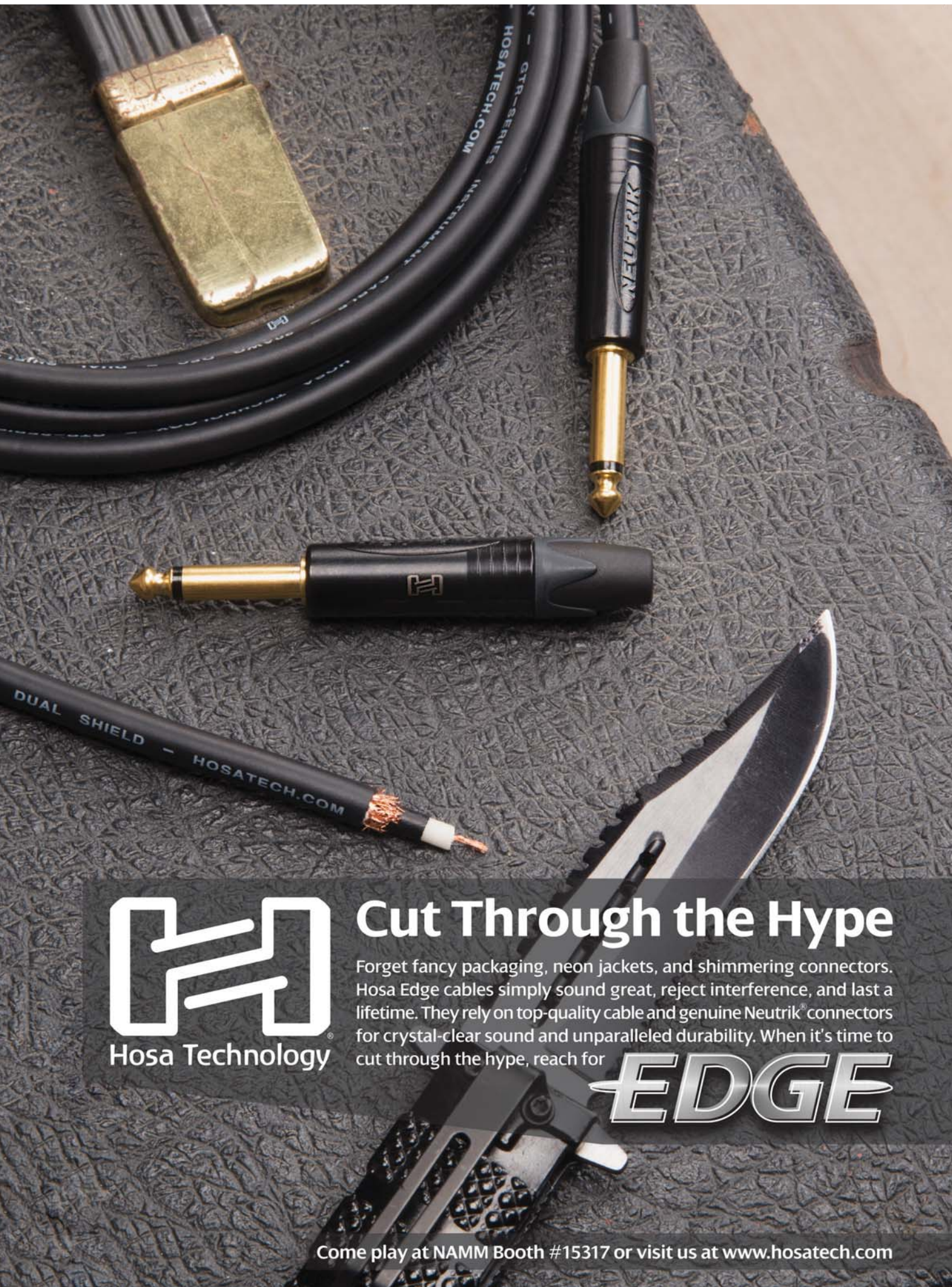
racks or under computer monitors in fixed or temporary installations, the desktop PS4825F enables users to easily define and alter their audio signal flow between equipment or around the studio.

The PS4825F offers 48 TT connectors in a 2x24 configuration with DB25 rear connectors for interfacing with Avid

ProTools and Tascam gear.

The sturdy PS4825F features a metal front panel, rather than breakage-prone phenolic material.

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



Cut Through the Hype

Forget fancy packaging, neon jackets, and shimmering connectors. Hosa Edge cables simply sound great, reject interference, and last a lifetime. They rely on top-quality cable and genuine Neutrik® connectors for crystal-clear sound and unparalleled durability. When it's time to cut through the hype, reach for

EDGE

Come play at NAMM Booth #15317 or visit us at www.hosatech.com



Bari Goes to Infinity

Bari has released its Infinity line of mouthpieces which are available in hard rubber or plastic.

The Infinity line of mouthpieces are CNC-machined — helping them maintain quality and consistency. They are made out of a premium ebonite, or hard rubber, projecting a marble-esque exterior. This series features a higher baffle than the other Bari mouthpiece lines for a bright playing mouthpiece.

🛒 [Bari Woodwind \(bariwoodwind.com\)](http://BariWoodwind.com)



Remo's Ready with Pre-tuned Drumheads

The Remo Festival Drums are designed with a replaceable pre-tuned drumhead and a lightweight, environmentally friendly, recycled drum shell.

The drums boast lightweight and compact storage features, including the replaceable Fliptop Pre-Tuned drumhead. Fliptop drumheads are designed to provide an easy maintenance pre-tune design that eliminates the need for retuning or concern for weather.

The drums are available in a combo pack that includes djembe, timbau and tubano, which are all 10 inches in diameter.

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



spark^{SL}
\$199.99

baby bottle^{SL}
\$399.99

bluebird^{SL}
\$299.99

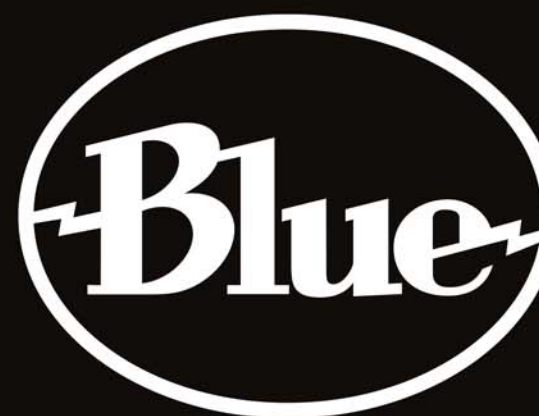
hummingbird
\$299.99

brilliant blues

Blue's versatile Essential Series mics provide a palette of sounds so you can make the most of your creative options wherever you record. Get transparent sound with Spark SL. Modern sound with Bluebird SL. Warm sound with Baby Bottle SL. And precise transient response with Hummingbird. It's brilliant Blue sound—for every studio.

LEARN MORE AT
bluedesigns.com

Visit us at **BOOTH 14917**
ACC NORTH, LEVEL 1



CLEARLY. DIFFERENT.™

Visit us at NAMM booth #8534 Hall B



You always bring
your "A" game,
now let Swing House
& SoundSynergies®
make sure your gear is
ready to rock.

ATTENTION - HEAVY HITTERS PLAY HARDERX3

**PROcussionCare® - Three formulas
of comprehensive conditioning &
protection for the entire drum set.**

- SWING HOUSE Road Performance Tested -



**PROcussionCare's 3 barrier-film
formulas - WearBarrier, CymbalCare,
and PedalLube are engineered to clean,
lubricate and protect all drum and
percussion components - heads, shells,
cymbals, hardware & moving parts.**

Drumheads acquire deeper sound and last longer; cymbals vibrate more freely for a more complex and complete tonal response; and pedals, hi-hats, and other critical hardware react faster and more smoothly.

SWING HOUSE - LA's preeminent recording studio session and live music event production house announces their distribution of Soundsynergy's full line of music instrument and gear care products to be included with the industry's most valued string brands, classic guitar and percussion lines.

**Ask about our NEW DEALER support
National Advertising Program...**



HEAR AND FEEL THE DIFFERENCE®
Comprehensive Maintenance Technologies.
Lowest cost per use - soundsynergies.net

For Dealers/Distributors inquiries contact...
russ@soundsynergies.net or call 1-800-825-9256

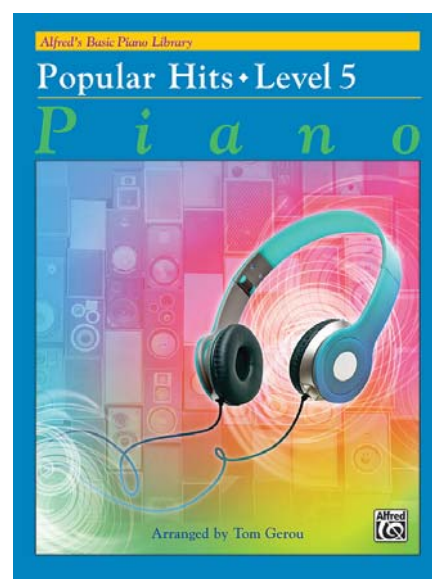
Products from DynaGlide® labs - division of Multi-Marketing Corp. Made in the USA. UpBeat 1/2/18 #2

Alfred Goes Pop

Alfred Music has added a new level to its already-existing series "Alfred's Basic Piano Library: Popular Hits." Arranged by Tom Gerou, this series addresses the often-expressed need for Broadway, pop and movie music to be used as supplementary music for students.

"Alfred's Basic Piano Library: Popular Hits, Level 5" is correlated page-by-page with "Alfred's Basic Piano Library: Lesson Book 5." When pieces from the "Popular Hits" book are assigned in conjunction with the material in the "Lesson Book," new concepts are reinforced in a motivating way, increasing the student's interest in piano study.

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



D'Addario Expands Ned Steinberger Accessory Line

D'Addario Accessories has expanded the Ned Steinberger accessory line with the additions of the NS Cradle Capo, NS Strap Locks and the NS Clip-Free Micro Tuner.

The Cradle Capo is easy to position with its stainless steel, self-centering design. This cradle-style capo centers behind the neck of the instrument automatically assuring horizontal string-pull for ideal tuning and intonation.

D'Addario's Universal Strap Lock makes it quick and easy to connect and remove the strap.

The NS Clip-free Micro Tuner features a full-color display and metronome in a housing that blends with the aesthetics of

any instrument.

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



Blue Mics Bridge Gap

Blue Microphones continues to bridge the gap between the professional and consumer markets by highlighting new and recent microphone and headphone releases that speak to a diversity of customers.

Blue will be featuring the Mix-Fi headphones, for the modern music professional, as well as Satellite, the company's 2017 wireless headphone release. The company will be showcasing one-of-a-kind custom shop treatments of Blue's flagship Bottle microphone system, handcrafted at its headquarters in California.

Also on display will be the Blue's USB microphones for at-home recordists, YouTubers, gamers and podcasters.

Blue Microphones are used in studios and by artists like Bob Dylan and Imagine Dragons.

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



ToneBoss Soundhole Pickup Marks Return of DeArmond

DeArmond has marked its return with the release of its first pickup since the 20th century: the ToneBoss.

The DeArmond ToneBoss acoustic soundhole pickup provides a simple, high-fidelity magnetic pickup solution for any steel string guitar.

The passive humbucking design is easy to install and accurately reproduces the

guitar's tone for a natural amplified voice which can be controlled with a discreet onboard volume knob.

Three top trim colors — black, cream and tortoise shell — are included with each ToneBoss, letting the user customize the pickups look to match the aesthetic of any guitar.

[Córdoba Music Group \(cordobamusicgroup.com\)](http://CordobaMusicGroup.com)

Alvarez Designs Regent Series for Young Players

Alvarez Guitars has released its Regent School Series — guitars specifically designed with younger players in mind.

The Regent School Series shape is a fractional-sized OM, chosen for its balance, ergonomics and looks.

The nut width is reduced from standard size to 1⅝-inch and the neck has been custom shaped to be comfortable for smaller hands. The guitars have a Sitka top and mahogany back and sides, and is available in steel string or nylon.

Color options include Natural Satin or Burgundy Satin.

MSRP: RS26, \$249; RS26BG, \$269; RS26N, \$249; RS26NBG, \$269.

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



QSC Delivers Over 1 Million K Family Loudspeakers

QSC has sold over one million units of its K Family loudspeakers since the launch of its K Series. Introduced in 2009, the K Series sets a “new standard” for the powered loudspeaker category with its 1000-watt power module, design and sonic performance.

“When we started, we believed then as we do now that delivering a product that demonstrates real and tangible benefits to a user and helps them get consistently great results in a professional application is a winning formula,” said Ray van Straten, senior



director of marketing of QSC's pro division.
📧 [QSC \(qsc.com\)](mailto:info@qsc.com)



Guardian Adds 16 Series Cases

Guardian's 16 Series cases feature five-ply construction, 12-millimeter black plush padding, hidden stitch interior construction and four latches. The series is available

in four shapes: dreadnought, classical, electric and banjo. The Music Link offers free shipping on purchases of 20 cases or more.

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

Trigger Electronic Sounds with Roland's RT-MicS

Roland has debuted the RT-MicS Hybrid Drum Module, a hybrid percussion product that makes it easy to trigger electronic sounds from any acoustic snare or tom.

Offering all-in-one convenience, it combines a piezo trigger, microphone and sound module in a small battery-powered device that mounts quickly, with no tools required. The RT-MicS comes loaded with eight sounds and also supports loading user samples via USB.

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



Elixir
STRINGS

ATTENTION RETAILERS
ENTER TO WIN

\$1000+ of Elixir® Strings
and Other Prizes* **BOOTH #5638**

A WINNER EVERY DAY OF THE SHOW

STOP IN OUR DEDICATED
RETAILER AREA:

- Coffee/Water & Refreshments
- Seating
- Charging Stations
- And More!

STOP BY BOOTH
#5638
AND ENTER TO WIN!

DAILY PRIZES * CONCESSION VOUCHERS * SHOW SPECIALS

*Daily string giveaway is a North American NAMM Show large bundle. Value based on MAP. Open to retailers in the Americas.
Branded Stool awarded to first 5 retailers who place order for large NAMM Bundle at Elixir Strings Show Booth. Open to US retailers only.
NAMM concession voucher awarded one per retailer. First 100 retailers. Open to all retailers. See Elixir Strings Associates for rules.

GORE, Elixir, NANOWEB, POLYWEB, OPTIWEB, great tone-long life, “e” icon and other designs are trademarks of W. L. Gore & Associates. © 1997-2018 W. L. Gore & Associates, Inc.



Portable PA on the Go

Samson's Expedition XP300 300-watt portable P.A. is an all-in-one sound system that blends audio quality and a quick, effortless setup.

Ideal for small-sized venues and rooms, the XP300 features a lightweight, six-channel powered mixer that delivers 300 watts of power to two 6-inch speakers. A speaker-locking design lets the system and all its components be packed up and transported in a single unit weighing less than 24 pounds.

Portability and efficient setup make the XP300 an ideal P.A. solution for education, business and house of worship applications. Also, Bluetooth connectivity allows for wireless audio streaming from laptops,

tablets and smartphones. A USB wireless port lets users integrate Samson XPD series USB Digital Wireless Systems.

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



ART Trans X Pre-amp Provides Clean, Quiet Gain

Applied Research and Technology has released the ART Trans X — a two-channel solid state pre-amp.

The ART Trans X is the company's third-generation discrete pre-amp which provides clean quiet gain while maintaining transparency. With the Trans X, ART offers more choices with the rugged and reliable performance of a transformer based design.

The ART Trans X has dedicated Jensen transformers on the input which block RF

and other noise while custom output transformers block DC, providing for balanced or unbalanced output. It has Variable XLR input impedance for creative control and attractive LED meter arrays with peak hold. The detented rotary pots enable consistent, repeatable results every time.

The Trans X is housed in a standard 1u space rack-mountable steel chassis, with high-quality components and is designed for years of reliable operation.

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

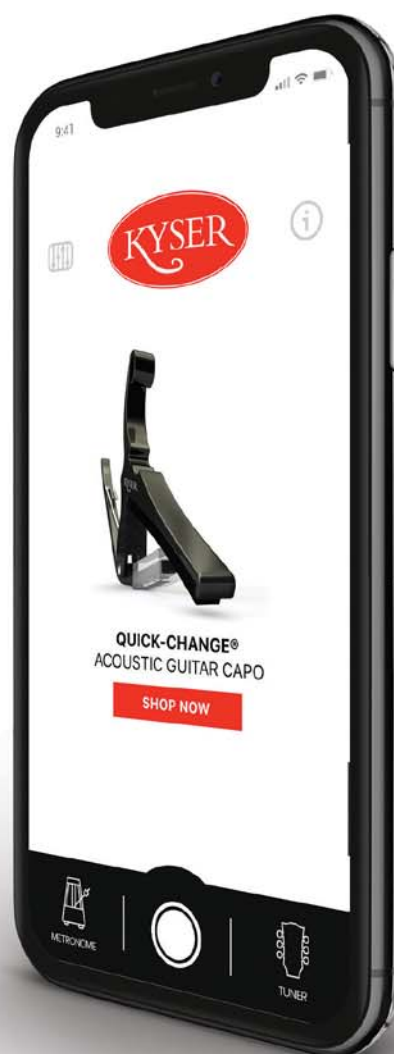


Introducing the **NEW** KYSER CAPO SMARTPHONE APP

Transpose chords, stay on beat, record or tune. **Kyser Handles It®**



AVAILABLE for FREE in THE APP STORE or GOOGLE PLAY



www.kysermusical.com



KYSER® MUSICAL PRODUCTS

KYSER HANDLES IT®

BOOTH 4607



LM Products Adds Taboo

LM Products has unveiled its Taboo line of guitar straps. Using vintage-style artwork in a multitude of colors, these guitar straps feature edgy strap designs. They are constructed from 100 percent cotton canvas with a cotton webbing backing. Using LM Product's direct-to-garment printing, these straps feature great color and detail. The straps are completed with all suede leather-end sets.

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

Vic Firth Introduces Maple Shaft

Vic Firth has introduced the VicKick Wood Shaft Bass Drum Beater (VKB5) to its VicKick line of beaters designed for drum set and cajon players.

The meticulously crafted beater has a large maple shaft and reduced-size felt head that create an even distribution of weight from top to bottom, resulting in smoother action and more control throughout the dynamic range.

The VKB5 was designed to work for all drummers on any pedal setup. A standard size rod and tapered wood shaft ensure that the beater fits universally into the hub with plenty of clearance over the cam. The beater's 1¼-inch felt ball packs a punch, while still being slim enough for clearance on a double bass pedal.

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



ELEGANCE

INCLUDED WITH THE GP609 DIGITAL GRAND PIANO



Visit Roland in the New ACC North Hall - Level 2, Exhibit #17420.

www.Roland.com



Blackstar Goes Deep

Blackstar's Unity Series is the company's first bass amplifier line. The Unity bass amps offer rock-solid bass tones, detailed dynamics and modern features, all in a compact and portable package.

Unity is made up of a series of combo amps that range from 30–500 watts. Blackstar's Response control lets the bassist choose between three classic power amp stages to shape compression, character and dynamics of the amplifier to fit the player's liking.

Equipped with three distinct pre-amp voicings and a four-band EQ, the Unity Series produces a wide array of flexible bass sounds to suit any style.

"We've toyed with designing a bass amp since we first launched, but felt this was the right time," said Joel Richardson, head of marketing at Blackstar Amplification. "As with all Blackstar products, Unity Bass was designed from the ground up after countless hours of R&D and market research. It truly is the new face of bass with its innovative feature set and amazing tone. We're excited to get them in the hands of bass players all over the world."

Blackstar Amplification (blackstaramps.com)



Casio Rolls Out 5 Models

Casio America will be showcasing its lineup of digital keyboards and pianos at The 2018 NAMM Show including its CT-X series of portable keyboards and Celviano AP-470 digital piano.

Some features from the CT-X series include: 600 tones, 195 rhythms and a System Delay DSP in the CT-X700, while

the CT-X3000 and CT-X5000 are equipped with 800 tones, 235 rhythms, 64-note polyphony, tone editing and a phrase recorder with four pads.

Casio's Celviano AP-470 digital piano boasts a redesigned cabinet with all of the controls located on the side panel.

Casio (casiomusicgear.com)



Yamaha Adds Venova

Yamaha's Venova is a casual, compact wind instrument.

Like a saxophone or clarinet, the Venova is a single-reed instrument that produces different sound nuances depending on how you blow it. It's capable of playing everything from powerful passages to soft, expressive melodies.

Easy, recorder-style fingering makes it

ideal for beginners and novices, while more experienced players will appreciate the musical possibilities provided by its fully chromatic two-octave range.

The Venova comes with a mouthpiece, a synthetic reed, a mouthpiece cap and a durable carrying case with a strap.

MSRP: \$129.99.

Yamaha (usa.yamaha.com)

Sing it Loud with VocoPro SingTools-Pro

For karaoke enthusiasts, VocoPro has announced its SingTools-Pro product, a professional 100-watt karaoke P.A. system with pitch correction and vocal elimination features, plus more than 100 studio-quality vocal effects.

VocoPro's SingTools-Pro product is for anyone who loves to sing and wants to sound just like their favorite artists. SingTools is a handy vocal effect mixer with a powerful 24/56-bit multi-digital signal processor and offers 100 studio-quality vocal effects like harmonies, doubling and choir. With its built-in assignable pitch correction, SingTools can help anyone sing in tune. The singer just assigns the desired key and lets the DSP do the rest.

SingTools will work with 1/8-inch or RCA inputs so singers can connect their smartphone, tablet, laptop or any CDG/DVD stereo system. This way, singers can stream karaoke tracks from YouTube or sing with their existing CDG or DVD libraries.

VocoPro's SingTools-Pro system also comes with a professional microphone stand, the MP-35.

VocoPro (vocopro.com)



NAMM
HALL D - 3520



RATIO[®]
BALANCED-GEAR TUNING TECHNOLOGY

Predictable.
Precise Tuning.
Every String.



graph^{tech}[®]
GUITAR LABS
The Nut & Saddle Experts

WWW.GRAPHTECH.COM/R18





Ready to perform. Anywhere. Any time.

Introducing the Bose® S1 Pro Multi-Position PA System

Sound great anywhere with the S1 Pro system. With big sound, unparalleled portability, and *Bluetooth*® connectivity, the S1 Pro is the ultimate PA, floor monitor, and practice amp that's ready to be your go-anywhere and do-it-all music system.

Get full product details at [BOSE.COM/S1](https://www.bose.com/S1)

©2017 Bose Corporation.

The *Bluetooth*® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Bose Corporation is under license.

Hosa Adds Knucklebones

Hosa Technology has added the Knucklebones as the latest addition to its lineup of connectivity solutions for modular synthesizers.

The Hosa Knucklebones are small, standalone mults that enable Eurorack modular synth players to take a single out-bound signal to five different inputs at the same time.

Playfully designed to resemble a Jacks game piece, Knucklebones feature six 3½-millimeter connection points. With the use of one patch cable, the user can plug into any of the points to create five discrete copies of the original signal.

Thanks to their bright color and unique shape, Knucklebones are easy to spot and remain in place on even the most complex patches.

Each pack consists of eight assorted-

color cables, featuring the nickel-plated 3½-millimeter connectors.

Available in four different lengths, Hosa CMM-800 Series Unbalanced Patch Cables are ideal for any Eurorack modular synth rig.

MSRP: \$14.95.

🛒 [Hosa Technology \(hosatech.com\)](https://www.hosatech.com)



Super Sensitive Passes the Torch to the Next Gen

Super Sensitive Musical String Co. has named Jim and Susan Cavanaugh as new owners, now spearheading the company.

In response to many years of careful succession planning, the second-generationers, John and Ellen Cavanaugh, are now enjoying retirement and have handed over the torch to Jim and Susan.

📄 [Super Sensitive \(supersensitive.com\)](https://www.supersensitive.com)



Jim and Susan Cavanaugh

Coffin Joins Ace

In addition to its plans of expansion, the Coffin brand of guitar cases also has partnered with Ace Products Group.

"Coffin is a great addition to the Ace brand family — we share a vision for the future of the music products industry," said Dave Andrus, Ace vice president.

"The future of Coffin is growth and evolving with the latest trends in alternative and underground subculture," said Jonny Coffin, the company's founder.

Founded in 1996, the Coffin brand was brought to life with the creation of a single, handmade case. As a guitar player, designer, silversmith and entrepreneur, Jonny Coffin built both the first case and the legacy of Coffin.

🛒 [Coffin \(coffincase.com\)](https://www.coffincase.com)



Jonny Coffin

Applied Acoustics Systems Releases Octagon Sound Pack

Applied Acoustics Systems has released the Octagon sound pack for the Chromaphone 2 synthesizer and AAS Player plug-ins.

Octagon offers a 149-preset collection of carefully designed arpeggiated layered sounds. It is packed with arpeggiated synths, pads, basses, chords, stabs, flows, percussions, chimes and angular special effects. The instant download delivery package includes both a Chromaphone sound-pack file and the free AAS Player plug-in.

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



cutting-edge case design

SMART CASE TECHNOLOGY™

with Advanced Visual Effects™

Booth D5206



Alternative Carbon Fiber™
Vectra® MC™

Alumin-X™
Concept™ MC™

After more than 30 years of industry-leading innovations, TKL-Labs™ is proud to introduce the newest application of Smart Case™ Technology and newest development in case design: Advanced Visual Effects™. This proprietary process infuses hi-tech exterior materials to create a new series of luxurious, protective, lightweight Concept™ and Vectra® cases. Together, Advanced Visual Effects and Smart Case Technology enhance the prestige, functionality and appearance of TKL's cases—allowing them to perform as smart as they look.

Available exclusively from TKL. Where technology meets tradition™.

1.804.749.8300 | rsn@tkl.com | www.tkl.com

TKL-LABS™
a division of **ETKL** Products Corp.

3MkII
SERIES POWERED
STUDIO
MONITORS

MAKE YOUR MARK



305P MkII

308P MkII

306P MkII

Detailed Imaging | Wide Sweet Spot | Superior Accuracy

When you're ready to make your mark, the new JBL 3 Series MkII powered studio monitors provide the legendary JBL performance you need. With the revolutionary JBL Image Control Waveguide, refined JBL transducers and three models available (5", 6.5", 8")—3 Series MkII offers the stunning detail, precise imaging, and impressive dynamic range that enhances your critical listening ability—in any environment. Learn more at jblpro.com or contact your JBL representative.

- Image Control Waveguide originally designed for the M2 master reference monitor
- 1" Neodymium tweeter with superior transient response
- Refined low-frequency Transducer for improved linearity
- Deep, accurate bass via a patented Slip Stream™ low-frequency port
- Powerful, integrated dual Class-D custom amplifiers
- Boundary EQ and HF Trim tailors performance to your environment



Experience the 3 Series MkII in the all new HARMAN Booth #14811 (ACC North Hall - Level 1)



Reverend Celebrates 20 Years

Reverend Guitars has released two versions of its best-selling Double Agent Series, the 20th Anniversary Double Agent OG and the 20th Anniversary Double Agent W.

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

🛒 Reverend Guitars (reverendguitars.com)

PreSonus Unveils EarMix 16M

Designed to work with the PreSonus StudioLive Series III family of mixers, yet compatible with other AVB-enabled systems, the PreSonus EarMix 16M 16x2 AVB-networked personal monitor mixer provides a high-quality, expandable, networked monitoring solution for stage, installed sound systems and studio recording. Each EarMix 16M accepts 16 mono channels of input via AVB networking, and users can network multiple units with a StudioLive Series III mixer.

EarMix 16M features a loud, clear headphone amplifier that can drive low-impedance devices such as professional-caliber in-ear-monitors. Channel grouping and stereo channel linking let users create custom mixes and apply limiting and three-band EQ with sweepable mid-range frequency to each channel as well as to the main mix. Users can store and recall up to 16 mix

scenes locally.

The EarMix 16M can be powered with its included external power supply but in many cases — such as when it's difficult to provide power across multiple onstage locations — it's better to use Power over Ethernet (PoE), which enables network cables to carry electrical power to compatible devices.

🛒 PreSonus (presonus.com)



Korg Adds Sequenz Stands

Korg USA has announced upcoming distribution for Sequenz keyboard stands. Available in three sizes to support various keyboard lengths, the A-frame stands offer rugged and stylish support for any keyboard.

Created with a hybrid structure of aluminum and steel, the stands are constructed to support keyboards of any width or depth, yet remain lightweight and easy to set up. When disassembled, the stand's components become extremely compact and portable, making the transport easy for touring musicians.

"Sequenz stands are stylish, durable and have a standout look," said James Sajeve, director of technology brands at Korg USA. "We've seen the quality and unique design approach from this company with our Grandstage and Vox Continental stands, and bringing them to market as a top-notch solution for any keyboard make or model is a natural fit."

🛒 Korg (korg.com)

KHS America Launches Hercules Trust Campaign

KHS America has launched the Hercules Trust campaign, which will feature artists, dealers, schools and studios that use KHS instruments and Hercules stands.

For more information and to find out how to get involved in the Hercules Trust campaign, contact KHS through email at hercules.usa@khsmusic.com.

🛒 KHS America (khs-america.com)

RAPCOHORIZON

VOLUME CONTROL AT EVERY PLAYER'S FINGERTIPS ANYTIME THEY PLUG IN

- CONNECTOR ALLOWS FREEDOM OF MOVEMENT TO PERFORMER
- BUILT-IN OFF POSITION ALLOWS COMPLETE SYSTEM MUTE ON INSTRUMENT
- 500 OHM VERSION DESIGNED TO BE COMPATIBLE WITH PICKUPS OF ALL TYPES
- PERFECT FOR ACOUSTIC/ELECTRIC GUITARS THAT ARE DESIGNED WITHOUT VOLUME KNOBS
- UNPLUG AND CHANGE INSTRUMENTS "POP" FREE

the NAMM show¹⁸

BOOTH #11610

1.800.467.2726

WWW.RAPCOHORIZON.COM

15-WATT POWERHOUSE

MT 15

Mark Tremonti
Signature Amp



The MT 15

15 watts may not seem like much, but the MT 15 is a commanding two channel amp with balanced aggression and articulation. Powered by 6L6 tubes, it has a bold sound, so you can dig in heavy with rhythms but also get singing lead tones out of one amp. Whether recording, practicing, writing, or playing a small room, this amp has everything you need. The bulk of the rhythm and lead guitar tones on the album *The Last Hero* by Alter Bridge were recorded using the prototype of the MT 15.

PRS PAUL
REED
SMITH
GUITARS

Room 210A

JodyJazz Adds Tenor



JodyJazz has introduced the Super Jet Tenor saxophone mouthpiece.

An addition to its Super Jet series of mouthpieces, the JodyJazz Super Jet Tenor offers many of the same performance characteristics that made the Super Jet Alto popular. The Super Jet Tenor is available in 6, 7, 7*, 8*, 9* and 10* tip openings. The mouthpieces ship with Rico H Ligature, cap and pouch.

MSRP: \$395.

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



Ernie Ball, St. Vincent Team Again

Ernie Ball Music Man has expanded its St. Vincent signature guitar line to include the St. Vincent HH models.

Envisioned and designed by singer/songwriter St. Vincent with support from Ernie Ball Music Man, this electric guitar was crafted to fit her form, playing technique and personal style. The St. Vincent

HH package features a lightweight African mahogany body, custom-voiced humbucking pickups, Ernie Ball Music Man modern tremolo, Schaller locking tuners, five-way switch and roasted maple neck. The model is available in Charcoal Sparkle, Blue Dawn, Stealth Black and Seabreeze.

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

Go Natural

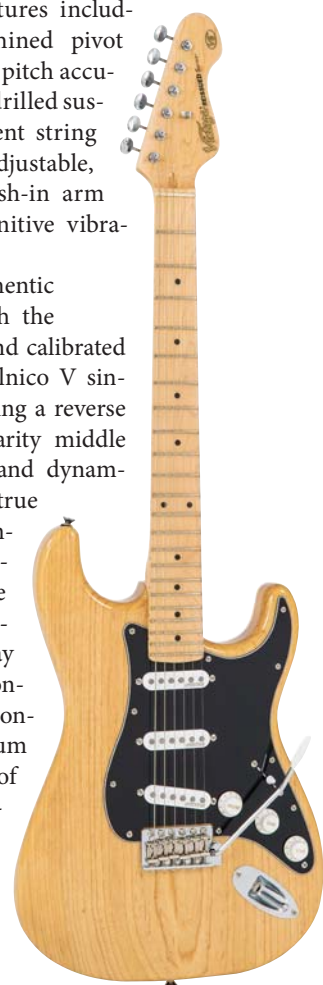
Vintage has added a Natural Ash model to its V6 model lineup.

All V6 models feature American alder bodies and maple necks and are again fitted with Wilkinson hardware, such as the WV6 vibrato system and E-Z-Lok machine heads.

The Vintage V6 has many built-in custom-shop level features including precision-machined pivot points for return to pitch accuracy and a stagger-drilled sustain block to prevent string hang-up. An adjustable, "vintage bend" push-in arm completes the definitive vibrato system.

Attention to authentic tone continues with the use of a matched and calibrated set of Wilkinson Alnico V single coil pickups, using a reverse wound/reverse polarity middle pickup for clarity and dynamics and feature true vintage-style chamfered edge pole pieces. With one volume and two tone controls, the five-way lever switch and control circuitry are configured for maximum tone, evenness of response and output for supreme versatility.

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



Seymour Duncan

The Power of Portability

PowerStage is a game-changing product for guitar players that want uncompromising tone in a compact power amp. Maybe you love your tube amp but don't want to lug it around. Or you use a modeler that has a ton of functionality but doesn't sound as good when hooked up to your existing amp or direct to the PA. Perhaps you have the ultimate pedalboard and just need a better way of amplifying or running it direct.

PowerStage is the answer, whether you're playing live or recording in the studio. When you create your tone from a modeler, pedals or effects processor, what you want is a clean, transparent power source that brings your tone to life. With PowerStage, you can bring your whole rig to the gig without compromising your sound, breaking your back or draining your bank account.

Come demo live at our booth and enter our daily raffle for free products!

Hall D booth # 4344



POWERSTAGE COMPARISON CHART

Feature	POWERSTAGE 170	POWERSTAGE 700
Clean preamp	X	X
3-band global EQ	X	X
Direct to DAW		X
Stereo in/out		X
Cab simulation		X
Fits in your gig bag!	X	X



The PowerStage comes in two compact options: a 700-watt rack-mounted version and a 170-watt version that fits directly on your pedal board.

Reverend, Corgan Partner

Reverend's Billy Corgan Terz is a punchy, shimmering guitar that is rich in overtones and ideal for adding color accents or driving rhythm parts that spice up a tune.

The 21½-inch short scale neck lets the guitar be tuned high while keeping the tension regular. The body is the same as the standard Reverend Billy Corgan Signature Model: a chambered korina body with segmented aluminum pickguards for both a sleek look and high resonance.

The body is loaded with a single Railhammer Billy Corgan Pickup. Part of the Railhammer Humcutter series, the pickup was developed with Corgan to capture the clarity and dynamics of a P90, but with the thick tone and low noise of a humbucker.

A roasted maple neck and string-through body bridge complete the model.

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



ALFRED MUSIC STAFF PICKS

Pam Hendricks, Sales Director

Years at Alfred Music: Twenty-five

Instruments: Bass, Guitar, Cello

Best Perk of Working at Alfred Music:
Fantastic people

Favorite Genres to Play: Classic Rock,
Prog

Favorite Artists: Yes, Elton John,
Nickel Creek

First Concert Experience: Yes, 1977

This series is perfect for directors working to improve their students' musicality and technical ability in an ensemble. It is unique in that the chorales are written by a number of renowned composers, exposing students to a variety of rich and colorful styles in the grade $\frac{1}{2}$ to $1\frac{1}{2}$ levels. The curriculum was written as a direct result of requests from band directors to the authors at festivals, music educator shows, and performances. Make sure to show it to all of your band directors. They will thank you!



alfred.com





Alesis Launches Electronic Kits

Alesis has introduced two electronic drum kits, the Surge Mesh and Command Mesh. Both are eight-piece kits (five drums, three cymbals) with responsive mesh heads on all drums.

The Surge Mesh Kit features a 10-inch dual-zone mesh snare and three 8-inch dual-zone mesh tom pads for great feel and natural response, plus an 8-inch mesh kick tower pad with pedal.

The Command Mesh Kit steps up from the already excellent playing response of the Surge Mesh Kit with professional features. Upgrades over the Surge Mesh Kit include: Professional Command Drum Module, which boasts 70 kits and more than 600 sounds; the ability to load samples with a USB thumb drive; a USB thumb drive port for saving custom kits and recordings; locking four-post chrome rack so it will never twist or bend; and adjustable boom arms for ride and crash cymbals for enhanced placement flexibility.

🛒 Alesis (alesis.com)

Alfred Adds to Play-Along Series

Alfred Music has added two titles to the Instrumental Play-Along Series: "Hit Movie & TV" and "Top Christian Hits."

"Hit Movie & TV Instrumental Solos" includes songs and themes from the latest movies and television shows and offers a versatile selection for flute, clarinet, alto sax, tenor sax, trumpet, horn in F, trombone, violin, viola and cello.

Songs include: "Another Day Of Sun" from "La La Land," "Beauty And The Beast" from "Beauty and the Beast," "Everything Is Awesome" from "The Lego Batman Movie" and more.

"Top Christian Hits Instrumental Solos" offers a versatile selection of today's top Christian hits for flute, clarinet, alto sax, tenor sax, trumpet, horn in F, trombone, violin, viola and cello.

Each book contains edited arrangements appropriate to each instrument.

The CD includes an orchestrated demo track of each song.

🛒 Alfred Music (alfred.com)



CRX Releases Low-volume Air Series Cymbals

The AIR Series low-volume cymbals from CRX offer all the advantages of similar cymbals but at an affordable price point.

The high-quality, low-volume cymbals are available in a wide selection of sizes and a choice of two, full-size box sets.

CRX AIR are recommended for studios, schools and practice rooms.

Available models include: AIR-H13, a 13-inch hi-hat; AIR-H14, a 14-inch hi-hat; AIR-R20, a 20-inch ride; AIR-C16, a 16-inch crash; AIR-C18, a 18-inch crash-ride; AIR-SET1, a 13-inch hi-hat, 16-inch crash, 18-inch crash-ride and bag; AIR-SET2, a 14-inch hi-hat, 16-inch and 18-inch crash, 20-inch ride and bag.

MSRP: AIR-H13, \$149.99; AIR-H14, \$169.99; AIR-R20, \$149.99; AIR-C16, \$109.99; AIR-C18, \$119.99; AIR-SET1, \$359.99; AIR-SET2, \$499.99.

🛒 TRX Cymbals (trxcymbals.com)

Genzler Bass Array Delivers New Slant

Genzler Amplification has added a slanted version of its Bass Array 12-3 bass cabinet design.

The Bass Array design blends the benefits of a 12-inch woofer in vented bass reflex design with the performance and pattern control of a 4- by 3-inch neodymium cone-driver line array element.

The benefits of combining both loudspeaker platforms in a compact speaker system are full low frequency response from the high efficiency 12-inch ported woofer, clear midrange to high frequency transition across the audio spectrum and broad horizontal dispersion.

🛒 Genzler Amplification (genzleramplification.com)



NAMM's bigger So are we.

New Booth, New Products, New Programs

Meet us at
Booth 7414 for
your chance to
win a **\$1000**
Shopping Spree
with SLM

SLM Marketplace Everything In Accessories

260 Brands 13,000 Products



www.stlouismusic.com

You already know Hal Leonard for the best in music publications... Now we are also your source for the best in gear and technology.



Recording • Live Sound • Guitar • Drums • Mobile Connectivity

VISIT US IN BOOTH 8910

or Call 1-800-554-0626

L-Acoustics Designs Syva for Range of Uses

Syva is a new format, high-power speaker system combining the benefits of L-Acoustics' heritage line source technology with a plug-and-play approach.

Featuring six medium-frequency and three high-frequency speakers in a J-shaped progressive curvature format, Syva's patent-pending transducer arrangement, called "segment source," produces an H/V 140 degrees by 26 degrees directivity pattern that's optimized for exceptional surface coverage and 115 feet of throw.

Syva can be accompanied by the Syva Low high-power subwoofer or Syva Sub infra extension to achieve a 142 dB max

SPL. Its companion Syva Low enclosure features two K2-grade 12-inch drivers designed to provide LF contour and extended bandwidth down to 40 Hz. Similarly, Syva Sub features one KS28-grade 12-inch driver to further extend the bandwidth of the system in the infrasound domain down to 27 Hz.

One LA4X amplified controller can drive up to four Syva enclosures.

🛒 L-Acoustics (l-acoustics.com)



Audinate Introduces Dante IP Core

Audinate has announced Dante IP Core, a soft IP solution for audio manufacturers.

Dante IP Core allows OEMs working with FPGA-based designs to add Dante audio connectivity to AV products at a lower cost and with greater flexibility.

Development teams can save time, reduce BOM costs and minimize their internal footprint by using a single FPGA to implement both product applications and Dante audio networking.

Dante IP Core runs alongside OEM product applications such as ASRC, audio encryption and signal processing on a

range of Xilinx FPGAs, providing channel counts up to 512x512 with ultra-low latency and sub-microsecond synchronization.

Dante IP Core reduces the marginal costs of incorporating Dante in FPGA-based products, offering OEMs greater flexibility in aligning product families.

Dante IP Core runs on the Xilinx family of FPGAs and provides all the interfaces required to be a fully functional Dante endpoint including SiLabs clock synthesis, serial and parallel audio, DDR2 and SRAM and a variety of standard control interfaces.

🛒 Audinate (audinate.com)



好 自 然

Exceptionally
clean
and natural
sound !



USB BROADCAST MICROPHONE D421U



Superlux®

Avlex
CORPORATION



EXCLUSIVE US DISTRIBUTOR
FOR SUPERLUX
sales@avlex.com Toll Free: 877-447-9216
www.avlex.com



Goang-Fann Co., Ltd
sales@superlux.com.tw
www.superlux.com.tw

#8306 Hall B

POP ROCKS
STRUM GS-2 & AAS PLAYER SOUND PACK
by CHRISTIAN LAFFITTE



AAS

AAS Sound Pack Pops

Applied Acoustics Systems has introduced an expansion series for its Strum GS-2 acoustic and electric guitar plug-in.

The Pop Rocks sound pack debuts the series with 12 pop styles, 60 presets and 84 strumming patterns, playable with your own chord progressions.

The Pop Rocks sound pack is available now. Additionally, new sound packs are expected later this year.

🛒 Applied Acoustics Systems (applied-acoustics.com)



Mipro Adds Dante Options, Expands 8 Series

Avlex has announced that Dante audio networking capability has been added to select Mipro wireless products.

Additionally, the Mipro ACT 8 Series product line has been expanded with the introduction of the ACT 848 Digital Wideband Encryption-Capable Quad Channel Receiver.

🛒 Avlex (avlex.com)

The New Finish Line



REVSTAR

As unique as the guitarists who play them.

Experience the new REVSTAR collection in our booth at the Marriott.



#YamahaMusic

@YamahaMusicUSA





Sabian Goes Darker with HHX Legacy Crash

In 2006, Sabian launched the HHX Legacy line, introducing it as the “dark side” of Dave Weckl’s sound. It’s remained one of the brand’s best-selling lines ever since. To answer the demand for a bigger crash in this line, Sabian has announced the release of a 19-inch HHX Legacy Crash.

With its dark tone, this highly-responsive Crash is a punchy, dark and complex cymbal, capable of playing loud while remaining musical. The 19-inch HHX Legacy Crash is vibrant and beautiful, with dark, musical color that encompasses a full tonal spectrum and a warm, complex personality.

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

Heritage Guitar Offers Standard Lineup Worldwide

Heritage Guitar has introduced a standard lineup of guitars to dealers and direct customers worldwide. The company has also launched the Heritage Custom Shop, continuing the tradition of producing high-quality custom guitars.

The standard lineup will include three

of Heritage’s most popular styles — the H-137, H-150 and H-535 — in a range of colors including TV Yellow, Antique Natural, Cherry Translucent, Antique Cherry Sunburst, Chestnut Sunburst, Old Style Sunburst and Vintage Wineburst.

🛒 [Heritage Guitar \(heritageguitar.com\)](http://HeritageGuitar.com)

TM-6 Brings Versatility

Roland has introduced the TM-6 Pro Trigger Module, a compact and powerful device for professional hybrid drumming. It features 500 sampled sounds, 268 expressive V-Drums sounds, 80 ready-to-use kits and inputs for connecting up to 12 pads and/or drum triggers. Adding in user sample import, four assignable audio outputs, a click track, headphones monitoring and more, the TM-6 Pro is the ultimate command center for bringing hybrid power and versatility to any acoustic drumming setup.

Today’s popular music commonly incorporates electronic percussion sounds created in the studio, and acoustic drums often are enhanced in the mix with layered samples for bigger impact and fatter tone. The TM-6 Pro makes it simple for any drummer to bring these electronic sounds and samples to their stage performances.

From the TM-6 Pro’s panel, players can assign, mix and modify sounds, apply built-in effects, monitor trigger status

and more. It also features six dual-trigger inputs that can accommodate up to 12 total trigger devices when using Y cables. Available Roland devices include V-Pads, RT-series acoustic drum triggers, the BT-1 Bar Trigger Pad and more. A hi-hat control input for connecting an FD-8 hi-hat pedal is available as well.

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



The Loar Gets Electric

Turn up the volume with pickup-equipped Honey Creek mandolins from The Loar, available in F and A models. Each Fishman Nashville series pickup is installed at The Loar workshops in California and Tennessee.

Combining graceful curves and hand-carved tops, users get instruments that not only sound great out of the box but will be handed down to the next generation.

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



NEW FOR 2018

**Festival
DRUMS**



- FlipTop™ Pretuned Replaceable Black Suede® drumhead
- Molded ridge technology
- Non-skid molded base protector

**FLAREOUT™
DJEMBE**

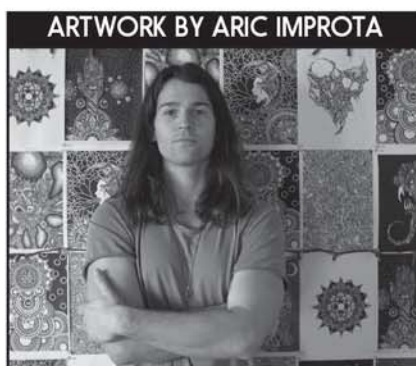


- Unique flared drum shell design for exceptional projection.
- Acousticon® drum shell
- High density impact rubber base protector
- Black Suede® drumhead

**ARTBEAT®
ARTIST COLLECTION**



ARTBEAT:
Cajon
12" & 14" Djembes
10" Tambourine
14" Coated Drumhead
10", 12", 13", 14", 16" Clear Emperor® Drumheads

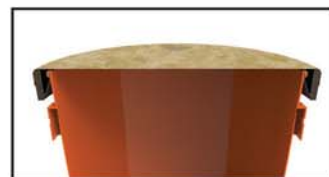


**Rhythm
LID**



- SNARE CLIP**
- Patented "SNARE CLIP"
- Snare Pack with Black Dot Rhythm Lid

- RHYTHM LID**
- Wedge Inserts for secure fit
- Pretuned weather resistant drumhead



**DORADO
XE CAJON**



- Traditional Fixed Face Plate
- Ideal bass tone with snare separation
- Patent pending, removable Coil Springs

- BUCKET BAND**
- Connects two same brand buckets
- Durable Mylar® material



MIX MONITOR RECORD STREAM

THE BOARD THAT DOES IT ALL

THE NEW
LIVETRAK L-12

For creators that do everything,
this is the board that does it all.

zoom | We're For Creators®



PRS Expands SE Series

PRS has added nine models to its PRS SE series including the SE Standard 24 Multi-Foil, SE SVN ("Seven"), SE Chris Robertson, SE Standards, SE Custom 24 and SE Custom 24 Lefty.

The PRS SE Standard 24 Multi-Foil features two 85/15 "S" humbuckers and a three-way blade switch with push-pull tone control. The SE SVN includes a Wide Thin maple neck, while the SE Chris Robertson comes with a mahogany back and maple top with flame maple veneer. The PRS SE Standards come with 85/15 "S" pickups, fretboard binding and the PRS SE signature headstock logo.

🛒 PRS Guitars (prsguitars.com)



Zoom L-12 Records 12 Channels

Zoom North America's LiveTrak L-12 is an all-in-one digital mixer that lets musicians, bands and podcasters mix live performances and record up to 12 discrete channels.

The L-12 is equipped with the quietest and most advanced mic pre-amps Zoom ever has offered. Musicians and podcasters can capture high-quality audio up to 24-bit/96 kHz WAV format. They also can store projects directly to an SD card to remix on board or transfer them to a DAW for further editing.

A convenient monitor-out design can send up to five individual mixes to headphones or in-ear monitors, without the need for a separate headphone amp. Each performer can dial in their mix indepen-



dently for optimal workflow during a performance or recording session and save it for later use. Analog-style controls make it easy to adjust parameters with precision. There's also a three-band mid-parametric EQ for each channel as well as 16 built-in send effects. The L-12 also functions as a full-featured digital audio interface for a computer or iOS device.

🛒 Zoom (zoom-na.com)

SOUND BETTER. PAY LESS.

NAMM SHOW 2018
BOOTH 5249



Epic talking-pedal vowel sounds, wah effects and a fully featured fuzz that can be added before or after the filter section. Like getting three very potent pedals in one!

The award-winning sound of the Crying Tone Wah in a rugged, rack and pinion style pedal. Super-affordable and, at about 1.5 pounds, a huge weight savings over most popular wahs.

Transpose your pitch up, down or both over a +/- 3 octave range. Staggering, high-quality whammy effects, dive bombs, harmonies, bends, cross-fades... a polyphonic powerhouse that's your ultimate pitch shifter/harmony pedal.



Control just about any device with an expression input. Range knob fine tunes your sweep. Reverse button flips the direction. Polarity switch and TRS cable included. Affordable and versatile!



Control two devices from a single source. Each output has independent range and reverse controls plus a polarity switch. Two TRS cables included. More control, less space!



Ultra-smooth action with EHX's unique taper for the best effects and precise dynamics control anywhere in your signal chain. Two impedance options (25K or 250K) for universal compatibility.

electro-harmonix
Performance
series

www.ehx.com/performance



Zildjian Rides Uptown

Zildjian Company has introduced the 18-inch A Zildjian Uptown ride cymbal.

This cymbal is a smaller-sized ride that delivers a controlled dry sound with pronounced stick definition. With its extensive hammering and unlathed top and bottom surface, it creates a tightly defined and colorful sound with minimal overtones and sustain.

The Uptown ride also provides a full spectrum of cymbal sounds for the modern electronically influenced music. The Uptown Ride is made at the Zildjian USA cymbal factory in Norwell, Massachusetts.

🛒 Zildjian (zildjian.com)

Zylia Transforms Recording

Zylia has released the Zylia Studio Pro, a software tool for the Zylia ZM-1 microphone array. Zylia Studio Pro is a VST/AU plug-in which enables spatial filtering and signal separation directly within a DAW.

Zylia Studio Pro transforms a single 19-channel ZM-1 recording into a number of virtual microphones which are easy to steer in any direction around the mic. Now, it's possible to set and monitor virtual microphones of multiple polar patterns or characteristics — live or during post production.

It's possible to set up an arbitrary number of virtual microphones and adjust their characteristics and positions, during the recording or in the post-production stage. Outputs of the virtual microphones are available as separated tracks directly in the DAW software for instant application of effects and mixing.

🛒 Zylia (zylia.co)



ddrum



Armadillo
enterprises

the **NAMM**
show

Visit **BOOTH 207 A/B**

LUNA
GUITARS

WWW.DEANGUITARS.COM
WWW.DDRUM.COM
WWW.LUNAGUITARS.COM

ACOUSTIC ROOM



Cort's EasyPlay Helps Beginners

The latest addition to Cort's EasyPlay Collection, the AF505 has a smaller body size, shortened scale and light-gauge coated strings to help players better learn. Although it's specially designed for novices, the AF505 is built with pro-level features and quality materials that provide an authentic playing experience.

The concert body produces a more focused and balanced sound than a dreadnought with less emphasis on the bass

and a strong midrange with clearer and sweeter highs.

The AF505 also is designed to ease the painful process of developing calluses. Compared to a traditional 25 1/2-inch scale, the EasyPlay 24 3/4-inch scale lessens string tension while the custom action setup makes the lightweight strings easier to press.

MSRP: \$299.99.

🛒 Cort Guitars (cortguitars.com)



Kala's U-Bass Collection Stands Out with Striped Ebony Model

Kala Brand Music Co. has launched the Striped Ebony U-Bass Collection. The Striped Ebony has a deep brown color with reddish-brown striping that is contrasted and helped to stand out by the maple binding. The collection comes with the updated output jack endpoints and a beveled headstock.

The Striped Ebony U-Bass is available in right-handed fretted and fretless models. The fretted model also is available with optional Kala Round Wound strings. Other features include a mahogany neck, walnut fretboard and bridge, GraphTech Tusq nut, composite nut and a satin finish.

🛒 Kala Music Brand Co. (kalabrand.com)

Alvarez Expands Yairi Series with Honduran Mahogany

Alvarez Guitars has expanded its Yairi series which now features instruments made with naturally seasoned, beautiful-sounding Honduran mahogany tonewood.

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

gloss and feature Alvarez FST2 scalloped bracing, real bone nut and saddle, ebony tuners and bridge pins and the Alvarez bi-level bridge.

"Yairi was passionate about tone-woods and invested heavily in them," said Chris Meikle, senior vice president at St. Louis Music and head of Alvarez development. "His collection is legendary and finding Honduran mahogany that has been seasoning for nearly half a century was simply unbelievable. We knew we had to do something very special with it and we have. These guitars are absolutely stunning, world-class instruments."

MSRP: \$3,499-\$3,799.

🛒 St. Louis Music (stlouismusic.com)

Cordoba's Feast for the Eyes

The Córdoba 45 Limited brings another exotic wood choice to the Córdoba's Spanish-made España series.

The solid European spruce top and black and white ebony back and sides of the 45 Limited combine to bring a modern spin to a classic Spanish design.

Black and white ebony is not only one of the most visually striking woods available from Córdoba but also complements the detail and focus of a European spruce top with surprisingly robust bass

response and sustain.

Other premium features include a black and white ebony headplate and heelcap, ebony fingerboard, dual action truss rod, bone nut and saddle, Córdoba Premium gold plated tuning machines and Savarez strings.

🛒 Córdoba Guitars (cordobaguitars.com)



Martin Rides High with X Series

Martin Guitar has debuted three X Series guitars: the DX1AE Macassar Burst, the DX2MAE and the DX-420.

The company also has introduced a line of premium classical guitar strings, called Magnifico, and a line of premium ukulele strings. Both string offerings were developed with Aquila and are made with proprietary materials that offer precise intonation, superior tone, and exceptional balance and projection. In addition to the new offerings, Martin will continue to produce its standard classical and ukulele strings.

The DX1AE Macassar Burst is a solid Sitka spruce set off by a vintage sunburst finish. The DX2MAE is a full-sized

dreadnought version of Martin's OXMAE featuring a mahogany high-pressure laminate top, back and sides, a herringbone applied rosette, a high performance neck and a Forestry Stewardship Council Certified Richlite fingerboard and bridge. The DX-420 is the X Series version of Martin's D-420 model and features a solid Sitka spruce top, mahogany printed high pressure laminate back and sides, and a modified low-oval neck with high-performance taper.

Martin's Premium Ukulele Strings provide precise intonation and clear, balanced tone with exceptional sustain and projection.

🛒 Martin Guitar (martinguitar.com)



Ibanez Applies 'Aging' Process to Tonewood

Ibanez's Artwood Vintage series now employs another vintage element by applying an "aging" process to the tone wood. The AVD11 features a Thermo Aged Solid Caucasian Spruce top, which also delivers a dry vintage sound. A semi-gloss antique finish offers an even more classic appearance.

The AVD11's Dreadnought body shape, combined with its mahogany back and Thermo Aged spruce X-bracing, provides a wide open resonant sound with a vivid tonal projection. 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)

OUR NEWEST U•BASS MODELS ARE OUR MOST AFFORDABLE YET!

Made of Mahogany, they use the same design that has been turning heads for years. Now you can get a U•Bass with the same Kala Brand reputation and dedication at a lower price point.

The Original
U•BASS®
played by the best.



THE WANDERER

is the most basic of the new U•Basses, stripped down to the bare essentials. The Wanderer will help you find your way.



THE PASSENGER

adds a white binding and rosette for a subtle, stylish ornamentation. The Passenger will accompany you anywhere you go.



THE JOURNEYMAN

is the grandest of our new U•Basses with f-holes, a white binding, and a cutaway. The Journeyman will set you on your way to becoming a master.

NAMM
BOOTH# 4804

KALA
~ BRAND MUSIC CO. ~

UBASS.COM

VHT Offers Redline Amps

Sporting two channels and vintage-voiced low, mid and high tone controls, VHT's versatile RedLine series amplifiers provide the full range of contemporary amp tones.

VHT has added 40- and 60-watt versions of the Redline 20R. Like the 20R, the 40R and 60R are available in both combo and head configurations.

The RedLine series' great sounding clean channel is further enhanced by the rich sound of its spring reverb tank. The drive channel has four foot-switchable modes: overdrive, distortion, metal and the high-gain RedLine mode.

 **VHT Amplification** (vhtamp.com)




Fishman Redesigns Presys Series Pre-amps with Updated Features

Fishman has refined and improved its Presys Series pickup and pre-amp systems. Available as original equipment to guitar manufacturers, the Presys line has been consolidated to better reflect the wide range of available features and formats covering every price point.

Features include the Sonicore pickup with added flexibility, quieter performance and a broader frequency response that's easier to balance and install. A bezel

with beveled edges, redesigned knobs and an elegant matte finish offer improved ergonomics and appearance. The tuner display features white and blue segments and better visibility when in use, and a solid "black-out" appearance when turned off.

The Presys Series is available with features including a combination battery box and output jack, XLR output jack, USB output and pickup/mic blend options.

 **Fishman** (fishman.com)




Córdoba Revamps Uke Series

Córdoba has redesigned the 25 Series, its original ukulele collection. These instruments are now more accessible than ever at lowered MAP prices.

The 25 Series all feature a solid exotic acacia top and figured acacia back and sides, providing these ukes with a bright and distinctly joyful voice. The lightly applied satin matte finish and a wooden rope pattern inlaid throughout the binding, rosette, and tie-block will appeal to discerning customers who are shopping for a traditional, tasteful ukulele. The 25 Series ukuleles are available in soprano, concert, tenor and tenor cutaway-electric sizes.

Córdoba's growing ukulele offerings now include 36 models that feature a vari-

ety of tonewoods, ranging from traditional all-mahogany to combinations like cedar and spalted maple.

 **Córdoba Guitars** (cordobaguitars.com)



Promark Firegrain Hickory Sticks Turn up the Heat

Promark by D'Addario has unveiled its FireGrain drumsticks, a heat-tempering process that transforms hickory drumsticks into precision tools.

While keeping their original weight, balance and feel, FireGrain sticks let drummers hit harder and play longer, naturally. No excess vibration — just natural hickory,

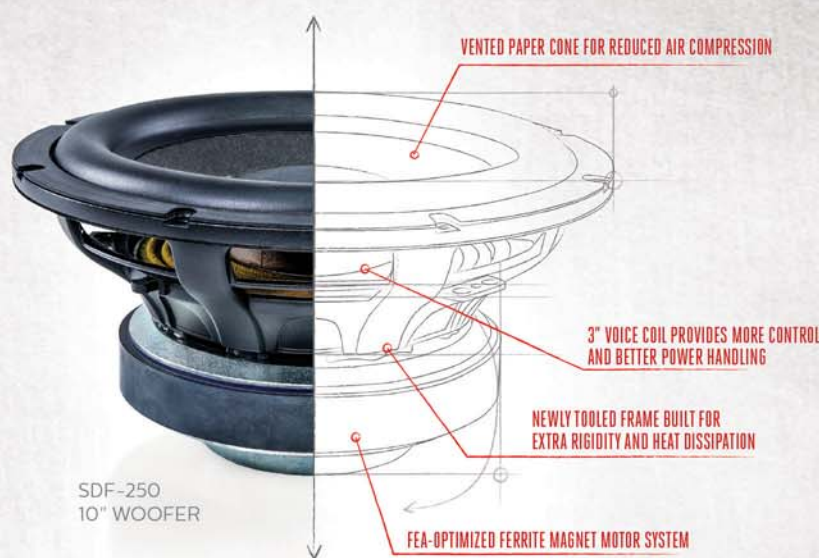
hardened by flame.

The FireGrain sticks will be available in the following models: FireGrain Classic 7A, FireGrain Classic 5A, FireGrain Classic 5B, FireGrain Classic 2B, FireGrain Rebound 5A, FireGrain Forward 5A, FireGrain Rebound 5B and FireGrain Forward 5B.

 **Promark** (daddario.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.



STW

188mm Voice Coil for More Bass in Smaller Enclosures



DA

High-Performance Corundum-Dome Tweeters



PMT

Bigger Sound from a Small Footprint



NCP

More Power Handling for Professional Systems

To see more, visit **TYMPHANY.COM/PEERLESS** or visit us at **NAMM BOOTH #11129**.

Peerless and Tympany are registered trademarks of Tympany HK Limited. © 2018 Tympany

Córdoba

Experience Córdoba at Winter NAMM 2018

Find us in our new spot upstairs: Room 205AB



Córdoba Music Group Is:

Córdoba



DeArmond™

HUMICASE™



Aquila®

Let Me Upgrade Ya

Ernie Ball Music Man has upgraded its Cutlass and StingRay guitars with new neck configurations and two new colors: Firemist Silver and Stealth Black.

The Ernie Ball Music Man StingRay guitar pays homage to the vintage styling and cosmetic appeal of 1970's Music Man designs. The 2018 StingRay premium neck wood configurations include figured roasted maple neck with ebony, rosewood or roasted maple fingerboard. The StingRay features vintage spec humbucking pickups, a super-smooth modern tremolo system and off-set light-weight African mahogany body.

The 2018 Cutlass HSS features premium neck wood configurations, including figured roasted maple neck with ebony, rosewood or roasted maple fingerboard. The HSS model features an alder body, super-smooth modern tremolo and oversized 4-over-2 headstock. The 2018 Cutlass features premium neck wood configurations including figured roasted maple neck with ebony, rosewood or roasted maple fingerboard.

Ernie Ball (ernieball.com)



Reverend Guitars Burst into Sight

Reverend Guitars has introduced the Korina Burst, a natural-to-black burst that lets musicians see the beauty of the korina wood on Reverend guitars.

Reverend first created the Korina Burst for a limited run of the Reverend Bob Balch

Signature Models. The finish proved to be so popular that the company decided to put it on five of its models: the Jetstream 390, the Double Agent OG, the Descent RA, the Warhawk 390 and the Sensei 290.

Reverend Guitars (reverendguitars.com)

Korg Prologue Joins the Family

Korg has unleashed a multi-voice, multi-timbre, multi-engine polyphonic analogue synthesizer: the Prologue.

Related to Korg's Minilogue and Monologue, the Prologue is a fully programmable, fully featured professional synth and serves as Korg's full-sized polyphonic analog flagship.

The Prologue is available in either eight voice (49 key) or 16 voice (61 key) models with multi-timbral zoning options as well as multi-effects presented with an intuitive interface. The two-timbre synth lets two different programs play simultaneously. In addition to layer and split, the Prologue provides four voice modes: Poly, Mono,



Unison or Chord — letting the user freely combine the 16 or eight voices for performances. The dual effects section includes Mod and Delay/Reverb, each with areas for user-created algorithms.

Korg (korg.com)

Vandoren Newsletter Turns 5

Vandoren's online newsletter, the Wave, celebrated its fifth anniversary in fall 2017. Since its launch in 2012, the Wave has consistently featured four educational articles each week for students, teachers and performers. In recent years, the Wave has consisted of entirely original content created by Vandoren artists, regional artists and Dansr staff. To commemorate five years of providing educators around the U.S. and beyond with relevant educational content, a special issue featuring the top five articles in each category was released.

"When we started the We Are Vandoren campaign, we knew we were starting a community," said Michael Skinner, president of Dansr. "We already had the community, but we had not recognized them. We wanted a vehicle that would draw our Vandoren family together in the best possible way — through the exchange of teaching and performing ideas that could make us all better as a community. Our staff worked hard contacting the most interesting and most accomplished musicians and educators to begin the Wave journey. It's been such a rewarding journey — one that I am pleased to say — will continue to improve and offer the best information we can find. We owe that to the Vandoren community. We owe that to the art of teaching and the artistry of performance."

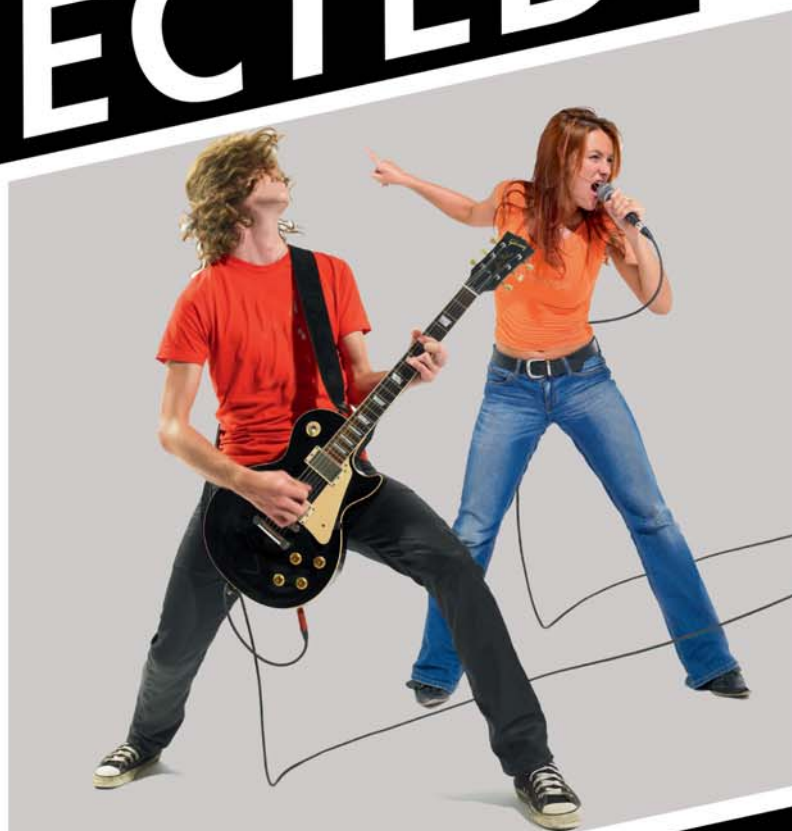
Dansr (dansr.com)

STAY CONNECTED

Visit Our Photo Booth
-Strike a Pose
-SHARE #iuseNeutrik
-Get stuff*



*while supplies last



Visit Neutrik
at our New Location
ACC North Booth 14717



Booth 14717

Enter for a chance to win

XLR mic & 1/4" instrument cables assembled by RHC,
and our Grand Prize - a Gibson Les Paul Studio guitar

NEUTRIK



MORE ROOM TO OPERATE

THE NEW SOUNDGEAR 870/875/876 BASSES

Featuring new
Accu-Cast B500 series
bridge with adjustable saddles
for various string spacing.

BOOTH 4620
Ibanez

MORE THAN 90

TransAcoustic

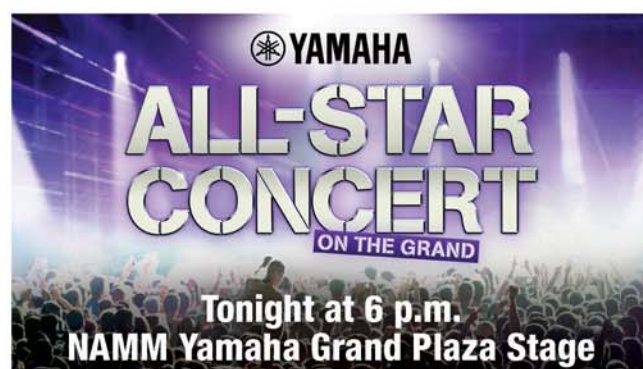


Visit Yamaha and Line 6 in the Marriott

Check out live events on the Heart of Inspiration Stage in the Yamaha booth

10:00-6:00

Yamaha Artists



NEW PRODUCTS

STAGEPAS BT



280VC ENSPIRE Pro



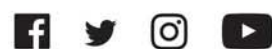
Venova



YAMAHA

#YamahaMusic

@YamahaMusicUSA



ESP Makes Use of Angled Frets

ESP Guitars has introduced two multi-scale guitar models: the LTD M-1007MS and LTD M-1008MS.

Multi-scale guitars make use of an angled fret arrangement to offer different scale lengths for the various strings of the guitar, allowing for optimal string tension and ergonomic improvement for the fretting hand.

The M-1007MS and M-1008MS are respectively seven-string and eight-string guitars with varying scale lengths of 25½–27 inches. They are bolt-on designs that use a “drop top” of thick flamed maple that’s bent over a lightweight mahogany back. Both models offer a five-piece neck made of maple and exotic purple heart wood, with a Macassar ebony fingerboard that includes offset abalone dot inlays.

The multi-scale models include top-tier components including a set of Seymour Duncan Nazgul and Sentient pickups, custom-made for ESP and optimized for multi-scale performance.

ESP Guitars (espguitars.com)



Cympad Gets Camo, Chrome

Cympad has announced that its Chromatics SE (Special Edition) cymbal washers are now available in a Camouflage special edition.

Developed to reveal the sound of cym-

bals and enhance the look of drum sets, the Camouflage Chromatics are 40 by 15 millimeters. The Camouflage Chromatics also come in five-packs.

Cympad (cympad.com)



Fender's '63 P Bass Boasts Period-correct Features

Fender's Pure Vintage '63 P Bass split-coil pickup is as period-correct as possible, from the enamel-coated coil wire to the cloth-covered output wires, fiber bobbins and alnico 5 magnets. The thick “1963 C”-shaped neck

profile fills the fret hand, while the 9½-inch radius fingerboard will feel familiar to any player. Other authentic touches include vintage-tall frets and vintage-style hardware.

Fender (fender.com)

Hal Leonard Adds to ‘Easy Duet’ Series

Hal Leonard has released three collections of “Easy Duet” books featuring a variety of familiar tunes.

The three new collections include “Broadway Hits for Two,” “Hit Songs for Two” and “Classical Themes for Two.”

Each series contains books available for flute, clarinet, alto saxophone, trumpet, trombone, violin and cello.

Arrangements in each book provide both musicians with a chance to play the melody, while also letting one partner fill in the harmony.

“Broadway Hits for Two” contains 22 duets featuring classic Broadway show-stoppers including “For Forever,” “Any Dream Will Do” and “Bring Him Home.” “Hit Songs for Two” also features 22 duets and brings arrangements of modern pop hitss such as “Shake It Off” and “Shape of You.” “Classical Themes for Two,” featuring 24 duets, includes arrangements from distinguished composers like Beethoven, Mozart, Bach, Tchaikovsky and more.

Hal Leonard (halleonard.com)



New Signature Products 2018



JOHN “JR” ROBINSON



JR-1

BR-JR1

BR-JR2

Martini Brush



SETH RAUSCH



SR-1



LENNY CASTRO



LS-LC

NAMM
Foundation®

GRAND RALLY FOR MUSIC EDUCATION

The annual celebration for music education

FORTE

PERFORMANCE BY CLASSICAL-POP TENOR TRIO



Josh Page



Victor Ryan Robertson



Alok Kumar

WHEN

SATURDAY, JAN. 27
DOORS OPEN 9 AM



"Inside the Practice Room"
a conversation with Vanessa Carlton

WHERE

HILTON ANAHEIM,
CALIFORNIA BALLROOM C/D



With Manhattan School of
Music Electronic Jazz Ensemble
and special guest, alumnus Bernie Williams

Student Performance by
Country Club Hills School District 160



The NAMM Show
january 25/28 2018 ^{california}



Giannini Donates Gear to IMS

Flavio Giannini, Riccardo Recchi and Robert Landis of Giannini Guitars have donated two Craviolas to IMS Technologies in order to help IMS' efforts with its cancer fundraiser, "Giving Shelter."

"We've known Jeff for years and since cancer has hit the Giannini company, we also are very sensitive to the goals of Giving Shelter," said Robert Landis of Giannini USA. "Donating a couple of instruments was the least we could do to help."

Jeff Millar-Sax of IMS Technologies not only lost his wife to cancer but has been dealing with it himself for the past four years. "I asked if I could buy a couple of guitars to get autographed and auction off to raise money," Millar-Sax said. "Riccardo spoke with Flavio and a moment later, Flavio handed me two guitars."

One of the guitars is signed by all the musicians who participated in the making of the "Giving Shelter" CD.

INFO IMS Technologies (imstechnologies.net)

HK Audio's Lucas Nano Boasts Portability, High Performance

HK Audio has introduced the next generation of its Lucas Nano family of portable P.A. systems — the Lucas Nano 302, Lucas Nano 305 FX and Lucas Nano 605 FX.

The Lucas Nano family is made up of five individual models across two power classes.

The 600 series Nanos all weigh in at 16.3 kilograms, and the fist-sized satellites are

stored within the 35 by 49 by 47 centimeter subwoofer itself when not in use.



The 300 series Nanos both weigh in at 10.3 kilograms, and the fist-sized satellites are stored within the 30 by 39 by 42 centimeter subwoofer itself when not in use. The 300 series Nanos are suited to crowds of up to around 80.

HK Audio (hkaudio.com)



Roland V-Drums Line Expands with Hardware

Roland has announced its Noise Eater drum hardware. Designed for electronic drums, the professional-level construction offers an advanced built-in noise and vibration reduction system and offers a perfect hardware match for Roland's V-Drums lineup.

Roland's Noise Eater technology is offered in an assortment of drum pedals and stands including Noise Eater Single Kick Pedals, Noise Eater Double Kick Pedals and Noise Eater Hi-Hat Stands.

The Noise Eater hardware's built-in anti-vibration system helps reduce unwanted noise and vibration sounds from electronic drums by up to 50 percent and works by using an air channel and rubber system to suspend the hardware off the ground.

Roland (roland.com)



Ibanez Meets Nature's Beauty

Ibanez's RGEW521ZC solid body electric guitar features a Wizard III Roasted maple neck and Macassar ebony fretboard. These woods are of higher density and superior in transmitting string vibrations to the guitar body. This fusion of woods

gives the RGEW an extraordinary and elegant appearance.

DiMarzio Air Norton and The Tone Zone deliver fascinating tones and offer a huge sound with a broad dynamic range.

Ibanez (ibanez.com)



Raise Your Score.

Sibelius® – Still the fastest, smartest, easiest way to write music

Test drive the new Sibelius in **NAMM booth #15501** in the NEW North Hall

© 2018 Avid Technology, Inc. All rights reserved. Avid, Sibelius and the Avid logo are registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries.

VISIT US @ THE
NAMM SHOW
HALL A #11614

go play outside

 **LI-ION BATTERY**
FOR UP TO
30 HOURS OF MUSIC



MAUI® 5 GO

**ULTRA-PORTABLE
BATTERY-POWERED
COLUMN PA SYSTEM**



Combining **outstanding sound quality** and stunning **compact design** with the amazing versatility of **battery-operated** speakers, we've created an **ultra-portable PA system** for you: meet the **MAUI® 5 GO**. Powered by a **high-capacity Li-Ion battery**, the MAUI® 5 GO allows you to **play your music wherever you feel like**. And thanks to the optional, **quick-swappable battery packs**, you can also play for as long as you like. Now nothing can hold you back – **so GO play outside!**

LD SYSTEMS PRO AUDIO
IN MOTION

DESIGNED & ENGINEERED IN GERMANY
LD-SYSTEMS.COM/MAUI5GO



reddot award 2016
winner

LD Systems®
is a brand of **adam hall** experience
event technology

SOUND
TECHNOLOGY

LIGHT
TECHNOLOGY

STAGE
EQUIPMENT

HARDWARE
FOR FLIGHTCASES

share the experience at
adamhall.com



Korg Gets Konnected

Korg's portable P.A. system Konnekt is a high-powered, multi-function amp and mixer delivering high-quality sound, with playback capability that covers the full range from high to low and power far beyond its size.

Konnekt features a four-channel mixer with plenty of panel control as well as a voicing function that lets the user choose between a variety of EQ presets, designed to enhance the sound of any performance with just a turn of a knob.

"This unit is ideal for literally any type of situation that requires music — live shows, parties, presentations, you name it and this product will provide exactly what you need for any type of situation," said James Sajeve, director of technology brands at Korg USA.

The Konnekt serves as a Bluetooth speaker and packs 300 watts of power. Included with the P.A. system is the free Konnekt app, available for both Android and iOS users.

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

Austin Guitars Introduces CITES-free Models

Austin Guitars has introduced its line of AA25 acoustic models in Open Pore Satin and Gloss finishes as well as an improved line of electric guitars at The 2018 NAMM Show in Anaheim, California.

"We've worked hard to make the Austin 2018 lineup better than ever," said Rich Dumstorff, vice president of SLM Marketplace. "We're proud to be able to deliver them at such an excellent value;

the margin to MAP is very compelling for the dealer. We have been able to hold the prices down while keeping the guitars CITES free."

The 2018 Austin acoustic guitars now use techwood for their bridges and fingerboards.

Techwood is an engineered wood that mimics the look, sound and feel of rosewood.

🛒 [Austin Guitars \(austingtr.com\)](http://AustinGuitars.com)



Vintage Basses Get Colorful

Vintage's VJ74 line of basses now features three new color options.

Made from the same materials and hardware as the V4, the VJ74 employs a matched pair of the new Wilkinson Varigauss Pickups — a design that provides more warmth to the higher strings and more focus and brightness for the lower

strings, making them ideal for slap, rock, jazz, funk and many other styles.

Joining this range are three finishes: purple (VJ74PL), Candy Apple Red (VJ74CAR) and Vintage White with one-piece maple neck and fingerboard (VJ74MVW).

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



Working Drummers Rejoice

Yamaha has released its Tour Custom Maple drum set, designed for today's actively working drummer looking for a versatile kit suitable for both recording and live playing.

The Tour Custom Maple drum sets are constructed with 100 percent maple six-ply shells using the company's proprietary staggered diagonal seam shell construction, building a thin drum shell that will start round and stay round. Other features include 2.3-millimeter vintage inverted Dyna Hoops that help focus the sound and keep the drums in tune longer, solid and durable hardware including one-point lug attachments on all shells to enhance the drum's sustain, and Remo drumheads.

The series features five new satin finishes: Butterscotch Satin, Caramel Satin, Candy Apple Red Satin, Chocolate Satin and Black Licorice Satin.

MSRP: \$2,150.

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



Recording artists expect the highest quality professional sound recording services from pre-production to post-production at Esplanade Studios in New Orleans. That's why studio owner and lead engineer Misha Kachkachishvili entrusts **Hear Technologies** personal monitor mixer system for the perfect mix.



www.hearback.com

© 2018 Hear Technologies

LINEUP for 2018

hear back PRO

Personal monitor mixer system with 16 channels of audio from AES/EBU, ADAT, Dante, Waves SoundGrid, or Analog inputs.



hear back OCTO

8-channel personal mixer system with enhanced audio quality and system performance.



switch back M8RX

Compact personal interface with multi-channel headphone monitoring, mic preamps, and Dante connectivity.



WSG bridge

Bidirectional bridge simultaneously transmits up to 64 channels of audio between Waves SoundGrid and Dante. Available through Waves Audio.



MADE IN
GERMANY

era

SERIES



Visit us at NAMM
North Hall, #18020

A new **era** of acoustic amplification.
Closer to the acoustic instrument than ever before.



era 1 wood



era 1 black



era 2 wood



era 2 black



Hughes & Kettner is proudly distributed in the
USA & Canada by Yorkville Sound.
www.yorkville.com
Hughes & Kettner Headquarters based in St. Wendel, Germany.



www.hughes-and-kettner.com

Hughes & Kettner
ACOUSTICS



Atomic Ships Ampli-Firebox

Atomic Amplifiers now is shipping Ampli-Firebox, the latest in its line of guitar amp and effects-modeling products.

Ampli-Firebox offers amp modeling in a traditional stompbox format. It utilizes familiar amp controls (no display or menu system to navigate), making it easy to use.

It plays well with other effects, replacing a channel-switching amp in a pedalboard setup or it can be a standalone rig for recording or for going direct to FOH.

Ampli-Firebox also packs in a suite of effects including delay, reverb, speaker cabinets simulation, boost, compression, EQ and gate.

🛒 Atomic Amplifiers (atomicamps.com)

Newbasstone Evolves Nitewalker from 1060s Bogen PA Circuit

Newbasstone's Nitewalker Bass Guitar Tube Pre-amp is ideal for bassists looking for a richer tone — both in the low register and high.

The Nitewalker Bass Guitar Tube Pre-amp is evolved from the pre-amplifier circuit from a Bogen MX60A public address amplifier found at a ham radio festival, establishing a basic circuit design.

Large paper in oil condensers were discovered in an old Conn organ. With some experimentation and some luck, Newbasstone found a way to make the bass guitar create a better tone, even in live situations by mixing in the larger old-style

condensers with new-style condensers to improve the sound that is usually associated with amplifiers that use paper in oil condensers.

The 12AX7 tube pre-amp circuit combines large physically sized paper in oil signal condensers with modern, small physically sized ones.

Additionally, users may build their own pedal board or use a multi-effects processor with the Nitewalker pre-amp. Users can create new tonal factors for whatever type of music they're working on — rock, country, jazz, classical or folk.

🛒 Newbasstone (nitewalkerpreamp.com)



Sonoma Adds Chambers to DrumCore 4

Master drummer Dennis Chambers' drum loops are now available for Sonoma Wire Works' DrumCore 4 AAX/VST3/AU plug-in.

The DrumCore 4.3.3 update for Mac OS improves downloading, increases compatibility and is recommended for all DrumCore users on Mac OS.

DrumCore 4 is available in three editions that contain the same plug-in. The differences are how it's delivered to users and how much content is included.

DrumCore 4 Lite offers 4 GB of content including 24 GrooveSets by 13 celebrity drummers and 11 multi-velocity sampled kits.

DrumCore 4 Prime offers 20 GB of content including 160 GrooveSets by 17 drummers and 100 multi-velocity sampled kits.

DrumCore 4 Ultra offers 50 GB of content including 265 GrooveSets by 18 drummers and 139 multi-velocity sampled kits.

🛒 Sonoma Wire Works (sonomawireworks.com)



PROcussion Line Protects, Polishes

Sound Synergies has added three products to its PROcussionCare line of maintenance products.

CymbalCare accumulated black oxidation, fingerprints, perspiration and other grime. WearBarrier was created for drummers and percussionists to enhance and optimize the performance of drums, drumheads and sticks. PedalLube was developed for heavy-duty cycle applications.

🛒 Sound Synergies (soundsynergies.net)



DEFINING PROFESSIONAL

ProCo Dante™

AoD-FAN3-2XM

- Dante® audio input
- Two channels of analog output
- Rugged Aluminum Extrusion housing
- Resilient cable strain relief
- Neutrik® black XLR connectors
- 3 ft. ProCo MIC3 balanced cable with braided shield
- RJ45 metal connector with integrated LED's
- 1 Year Limited Warranty



the
NAMM
show¹⁸
Booth #11610

1-800-253-7360
www.procosound.com

64 Audio Debuts Tia

64 Audio has launched three in-ear monitor products featuring patent-pending tia technology: the A12t, U12t and tia Trió.

The tia technology features the proprietary tia drivers, the tia single-bore and the tia acoustic chambers. The tia driver is an open balanced armature speaker that produces sound with a direct-radiating, fully unobstructed diaphragm.

Coupled with this new driver is a single large sound bore that provides an extremely short path between the driver and the eardrum. This bore acts as a natural sound-shaping chamber, tuning the tia driver



without the long sound tubes used in conventional in-ear monitors. As a result, the tia drivers deliver an astonishingly clear, smooth frequency response.

These two features, paired with special acoustic chambers in the monitor's internal design, eliminate many of the unwanted resonances and distortions that are found in conventional IEM designs.

🛒 **64 Audio** (64audio.com)

Old World Meets New

Enhanced versions of the Bösendorfer Vienna Concert piano models 214VC and 280VC feature integrated reproducing systems from the Yamaha Disklavier Enspire Pro series.

Dubbed the 214VC Enspire Pro and 280VC Enspire Pro, both models include a classically focused repertoire of 464 internal songs, performed by a roster of artists.

The Vienna Concert series itself represents an effort by Bösendorfer to combine its 189-year legacy of artisanal piano making with the computer-aided design and manufacturing techniques of today, resulting in instruments that are as consistent and versatile as they are engaging.

Originally launched in 2015, the full-

sized 280VC has been heard in venues from Carnegie Hall to the Vienna Konzerthaus. Utilizing the exclusive Bösendorfer resonance case principle, it provides an spectrum of tonal colors that make it ideal for any genre of music — from chamber to classical to jazz and beyond.

The 214VC is based on the same design principles, while its 7-foot size makes it a great option for more intimate settings.

Other features of the 214VC and 280VC Enspire Pro include actions optimized for a new level of direct finger-to-music connection and optimized placement of the string section and bridges at the soundboard for even string load.

🛒 **Yamaha** (usa.yamaha.com)



Creating More Music Makers

The One Music Group has released the pre-order launch of The One Piano Hi-Lite — providing players with the option to incorporate and use The One's technology and piano learning programs on a standard 88-key piano or digital keyboard already owned. Features of The One Piano Hi-Lite include blue and red LED lights and advanced laser-sensor technology that syncs with the program's lesson or game.

🛒 **The One Music Group** (smartpiano.com)



Neutrik Releases NE8FFX6-W

Neutrik USA has introduced the etherCON Cat 6A feedthrough coupler NE8FFX6-W. Accommodating Neutrik's etherCON Cat 5 and etherCON Cat 6A cable carriers as well as standard RJ45 plugs, NE8FFX6-W features full 10-Gbit bandwidth along with IP65 ingress protection when mated to cables equipped with Neutrik's NE8MX6 family of etherCON Cat 6A cable connectors.

🛒 **Neutrik USA** (neutrik.us)



NO DRUMMER LEFT BEHIND.

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

VIC FIRTH
THE PERFECT PAIR®



Sabian Reduces Sonic Footprint

Created specifically for practice sessions, Quiet Tone Practice cymbals by Sabian are designed to respond and feel like traditional cymbals — right down to their clearly defined bell — so drummers won't have to change the way they play.

Not only do they respond and feel true-to-life but they also produce a distinct, clearly defined bell tone — offering drummers a more accurate and natural playing environment.

🛒 Sabian (sabian.com)

Peace Adds X4

Peace Drums has introduced the X4 series, a four- and five-piece drum set.

The kit features retro-fly weight 973 Series hardware and a portable package that includes everything a drummer needs.

Whether you're just starting out on drums or a working pro that needs a compact kit, we all want the same four things: A kit that sounds great, has a cool look, is durable enough to take a hit — all at an affordable price.

🛒 Peace Drums (peace-drums.com)



Pearl Makes Ocean Waves

Pearl Percussion has released the 3D Cajon. CNC cut designs adorn the sides of Pearl's 3D Cajon Series, and the latest model features a stylized blue ocean wave.

This addition to the 3D Cajon family lets players add another visual nuance to their musical voice.

On the inside, Pearl has shortened the wires on two sets of fixed snares and raised their position to create a larger bass strike zone. To punch up the snare response, clear lacquer has been applied to the inside front faceplate. The result is a crispy snare attack that beautifully contrasts the low end rumble of the 3D Cajon.

🛒 Pearl Drums (pearldrums.com)



Wampler Injects Tumnus Pedal with Tonal Flexibility

Wampler has injected the Tumnus Deluxe Pedal with a level of tonal flexibility not previously available on this style of drive. Active bass and mid controls as well as a treble control — the same as the pedal it was inspired by — encourages players to sculpt the tone from this pedal to the demands of their rigs. Its three-band EQ will enhance the tone with warm low end, instantly identifiable midrange and just the right amount of top-end sparkle.

MSRP: \$199.97.

🛒 Wampler Pedals (wamplerpedals.com)



MOHINI DEY



photo: dushyant raval

GABRIEL SEVERN



photo: steve bagwell

LI-SA-X





MARKWORLD RISING STARS

There are so many promising young musicians out there who need to be encouraged to use their talent. They're gonna represent our future generation of musicians and we must support them with a good musical instruction and great gear to let them perform at their best!

Markbass and **DV Mark** are proud to be part of these musicians career since the very beginning. We started supporting **Mohini Dey** when she was very young and now she's a very appreciated professional musician. We wish **Gabriel** and **Lisa** the same brilliant career!

These young guys are an example of passion, dedication and perseverance, all qualities that made **Marco De Virgiliis** himself who he is today.

VISIT US AT BOOTH #5044 - HALL D

APPEARANCES TIME:

GABRIEL SEVERN 11:30 AM - LI-SA-X 12:30 PM - MOHINI DEY 2:00 PM



MARKWORLD

markworld.it

THE CURE FOR PEDALBOARD OCD



D'ADDARIO DIY PEDALBOARD POWER CABLE KIT

Pedalboard perfectionists are a different breed of guitarist. They won't accept straight out of the box power solutions for their carefully curated effect chains. That's why the D'Addario Pedalboard Power Cable Kit is designed to organize and customize even the most eclectic collection of pedals to share the same board. This kit allows you to create six premium-quality power cables of any length, each capable of being configured straight on, or at a 90° angle. This gives you superior reliability, control, and the flexibility to create the perfect home for your audio arsenal.

VISIT BOOTH 7002

D'Addario



Performance, Meet Persona.



POP LSM-9

PREMIUM DYNAMIC VOCAL MICROPHONE

Are you ready for a vocal microphone that combines professional sound with stunning visual appeal? The MXL POP LSM-9 has been specially crafted to cancel vibrations and handling noise with durable, all-metal construction for a clean, clear performance, **night after night.**

See it *LIVE* at NAMM
booth #14301

For more information, visit www.mxlmics.com



Framus Updates Legacy

The Framus Legacy acoustic guitar series has been updated so that all Legacy guitars, except the D 28 model, will be shipping with tiger stripe ebony fretboards and bridges, as opposed to the original rosewood components.

The entire Framus Legacy line will also feature the company's new, original bridge design. Framus has updated these specs to avoid any issues with CITES certifications and to improve delivery times.

Framus & Warwick (warwick.de)

Say Goodbye to Lost Gear with The Mute Caddy

The Mute Caddy is a convenient device to store trumpet and trombone mutes during performances and rehearsals.

The Mute Caddy puts an end to the trouble brass players find themselves in while searching the floor looking for their mutes, risking them rolling away or being kicked, as well as eliminating the need to store mutes precariously on the ledge of music stands.

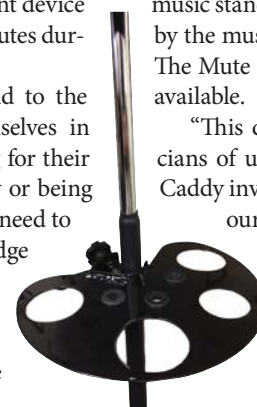
The Mute Caddy attaches to the shaft of the music stand, off the floor and off the ledge of the

music stand, at a comfortable height chosen by the musician. There are three models of The Mute Caddy and storage bags are also available.

"This device helps makes better musicians of us," said Steven Klein, The Mute Caddy inventor. "We have less of a break in our musical concentration by using

The Mute Caddy. We can think more about the music and less about finding the mute."

The Mute Caddy
(themutecaddy.com)



Hartke Bass Amp Travels Well

Hartke has unveiled the portable TX300 Bass Amplifier. The TX300 features 300 watts packed into an aluminum chassis weighing only five pounds and a flexible pre-amp with Hartke's Shape circuit for dialing up any tone. It's the answer for bass players who need a compact amplifier that can meet the demand of any gig.

The TX300's pre-amp offers a three-band EQ with Hartke's Shape circuit, providing solid control over tone. The Drive knob lets users add a subtle warmth to their sound or crank it up to complete fuzz. The onboard compressor can be dialed-up to even out note volume, add punch to the



sound and protect the speaker cabinet from the hardest of finger-popping techniques.

The Shape control is a contour filtering system designed to enhance the sound of bass instruments. When enabled, it lets the player continuously sweep a filter through various frequencies to customize the effect of the curve for the specific tonal characteristics of their instruments.

Hartke (hartke.com)

Floyd Rose Offers 3-D Sound

Floyd Rose has released the FR-52 3-D Wired Headphones. The headphones feature patented 3-D sound technology.

Designed and engineered in Europe and the U.S., the design team worked with Floyd Rose himself, to introduce these headphones.

Each headphone cup has two drivers — one for bass/mids and the other for highs — with multiple moving sound coils.

This Floyd Rose technology gives the listener 3-D sound that features a broader range and perfect highs, mids and lows.

Floyd Rose (floydroseaudio.com)



Waldorf Music Adds Vocoder Feature, Enhances Engine

Waldorf, the synthesizer and software company, has announced the STVC Streichfett Keyboard, a string synthesizer and vocoder.

The model takes Waldorf's Streichfett String Synthesizer, known for its vintage-styled strings, and adds new features, taking the Streichfett engine to new levels of performability and sonic diversity.

The STVC features 49 velocity-sensitive keys with aftertouch, pitch bend and mod wheel in a full metal case, with an OLED display.

The display helps users

access the 126 programmable patches in three banks, something new for the Streichfett Keyboard.

In addition to the engine enhancements, the STVC adds a new Vocoder function to the Streichfett. Housed in the same durable chassis, the Vocoder features excellent speech intelligibility with freeze mode, a fully polyphonic carrier, gender modification, morphing and effects like phaser and reverb.

Waldorf Music (waldorfmusic.com/en)



Don't Hold Back with FRX Series

Sabian's FRX frequency reduced cymbals have been designed for playing environments where traditional cymbals are just too much.

The FRX cymbals are ideal for lower

volume environments like churches, weddings, corporate gigs, small venues, schools, musical theater, cruise ships and band rehearsals.

Sabian (sabian.com)



Levy's Crafts Utopia Straps

Levy's Leathers has introduced the Utopia Wild Rose guitar strap (MS317ER).

The Utopia Wild Rose was inspired by tattoos of roses, according to Danica Levy. The strap is made in two different versions. One is in "sand," so that the linear design is highlighted and also mimics the skin as a canvas. The other is done in burgundy, because it is bold and beautiful, like the essence of a rose.

Levy's Leathers (levysleathers.com)

Denis Wick is 50! And you get the presents!

It started 50 years ago. A brilliant performer realized that his equipment was holding him back. The solution? Design it and make himself. The rest, as they say, is history.

Making the finest mutes and mouthpieces for fifty years, Denis Wick is proud to announce for a limited time, the 50 year gold lacquered commemorative mutes. It's a true collectors' item that will perform up to the standards we have developed over our 50 years in business.



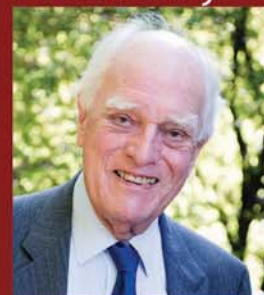
Available all of 2018, the new 50th Anniversary trombone and trumpet straight mute have the same great intonation and resonance as the aluminum straight, but wears a gold finish to celebrate all our accomplishments. Order them now while the celebration is in full swing!



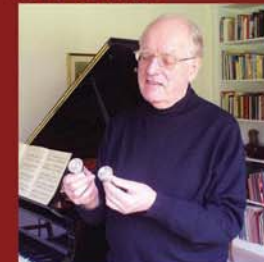
DENIS WICK
L O N D O N
50 Years of Excellence

NAMM booth 9723

Present day



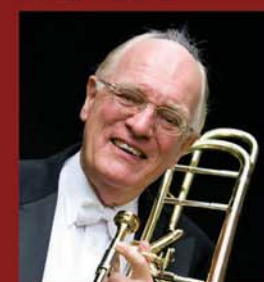
At Home



Teaching at Royal Academy



With LSO



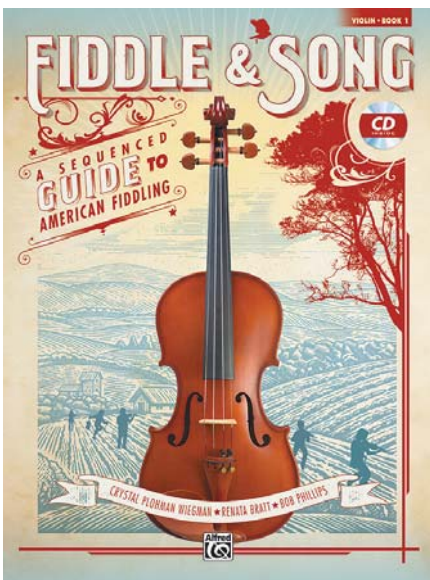
Early Denis



LM Gets Wild

LM Products Wild Kingdom series of guitar straps are made from 100 percent black cotton denim with a cotton-webbing backing. The straps are completed with all-suede leather end sets.

LM Products (lm-products.myshopify.com)



Fiddle Around with Alfred

Alfred Music has released "Fiddle & Song, A Sequenced Guide to American Fiddling." Intended to be used in tandem with other string methods such as Suzuki and Sound Innovations, "Fiddle & Song" is carefully sequenced in a step-by-step way to accompany beginning instruction.

"Fiddle & Song," by Crystal Plohan Wiegman, Renata Bratt and Bob Phillips, is a collection of beloved standards from traditional American fiddling literature that will introduce players to an aspect of string playing that is motivational, fun and pedagogically appropriate. Each tune includes melody, breaks, back-ups, kick-offs, tags, guitar chords, ensemble parts and more.

🛒 Alfred Music (alfred.com)

Guild Rounds Out Acoustics

Guild has released a full USA-made acoustic lineup. Continuing upon the success of Guild's M-20, D-20 and D-40, the company has elevated its acoustic offerings with the additions of the M-40 Troubadour (formerly the F-20), the D-40 Traditional and the D-55.

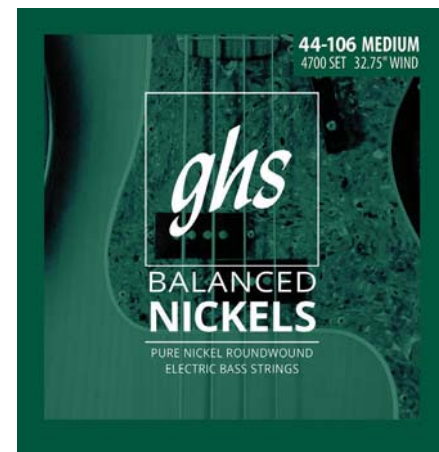
The M-40 Troubadour's solid Sitka spruce top and solid African mahogany back and sides offer a different tone when compared to Guild's "Nick Drake guitar," the all-mahogany M-20. Available in a satin finish with a white ABS binding, the M-40 Troubadour is ideal for fingerstyle

playing and light strumming.

The D-40 Traditional adds premium appointments to Guild's D-40 dreadnought. These include a dovetail neck joint, tortoiseshell binding, a heritage chesterfield MOP inlaid logo on the headstock and a nitrocellulose gloss finish.

Guild's 2017 D-55 keeps all of the same embellishments as its predecessor including an abalone rosette, MOP/abalone fingerboard inlays and a mother-of-pearl Guild "Peak and G-Shield" logo on a flamed ebony headstock overlay.

🛒 Guild Guitars (guildguitars.com)



GHS Releases Balanced Nickel Bass Strings

GHS has launched its Balanced Nickel strings for bass guitars, a combination of traditional string materials and modern string design.

Traditionally, bass strings are made by wrapping one cover wire around the core to create the G, two covers for the D and A, and three covers for the E string. GHS' Balanced Nickels bass strings change all this: In these sets, GHS manufactures the G and the E strings by wrapping two covers around the core, bringing a symmetry to the sets. The result is an equilibrium between tonality, tension, flexibility and playability.

Balanced Nickels are available in light and medium gauges for four- and five-string basses.

🛒 GHS Strings (ghsstrings.com)



A-T Rolls Out DJ Line

Audio-Technica has debuted its ATH-PRO5X and ATH-PRO7X Professional DJ Headphones, the AT-LP1240-USB XP Direct-Drive Professional DJ Turntable and the AT-XP5 and AT-XP7 Moving Magnet DJ Cartridges.

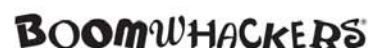
The two DJ-specific headphone models include the over-ear ATH-PRO5X, available in black and white, and the on-ear

ATH-PRO7X, available in black.

The AT-LP1240-USB XP is a direct-drive professional DJ turntable outfitted with the AT-XP5 DJ cartridge.

Two moving-magnet DJ phono cartridges, featuring a unique combination of high-fidelity performance and scratch capability, round out the line.

🛒 Audio-Technica (audio-technica.com)



*We have a simple
but powerful rule:*

*Always give people
more than they expect.
This applies to our
products and service!*

*Visit us at:
Booth # 6404*

RBImusic
musical instrument distributors since 1961



▶▶ NEUMANN.BERLIN

SINCE 90 YEARS

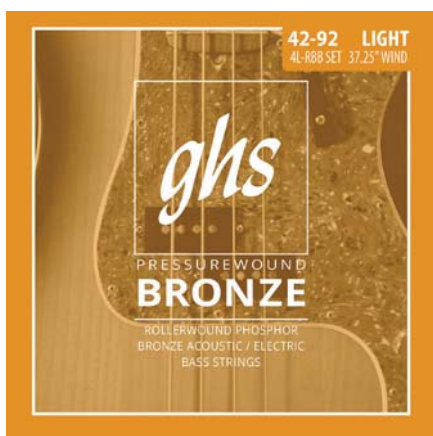
VISIT US AT NAMM (BOOTH 14110)



The KH 80 DSP – Small. Clever. Neutral.



Now also available in white.



GHS Launches Pressurewound Bronze Strings

GHS Strings has launched its Pressurewound Bronze strings for the acoustic/electric bass.

GHS manufactured the Pressurewound Bronze bass strings, using the same construction concepts as the Balanced Nickels and took the final bronze cover and rollerwound it to eliminate any string squeakiness. The result is a set of strings that sound great up and down the board with finger noise eliminated.

This design also allows the Pressurewound Bronze to be used on an electric bass with magnetic pickups, yielding a smooth, mid-forward sound.

The Pressurewound Bronze are available in a four-string set (light 42–92) with a single 120 gauge available for five-string basses.

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



Fender Delivers Modern Feel

The American Original '50s Stratocaster maintains Fender's original-era style and tone, while adding modern feel and pickup switching.

The wax-potted Pure Vintage '59 sin-

gle-coil Stratocaster pickups are as period-correct as possible, from the Formvar-coated coil wire to the cloth-covered output wires, fiber bobbins and alnico 5 magnets.

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



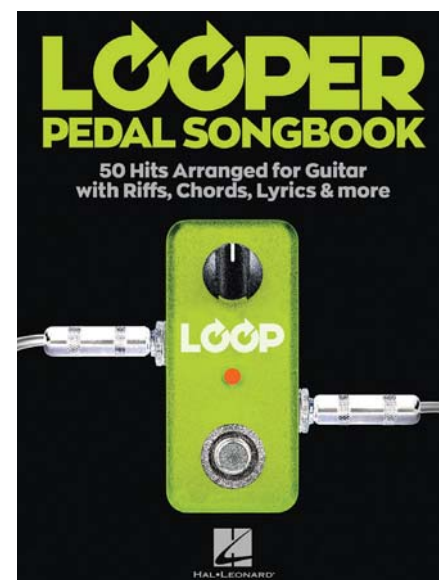
Ibanez AF95FM Hollow Body Offers Super 58 Custom Pickups

Ibanez's full-hollow, the AF95FM, features flamed maple top, back and sides as well as ivory binding on the body, headstock and fingerboard.

Jazz fans will recognize the Ibanez orig-

inal Super 58 Custom pickups — the preferred pickup of George Benson, Pat Metheny and John Scofield used in their own signature models.

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



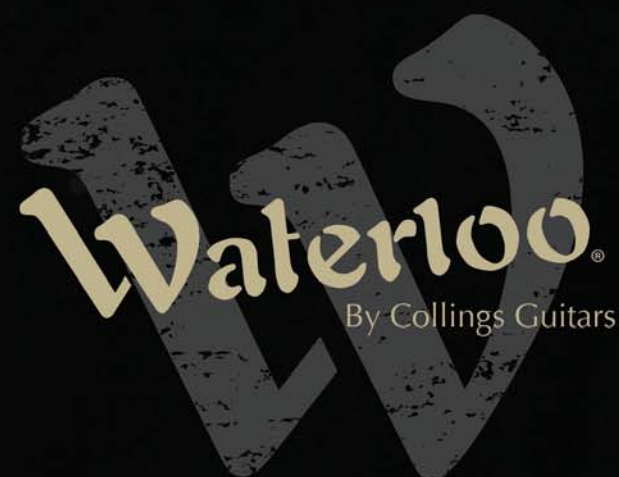
Hal Leonard Keeps Players in the Loop

Hal Leonard has released the "Looper Pedal Songbook," the first songbook designed to help guitarists play songs using live looping.

The "Looper Pedal Songbook," written by Chad Johnson, features 50 songs that will put players' looping skills to good use and are designed to be played with even the most modest looper on the market.

Each arrangement is written for performance by a single acoustic or electric guitar, but also allows for some experimentation to ensure players can take their looping to new heights.

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



Modern Playability, Vintage Soul.

Founded by master luthier Bill Collings, Waterloo guitars are handcrafted in Austin, Texas to capture the vibe and character of the very best Depression era guitars.

Visit us at NAMM
Hall E #2313

www.waterlooguitars.com

Serious. Bass. Performance.



DXS **mkII**

The new DXS mkII powered subwoofers offer higher maximum SPL, extended low end, and all the clarity and punch you've come to expect from the DXS Series. Rest assured...your bass needs are covered.

Experience the new DXS mkII models in our booth in the Marriott.



#YamahaMusic

@YamahaMusicUSA



Combo Amp Reintroduced by Randall

Randall Amplification has reintroduced its entry-level combo amp, the Randall RX15MBC.

The portable, two-channel 15-watt amp offers a fully featured dual gain stage overdrive pre-amp channel with switchable double-overdrive mode. The amp also features high headroom, a 6½-inch classic “Jaguar-voiced” speaker, three-band analog low-mid-high channel equalization, an auxiliary input as well as a ¼-inch tip-



sleeve headphone output connector.

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

Waves Caters to Ambisonics

Waves Audio is now offering two tools for Ambisonics, a popular technique for mixing audio in a full spherical 360-degree sound field.

The Waves B360 Ambisonics Encoder is a plug-in for converting mono, stereo or surround audio into Ambisonics B-format.

Waves Nx Ambisonics, a component of the Waves Nx Virtual Mix Room plug-in, is designed for monitoring 360-degree Ambisonics B-format audio on regular stereo headphones.

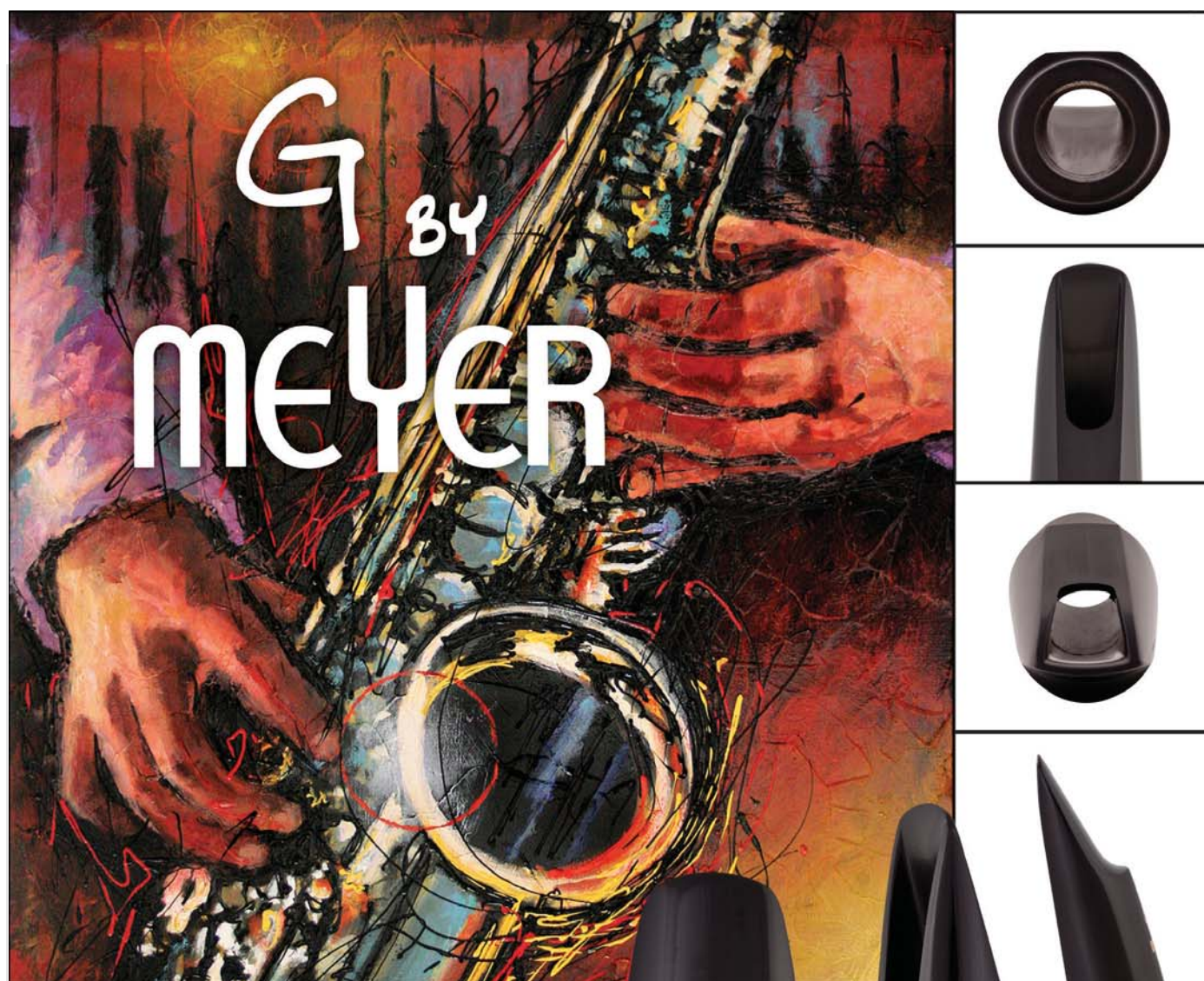
Waves B360 fits intuitively into a traditional mixing workflow, letting users convert regular mono, stereo or surround

mixes into B-format in order to deliver sound for 360-degree audio/video content.

To monitor 360-degree B-format mixes in a convenient way, Waves now offers Nx Ambisonics, a plug-in that recreates the three-dimensional acoustics of a professional mix room inside stereo headphones.

For improved accuracy, Nx Ambisonics offers full personalization to users' individual head measurements. Nx Ambisonics also offers an integrated high-quality, high-speed head tracking solution, using the compact Nx Head Tracker Bluetooth device or a computer's camera.

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



The Player's Choice

Designed specifically for the Player looking for a COOL, THICK, WARM, DARK, SWEET SOUND! G by Meyer is the mouthpiece for you. G by Meyer is available for both Alto and Tenor.

Visit jjbabbitt.com

Visit us at booth #9921



jjbabbitt
99 years
jjbabbitt.com

MOUTHPIECES FOR ALL CLARINETS AND SAXOPHONES

Yamaha Adds Bluetooth

The Yamaha Stagepas 400BT and 600BT portable integrated P.A. systems improve upon previous models by adding Bluetooth wireless audio connectivity — providing singer-songwriters, small bands and public speakers all they need to fill intimate performance venues with pristine-quality sound.

The Stagepas 400BT and 600BT feature two lightweight speakers and a detachable powered mixer, a pair of speaker cables, and a power cord for a complete portable sound solution that can be set up easily in almost any environment.

MSRP: 400BT, \$949; 600BT, \$1,249.

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

Eliminate Pick Drag

Ernie Ball has introduced its Prodigy Picks, available in two sizes: the Prodigy Pick (standard) and Prodigy Pick Mini. Both are offered in two thicknesses: 1½-millimeter (black) and 2-millimeter (white).

The Prodigy picks are manufactured from durable, wear-resistant Delrin material for a more secure nonslip surface. The beveled edge and sharp point allow for less drag, added articulation and precise control while playing. The picks are available in six-pack bags.

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

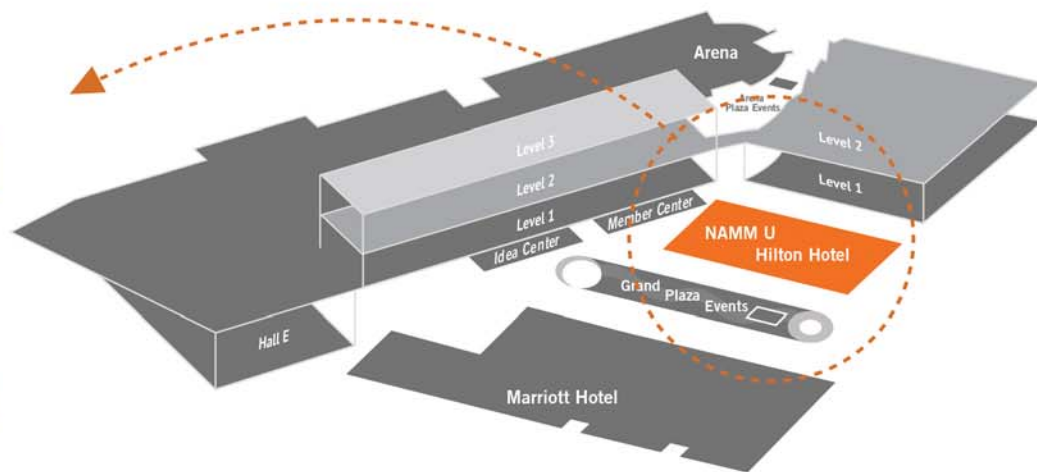




NAMM U Education Center

The NAMM Show
 january 25/28 2018 ^{california}

The new NAMM U Education Center is designed for you to explore best practices, big ideas and world-class training opportunities.



5 levels devoted to industry education and YOU!

Level 5 - Lanai Deck

Get hands-on suspension and configuration training in the AES@NAMM Line Array Loudspeaker System Academy.

Level 4 - Concourse

Participate in the AES@NAMM Pro Sound Symposium, and explore the latest in recording and live sound, event technology, and the future of audio with industry leaders.

Level 3 - Mezzanine

Connect with the NAMM Foundation, the NAMM Oral History program and TEC Tracks Meetups.

Level 2 - Ballrooms

Experience Retail Boot Camp, understand big-picture strategies in daily NAMM U Breakfast Sessions and enjoy a variety of concerts and awards programs.

Level 1 - Hilton Lobby

Welcome to the NAMM U Education Center, featuring a new, relaxed vibe, more amenities, education and events, along with areas to connect and network.

Learn more and plan your schedule at
namm.org/education





Alhambra®
GUITARS

Alí Arango
INTERNATIONAL AWARD WINNING
CLASSICAL GUITAR PLAYER / COMPOSER

Made in Spain

HEAR THE ALHAMBRA SOUND AT ALHAMBRAUSA.COM/MEDIA.HTML

BOOTH 4620
Distributed in the United States by HOSHINO (U.S.A.) Inc.


Hotone Gives Away Vstomp

Hotone's flagship pedal Xtomp is now available on a laptop thanks to the company's Vstomp Amp software.

During this week's NAMM Show, Hotone will be giving away a number of Vstomp packages. Attendees can enter to win by stopping by the Hotone booth and

plugging into Vstomp.

The Vstomp doesn't include any complex signal chains and features no confusing customization or combinations. Users select an amp model, pick their cab model and are ready to rock.

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



Armourguard Wood Series Provides Portable Alternative

ProRockGear and AP International have released the Armourguard Wood Series of lightweight cases.

Boasting the weight of a gig bag and the durability of a hardshell case, the Armourguard Wood series cases provide a transportable and reliable alternative to the

bulky standard.


The Armourguard Wood series features a sturdy form-fit wood shell, covered with rugged 600D nylon, heavy-duty zippers and rubber bumpers on the bottom to prevent shock while standing.

 [ProRockGear \(prorockgear.com\)](http://ProRockGear (prorockgear.com))

Verity Audio Rolls Out Line Array

Verity Audio's IWAC220P line array offers a physical design that minimizes group delay for superior sonic imaging.

Its rigging hardware design lets the user set array angles on the ground for rapid setup. The transport trolley design allows stacking of up to four cabinets for efficient loading and protection during transport.

 [Verity Audio \(verityaudiointl.com\)](http://Verity Audio (verityaudiointl.com))




Hagstrom Recreates Classic Super Swede Bass from '80s

Hagstrom's Super Swede Bass is an authentic recreation of this historic model from 1980.

A Resinator fingerboard enhances the sustain of the neck-through design and contributes to the guitars' articulate attack.

Strings are anchored in place with individual saddles coupled directly to the single massive neck structure. Hagstrom's J-Quad quad-stacked humbuckers are introduced with the Super Swede Bass.

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

Legendary

Carmine and Audix

Larger-than-life drum legend Carmine Appice is known worldwide—for his music, his influence on the drum community, his songwriting and his stage presence—and he chooses Audix every time. “I love my Audix mics,” he says, “They are smooth, rugged and the sound is awesome. I can really hear the difference.” Carmine’s Audix set up includes the D6

for kick drum, i5 for snare, D2 for rack toms, D4 for floor toms and ADX51 for high hat and overheads. Audix’s 7-piece drum mic pack—the DP7—is the industry standard for capturing every nuance of your drums live or in the studio. When it’s time to play, mic up your kit with the Audix DP7, and rock it like Carmine!



DP7

AUDIX®

www.audixusa.com
503.682.6933

©2017 Audix Corporation All Rights Reserved.
Audix and all the Audix logos are
trademarks of Audix Corporation.

AUDIX DRUMMER SIGNING EVENT

Audix is hosting our 3rd Annual Drummer Signing. Come by and get a poster signed by an amazing roster of Audix Drummer endorsers:

Audix Booth #18301
NAMM 2018 - Anaheim, CA
Saturday, January 27, 2018 @ 1:00 p.m.



Recording King Delivers Throwback Vibes with 12-String Dreadnought

Recording King has added a 12-string dreadnought to its Dirty 30's Series 9 line-up. The 12-string dreadnought packs all the features found in other Series 9 models, including super-clean cross lap bracing and a solid Sitka spruce top.

The Series 9 guitars are available in three six-string shapes: Single 0, 000 and Dreadnought. Additional features include a bone nut and saddle, D'Addario strings and vintage-style tuners.

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



Mi-Si Offers Compact System

Mi-Si's Magpie Air combines a single coil active magnetic pickup and MEMS microphone into a compact system.

"Magpie Air is the next step in Mi-Si's comprehensive line of battery-free

systems for acoustic guitar amplification with special attention given to rich sound quality and ease of installation," said Dr. Simona Loffe, president of Mi-Si.

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

Create Custom Tunings with the Line 6 Variax

Line 6 has announced the worldwide availability of the Variax Limited Edition Onyx guitar. It features a translucent black finish over a flamed-maple veneer top with matching headstock overlay and a premium ebony fretboard. Each guitar also includes a limited edition insignia and numbered neck plate.

The Variax Limited Edition Onyx guitar features a lightweight alder body, one-piece maple neck with macassar ebony fingerboard and three Yamaha Alnico V

single-coil pickups that serve up full-bodied tone.

Variax HD modeling gives guitarists instant access to the sounds of classic electric guitars as well as six- and 12-string acoustics, resonator, banjo, sitar and other instruments. Players can also access alternate tunings such as Open G, DADGAD and Drop D — or their own custom tunings — with the turn of a knob.

MSRP: \$1,399.99.

🛒 [Line 6 \(line6.com\)](http://Line6.com)

B410C Cab Delivers Smooth Sound

Acoustic Amplification has rolled out its B410C Bass Cabinet. Sporting the time-tested 4- by 10-inch configuration, the B410C handles 400 watts of power through four custom-designed traditional ferrite speakers — delivering a warm, smooth sound with just the right combination of low-end punch and midrange definition.

Combined with a defeat-able high-frequency horn driver, the B410C translates tone across the bass spectrum with articulation and authority. Its 8-ohm impedance rating and parallel ¼-inch inputs make it easy to run multiple cabinets from a single amp head for a wide range of configurations.

The B410C features a rugged, tour-tough, multi-layer plywood cabinet designed to deliver powerful, solid tone

and performance while reducing weight and bulk.

🛒 [Acoustic Amplification \(acousticamplification.com\)](http://AcousticAmplification.com)



Talon

THE EVOLUTION OF GUITAR PICKS

The patented design of the Talon delivers the most dynamic guitar pick ever crafted. Four unique models utilize increasing pick angles to align your ideal string response & tone. The connection to your instrument is now an extension of yourself...bred to soar.

- ▶ Ideal string contact and response
- ▶ Razor sharp technique & explosive picking
- ▶ New worlds of tones & textures
- ▶ Natural contoured grips to eliminate pick slipping

Craft Molded in 3 topflight materials:

Light Medium and Heavy

Talon
US Patent# D792,502S

HALL D Booth #3131

www.TalonGuitarPicks.com



Electro-Harmonix Reissues Big Muff

Electro-Harmonix has reissued its late-1970s-era Op-Amp Big Muff Pi. Sometimes referred to as the IC or V4 Big Muff, the original circuitry has been recreated while several practical enhancements have been added.

"The Op-Amp Big Muff was popularized by Billy Corgan who first used it on the Smashing Pumpkins' 1993 album 'Siamese Dream,'" said Mike Matthews, Electro-Harmonix founder.

The pedal relies on op-amps rather than transistors and three gain stages, rather than four, to create its sound. The Op-Amp Big Muff Pi features standard controls: sustain, tone and volume, plus a tone toggle switch for bypassing the tone circuit. It comes equipped with a 9V battery or can be powered by an optional 9-volt AC adapter.

🛒 [Electro-Harmonix \(ehx.com\)](http://Electro-Harmonix (ehx.com))



OMG Supports the U.S. Army

OMG Music is now distributing officially licensed U.S. Army products to the music industry via its Henry Heller brand.

"We are proud and humbled to have been chosen to be a part of a program that is providing direct support to those who have sacrificed so much," said Mark Blasko, OMG's partner and director of operations. "We've heavily invested in our new Sheridan, Indiana, manufacturing facility. This is the first of hopefully many returns to come from that investment."

The initial offering will consist of guitar straps and picks in multiple designs.

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

Old-school Feel with Fluid Audio

Fluid Audio has announced its SRI-2 recording interface.

Featuring a robust aluminum chassis, the SRI-2 interface is a sturdy piece of gear reminiscent of old-school studios. Along with its retro-feeling design comes 21st century audio quality and functionality.

The SRI-2 boasts a large volume knob for accurate control of the output level and direct monitoring provides zero-latency tracking.

🛒 [Fluid Audio \(fluidaudio.net\)](http://Fluid Audio (fluidaudio.net))



MXL Mics Pop

MXL Microphones has debuted the POP LSM-9, a brightly colored dynamic vocal mic designed to give on-stage performers an eye-catching handheld mic that cancels vibrations and minimizes handling noise for a clearer performance.

It features a super cardioid polar pattern to deliver a strong vocal presence while also negating feedback. Its low-handling noise makes it ideal for high-energy stage performers. Durable, all-metal construction ensures that the POP LSM-9 can withstand the rigors of nightly use.

🛒 [MXL Microphones \(mxlmics.com\)](http://MXL Microphones (mxlmics.com))

MORE INFINITY

MATRIXINFINITY ACOUSTIC PICKUP SYSTEMS



Matrix Infinity VT

Updated with a new, sealed control module and tweaked to perform even better with modern acoustic guitar amplifiers.



Matrix Infinity Mic Blend

Adds a multi-position cardioid condenser mic capsule for increased "air" and tactile tone.

Introducing the New Matrix Infinity VT and Matrix Infinity Mic Blend

Over its 25-year history the Matrix has established itself as the go to undersaddle pickup for players and manufacturers looking for great Fishman-Quality sound. And while there were tweaks and adjustments along the way, the basic system has been **unchanged - until now.**

FISHMAN®
Inspired Performance Technology™

800-FISHMAN | BOOTH 4810 - D

BAE's PDIS Stereo Box Imbues Signals with Warmth, Richness

BAE Audio has introduced the PDIS passive direct injection stereo box.

The PDIS is based upon the single-channel PDI. Like the mono PDI, the PDIS uses an OEP/Carnhill transformer to imbue any signal passed through it with a satisfying warmth and analog richness.

"The PDI has been a huge success for us, bringing the magic of a high-quality transformer to direct signals both in the studio or on stage," said BAE Audio President Mark Loughman. "Now, the PDIS meets the needs of users who require two channels of smooth direct analog injection in a single box. It's an ideal solution for direct

recording of stereo sources."

The PDIS features Neutrik connectors, including quarter-inch inputs and low-impedance XLR outputs for each channel on one side. It also includes a pair of through outputs for each channel on the reverse side. This feature allows for unique routing configurations, such as sending a keyboard signal both via the Lo-Z outputs to your console as well as via the quad Hi-Z through outputs to two separate amplifiers or effects chains. Dual ground lift switches help navigate any noise issues caused by grounding.

🛒 **BAE Audio** (baeaudio.com)



UK Sound's 1173 Channels Classics

UK Sound has announced its 1173 mic pre compressor.

The 1U space rack unit combines the synergies of two timeless circuits, the 1176 compressor and 1073 pre-amplifier.

The 1173, which is ideal for experienced musicians, producers and engineers looking to diversify their sonic palette, is the result of a design collaboration among Los Angeles-based producer Warren Huart and gear designer Michael Stucker, produced and manufactured by UK Sound.

The product brings together the combined synergies of two timeless circuits: the

1073 pre-amp and studio FET compressor — at an affordable price.

The marriage of these two classic pieces of analog gear opens up a new sonic palette in the studio, either as a standalone piece in a project studio, or as an addition to a heavily fortified rack of outboard gear.

The 1173 owes its character to its combined 1073 pre-amp and FET compressor circuit. It features the recognizable FET compressor controls for input and output gain and the time-honored compression ratio options of 4:1, 8:1, 12:1, and 20:1.

🛒 **UK Sound** (uksound.com)



K&M KÖNIG & MEYER
Stands For Music

Visit us at NAMM in Anaheim
Booth 14517, ACC North Level 1

STAND STRONG.

Musicians and sound professionals around the world stand with K&M to support their passions and their performances. Discover what millions already know: our uncompromising approach to design means your K&M accessories are built to stand the test of time. Premium Quality · 5 Year Warranty · German Designed and Manufactured

www.k-m.de

US Distribution: Connolly Music (800) 644-5268 · km-america.com · connollymusic.com



Audified Offers Remote Control

Audified has released Synergy R1, its first foray into hardware with a remote-controlled software/hardware hybrid digital/analog processing module for the 500-series modular rack-frame format.

The plug-in supports multi-instance usage, so several plug-ins could be assigned to one hardware unit. Also included is a standalone Synergy R1 Control application for independent control of Synergy R1.

🛒 **Audified** (shop.audified.com)



Hear Back Monitor Mixer Evolves

Hear Technologies is taking the original Hear Back to a higher level of audio excellence. With improved audio quality, system performance and overall ease of use, the Hear Back OCTO revolutionizes monitor mixing on-stage or in the studio.

The system is suitable for headphones, wired and wireless in-ear monitors, and/or conventional floor monitors. The Hear Back OCTO adopts the look and feel of the 16-channel Hear Back PRO system.

The OCTO is 100-percent backward compatible with the original Hear Back system. It's also compatible with the Hear Back PRO system via an optional PRO hub ADAT card. The OCTO's connectors have been placed at one end of the mixer for convenient and easy access.

🛒 **Hear Technologies** (hearttechnologies.com)

JOIN US IN
Minnesota



RPMDA

RETAIL PRINT MUSIC DEALERS ASSOCIATION

APRIL
25-28

FOR OUR 2018 CONVENTION

2018

*YOU'LL WALK AWAY WITH PRICELESS
RESOURCES AND BEST PRACTICES TO
GROW YOUR BUSINESS*



ARRIVE EARLY FOR AN EXCLUSIVE TOUR OF HAL LEONARD'S DISTRIBUTION CENTER





D'Addario Ascends Playing

D'Addario Orchestral has introduced its string set, Ascenté — a synthetic violin set intended for string players of all levels and ages.

Ascenté violin strings have been specifically designed to help players advance their craft with elegance and consistency. With a wider tonal range, excellent pitch stability and longevity, along with the durability D'Addario Orchestral strings are known for, this synthetic core string delivers a sophisticated palette that elevates playing to the next level.

Available in three sizes: 4/4, 3/4 and 1/2, medium tension only. The Ascenté Violin set has solid-orange silking at the ball end. MSRP: \$39.99.

🛒 D'Addario Orchestral (daddario.com)



Ibanez Basses Spark Creativity for Players

Ibanez has added the SR670 and SR675 to its line of Soundgear basses.

The basses feature ash tops with a black and silver finish on a mahogany body as well as the Accu-cast B500 and B505 bridges.

The smooth fast neck, lightweight body, and matched electronics are engineered to satisfy the particular needs of bassists as well as to inspire their creativity.

MSRP: \$933.32.

🛒 Ibanez (ibanez.com)

Deering Teams with Brown

Deering's Julia Belle Banjo is the result of a collaboration between Deering and banjo icon Alison Brown. The 24-fret low-tuned banjo features bluegrass composer John Hartford's hand drawn artwork on the fingerboard as well as design aesthetics and features customized by Brown herself.

Tonally, the Julia Belle specifically is designed to shine when played in lower tunings such as open E or open D, though it also performs well when played in standard G tuning.

The banjo is made of mahogany which brings out a warmth and also boasts a radi-



used fingerboard and a head design by D'Addario that recreates the fat, full tones of the original 5 Star heads.

🛒 Deering Banjo Co. (deeringbanjos.com)

Takamine Adds Four Acoustic Guitar Models

Takamine has launched four models: the limited edition CP6SSDC and CP5D OAD, and the Thermal Top EF360SC TT and EF400SC TT.

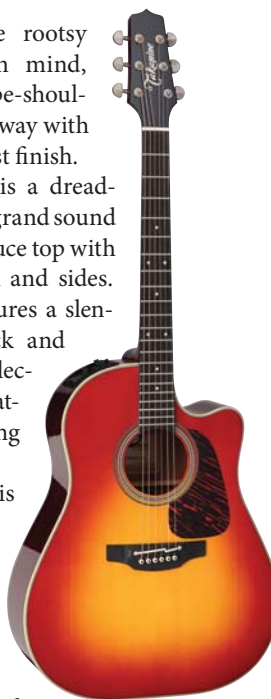
Created with the rootsy Americana sound in mind, the CP6SSDC is a slope-shoulder dreadnought cutaway with a deep cherry sunburst finish.

The CP5D OAD is a dreadnought that pairs the grand sound of an Adirondack spruce top with ovankol on its back and sides. The CP5D OAD features a slender, comfortable neck and Takamine's CT4B II electronics, making it a natural for both recording and live performance.

The EF360SC TT is a cutaway dreadnought that incorporates Takamine's "Thermal Top" technology on its solid-spruce top.

Offering the tone of a vintage, played-in 12 string, the EF400 SC TT provides a solid thermal spruce top, solid Indian rosewood back and a slender mahogany neck that allows for a no-compromise performance feel.

🛒 Takamine Guitars (esptakamine.com)



**Switchcraft®
Pro Audio**



**AUDIOFIX
MODEL 303/303B**

Inline XLR Audio Controlled Connector

- -20dB attenuation
- Pin 1 disconnection provides Ground Lift function
- Switches Pins 2 and 3 for true 180° phase inverse



Scan to find us on
show floor



NEW!

280F/280FL

Often imitated, never duplicated.

- True rubber flex relief with two inner dimensions available
- One-piece plug finger made in the USA
- Switchcraft quality

AN ICON REDEFINED.

Consistently Excellent since 1946

Connect with us at www.switchcraft.com, or



**the
NAMM®
show¹⁸**

COME VISIT US
IN **BOOTH 10739**



**AUDIOSTIX®
MODEL 318BT**

- Phantom Powered Bluetooth® Audio Receiver
- 50' – 100' working distance
- 4.2 Bluetooth® Module
- Output is balanced summed to mono
- Optional Aux power through micro USB

BIRCH

IS BIRCH

crush



BOOTH 8802 HALL B

WWW.CRUSHDRUM.COM

|

Proudly Distributed by

KORG USA



Levy's Straps Fit for Royalty

Levy's Leathers has introduced the Trace guitar strap, available in black and tan. The full-weight veg-tan leather Trace utilizes the brass Sam Brown studs found on Western belts and the Royal Canadian Mounted Police scarlet dress uniform pistol belt as a unique guitar-strap adjustment system.

🛒 Levy's Leathers (levysleathers.com)

Spitfire Updates Albion One

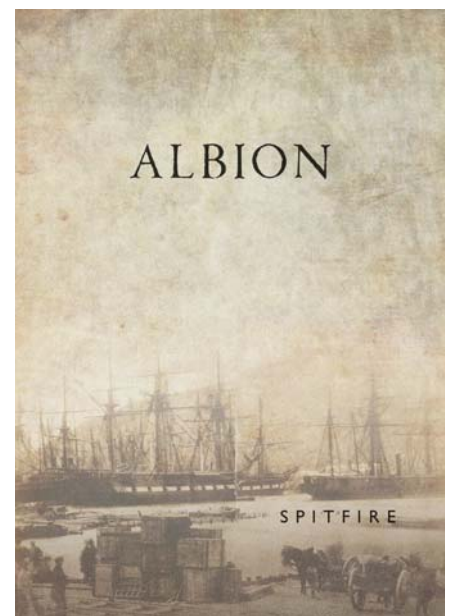
Spitfire Audio has announced the Albion One 10th Anniversary Edition — effectively celebrating the company's 10th year in business.

Albion One 10th Anniversary Edition encompasses everything needed to make music for film. Having assembled 109 of London's finest players, Spitfire Audio's Albion One production team captured them performing a range of techniques across a range of notes, and also by section, to provide its users with the flexibility to program or perform their own orchestral compositions with an abundance of control options. As such, Spitfire Audio's "legato articulations" (which combine adjoining samples to magnify musicality) and "runs"

(where a single note triggers the recording of a section playing phrases) play an integral part in making Albion One sound so realistic. Furthermore, four mic positions are available to load and mix to suit the type of music being composed and the scale that the composer wants to achieve. Spitfire Audio also provides an "ostinato" designer to allow adventurous users to instantly create exciting, tense or action-packed passages.

Albion One 10th Anniversary Edition encompasses everything needed to build a scoring backbone with its Darwin Percussion section spanning gentle undertones to full-scale mega hits.

🛒 Spitfire Audio (spitfireaudio.com)



ART Rolls Out Trans Y Compressor

Applied Research and Technology has released the ART Trans Y — a two-channel solid state compressor/limiter.

The Trans Y features a discrete, low-noise transistor audio path using a Field Effect Transistor for dynamic level control, producing incredible detail.

The Trans Y has a servo controlled FET gain reduction circuit paired with the detented ratio control to provide reliable, repeatable results every-time. The de-esser reduces sibilance when compressing vocals.

🛒 ART Pro Audio (artproaudio.com)

Play Anywhere with Superlux

The Superlux SE108W portable speaker lets users take their music anywhere at any time.

The SE108W provides ultra-portability and ease of use. A built-in wireless microphone system and Bluetooth technology provide easy connection with any compatible device.

🛒 Superlux (superlux.us)



INTRODUCING TYCOON'S NEW PRODUCTS FOR 2018

Check out our many exciting new releases at THE NAMM SHOW 2018 at Hall C - Booth 7246



TYCOON®

the
NAMM®
show¹⁸

www.tycoonpercussion.com

Quality Audio on the Run

Zoom North America has unveiled the H1n Handy Recorder, a compact and versatile audio recorder for film, music, podcasts and more. Designed for ultimate portability and versatility, the H1n is ideal for creators who are looking to capture professional-quality audio on-the-go.

The H1n's design features a protective mic enclosure, a bright graphic LCD screen and easy-to-access buttons and menu options. Its built-in X/Y microphone captures high-quality stereo sound in any environment; a convenient stereo 1/8-inch mini phone jack mic/line input lets creators connect external microphones or other digital



devices for more versatility.

Functions like Playback Speed Control and A-B Repeat provide flexibility during playback. Stereo Bounce makes it easy to overdub sounds and the Voice Emphasize filter is designed for dictation — useful for interviews, lectures or podcasting.

Two AAA batteries provide up to 10 hours of recording time, making the H1n a perfect companion for on-location shoots or traveling.

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



Greenhoe Models Go Back to Classic Trombone Design

The Greenhoe GC4-TIS and GC5-TIS (Tuning-in-Slide) models are a reintroduction of a century-old approach to trombone design. This classic approach eliminates bell tuning and lets the bell maintain a continuously conical profile — thus giving a free and even feel to the

sound.

This design, created by Gary Greenhoe and combined with the precision craftsmanship at Schilke Music Products, makes the Tuning-in-Slide models stand out.

[Greenhoe \(greenhoe.com\)](http://greenhoe.com)



Jensen Soars with Raptor

Jensen has added the Raptor to the Jensen Jet line of speakers.

The powerful speaker produces smooth, warm sound and offers quality definition in the upper midrange. When presented with overdrive distortion, it exhibits a silky, full-sounding lead tone. It also features 100 watts of power and a ceramic magnet.

As with all the models in the Jensen Jet line, it offers a modern tone, ideal for the modern player.

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

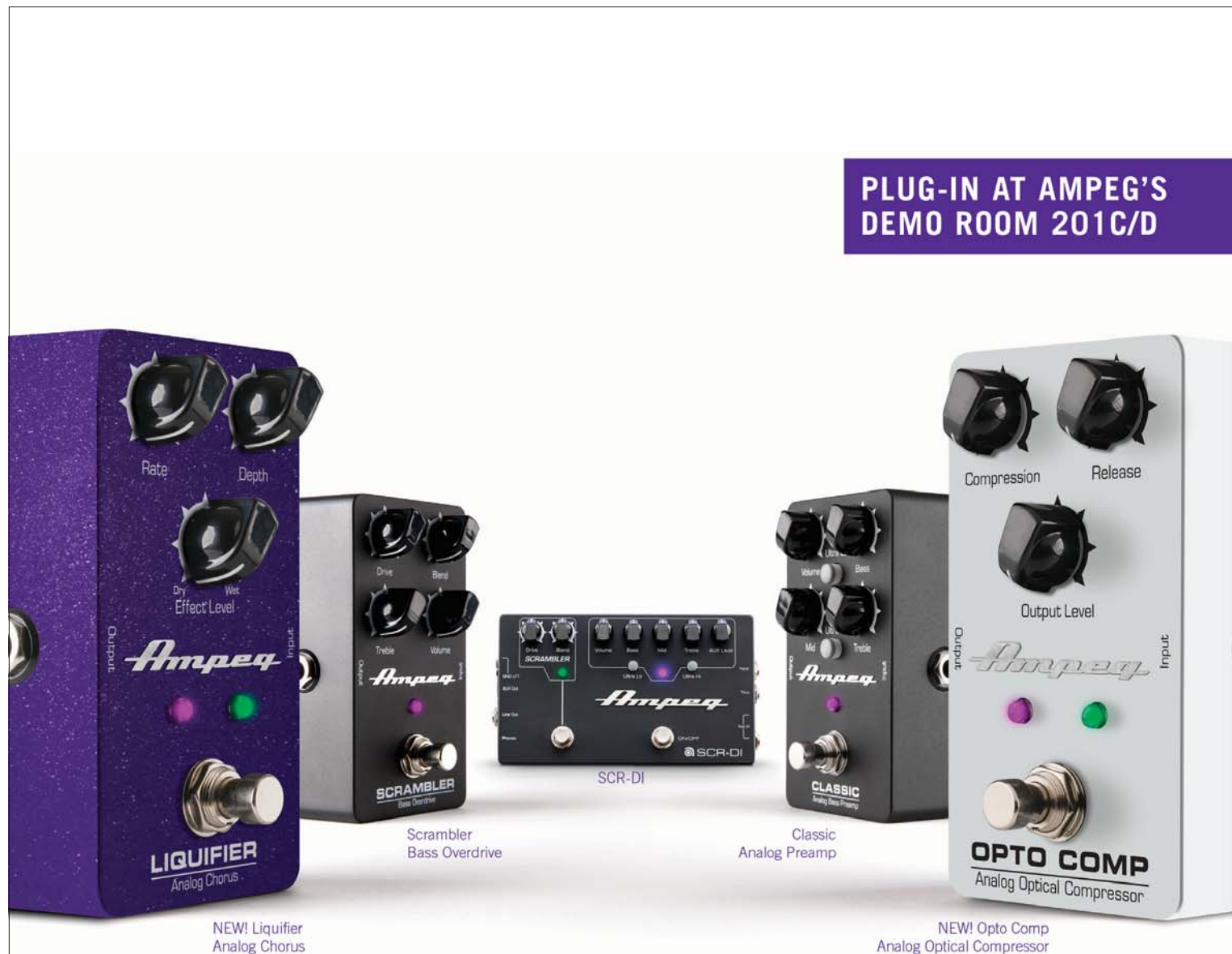


Big City Sounds for Small Setups

The Zildjian City Pack four-cymbal set is designed to deliver the Zildjian sound for smaller-sized drum kits and percussion setups. Plus, the pack includes two new cymbals: the 18-inch A Zildjian Uptown ride and 12-inch A Zildjian New Beat hi-hats.

The City Pack also has a 14-inch A Zildjian Fast crash.

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



PLUG-IN AT AMPEG'S DEMO ROOM 201C/D

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.

THE ROUND SOUND
ampeg.com

Copyright © 2018 LOUD Audio, LLC. All Rights Reserved.



R E • T O O L
C O O L



DIXON
CORNERSTONE
DRUMS



BOOTH # 7414

CORNERSTONE.PLAYDIXON.COM

Ernie Ball Picks Built to Last

Ernie Ball has introduced its Everlast Picks. Manufactured from highly durable, wear-resistant Delrin material for a more secure, non-slip surface, the picks are available in eight different thicknesses.

The fluorescent color-coded sizes include: 0.48-millimeter (blue); 0.60-millimeter (pink); 0.73-millimeter (orange); 0.88-millimeter (green); 1-millimeter (purple); 1.14-millimeter (red); 1½-millimeter (yellow); and 2-millimeter (teal). The picks also are available in 12-pack bags.

🛒 Ernie Ball (ernieball.com)



JodyJazz Hits the Studio

Jody Espina, founder and president of JodyJazz Inc., and Howard Paul, president and CEO of Benedetto Guitars, have joined together to release a recording.

After many years playing together all over Savannah, Georgia, and the low country, Espina and Paul finally hit the studio to record a selection of their favorite tunes.

As The Presidents, they assembled a group of musicians including bass player Mark Peterson and New York drummer Karl Latham — both of whom they regularly had performed with in the past. As an added special guest, drummer/percussionist Andrés Forero, known for his current gig with Broadway hit musical “Hamilton,” also contributes his talents to the recording.

Available now, The Presidents’ album offers Espina and Paul’s inspired, always



From left, Howard Paul and Jody Espina with “The Presidents” band.

swinging and unique take on various straight-ahead and American songbook standards. The album is a chance to hear two musicians in their prime, beautifully recorded and supported by some of the most accomplished musicians in the country.

📄 JodyJazz (jodyjazz.com)



Steinberg Enhances Cubase for More Detail

Steinberg has released version 9.5 updates to the Pro, Artist and Elements editions of Cubase.

The major advancement around Cubase’s powerful mixing capabilities is the mixing engine. The 64-bit floating-point resolution offers uncompromised performance when processing audio, delivering a level of detail and transparency previously unheard of in Cubase.

Further enhancing the single-window layout in Cubase, tabs have been added to

the Right Zone. The integrated file browser provides an easy way to access and prelisten on media files. Exclusively available to Cubase Pro 9.5, the metering section for loudness and master signal levels and the Control Room are now both an integral part of the Right Zone as well.

One highlight in 9.5 is the metronome, with customizable click and the possibility to assign different patterns to adjust to signature shifts in the Signature Track.

🛒 Steinberg (steinberg.net)

Focusrite, Novation Extend Warranty Period to 2 Years

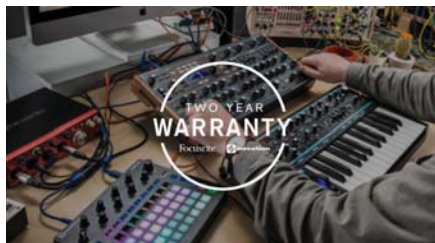
Focusrite and Novation have updated their warranty policy, extending the period of coverage to two years.

Customers can look to the two-year warranty if any hardware needs repairing or replacing due to a manufacturing fault. In the event of a manufacturing defect becoming evident during the warranty period, Focusrite will ensure that the product is repaired or replaced free of charge.

"We want to make sure that we are doing everything we can to minimize downtime for our customers, with a minimum of fuss," said Mick Gilbert, Focusrite's head of customer experi-

ence. "We want to help you to keep making music. At Focusrite, delivering reliable gear is one of our highest priorities. This enables us to make a two-year warranty commitment to our customers."

 **Focusrite** ([focusrite.com](https://www.focusrite.com))




Avnu Certifies L-Acoustics

L-Acoustics has announced that the LA12X and LA4X amplified controllers are its first products to receive Avnu certification.

The Avnu-certified LA12X and LA4X amplified controllers include built-in AVB bridge functionality, reducing the need for

additional costly networking equipment and facilitating setup and interoperability of systems. Together, they are the first Avnu-certified amplified controllers to be launched with both Bridge and Listener technology.

 **L-Acoustics** ([l-acoustics.com](https://www.l-acoustics.com))



PJB Powers Digital Amp

Phil Jones Bass has released the D-1000 digital bass amp and C-9 speaker cabinet.

The D-1000 is a powerful, high-performance compact amplifier that achieves a maximum of 1,000 watts of pure PJB power. The C9 is a 9- by 5-inch loudspeaker enclosure that introduces PJB's latest in driver technology, the Chrome Dome 5A.

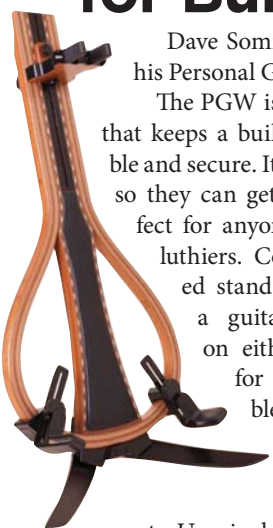
 **Phil Jones Bass** ([pjbworld.com](https://www.pjbworld.com))

PGW Provides Safe Space for Builders

Dave Sommerfield has unveiled his Personal Guitar Workshop.

The PGW is a guitar workstation that keeps a builder's instrument stable and secure. It provides a safe space, so they can get to work and is perfect for anyone from hobbyists to luthiers. Complete with included stand, the PGW can hold a guitar face-up, back-up, on either side and upright for display. It's compatible with acoustic, electric and many other types of guitars and stringed instruments. Uses include restringing, refurbishing, repairing, cleaning, constructing and maintaining.

 **Personal Guitar Workshop** ([davesommerfield.com](https://www.davesommerfield.com))



#zildjiansticks

DEFY EXPECTATIONS.

Zildjian

Premium drumsticks that make a statement.

BRIT GRIT
MADE IN THE USA



SEE US AT NAMM
BOOTH #5433

SOUND CITY
SOUNDCITYAMP.COM

Sound City® is a trademark of Sound City Amplification LLC.

Pipes Inspires Electronic Musicians, DJs

For keyboard players, electronic musicians and DJs looking to be inspired by quality sounds, Synesthesia released Pipes — a complete, compact sound module.

Pipes features 48 KHz, 24-bit stereo sample playback and is WAV, AIF and MDA compatible with up to 20,000 samples.

It also features the introduction of its “Tweaker” onboard pure data patches, which can be used to modify and transform



MIDI — creating many possibilities for new and custom sounds.

🛒 [Synesthesia \(synesthesiacorp.com\)](http://Synesthesia.com)

SLM's Promo: Spend \$1K, Get \$1K

St. Louis Music has unveiled a Q1 promotion that rewards any dealer who spends \$1,000 on marketplace and accessory items with a chance to win a \$1,000 credit toward a future purchase of SLM marketplace and accessory products.

“We’re always thinking of ways to say thanks to our customers,” said Robert E. Lee, senior vice president of sales at St. Louis

Music. “A \$1,000 credit is a fantastic prize [that] we think our customers will see tremendous value in.”

Every \$1,000 spent with SLM will count toward one entry in the drawing, and there’s no limit on how many entries can be submitted. A total of three winners will be selected at the close of the promotion.

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



Waves Plug-in Makes Movement

Waves Audio is exhibiting its Brauer Motion plug-in, a circular stereo auto-panner designed with Michael Brauer.

It comes with four different panning modes to direct the motion of the sound, four trigger modes, two panners with full control, a dynamics section and a master section with gain and wet/dry controls.

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

We’re looking for a few
great international
distributors.

Booth 15220



www.heilsound.com



Vox Amp Family Grows

Vox has launched the MVX150, a 150 watt, two-channel guitar amp head and combo series.

The MVX150 is the first amplifier equipped with Korg’s Nutube technology in both the pre-amp and power amp. Coined as “NuPower,” it uses Nutube in a push-pull configuration, borrowing circuit design techniques from some of history’s best vacuum tube amps, resulting in a pure, clean tone as well as a modern high-gain sound with a powerful low end. The amps contain two channels with two modes for each channel, resulting in a diverse range of sounds.

“This amp line is perfect for guitarists who want a premium and innovative vacuum tube amplifier that prefer a real analog sound,” said Brian Piccolo, director of guitar brands at Korg USA. “They’re lightweight, easily transportable and sound incredible.”

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

Record Like a Pro on the Go with R-07

Roland's R-07 High Resolution Audio Recorder features multiple high-quality recording modes as well as dual recording and hybrid limiting functions that ensure perfect audio capture every time. It also includes Bluetooth for remote operation and audio streaming.

The R-07 supports mono and stereo WAV recording at rates up to 24-bit/96 kHz and MP3 recording at rates up to 320 kbps. Onboard stereo mics are always at the ready, while handy scene setups configure all the critical recorder settings with one touch.

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



VHT Offers 2-in-1 Pedal

Expanding its dual-function pedal line, VHT's all-analog Dyna-Boost pedal features an enhanced classic transconductance compressor circuit with attack, presence, compression and level controls.

VHT's presence control provides a wide range of compressed tones — from thick lead tones to detailed and jangly chord textures. The ultra-clean Baxandall boost section has bass, treble and level controls.

The Dyna-Chorus features the same compressor circuit as the Dyna-Boost and pairs it with a rich-sounding all-analog

stereo chorus, with speed, tone and depth controls.

🛒 [VHT Amplification \(vhtamp.com\)](http://VHT Amplification (vhtamp.com))



Mapex Upgrades Armory Drum Series

Mapex has introduced two color upgrades in the Armory drum series. Using Olive Exotic veneers, Mapex has released the colors Desert Dune and Black Dawn. These finishes are being applied to the best-selling Armory Series Hybrid shell which is constructed of birch/maple/birch, in a six-ply, 7.2-millimeter thickness. With this latest finish addition, all current Armory finishes now feature the Exotic Olive veneer.

🛒 [Mapex \(usa.mapexdrums.com\)](http://Mapex (usa.mapexdrums.com))



Dixon Unveils Limited Edition Fuse Swiss Ebony Drum Kit

Dixon's Fuse Swiss Ebony four-piece shell kit features an exclusive Swiss ebony laminate — an engineered finish treatment that creates a stunning drum-kit finish.

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

The Fuse Swiss Ebony kit features a six-ply hybrid 7.3-millimeter shell, a 45-degree bearing edge and the exclusive Swiss Ebony finish. The kit comes with an eight-lug bass

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

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



Take the TUSQ® TINKLE test! Hear the Harmonics

"The material is lighter, harder, and comes off the string faster so the sounds just pops. They have their own tone and it is simply just amazing!"

Bobby Keller – Meka Nism



www.graphtech.com/T18



BAND ROOM



Yamaha Designs with Vizzutti

Yamaha's YTR-9335VSII is a limited edition, second-generation Vizzutti model trumpet designed in consultation with trumpet virtuoso Allen Vizzutti.

Because of Vizzutti's broad range of styles and techniques, this trumpet speaks all musical languages and is designed for the musician who requires the highest level of performance in all settings, all genres and all styles of music.

Building on the reputation of the previous model, the YTR-9335VS, the YTR-9335VSII features brass piston stems and

resin valve guides that let players execute the very fast passages that Vizzutti is known for. It also has an upgraded lead-pipe, improved bell design and square-style bend for more color and tonal balance across the sound spectrum.

The lightweight valve casing and new piston alloy offer a natural, crisp response. Striking black mother-of-pearl finger buttons and gold-plated top- and bottom-valve caps provide a classic look.

MSRP: \$6,315.

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

Knilling's Bucharest Bass Models Made for Students

Knilling has added Performance Bass Models to its Bucharest line of string instruments. Made in Romania, the Knilling Bucharest Performance models feature well seasoned, select European spruce and figured maple.

"An excellent choice for advancing school programs and players [is] the solid carved Performance models," said Lang Shen, product manager of Knilling. "These Gamba-style basses are constructed with sloped shoulders, allowing

players to access the higher registers of the fingerboard with ease."

Both models feature an arched- and flat-back option as well as Tyropean machine heads, ebony nut, fingerboard, tail-piece and saddle, German height adjustable maple bridge and Helicore strings.

Outfits include deluxe padded cover and Glasser bow with horsehair.

MSRP: #1310T Flat Back, \$899; #1312T Arched Back, \$799.

 [Knilling \(knilling.com\)](http://knilling.com)

Crossrock's Cello, Violin Cases Ideal, Even for Flying

Crossrock has debuted its CRF4000 series backpack string cases for 4/4 full-size violin and cello, with five color options.

The exterior of the case is almost indestructible — created from material made from composite carbon fiber and PC.

The slim violin case easily can fit into the overhead bin of an airplane, while the large pocket inside and slim bag outside are ideal for multiple accessories and sheet music.

The cello case features a diamond-cutting design and also includes a small pocket and a slim bag. The strong and anti-scratch exterior guarantees your instrument's

safety — even during airline travel.

 [Crossrock \(crossrockcase.com\)](http://crossrockcase.com)



Majestic's Marimba Series Sets Standard for Modern Design

Majestic's Reflection Series Marimba presents a design featuring a central truss system with a modular frame design that enables quick and easy setup and agile movement through any door.

A tunable resonator design features a full three octaves of tuning capability from C2-C5 with a dramatic 3-D curving profile for a modern aesthetic. Further enhancements include a single side "Uni-Lift" height adjustment with an optimized gear ratio, insuring smooth, unassisted operation by the player.



"We set out to design an instrument that looks great, sounds great and feels great," said She-e Wu, international soloist and educator. "This is the best instrument I have ever played."

 [Majestic \(majesticpercussion.com\)](http://majesticpercussion.com)



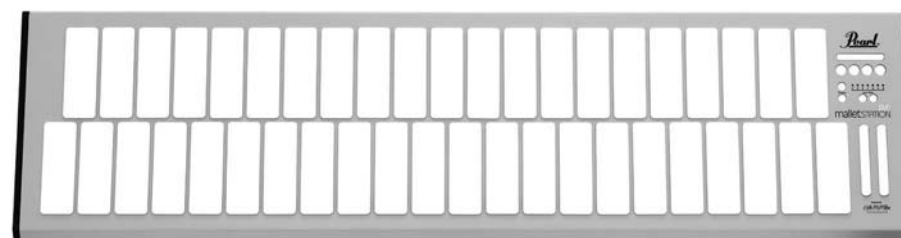
Schilke Adds Copper Bell Choice to 1040-FL Series

Schilke Music Products now is offering a copper bell option for its 1040-FL Custom Series BB Flugelhorn.

This model also includes an upgraded third slide trigger, outfitted with exotic wood. The design also adds an improved shape and length to the trigger for a more

balanced, comfortable design. The copper bell creates a warmth and smoothness to the already unique sound of the Schilke flugelhorn. Excellent intonation and quality continues to be the benchmark of all Schilke instruments.

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



Pearl Brings Next-gen Tech


Designed in partnership with Keith McMillen Instruments, Pearl's malletStation brings next-generation technology to the 21st century mallet percussionist.

The malletStation model EMI is a full-sized 3.0 octave adjustable range electronic mallet controller, designed for players in any genre. The adjustable low note range function lets users set the fundamental diatonic note of the instrument.

MalletStation's tech-forward design features KMI's Smart Fabric Sensor technology — letting the silicone bar material

have a sensitive, natural response including mallet dampening and aftertouch control, and easily can be tailored to the users' individual playing style.

The EMI features a master control section with three programmable faders, four programmable buttons and the fixed function low-note and octave-shift buttons. In addition, three assignable pedal inputs allow for flexibility in performance such as sustain, expression or any MIDI parameter of the users' choice.

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

the
NAMM
show¹⁸
Room 206B

ALESIS[®]

COMMAND MESH KIT

Up for Any Battle



Watch the latest drum battle video at alesis.com

From our heritage in innovative acoustic amplifier design we now introduce the

ACOUSTIC ARRAY™ PRO



Experience Your Guitar Like Never Before

GENZLER
AMPLIFICATION

Visit us at 2018 Winter NAMM:
Hall D, Booth 4240

Amphenol Releases HPT Series

Entertainment@Amphenol's HPT series brings significant design improvements to the marketplace.

Designed to be fully plug-compatible with existing industry-standard products and featuring an innovative cable-clamp lock design safety feature, the HPT series is an ideal first choice or replacement for power distribution interconnect needs.

HPT series connectors are suitable for

AC power supply where a durable latched twist-locking connector is required.

🛒 Entertainment@Amphenol (amphenolaudio.com)



Innovative Percussion Expands Facility, Celebrates 25 years



From left, Chris Long, Erik Johnson and George Barrett.

This year marks the 25th anniversary of Innovative Percussion, and the company has celebrated the occasion with an expanded facility and production process.

By adding an additional 5,000 square feet, the Nashville, Tennessee-based drumstick and mallet company created additional space for current production, warehousing and shipping facilities.

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

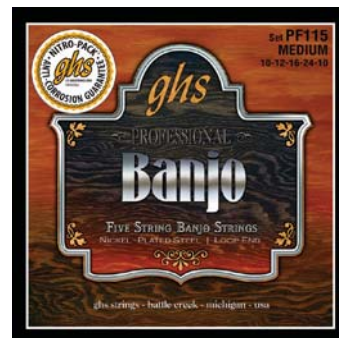
GHS Creates Banjo Sets

GHS has introduced Nickel Plate 5 String Banjo sets.

A wound, nickel-plated steel string complements the standard plain-steel strings, giving these sets a warmer sound with a smoother feel.

GHS has a longstanding relationship in the bluegrass and country music communities, and has drawn from that relationship to create the new sets. Available in light or medium gauges, the sets come standard with 42-inch-long, plain-steel strings.

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



HOTONE



Booth 14117 | Level 1 | ACC North

© 2018 Hotone | hotoneaudio.com



IK Updates Syntronik

IK Multimedia has announced the version 1.1 update of Syntronik is now available for both the iPhone and iPad from the App Store.

Syntronik now also supports audio units plug-in compatibility for host applications like GarageBand, Cubasis, Auria, AUM Mixer and others, enabling users to easily record multitrack projects on the go using their favorite synths from the collection. Syntronik offers the largest and best-sounding collection of classic synthesizers in a virtual instrument for iOS devices.

This is achieved via a new hybrid sample and modeling synthesis engine, an arsenal of quality modeled effects and innovative instrument features that offer flexibility and sound quality. Syntronik includes 17 amazing Synths covering a wide selection from 38 synthesizers and string machines.

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



Schecter's Spitfire Guitar Captures Classic Vibes

Schecter Guitar Research has introduced the Spitfire Guitar Series.

Sporting a funky and comfortable retro-inspired offset body crafted out of alder wood, a thin-C Canadian maple neck

meeting the body at a contoured bolt-on neck joint and a 25½-inch scale ebony fingerboard with 22 frets, the Spitfire is built like a vintage rock machine.

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



Hotone Adds Five Heads

Hotone has introduced five Nano Legacy Series Amplifier Heads: the Vulcan Five-O, the Eagle's Heart, the Freeze B, Captain Sunset and the Siva Boogie.

Each 5-watt amplifier head weighs only

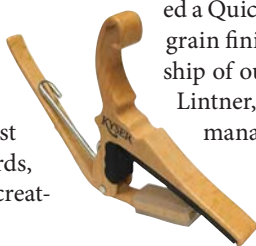
one pound. The Nano Legacy heads are optimal solutions for guitarists who want great tone for jam sessions, home studios, bedroom setups and more.

🛒 [Hotone Audio \(hotoneaudio.com\)](https://www.hotoneaudio.com)

Kyser Offers Capo in Maple

Kyser has introduced a Quick-Change capo for six-string acoustic guitars with a maple wood design.

"Maple is one of the best woods for guitars and fretboards, and we are excited that we've creat-



ed a Quick-Change capo in a maple wood-grain finish that will match the craftsmanship of our customers' guitars," said Max Lintner, executive business development manager at Kyser Musical Products.

MSRP: \$24.95.

🛒 [Kyser \(kysermusical.com\)](https://www.kysermusical.com)

Framus & Warick Redesigns RockBoard

Framus & Warick has redesigned its RockBoard pedalboard range.

The 2018 RockBoard series is designed for players who want to create a pedalboard that is lightweight, rigid and rugged, allowing for the use of a multitude of pedals as well as power-supply mounting solutions.

Based on one folded, cold-rolled aluminum sheet for the board frame, the design has no welded seams. This makes the board surface completely plain and gives you more pedalboard space for your money. U-shaped vertical support braces offer additional stability without adding too much weight.

All models (except Duo 2.1) are compatible with the RockBoard Module patch bays.

🛒 [Framus & Warwick \(warwick.de\)](https://www.warwick.de)



PETER ERSKINE LOVES THESE BLUES

Jazz great Peter Erskine trusts the protection of his drum kit to HARDCASE. Unique features like a vented lid design, high impact splash proof material, large personal I.D. name badge, and a highly stable curved base, ensure all of his drums will arrive safely to the next gig.

HARDCASE®

BOOTH 4620

Distributed in the United States by HOSHINO (U.S.A.) Inc.

LACHAPPELL AUDIO

Introducing a new line of 500 series modules that bring LaChapell Audio sound quality and innovation to home and project studios. See the new products at the NAMM Show or at lachapellaudio.com.



the
NAMM
show¹⁸
BOOTH 10628

DIGITAL AUDIO
LABS

www.digitalaudio.com
www.lachapellaudio.com



Vintage VS6 Series Boasts a Bevy of Classic Looks

With its classic looks, genuine tone-woods, and Wilkinson-designed hardware and pickups, the Vintage VS6 series delivers everything from blues to heavy rock.

The VS6 range features a uniquely designed drop shoulder and offset heel to provide improved access to the upper frets along with a more streamlined appearance. The instrument comes standard with a pair of Wilkinson MWVC double-coil

pickups that provide everything from mellow jazz to the heaviest rock tones, and the VS6's solid mahogany body and set neck provides an abundance of sustain and tone.

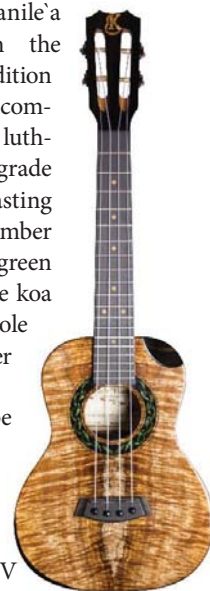
Already available in Cherry Red, Gloss Black, Vintage White/Gold Hardware and Cherry Red/Gold Hardware finishes, the VS6M now is available in Dark Mahogany. [John Hornby Skewes & Co. \(jhs.co.uk\)](http://JohnHornbySkewes.co.uk)

Kanile`a Honors 20

A 20-year milestone for Kanile`a Ukulele is celebrated with the Kanile`a Platinum limited edition uke designed by Joe Souza, the company's co-owner and a master luthier. Starting with a 5A master grade curly koa solid body and contrasting koa binding, elements of the number 20 can be seen within emerald green leaves in the rosette, 20 mature koa leaves encircling the sound hole and 20 keiki leaves in the lower center of the rosette.

Only 200 instruments will be built. The instrument features a radiused back, an ebony bevel scoop cutaway, an ebony armrest, Aquila Corde strings and a UV-cured high-gloss body/UV silk neck finish.

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



Korg's AW Series Gets in Tune

Korg has released the AW series, Korg's first tuner line equipped with OLED screen technology.

This display is widely used in the tech industry from televisions to smartphones, providing precision and visibility. Clear, bright and easily seen from any angle, the OLED display makes any changes in pitch distinctly visible.

The AW series includes the AW-OTG, a dedicated guitar tuner equipped with Korg's standard tuner functions as well as the new chord finder, a feature that displays

the chord being played, letting the user visually follow and recognize any chord progressions in real time. In addition, the new tuner line also includes the AW-OTB, a dedicated bass version. The AW-OTB incorporates a tempo finder function that accurately displays the speed at which the bass line is being played, ideal for bassists determining the tempo.

Both the AW-OTB and AW-OTG include 11 original animations that help detect differences in pitch.

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



KILLER AMPS

Clean, Quiet, Stable. KLR.
Workhorses for just about anything you can power up.

Model	@ 2Ω	@ 4Ω	@ 8Ω	@ 4Ω Bridged	Voltage
KLR-2000	1000W	600W	350W	2000W	Low Z
KLR-3200	1600W	1100W	650W	3200W	Low Z & 70V
KLR-4000	2000W	1400W	850W	4000W	Low Z
KLR-5000	2500W	1700W	1000W	5000W	Low Z

ASHLY
ASHLY.COM

BOOTH #18006

©2018 Ashly Audio, Inc. is a division of Jam Industries, Ltd.



Kala's Ziricote Baritone Ukulele Features Striking Grain Pattern

Kala has added the Ziricote Baritone Ukulele to the Ziricote Collection.

Ziricote is a dense wood found in Central America and Mexico that boasts

a striking grain pattern. The sound produced is crisp and bright, with a sharp attack and good note separation.

🛒 Kala Brand Music Co. (kalabrand.com)

Celestion Guarantees Accuracy

Celestion's F12-X200 loudspeaker is designed from the ground up for use with profiling amps, modeling software, impulse responses and all technology for emulating coveted guitar amps and speaker cabinets.

This true full-range speaker has a frequency response from 60 Hz to 20 kHz. The higher frequencies are reproduced using a Celestion compression driver which has been integrated into the speaker assembly along with a high-quality cross-



over circuit. This enables the F12-X200 to deliver the full range of audible frequencies and harmonics. Furthermore, Special Celestion technology guards against unwanted sonic coloration of the input signal.

The F12-X200 includes straighter cone sides and a lighter moving mass compared with pro-audio speakers. The physicality and tactile response of the speaker is live, as it would be playing through a traditional guitar amp.

🛒 Celestion (celestion.com)

La Super Rica Gets Fuzzy

Seymour Duncan has released its La Super Rica Fuzz Pedal.

La Super Rica means "super rich," and this silicon fuzz is just that. Inspired by iconic fuzz sounds, Seymour Duncan built its La Super Rica fuzz pedal on the classic with a parametric midrange for versatility.

The pedal has a true-bypass switch, an LED and standard 9-volt power connection. Many fuzz pedals don't let users shape the mid-range. So, Seymour Duncan added a parametric mid-range control so users can dial in as much (or as little) frequency desired. The result is a versatile pedal that's capable of reproducing your favorite, fuzzy guitar tones.

🛒 Seymour Duncan (seymourduncan.com)



GearSecure Hinders Theft

GearSecure's anti-theft device for musical instruments is now available. The company's technology—which integrates Nearby by Google—provides a bridge between RFID and GPS technology helping in instant recovery of lost or stolen gear. The Google-integrated solution ensures more than three billion global retransmission points.

The GearSecure technology involves a small self-contained unit that provides a

20-year life span with GPS utility and RFID accuracy. Tags are designed to be hidden in gear and then synced with mobile devices, tablets or personal computers. Individuals can set a pre-determined perimeter that when breached instantly sends an alert.

Once alerted, users can select a "track" mode which will let them follow the path of the missing gear. If necessary, authorities can be instantly alerted for recovery.

🛒 Gear Secure Music (gearsecuremusic.com)



ac **POWER** **DISTRIBUTION™** plug us in



**PROFESSIONAL
PORTABLE
POWER**



**UL
LISTED
PRODUCTS**

1-800-253-7360
www.procound.com

THE KANILE'A PLATINUM 2018

Creating Hawaiian Masterpieces to Enjoy for Generations

OWN A PIECE OF HAWAII



Kanile'a Ukulele

VISIT OUR NAMM BOOTH ~ 2302 HALL E

www.kanileaukulele.com | nainoa@kanileaukulele.com

Direct Sound

Passive. Aggressive.

Meet the new **PLUS+**
COLLECTION
studio plus

New Headband
New Drivers
Detachable cable

BOOTH
NUMBER
15103

ExtremeHeadphones.com



RCF's ART Family Grows

RCF's ART 7 Series has been the workhorse in the RCF two-way active speaker family. RCF has now introduced the next-generation MK4 versions in the series.

RCF has incorporated FiRPHASE technology in the DSP processing of the ART 7 Series providing more transparency, clarity and linearity of sound reproduction.

The ART 7 Series now offers seven cabinets including 8-, 10-, 12- and 15-inch active two-way cabinets with 1-inch high frequency compression drivers. At the same time, RCF has taken the series one step further with higher performance cabinets including a 12-inch model with 2-inch high frequency compression driver as well as 15-inch models with 3-inch and 4-inch high frequency compression drivers.

[RCF \(rcf.it\)](http://rcf.it)



L-Acoustics Unveils P1

The P1 from L-Acoustics combines a system measurement and calibration platform for system tuning, multi-format audio routing and matrixing, and a powerful front-end EQ station.

Equipped with mic/line, line, AES/EBU and AVB interfaces, the P1 lets system engineers address upstream and downstream signal distribution challenges. The system

provides a flexible routing configuration of 16 inputs by 12 outputs in a 1U rackmount format as well as an input matrix mixer feeding four independent DSP busses.

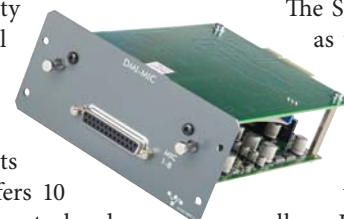
P1's system calibration features a unified measurement hardware and software platform with functionality that includes automatic delay finder and virtual EQ.

[L-Acoustics \(l-acoustics.com\)](http://l-acoustics.com)

DiGiCo Expands S-series with S31

DiGiCo has gone one step further with the introduction of the S31, the latest console in the S-series, which allows for increased functionality and accessibility, and still sports an attractive sticker price.

The S31 is the bigger version of the S21. Its expanded worksurface offers 10 additional faders for more control and an additional 10-inch multi-touch screen for faster access and more visual feedback.



It is ideally suited to applications where more instant control and feedback are critical to the operator.

The S31 offers the same flexibility as the S21, with 24 mic inputs and 12 line outputs on the rear of the console for straightforward audio connection. There are also two DMI ports as standard as well as a UB MADI interface for DAW recording.

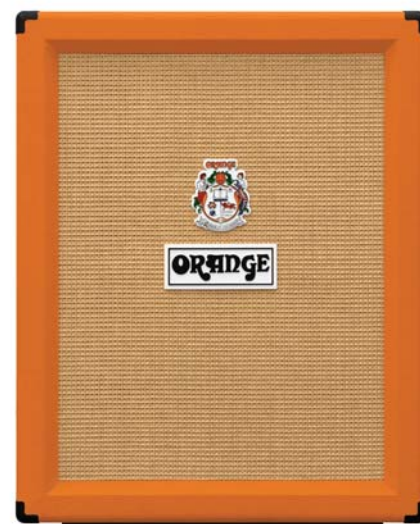
[DiGiCo \(digico.biz\)](http://digico.biz)

Orange Sound, Lighter Weight

Orange Amplification has introduced its PPC212V, the company's first vertical guitar cabinet.

The amp is designed to provide the "Orange Sound" in a lightweight, portable cabinet. The PPC212V combines 15-millimeter birch plywood and an open back design to reduce weight, without compromising on tone or durability. The cabinet uses Celestion Neo Creamback speakers, providing a clear and defined sound.

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





Eventide's Anthology XI is 'Everything'

Eventide has announced its "everything" plug-in bundle, Anthology XI.

Anthology XI includes all 17 plug-ins from Eventide's Anthology X bundle and brings six more to the creative collection as well. It comes with more than 2,900 presets across the 23 plug-ins.

"Now everything — all of our effects — are in one big bundle that includes our latest and greatest hits," said Nalia Sanchez, director of marketing communications at Eventide. "For example, there's an authentic emulation of our H910, pro audio's first digital effects box whose unique sound inspired all sorts of mischief. We meticulously modeled the analog subtleties, and the plug-in sounds like the original. And, while we're committed to the authentic recreation of our legendary hardware, we'll always strive to break new ground."

MSRP: \$1,799.

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

Sonnet's eGFX Breakaway Box 550 Ideal Match for Gamers, Graphics

Sonnet Technologies has announced its eGFX Breakaway Box with 550-watt power supply — the latest in the company's series of Thunderbolt 3 to PCI Express eGPU expansion chassis for professional graphics and gaming applications.

The eGFX Breakaway Box 550 provides a single slot for connecting any size Thunderbolt-compatible GPU card, and features enough room for even high-performance water cooler cards — making it ideal for gamers and professionals who need to run bandwidth-intensive graphics applications on their eGFX-compatible notebook, all-in-one or other small-form-factor computers.

It's equipped with a single 40Gbps Thunderbolt 3 port that enables data transfers up to 2,750 MB/s, and supports Thunderbolt-compatible cards with GPU

chipsets such as AMD Radeon and Radeon Pro, NVIDIA GeForce, TITAN XP and Quadro cards. In addition, the Breakaway Box 550 includes two eight-pin auxiliary power connectors and provides 87 watts of upstream power, useful for powering and charging a connected notebook computer.

MSRP: \$349.

🛒 [Sonnet Technologies \(sonnettech.com\)](http://SonnetTechnologies(sonnettech.com))



Mipro Eliminates Interference

Mipro has introduced two 2400 series wireless receiver units: the ACT-2412A Dual Channel and ACT-2414A Quad Channel wireless receivers.

Utilizing 2.4 GHz ISM band true digital four-frequency FSK modulation circuitry to provide strong RF signal stability and extended range, these two receiver systems are designed as full 1RU form factor units — making installation in standard rack-mount enclosures easier. They are ideal for location sound, professional touring, theatrical and similar applications.

The ACT-2412A Dual Channel and ACT-2414A Quad Channel wireless receivers employ a frequency hopping spread spectrum technology, utilizing four frequencies for each channel. Both feature removable front or rear mountable antennas with built in cascade antenna combining. There are optionally available remote antennas for both dual and quad channel configurations.

The ACT-2412A Dual Channel and ACT-2414A Quad Channel wireless receivers are designed for use with MIPRO's ACT-24HC, ACT-24TC and MT-24 transmitters.

🛒 [Avlex \(avlex.com\)](http://Avlex(avlex.com))

Alfred Presents 'Radiohead Complete' Collection

Alfred Music has partnered with Faber Music to release "Radiohead Complete," the definitive collection of Radiohead songs that includes every song ever released by the British rock band at the time of publication.

This artist-approved, 368-page book contains 154 songs, including B-sides and rarities, all with lyrics and guitar chords.

It also features 48 pages of artwork by the band's album artist Stanley Donwood, who designed the exclusive cover artwork.

Songs include: "Creep," "Daydreaming," "High & Dry," "Morning Bell," "Sit Down. Stand Up Talk Show Host," "These Are My Twisted Words" and more.

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

FOLLOW THE FOX

NAMM 2018

VISIT US IN BOOTH #14106



beyerdynamic |||||

info@beyerdynamic-usa.com . Phone 631-293-3200

RAT FX

A NEW WAY OF DISTORTION



- DISTORTION EFFECT CIRCUITRY BUILT INTO THE CONNECTOR
- SAME CLIPPING DIODES AS USED IN VINTAGE RAT DISTORTION PEDALS
- 2 RANGES OF DISTORTION, SELECTABLE RIGHT ON THE CONNECTOR

BOOTH #11610
the NAMM show 18

SETTING 1	SETTING 2	SETTING 3
TRUE BYPASS	DISTORTION OVERDRIVE WITH UNITY GAIN	DISTORTION OVERDRIVE +3 OF GAIN

800.255.9822
WWW.RATDISTORTION.COM

IK Multimedia Updates Modo Bass

IK Multimedia has announced the release of Modo Bass version 1.5, which updates the virtual bass instrument for Mac and PC with bass models from the most frequent user request.

Modo Bass is a customizable physically modeled virtual bass instrument that recreates the sound of the electric bass and how it's played in real time. Unlike traditional sample-based virtual instruments, Modo Bass utilizes modal synthesis technology and a unique sound engine to model each string as a nonlinear sound resonator — the string's acoustic behavior is determined by its physical parameters as well as by the interaction of the string with fretboard, body and pick-ups of the instrument.

The action of the player is then modeled as a nonlinear physical interaction with specific areas on the string surface. Using IK's analog modeling expertise, the amp and effects rig of the electric bass is added to the sound chain. This gives Modo Bass the ability to create hyper-realistic sound in real time.

Modo Bass contains a collection of 14 physically modeled iconic electric basses that span the history of bass sound in recorded music — more bass models than available in most other virtual instruments. In Modo Bass version 1.5 there are two sought-after bass models.

The "Metal Bass," based on a fanned-fret five-string model, is particularly suitable for use with the drop A feature, which lets the lowest note be tuned from low B to low A. Metal's variable scale reaches a length of 37 inches for the lowest string.

The "Imperial Bass," based on a custom six-string model, provides an expensive, creamy and rich sound that is ideal for



funk, pop, latin-pop, fusion, jazz-rock, alt-rock and genres that require a round, resonant bass tone.

Other models in the collection include "60s P-Bass" based on an Alder body '60s bass, "70's P-Bass" based on an Ash body '70s bass, "70's J-Bass" based on an Alder body '70s bass, "Modern J-Bass" based on an Ash body four-string bass, "Devil Bass" based on a '60s single neck pickup bass, "Bass Man 5" based on a modern American five-string bass, "Rick n' Bass" based on a '70s four-string bass, "Studio Bass" based on a modern Japanese five-string bass, "Violin Bass" based on a '60s German bass, "Thunder Bass" based on a '70s offset body four-string bass, "Japan Bass" based on Japanese compact five-string bass, and "Flame Bass" based on a modern German four-string bass.

Adding to the versatility within Modo Bass, there is an additional feature that lets users remap keyswitches or link controls to any MIDI control change. Keyswitching in Modo Bass lets players create real techniques, like slides and percussive ghost notes.

IK Multimedia (ikmultimedia.com)

THE BUZZ IS REAL.



Introducing the Honey Bee Overdrive.

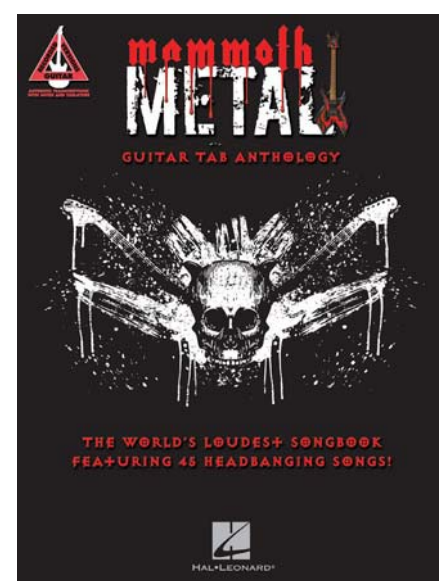
One Control and BJFe's (Björn Juhl) latest version delivers liquid gold sound with the original Vintage Mode voicing, and a fresh take on its warm overdrive signature crunch in Modern Mode.

ONE CONTROL
one-control.com

Distributed in North America by
sfm 1-866-832-8679 | sfmmi.com

Visit our brands at
NAMM Booth 3729

AER THE ANIMALS PEDAL
HISCOX CASES
OUTLAW EFFECTS
TIMBER TONES



Hal Leonard Adds Metal, Country Songbooks

Hal Leonard has released "The Mammoth Metal Guitar Tab Anthology" and "Bootleg Country Guitar Tabs."

"The Mammoth Metal Guitar Tab Anthology" is a collection of 45 note-for-note transcriptions with lyrics of classic and contemporary heavy metal songs.

"Bootleg Country Guitar Tabs" features the main licks and selected solos of 48 classics performed by Brent Mason, Johnny Hiland, Jerry Donohue and more.

Hal Leonard (halleonard.com)



Hagstrom Channels Paramore

Hagstrom's Artist Project Series has teamed up with Paramore's Taylor York for the Taylor York Impala.

The Taylor York Impala features a copper-burst finish which combines old-school class with a modern vibrancy. The guitar reproduces the pickups included with the

first production models in the early 1960s. A single, alnico 5 magnet fills each of the pickups, resulting in a bright and percussive sound with a robust mid-range: a true and authentic voice for anyone looking to the early-1960s sonic inspiration.

🛒 Hagstrom Guitars (hagstromguitars.com)

Mojotone Educates Builders with Make it Monday, Fix it Friday

In support of Mojotone's focus on its "Build. Repair. Modify." initiative, the company has launched an information and tip program, Make it Monday.

Make it Monday will be published on Mojotone.com the first Monday of every month and will feature tips, walkthroughs, build ideas and general information to inspire and assist players with their guitar- and amp-related projects. The company aims to inform and educate those interested in DIY guitar and amp projects.

"We are fortunate to have a very skilled and talented team that serves a custom-

er that is hungry for information," said Michael McWhorter, CEO of Monotone. "We've come to believe it's our responsibility to share as much information and knowledge as possible in order for the art of what we support to survive."

📄 Mojotone (mojotone.com)



Royer's R-10 Won't Overload

Royer Labs has announced the R-10 ribbon microphone. Ideal for both studio and live use, the R-10 is a warm, full-bodied and natural sounding microphone that serves as the entry model to the company's line of ribbon microphones.

Hand-built in the company's Burbank, California, factory, the R-10 features a 2½-micron ribbon element and a David Royer custom-designed trans-

former. Its ribbon transducer is wired for humbucking to reject electromagnetically induced noise.

The R-10 incorporates a three-layer protective windscreen system and internally shockmounted ribbon transducer originally developed for Royer's R-101 ribbon microphone. The microphone's windscreen provides protection from air blasts and plosives while simultaneously reducing proximity effect — enabling guitar cabinets and acoustic instruments to be close-miked with less bass buildup.

🛒 Royer Labs (royerlabs.com)



IP, John Robinson Partner for Signature Drumsticks, Brushes

Innovative Percussion recently partnered with studio drummer John "JR" Robinson to create signature drumsticks and brushes.

The John "JR" Robinson signature model is a full 17 inches in length with a .570-inch diameter. The oval bead and quick taper assist in creating bold sounds on cymbals and toms.

The BR-JR1 is a telescoping, medium-gauge wire brush substantially longer than a typical wire brush. It features a felt ball on the butt end that can be used for cymbal swells. The BR-JR2 Martini Brush is a non-retractable brush with heavy plastic red filament, producing a darker sound on drums and cymbals.

🛒 Innovative Percussion (innovativepercussion.com)



The Personal Monitor Experts!

Check out our **NEW** product offerings for 2018

See us at the **NAMM[®] show¹⁸**
Booth# **11326**



Starting at:
MAP: **\$249.99**

Portable Lightweight, Traveler Quest PA Systems

Great for schools, House of Worship, emergency personnel, corporate functions, fairgrounds, auctioneers, graveside funeral services, and aerobics instruction.



Built-In **Bluetooth[®]**



TRAVELER QUEST

TQ6
30 Watt PA



MAP: **\$99.99**

GALAXY Trek[™]

GT-V
Lavalier Mic System



GT-S
Headset Mic System



MAP: **\$79.99**

High Quality Wireless Headset or Lavalier Microphone Systems.

Plug into Active Speakers, Phones, and Cameras. Great for applications such as aerobics instructors, teachers, webcasters, live streamers, presenters, ENG, auctioneers, among many others.

Speaker stand not included

BE HEARD Clear Sound, Expert Support

Family Owned
Since 1977

GalaxyAudio.com

800-369-7768





Cort Goes for the Gold

Cort Guitars has introduced the Cort Gold A6 with a Grand Auditorium body.

The Gold A6 delivers a full-bodied, well-balanced tone that suits virtually any musical style and taste. Its 45-millimeter genuine bone nut and saddle is ideal for finger-style playing. Cort has integrated the Fishman Flex Blend System. This system combines an under-saddle pickup with a condenser mic.

Achieving decades-old character, Cort uses its Aged to Vintage treatment to let the Gold A6's solid Sitka spruce top cure and open up more over time. ATV acts as a torrefaction process, giving this guitar a big, open tone that's bright, yet natural with a strong and warm midrange that's brought out by the all-solid mahogany construction on the back and sides.

🛒 Cort Guitars (cortguitars.com)

Tascam CD-400U Media Player Hits Mark for Audio Pros

Tascam has introduced the CD-400U media player. Combining a slot-loading CD player, AM/FM tuner, stereo SD recorder and Bluetooth wireless and USB connectivity, the CD-400U offers audio playback in real time or from reliable fixed media. The unit also can record from CD or the AM/FM source to CD or to USB media.

The CD-400U provides professional-class XLR balanced outputs, RCA unbalanced main outputs and a second set of RCA unbalanced outputs dedicated to the AM/FM source. A 1/8-inch auxiliary input admits audio from a variety of external sources, combining with the Bluetooth wireless input to accept sources such as smartphones, tablets and more. A high-quality 1/4-inch stereo headphone output enables quick and easy silent monitoring and confirmation of operation.

Once configured, a Panel Lock function

can disable the panel buttons to avoid unauthorized operation or programming. A power-on play function automatically starts playback upon power-up. These features combine to ensure tamper-proof, foolproof, automatic operation.

A standard RS-232C terminal enables external remote control. An optional IF-E100 Ethernet card will provide IP control over Ethernet in a future release. A two-line backlit LCD display shows the settings for easy programming and operation.

Tascam has concentrated all of these media sources, recording features and professional connectivity in a space-saving 1U rack design with an understated black facade. Its combination of form, features and easy, reliable operation makes the CD-400U suitable for institutions, music venues, retail, restaurants and more.

🛒 Tascam (tascam.com)

NEW R-10 RIBBON MIC



"A very attractive, compact, and robust ribbon mic. Wonderfully smooth and natural-sounding high end and transients. ...renown Royer craftsmanship and quality..." - **Sound On Sound**

"Finding a new ribbon with a solid pedigree and at such a price is like striking gold." - **Mix Magazine**

\$499.00
NAMM Booth 16017



Royer Ribbons

www.royerlabs.com

Follow us on

Where There's Smoke
There's Fire

**Brighter
Louder
Stronger...**



The New
SUPER JET
Tenor from
JodyJazz.

Jody Espina
has designed
the new
SUPER JET
Tenor to light
your sound
on fire.



See us at NAMM Booth #8725

Strapped for Cash

Levy's Leathers has introduced the Cash guitar strap (model M317CSH), available in black only.

The Cash features a combination of black veg-tan and distressed veg-tan with nail head studs.

🛒 Levy's Leathers (levysleathers.com)



NCP Line Boasts High Performance

Peerless by Tympany has launched its NCP high-performance professional woofer line. Available in 12 and 15 inches, each woofer is equipped with an FEA-optimized Neodymium magnet, fiber-reinforced paper cone and cast aluminum frame. The NCP lineup also uses a forced-convection cooling system which enables class-leading power handling and extremely low power compression.

The NCP-1230R01-08 (12-inch) is rated at 600 watts with 98.2 dB sensitivity at 2.83v/1m, 8-ohm impedance and 52 Hz resonant frequency.

The NCP-1540R01-08 (15-inch) is rated at 1200 watts with 98.4 dB sensitivity at 2.83v/1m, 8-ohm impedance, and 42 Hz resonant frequency.

🛒 Tympany (tympany.com/peerless)

YOUR ULTIMATE TONE CONTROL RIG.



READY TO ROCK. READY TO RECORD.

iRIG STOMP I/O

USB PEDALBOARD CONTROLLER WITH AUDIO INTERFACE

FOR iOS, MAC, PC

iRig Stomp I/O is a brand new type of USB pedalboard controller that integrates a professional, high-resolution, MFi certified audio and MIDI interface for iPhone, iPad, Mac and PC that comes bundled with a huge collection of recording, guitar and vocal processing software including AmpliTube, VocaLive, T-RackS processors and more for immediate usability live and in the studio.



USB CONTROLLER/
PRO AUDIO INTERFACE
24-bit/96kHz

GUITAR/LINE/MIC
INPUT (W/PHANTOM
POWER)

4 SWITCHES + PEDAL W/
SWITCH, 2 EXTERNAL
CONTROLS, MIDI IN/OUT

PLUG-N-PLAY WITH iOS,
MAC, PC AND INCLUDES
AMPLITUBE, VOCALIVE

INCLUDES \$800
WORTH OF
SOFTWARE/APPS

STAGE AND STUDIO
READY, METAL
CONSTRUCTION

IK MULTIMEDIA. MUSICIANS FIRST.



MARKETPLACE



WINGMAN
Foot Control Knob

Universal Model
Easily Turn Any Knob
with Your Toes
Glow-In-The-Dark

wingmanfx.com @optionknob
option_knob /wingmanfx

NAMM U BEST SHOW Summer NAMM
WNAMM Booth #4250



Arriba CASES Introduces **ADMix** GEAR

*Affordable padded soft cases designed to protect and extend the life of mobile lighting fixtures.
*1" thick protective padding and dividers.
*Wide variety of sizes to fit multiple brands and fixtures.

SPECIAL INTRODUCTORY PRICING!
The NAMM Show
January 25/28 2018 California
VISIT HALL A BOOTH# 11727



The Bari "Esprit" mouthpiece. Giving your student the confidence they need to take their playing to the next level! Affordability and a great sound all rolled into one amazing mouthpiece for your aspiring artist!

Esprit BARI USA

Contact:
ron@bariwoodwind.com or
dawn@bariwoodwind.com
www.bariwoodwind.com
(941) 212-2122



Bittree
High-Performance Patching Systems

NAMM #10614

40TH ANNIVERSARY
1978-2018
BITTREE PATCHBAYS • CELEBRATING 40 YEARS

#BITTREEPATCHBAYS



Fine tune your equipment with the best matching available.

Enhanced with additional control points

Apex Tube Matching
ApexMatching.com



CROSSROCK the NAMM show

SEE YOU AT BOOTH 4802

Crossrock latest products include:

- Guitar & ukulele case
- Banjo & mandolin case
- Cello & violin case
- Brass & woodwind case

www.crossrockcase.com



NAMM SHOW 2018 PLANNER
FOR SUCCESSFUL MUSIC RETAILERS

music inc

FROM THE TOP
Spotify's Paul Thomson on Sound Libraries, Radio Zener & more
PAGE 42

MAXIMUM AUDIO
AES members with the NAMM Show
PAGE 52

Quiet CHAMPION
The Music Inc. interview with Robin Walenta.
NAMM's first female chair PAGE 46

SUBSCRIBE!
musicincmag.com



THE PERSONAL **GUITAR** WORKSHOP

BECAUSE YOU **LOVE** YOUR GUITAR

- Multiple positions
- Multiple uses

www.davesommerfield.com Booth: 3712

MARKETPLACE



FLUID AUDIO

Strum Buddy

PRACTICE YOUR GUITAR
**WHEREVER
WHENEVER**

Portable & rechargeable
Guitar monitor
with effects

Booth 1342 Hall E



SHOW SAVER

CRUZTOOLS

GrooveTech®
Guitar/Bass
Multi-Tool

BOOTH 6312
www.cruztools.com



FREE!
\$20,000
Referencing Speakers

Visit our booth for a chance to win

Custom Colors
Now Available!

GIVING SHELTER
Each sale helps cancer patients and their families

ims imstechnologies.net
christopherspeakers.com

NAMM SHOW
Booth #11,900



Level 3, Room 300A **LOWREY**

BEST SELLER

EZP7 EASY Piano
www.lowrey.com



INTERNATIONAL
DISTRIBUTOR
WANTED

6845
HALL C

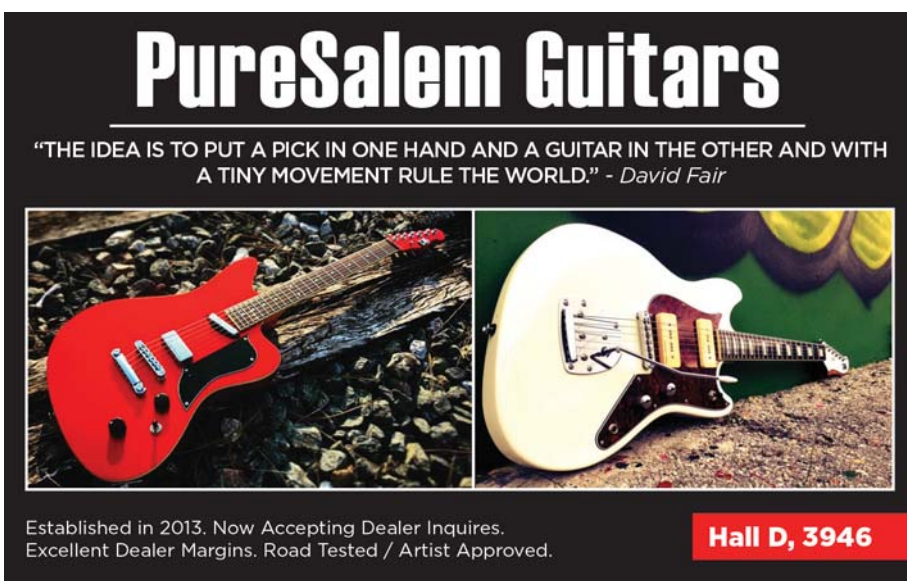
peace
DRUMS & PERCUSSION®
www.peace-drums.com



CANADIAN MAPLE. SWEETEN?

NAMM 2018 - BOOTH #3321
PRESTIGEGUITARS.COM

Prestige
GUITARS



PureSalem Guitars

"THE IDEA IS TO PUT A PICK IN ONE HAND AND A GUITAR IN THE OTHER AND WITH A TINY MOVEMENT RULE THE WORLD." - David Fair

Established in 2013. Now Accepting Dealer Inquires.
Excellent Dealer Margins. Road Tested / Artist Approved.

Hall D, 3946



SMASH Mouse

The universal pedal
with mouse and
playback modes

Booth # 10700

More modes coming soon like
Page Turn and MIDI
www.SMASHmouseUSA.com

MARKETPLACE

CUSTOM + UNIVERSAL FIT
PRECISION-TUNED IN-EAR MONITORS
AVAILABLE WITH 2, 4 AND 9 DRIVER CONFIGURATIONS



STEALTH SONICS

VISIT US AT THE NAMM SHOW IN **BOOTH 11248**
 FOR SALES + DISTRIBUTION INQUIRIES, CONTACT INFO@STEALTHSONICS.COM * IT IS ROCKET SCIENCE

STEALTHSONICS.COM

THE MUTE CADDY
 Booth #8752

Adjustable | Lightweight | Durable
 Crafted in the USA



themutecaddy.com Info@themutecaddy.com

upbeat®
Instrumental Style™

Gifts for music lovers
 handmade from recycled
 musical instruments

- Limited Edition Watches
- Bottle Stoppers
- Jewelry
- Décor



NAMM Booth 1402 Hall E

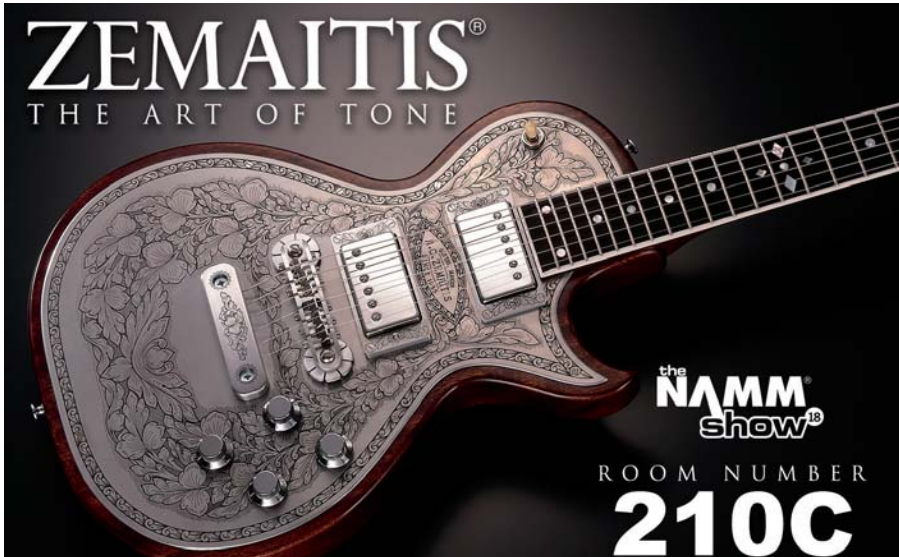
weslabayweller.com

Make Money Renting School Band & Orchestra Instruments



ir Ask Us How at **Booth 9924**
www.veritas-online.com

ZEMAITIS®
 THE ART OF TONE



the **NAMM show®**
 ROOM NUMBER **210C**

MADE DIFFERENT TO SOUND DIFFERENT

PROUDLY MADE IN Australia
Cole Clark



Booth 4102

Make your big amp *whisper...*
 ...make your little amp **Scream!**



Power Station®
 -Integrated Reactance Amplifier-
FRYETTE

SEE US AT NAMM **BOOTH #5433**

FRYETTE AMPLIFICATION
www.fryette.com

ISP
WWW.ISPTECHNOLOGIES.COM
 HOME OF THE DECIMATOR

the **NAMM show®**



ISP THETA DSP
ISP THETA PRO
DECIMATOR

www.isptechnologies.com **booth #5228**
 MADE IN THE USA



Godin Adds Uke, Bass, Guitars

Godin Guitars and its family of brands has added a slew of models.

On the Godin side, the company has added a Stadium '59 model in a Desert Green finish as well as a Progression Plus guitar in a Cherryburst finish.

Seagull's latest models include the

Seagull Ukulele, Seagull Maritime SWS Series and the Entourage Series.

Art & Lutherie has introduced the Roadhouse parlor guitar in a Denim Blue finish. Additionally, a short-scale Dorchester bass has been released.

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

MAGNAKEY™
— Magnetic Drum Tuning Key —
www.KJMusicInc.com
NAMM 2018 Booth 7144 Hall C

Simple • Effective • Versatile • Functional • Efficient • Unique

DRUM CLIP
EXTERNAL DRUM RING CONTROL
ACCESSORY ADAPTOR

MANHASSET®
Lifetime Warranty
Quality and innovation since 1935.
MADE IN THE USA

NEW! Matte Finish Symphony Stand (Model #4801-MGR)

NEW! Symphony Music Stand (Model #48) Available in 20 Colors

NEW! Manhasset Chorale® Microphone Stand (Model #3016) Many great colors to chose from!

NEW! LED Lamp II (Model #1060)

NEW! Noteworthy Music Stand Available in 12 Styles

5 OVER MILLION SOLD

Look for the original!

MANHASSETSTANDS.COM

"As far as the dual stabilizer goes, it works and helps eliminate palm pressure to maintain pitch and pulls backwards nicely.... easy to feel and hear once the pistons come in contact with the body, there's an added tone transference throughout .Gene Baker — B3/Roscoe Guitars

CSL Sophia 2:92 Pro

Senior Master Builder
Fender® Custom Shop '93-'99

60:1 Full Range Tuners
Wobble Free Arm
Global Tuner Pro with Dual-Stabilizers
Floyd Rose® [OFR] Compatible
"the almost perfect drop-in fit for vintage tremolos..."

Coherent Sound In Light
Booth 4131
NAMM 2018

The ORIGINAL Vintage

We've reached deep into our archives to bring you back the same construction and material used in the 60s and 70s to recreate that GREAT VINTAGE TONE!

Come Rediscover THE ORIGINAL VINTAGE.

Available Exclusively at

Sweetwater
Music Instruments & Pro Audio

The LoBella Bender Rock n' Roll B1046
ELECTRIC GUITAR
NICKEL ROUND WOUND
With ELECTRO ACTION

10.13.17.26w.36.46

Triad-Orbit Launches iOrbit

Triad-Orbit is exhibiting the iOrbit universal tablet and smartphone holder. iOrbit features a frame that adapts to the shape and size of all models of tablets and smartphones.

Triad-Orbit's iOrbit is a universal smartphone and tablet holder with clamping jaws that adjust from a width of 6-to-27½ centimeters. iOrbit features a stainless steel ball swivel that provides a smooth 360-degree range of motion and four 90-degree crenels.

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



Odery Drums Cafekit Boasts Portability

The Odery Cafekit is ideal for players who want a compact drum kit for quick gigs in smaller venues and those who play a more stripped down kit in larger venues.

The kit is convenient to carry and easy to set up. It's constructed of 100 percent basswood with quick-release lugs and ergonomic hardware that's easy to handle.

🛒 [RBI Music \(rbimusic.com\)](http://RBI Music.com)



L.R. Baggs Acoustic Pedal Suite Series Enriches Sound

L.R. Baggs' Align Series was created specifically for acoustic musicians. The series integrates studio processing tools, a high-fidelity pre-amplifier with foundational tone-shaping EQ, the company's proprietary acoustic reverb and the most all-discrete active DI the company has ever engineered.

This series delivers a range of tone shaping tools that are uniquely tailored to enrich the sound of an acoustic instruments.

The Align Series Acoustic Pedal Suite includes: an acoustic pedal featuring saturation and compression EQ for a studio-quality, mixed and mastered sound; an acoustic pre-amplifier with six-band EQ set to the frequencies L.R. Baggs found most impactful for live acoustic amplification, and anti-feedback Notch Filter; a proprietary reverb tailored specifically for acoustic instruments; and an Active DI.

🛒 [L.R. Baggs \(lrbags.com\)](http://L.R.Baggs.com)

Road Hog

TOURING CABLES

THE TOUGHEST, LONGEST LASTING CABLES ON THE ROAD ALWAYS ON TOUR WITH

Buckcherry **JOSH TODD & THE CONFLICT**

the NAMM show¹⁸
BOOTH #11610

FOREIGNER

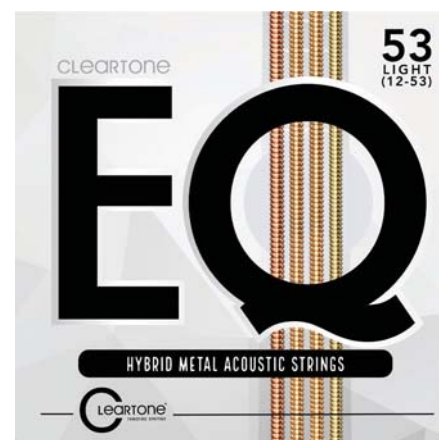
800.255.9822 WWW.ROADHOGCABLES.COM

Cleartone Adds 2 Gauges to Cleartone EQ Line

Cleartone Strings has expanded its Cleartone EQ line to include two additional gauges: 10-47 and 13-56.

Designed to mimic an ideal EQ setting, Cleartone EQs take the guesswork out of 80/20 versus Phosphor Bronze, and squeezes every bit of tone out of a guitar's natural sound. Cleartone Strings chose 99 percent copper on the low E for its extended bass response and high frequency roll off. Phosphor Bronze is used on the A and D for its warm, well-balanced characteristics and finally an 80/20 on the G for its accentuated treble and ability to cut through the mix.

🛒 [Cleartone Strings \(cleartonestrings.com\)](http://CleartoneStrings.com)



Paoletti Creates Guitars from Antique Wine Barrels

Italy-based Paoletti Guitars makes its instruments out of antique wine barrels. Many of these barrels are constructed of 130- to 150-year-old chestnut wood.

Paoletti Guitars has introduced its Nancy Tele from its Leather Series, which is

comprised of an old chestnut body, mahogany neck, ebony fretboard and olive wood for skull inlays. Other features include pickups made in-house and high-end electronic components.

🛒 [Paoletti Guitars \(paolettiguitars.com\)](http://PaolettiGuitars.com)

Stands with Material Innovation

NAMM Show 2018
Booth: E1928



地址: 宁波市鄞州区五乡工业园区金通路98号 邮编: 315112
Add: #98 Jintong RD, Wuxiang Industrial Zone, Yinzhou, Ningbo, China. 315112
Tel: 0086-574-88359072 Fax: 0086-574-88414014
Email: williamchen@nbyingkai.com
<http://www.nbyingkai.com>



www.nbyingkai.com

Dialog Audio MP Updates



Dialog Audio has announced a V2.0 update to its inaugural Modulation Processor MP3244 audio software plug-in, primarily designed for synchronizing and modulating hardware synthesizer parameters within a DAW.

The modular structure of the plug-in question lets users create miscellaneous modulations that can then be sent to any synthesizer parameter or other audio hardware. In V2.0 of MP3244, Dialog Audio takes an advanced concept and makes it even better, thanks to features including an AU instrument format added; an AU MIDI FX format added; and MIDI CC and SysEx value output range that can be set manually.

🛒 [Dialog Audio \(dialogaudio.com\)](http://DialogAudio.com)

Orange Releases Terror

Orange Amplification's Brent Hinds Terror amp, designed with the Mastodon guitarist and vocalist Brent Hinds, features two channels and a gain structure.

The single-control natural channel has been redesigned to have more bottom-end while still retaining the balanced and playable character of the Terror series.

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



Join us in celebrating leading
women in the music industry



THE 2018 SHE ROCKS AWARDS

FRIDAY, JANUARY 26, 2018 • 6:30 P.M.
HOUSE OF BLUES ANAHEIM

2018 Honorees: LISA LOEB • EXENE CERVENKA OF X
JUNE MILLINGTON, JEAN MILLINGTON, BRIE DARLING, PATTI QUATRO &
ALICE DE BUHR OF FANNY • VANESSA MERING (HARMAN)
DAWN BIRR (SENNHEISER) • FABI REYNA (SHE SHREDS MEDIA)
AMBERLY CROUSE-KNOX (BMG PRODUCTION MUSIC)
KARLA REDDING-ANDREWS (THE OTIS REDDING FOUNDATION)
KRISTY PORTER (GUITAR CENTER)
CANDACE STEWART (EASTWEST STUDIOS) • AND MORE!

Plus: PERFORMANCES • GUEST PRESENTERS • SILENT AUCTION
RED CARPET • FOOD & DRINK • GIFT BAGS • SURPRISES AND MORE
YES, MEN ARE WELCOME, TOO!

Get tickets: SHEROCKSAWARDS.COM

THANKS TO OUR
SPONSORS



Piano Manufacturers Association International & the National Piano Foundation

- www.PianoNet.com is your comprehensive guide to everything about pianos – their history, noted artists, pianos in the news and more. The piano may be 300 years young, but there's always more to learn about everyone's favorite instrument!
- Join PMAI as a manufacturer and participate in all this plus an industry statistics program.
- Join PMAI as a retailer and join the NPF/PMAI dealer network!
- National Piano Foundation – promoting the benefits of music education through the piano and RMM!
- Shipment statistics
- Major market statistics
- Partnership with Music Teachers National Association and RMM Outreach
- Retailer & Manufacturer Code of Ethics



NATIONAL PIANO FOUNDATION



(972) 233-9107 ext. 211

www.pianonet.com

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

Must be located in territory or willing to relocate. Positions for 2018: Dealer Support Specialists & Territory Managers.



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, Revelle 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



D'Angelico Releases 1st Solid-body Designs

D'Angelico Guitars is debuting three solid-body electric guitars, the first solid-bodies in the company's 85-year history.

Designed in New York City, the solid-body designs aim to balance D'Angelico's largely semi-hollow and hollow-body product line by providing a feedback-resistant option with strong sustain and tonal versatility. Being introduced as a collection, the Bedford, Ludlow and Atlantic will be available in both the Premier and Deluxe Series to ensure accessibility for a range of players.

As the first model designed for the trio, the Bedford is a speedy offset that looks like it was plucked from the '60s. Strapped with Seymour Duncan pickups, the Bedford's

stacked single-coil neck pickup offers spank, while the bridge humbucker brings warmth. Settled in the middle position, the Bedford sounds balanced — both full and bright, with a black finish available with maple neck and six-point tremolo bridge.

At once familiar and all-new, the Atlantic is a single-cutaway solid-body. Strapped with two Seymour Duncan humbuckers, the Atlantic appears to be built for full, loud tones at first glance — but two push/pull tone knobs for coil-tapping offer single-coil tones as well.

These guitars will be available at all D'Angelico authorized dealers in March.

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

D'Addario Reduces Feedback

D'Addario Accessories has launched a hybrid feedback reducer and humidifier with the Screeching Halt.

The Screeching Halt Humidifier lets players humidify their guitar's body and neck joint, even in the driest conditions — while on display, or during extended periods when the instrument is outside its case.

With a hydrophilic sponge that holds twelve times its weight in water, the humidifier releases moisture slowly and evenly while capturing the vapor inside the body of the instrument to retain the proper humidity level. Maintaining the humidifier is as simple as moistening the sponge when the humidity falls below a safe level.

The product also doubles as a feedback reducer when playing live, keeping gui-

tars properly humidified even during performances.

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



Peavey Is Growing! Authorized Area Representative Positions Available in US & Canada

Candidates should possess the following skills:

- Self-motivated
- Ability to train and motivate others
- A proven track record of sales accomplishments
- Well-developed verbal and written communication skills
- Superior time management skills
- Music industry experience
- Extensive travel required

Visit us at Booth 201 A-B to learn more!



It's All In The Mix

Maybe it's time for a brand new sound.

Industry professionals helping to develop careers and finding the right faces for the job.

Director of Engineering - Pro-Audio/Live Sound; USA Mid West
Sales & Business Development - Audio Software; USA West
US Sales Manager and Product Specialist - Studio/Live; USA (Flexible)
Contact us [here at the show](#) to find out more about how we can help you.

At Interfacio, we make sure the face fits. Perfectly.

Find us on Facebook: [page.interfacio](https://www.facebook.com/page.interfacio) or follow us @interfacio



web : www.interfacio.com
email : applications@interfacio.com
telephone : 1-800-578-0144

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.

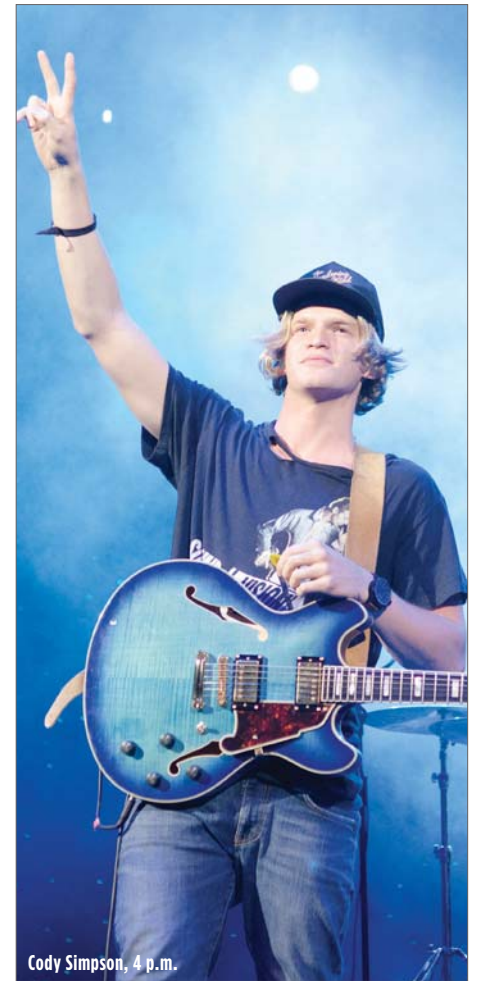
Please send resume to shendee@yorkville.com

www.yorkville.com



APPEARANCES

FRIDAY, JANUARY 26, 2018



10 A.M.

LISA BELLA DONNA
EarthQuaker Devices
Booth 4849

DANNY HESLOP
Chesbro Music
Booth 6402

10:15 A.M.
CARTER MCLEAN
Earthworks
Booth 14901

10:30 A.M.
RACHEL JULIAN/ALEX STOPA
KHS America
Booth 7820

FRANK GAMBALE
Cort Guitars
Booth 5215

11 A.M.
CY LEO
KHS America
Booth 7820

JAY RUSNAK
Morley
Booth 2827

NICK SEMRAD
EarthQuaker Devices
Booth 4849

11:15 A.M.
THE HEART STRINGS BAND
Korg USA
Booth 8802

12 P.M.

FABRIZIO SOTTI
D'Angelico Guitars
Booth 212AB

12:15 P.M.
NIGHT VERSES
Blackstar Amplification
Booth 8802

1 P.M.
JACQUIRE KING
(also at 3 p.m.)
Universal Audio
Booth 12302

GLENN HUGHES
Orange Amplification
Booth 4644

TIZDALE
D'Angelico Guitars
Booth 212AB

HIGH SOUTH
KHS America
Booth 7820

REX BROWN
Prestige Guitars
Booth 3321

GEORGE LYNCH
Morley
Booth 4827

1:15 P.M.
ARTIST ALLIANCE
Vox Amplification
Booth 8802

1:30 P.M.

ARI AND THE ALIBIS
Sennheiser
Booth 14110

2 P.M.
MATT SCHOFIELD
D'Angelico Guitars
Booth 212AB

METAL ALLEGIANCE
Tascam
Booth 18910

GEEZER BUTLER
Ashdown Design & Marketing
Booth 5620

2:15 P.M.
HAWTHORNE HEIGHTS
Blackstar Amplification
Booth 8802

3 P.M.
BRENT HINDS
Orange Amplification
Booth 4644

BRANDON "TAZ" NIEDERAUER
D'Angelico Guitars
Booth 212AB

GEE RABE
KHS America
Booth 7820

GHOST NOTE
Clear Tune Monitors
Booth 16315

DAVE WECKL

QSC
Booth 14911

ANDY IRVINE
Reverend Guitars
Booth 5649

SASAMI ASHWORTH
EarthQuaker Devices
Booth 4849

CORY CHURKO
Prestige Guitars
Booth 3321

3:40 P.M.
GREG SPERO
Yamaha
Marriott Marquis Ballroom

4 P.M.
NU BLU
Sennheiser
Booth 14110

CODY SIMPSON
D'Angelico Guitars
Booth 212AB

KAI NAREZO
Cordoba Guitars
Booth 205AB

THE BEAT JUNKIES
QSC
Booth 14911

ROCK THIS TOWN
Gig Gear
Booth 11901

GREG BISSETT

Hal Leonard
Booth 8910

FERNANDO PARETA
EarthQuaker Devices
Booth 4849

TODD "DAMMIT" KERNS
Prestige Guitars
Booth 3321

4:15 P.M.
THE MAGPIE SALUTE
Vox Amplification
Booth 8802

4:30 P.M.
BOOTS COLLINS
Tascam
Booth 18910

DOYLE WOLFGANG VON FRANKENSTEIN
Ace Products Group
Booth 6106

5 P.M.
KURT ROSENWINKEL
D'Angelico Guitars
Booth 212AB

5:15 P.M.
TANK & THE BANGAS
Korg USA
Booth 8802

5:30 P.M.
JOSH MARTIN
EarthQuaker Devices
Booth 4849

HOW TO GROW A GUITAR PLAYER

Join the Guitar & Accessories Marketing Association (GAMA) and make more guitarists



GAMA is a non-profit marketing group for manufacturers and suppliers that serve the guitar playing retail market.

Member benefits include:

- Gain exposure at consumer events outside our industry.
- Network with some of the best minds in the business.
- Support advocacy efforts that result in more players.

Join GAMA and help us create more guitar players, of all ages.

GAMA 
GUITAR & ACCESSORIES MARKETING ASSOCIATION
DISCOVER GUITAR

www.discoverguitar.com

New Hand Drum Experience



electrorganic **aFrame**



www.atvcorporation.com

HALL C
Booth 6829

AER The Acoustic People®

International
distributors wanted!

Got To Get You Into My Life

Lennon/McCartney



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.

9 A.M. Resolving Low Frequency Modes in Room Spaces

John Murray

Huntington B (Level 4)

All wavelengths similar to a room's dimensions exhibit some degree of modal response. However, ringing room modes return to the source in-phase, are supported by a room's rigid boundaries, and decay more slowly. This degrades speech intelligibility. Also, the nodes and anti-nodes of room modes mask the low-frequency response of a sound system everywhere in a room, making equalization problematic. Practical solutions are presented.

10 A.M. The State of the Art of DIY Audio

Owen Curtin

Laguna A (Level 4)

Audio Builder's Workshop founder Owen Curtin provides an overview of today's DIY marketplace.

Optimizing Subwoofer Arrays

Charlie Hughes

Huntington B (Level 4)

Due to the long wavelengths involved, it is possible to very effectively steer low-frequency energy where desired,

by positioning subwoofer cabinets and inserting signal delay. Multiple array configurations and the resulting low-frequency directivity patterns will be explored.

11 A.M. AS&T Engineering Brief: Hybrid Playback of Loud- speakers and Headphone for VR Attraction

Daeyoung Jang

Huntington A (Level 4)

We propose hybrid playback method of multi-channel loudspeaker and headphone for reproducing hybrid format audio. Multi-channel loudspeaker reproduce channel based background sounds. Simultaneously open-air type headphone reproduce foreground objects with binaural rendering.

The Ins & Outs of Room Tuning Part 1

Bob Hodas

Laguna A (Level 4)

There's no point in having a studio if it doesn't sound good. In this session, ace room tuner Bob Hodas describes the process of speaker/room interface and optimizing system performance with proper placement and room treatments.

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.

9 A.M. Working at Height Safely

Bill Sapsis & Eric Rouse

Carmel Room

Even though safety consciousness is a hot topic these days, not everyone understands the right gear or procedures. When you go to work in the high steel or on a loading bridge, do you have the right safety equipment? Are you using it properly? What if something goes wrong and you fall? How do they get you down? In the morning session, we'll describe how to choose the right equipment for your job, how to use it, inspect it and maintain it. We'll even tell you when to throw it away. In the afternoon, we'll show you how to safely conduct an assisted rescue. What gear you will need and how to use it and, just as importantly, when to ignore the rescue kit and use the personnel lift. Then we'll practice some rescue techniques. At the end of the day, you'll be better prepared to do your job safely.

Video Production: Power on a Shoestring

Richard Cadena & Alan Rowe

Monterey Room

Video is an effective way for musicians to express themselves both in music videos and live event production.

Inexpensive camera and lighting technology make the production of video affordable for even the smallest budgets. But providing power for long video shoots can be challenging unless you have the right tools for the job. This seminar will demonstrate how to power for production videos on a shoestring budget.

Ingress & Egress in Entertainment Venues

Steve Adelman

Salinas Room

Since we enter and leave venues all the time, one would think there isn't much to say about doing this in entertainment spaces. Nonetheless, artists, workers and patrons manage to fall down, fall off things, fall on each other, and break things at shows all the time. Since we can't just blame all the victims, this session will triage the reasonably foreseeable hazards and then suggest ways to get people through the doors in one piece.

11 A.M. Console Programming Workflow

Richard Cadena

Monterey Room

Technology is advancing at a rapid rate, and none is moving faster than lighting

12 P.M.
**Super Bowl Sound:
 When the World is Watching**

Patrick Baltzell

Capistrano AB (Level 4)

An in depth discussion of the evolution of the Super Bowl Halftime show from the marching band era to the international spectacle watched around the world. A look at the contemporary trends in sound design for televised music award shows.

1 P.M.
**Lectrosonics Venue 2, Duet
 IEM & WD Intro & Training**

Karl Winkler & Kelly Fair

Huntington C (Level 4)

Lectrosonics' Karl Winkler and Kelly Fair will provide an interactive discussion on the current and future state of wireless microphone technology and use, the RF Spectrum, and best practices for optimizing your systems for the real world.

3 P.M.
**Studio Academy A: Professional
 Effects with Eventide**

Patrick Flores

Palos Verdes A (Level 4)

This presentation will describe Eventide's H9000. The H9000 represents a break from Eventide's long history of

DSP chip-based hardware products by instead employing four-quad core ARM-based DSP engines.

4 P.M.
**Tom Petty Tour Crew Reunion
 Panel with Scovill, Looper,
 Wagner & Broderick**

Bernie Broderick, Robert Scovill,

Greg Looper & Vic Wagner

Capistrano AB (Level 4)

Join key members of the audio crew for legendary touring act Tom Petty and The Heartbreakers for a look back at the recent tour along with examination of milestones in the concert history of the band. Members of the team appearing include FOH mixer Robert Scovill, Monitor Engineer Greg Looper, Systems Specialist Vic Wagner and tour consultant for EAW Bernie Broderick.

**Recording the World's
 Best Drummers**

Dennis Moody

Laguna A (Level 4)

Dennis Moody is known as the "drummer's engineer," thanks to his work with Steve Gadd, Dave Weckl and Michael White. In this session, Moody describes his approach to recording and mixing some of the world's great drummers.

control systems. There are new protocols, new techniques, and new hardware to deal with, even before you sit down to program a show. This presentation is a quick overview of the current state of lighting control technology, including protocols, set up and troubleshooting tools, and console programming workflow.

**National Standards: Tools
 for Safety in Entertainment**

Mike Garl, Richard Nix & Karl Ruling

Salinas Room

ESTA has been accredited by the American National Standards Institute for more than 20 years. Many of the standards published concern the safety of the entertainment industry. This will be a discussion of those standards, what they mean and how they can be applied to ensure safer environments for workers and audience members.

1 P.M.
**The Visual Conversation Part
 1: Media Server Programmers**

Mark Haney

San Simeon (Level 4)

Top video programmers speak to their ever-expanding role in the creative collaboration, the consideration of choosing the media server, building the video

system and the capabilities media servers bring to the table, as well as the expansive creative possibilities.

2 P.M.
**Media Server Programming
 & Pixel Mapping**

Matt Ardine & David Kane

Monterey Room

DMX-controlled media servers and LEDs have been proliferating in live event and video production, and it's still growing rapidly. This presentation by two of the busiest video professionals in Hollywood will cover best practices for programming media servers and the latest in pixel mapping.

**'A Little Rain Never Killed
 Anyone'**

Steve Adelman

Salinas Room

Outdoor shows are special. In addition to the hazards present at any live event, the organizers of outdoor productions also have to plan for evacuations, shelter in place, communicate with fleeing patrons, and address a myriad of other time-sensitive considerations. Attorney and Event Safety Alliance Vice President Steven A. Adelman will discuss severe weather planning and lead you to a safe harbor in the storm.

HX EFFECTS

100+ Effects Drawn from Helix®



VISIT LINE 6 AND YAMAHA IN THE MARRIOTT

MOLD THE TWO



MAGPIE

New active high performance
 soundhole magnetic pickup from
 Mi-Si. Now with microphone.

MiSi

Visit us at NAMM Booth 5918

www.mi-si.com



NAMM[®] U

At The Business Crossroads of Music, Sound and Event Technology

Disrupting Disruption: Future-Proofing the Music Industry

Mitch Joel, best-selling author and bassist

Hilton Anaheim, Pacific Ballroom (Level 2)

8–9:30 am – Free breakfast served until 8:30 am, first come, first served

MUSIC

Retail Web Design: Small Decisions for a Huge Impact

Michelle Schulp, web developer and lead designer for Inbound Audio Video

NAMM Idea Center, ACC (Hall C, Lobby)

12–12:30 pm

Music retailers and web designers alike can get caught up in the look and functionality of a store's website, forgetting that every decision made needs to be supported by an underlying business strategy. In this hard-hitting session, Michelle Schulp, website developer and lead designer for Inbound Audio Video, will help you identify your website's primary call to action and create online experiences that support that goal. Discover how seemingly minor web design choices have a huge impact on how people interact with and understand your website—and how that can affect your company's bottom line.

NAMM[®]
idea
center

SOUND

VR and AR for Musicians and Audio Developers

Stuart Pitts, Microsoft

Hilton Anaheim, El Capitan (Level 4)

4–5 pm

Today's technology giants and cutting-edge startups are all making huge strides toward bringing virtual reality and augmented reality to the mainstream. This session explores the most recent advancements in the development of VR and AR for implementation in musical products and mobile applications.

SUMMIT
A3E
ADVANCED AUDIO • APPLICATIONS EXCHANGE

EVENT TECHNOLOGY

Console Programming Workflow

Richard Cadena, Lighting&Sound America and PLASA

Hilton Anaheim, Monterey (Level 4)

11–12 pm

Technology is advancing at a rapid rate, and none is moving faster than lighting control systems. There are new protocols, new techniques and new hardware to deal with, even before you sit down to program a show. This presentation, hosted by Richard Cadena of Lighting&Sound America and PLASA, offers a quick overview of the current state of lighting control technology, including protocols, set up and troubleshooting tools, and console programming workflow. (Registration is required for this session.)

Lighting&Sound
America

NAMM[®] U ONLINE

For more great education, visit namm.org/nammu



TEC TRACKS

All sessions will be held at the NAMM U Education Center in the Hilton Anaheim.

10:30 A.M.

How to Make a Hit Record

Bob Clearmountain, Tony Brown, Steve Baltin, Greg Wells, Bob Lefsetz & Dale Dodson

California Ballroom A (Level 2)

A distinguished panel of top songwriters, producers and industry leaders will discuss their views on what elements need to come together for a hit song.

The Business of Sound: You Can Get Off the Bus

Dave Shadoan

San Simeon (Level 4)

This panel includes global audio company presidents, VPs of touring divisions, and FOH and monitor engineers also running audio businesses.

11 A.M.

Licensing Your Music in the Digital Age

Geoffroy Sauvé

Avila (Level 4)

This session will showcase the reality of micro-licensing in the new media, versus the more traditional approach. Presenters will give music composers and producers tips and tricks on composing for production music libraries, explaining what they look for in a track when listening to a submission.

The Future of Cloud Integration for Musical Instruments

A3E

El Capitan (Level 4)

A3E will explore best practices for manufacturers to expand their use of the cloud in the years ahead.

12 P.M.

Sound Design Panel

Oscar Caraballo, Kurt Ader, Jack Hotop, John Lehmkuhl, Don Lewis, Cristian Martirano & Eduardo Tarilonte

California Ballroom A (Level 2)

This panel will explore the art of sound design. Moderated by Sound Synthesis Club founder Oscar Caraballo, it will include world-class sound designers.

Music for Film: Behind the Scenes

Frank Ferrucci

Avila (Level 4)

A look into the creative process and challenges of composing music for film and visual media with Frank Ferrucci.

Bringing It All Together: The Production Designers

Robb Jibson

San Simeon (Level 4)

Top production designers talk about how their work interprets and creates an environment that underscores and enhances the musical artists' work and the audience's experience. They will also look at the technical and creative collaborations that help them realize their designs.

Advancements in Touch Screen Technology for Music Production

A3E

El Capitan (Level 4)

With multitouch technology becoming cheaper and more capable each year, now is the time to explore integrating the latest touchscreen technology into your product lines.

1 P.M.

Reading Minds of Musicians & Producers in the Studio

Wes Maebe

Avila (Level 4)

A recording engineer's job includes the ability to translate vague descriptions into technical actions, and penetrate a client's obscure psychic reactions to create results that test the boundaries of intuition and technique. Learn more about all of this from Wes Maebe, an internationally recognized engineer who deals with this on a daily basis.

The Visual Conversation Part 1: Media Server Programmers

Mark Haney

San Simeon (Level 4)

Top video programmers speak to their ever-expanding role in the creative collaboration, the consideration of choosing the media server, building the video system and the capabilities media servers bring to the table, as well as the expansive creative possibilities.

Deep Inside the Mind of the Music Executive

Joe Solo

California Ballroom A (Level 2)

Join Joe Solo, Music+Entertainment CEO and record producer as he takes you on a ride into the mind of his surprise music-executive guest. Discover vital perspectives on what it takes to have a shot at achieving worldwide music success.

Production Masterclass: Remixing Hits for Television

A3E

El Capitan (Level 4)

Learn how District 78 pioneered the "Master Mix" and continue to shape the sound of dance mixes on television through their combination of original material with popular hits.

2 P.M.

The Visual Conversation Part 2: The Video Directors

Mark Haney

San Simeon (Level 4)

Top video directors discuss their roles in the music industry working on tours, live one-off events and festivals.

Cutting Through the Noise & Getting Noticed

Kevin Bruener

California Ballroom A (Level 2)

In this session, Kevin Bruener, CD Baby's vice president of marketing, will discuss

FRIDAY, JANUARY 26, 2018

the mindset and strategies needed to build an audience and drive success in the indie music economy.

Mergers & Acquisitions & Strategic Transactions in Pro Audio/MI

Heather Rafter

Avila (Level 4)

This panel will examine the recent M&A and PE transactions in the pro audio and MI marketplace. It will discuss the latest developments, including the biggest audio deal announcement in a long time.

AI: Will Machines Replace Human Musicians?

A3E

El Capitan (Level 4)

A3E dares to ask the question: Who will be leading the band in 2025? There are many reasons to think that music may be so abstract that only the human mind can master its nuance as a language.

3 P.M.

Making Music Creation Accessible

Ed Grey, Sean E. Cummins, Kyle Splittgerber, Chi Kim, Will Butler & Timothy Adnitt

Avila (Level 4)

Join a panel of industry professionals, engineers and special guests to see how accessibility is opening up a new creative world to these users and how advances in accessibility can help you build your business and delight users.

How to Land Brand Partnerships

Chandra Lynn, Gabe Kubanda, Michael Zimmerlich, Emiko Carlin & Patrick Genovese

San Simeon (Level 4)

This panel will address how to pitch to brands successfully and the symbiotic role that these partnerships play.

Musician's Guide to Mastering

Jonathan Wyner

California Ballroom A (Level 2)

iZotope's education director and Berkeley College Professor of Music Production Jonathan Wyner will give you some perspective on the dark art of mastering along with some things to practice.

Composition & Sound Design for Next-generation Video Games

A3E

El Capitan (Level 4)

A3E presents a panel of top video game composers and sound design artists to explore the creative transition from surreal fantasy to virtual reality.

4 P.M.

Making Money Making Music

Jay Warsinske

California Ballroom A (Level 2)

Top pros across all areas of the music and entertainment business break down the

areas where money is being made and show you how to position yourself for it — whether as a recording artist, session player, touring musician and more.

Acquiring Sponsors for Your Music Project

Justin Emord

Avila (Level 4)

Want to become a sponsored artist or musician? Attend this session to learn the tips and tricks to gain the interest of artist reps and better navigate the world of sponsorships from the ground up.

Big Studio Design Concepts for Home & Project Studios

Dan Daley & John Storyk

San Simeon (Level 4)

Learn how to incorporate high-end studio design solutions into your project room at a minimal cost from multi-TEC Award-winning architect and acoustician John Storyk. Renowned audio journalist Dan Daley will interview Storyk.

VR & AR for Musicians & Audio Developers

A3E

El Capitan (Level 4)

A3E explores the most recent advancements in the development of VR and AR for implementation in musical products and mobile applications.

5 P.M.

Black Hole Sun: Analyzing the Production

Michael Beinhorn

Avila (Level 4)

Record producer Michael Beinhorn will disassemble and analyze his production techniques on Soundgarden's "Black Hole Sun," with the focus on tracing the creative process through the evolution of the recording.

Start-ups: From Ideation to Monetization

Chandra Lynn & Tony Maserati

San Simeon (Level 4)

Chandra Lynn, founder of Glow Marketing and GlowLiving.com, hosts an insightful discussion about starting up businesses with two music industry veterans: Grammy mixer Tony Maserati, and Dirk Ulrich, owner of Brainworx and Plugin Alliance.

Collecting Revenue from Streaming Services

David Pack & Barry LeVine

California Ballroom A (Level 2)

Artist/producer/songwriter David Pack hosts a panel that discusses the current music market and how a performer earns revenue — and how dramatically it has changed in just the past few years. While sales (ownership) used to be the driver, the market today is driven by streaming (access). Ownership transitions to access. Come to this session to discover how to find and collect what is owed to you by streaming services.



Dr. John

The NAMM Show

Friday · January 26, 2018

The Music Begins Here

POLICY HIGHLIGHTS

Policy Roundtable: Mediating Intellectual Property (IP) Disputes and Mock Mediation Demos

NAMM Member Center, ACC (Hall B, Lobby)

11 am–12 pm



SupportMusic Coalition on Coalitions for Music Education Advocacy Forum

Hilton Anaheim, Malibu (Level 4)

12–2 pm



Policy Roundtable: Grow Your Global Sales through Exporting

Member Center Lounge, ACC (Hall B, Lobby)

2–3 pm



NAMM Advocacy D.C. Fly-In Meeting

R&B Lounge, ACC (Hall B, Lobby)

4–5 pm



NONPROFIT HIGHLIGHT

Nonprofit Roundtable: Telling the World Using Technology and Social Media

NAMM Member Center, ACC (Hall B, Lobby)

1–2 pm



SPECIAL EVENTS

NAMM YP Networking Reception

NAMM Member Center, ACC (Hall B, Lobby)

5–6 pm



Roomful of Pianos

20 pianos playing Emmanuel Chabrier, "España" and Richard Wagner, "Ride of the Valkyries"

Lounge 88, ACC (Level 3)

5:30–6 pm



All-Industry Drum Circle

ACC, Palm Court (Outside)

5:45–7 pm



The Parnelli Awards

Hilton Anaheim, Pacific Ballroom (Level 2)

6:30–11 pm



WHAT'S NEW

For the first time ever, The NAMM Foundation will host **The Nonprofit Management Institute**, a series of five progressive sessions covering best practices in nonprofit governance and management. The program will welcome nearly 100 of the Foundation's partner organizations and grantees. At the end of the series, session participants will receive a certificate of completion.

DOWNLOAD THE NAMM APP

Search "NAMM" in your app store for a complete schedule of events, education sessions, the map and more

Search "NAMM" in your app store!



Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between Halls B and C).



New Technologies to Grow Your Lesson Program

Billy Cuthrell,
Progressive Music Center

YouTube, Skype and smart-phones have changed the way people learn music. Is your lesson program keeping up? Join Billy Cuthrell of Progressive Music Center, a successful lessons business with 1,100-plus students weekly. In a follow-up to his popular Summer NAMM session, he'll show you how you can expand, modernize and update your lessons using video and online learning. Discover how to effectively use YouTube to promote your teachers, create in-house videos that improve the student experience, market your program on social channels and generate new revenue with subscription-based online video lessons. Also, get critical do's and don'ts for harnessing new technologies. Future-proof your lesson program today!

1:30 P.M. The Top 7 Ways to Increase Online Sales

Peter Malick,
Inbound Audio Video

Are you frustrated with weak sales from your e-commerce store? Do you want your website to increase in-store business? In this session, Peter Malick of Inbound Audio Video will provide a roadmap to generate more revenue online. You'll leave with seven actionable techniques and technologies to grow your business. Ignore your online presence at your own peril! You can compete in the future of

retail, and this is where you'll get started.

2 P.M. How to Grow Your Audience on Instagram, YouTube & Facebook (Double Session)

Ashley Atz, Premier Guitar
(moderator) & panel

Already have a presence on Instagram, YouTube and Facebook? That's just the beginning. Now find out from the experts how to grow and engage your audience, create excitement with online promotions and use your social profiles to highlight your store's advantages. Join Ashley Atz of Premier Guitar for a special double session as he moderates this panel of high-profile, savvy music retail marketers. They'll look at proven ideas for video, live streaming, advertising and more. Discover best practices for maximizing your social media presence, no matter your budget.

3 P.M. Powerhouse Events That Drive Sales & Traffic

Tim Spicer, Spicer's Music

In just five years, Spicer's Music has gone from startup to go-to store — taking home multiple NAMM Top 100 Awards, including Best Marketing & Sales Promotion in 2017. Here, company owner Tim Spicer will share his award-winning promotional events, how he made them work and how you can, too. Discover tips and tricks on how to plan, coordinate and execute in-store and out-of-store events that unite the community and boost your profits. Get creative event ideas, ranging from open

mics to world-record attempts, that will create new and return customers. Find out how you can generate massive growth for your retail business while perfecting the art of event planning.

3:30 P.M. Employee Vs. Contractor: What You Don't Know Could Bankrupt You

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

Do you set the lesson rates for your independent-contractor music teachers? Do you provide the tools for your contracted repair techs? Do you have non-compete agreements for any contract labor at your store? Then you'll want to be aware of the potential liability from an ever-increasing surge in labor audits. In many cases, classifying music teachers, repair techs and other employees as independent contractors can literally bankrupt your company. In this eye-opening half-hour, music industry accountants Alan Friedman, CPA, and Daniel Jobe of Friedman, Kannenberg & Co. will illustrate the potential cost of a labor audit gone wrong, and the steps you can take to prevent it.

4 P.M. NAMM YP Presents David Kalt of Reverb (Double Session)

NAMM Young Professionals

At this special session, NAMM Young Professionals (NAMM YP) welcomes guest presenter David Kalt, founder and CEO of Reverb.com. Kalt founded Reverb.com in 2013 when he became frustrated trying to buy and sell guitars online. He

began with a simple idea: an online community created and run by musicians where buying and selling musical gear is easy and affordable. Join NAMM YP to hear from Kalt about his career path — and his advice for you. After the session, join NAMM YP in the NAMM Member Center (also in the Anaheim Convention Center lobby) for a networking reception. This event is open to all industry professionals and NAMM attendees.

5 P.M. Groove - The No Treble Podcast Live Recording With Special Guest Mitch Joel, Digital Marketing Visionary, president of Mirum Agency & bassist, & special guest

In the past few years, Groove - The No Treble Podcast has become one of the biggest audio shows for bass players, and is building one of the largest oral histories of the bass in the world. Past guests have included Victor Wooten, Jeff Berlin, Tony Levin, Jerry Jemmott, Michael Manring and many more. In this session, Groove goes live at NAMM! Join Mitch Joel, president of Mirum (a global digital marketing agency), best-selling author and bass enthusiast, as he goes deep with one of the world's most recognized bass players. This is an event you won't want to miss!

5:45 P.M. All-industry Drum Circle

Drum up enthusiasm for the music industry at NAMM's annual All-industry Drum Circle, a can't-miss NAMM Show rhythm celebration! Blow off some

steam and get ideas for setting up fun, group-based recreational music making experiences.

6:30 P.M. She Rocks Awards

House of Blues Anaheim
The annual awards ceremony will honor Lisa Loeb, Platinum-selling singer-songwriter; Karla Redding-Andrews, executive director for The Otis Redding Foundation; Exene Cervenka, vocalist for the iconic punk band X; Vanessa Mering, marketing manager of Harman Professional; among others. (Must have ticket to enter.)

6:30 P.M. The 2018 Parnelli Awards

Hilton Anaheim Hotel, Pacific Ballroom
Be front and center as the industry salutes the finest companies and practitioners at the 17th Annual Parnelli Awards. It's a night of magic where the industry's greatest stars gather for good drink, good food and the privilege of honoring our very best. Grammy-nominated composer and bassist extraordinaire Tony Levin will host the Parnelli Awards. The 2018 Parnelli Awards will honor Billy Joel's longtime production manager, Bobby "Boomer" Thrasher, as the recipient of the Lifetime Achievement Award. Lighting designer and innovator, Jonathan Smeeton (The Rolling Stones, Marilyn Manson, Jane's Addiction, Taylor Swift), will receive the Parnelli Visionary Award; and DiGiCo technical director John Stadius will be honored with the Audio Innovator Award. (Must have ticket to enter.)

Get Involved with the PMC

PMC ANNUAL MEMBERS MEETING & PERCUSSION INDUSTRY GATHERING

OPEN TO ALL PERCUSSION INDUSTRY LEADERS AND RETAILERS

THURSDAY EVENING, January 25, 2018, 6:30-8:00pm

Hilton Hotel, Anaheim, Malibu Room
4th floor (next to convention center)

Doors open at 6:00 pm

30-minute meeting begins promptly at 6:30 pm

**SPECIAL ANNOUNCEMENT of the 2018
International Drum Month CELEBRITY DRUMMER,**
hosting the Roadie For A Day event.

FIND OUT HOW YOU CAN PARTICIPATE AND BENEFIT FROM THE PMC'S MARKET DEVELOPMENT PROGRAMS:

- May 2018 International Drum Month/
Roadie for a Day contest
- Percussion in the Schools
- Drum Set in the Classroom
- 2018 Vans Warped Tour,
"Free Drum Lesson Tents"
- Drums Across America,
Retail drum lesson program

RSVP TODAY!
www.PlayDrums.com/rsvp



NAMM[®]
Foundation
GRANT RECIPIENT 2017

The Percussion Marketing Council is the percussion Industry's official trade association, functioning as a 501-c corporation with membership from all aspects of the Percussion World, dedicated to the advancement, understanding and enjoyment of all drums and percussion products.
Percussion Marketing Council | P.O. Box 33252; Cleveland, OH | (440) 582-7006 | www.playdrums.com

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between Halls B and C).



Reverb.com's founder and CEO discusses his career path and advice for retailers at 4 p.m.



How Andertons Music cultivated more than 315,000 YouTube subscribers, 10:30 a.m.



All-industry drum circle, 5:45 p.m.



Carol Cook on creating successful lesson programs at 1 p.m.



Mitch Joel, NAMM U Breakfast Session, 8:30 a.m.

BREAKFAST SESSION 8:30-9:30 A.M.

Disrupting Disruption: Future-proofing the Music Industry

**Mitch Joel, digital marketing
visionary & president of
Mirum Agency**

**Hilton Anaheim Hotel,
Pacific Ballrooms, Level 2**

We live in a culture of change and disruption, where everything is Uber-sized. Many of us have already made massive shifts to our business models, and there are still more dramatic changes on the way. These will force us to rethink our commonly held beliefs about what works today and what the future will look like. If you want to stay ahead, join digital marketing visionary, best-selling author and bassist Mitch Joel for a forward-thinking NAMM U Breakfast Session, and bring an open mind. Joel, whom Marketing Magazine called "one of North America's leading digital visionaries," counts such companies as Google, Starbucks and Shopify among his clients. Find out from Joel how to

become a leader in the digital world — and why disrupting disruption is your compass.

10:30 A.M. How We Got 75 Million Views on YouTube

**Lee Anderton,
Andertons Music**

Andertons Music's YouTube channel has more than 75 million YouTube views and 315,000 subscribers. Join Lee Anderton for an insightful look at how he did it — and what it means to your business. In this fast-moving presentation, Anderton will show how he grew his store's YouTube channel, how it's expanded his customer base and what you can take away from his best practices. Expect helpful online marketing tips, proven advice and more than a few entertaining examples.

11 A.M. What Google Wants (Double Session)

**Scott Dailey,
Single Throw Marketing**

Are your webpages ranking on Google? No? Then join online

marketing expert Scott Dailey of Single Throw Marketing and find out why — and what you can do to improve your search engine optimization. This special double session will feature a step-by-step introduction to creating a web page that Google values enough to reward with good rankings. Discover how to get to page one on Google, and how to stay there. Find out how to be found, how to be chosen and how to maximize your SEO efforts.

12 P.M. Retail Web Design: Small Decisions for a Huge Impact

**Michelle Schulp,
Inbound Audio Video**

Music retailers and web designers alike can get caught up in the look and functionality of a store's website, forgetting that every decision made needs to be supported by an underlying business strategy. In this hard-hitting session, Michelle Schulp, website developer and lead designer for Inbound Audio Video,

will help you identify your website's primary call to action and create online experiences that support that goal. Discover how seemingly minor web design choices have a huge impact on how people interact with and understand your website — and how that can affect your company's bottom line.

12:30 P.M. The 2018 Store Design Summit

**Chris Miller, Pacific Store
Designs (moderator);
Catherine Nordloh, Chicago
Music Exchange & All Things
Esque; & Scott Mandeville,
Tim's Music**

Looking for innovative and effective store design ideas to give your showroom a new look for 2018? Or, how about just some helpful merchandising tips? If so, you'll want to be at this high-powered panel, hosted by Chris Miller, merchandising guru and head of Pacific Store Designs. He'll lead a discussion with your successful peers from different parts of music retail, and they'll share

their most powerful design and display concepts. Expect stunning visuals, helpful examples and more than a few ideas you can use.

1 P.M. Lesson Program Do's & Don'ts

Carol Cook, The Music Room
Lesson programs need constant fine-tuning to stay relevant and successful. During the past 24 years, The Music Room has regularly refined its program to keep up to date with customer trends while also protecting its bottom line. Here, company owner Carol Cook will share her biggest takeaways and hard-earned wisdom from more than two decades of working and reworking her program. Discover essential do's and don'ts for running a successful lesson business and, most of all, how you can apply them to your own program. Whether you're a veteran or new to the lessons market, you'll want to be at this session.

CONTINUED ON PAGE 124

D'Angelico
NEW YORK

BEDFORD

LUDLOW

ATLANTIC

D'ANGELICO SOLID-BODIES.

Feedback resistant, rock-ready swag machines.

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

VISIT OUR BOOTH #212AB FOR A FREE SET OF STRINGS* AND YOUR CHANCE TO WIN AN ALL NEW D'ANGELICO GUITAR.

*WHILE SUPPLIES LAST

SAMSON[®]

AirLine ATX

Come see the world's smallest clip-on
wireless transmitter at Booth 14117.



Booth 14117 | Level 1 | ACC North

© 2018 Samson | samsontech.com