

# UpBeat

The Official **NAMM** Show Publication

## DAILY



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## NEXT IDEAS



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**The NAMM Show has truly changed.** New booths, new companies and a dedication to more segments of the industry than ever before. With a massive reorganization of the show floor also comes opportunity. Where's your next growth area — the percussion market, lighting, B&O, pro audio, guitars, keyboards, DJ, live sound? It's all here, under one roof, organized by tribes. Here are a few companies that might just spur the next big idea.

1. The RapcoHorizon team shows off the RAT FX distortion cable. 2. D'Angelico's Brenden Cohen highlights the company's first foray into solid-body guitars — the Deluxe Bedford and the color is called Chameleon. 3. From left, Jason Carter, Mary Rowden and Dan Roberts pose with three new models in the Noteworthy Music Stand Collection at their booth on Friday morning. 4. Toni Fishman, owner and CEO of Telefunken, shows one of the company's DI boxes on the show floor Friday. 5. From left, D'Addario's Steve Mucciolo, Brian Vance and Rob Cunningham take a break from taking care of retailers to smile for the camera at their booth on Thursday.



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### BREAKFAST SESSION



Meet Marcus Sheridan and hear from a man who's been called the "web marketing guru" by *The New York Times*.

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Innovative Signature Sticks  
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2 New Sigmas  
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**KALA** *ELITE*  
USA



REDEFINING UKULELE.

The Kala Elite USA **Poi Pounder Tenor Ukulele** takes its name and inspiration from the traditional Hawaiian tool used to pound taro root into poi paste. The hand-selected Koa features the finest figuring and combines with Padauk binding, inlays, and end graft for a beautiful contrast. A Padauk and Koa swirl rosette ties it all together. Each Kala Elite USA ukulele is designed and handmade at the Kala Shop in Petaluma, California. Order yours today!

**NAMM**  
BOOTH# 4804

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~ BRAND MUSIC Co. ~

[kalabrand.com/poi](http://kalabrand.com/poi)



# NAMM Show News



Giles Orford, marketing director at Focusrite, shows one of the company's new Clarett USB interfaces during Friday's press conference.

## AM&S Spotlights Brands

U.K.-based Focusrite kicked off Friday morning's American Music & Sound press conference with the introduction of three studio-quality USB interfaces: Clarett 2Pre USB (10-in, four-out), Clarett 4Pre USB (18-in, eight-out) and Clarett 8Pre USB (18-in, 20-out).

"We've always tried to bring professional sound to the masses, and we always try to democratize the very best sound quality," said Giles Orford, marketing manager for Focusrite, Novation and Focusrite Pro.

Several music and sound companies distributed by AM&S were represented during the event. Fostex introduced the Limited Edition 5th Anniversary TH-900mk2 Sapphire Blue with an exclu-

sive Fostex-approved tuning. dBTechnologies added the ES 1002 to its ES line of complete plug-and-play column systems.

Allen & Heath unveiled the SQ, a compact, 96-kHz digital mixing powerhouse. Two models offer a choice of size and control configuration.

Meanwhile, Kurzweil's SP6 stage piano exemplified a company moto: "Powerfully Simple."

"Basically, it's going to be power and ease of use — and lightweight — without compromise," said Daniel Dabek, Kurzweil soundware engineer. "You just grab it, call up a sound and start playing on the stage."

**American Music & Sound**  
(americanmusicandsound.com)



Jackson Root, MXL's marketing and creative services manager, poses with the new LSM-9 microphone.

## Color Pops with MXL's LSM-9 Mic

The impetus for MXL's new LSM-9 microphone series is clearly K-Pop.

"These are premium, handheld dynamic microphones," said Jackson Root, MXL's marketing and creative services manager. "They are specifically designed to withstand the rigors of nightly use ... and definitely made for live performance."

"The first order of these is going right into K-Pop houses," he said but added that Karaoke will be another important market.

**MXL Microphones (mxlmics.com)**



From left, Brad Kirkpatrick, RBI Music president; Lane Davy, RBI Music executive vice president of sales and marketing; Rick Taylor, RBI Music product manager and artist relations; and Chris Pittman, purchasing for RBI Music.

## RBI Music Increases Growth

RBI Music shared details about its move to a new location and increased sales across several brands, which include Toca Percussion, A Tempo Percussion, Odery Drums, Fret-King Guitars, Vintage Guitars and Rhythm Band Instruments.

"It's been a crazy-big year for us," said Lane Davy, executive vice president of sales and marketing. "Guitars are clearly the stars for us right now. Our Vintage line is growing by leaps and bounds."

Davy added that Toca Percussion has

been another of several bright spots for the company.

"We moved to a bigger facility this year [due to increased sales and] growth," said Brad Kirkpatrick, president and CEO. "We're looking forward to 2018 and growing more."

Chris Pittman, buyer and operations manager, said RBI moved into a 35,000-square-foot warehouse, noting, "We modernized our network infrastructure so as to better leverage our resources."

**RBI Music (rbimusic.com)**

## Taylor's V-Class Bracing Enhances Playing Experience

Taylor Guitars' V-Class bracing system is a new sonic "engine" developed by guitar designer Andy Powers.

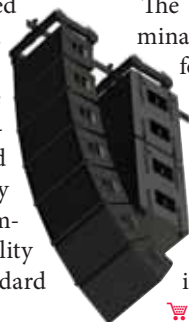
The bracing system marks an advancement beyond traditional X-bracing, delivering an enhanced playing experience by boosting volume and sustain while improving intonation. V-Class bracing will be in select models in 2018.

**Taylor Guitars (taylorguitars.com)**



## Peavey Versarray Articulates

Peavey Electronics has introduced the Dante-enabled Versarray Pro, a powered, fully articulating line array system with ribbon drivers. They are the ideal solution for pro-audio applications where high output, optimized coverage, and pristine high-fidelity audio are required. Power, clarity, simplicity, configurability, and portability make the Versarray Pro the new standard for mid-size powered line arrays.



The Versarray Pro represents the culmination of 53 years of sound reinforcement research and development and uses Peavey's redundant audio input system. This lets the user select analog, Dante, or Dante with analog backup, ensuring reliable, uninterrupted performance. It also serves as a fully articulating line array.

**Peavey (peavey.com)**

## Wells Demos for Antares



Grammy-nominated musician, songwriter and record producer Greg Wells demoed the Antares Audio Auto-Tune Pro during the product's launch party at the House of Blues Anaheim on Thursday night. Auto-Tune Pro features a sleek interface that has been redesigned from the ground up for a more streamlined workflow.





BILLY SHEEHAN  
1.00pm



DOUG WIMBISH  
2.00pm

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# QSC at the Anaheim Hilton

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**@NAMM**  
PRO SOUND SYMPOSIUM:  
**LIVE & STUDIO**

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

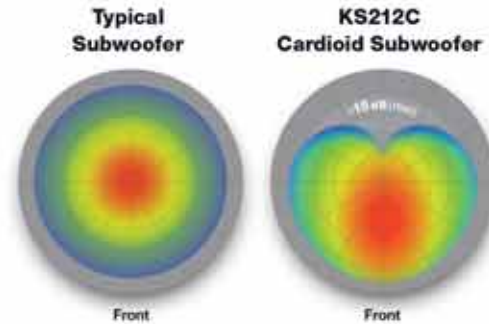
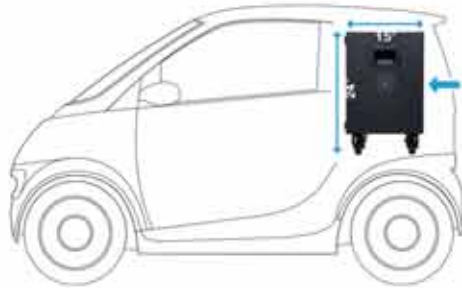
Powerful. Flexible. Portable.

**ultra-compact**

**directional**



**KS112**  
(NEW!)



**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





Wolfgang Fraissinet, president of Neumann, at Thursday's press conference.

## Sennheiser Evolves, Neumann Revives a Legend

Sennheiser widened its product portfolio with the release of the evolution wireless G4 series and two new XS Wireless 1 Dual Sets, both of which were announced during a press conference at the company's booth Thursday afternoon. Also during the event, studio microphone manufacturer Neumann presented a re-issue of the U 67, the quintessential studio workhorse mic of the 1960s.

The evolution wireless G4 microphone is the newest entry in a line that was launched in 1999 with the G1.

"We took all the feedback we got over those years, and we took user-inspired improvements and built them into the G4," said Greg

Beebe, president of Sennheiser Electronic Corp. "It has higher frequency agility, and that means you can get more channels in a single TV channel. We learned that the end user wants the ability to control the transmit power, so we built in switchable transmit power."

Wolfgang Fraissinet, president of Neumann Berlin in Germany, noted the U 67 is being re-issued to celebrate the company's 90th anniversary. "On this particular occasion, we thought it's nice to bring a legend in the microphone industry, back to life," he said.

**Sennheiser, Neumann**  
(sennheiser.com, neumann.com)



Markbass founder Marco De Virgiliis (left) and bassist Marcus Miller pose with bass amplification products in the Marcus Miller Signature line Wednesday at the Clarion Hotel.

## Markbass Teams with Marcus Miller

Markbass unveiled its line of Marcus Miller Signature bass amplification products Wednesday night at the Clarion Hotel. Miller, an acclaimed bassist and bandleader, discussed his direct involvement with the development of products in the line, which includes the 500-watt Little Marcus head and the Marcus Miller CMD 103 combo.

Miller also discussed his collaborative relationship with Marco De Virgiliis, the founder of Markbass. "I wanted to provide an amp that gives bass players a full range," Miller said. "If you want sizzling highs and booming lows, you can do that. If you need to dial it down a little bit, you can do that. You're not limited. The amp isn't going to tell you what kind of bass player you're going to be."

Other products in the line include the 250-watt Little Marcus 250 head, the Little Marcus 800 head and the Little Marcus 1000 head.

**Markbass** (markbass.it)

## Kawai Evolves Pianos, Relationships

Hirota Kawai, Kawai global president, began Thursday evening's Kawai Awards reception by dispensing his vision for the company, which includes "evolving the piano."

"In our booth is our collection of six hybrid instruments that approach the hybrid category from three different directions — something no other company has done," he said. "You also saw our newest examples of digital evolution — the new MP series professional products, the new CA series digital pianos and the new Novus NV10 hybrid."

During the evening, the company announced its 2018 award winners. They are: Kawai regional manager of the year, Bryan Harvey; digital piano market performance award, Laceyfield Music's Cathy McReynolds and Dwayne Hilton; dealer of the year for professional products, Sam Ash Music's

John Muller and Kawai rep to Sam Ash, Bob Duncan; dealer of the year for digital pianos, Schmitt Music Company's Tom Wennblom; Shigeru Kawai dealer of the year, Loewen Piano

House's Luke Ma; Kawai Canada dealer of the year, Merriam Music; and Kawai America dealer of the year, Lane Music's Scott Lane.

**Kawai** (kawaius.com)



From left, Naoki Mori, Kawai America president; Bryan Harvey, Kawai regional manager for the northeast U.S.; and Hirota Kawai, Kawai global president, appear on stage Thursday night at the Sheraton Park Hotel as Harvey is recognized as regional manager of the year.



From left, Eric Marienthal, Dave Weckl, Carlitos Del Puerto, Renee Jones and Casio endorsing artist Steve Weingart enjoy the crowd's applause after a concert at the Anaheim Hilton Thursday night.

## Casio Inspires Weingart

Casio hosted an album release party for pianist Steve Weingart Thursday night at the Anaheim Hilton. Weingart's new album, "Oasis," is a duo project on which he collaborated with his wife, vocalist Renee Jones. For the concert, Weingart and Jones assembled an all-star band to collaborate with them: saxophonist Eric Marienthal, bassist Carlitos Del Puerto and drummer Dave Weckl.

"We're flattered and honored Steve fell in love with the Grand Hybrid," said Stephen Schmidt, vice president, EMI Division of Casio.

**Casio** (casio.com)



From left, Brad Smith, David Jewell, Stacey Montgomery-Clark, Rick Allen, Sarah Hagan and Karl Dustman

## PMC Teams with Allen

The Percussion Marketing Council (PMC) held a Members Meeting Thursday evening at the Hilton Anaheim. Among several speakers were three of the organization's advisory board members: DW's Scott Dunnell, Hal Leonard's Brad Smith and Yamaha's David Jewell, along with Def Leppard's drummer Rick Allen.

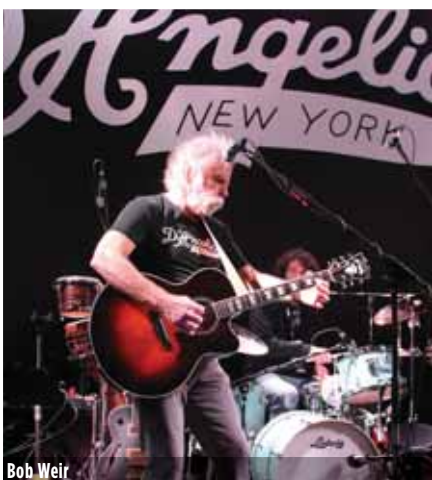
The PMC announced Allen as the 2018 International Drum Month celebrity drummer, spokesperson and host of the Roadie for a Day contest.

"It's life changing for these kids or adults [who participate]," Jewell told UpBeat Daily.

The PMC also highlighted its new website that has been rebranded with an emphasis on social media.

"This is a big addition for PMC," said Karl Dustman, co-executive director. "We haven't spent enough time, money or effort on [social media] before, and we have now done that."

**PMC** (playdrums.com)



Bob Weir

## D'Angelico Hosts Bob Weir Concert

D'Angelico hosted an intimate, invitation-only performance by Bob Weir Thursday evening at the company's booth. The Grateful Dead guitarist and vocalist recently partnered with D'Angelico on the Bob Weir Signature SS model electric guitar.

Earlier Thursday, Weir was honored by NAMM for his dedication to innovation.

"It's a tremendous honor for us to work with Bob as frequently as we do and for as long as we have now — we've been working with him very closely for about two years," said Ryan Kershaw, director, creative and

artist relations at D'Angelico. "Bob definitely has a restlessness about him that is always making him strive for whatever is better and whatever is next. He is a steward of innovation, and for a company like ours that has a rich history, we are always looking for new ways to push forward."

Kershaw said that D'Angelico is currently working with Weir on future designs, including new iterations of the company's recently introduced solid-body guitars and a special version of the Premiere Madison acoustic-electric.

**D'Angelico** (dangelicoguitars.com)



# 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





## AIMM Celebrates 20th Anniversary

AIMM, the Alliance of Independent Music Merchants, celebrated its 20th anniversary at NAMM on Wednesday at the Anaheim Hilton. This year's AIMM Summit drew record-breaking attendance with more than 250 dealer and vendor members present. The AIMM group was founded in 1998

by retailers Bob Bankston, George Hines and Skip Maggiora. AIMM members include many of the top independent retailers from across the country as well as a number of premier vendor partners. The Summit at NAMM included a number of guest speakers, workshops, educational sessions and net-

working events all designed to address the needs of the independent music merchant and today's music consumers. The AIMM group holds two Summit events a year and hosts a wide variety of special programs and online events throughout the year.

**INFO** AIMM ([musicmerchants.com](http://musicmerchants.com))

## Simmons Advanced App Offers Powerful Sampling Capabilities

With the Simmons Advanced App SD2000 users now have editing control and easy-yet-powerful sampling capabilities for this expressive new mesh-head

drum set. Users can have access to a virtually limitless array of sounds by adding their own "real world" samples using their iPad or iPhone.

The Simmons SD2000 Mesh-Head Electronic Drum Kit features tension-able, SimHex mesh pads, superior playability, on-the-fly control, a palette of signature sounds and a wealth of sound design features.

With the release of its Advanced App for iPhone and iPad, Simmons has unlocked the full potential of the SD2000, providing faster, easier and more in-depth editing of the sound module's parameters. The Advanced App also enables recording samples and uploading them to a computer and

to the SD2000 sound module. Now users can record any sound a microphone can capture, anywhere they go, on their computer or iOS device, and play it with their SD2000 kit.

The SD2000 sound module features a built-in performance mixer that lets players control volume, EQ and pitch, as well as to shape and apply filters on the fly. All of these features can be edited with Advanced App. Record samples, normalize and trim to just the right length. Then send the edited sample to a computer for additional shaping or simply upload one sound or an entire set to the sound module.

**INFO** Simmons ([simmonsdrums.net](http://simmonsdrums.net))



## SJC Boasts Classic Style

SJC Custom Drums' Heirloom kit combines classically custom looks with a warm, vintage tone. The kit is outfitted with six-ply hybrid shells made of mahogany, poplar and maple in the company's Custard Yellow finish that subtly commands attention. Handcrafted maple reinforcement rings work with the company's SJC vintage round over edges to provide a full, punchy attack. The toms feature shallower depths, which slightly increase their responsiveness and give the kit a distinct appearance.

The kick hoops are finished in zebra-wood and the kit boasts chrome hardware and Evans drumheads.

The kit was designed for the player seeking the ideal embodiment of classic tone and aesthetic with modern craftsmanship and attitude.

**INFO** SJC Drums ([sjcdrums.com](http://sjcdrums.com))



## Dialog Audio Rolls Out SQ4 Plug-in

Dialog Audio has announced its SQ4 Sequence Processor audio software plug-in.

As implied by its name, the SQ4 Sequence Processor permits users to create sequenced modulation patterns — four sequences with up to 128 steps per sequence.

As such, the basic setup for most host applications is similarly straightforward, with only two tracks usually required. On one track the user needs to add SQ4 Sequence Processor itself, then add the target device — either an external hardware or software instrument — to the second track with a virtual MIDI connection also needing to be made from the SQ4 Sequence Processor track to the target device track.

Thereafter, like its MP3244 Modulation Processor software sibling, SQ4 Sequence Processor provides different connection capabilities, which includes: controlling hardware synthesizers with MIDI inputs via MIDI CC messages, RPN and non-RPN messages or MIDI SysEx messages.

Whichever way a user chooses to work, SQ4 Sequence Processor boasts a selection of features at their fingertips, including variable synchronization options, which can be set from free running to hard sync.

Deeper still, each of those 128 sequence steps can be tailored to create modulation signals. Steps can be combined to allow long and smooth curves over multiple steps and speedy, adjustable step sequences.

**INFO** Dialog Audio ([dialogaudio.com](http://dialogaudio.com))



## Bourns Adds Two Guitar Pot Design Kits

Bourns has released two guitar potentiometer design kits. Bourns developed these to help simplify new and upgraded guitar designs. Each Bourns Model H-1202-1 and Model H-1202-2 design kit includes a collection of guitar potentiometer (pot) part numbers letting guitar designers select the right potentiometer products from a variety of mini guitar pots, blend-balance pots, mini guitar pots with push-pull switches and mini guitar pots with push-latching switches.

Both guitar pot design kits can be used in electric guitars and bass guitars, or any other electric instrument where space is a constraint.

**INFO** Bourns ([bourns.com](http://bourns.com))



# The Next Big Thing in Small Guitars



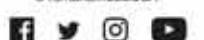
**CSF**

Engineered for today's on-the-go guitarist, the CSF parlor defines modern tradition.  
Experience the new CSF Guitar in our booth in the Marriott.

 **YAMAHA**

#YamahaMusic

@YamahaMusicUSA





## Briefs



### Stealth Sonics Launches In-ears

Stealth Sonics has launched its first range of precision-tuned universal and custom in-ear monitor systems. The debut series features three systems, the U2 and C2, U4 and C4, and the U9 and C9. Each are available in both universal-fit options and custom-molded versions that take advantage of second-bend impressions to conform precisely to the inner ear canal, for superior fidelity, minimal acoustic interference and perfect fit.

🛒 [Stealth Sonics \(stealthsonics.com\)](http://StealthSonics.com)

### Ultimate Support Acquires Radial Engineering

Ultimate Support has acquired Radial Engineering. Established in 1991, Radial Engineering was originally developed as a range of cable products by Peter Janis, outgoing president and CEO. Throughout the years, the Radial brand family and distribution network has grown to include a diverse catalog of brands, including Tonebone, Reamp, Hafler, Dynaco, Iso-Max and Jensen Transformers. According to a statement, Ultimate Support and Radial Engineering will enjoy shared strategic and logistical advantages under the leadership of Mike Belitz, CEO and president of Ultimate Support.

"I have always been passionate about premium accessories in the music industry," Belitz said. "Instruments come in and out of fashion, but musicians and audio professionals will always need well-designed, high-quality solutions. Ownership of Ultimate Support Systems and Radial Engineering will offer incredible possibilities for the future."

📄 [Ultimate Support \(ultimatesupport.com\)](http://UltimateSupport.com)

### RAT FX Enters Cable Market

RAT FX has forayed into the cable market with its first RAT Tail distortion cable. The RAT Tail distortion cable offers guitarists a new way of achieving some of the effects of the Vintage RAT distortion pedals, as this cable is built using the same clipping diodes that drive Vintage RAT pedals' signature distortion tones. Guitarists can shift seamlessly between settings with the connector's easily accessible dial, without missing a beat.

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

### New Saxophones Growl

The Growling Sax is making its NAMM Show debut, exhibiting two professional series saxophones and one student series including soprano, alto, tenor and baritone saxophones. The Growling Sax offers a wide range of alto, tenor, baritone and soprano saxophones. The instruments feature a wide range of finishes, including gold lacquer, gold-plated, black nickel, white matte nickel, antique satin dark and silver plated. During the show, the company will give away an Avant-Garde student saxophone. To participate, stop by The Growling Sax booth on Sunday between 11:30-11:45 a.m.

🛒 [Growling Sax \(tgsax.com\)](http://GrowlingSax.com)



### Correction

In the Thursday edition of UpBeat Daily, the wrong photo ran with the Vater Carl Allen signature drumstick article. These are Mr. Allen's new signature sticks.

## Audio Plus Services Rolls Out High-end Gear

Three high-end audio companies introduced new products Thursday morning during a press conference hosted by importer/distributor Audio Plus Services.

France-based Focal Professional added the Shape Twin near-field monitor to its Shape series of reference monitoring speakers, which now includes four models. Nicolas Debard, product marketing manager at Focus, also said the company's Spirit Professional headphone line has been replaced by the new Listen Professional over-ear closed-back headphones for music production. In addition, Focal introduced the Clear Professional reference headphones, which feature a fully open-back design.

"This is our first headphone with a truly open-back driver," Debard said. "You have impressive details even in very low frequencies thanks to this design."

Germany-based SPL expanded its mastering series hardware line with three new

devices: the updated PASSEQ passive mastering equalizer, the DMC stereo mastering console and the MC16 16-channel analog mastering monitor controller.

Canada-based IsoAcoustics launched the ISO series of acoustic isolation stands,

designed for professional audio speakers and subwoofers. The models — which include the ISO-130, ISO-155, ISO-200 and the ISO-200SUB — feature a contemporary design, a lower profile and isolators.

🛒 [Audio Plus Services \(audioplusservices.com\)](http://AudioPlusServices.com)



Nicolas Debard, product marketing manager at Focus, introduces the Shape Twin reference monitoring speaker at Thursday morning's press conference.



## Aguilar Adds Limited-edition Dorian Gray Cabinet Color

Aguilar Amplification's 2018 Limited Edition cabinet color is Dorian Gray. Only 250 units of these SL 112 cabinets and 100 each of the SL 410x and SL 212 cabinets will be built using the color and finish.

Each Dorian Gray cabinet features a custom Limited Edition 2018 label on the cross-

over and a certificate of authenticity. The SL 112 cabinet features a neodymium driver with a custom-designed crossover. At 49 pounds, the SL 410x is almost half the weight of a traditional 410 bass cabinet. The SL 212 offers a balance of performance and weight.

🛒 [Aguilar Amplification \(aguilaramp.com\)](http://AguilarAmplification.com)

## Create Beats On the Go

BandLab has launched Looper, a mobile feature that lets users create beats on the go — with or without prior musical experience. The Looper is a sample-based beat and music making instrument, which is part of BandLab's cloud-based Digital Audio Workstation (DAW).

The Looper is immediately available for free within BandLab and launches with 12 professionally created sample packs, each with 24 individual loops designed to mix together easily — powered by BandLab's proprietary pitch and time-shifting technology. Whether you're an MC looking to create a beat, or a solo guitarist needing a backing beat, Looper makes music creation instant, intuitive and fun.

For more advanced users, the Looper works offline and offers adjustable quantization of each clip. Various trigger mechanics such as loop, one shot, gate and retrigger are available.

The Looper also integrates with recording in the existing 12-track Mix Editor. Additional sample packs will continue to be released to join the library of over 2,000-plus audio, MIDI loops and virtual instruments available across the BandLab platform.

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



The GAMA panel, from left, Squiggy DiGiacomo, Laura B. Whitmore, Mike Molenda and Menzie Pittman.

## GAMA Panel Talks Diversifying Market

The Guitar and Accessories Marketing Association (GAMA) assembled a panel of MI experts to discuss finding growth and success in today's culture for its annual meeting, held on Wednesday morning.

The panel, moderated by Richard Watson of Music Trades Magazine, consisted of Menzie Pittman of Contemporary Music Center, Laura B. Whitmore of Mad Sun Marketing, Mike Molenda of Guitar Player magazine and Squiggy DiGiacomo of the Music Experience.

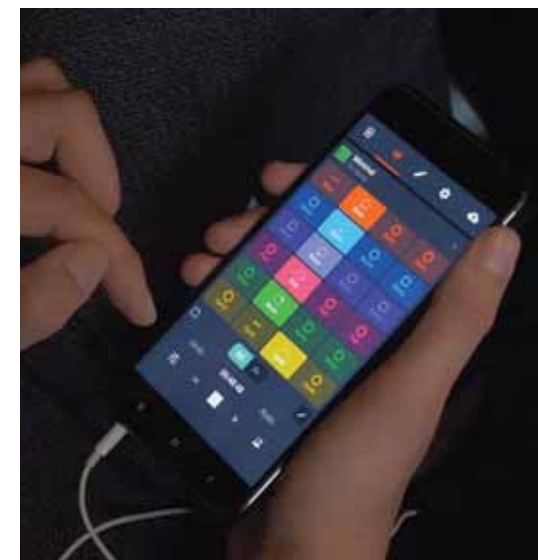
The discussion's biggest takeaway was the necessity of broadening the market. Doing so, according to Whitmore, requires acknowledging and respecting diversity.

"[Women] want to be spoken to in an authentic way," she said. "It's not just about men and women. We are very white, and there's a lot of other people out there who play"

Also noted was the importance of taking macro approaches to combating challenges.

"If you look down the same road that you're going, that's taking you nowhere, do you stay on that road or do you pull over and reconsider [that] maybe you're in the wrong space with the wrong map," asked Pittman. "You need to change the way you're looking at not only the subject but how to promote the idea of getting people involved in the subject"

📄 [GAMA \(discoverguitar.com\)](http://GAMA.com)





A Tanglewood acoustic guitar is the central focus, leaning against a red window frame. The guitar has a light-colored wood body and a dark neck. The headstock features the Tanglewood logo. The background is a dark brick wall.

# Tanglewood

The United Kingdom's best-selling acoustic guitar is now America's most competitive and attractive guitar line. Become a dealer at Booth #8802

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# A Legacy Redesigned



## NEW 3000 Series

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- Handheld transmitters feature interchangeable microphone capsules using industry-standard thread mount



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- Handheld transmitters feature interchangeable microphone capsules using industry-standard thread mount

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**audio-technica**



## Yorkville Sound Expands elite Series with ES12P, EF10P

Yorkville Sound has added the ES12P and EF10P cabinets to its elite Series.

Building off the launch of the 2017 next-generation elite subwoofers, Yorkville delivers another powerful elite sub in a compact footprint. The ES12P is a 12-inch subwoofer that dials up the watts to produce a superior amount of low-end output.

The EF10P is a 10-inch, 600-watt powered loudspeaker with a 1½-inch titanium diaphragm.



This combination will provide massive amounts of fidelity in a portable package.

The EF10P and EF12P can also pair with a free Bluetooth-enabled app available on both iOS and Android devices to help users fine-tune the EQ and limiter settings.

These additions join the EF12P, EF15P, ES15P and ES18P, featuring significant upgrades and delivering maximum performance in a portable profile.

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



## Martin Reimagines Standard

Martin Guitar has reimagined its Standard Series. The company stated that this will be the most significant update to its flagship line of guitars in its 185-year history.

The most notable updates to the line include the addition of a modern high-per-

formance neck that is thinner and more comfortable for the player as well as vintage appointments, including aging toner and open gear tuners. Changes to internal features include scalloped and forward-shifted top bracing, depending on the style.

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

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## Synergy Amps Offers Flexibility

Synergy Amps has introduced the SYN-1 Single Module Tube Pre-amp.

The SYN-1 has a road-worthy, professional housing that is compatible with any of Synergy’s interchangeable pre-amp modules. The SYN-1’s XLR output with cabinet simulation sends users’ 12AX7-driven tone directly to their recording interface, live mixing console, power amp input or powered monitor.

🛒 [Synergy Amps \(synergyamps.com\)](http://SynergyAmps.com)

## UpBeat

DAILY

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# ALFRED MUSIC STAFF PICKS

**Paul Melancon, Sales Rep**

**Years at Alfred Music:** Four

**Instruments:** Composing, Trombone, Guitar, Uke, Keyboard, Bass, Mandolin, etc.

**Best Perk of Working at Alfred Music:** Building relationships with wonderful people who are passionate about music

**Favorite Genres to Play:** Music of films and video games

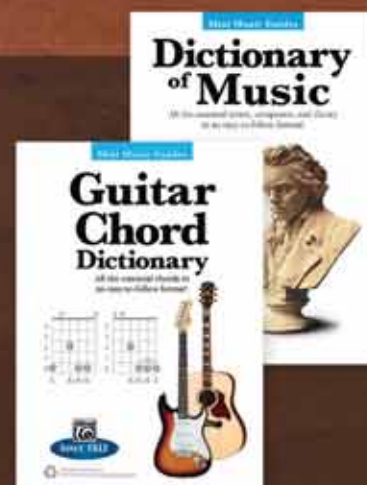
**Favorite Artist:** Nobuo Uematsu

**First Concert Experience:** B.B. King, 2005

As a composer, keeping quick resources handy is a great way to keep your creativity going on the fly without having to spend too much time thinking about chord voicings or music theory. Speed is always a factor when incorporating new instruments into my music. These guides are small enough to keep in the case of an instrument making it easy for me to reference at home or in the studio.



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







## Jasmine Supports Indie Retailers with 3 Models

Jasmine has introduced three acoustic versions of some of its best-selling online models that will be sold exclusively through independent retailers. The three affordably priced models are designed to support independent retailers in their ongoing quest to create the next wave of guitarists.

“Aspiring musicians have no greater friend than their local musical instrument store, and with the launch of these three new models, retailers will be able to begin lifelong relationships with the next generation of players,” said Gil Soucy, Jasmine vice president and general manager. “When you can truly compete with models that are well

designed and competitively priced, every customer who walks in the door is a potential Jasmine guitar buyer. We expect young beginning players to immediately flock to these new models.”

The Jasmine J35 and J34C are in-store versions of the Jasmine S35 and S34C. The J35 is a full-size dreadnought model with a spruce top and rosewood fingerboard, and the J34C is a cutaway orchestra-style model also with a spruce top and rosewood fingerboard. In addition, Jasmine has introduced the in-demand SB-J037CE, a starburst colored model of the current JO-37CE.

🛒 [KMC Music \(kmcmusic.com\)](http://KMC Music (kmcmusic.com))

## Take a Trip with Kala U-Basses

Kala Brand Music Co. has released its most affordable U-Basses yet: the Wanderer, Passenger and Journeyman.

These three models are offered at a lower price point to reach more prospective players. Kala developed the economical models as an option for music education.

All three U-Bass models are made from

mahogany. The Wanderer is stripped down to the bare essentials to give it a clean, no-frills look. The Passenger features subtle white binding and rosette adornments for an austere appearance. The Journeyman is the most stylized with white binding, decorative f-holes and a cutaway.

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

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## LM Gives Off Woodstock Vibes in Strap Series

LM Products has unveiled its Woodstock series of guitar straps. The Woodstock series features artwork reminiscent of the bright-colored, mod-looking '60s style of artwork.

The guitar straps are made from 100 percent cotton webbing. Using LM's direct-to-garment printing, these straps feature great color and detail.

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

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

## Promark Adds to ActiveGrip

To continue the success of Promark's ActiveGrip series, and by popular demand, the heat-activated drumstick coating is now available on the company's classic 7A, 5A and 5B models.

The coating made its debut during the summer of 2015 on the Glenn Kotche Active Wave 570.

The technology behind the heat-activated coating makes the ActiveGrip stick tackier as the player's hands heat up and sweat — offering an unprecedented smooth, natural feel instead of the typical rubbery texture many drummers find uncomfortable and abrasive.

The light coating adds virtually no weight or diameter to the stick, and offers drummers exceptional grip without sacrificing feel.

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





## VRA Program Enjoys Best Year Yet

The Vandoren Regional Artist (VRA) Program enjoyed its biggest year yet. Since it began in 2015, the Vandoren Regional Artist Program has provided thousands of complimentary clinics for schools, dealers, colleges, and private lessons studios across the country to help become the best musicians they can be. Program-wide, clinics and students reached grew by more than 25% in 2017. Band directors and

dealers alike have benefited from the program. The benefit for dealers is huge since many students and teachers decide to purchase after a clinic. All sales are facilitated by local dealers. Dealers are enjoying the impact;

*"Jackie Glazier hosted an in-store clinic for us at IMC Music in Tucson this fall and it was great! She had an awesome balance of general education and product. The players loved her- great connection with her audience. She talked about what better reeds and mouthpieces can*

*do for your sound and did breathing/ playing exercises with everyone. She even stayed after the clinic was over and did one-on-ones with players who wanted to try better mouthpieces and discuss the differences. It was a very successful event for our store!"* – **Michael Santander, General Manager, IMC Music in Tucson, AZ.**

*"Audrey Denny was excellent and her approach with our students was a perfect fit. She was able to focus on specific details that had become a hindrance to our students that I was unable to address. In a short period of time she was*

*able to discuss formation of an appropriate embouchure, equipment issues, and proper air support.* – **Doug Hoover, Band Director at Parkway Central High School in Chesterfield, MO**

To find a VRA in your area, contact Rebecca Scholldorf at [rebeccas@dansr.com](mailto:rebeccas@dansr.com) or stop by NAMM booth 9723

## Vandoren Unveils Pink Gold M|O Ligature for Clarinet & Alto Sax

After hugely successful trial at ICA's ClarinetFest last summer, Vandoren has officially released its new Pink Gold M|O Ligature for Bb Clarinet and alto sax.



With a design that combines the innovative screw mechanism of the Optimum Ligature with the light-weight body design of the old Masters Ligature, M|O ligatures are known for their free-blowing feel, and incredibly crisp articulation and response. The new Pink Gold plating offer musicians yet another color and feel with which to express themselves.

"The new, pink-gold plated alto saxophone M/O is a game-changer," commented University of Michigan Saxophone Professor Tim McAllister. "The very first time I tried this variation on Vandoren's popular ligature, I was immediately impressed by its focus, depth, and projection. I urgently wanted to get my hands on one, and I'm happy to call it my top ligature of choice."

Hear Tim McAllister using the new Pink Gold M/O alto ligature on his new, acclaimed Berlin Philharmonic release, "The John Adams Edition"

For more information, visit NAMM booth 9723, [vandoren.com](http://vandoren.com)

## "This sale is waaay to easy."

Of course it is with Vandoren. The jazz mix and the new classical mix cards are a sure-fire way to sell reeds in a hurry. It's so simple. Hang these on your POP display and watch them fly off the rack. And with the variety that Vandoren offers, you'll please every player that walks in your store. It's also true that stocking mix cards increases your box sales! You cannot lose with the Vandoren mix cards.



Jazz reed mix cards for soprano through baritone in strengths of 2.5 to 3.5

**New!** Classical mix cards for Bb clarinet and alto sax!

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## Sound Synergies Cleaner Reduces B&O Oil, Buildup

Sound Synergies' BRITETone is a quick fix for dry oil, corrosive moisture and microbial problems inside and outside band and orchestral instruments.

BRITETone features several components selected for their anti-seizing and anticorrosive properties, as well as their very low toxicity. It eliminates problems with moisture and oil build-up by setting up a dry lubricant micro-barrier that prevents oxidation and corrosion. BRITETone also removes internal and external pitting and other damage from contact with saliva and body oils.

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



## Hagstrom Recreates 8-string Bass with H8-II Model

Hagstrom's first rolled out its eight-string bass in 1967. Today, the guitar manufacturer has produced a faithful recreation with its H8-II model.

The H8-II features a double-cutaway mahogany body that is bolted to a Canadian

maple neck supported with Hagstrom's H-Expander truss-rod.

The H8-II features a short 30¾-inch scale length with a dot-inlaid Resinator fingerboard.

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

## CITY PACK

UPTOWN RIDE  
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Zildjian



## Zildjian Gets Accessorized

Zildjian has rolled out a slew of accessories, including six cymbal bags, two drumstick bags, a rolling cymbal case and a variety of pre-packaged accessories.

These pre-packaged accessories include the Survival Kit, which contains an assortment of emergency items every drummer needs at home or at a gig.

The line of cymbal bags includes the rugged 24-inch Premium Backpack Cymbal bag.

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



## Verity Audio Packs in Power with Amp Series

Verity Audio has launched the Suitcase Amplifier Series, a cost-effective concept in modular professional audio amplification.

The Suitcase Amplifier is a small, lightweight, powerful and fully featured modular amplifier that users can grab and go. Up to three Suitcase Modules can be rackmounted in the optional 2U Wardrobe shell.

The Suitcase 600 and the Suitcase 800 are fully independent, two-channel, fully featured Class-D switching amplifier modules.

The input and parallel outputs are XLR and speaker outputs are NL-4. AC input is via IEC.

🛒 Verity Audio ([verityaudioamerica.com](http://verityaudioamerica.com))





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# SOUND ROOM



## Samson Adds MediaOne M50

Samson has launched MediaOne M50 Powered Studio Monitors, a full-range speaker solution for all desktop and multimedia applications.

Each MediaOne M50 monitor features a 5¼-inch polypropylene woofer that provides tight lows, complemented by a ¾-inch silk-dome tweeter housed in a custom waveguide that adds smooth highs with a wide sound stage.

The result is a system with a balanced frequency response and superior full-range audio. Additionally, a Bass Boost switch lets users enhance the lows.

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



## Mackie Unveils Headphone Amps

Mackie has unveiled its HM series of headphone amplifiers, which feature heavy-duty construction, premium analog circuitry and an array of connectivity options.

They are available in three models: the compact HM-4 and the rackmount HM-400 and HM-800.

“From watching movies late at night when others are asleep to offering a great way to gather around the laptop to enjoy videos and music, the HM-4 is really great for experiencing content together,” said Ryan Cassidy, Mackie product manager.

The series will be available Feb. 1.

🛒 [Mackie \(mackie.com/hm-series\)](http://www.mackie.com/hm-series)



## Bittree Reveals ProStudio 9625i Audio Patchbay

Bittree's ProStudio 9625i audio patchbay offers 96 TT (bantam) jacks in a high-density 2 by 48 configuration, with DB25 rear interfaces for Avid ProTools and Tascam connectivity. The unit's metal front panel and sturdy, fully enclosed, 7-inch deep chassis provide superior durability,

while its full-frame jacks, gold cross-bar switching contacts and internal digital AES wiring deliver solid connectivity, lower noise and clean signal paths.

“Our existing ProStudio models have been extremely successful, fulfilling the market's pent-up demand for reliable,

professional-quality patchbays at consumer price points,” said Ari Baron, general manager at Bittree. “The PS9625i is ideal for people who want to step up from noisier and less robust patching products.”

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



## Superlux Uses New Material for Earpads

Superlux has released four headphone models: the HD671 closed-back headphone, HD672 semi-open headphone, HDB671 Bluetooth headphone and HD675 open type high-definition headphone.

The HD671 series headphones are equipped with new composite-material earpads. The HD671 features a precise frequency response, precise treble and punchy bass. The HD672 provides a full-range frequency response as well as a powerful bass. The HD675 high-definition headphone is equipped with a newly developed double-layer macromolecule diaphragm driver that provides minimum harmonic distortion and intermodulation distortion.

🛒 [Avlex \(avlex.com\)](http://www.avlex.com)



## QSC Turns 50

QSC is celebrating its 50th anniversary this year. The company, which started out as Quilter Sound Things, began in a small industrial building in Costa Mesa, California.

“Our story is one of constant innovation and forward transformation, always with the passion to serve our customers' needs,” said Barry Andrews, QSC founder. “When we decided to enter the loudspeaker category, for example, we listened carefully to our customer feedback to develop the K Series — establishing an entirely new standard in powered loudspeakers. Our passion to serve our customers is the mission in every aspect of our business.”

More than a golden anniversary, QSC celebrates its “50 Years and Forward,” committed to continuing to offer innovations in its company and technologies, new opportunities for people and solutions for customers across the globe.

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



## DiGiCo's DMI-MIC Pre-Amp Card Offers Additional Connectivity

DiGiCo has introduced the DMI-MIC Pre-Amp Card for its S-series digital mixing consoles.

The S-series has already benefited from an increase from 40 to 48 flexi channels as part of a recent update, and the DMI-MIC Pre-Amp Card adds an extra eight mic inputs, connected via a 25-way D-sub, using the same pre-amps already found in the console. This allows for up to 40 mic inputs directly on the console surface.

DiGiCo consoles are used on many of

the biggest live sound tours and events, and the launch of the compact S-series makes this pedigree of audio performance available to every part of the industry, with Stealth Digital Processing introducing a new standard of audio quality, power and flexibility.

With plug-in DMI cards, the S-series can operate in a wide variety of environments by adding extra I/O or connectivity options, including MADI, Dante or Waves SoundGrid.

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



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Blue was founded on the belief that microphones are instruments that actively participate in the creative process.

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## *bottle rocket* S1

Large-diaphragm studio condenser microphone with interchangeable capsules



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## Hal Leonard Publishes 'Coco,' 'Olaf' Songbooks

Hal Leonard has announced the release of two songbooks featuring the music of the latest Disney/Pixar box office blockbuster, "Coco," and the short film accompanying the full-length picture, "Olaf's Frozen Adventure."

In addition to the original tunes from the films, songbooks for both "Coco" and "Olaf's Frozen Adventure" feature eight pages of high-resolution pictures of characters from the film, encapsulating the beauty and wonder of each movie's world.

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



## Ibanez Introduces More Soundgear Bass Models

Ibanez has added the SR870, SR875 and SR876 to its Soundgear (SR) line of bass guitars.

All three basses feature a flamed maple top and mahogany body as well as the new Accu-cast B500, B505 and B506 bridges. The maple top produces a clear tonal attack,

while the mahogany body delivers a warm and fat low end.

The three models have an adjustable bridge that was developed in an effort to meet the needs of players who enjoy using different string spacings.

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



## Yamaha Adds Mariachi

Yamaha has introduced the YTR-5330MRC mariachi trumpet, a recent addition that offers a unique combination of features not found on any other Yamaha trumpet.

Because the mariachi style is different in character and execution from classical or jazz styles, Yamaha sought input from mariachi musicians in Mexico to achieve the dis-

tinctive sound and visual impact characteristic of the genre.

The YTR-5330MRC features a reversed main tuning slide without bracing or a water key to provide an open feel and to allow for a large volume of air flow.

A double-plated bell and valve casing create a crisp and characteristic sound.

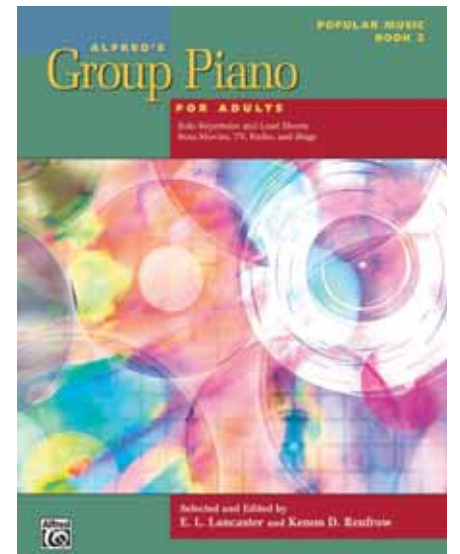
🛒 [Yamaha \(usa.yamaha.com\)](http://Yamaha (usa.yamaha.com))

## Alfred Expands Group Piano for Adults Series

Alfred Music has released "Alfred's Group Piano for Adults: Popular Music, Book 2," which includes solo repertoire and lead sheets from movies, TV, radio and stage. The book is a follow-up to "Alfred's Group Piano for Adults, Popular Music, Book 1."

Selected and edited by E. L. Lancaster and Kenon D. Renfrow, "Alfred's Group Piano for Adults: Popular Music, Book 2" includes popular pieces to perform and lead sheets to harmonize.

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



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## MXL Hits the Conference Room

MXL Microphones' MXL AC-360-Z is a low-profile, sturdy conferencing microphone that captures clear audio in a full 360 degrees within a 25-foot radius. The microphone uses a single USB 2.0 cable for both power and signal.

The design of the AC-360-Z builds upon the MXL AC-404 three-capsule boundary microphone. The AC-360-Z expands on the AC-404's 180-degree sound arc, with a full 360-degree pickup, so that if placed at the center of a conference table, everyone speaking around it will be clearly audible.

The AC-360-Z is compatible with any Mac or PC device through simple plug-and-play connectivity without needing to down-

load any drivers.

When used with Zoom, each quadrant of the AC-360-Z is independently addressable for custom arrangements within an installation.

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



## Mojotone's Pickguard Mixes Vintage Tone, Modern Demands

Mojotone's Pre-Wired HSS Quiet Coil Pickguard assembly was designed for Strat-style players who require tonal versatility out of their guitar without any hum.

Incorporating its '58 Quiet Coil set with a custom vintage output '58 Clone Humbucker, Mojotone gives players access to noise-free vintage Strat-style tone with single coil clarity in the neck and middle positions and creamy P.A.F. tones in the bridge that cut through the mix with strong articulation.

Mojotone also includes its blender wiring that features an auto-tapped second position and a treble bleed cap in its Prewired HSS QC Pickguard assembly.

As with all of the Mojotone Pre-Wired Pickguards, the HSS QC is completely solderless for easy install.

🛒 [Mojotone \(mojotone.com\)](http://Mojotone (mojotone.com))



## ADJ Goes Outside

ADJ has expanded its AV Series of modular LED video panels with the introduction of the AV4IP. Offering an IP-rated enclosure design, this high-resolution panel is ideal for both indoor and outdoor use.

The AV4IP inherits the simple setup and affordability of the other panels in the range, but with the added advantage of a weather-proof IP-rated casing.

The front of the screen is designed to comply with the IP65 standard, while the back of the unit is IP54 compliant. This means that the surface of the screen is fully protected against rain, snow and dust, while the back panel is protected against splashing water but isn't completely dust-tight.

🛒 [ADJ \(adj.com\)](http://ADJ (adj.com))



## A-T Digital SmartMixer Ensures Even Audio Output

Audio-Technica's ATDM-0604 Digital SmartMixer features superior echo-canceling and flexible web-remote functionality.

The ATDM-0604 is a six-channel automatic mixer ideal for meetings, conferences, soft codec applications, courtroom proceedings and other applications.

Audio-Technica's SmartMixer technology lets channels be mixed automatically in gate or gain sharing mode, ensuring consistent audio output from all inputs in a setup, without the introduction of feedback, excessive ambient noise or comb filtering.

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



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**VISIT BOOTH 7002**

**D'Addario**



## La Bella Brings The Bender Back

La Bella has reintroduced The Bender strings. Given the trend toward capturing vintage tone, La Bella is bringing back a string played throughout the most influential decades of rock music.

La Bella manufactured The Bender in the 1960s and '70s, and resurrected the exact formula of nickel used in the original strings.

"La Bella has a rich history in the commercialization of many different types of guitar strings," said Richard Cocco, Jr., president of E. & O. Mari and La Bella. "Researching my grandfather's construction manuals from the 1960s with my

children and figuring out how we could bring back to life such a relevant product was definitely the highlight of the entire process.

We're very excited to invite guitar players to come discover "The Original Vintage" with The Bender strings."

The Bender strings are available in nine gauges including B828 Ultra Bender, B942 Super Bender, B946 Lite Bender, B1046 Bender, B1150 Blues Bender, BJ1252 Jazz Bender, B1152 Medium Bender, B1252 Heavy Bender,

B1052 Lite Top/Heavy Bottom Bender. All La Bella Strings are made in the U.S.A.

🛒 [La Bella \(labella.com\)](http://LaBella.com)



## Alvarez Guitars Releases 2018 Artist Series

Alvarez Guitars has introduced its 2018 Artist Series, with many models now designed with walnut backs and sides.

Most of the Artist Series models were previously made from rosewood but will now be made with walnut. Features include a very slim bevel armrest and dark Shadowburst finish.

Other features include the Alvarez FST2 bracing system, real bone nut and saddle, and the Alvarez bi-level bridge.

Artist Series cutaway and electric models feature LR Baggs systems.

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



## Reverend Unveils More Colors

The latest guitar in the Reverend Reeves Gabrels series was inspired by a Schwinn Stingray bicycle and a Honda motorcycle. The Reverend Reeves Gabrels Signature Dirtbike in Schwinn Blue turned heads at Summer NAMM next to the matching Schwinn Stingray. In addition to Metallic Blue, Reverend also offers the guitar in Metallic Emerald and Metallic Violet similar to the vintage bicycles.

The Reverend Reeves Gabrels Dirtbike is a single-pickup guitar on the Sensei platform with a six-in-line headstock and a Wilkinson tremolo.

Gabrels has been the guitarist for The Cure since 2012.

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

## Harmony Returns

Harmony is returning to the market and launching a range of guitars, amps and accessories.

An iconic brand in American music history, a Harmony guitar has been the first instrument for many musicians. From amateurs to professionals, Harmony has a long track record of connecting people around music and helping them tell their stories. Harmony's return to the market is under the

BandLab Technologies banner as part of the group's portfolio of music-focused brands.

🛒 [Harmony \(harmony.co\)](http://Harmony.co)



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## Recording King Launches Century33 #2 Guitar

Recording King has unveiled its Century33 Limited Edition #2 guitar.

In a nod to specific historical instruments of 1933, the Century33 #2 has a pearl-

oid fretboard and pickguard.

The solid spruce top is supported by Cross Lap Bracing for better projection.

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

## UAD Offers Plug-ins

Universal Audio has released the UAD Software v9.4.

Alongside the UA-developed Empirical Labs EL8 Distressor plug-in, this latest software release also offers plug-in titles from UA's direct developer partners. The Dytronic Tri-Stereo Chorus, Gallien-Krueger 800RB Bass Amp and Ocean Way Microphone Collection are all included.

Developed by Softube and available exclusively for UAD hardware and Apollo interfaces, the Dytronic Tri-Stereo Chorus plug-in is an exacting emulation of the rare, three-channel "dream machine" favored by '80s L.A. session icons such as Michael

Landau, Steve Lukather and Dann Huff.

The Dytronic Tri-Stereo Chorus plug-in gives players all the expansive depth of the original's three independent bucket-brigade delay lines, along with new "plug-in-only" features.

Developed by Brainworx and available exclusively for UAD hardware and Apollo interfaces, the Gallien-Krueger 800RB Bass Amp is an exacting emulation of the legendary solid-state bass amp. The Gallien-Krueger 800RB plug-in emulates the original hardware's bi-amplified architecture, providing two different power amps.

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

## Hercules Stands Get Stronger

Hercules guitar stands has announced the next generation of its Auto Grab System (AGS) stands and hangers.

The GS414B Plus and the GSP38WB Plus feature a wider mounting area to better accommodate extended range instruments, an upgraded height adjustment clutch and upgraded rubber feet for increased stability.

Included with this stand and hanger is the Hercules accessory Narrow Instrument Neck Adjustment, which is designed to increase the thickness of the AGS yoke so it can accommodate instruments such as ukulele, mandolin and banjo.

The Hercules GS414B Plus and GSP38WB

Plus will begin shipping to dealers in March.

[Hercules Stands \(herculesstands.com\)](http://Hercules Stands (herculesstands.com))



## Schilke Introduces Soloiste Series of B-flat, C Trumpets

Schilke has unveiled its Soloiste series of B-flat and C trumpets. The Soloiste series incorporates a newly designed valve section, bell construction and shape, as well as revisions to the leadpipe and mouthpiece receiver design.

The series was developed in partnership

with Schilke artists Marc Geujon of the Paris Opera and Jack Sutte of the Cleveland Orchestra.

The Soloiste series is a culmination of more than a year-and-a-half of design and prototype work.

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

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

**dBTechnologies**



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

**Fostex**



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

**Hercules**



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

**KURZWEIL**  
It's the sound



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

**LEWITT**



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

**nord**



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

**RELOOP**



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

**studiologic**



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

**XONE**



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

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





## Yamaha Brings Bigger Bass

Yamaha's DXS12mkII and DXS15mkII portable powered subwoofers provide clean, punchy, loud low end to musical groups and venues requiring quality bass output.

Following in the footsteps of Yamaha's DXS 18 subwoofer, the DXS12mkII and DXS15mkII are more formidable than their predecessors.

These models combine a Class-D amplifier putting out 1,020 watts of peak power with a bandpass cabinet design. This configuration helps the subwoofers achieve sound pressure levels (SPL) from compact enclosures; the DXS12mkII and DXS15mkII are capable of a maximum SPL of 134 dB and 135 dB, respectively.

The DXS12mkII essentially offers the performance of a 15-inch powered subwoofer, while the DXS15mkII provides that of an 18-inch unit.

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

## Pearl Introduces Update 1.0.7 for Mimic Pro Drum Module

Pearl Drums and Steven Slate have improved Mimic Pro, an advanced percussion sound source, with the release of the free 1.0.7 software update.

At the heart of this update is a completely redesigned hi-hat engine. Trigger settings have been updated for additional third-party pads, and the hi-hat calibration has been streamlined for a quick and accurate setup. The mixer has a new dedicated reverb

button for easy navigation, along with a master out EQ.

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



## Sabian Expands Crash Cymbal Line

Sabian has added the O-Zone effects crash cymbals to its affordable B8X and XSR series. They are available in both series as 16-inch and 18-inch models. While both the AAX and HHX O-Zones use a single ring of O-Zone holes, the B8X and XSR models are designed with a double-ring of response-enhancing holes.

The XSR O-Zones start their life as Fast Crashes, then undergo a double-ring O-Zone design for a darker, quicker response with more white noise and more pure attack. This response-enhancing design allows these crashes to respond with bright explosion and "dirty" agitation, creating an aggressive sound.

Also incorporating the double-ring O-Zone-hole design, B8X O-Zone Crashes respond rapidly with bright explosion and "dirty" agitation, but with a more focused B8 Bronze attack.

The O-Zone holes serve to lighten the cymbals' weight.

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



## ESP Unveils LTD Black Metal Series

Three guitars have made their debut under ESP Guitars' LTD Black Metal Series.

The LTD EC Black Metal, LTD M Black Metal and LTD Viper-7 Black Metal all feature design similarities including a single premium-quality pickup and a menacing all-black aesthetic that includes Black Satin finish, black hardware and a newly designed black metal LTD logo on the headstock.

The LTD EC Black Metal is based on

ESP's single-cutaway Eclipse shape. It offers set-through construction for smooth access to the highest frets at 24¾-inch scale.

All three LTD Black Metal Series guitars offer Macassar ebony fingerboards with no inlays, and include glow-in-the-dark side markers.

Other design details include black binding on the neck and fingerboard.

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



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## Korg Adds D1 Digital Piano

Featuring a slimmer, compact body, the D1 is Korg's latest addition to its growing digital piano line. Despite the D1's fully fledged weighted keybed, it can be easily transported between gigs, studio sessions and practices.

Like its predecessors, the D1 features the Real Weighted Hammer Action (RH3) keybed. It contains a total of 30 expressive sounds, which not only include classic piano sounds, but also electric piano, organ, clavi

and a wide array of string sounds, covering a variety of genres.

"The D1 is another great expansion to the Korg piano line, offering the utmost pristine and authentic sounds for aspiring pianists," said James Sajeve, Korg USA's director of technology brands. "Musicians looking for a piano equipped with quality and versatility will be incredibly pleased with the new D1."

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

## Warwick Expands RockBoard Flat Cable Family

RockBoard by Warwick has expanded the RockBoard Flat Patch Cables line to include Gold and Sapphire Flat Patch Cables.

To further the line, Flat TRS Cables, Flat Midi Cables and Flat Power Cables have also been added. The cables' slim and elegant design helps save space and optimize pedal-board real estate.

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



## ISP Visits Sweetwater

ISP Technologies and Michael Sweet lead singer of the Christian metal band Stryper, traveled to Sweetwater to participate in a sales meeting and a special workshop and clinic.

ISP CEO Buck Waller provided a presentation to the Sweetwater sales staff on the Theta Pro DSP, the Michael Sweet Signature Theta Pro DSP, the Stealth Pro Power Amp and the Stealth Ultra Lite Power Amp.

Waller ran through a hands-on demo and fielded questions.

[ISP Technologies, Sweetwater \(isptechnologies.com; sweetwater.com\)](http://isptechnologies.com)



## Pearl's Aluminum Shell Snare Gives Drummers Flexibility

Pearl has unveiled its aluminum shell Symphonic series snare drums.

Musicians can now get the flexibility and combinations of color and timbre from the SR300 Triple Strainer combined with the power and cutting tone of an aluminum shell. They offer the controlled, open tone of the Symphonic Series with the pitch and cutting projection of an aluminum shell.

Features include the SR-300 multi-timbre three-lever, adjustable tension strainer; coated cable, wound cable and curly wire snare assemblies; tube lugs with stain-

less steel T-rods; die cast rims; a Remo Renaissance Diplomat batter head; and a lifetime warranty.

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



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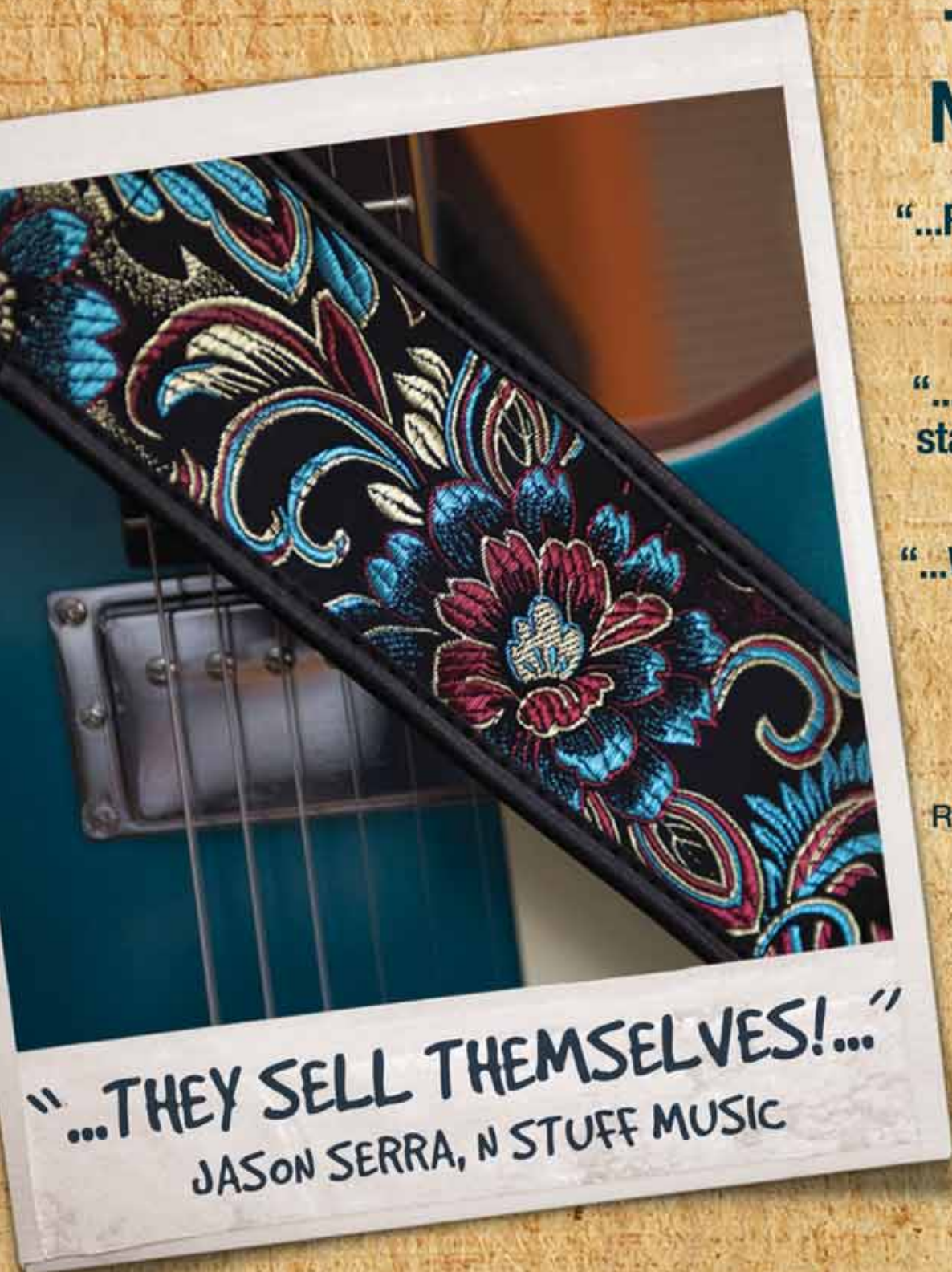


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## Waves Unveils Drum Plug-in

Waves has unveiled the Torque Drum Tone Shifter plug-in. Waves Torque can enhance and re-pitch the tone of snares, toms, kicks or an entire kit.

The Waves Torque plug-in is a precision drum tone shifter that will help users salvage mistuned drums, pitch them to a specific key and adjust their tone — without retriggering or replacing, without the sonic artifacts introduced by traditional pitch shifters and without losing body, timbre, resonance or attack.

Driven by Waves' Organic ReSynthesis technology, Torque detects and analyzes the drums' formant, amplitude and carrier information, reassembles it and lets users manipulate the tonal and pitch characteristics — all while preserving the natural attack, resonance and duration of the original sound.

With intuitive controls and zero latency, Torque is perfect for the studio as well as for live shows.

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

## Guild Announces Return of 'Troubadour' Acoustic Guitars

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

These qualities are still sought after today by a new generation of musicians, and Guild is pleased to once again offer these features with the addition of the M-240E Troubadour and the U.S.-made M-40 Troubadour.

Guild's M-240E Troubadour features a solid mahogany top and Guild's signature arched mahogany back.

The M-40 features all-solid woods and provides a delicate, well-rounded tone that is ideal for fingerstyle playing and light

strumming.

The combination of a soft satin antique burst finish with a soundhole pickup give the M-240E Troubadour an overall retro vibe.

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



## Tilt 'N Plug with Altinex

Altinex has debuted the TNP327 and TNP327C Tilt 'N Plug Tabletop Interconnect Boxes — the latest additions to the company's line of Tilt 'N Plug interconnect offerings.

Available in standard and custom configurations, the TNP327 and TNP327C Interconnect Boxes offer convenient, one-touch access to a variety of video, audio, computer, network and power connections.

In its stock configuration, the Altinex TNP327 offers dual 12 amp grounded AC sockets, along with two RJ45 network connectors, two USB connectors and two HDMI pass-through cables.

The passive cables are 6 feet in length and are bundled together for organized cable management.

"With the quick, easy access these units afford — combined with their elegant design — the TNP327 and TNP327C create a high-tech visual aesthetic that compliments the décor of any boardroom or presentation space," said Jack Gershfeld, president of Altinex.

MSRP: TNP327, \$425; TNP327C, \$475.

🛒 [Altinex \(altinex.com\)](http://Altinex (altinex.com))

## Roland App Captures Video

Roland has introduced 4XCamera, a video capture app for iOS devices.

The app makes it easy for musicians to create music videos with up to four performances split on the screen.

Aspect ratios of 1:1 and 16:9 are supported, and 10 split-screen patterns are available for each. The app is a free download and lets users capture up to two performances. Full functionality is available via an in-app purchase of \$3.99.

With 4XCamera and an iPhone or iPad, it's quick and simple for one person to create split-screen performance videos of original music, cover songs or karaoke tracks.

And by sharing 4XCamera video projects through cloud-based storage, multiple musicians can use the app to contribute performances from anywhere in the world.

Sound can be recorded via the device's built-in mic or through a connected device.

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





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## Toca Updates Lightweight Djembes

Toca's Lightweight Djembes feature a patented hybrid design that combines elements of a doumbek with those of a djembe.

The sculpted shell is made of an ultra-light synthetic material that reduces the weight of the drum without sacrificing tone, resonance or durability. A rubber edge protects the bottom of the shell. Available in 9-, 10- and 12-inch sizes, each Lightweight Djembe is topped with a permanently attached pre-stretched synthetic head.

Toca has introduced an improved laminated synthetic head that is thicker, tougher and more durable. The head also holds the pitch better and virtually eliminates the possibility of breakage under normal usage.

The Lightweight Djembes' Jamaican-inspired Rasta drums are brighter than pre-

vious models and have more colors with a blue-, red-, yellow- and green-striped motif along with a consistent black pattern throughout.

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



## Bittree's ProStudio 1625QX Provides Convenient Connectivity

Bittree has released its ProStudio 1625QX audio pass-through panel. The 1-by-16 PS1625QX pass-through panel is the first "problem solver" device in Bittree's ProStudio family, providing users with easy front-of-rack access to the I/O connections they need.

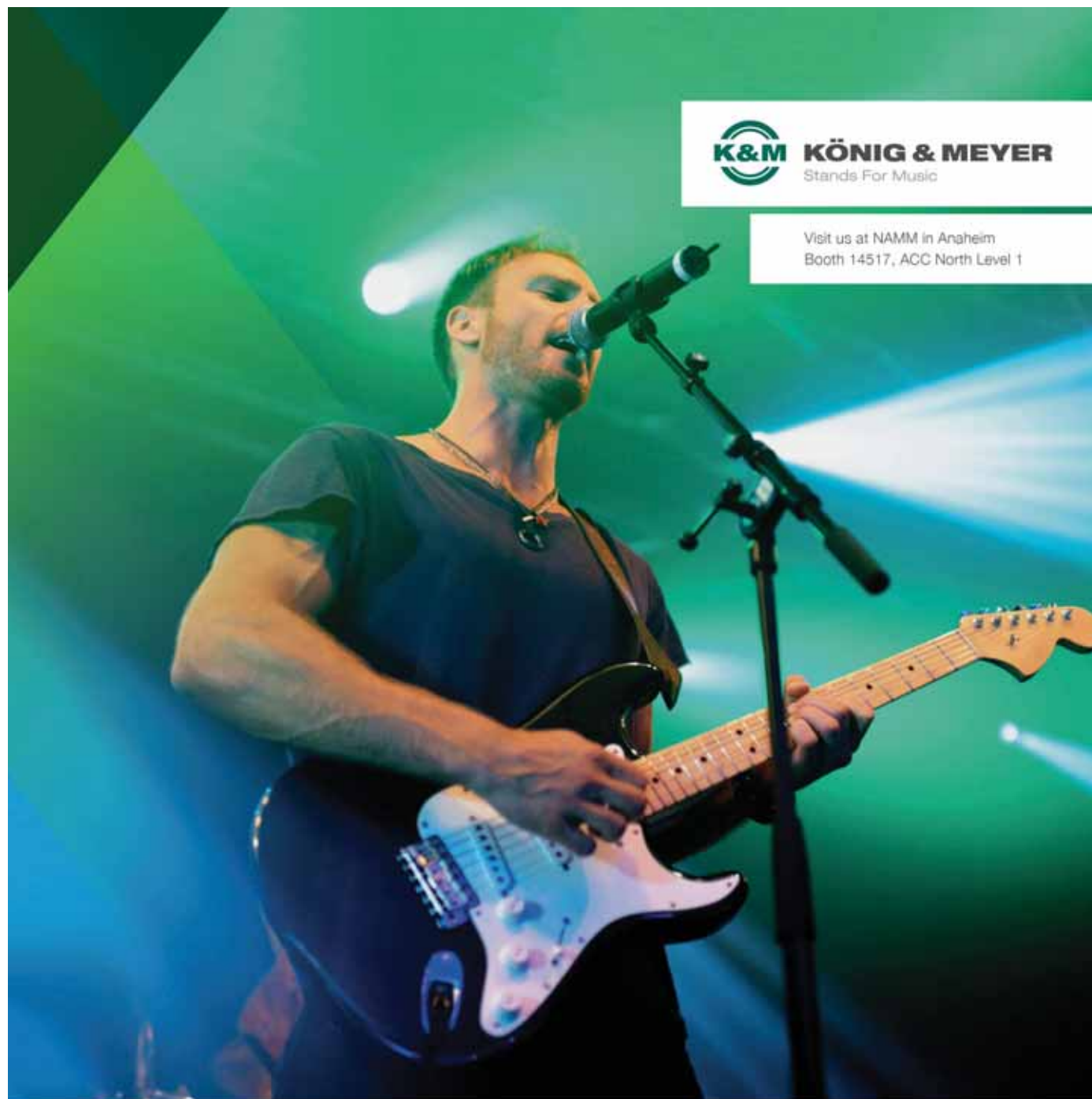
Suitable for both permanent and mobile studio environments, the device simplifies I/O access for applications as straightforward as connecting a microphone to a dig-

ital audio workstation or more complicated setups like multi-microphone drum recording sessions.

The PS1625QX is available with a choice of high-quality connection types: 16 male XLR connectors; 16 female XLR connectors; eight male and eight female XLR connectors; or 16 female 1/4-inch TRS jacks.

The PS1625QX can also be ordered directly from Bittree or through resellers.

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



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## CEntrance Simplifies Mobile Recording

CEntrance's MixerFace R4 mobile recording interface has approximately the footprint of a smartphone. The four-input recording interface is designed to make mobile recording quick and easy, while delivering professional results.

With its built-in, rechargeable battery, the MixerFace R4 is designed for songwriters to instantly capture a performance or a musical idea anywhere, yet it also functions perfectly for field recording, concert taping or audio-for-video capture.

MixerFace R4 can easily mount to a tripod, making it a valuable audio component of a DSLR video recording rig.

🛒 [CEntrance \(centrance.com\)](http://CEntrance (centrance.com))



## Odery Adds Color to Fluence Kits

Odery Drums has added two colors to its Fluence Fusion line.

Now available in Blue Burst and Magma Vintage, these kits feature the same ash shells with a 7.2-millimeter thickness ash/maple/bass wood used in the rest of the line.

They come complete with a kick drum, a snare, two rack toms and two floor toms.

A hardware includes a hi-hat stand, snare stand, straight cymbal stand, boom cymbal stand and a single bass pedal.

🛒 [RBI Music \(rbimusic.com\)](http://RBI Music (rbimusic.com))



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## Ibanez Adds Solid-body AX120 Electric

Ibanez has introduced the AX120 electric guitar.

Ibanez refined the AX design to include updated features while also providing a classic appearance. The AX120 sports an AR style headstock, white block inlay, new pickguard design and a re-worked body shape.

Also, the AX series adopts a 40-millime-

ter body, which is thinner than the previous version. This lightweight body delivers powerful live performance capabilities on stage.

Electronics were also upgraded from one volume and one tone control to two volume and two tone controls for added tonal flexibility.

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

## Promark Engineers Mallet from Ground Up

Drawing inspiration from D'Addario's string manufacturing techniques, Promark's winding process increases the life of wrap material, so percussionists can focus more on playing and worry less about mallets wearing out.

Molding cores in-house with its proprietary method means that the company controls the entire process.

That also means no more old-school practices like nailing shafts to cores, or off-the-shelf,



piecemeal mallet production. Instead, Promark used new technology to engineer from the ground up.

From hardness to weight to shape, Promark ensures each core is consistent, so the sound, feel and playability are as well.

And since Promark is using aerospace-grade epoxy and threaded inserts to quadruple the durability, these mallets have never-before-seen strength.

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



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## Roland, Boss Offer More Accessories

Roland and Boss have expanded their lineup of music accessories — spanning nearly every musical instrument category.

New products include performance X-style keyboard stands and amplifier covers.

Additionally, there are T-shirt styles featuring Boss pedals and the Jupiter-8 synthesizer.

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



## Fender's on Fire with Hot Rod Amp

Fender's Hot Rod Deluxe IV features modified pre-amp circuitry, smoother-sounding spring reverb and updated aesthetics.

A supercharged amp decked out with player-requested features, this 40-watt, 1-by-12-inch combo is suitable for guitarists who need hot-rodged power with performance to spare.

The Hot Rod Deluxe IV includes a 12-inch Celestion A-Type speaker for well-balanced output with smooth highs, laid-back midrange and full, round lows.

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



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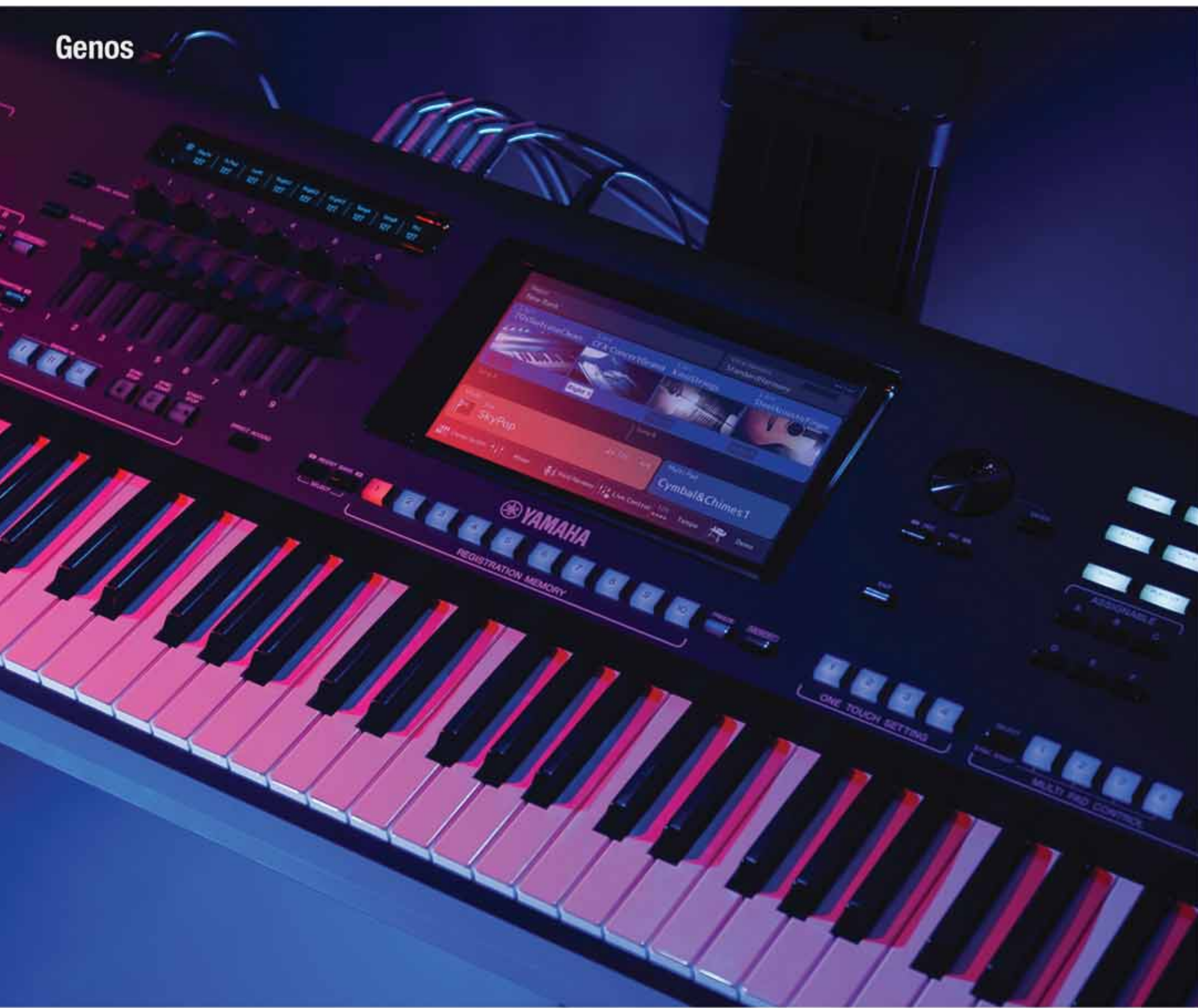
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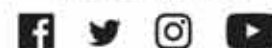
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## Antelope Bundles Discrete

Antelope Audio is shipping its rack-mount Discrete 8 Thunderbolt and USB Interface with eight Discrete mic pre-amps and desktop Discrete 4 Thunderbolt and USB Interface with four Discrete mic pre-amps alongside its Edge and Verge modeling microphones as bundles with four microphone emulations.

Antelope Audio's rack-mount Discrete 8 Thunderbolt and USB Interface comes with

eight console-grade six-transistor Discrete microphone pre-amps; 121 dB dynamic range conversion; and rock-solid, fourth-generation 64-bit AFC technology, together with Antelope Audio's real-time FPGA FX.

Discrete 4 was designed to work with any microphone yet shines when working with Antelope Audio's Edge and Verge modeling microphones.

[Antelope Audio \(antelopeaudio.com\)](http://AntelopeAudio.com)



## Guild Brings Back the F-40

Guild has reintroduced the F-40, a jumbo acoustic that was a staple in many singer-songwriters' careers throughout the '60s and '70s.

The F-40 gets its clarity, balance and volume from a solid Sitka spruce top and solid African mahogany back and sides. The jumbo frame makes it suitable for players searching for outstanding projection and enhanced bass response. Finishing touches such as an East Indian rosewood bridge and fingerboard, premium 20:1 open-gear tuners and a hand-cut bone nut and saddle all add to the F-40's classic vibe.

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

## L-Acoustics Grows Office, Team

L-Acoustics has opened an office in Midtown Manhattan and added Sandy Macdonald to its sales team.

The office space, first opened in October 2017, offers the capacity for training sessions as well as meetings and will be home to the L-Acoustics East Coast support team.

The first training — L-Acoustics System Fundamentals — was held in the new space on Oct. 30. Located within walking distance to Penn Station and several high-profile venues with L-Acoustics installations, the new East Coast headquarters will be easy to access.

Macdonald, who previously spent 12 years managing sales in the Northeast for Meyer Sound, will reinforce the L-Acoustics East Coast team.

[L-Acoustics \(l-acoustics.com\)](http://L-Acoustics.com)



L-Acoustics' East Coast team, from left, Scott Pizzo, Jesse Stevens and Sandy Macdonald.

## KHS America Adds Promark Sticks, Mallets to All Access Program

KHS America has expanded its All Access program to include Promark sticks and mallets.

KHS America's All Access program was designed to provide dealers with a simple and effective way to obtain its fastest-turning products with the best prices and terms.

All Access has historically included KHS proprietary brands, including Hercules, Nomad, Mapex and Majestic Accessories as

well as house-name distributed brands.

"We're thrilled to be able to distribute Promark sticks and mallets," said Rob Welch, product manager for accessories at KHS America. "The addition of Promark will give KHS America the opportunity to better serve our dealers by including this brand in our discount and shipping programs to our dealers."

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





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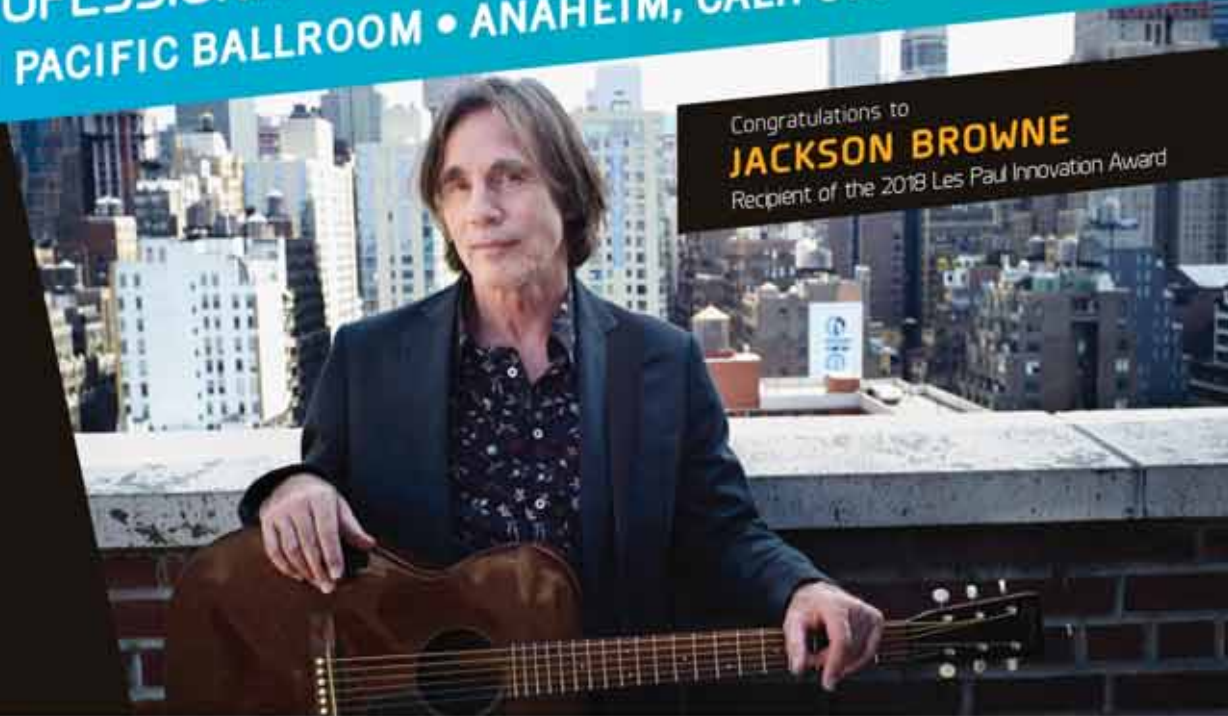
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## Bose ShowMatch Used by Rental Companies Worldwide

Within the past few months, numerous sound and A/V rental company owners around the world have chosen the Bose Professional ShowMatch compact line array system with DeltaQ variable-coverage technology as a go-to solution for their rental inventories.

In the states, Total Production Group of Cerritos, California, is an example of a full-service A/V rental company that has adopt-

ed ShowMatch. "I've heard many different systems over the years, and I was very impressed by the coverage and clarity of the Bose ShowMatch system," said Steve McAllister, owner and partner. "It's small and compact, and it's just as capable of handling a symphony as it is for EDM shows – simply by reconfiguring the boxes."

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

Sonique Live provided a Bose ShowMatch system for British rockers Marillion in concert at Teatro Degli Arcimboldi in Milan, Italy.



## VocoPro Launches Mobile Karaoke PA System

For karaoke enthusiasts, VocoPro has introduced the LightShow, a 100-watt, battery-powered karaoke P.A. system with LED moonflower lights on top of the unit.

The LightShow is equipped with a Bluetooth receiver, digital FM radio, MP3 player (via SD card slot) and line input to accommodate multiple input sources.

The LightShow offers a sound-activated LED moonflower function, two wired microphones and VocoPro's echo vocal effects.

With VocoPro's LightShow, users can access thousands of karaoke songs on YouTube using any smartphone or tablet, or they can sing along with the latest hits on the radio.

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



## Elrick Bass Goes Down Under

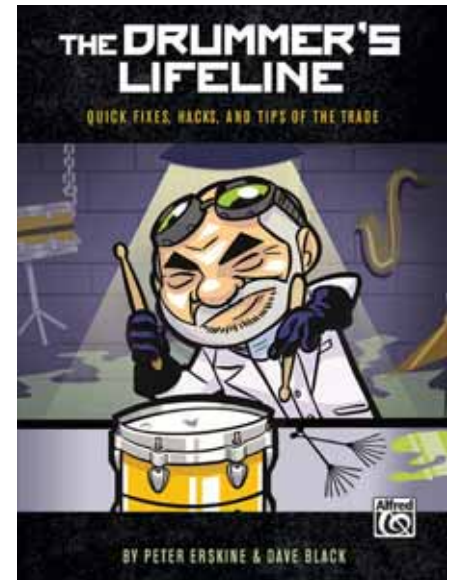
Elrick Bass Guitars has partnered with Bass Gear Direct to make its products more accessible and to provide better service to Australian musicians.

Bass Gear Direct will offer the company's complete line — including the Master, Platinum, Gold and Expat Series basses.

"The Elricks arrive today and I am blown

away," said George Ganakas, owner of Bass Gear Direct. "Mate, these basses feel fantastic — the neck profile, the set up makes the playability on these effortless and so easy to play straight out of the box. Tone sounds full on all of them without even touching the controls."

🛒 [Elrick Bass Guitars \(elrick.com\)](http://Elrick Bass Guitars (elrick.com))



## Alfred Saves Drummers

Alfred Music has announced the release of "The Drummer's Lifeline: Quick Fixes, Hacks, and Tips of the Trade."

Written by authors Peter Erskine and Dave Black, "The Drummer's Lifeline" offers practical yet off-beat solutions to just about any drumming situation someone will encounter, whether you're a working pro, a student or a weekend warrior who simply plays the drums for the fun of it.

"The Drummer's Lifeline" includes more than 80 practice, performance, recording, gear and industry tips, tricks to achieve the desired sounds while playing the drums, care and maintenance solutions, music business advice, warm-up exercises and more.

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

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## Spector Packs a Punch

Spector's Bantam 4 is a short-scale powerhouse bass that packs serious punch.

Created with a 30-inch scale length and the NS body Spector basses are known for, the new Bantam contours to the player's body, making it comfortable and easy to play.

The Bantam is loaded with two EMG 35DC pickups as well as an EMG BTS active

EQ circuit, allowing for maximum versatility when paired with the player's favorite pedal or amp.

Equipped with a fully carved and chambered alder body and a quilted maple top, the Bantam 4 will be available in two classic colors, Black Stain Gloss and Black Cherry Gloss.

[Spector Bass \(spectorbass.com\)](http://Spector Bass (spectorbass.com))

## Schecter Initiates Apocalypse with Aggressive Bass Series

Schecter Guitar Research's Apocalypse Bass Series features an aggressive style, powered by Schecter U.S. Custom Shop Apocalypse bass humbucker pickups.

These high-transparency passive pickups deliver massive slabs of warm, defined low-end tone with a strong upper-midrange presence and the punch of a meteor impact.

Other features of the Apocalypse Bass Series include 24 extra-jumbo stainless steel frets, mother-of-pearl triangle inlays at the 12th and 24th frets, glow-in-the-dark side dots, Grover 144 tuners and a GraphTech Black Tusq XL nut.

The Schecter Custom Bridge allows for either top-mounting or through-body string

mounting. This guitar comes in an apocalyptic Rusty Grey finish.

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



## Vintage Adds 2 Colors

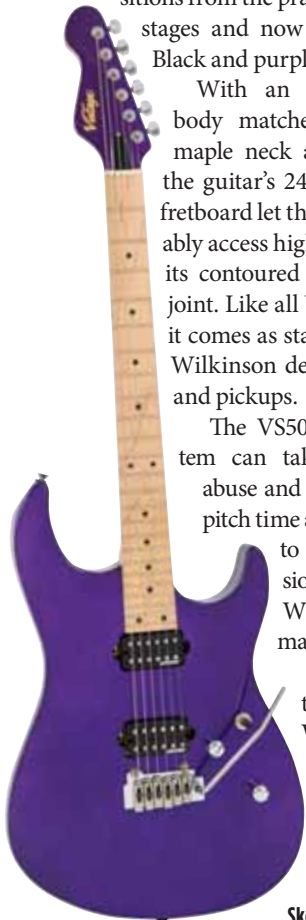
The Vintage V6M24 electric easily transitions from the practice room to the stages and now comes in Gloss Black and purple.

With an American alder body matched to a bolt-on maple neck and fingerboard, the guitar's 24 medium jumbo fretboard let the player comfortably access high notes thanks to its contoured low-profile neck joint. Like all Vintage electrics, it comes as standard with Trev Wilkinson designed hardware and pickups.

The VS50IHK Vibrato system can take some serious abuse and yet still return to pitch time after time, thanks to the added inclusion of Wilkinson WJ07LH E-Z-Lok machine heads.

Meanwhile, the Wilkinson WHHB double-coil pickups provide tight bottom end and crisp highs.

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



## Oscar Schmidt Ukes Fuse Sound Quality, Fresh Look

Oscar Schmidt Guitars has released two uke models that feature tattoo and trans-color designs.

The Oscar Schmidt Tattoo ukulele marries sound quality with Hawaiian-style tattoo designs. The Tattoo ukulele is available in both concert and tenor sizes.

The Oscar Schmidt Trans-Color ukes feature a blue or red translucent front body. The red translucent and blue translucent ukuleles are available in both concert and tenor sizes. In line with today's trend of translucent-colored ukuleles, Oscar Schmidt's offerings are affordable to attract players of all skill levels.

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

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# PEDALBOARD

## Boss Loops for This Year Only

Boss has unveiled the RC-1-BK Loop Station, a limited-edition pedal that commemorates the sales of more than 1 million Loop Station products to date.

The current Loop Station lineup consists of six products to support the looping needs of all types of artists.

Offering top-quality sound and simple operation in a portable package, the RC-1 is the top-selling Loop Station in the lineup.

It's housed in the Boss compact pedal chassis, and it features a simple, direct interface with a unique visual indicator for monitoring loop length and operation status.

The limited-edition RC-1-BK comes in a black finish with red lettering and will be available this year only.

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



## Wampler Unveils Paisley Pedal

Wampler Pedals has unveiled the Paisley Deluxe dual overdrive pedal.

The company's relationship with country music star Brad Paisley goes back to a time long before the development of his Paisley Drive.

Thanks to the way it produced similar tones to the lauded Nobels ODR-S, with more control for fine-tuning his sound, the first Wampler pedal Paisley fell in love with was the now-discontinued Underdog overdrive. It's with this in mind that the company combined Paisley's two favorite Wampler tones in the Paisley Deluxe dual overdrive pedal.

Wampler has succeeded in melding a Paisley Drive and the Underdog circuits into a single pedal. Not only do users have independent access to both tones, but they are able to stack them for more harmonically rich drive in any order they want.

Taking a cue from the signal routing of Wampler's Tom Quayle Signature Dual Fusion dual overdrives, users can run each side of the Paisley Deluxe as an individual pedal, which is perfect for pedal switcher-based rigs.

The pedal is built in the United States. MSRP: \$259.97.

🛒 [Wampler Pedals \(wamplerpedals.com\)](http://wamplerpedals.com)



## One Control Pedal Creates Sweet Buzz

Japanese switcher and effect pedal company One Control, in collaboration with Björn Juhl, has introduced the Honey Bee Overdrive.

The Honey Bee's warm, overdriven tone resembles a guitar amp that is set to a "crunch" setting. The unit integrates flawlessly with other effects and distorted amplifiers.

Users can change from a clean tone to overdrive by simply twisting a knob. No matter what setting users prefer, they can enjoy the free headroom-ish response, similar to their favorite broken-in amplifier.

The pedal is especially unique due to the Vintage & Modern mode switch. Users now have the ability to choose between the original voicing of the Honey Bee (Vintage Mode) or the new and improved voicing (Modern Mode).

🛒 [SFM \(sfm.ca\)](http://sfm.ca)



## Hotone Rolls Out Patch Kommander, Cybery Programmable Loop Switcher Pedals

Hotone has launched the Patch Kommander and Cybery programmable loop switcher. Both models feature a compact stompbox design that fits easily on any pedalboard.

The Patch Kommander offers four true bypass loops to guarantee a pristine signal as well as an intuitive control panel that frees users from complex patch

programming. In addition, a switchable input buffer can be enabled to preserve high frequencies through the signal chain.

The ultra-compact Cybery pedal manager offers four true bypass loops to guarantee a pristine signal, 40 tweakable presets, programmable MIDI control for commanding pedals and multi-effects, and a free mobile app to liberate users

from complex hardware programming.

The Cybery also features Bluetooth connectivity for wireless programming and control. As such, the Cybery mobile app lets the different user-created presets be stored on a phone. This gives musicians engaged in numerous projects easy access to all their presets.

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

## Goodrich Omni Switches from Active to Passive

Goodrich Sound has added The Omni, a volume pedal.

The Omni is both an active and passive pedal, switchable by the push of a button. Parallel inputs and outputs are available on either side of its aluminum diecast body. It includes a tuner out on both sides. While in active mode, it uses Goodrich impedance matching circuitry.

"Finally, a volume pedal that works great for all situations — great for guitar and pedal steel," said Greg Leisz (Eric Clapton, Lucinda Williams, John Mayer). "I love the active/passive option and, as opposed to most volume pedals, it gets louder in the right place in the throw — the volume just blooms perfectly."

The Omni pedal is a result of painstaking development and the input of professional musicians and the industry's top engineers.

"We made a list of all of the features

that [artists] and we wanted and set out to deliver on that," said Kevin Ryan, Goodrich Sound's president. "I am proud that it represents the next step in the evolution of volume pedals and is able to adapt to any situation from studio

perfection to onstage antics — from pristine active mode to a more earthy passive sound, from lefty pedalboards to sticky barroom floors."

🛒 [Goodrich Sound \(goodrichsoundcompany.com\)](http://goodrichsoundcompany.com)







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From left, Hosa's Hoyt Binder, Sanket Varadkar and MI's Jonathan Newkirk.

## Hosa Chooses Varadkar

Hosa Technology has named Sanket Varadkar the winner of the fifth annual Hosa Technology Audio Engineering Program Scholarship at Musicians Institute (MI) in Hollywood, California. Varadkar was chosen for providing clearly articulated career goals in a scholarship submission essay.

Asked why he chose to study in the Audio Engineering Program at MI, Varadkar said, "I chose to study at MI because it is located at the epicenter of the entertainment industry, has award-winning faculty and great support for international students."

The Hosa Technology Audio Engineering Program Scholarship is available to new students enrolling in the Audio Engineering Program at MI. Eligible students must provide a completed application along with an essay detailing their career goals in the audio industry.

The awarded tuition credit is applied to the initial quarter of the program.

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

## Vandoren Family Legacy Continues with Trip to US

Last spring, Robert Van Doren, the son of Vandoren owner Bernard Van Doren, made his first visit to the United States.

Robert represents the fourth Van Doren generation to join the family business. During his trip, Robert visited the Los Angeles and New York City Vandoren Musician Advisory Studios. While there, he spent time with musi-



Stanley Drucker and Robert Van Doren

cians and learned firsthand the impact that Vandoren reeds, mouthpieces and accessories have had on their careers. Vandoren has nurtured relationships with many of these artists for decades, including clarinet legend Stanley Drucker, whose Vandoren association goes back to Robert's grandfather.

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



## Superlux Mic Works for All Situations

Superlux's D421U is a professional USB broadcast microphone with studio-grade recording quality that features built-in high-quality ADC.

The D421U can provide ideal recording — whether in studio recording, network karaoke, digital recording or narration — while keeping the details of every sound.

The D421U is able to work with all kinds of recording software and has a built-in 3½-millimeter stereo headphone output at the bottom of the microphone for real-time monitoring.

[INFO Avlex \(avlex.com\)](http://avlex.com)



## Get Big-studio Sound on the Go

Apogee has introduced its MiC Plus USB microphone for iPad, iPhone, Mac and PC.

Ideal for music production, voice recording, YouTube or live streaming, MiC Plus makes it easy for both aspiring and professional artists to get big-studio sound they

can take anywhere.

The MiC Plus features a new design with improved sound quality, dynamic range and built-in headphone output for latency-free monitoring while recording on any device.

[INFO Apogee Electronics \(apogeedigital.com\)](http://apogeedigital.com)



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## Tascam Joins with Sennheiser

Sennheiser has announced that the TEAC Corporation and its Tascam brand of professional video and broadcast equipment has joined the “Ambeo for VR” partnership program.

Created to ensure seamless production workflows and interoperability for VR, AR and other 3-D content creators, this Sennheiser program includes collaborations with manufacturers of field recorders, VR live cameras, live streaming software, mixing plug-ins and VR platforms.

TEAC has released firmware for its Tascam DR-701D six-track audio recorder. Version 2.0 of the firmware now includes the Sennheiser A-to-B converter for recording the A or B format from the Sennheiser

Ambeo VR Mic.

“Sennheiser warmly welcomes the TEAC Corporation to the Ambeo for VR partnership program,” said Véronique Larcher, Sennheiser’s Ambeo immersive audio co-director. “We are proud to have their Tascam DR-701D audio system on board, as it’s a product held in high esteem by content creators across the globe.”

“For years, Tascam has supported audio professionals in the areas of video production and broadcast, and we are proud to partner with Sennheiser Ambeo to support the rapidly growing world of VR,” said Yuji Hanabusa, TEAC Corporation’s president and CEO.

**INFO** Sennheiser, Tascam ([sennheiser.com](http://sennheiser.com); [tascam.com](http://tascam.com))



## Hear Technologies Waves SG Bridge Fills Dante-user Needs

Hear Technologies, the pro-audio product division of Quantum Technologies, has partnered up with Waves Audio to develop the Waves SG Bridge.

The Waves SG Bridge fills a growing need to give Dante users access to Waves’ powerful processing capabilities as a solid, cost-saving solution for personal and professional recording systems.

The Waves SG Bridge simultaneously transmits up to 64 channels of audio from Waves SoundGrid to Dante and 64 channels from Dante to Waves SoundGrid.

The Waves SG Bridge provides 64 channels of bi-directional audio between the two protocols with sampling rates from 44.1 kHz up to 96 kHz.

**INFO** Hear Technologies ([hearttechnologies.com](http://hearttechnologies.com))



## DiGiCo Launches App

DiGiCo’s S App is the ideal way to control a DiGiCo S-Series console straight from an Apple iPad. Designed to be compatible with DiGiCo’s S21 and S31, the app allows remote, wireless control of any DiGiCo S-Series mixing console.

With the app, users can have comprehensive control over channel setup, mix, EQ, dynamics, auxes and buss routing. Control is additionally extended to snapshots, matrix, graphic EQ and save session.

**INFO** DiGiCo ([digico.biz](http://digico.biz))

## Innovative Percussion Adds 2 Signature Sticks

Innovative Percussion has introduced signature products for Seth Rausch and Lenny Castro. The SR-1 was designed by Seth Rausch, the Nashville-based drummer currently backing Keith Urban.

The SR-1 is similar to a 3A but slightly larger in diameter at .598 inches, and shorter in length at 16 inches. Additionally, the quick taper and round bead provide a bit more front weight which creates a warm sound at high volumes and helps facilitate the quietest of ghost notes.

The LS-LC model timbale stick was designed by legendary percussionist Lenny Castro. The length is 16 inches with a diameter of .500 inches. The stick features a 14½-inch black lacquer finish for a distinct look.

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



# 好 真 實

**Sound quality that is more natural and transparent !**

Superlux has released the upgraded version of the S502 with its new S502MKII ORTF stereo recording microphone. The S502MKII features an improved proprietary diaphragm which delivers an even more exquisite and authentic sound.

ORTF is one of the most popular stereo recording techniques. The ORTF technique utilizes a pair of cardioid capsules arranged with a 110° open angle and 17-cm separation. The 17-cm separation between two microphones simulates the distance between two human ears resulting in a more natural sounding pickup pattern. The original Superlux S502 ORTF recording microphone has earned an outstanding reputation in the professional market.

The new Superlux S502MKII features a precise 1/2-inch 3mm gold-plated diaphragm and very low noise microphone pre-amp circuit which makes it very suitable for any stereo recording application. The S502MKII delivers a balanced stereo image with its fixed ORTF positioning and its flat and wide frequency response makes it an excellent choice for studio stereo recording and sound reinforcement.

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## Knilling Unveils Violins

Knilling has unveiled two Nicolo Gabrielli master violins: the Maestro 86F and the Guadagnini 87FD.

Both models are suited for advancing players looking for an instrument that will help them progress to the next level.

"We believe our customers will be thrilled with these instruments," said Lang Shen,

product manager of Knilling. "The greatest challenge the head of the shop expressed to me was persuading his luthiers to relinquish an instrument they were working on, so passionately dedicated were they to maximizing each individual instrument's potential."

MSRP: 86F, \$4,995; 87FD, \$5,875.

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

## Play Like the Pros

Yamaha's SX Series grand pianos are now available with the Disklavier Enspire Pro system, integrating the company's family of handcrafted grand pianos with advanced piano technology.

The pianos are available in three sizes: S3X Enspire Pro, S5X Enspire Pro and S7X Enspire Pro.

The SX pianos are the first acoustic pianos to incorporate the Yamaha Acoustic Resonance Enhancement (A.R.E.) process in the rims, which reforms the wood to achieve tone previously thought only possible with aged wood or a vintage instrument.

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



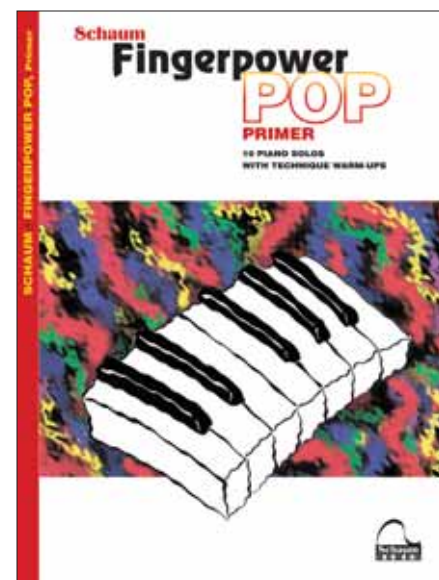
## Hal Leonard Releases New Fingerpower Title

The Fingerpower Series from Schaum Publications has been a go-to resource for piano educators for decades. Hal Leonard has released the first new Fingerpower title since acquiring Schaum Publications.

"Fingerpower Pop" features pop solos that are preceded by short warm-ups/technique excerpts that prepare the student for tricky spots in the pieces.

The Primer edition features 10 songs including "All Of Me," "Happy Birthday To You," "Iron Man," "Over The Rainbow," "You've Got A Friend In Me" and more.

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



## Ampridge MightyMic S+ Brings Big Sound from Small Microphone

Ampridge's MightyMic S+ microphone brings big sound from a small microphone.

The high-quality condenser microphone doesn't require batteries, as it's powered by the device — users just plug it into the headphone of their device, or use the included Lightning clip adapter to plug into the Lightning jack.

Users then connect headphones into the 3½-millimeter stereo headphone jack on the back of the microphone.

While using the optional MoviePro App (IOS only), users can listen to the sound while recording video and adjust the volume. Users can also listen while record-

ing using the MightyMic Pro Recorder App (IOS Only) for audio. It works with iPhone, iPad, iPod Touch, Samsung Galaxy and other devices.

🛒 [Ampridge \(ampridge.com\)](http://Ampridge.com)



Edensong's music is as serenely melodic as epic orchestral progressive acoustic or as aggressive as metal-infused rock. While the band forges its own path in today's musical era, they trust **Hear Technologies** pro audio tools to control their mix.



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## 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.





# RBI Doubles Warehouse Size to Accommodate Growth

After the 2017 acquisition of Toca Percussion and the rapid growth of its marquee lines Vintage Guitars, Odery, A Tempo and Boomwhackers, RBI Music has moved its headquarters to a new location in Fort Worth, Texas.

According to RBI, this building will help the company meet its growth plans and customer service goals. The company has doubled the size of both its warehouse and office areas, allowing for greater inventory and the hiring of more staff. RBI has integrated the warehouse and office space — resulting in greater efficiency and streamlined order processing.

The warehouse also has specified climate-

controlled areas for drums kits and guitars. The building has been outfitted with high-speed data ports and Wi-Fi for quick, seamless order entry and customer communications.

[RBI Music \(rbimusic.com\)](http://rbimusic.com)



# Sonarworks Removes Tonal Coloration

Sonarworks' Reference 4 lets music creators be confident about their monitoring by removing tonal coloration from their headphones and studio speakers.

Sonarworks software removes sound coloration from monitors in purpose-built control rooms as well as more down-to-

earth locations. The fourth generation of Reference software increases accuracy and works in every studio scenario.

Now, more music creators can focus on creating music instead of worrying about their equipment.

[Sonarworks \(sonarworks.com\)](http://sonarworks.com)



# SJC Enhances Shell Design

SJC has developed its custom proprietary M5 Maple Shells.

The shells are standard on all 10- to 24-inch maple custom drums. Five alternating vertical and horizontal plies come together to formulate SJC's proprietary shell that offers enhanced resonance, tonal stability and ease of tuning.

Specific inner-ply thickness increases as users move from the rack toms to the floor toms, kick drum and snare, creating balance of feel and sound around the kit.

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



# Remo Pops

Remo's Colortone Drumheads feature proprietary Skyndeeep Imaging Technology for visual appeal alongside projection, tone and durability.

The Colortone drumheads are offered in Powerstroke 77 snare, Emperor and Powerstroke 3 Bass.


The Powerstroke 77 Colortone snare drumheads are available in 13- and 14-inch sizes.

The Emperor Colortone Drumheads are available in sizes 8 through 18 inches. The Powerstroke 3 Bass drumheads are available in sizes 18 through 26 inches.

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

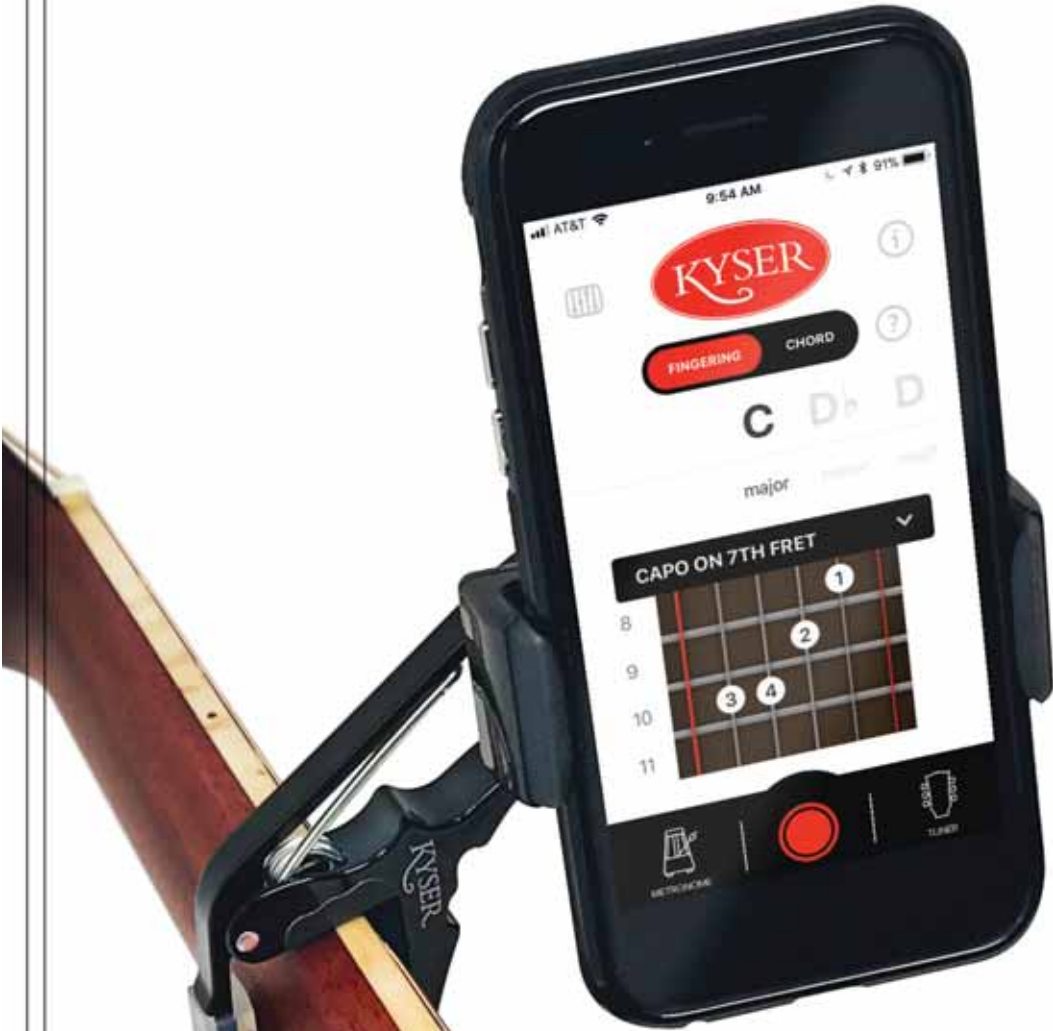
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## Ddrum Resurrects Dios Maple Kit

Ddrum has resurrected its Dios Maple series. Based on the original Dios Maple drum kits that were discontinued in 2012, the series features attention to detail. Tom shells are six-ply, 5.6-millimeter; the bass drums are six-ply, 6-millimeter; and snares are eight-ply, 8-millimeter and feature ddrum's original formula maple shell.

Bearing edges are 45 degrees with a 30-degree counter cut. The toms also feature the company's upgraded FixPitch mounting system, and bass drums feature its Resolifts isolators to decouple the bass drum from the floor.

The Dios series is available in four custom-inspired lacquer finishes: Red Cherry Sparkle, Satin Gold, Emerald Sparkle and Satin Black. Three configurations are available as well as add-on drums to further customize a player's setup. All Dios bass drums come in the company's original 20-inch depth for added tone and projection.

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

## RME Video Series Helps Users Unleash the Power of TotalMix FX

German interface manufacturer RME has introduced a series of instructional videos that walk users through the features of its TotalMix FX routing and mixing software.

TotalMix FX, which is included at no charge with any RME interface product, simplifies workflow and makes mixing more intuitive for studio recording and live sound environments. Each video ushers users through a step-by-step process on topics like using DSP-based EQ, mixing with reverb, applying delay/echo effects and working with dynamic processing in the TotalMix FX environment.

"We have created an informational resource that users can readily refer to in order to increase their grasp of TotalMix FX, no matter what their current understand-

ing level," said Mathias von Heydekampf, managing director of Synthax, distributor of RME. "Perhaps the most powerful aspect of TotalMix FX is how it can be a time-saver with almost infinite routing capabilities. These videos will help customers better manage workflow while streamlining the overall mixing process."

🛒 [RME \(rme-usa.com\)](http://rme-usa.com)



## Bourns Model PSL Gets Motorized

Offered in 100-millimeter and 60-millimeter versions, the Bourns Model PSL measures just 25 millimeters high, enabling audio, broadcast and lighting console engineers to reduce the surface height.

With its latest slide potentiometer, Bourns is answering the current trend for lower-profile solutions that also meet increased power efficiency demands while maintaining high performance characteristics. Bourns designed its latest motorized slide potentiometer with a power-saving 5 VDC Mabuchi motor so it can be used with more energy-efficient circuits.

The product line also utilizes a durable contacting carbon resistive ink element that delivers extended wear characteristics of up to 500,000 cycles. The element design also produces very low noise output for an optimal signal-to-noise ratio.

Available in a variety of resistance values and standard taper options, the Bourns Model PSL motorized slide potentiometers feature a touch sense lever, a servo track option for console automation and an easy-to-use snap-in connector.

🛒 [Bourns \(bourns.com\)](http://bourns.com)

## Teisco Returns to NAMM

Teisco started as a Japanese manufacturer of affordable musical instruments in 1948. Teisco's return to the market is under the BandLab Technologies banner as part of the group's broader portfolio of music-focused brands.

BandLab Technologies is a collective of global music brands with a vision to connect the world of music.

BandLab, the group's flagship digital product, is a social music platform that lets creators make music and share the

creative process with other musicians and fans.

Other notable brands within the portfolio include Rolling Stone, a leading voice in pop culture and music since 1967; Mono, an award-winning music lifestyle product company; and Swee Lee, Asia's leading online retailer and distributor of musical instruments and pro-audio brands.

Established in 2016, BandLab is headquartered in Singapore.

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



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# The Value of Membership

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## The NAMM Community

### It's Where You Belong

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## Education

### Fresh Ideas, New Inspiration

Explore recordings of educational sessions on NAMM U Online as well as newsletters, helpful articles and videos year-round to help you grow your business.

## Advocacy and Grants

### Impacting the Next Generation

NAMM's advocacy efforts include annual events and year-round promotion to speak out on behalf of music education. NAMM's reach also extends around the world with international grants to support music research and programs.

## Endorsed Service Providers

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## Sabian Chimes In

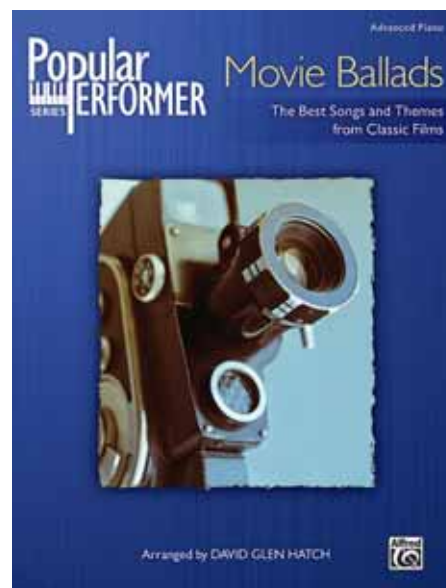
Sabian has unveiled the Tollspire Chimes, a set of five conically shaped micro-splashes, sized in quarter-inch increments from 4¾ inches to 5¾ inches.

Crafted from Sabian B20 bronze, they are rolled and tempered from splash-thickness blanks, then formed into a cupless, conical shape. The result is a compelling combina-

tion of chime, bell and splash.

Although they are not tuned to specific notes, the Tollspire Chimes provide melodic movement utilizing differences in pitch and size. Their distinct white noise factor — a function of the conical shape — provides a warm “church bells in the distance” effect.

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



## Alfred Puts Out Piano Collections

Alfred Music has released three piano collections: “Popular Performer: Movie Ballads,” “Timeless Popular Classics” and “A to Z Praise and Worship Hits.”

“Movie Ballads” arrangements are full of rich textures, sophisticated harmonies and inventive rhythms, ideal for hobbyists, students or professional musicians.

“Timeless Popular Classics” includes 40 arrangements of the most-requested favorites to be used as supplementary pieces for late elementary/early intermediate students.

“A to Z Praise and Worship Hits” features 40 piano arrangements of contemporary Christian favorites.

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

## IK Multimedia Releases iRig Keys I/O

IK Multimedia had announced its iRig Keys I/O is now shipping worldwide.

iRig Keys I/O is a studio centerpiece that provides users with a flexible way to complete their music productions from start to end using a single piece of equipment that is unmatched for speed and simplicity of use.

The iRig Keys I/O comes with either 25 or 49 full-size keys — offering a synth-action keybed and integrates a professional, high-definition audio

interface with a high-performance Class-A pre-amp. Plus, it provides all the creative controls expected from a premium keyboard controller such as velocity sensitive, multicolored pads, programmable touch-sensitive sliders, buttons and assignable knobs.

The iRig Keys I/O is the only keyboard controller range currently on the market to feature an integrated professional 96 kHz/24-bit audio interface.

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



## Waves Celebrates 25 with Revamped Plug-ins

In honor of its 25th anniversary, Waves Audio is offering revamped and reskinned versions of three of its classic plug-ins: the Q10 Equalizer, the AudioTrack channel strip plug-in and the L1 Ultramaximizer level maximizer/peak limiter.

These anniversary editions include new plug-in features, as well as a choice between two graphic user interfaces: the classic “Legacy” and the “Modern,” created for the 25th anniversary.

The Q10 is a multiband parametric EQ with up to 10 bands of precision equalization for mixing and mastering. Audio Track offers an efficient way for users to mix their tracks. The L1 Ultramaximizer is the first

software unit to offer a brick wall limiter.

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





# Band-in-a-Box 2018 Packs in Features, RealTracks

PG Music has released version 2018 of its Band-in-a-Box intelligent music accompaniment software for Windows with more than 50 new features and enhancements.

Also included are 202 RealTracks, 40 bonus RealTracks, 32 MIDI SuperTracks, 108 Instrumental Studies, 52 Loops and eight Artist Performances: Traditional Songs Sung by Béatrix Méthé.

"We're thrilled to say that this new Band-in-a-Box 2018 for Windows is packed with features requested by program users," said Peter Gannon, program author and creator.

Band-in-a-Box 2018 introduces "Video RealTracks," which work like RealTracks but also include videos of the musician's

performance. Also added is an audio driver system that has ultra-low latency. The Audio Chord Wizard has been redesigned and is now built into Band-in-a-Box.

The Audio Harmonies feature has been enhanced with Audio Transcription, which converts a monophonic audio track to MIDI (notation), Fix Tuning to fix an out-of-tune audio recording and more. Users can save the Notation Window to a video in sync with the audio track playback.

The company has also added notation support for time signatures like 12/8, 6/8 and 9/8. The Toolbar has been enhanced with more customization.

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



# SLM Debuts 2 Sigmas

St. Louis Music has introduced two Sigma guitars: the SD-08 and the SF-08.

The Sigma models come in dreadnought and folk shapes, with Sitka spruce tops and mahogany backs and sides.

"The Sigma line offers dealers some excellent opportunities for profit," said

Rich Dumstorff, vice president of SLM Marketplace. "We've worked hard to make Sigma a true value line. Our instruments are affordable but also offer excellent craftsmanship, playability and sound."

MSRP: SD-08, \$249; SF-08, \$249.

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



# LD Systems Releases Curv 500 TS

The Curv 500 TS touring array system is the latest addition to the Curv 500 series by LD Systems.

It expands the range of use of the array system with the addition of applications that require a high level of sound pressure and a broad, far-reaching sound dispersion.

In combination with the 15-inch bass reflex class D subwoofer with DSP control, the Curv 500 TS provides a flexible P.A. solution for professional live audio applications.

LD Systems ([ldsystems.com](http://ldsystems.com))



# JodyJazz Sponsors Savannah Jazz Fest

JodyJazz provided support and sponsorship for the 2017 Savannah Jazz Festival.

Now in its 36th year, the 2017 festival featured an engaging mix of international superstars, local legends, rising talent and the top regional college jazz ensembles.

Saxophonist Jody Espina, founder and president of JodyJazz, was also a participant and frequent musical contributor to the event — performing on several nights of the fest. During the event, Espina played in the Ben Tucker Tribute band prior to a premiere of a documentary about bass player and composer Ben Tucker.

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

Bringing his years of experience making the highest quality mouthpieces and mutes for the highest quality musicians in Europe, Denis Wick created the American Classic mouthpiece. In honor of his 50th anniversary, the price of the popular American Classic mouthpiece has been reduced! Join the celebration and take advantage of this great line up at an incredible price.

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## Present day



## At Home



## Teaching at Royal Academy



## With LSO



## Early Denis







## Mackie MP Series In-Ears Boast Clarity, Headroom

Mackie has launched the MP Series Professional In-Ear Monitors.

The series is available in three models: the MP-120, MP-220 and MP-240.

All models feature ergonomically molded enclosures with three different types of ear tips included for maximum comfort.

The MP-120 features a single large dynamic driver that offers balanced sound with plenty of low end and clarity.

The MP-220 steps up the configuration to dual dynamic drivers for tighter bass response and enhanced detail in the mids and highs.

The MP-240 utilizes a dynamic driver plus a balanced armature driver for the punchy, accurate bass of a dynamic driver and the revealing clarity of a balanced armature driver.

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



## Direct Sound Debuts Hybrid Headphone

Direct Sound has debuted its first Hybrid Headphone by Fanstereo.

Fanstereo's products include headphones, earphones, Bluetooth speakers and more, each offering the sound quality of professional-grade audio.

"With the support of Direct Sound, the launch of Fanstereo is finally here and we are excited to share our brand with music fans and artists from around the world." said Jay Leopardi, co-founder and CEO.

🛒 [Direct Sound \(extremeheadphones.com\)](http://Direct Sound (extremeheadphones.com))



## Aguilar SL Bass Cabinet Family Grows with 212

Aguilar Amplification has released its SL 212 bass cabinet. The SL 212 joins its little brother, the SL 112, as part of Aguilar's SL line of lightweight bass cabinets.

"We spent a lot of time working on the crossover design to arrive at the smoothest possible frequency transitions," said Dave Boonshoft, president of Aguilar. "The ultra-light ply and subsequent cabinet tuning were also critical factors in achieving the signature tone of the SL 212."

🛒 [Aguilar Amplification \(aguilaramp.com\)](http://Aguilar Amplification (aguilaramp.com))



## Takamine Channels Butterflies

Takamine Guitars' annual, limited edition model is the LTD-2018 Gifu-Cho.

"Each limited edition Takamine LTD model has a specific theme," said Tom Watters, Takamine's director of product development. "With the LTD-2018 Gifu-Cho, the inlay artwork design is based on

a butterfly in the Gifu prefecture where Takamine is based in Japan. The butterfly is known as a spring ephemeral, and thrives for a short time each year in the hills and meadows near the place where Takamine guitars have been crafted since 1962."

🛒 [Takamine Guitars \(esptakamine.com\)](http://Takamine Guitars (esptakamine.com))



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## STRINGTone Provides Essential Care

One STRINGTone treatment is the ideal way to break in new string sets and renew and revive used, dead-sounding strings.

All wound string surfaces are lubricated for consistent stretch precision and elasticity. To remove contaminants like dust, smoke and sweat, STRINGTone's micro barrier film formula penetrates down to the inner core of guitar strings, lifting away residue to prevent oxidation and corrosion.

Treating strings with STRINGTone has been found to increase resonance for dynamic, unrestricted tone and sustain.

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



## Marshall Makes New Noise

Marshall's Origin valve amp is designed for pedals and gives players greater expression through rich organic tone. Marshall has also updated its DSL range with the DSL20.

"I am delighted to launch Origin and DSL as part of our ongoing commitment to inspire creative, contemporary players worldwide," said Jon Ellery, managing director of Marshall. "Our heritage in rock and heavy metal will always remain with us. But

with Origin it gives us the all-valve amp we've potentially been missing. We've set a benchmark in digital amps with CODE, shown our brand credibility with headphones and speakers and now have a valve amp range that caters for a much wider audience. I believe this is just the beginning and am looking forward to continually pushing the boundaries and giving our fans what they want."

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

## Friedman Amp Boasts Flexible Design

Friedman has unveiled its BE-50 Deluxe Amplifier. By combining the tonal pallet of the BE and HBE circuits as well as the sparkling cleans of the Buxom Beauty in the BE-50 Deluxe amplifier head, Friedman has unleashed its most flexible design yet.

Housed in the BE-50 Deluxe, Friedman's BE and HBE drive channels feature high-gain crunch, clarity and nuance. With independent volume and gain controls, as well as some of Friedman's amp modifications, users can switch between these worlds on the fly.

Features include footswitchable BE and HBE channels, independent volume and gain for each channel, three-position voice switch that dictates the top-end response of

the dirty channels, a fat switch that adds low-end girth and warmth, and a three-way gain structure switch that determines the channel's overall gain.

The clean channel of the Friedman BE-50 Deluxe is directly inspired by the chime, glassy top end and full body of the Friedman Buxom Betty amplifier.

🛒 [Friedman Amplification \(friedmanamplification.com\)](http://Friedman Amplification (friedmanamplification.com))



## Graph Tech Launches Guitar Repair Training Website

Graph Tech Guitar Labs has launched a guitar repair training website that aims to help music stores and distributors increase their repair skills and efficiencies. Each training site is cross-branded with the store or distributor's name and logos.

"Getting a good guitar tech is a hit-or-miss thing for many music stores around the

world," said founder Dave Dunwoodie. "This brings guitar techs and customers together for an instrument that plays and sounds great, which is great for both the music store and the tech's reputation. The production quality and pace for each session is outstanding; we couldn't have asked for more."

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

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## Reverend Founder, Shutt Design Signature Guitar

Reverend Guitars has introduced the Kyle Shutt signature model.

The sealed semi-hollow guitar features diagonal “diver down” block inlays, Kyle Shutt Signature Railhammer pickups and a four-knob control layout. It also features a double-bound body, bound headstock

and pearl inlay Reverend logo. It’s available in Midnight Black, Alpine Burst or 3-Tone Burst.

Shutt helped develop and design the instrument in collaboration with Reverend Guitars founder and designer Joe Naylor.

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



From left, Evan Winfree, Jeff Millar-Sax and Aljon Go.

## IMS Thanks Gibson, Harris

IMS Technologies was recently able to help cancer patients in need thanks to Aljon Go and Evan Winfree of Gibson brands — who loaned guitars to IMS — and Michael and Marc Harris of Harris Musical Products — who loaned guitar straps.

“It’s been a real blessing to be around so many wonderful, generous individuals,” said Jeff Millar-Sax of IMS. “There is a culture of giving and of sharing in this industry unlike any other in which I’ve been involved.”

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

## A-T Adds Handheld Transmitter

Audio-Technica is now offering the ATW-T6002x Handheld Transmitter for the 6000 Series High Density Wireless System — a spectrum-efficient solution that lets users pack 31 channels in 4 MHz of bandwidth.

The ATW-T6002x Handheld Transmitter offers extremely low handling noise and features a metal-construction body, high-visibility OLED screen, soft-touch controls and switchable RF power (2mW/10mW/50mW). Its industry-standard thread mount allows

for the use of six new interchangeable A-T microphone capsules, as well as other compatible capsules.

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



## Ibanez Heats AZ Series with Nitrogen

Ibanez has introduced the AZ series of solid body electric guitars, including the AZ2204F.

A first in guitar neck construction, The AZ’s neck is manufactured with S-TECH treated maple. This nitrogen-heating-treatment increases the wood’s stability, durability, water resistance and tolerance of temper-

ature changes. After extensive prototyping and trials, Ibanez concluded that 20½-millimeter thickness at the first fret and 22½-millimeter at the 12th fret is the optimal neck thickness for this process. The neck is sealed with an oil finish which helps make it feel similar to a well-played guitar neck.

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

**NAMM**  
HALL D - 3520

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

**"The harmonics sparkle!"**  
*Dallas Sutherland*

**"TUSQ picks are really special. They really affect my tone in a positive way that I can hear and feel."**  
*Adam Zimmon, Guitarist Composer*

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

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

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

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

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

**"I really like these picks and the articulation I get from them."**  
*Joe Pinnavaia*



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

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

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

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

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

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

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

**"These picks really impressed me and have become my favorite. Great tone, excellent attack and articulation."**  
*You Tube User JPulido421*







## Outline Italy Forms US Division

Outline, an Italian manufacturer of loudspeaker systems, has formed Outline US.

Created, owned and operated by Jeffrey Cox and Jason Farah, Outline US is the sole representative of Outline in the United States and Caribbean. The move establishes a noteworthy alliance between Outline in Italy, audio specialist Jeffrey Cox and Jason Farah, the technical and business authority of East Coast-based Special Event Services (SES) in North Carolina

**INFO** Outline US ([outline.it](http://outline.it))



## Shure, Tori Kelly Partner

Shure and singer-songwriter Tori Kelly have teamed up for the mobile recording contest "Off the Beaten Track." Artists from 14 countries around the world are invited to compete for a trip to Los Angeles with a professional recording session at Capitol Studios in Hollywood, California.

To enter, musicians must submit a video of an original song performed in a unique location. After uploading to the contest website, entries must collect at least 50 votes to be considered for one of 20 spots on the shortlist, which will be determined by Shure.

**INFO** Shure ([off-the-beaten-track.shure.com](http://off-the-beaten-track.shure.com))



## Gator 'Stands' on its Own

Gator Cases has added to its Frameworks stands and accessories brand with Standley, a patent-pending take on guitar stands.

This guitar foot attaches easily and non-permanently to an acoustic guitar's strap button letting a guitar stand upright on its own.

"We couldn't be more excited about this addition to our Gator Frameworks lineup," said Michael Swenson, senior director of marketing. "Standley is a unique and well-designed guitar stand solution that we believe retailers and consumers will love."

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

# Kyser Launches Capo App

Kyser Musical Products has created the Kyser Capo App for iOS and Android phones in recognition of a musician's need for multiple guitar-related functions within one application. This free app has custom capo chord charts which help guitarists transpose chords.

Users can choose which guitar fret the capo is on and what chord they want to play, and the Kyser App will show the correct fingering position.

Alternatively, users can choose what guitar fret the capo is on and what chord fingering position they are making, and the Kyser App will tell the user what chord sound is being heard.

The Capo App also features an accurate

guitar tuner and visual metronome with a rolling dial and tap feature.

The camera button on the Kyser App pulls up the phone's camera so guitarists can shoot video or snap pics and then instantly share on social media sites without first having to save the files to the phone.

Additionally, Kyser will release discounts and coupon codes through the app which can be redeemed for other Kyser gear in the Kyser e-store.

This is the initial base version. Future upgrades will include musically themed photo filters and augment-

ed reality video filters. Available in the App Store for iOS and on Google Play for Android.

**INFO** Kyser Musical Products ([kysermusical.com](http://kysermusical.com))



NAMM Show 2018 | Booth 5249  
**electro-harmonix**  
[www.ehx.com](http://www.ehx.com)





## Cort's Multiscale Fanned Fret Design Enhances Response

Cort Guitars has added the five-string A5 Plus SCFF model to its Artisan line of electric bass guitars.

The A5 Plus SCFF offers a new take on premium wood tones and a new-to-series multiscale fanned-fret design. The fanned frets form the foundation of the 34- to 35½-inch multiscale instrument. This design modification and a corresponding single-

string hardtail bridge improve tension and enhance the tonal response of each string.

The A5 Plus SCFF also incorporates the series neck-through-body construction that allows strings to vibrate across the neck and body in a coherent, linear manner, maximizing tightness of the low-end with rich mids and singing highs.

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

## Palmer Puts Acoustic Amp in the Pocket

Palmer has introduced the Acoustic Pocket Amp: a combination of effect pedal and pre-amp made for acoustic instruments.

Featuring three instrument modes (acoustic guitar, acoustic bass, magnetic pickups) and a choice of three basic sounds (flat, modern, vintage), the Acoustic Pocket Amp is suitable for all situations — whether practicing, playing live or recording, at home and in the studio. Fitted with a three-band EQ and separate notch filter, the amplified acoustic sounds can be precisely adapted to individual preferences.

The integrated fader also enables contin-

uously variable mixing of the direct and pre-amp signal.

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



## Ashdown Tweaks OriginAL DI Pedal

Ashdown has announced a special version of the Ashdown OriginAL DI pedal.

Limited to a run of 50 units and built by hand in Ashdown's U.K. Custom Shop, the special edition Norman Watt-Roy OriginAL Preamp Pedal has been tweaked to Watt-Roy's specifications. The input sensitivity has been optimized to suit Watt-Roy's unique and lightning-fast finger style.

The anodized aluminium front panel of the Norman Watt-Roy OriginAL pedal has been finished in Shoreline Gold to match Watt-Roy's famous 1962 Fender Jazz Bass, his sole gigging and recording bass since

the mid-80s.

Each unit will come numbered 1 through 50 and will be hand-signed by Watt-Roy.

[Ashdown \(ashdownmusic.com\)](http://ashdownmusic.com)



## Ernie Ball Adds Colors, Tremolo Option to 'Valentine' Series

Ernie Ball Music Man has expanded its line of James Valentine "Valentine" Signature Series guitars with three colors and a tremolo option. The colors include Saturn Gold, Husker Red and Toluca Lake Blue.

The "Valentine" guitar features a slab ash

body; 25½-inch scale; oil- and wax-rubbed roasted maple neck with 10-inch-radius maple fingerboard; 22 stainless-steel frets; and Schaller locking tuners.

MSRP: \$2,199.

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

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## LECTRICare Preserves Electronics

Sound Synergies' LECTRICare stops unwanted noise instantly while also protecting sound gear over time.

The formula offers advanced conditioning and maintenance care for most electronic gear — including amps, effects, processors, mixing consoles, pedals, jacks and cables.

LECTRICare makes performing routine sound system maintenance easier and effective. A single application flushes away condensation and moisture and lifts away dust and grime, conditioning all metal surfaces to provide a clean, dry operating environment.

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



## RCF Expands NX Series Cabinets

RCF has introduced NX series active two-way sound reinforcement cabinets.

Conceived as a complement to such RCF high-powered systems as the HDL System or the NXL arrays, the NX cabinets feature much of the power and accessories of the TT+ series, including the rigging points and the FIRPHASE technology in a durable cabinet design made for everyday use.

Built as one of the most flexible speakers for deploying performance-quality sound, the cabinets are multi-function, multi-ply birch wood with pole-mount cup for either standalone use or coupled with a subwoofer, along with built-in rigging points for installation use.

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



## L-Acoustics, DiGiCo Team Up

L-Acoustics' L-ISA Source Control functionality is now integrated into DiGiCo's SD range of mixing consoles, adding L-ISA's object-based mixing technology to the console's control surface.

For L-ISA Live applications, the integration of L-ISA Source Control into the DiGiCo SD-Series means that sound engineers can use a familiar workflow on a DiGiCo console to manage immersive environments easily and intuitively.

🛒 L-Acoustics, DiGiCo ([l-acoustics.com](http://l-acoustics.com); [digico.biz](http://digico.biz))



## Orange Crush Mini Amplifies on the Go

Orange Amplification has launched the Crush Mini. The battery-saving mini-combo's features and all-analog approach to tone make it suitable for the on-the-go use.

The gain, shape and volume controls can be used to push the gain stage and create "real" sounding crunch and high gain, while the shape control lets users sculpt thick mids through to scooped metal tones.

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

# Rack, Stack, & Roll.

Our redesigned rolling rack cases feature our new one-touch pull handle and back lid mounted wheels for easy transport, as well as updated exteriors that easily stack with our existing standard and shallow racks. Featuring rugged roto-molded construction and new tactical-style butterfly latches, these racks are available in 4U, 6U and 8U configurations.

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# AMP WALL



## Phil Jones Bass Has the Pulse

Phil Jones Bass/Pure Sound (PJB) has released the BP-400 Bass Pulse Amplifier and CAB 47 speaker cabinets.

These models are engineered in light-weight and space-saving designs with maximum articulated low end.

The BP-400 matched with two CAB 47 cabinets delivers 350 watts and is the ideal complement for the gigging musician — performing in any size venue that's looking for extra punch and low-end power. The CAB 47s are equipped with 4- by 7-inch proprietary PJB woofers and 2-inch tweeter specially designed and manufactured exclusively by PJB.

Phil Jones Bass/Pure Sound ([pjbworld.com](http://pjbworld.com))



## Fender Junior Modifies Volume

Fender's 15-watt Pro Junior IV adds a modified volume circuit and a classic tweed appearance to this amplifier.

It includes a 10-inch Jensen P10R speaker for tight, well-balanced output with plenty of high-end sparkle. The modified volume circuit breaks up more

gradually, allowing precise gain adjustment to make tones that range from immaculately clean to devilishly mean, and offering tighter bass with improved definition when over-driven. The stage-ready amp is reliable, flexible and pedal-friendly.

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



## Marshall Goes Back to Basics with Brand Overhaul

Marshall has refreshed its brand identity and global website, [marshall.com](http://marshall.com).

"Creating a marketing strategy for Marshall practically wrote itself — do what [founder] Jim [Marshall] did in the

beginning," said Alex Coombes, Marshall's marketing director. "We've listened to the next generation of players and are tackling the challenges they face. With our heritage, we feel that we've got the

experience and credentials to help inspire and nurture creative expression. It's a very exciting time, and today is just the tip of the iceberg for what we have planned."

Marshall ([marshall.com](http://marshall.com))

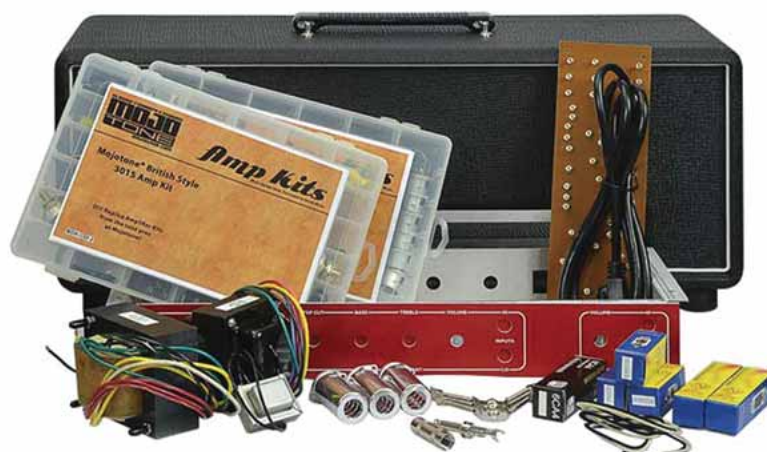
## Orange Rocks

Orange Amplification has introduced the Rocker 15 Terror, the head-only version of the Rocker 15 Combo.

The Rocker 15 Terror is the result of a blend of technology and styling from the Rocker 15 Combo and the Terror range of amps. Designed to be versatile, with a straightforward, player-friendly layout, the Rocker 15 is an amplifier comfortable on the stage, in the studio or in the bedroom.

It has a potent delivery that takes full advantage of its EL84 output section. Even when scaling back the power, the amp's tone stays fat and full, oozing warm valve compression and saturation without disturbing the neighbors.

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



## Mojotone Amp Salutes the Stars

Mojotone has introduced the latest addition to its assortment of tube amp kits.

The NC 30/15 is inspired by some of history's most iconic British amps. Based on a familiar Class-A EL84 platform, this amp delivers tones that salute some of the greatest guitarists of all time. Whether users are looking for the shimmering highs of The Beatles' George Harrison or Queen's Brian May or the vintage crunch of The Kinks, the NC30/15 will deliver.

The NC30/15 STD Amp Kit is available as head or a combo and includes everything needed to build an amp. The amps are made of components including TAD, Sprague and Mojo Dijon capacitors, carbon comp resistors, JJ/ EH tubes and a vintage-style turret board. Also included in the kit are American-made Heyboer transformers, American-made aluminum chassis and Mojo-made faceplates.

Mojotone ([mojotone.com](http://mojotone.com))



## Vox MV50s Pack in Power

Vox has introduced the MV50 High Gain and MV50 Boutique.

Like the Clean, AC and Rock versions, the High Gain and Boutique amps offer 50 watts of power and feature Korg's Nutube technology, all while weighing in at just over a pound.

The MV50 High Gain mimics the sound of increasing the input gain, which is what provides the distortion tone that high-gain fans crave.

This model contains a mid-switch control, providing a versatile expressive range that extends from an edgy sound, ideal for riffing, to a low, rich sound that's suitable for lead.

Comparatively, the MV50 Boutique provides a clean and harmonic richness, as well as blooming sound distinctive to a traditional vacuum tube amp.

"The outpouring of compliments and positive feedback about the MV50 series this year has been incredible," said Corey Witt, Korg USA's product marketing manager. "Watching an artist or reviewer unpack one of these for the first time and comment on the size, only to be blown away by its power says everything you need to know about this product."

Vox Amplification ([voxamps.com](http://voxamps.com))



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## REAL WORLD

### Opera House Installs Allen & Heath



As part of an audio upgrade, the historic Thomaston Opera House in Thomaston, Connecticut, recently added an Allen & Heath dLive S Class digital mixing system with an S5000 Surface, DM48 MixRack and DX32 Expander.

The Opera House's audio system was designed and installed by DNR Laboratories of Watertown, Connecticut. DNR's Ian Jones recommended the dLive and mixes many performances at the Opera House.

### Tim Commerford Chooses Ampeg

Known for his work with Rage Against the Machine, Audioslave and Prophets of Rage, bassist Tim Commerford sticks with Ampeg.

"I've always used an Ampeg SVT head, and I've always been a multiple amp kind of guy in that I have one amp that is on all the time and one that I turn on when I want to make the sound different," Commerford said. "In Rage, I used two Ampeg SVT-2PRO heads and two Ampeg 8x10 cabinets."



### Entertainment Complex Adds Ashly



Sonny's Place of Somers, Connecticut, is a family fun destination with go-karts, mini golf, an arcade and more.

Sonny's Place again hired ALSS from Manchester, Connecticut, for its latest expansion, adding Ashly processing and Ashly's custom iPad interface. ALSS installed an Ashly ne24.24M Protea matrix processor to handle all of the input signal processing, routing, logic, and loudspeaker EQ, delays and more.

### Wild Adriatic Uses Bose F1 Model 812

Wild Adriatic has been touring with the Bose F1 Model 812 Flexible Array system.

"There's no such thing as downtime, thanks to the Bose F1," said Mateo Vosganian, Wild Adriatic's drummer and manager. "Most of the venues we're playing in around the world have their own production, which lets us tour lighter and more cost-effectively. With the Bose F1, we can make almost any kind of space work as a concert space."



### PreSonus Mixes at New Hope Church



New Hope Presbyterian Church's management installed PreSonus equipment — a StudioLive 32.4.2AI digital mixing console and two WorxAudio X3 compact all-in-one line array enclosures.

Creative Sound and Lighting Solutions of Cape Coral, Florida, an AV installation company that services the house of worship, education, entertainment park and performance hall markets, was contracted to design and deploy the sound reinforcement system.

### Chad Smith celebrates 25 years with Vater

Chad Smith is celebrating 25 years as a Vater Percussion endorser.

"My own rule has always been that I would never endorse any product that I wouldn't buy myself," he said. "That's exactly how I ended up with Vater in 1992. I checked out their sticks, got used to them, and then began what would become a now 25-year relationship with the company. Their quality control is great, the sticks always feel good and each pair is consistent."







## Vintage Offers Line of 5-string Basses

Vintage Guitars has released the VJ75 bass, a five-string option to the VJ74. The VJ75 features the same specifications, including Wilkinson Varigauss Pickups, to provide more warmth to the higher strings and more focus and brightness for the lower strings.

With a maple neck and fingerboard with chunky black block inlays, the VJ75 offers the player tonal variations and playability. The guitar is available in Natural Ash, Gloss Black and Sunset Sunburst.

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

## GHS Strings Updates Pedal Steel

GHS Strings has updated Pedal Steel string sets.

The revised string sets are supplied in GHS' Nitro-Pack airtight packaging, which carries the "Anti-Corrosion Guarantee." If you ever open a pack of strings and find one oxidized or corroded, GHS will replace them free of charge.

The GHS Pedal Steel string sets retain all the same great tone and longevity across the range, now combined with more modern tuning.

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



## Expand Your Tonal Palette

Railhammer Reeves Gabrels Pickups are the result of a collaboration between American guitarist Reeves Gabrels and Railhammer. Each pickup's alnico 5 magnet gives it a warm and lightly compressed sound. The bridge pickup has an overwound coil for extra sustain, massive tone and a slight "cocked wah pedal" feel. The neck pickup has a broad tonal palette that complements the bridge pickup, with a warm and open tone like an intensified vintage PAF. Either one can easily be paired with any Railhammer in the line.

Rails are under the wound strings, and poles under the plain strings for tighter lows, fatter highs and tonal balance. Clarity is increased, but the tone is never sterile.

🛒 [Railhammer \(railhammer.com\)](http://Railhammer.com)

## Warwick Extends Idolmaker Body Shape to Bass

Following the release of the Framus Idolmaker guitar, Warwick has extended the body shape into the company's line of electric basses.

The Warwick Idolmaker Bass was originally developed by Framus artists Stevie Salas and Phil X. It features a mahogany body with a Wenge neck and Wenge fretboard. The bass features two humbuckers.

Shavo Odadjian of System of a Down will be among the first artists to use the bass in live performance.

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

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## Yamaha CSFs Get Facelift

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

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

The CSF1 has a solid Sitka spruce top mated to laminated mahogany back and sides, nato neck, blackwood fingerboard and bridge, abalone rosette and the original Yamaha SRT Zero Impact passive pick-up system.

The CSF3 matches the features of the CSF1 and adds a solid mahogany back and sides and mahogany body binding. Both models come in a natural gloss finish.

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

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

## Córdoba Expands Beginner Nylon String Line with C1M

Córdoba has expanded its entry-level nylon string guitars with the C1M.

The C1M adds a durable matte finish option to the already popular C1 (gloss) and is available in full,  $\frac{3}{4}$ ,  $\frac{1}{2}$  and  $\frac{1}{4}$  sizes. These guitars feature a spruce top with mahogany back and sides and are ideal for the student and school market. The C1M includes many desirable traditional design elements such as gold tuning machines, rosewood fingerboard and bridge, natural wood inlaid rosette and premium Savarez strings.

A two-way adjustable truss rod lets teachers customize the playability of each guitar for their students and provides stability

for unpredictable classroom conditions. Córdoba is committed to building guitars that enrich and enhance young students' learning experiences.

 [Córdoba Guitars \(cordobaguitars.com\)](http://CordobaGuitars.com)



## Pearl Boosts Pedal Offerings with P920, P922

Pearl has added the P920 and P922 to its pedal lineup. The P920 and P922 boast a newer, smoother streamlined single-chain drive, which offers a new level of speed for chain-driven pedals.

Additionally, the P920 and P922 comes standard with duo-beater, Pearl's patented PowerShifter function and is available as both single and double models.

"Pearl's newest P920 pedal is a step ahead of the game for pedals at this price point," said Kevin Packard, Pearl's combo marketing manager. "As an active drummer, it's important to have gear that meets your expectations and for the price, this pedal does exactly that. It's a no-frills, workhorse of a pedal and it fits nearly any budget."

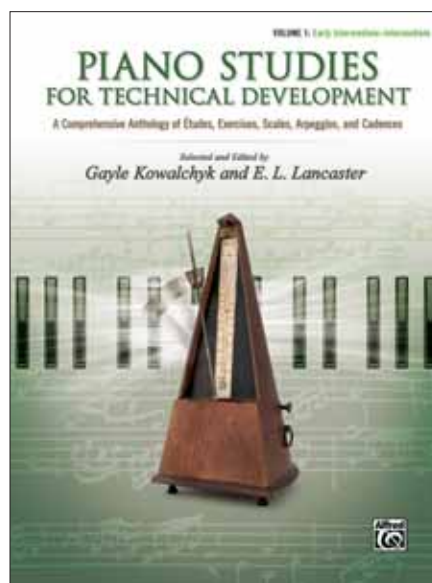
 [Pearl Drums \(pearldrums.com\)](http://PearlDrums.com)

## Alfred Releases Anthology of Piano Studies

Alfred Music has released "Piano Studies for Technical Development, Volume 1," a comprehensive anthology of études, exercises, scales, arpeggios and cadences.

The book is designed for pianists moving into early intermediate to intermediate levels of study. Made up of three sections, the first section includes études for the development of specific skills. The second section features selected Hanon exercises. Reference pages for scales, arpeggios and cadences make up the final section.

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



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## Emulator 2 Software Pricing Problem Solved

Touch Innovations has brought back single-license purchase pricing for Emulator 2, its customizable multi-touch controller software for any MIDI application.

Not to be confused with E-mu Systems' second '80s-era hardware sampler, Touch Innovations' Emulator 2 no longer holds its users to the unpopular subscription pricing model, making it possible for them to create their dream MIDI controller by bringing about a multi-touch experience with everything available at their fingertips.

Emulator 2 places the software and any touch controller on the same interface



using Touch Innovations' patented technology to enable and merge the native interface of any software with the touch controller. By creating "holes," it lets users port and stream certain elements of the underlying software that they can then resize and move.

MSRP: \$59.

[Touch Innovations \(touchinnovations.com\)](http://touchinnovations.com)

## Hear Technologies Switch Back M8RX Boasts 2-in-1 Capability

Hear Technologies has added the Switch Back M8RX. The tool is two products in one — a personal interface to be used for live sound or recording and a multi-channel headphone monitoring system. This gives the player the ability to play live, record or monitor their mix all in one single tool.

Compact in size to fit any situation, the M8RX gives users the option to use it in multiple ways. It has a total of eight channels of audio mixing — two studio-quality microphone pre-amps, two channel line-inputs and four Dante network audio inputs/outputs.

M8RX's two mic pre-amps have a distortion spec below 0.001 percent along with

zero-latency analog mixing and monitoring of the four analog inputs. With Ethernet capability becoming standard in most pro audio gear today, M8RX includes a total of four channels of Dante network audio inputs/outputs.

[Hear Technologies \(hearttechnologies.com\)](http://hearttechnologies.com)



## MC7.1 Joins Drawmer Line

TransAudio Group has introduced the Drawmer MC7.1.

The MC7.1 joins Drawmer's comprehensive line of monitor controller and adds well-thought-out surround sound interconnectivity and functionality that make it easy to mix for (and between) 7.1, 5.1, stereo, mono or any other multi-channel format.

The all-analog Drawmer MC7.1 has two sets of balanced 7.1 inputs, a 7.1 through, a balanced stereo input and a front panel aux input. Intuitive controls let users direct any surround sound channels to the surround LR or stereo mains.

MSRP: \$1,599.

[TransAudio Group \(transaudiogroup.com\)](http://transaudiogroup.com)



## Focusrite Adds Interfaces to Clarett Line

Focusrite has introduced a range of studio-quality USB audio interfaces under the Clarett line. The Clarett USB series features three interfaces: Clarett 2Pre USB, Clarett 4Pre USB and Clarett 8Pre USB.

The low noise, low distortion range of Clarett can now be experienced with any Mac or PC supporting USB 2.0 and above. The included standard USB and USB Type-C cables connect to Mac or PC, enabling users to record with super-low latency through amp simulators and effects plug-ins.

[Focusrite \(focusrite.com\)](http://focusrite.com)

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

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## Zoom Honors Sound Designer

Zoom will be awarding Emmy-winning sound designer Paula Fairfield with a Creator of the Year award for her dedication to the sound design industry and great work with the Zoom team.

Fairfield is the resident sound designer for HBO's hit "Game of Thrones" and has titles like "The Strain," "The Mist" and Darren Aronofsky's "Mother!" to her credit. She is a long-time user of Zoom products and, over the last two years, has contributed her passion and talents to the Zoom team.

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



## RCF Rolls out E Series Consoles

RCF's has released the E Series of analog mixing desks. The E Series features specifically designed mix pre-amps, dynamic compressors on mic input channels, semi-parametric four-band EQ with a superior degree of control for this class of compact mixers, stereo USB port for recording or playback, USB power port to feed external devices, foot switch input to control effects, long-throw faders and onboard Z.Core DSP effects.



All consoles feature the newly designed 32-bit floating-point Z.Core DSP effects engine offering 80 pre-defined presets — 40 reverbs, 20 delays and 20 modulation effects — with two responsive parameters that can be freely modified to suit the needs of the mix. In addition, a bank of 20 user presets is available with immediate shortcut recall positions.

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



## PMC Gives Retailer Awards to SX Pro Audio, Studiocare

U.K. loudspeaker manufacturer PMC has awarded SX Pro Audio and Studiocare with its annual Retailer Awards, which recognize companies that have made a substantial effort throughout the year, both with PMC products and businesses in general.

"The SX Pro Audio team step up their

performance year on year, and once again they have excelled themselves," said Ian Downs, PMC's Professional Audio and CI sales manager. "The retailer's constant commitment to clients and to the PMC brand is second to none."

**PMC** ([pmc-speakers.com](http://pmc-speakers.com))

## Radial Helps Run Backing Tracks

Radial Engineering has released the Backtrack, a compact stereo audio switcher that is ideal for bands running redundant backing tracks on stage or for switching between any stereo audio sources.

Connecting playback devices to the Backtrack is easy via either dual ¼-inch TRS or 3½-millimeter stereo inputs. XLR outputs feed the P.A. system and feature a ground lift switch and transformer isolation to prevent buzz and hum from ground loops. Quarter-inch TRS monitor outputs are provided for powered speakers on stage.

Once connected, an A/B switch selects between inputs so the backup source can be quickly activated should the primary playback system fail. A JR-2 remote can also be connected to the Backtrack to change the

inputs remotely.

When cueing up tracks for playback, a mute switch cuts the feed to the main and monitor outputs, letting tracks be silently monitored using a dedicated headphone output.

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



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## HK Audio Introduces PA for Mobile DJs

HK Audio has unveiled Lucas 2K, a compact P.A. optimized for mobile DJs.

Designed, engineered and built in Germany, Lucas 2K features premium-quality components, a newly developed 2,000-watt power amplifier and advanced DSP technology. Lucas 2K's filters ensure it works equally well with all kinds of signal sources, and the systems can easily be scaled up when even more bass is required using the HK Audio Linear Sub 1500 A (Lucas 2K15) and Linear Sub 1800 A (Lucas 2K18) subwoofers.

Practical features like HK Audio's MultiGrip recessed handles and M20 speaker pole mounts make handling the Lucas 2K simple and convenient.

[HK Audio \(hkaudio.com\)](http://hkaudio.com)



## Gig Gear Adds Two Hand Touch Harness for iPad Mixing

Gig Gear has introduced the Two Hand Touch Harness, a wearable iPad and tablet case that is secured to the chest via a flexible harness, leaving both hands available to interface with remote mixing and other apps necessary during live production.

Two models are available: the Two Hand Touch 9 and the Two Hand Touch 12, which are designed to fit the standard iPad 9.7-inch size and the iPad Pro 12.9-inch size, respectively.

With multiple elastic bands in different

configurations included on the inside of the case, tablets and phones of all sizes can easily be secured as well.

When not in use, the case flattens up against the harness and can be secured out of the way. On the front of the case are pockets and pouches that can hold multiple accessories and tools including, pens, a dB meter, microphones (both handheld and measurement), gaffers tape, cables, radios, picks, drum keys, wrenches, allen keys and more.

[Gig Gear \(gig-gear.com\)](http://gig-gear.com)



## Epifani Booth Supports Performance

Look for change at the Epifani booth this year. The boutique bass amp designer is focusing on supporting some of its premiere partners and players rather than simply displaying product.

Attendees can see and hear Epifani's Tour cabinets and Piccolo amps put to the test in live playing situations.

Epifani will show off its latest line of bass cabinets and amplifiers along with top bass brands including Fodera, Ken Smith and Modulus.

Epifani will also be on hand to support performances by two Epifani artists: Reggie Young and Kevin "KJ" Jacoby.

[Epifani \(epifani.com\)](http://epifani.com)

## D&A Guitar Gear Debuts Leather Valencia Straps

D&A Guitar Gear has introduced Valencia, a line of premium guitar and bass straps.

With seven color and finish options, Valencia straps feature hand-picked, hand-cut and hand-made quality quilted leather from Spain.

The 2¾-inch strap width for solid instruments supports the player experience and delivers 100 percent Viscose that resists moisture and provides conformability to the player.

[D&A Guitar Gear \(dnaguitargear.com\)](http://dnaguitargear.com)



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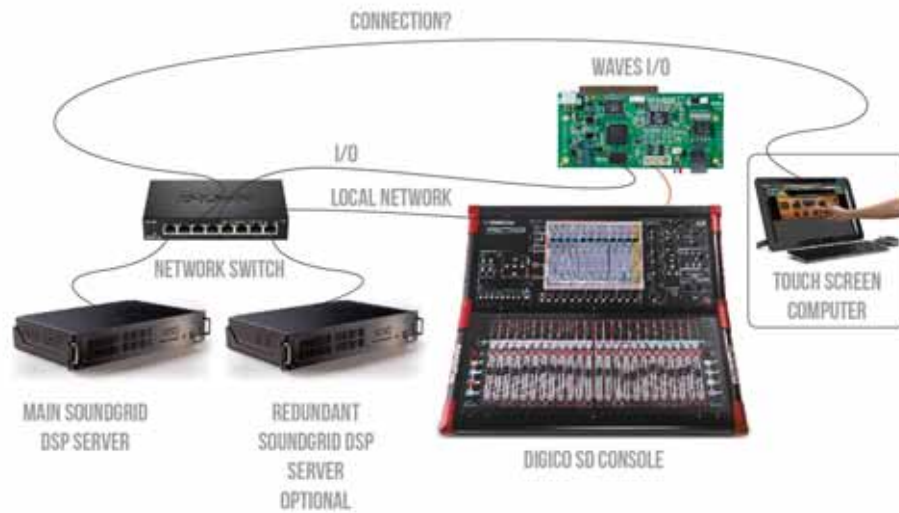
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[www.digitalaudio.com](http://www.digitalaudio.com)  
[www.lachapellaudio.com](http://www.lachapellaudio.com)



## DiGiCo, Waves Get Integrated

DiGiCo and Waves have announced a method of integration that lets users maximize the potential for additional features on both the Waves and SD platforms.

DiGiCo SD consoles will be able to integrate with a Waves MultiRack system running on an external PC while maintaining a high level of integration. The integration will allow the use of Waves latest and most advanced plug-ins to expand the engineer's sonic options. Further enhanced control implementation is being planned.

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



## Paramore's York, Hagstrom Partner

Hagstrom has introduced the Artist Project Series, designed in collaboration with Justin York of Paramore.

York's Viking Gold Top starts with Hagstrom's Viking semi-hollow platform, to which a classic vintage-style gold finish is applied. It features a "Ultra-Thin" 17-millimeter neck profile.

The guitar is topped with vintage-style "witch hat" knobs, Hagstrom's Custom 58 humbucking pickup in the bridge and its HJ-50 humbucker in the neck position. Individual coil-split is available via push/pull tone controls. A bass-cut control on each of the tone controls provides additional tonal options for each pickup.

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

## ART Adds Dual Limiter Two-channel Compressor

Applied Research and Technology (ART), a division of Yorkville Sound, has released the ART Dual Limiter, a two-channel compressor using a pulse wave modulator circuit design.

The Art Dual Limiter features a classic design in which a PWM is employed for the gain control, providing clean quiet gain while maintaining transparency. ART has been known for its tube-based optical compressors for more than 25 years. Developed in partnership with studio and live-sound engineers, the Dual Limiter offers a time tested solid state audio circuit with all of the con-

trols that are sought by professionals.

The Dual Limiter has two channels of dynamic audio processing paired with a five-segment LED array to clearly show the amount of gain reduction. It has selectable stereo linking of channel controls with XLR and 1/4-inch inputs and outputs as well as variable attack and release controls.

The Dual Limiter is housed in a standard 1u space rack-mountable steel chassis and is built with high-quality components, designed for years of reliable operation in the studio, production facility or on the road.

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

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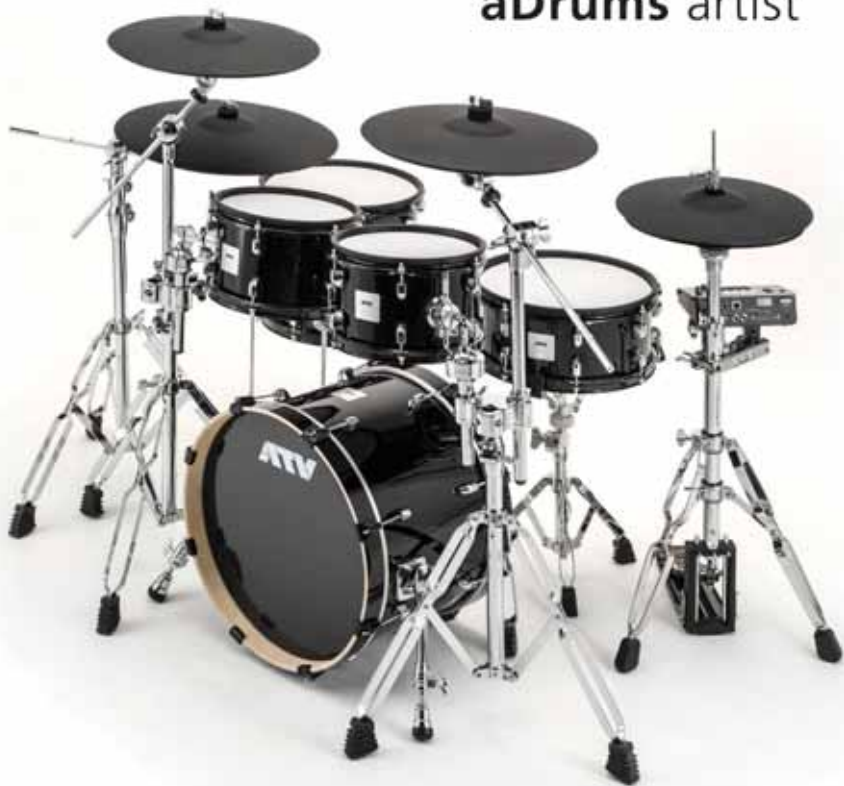
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## Ernie Ball Adds Line of Cables

Ernie Ball has introduced a line of high-quality instrument, microphone, patch and speaker cables that are ultra-durable and include a 99.95-percent oxygen-free copper conductor. The cables are dual-shielded for durability and low noise, and come with a limited lifetime warranty.

The instrument cables feature a high-quality design made with superior components that are built to last, delivering reliably clear tone with crisp highs, tight mids and rich harmonics. Multiple shielding materials preserve the signal with low handling noise, and the PVC exterior or wide selection of braided jacket exteriors provides a long-lasting, tangle-resistant experience.

Ernie Ball speaker cables feature dual stranded 16-gauge conductors, delivering a

clear signal, and the durable PVC jacket exterior ensures long-lasting performance.

Ernie Ball microphone cables feature dual conductors, delivering a reliably clear signal and natural frequency response. Multiple shielding materials preserve the signal with low handling noise, and the PVC jacket exterior ensures long-lasting performance.

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



## American Recorder Introduces LED Signage for Retailer Lesson Programs

American Recorder Technologies has added a line of LED signs tailored for music retail stores as well as recording customers.

The signs are a great way to brighten up



the music lesson space while informing customers that music lessons are currently in progress.

For music store customers, including home recorders, the LED signs are also available with classic recording studio messages, including "Recording" and "On Air."

These signs are easy to install and include a 25-foot extension cable, power supply and mounting hardware. An additional flash module is also available. The lights offer up to 50,000 hours of life.

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

## Auralex Offers SonoLite SonoKits

Auralex Acoustics has introduced SonoLite SonoKits, affordable wall-mounted acoustic absorption panel packages.

SonoKits let users reduce unwanted acoustical reflections and tame chaotic reverberations in professional and residential settings.

Modeled after the Auralex Studiofoam Roominator Kits, SonoLite SonoKits are convenient and modular configurations of Auralex's SonoLite Panels and SonoLite Bass Traps. SonoLite panels are fabric-wrapped Studiofoam acoustical absorption panels that provide excellent broadband frequency control, with a stylish velour fabric covering. SonoLite SonoKits are cost-effective and an excellent choice for residential applications such as home studios and home theaters.

The SonoLite panel can be used for wall or ceiling applications, and the Bass Trap

panel can be installed in either vertical or horizontal orientations where walls and ceilings meet.

Auralex Studiofoam is used as a core material in all SonoLite panels and Bass Traps to maximize absorption performance.

EZ-Stick Pro mounting tabs are included with the kits.

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



## Deering Banjo, ArtistWorks Partner to Teach Banjo

Deering Banjo Company and ArtistWorks have partnered up to make learning the banjo easier with the "Banjo Player's Pathway."

Visitors to the website will have free access to numerous video lessons hosted by five-string banjo pioneer and acclaimed teacher Tony Trischka. These video lessons have been made exclusively for the Banjo Player's Pathway platform by ArtistWorks. They will take the beginner and intermediate five-string banjo player through specific

playing points and inspire them to continue their journey with the banjo.

"I'm thrilled, to say the least, that two of my favorite outfits, Deering Banjos and ArtistWorks, are joining forces to bring the joy of the banjo to more and more people," Trischka said. "Having just filmed a batch of custom new lessons at ArtistWorks, I'm excited that Deering will be presenting them as the first step on the pathway to learning banjo."

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





## BAE Saves Space with R53

BAE Audio has rolled out its R53 three-slot horizontal 500 series rack with linking. The 1RU rack provides an efficient way to integrate three of a user's favorite lunchbox signal processors into their recording or live system.

The layout and integrated linking is also ideal for combining a pre-amp, EQ and compressor into a custom channel strip.

The R53 accommodates any three 500

series units in a single rack space thanks to its horizontal configuration. The rack eliminates studio clutter with its built-in power supply for reliability. Switchable linking on the front of the unit lets users pass signals from one slot to the next and cascade a pre-amp into an EQ and then into a compressor without patching or integrate other sound-shaping tools into a cohesive signal path.

🛒 [BAE Audio \(baeaudio.com\)](http://baeaudio.com)



## DiGiCo Takes it to 32

DiGiCo has released the 32-bit John Stadius Mic Pre-amp. Stadius and his team have been designing pre-amps for over 40 years. This improvement in converter technology has let them develop a pre-amp with audio qualities that they aspire to achieve.

Delivering significant audible improvements and transparency, the SD Mic Pre-amp card includes a fully differential audio path from input to converter, twin 32-bit

ADC conversion per channel and a quick conversion time of 73uS. Providing dynamic punch and increased audio depth, the card features a dynamic range of 123dB A and a low noise of 128 dB EIN.

Offering eight channels, the pre-amp boasts maximum transparency and clarity of audio as well as a class-leading frequency response.

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

## FabFilter Updates Pro-L 2 Plug-in with 'Best for All' Algorithm

FabFilter's FabFilter Pro-L 2 is an update to the Pro-L limiter plug-in. With four limiting algorithms, a true peak limiting mode, extensive standards-compliant loudness metering, surround support and many additional features, Pro-L 2 improves on its predecessor while staying true to the original vision of simplicity and effectiveness.

FabFilter Pro-L 2 introduces four new limiting algorithms. Modern is the new "best for all" algorithm that produces better results than the Transparent and Allround algorithms from version 1. Aggressive is ideal for maximum loudness — well suited for EDM or rock music. Bus has been designed specifically for drums and limiting of individu-

al tracks, while Safe's goal is not maximum loudness, but to avoid distortion at all times.

Complete support for surround audio with flexible channel linking makes FabFilter Pro-L 2 versatile in multi-channel scenarios.

🛒 [FabFilter \(fabfilter.com\)](http://fabfilter.com)



## Sonnet Launches Portable External GPU Devices

Sonnet Technologies has introduced the latest paradigm in Thunderbolt-connected external GPU devices with the eGFX Breakaway Puck, a portable, all-in-one eGPU for Thunderbolt 3 computers.

The eGFX Breakaway Puck delivers accelerated graphics and provides multi-display connectivity leveraging AMD's Eyefinity technology. With a Puck connected, a user's computer can deliver accelerated frame rates in graphics-intensive games, and boosted GPU acceleration for pro-video applications

any time and anywhere it's needed.

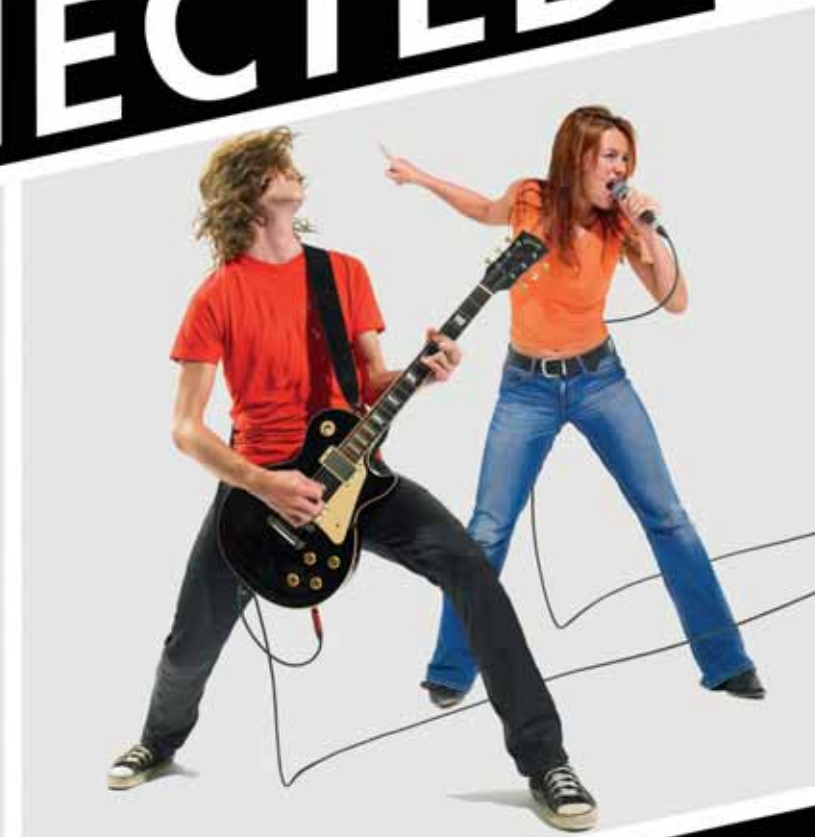
Sonnet offers two Puck models: the eGFX Breakaway Puck Radeon RX 560 and eGFX Breakaway Puck Radeon RX 570 — enabling users to select the device best suited for their needs. Each Puck model measures 6 inches wide by 5.1 inches deep by 2 inches tall and features one Thunderbolt 3 port, three DisplayPort ports and one HDMI port. Both Pucks support up to four 4K displays in multimonitor mode.

🛒 [Sonnet \(sonnettech.com\)](http://sonnettech.com)

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and our Grand Prize - a Gibson Les Paul Studio guitar

# NEUTRIK





## Roland Updates Amps

Roland has updated the KC series, its lineup of stage amplifiers for performing keyboardists. The six KC models offer updated looks and enhanced features.

The KC amps feature wide-range sound reproduction with two-way speaker systems and Roland's patented twin bass-reflex design for extended low-frequency response without distortion. This makes them ideal for accurately reproducing the full frequency range of all types of keyboards,

including 88-note stage pianos, organs and synthesizers.

All the updated KC models are equipped with better speakers for improved sound quality, and the monaural models feature redesigned power amp and power supply sections for increased output power and stability. In addition, the input and output jacks have been changed from plastic to metal for increased durability.

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

## Ibanez Innovates with Exotic Wood AEWC Acoustic Guitar

Ibanez has long been researching, developing and striving for the highest levels of guitar playability. Now, Ibanez offers the next step forward in that process with the AEWC acoustic guitar.

The AEWC series was created with the electric guitarist in mind. Employing some unique design features, the AEWC utilizes next-level contouring in the front and back of the body to maximize ergonomics and comfort.

The special contouring and design elements make this guitar suited for the electric guitarist looking to feel right at home on an acoustic.

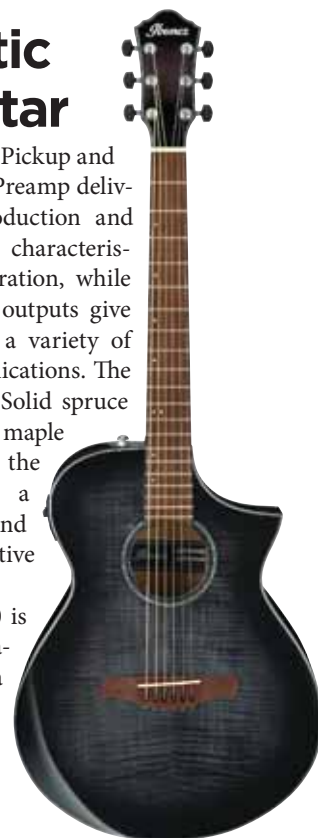
Engineered by Ibanez, the AEWC's "Special Cutaway" is designed to offer extreme and unfettered access to higher fret positions. The asymmetric neck delivers enhanced comfort and playability while maximizing access to the bass side of the fingerboard, allowing for comfortable fret-

ting. The Fishman Pickup and Ibanez AEQ-SP2 Preamp deliver excellent reproduction and control of tonal characteristics and easy operation, while ¼-inch and XLR outputs give users options for a variety of direct plug-in applications. The combination of a Solid spruce top and flamed maple back-and-sides on the AEWC300 create a rich acoustic sound and offer attractive aesthetics.

The AEWC400 is similar in specifications but utilizes a Flame Maple top, back and sides.

MSRP: \$749.99.

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



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## MASTERS OF THE MANDOLIN



## Hal Leonard Masters Mandolin with Bluegrass Hits Songbook

Hal Leonard has announced a major mandolin collection. "Masters of the Mandolin," featuring 130 mandolin solos, is a resource for fans of bluegrass music.

Each song excerpt has been transcribed note-for-note from its original recording, so players can study and learn these solos by some of the instrument's finest pickers.

"Masters of the Mandolin" was inspired by an old bootlegged book of mandolin transcriptions that was hard to find and that paid no licenses or royalties to the composers involved. Author Fred Sokolow sought to

create an improved version of the book featuring authentic note-for-note transcriptions that have been legally licensed so the masters behind the music get the royalties they deserve.

"Masters of the Mandolin" also includes songs from several important players that were not included in the original bootlegged book, such as Jesse McReynolds, John Duffey, Roland White and Frank Wakefield as well as Chris Thile, who rose to fame after the original book's release.

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

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[www.mi-si.com](http://www.mi-si.com)



## Levy's Smells the Flowers with Magnolia Guitar Strap

Levy's Leathers has added the Utopia Magnolia guitar strap (MS317EM).

"Inspired by the beautiful magnolia flower, I wanted to design a more gentle and feminine counterpart to the wild rose," said

Danica Levy of Levy's Leathers. "The pinks, purples and greens in the magnolia accomplish this. I think this is our most feminine and pretty strap in the 2018 collection."

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

## Up Your Performance Game with Korg

Korg's Volca Mix is a four-channel analog performance mixer for the growing Volca line. Equipped with two mono and two stereo input channels, low/high-cut filter per-channel and an analog stereo expander and compression, this mixer will take performances to a new level, while retaining a compact, portable footprint.

In addition to the four-channel mixer, the Volca is equipped with master effects powered by an all-analog circuitry. New to the line is a specialized "sync out" jack that acts as a master clock, letting the user connect the Volca mix to a variety of Korg gear, thus creating the ability to simultaneously start and stop sequences on multiple synch units.

Volca mix adheres to the internal footprint and is the same size of its predecessors, making it an ideal piece to complete any Volca rig. The addition also allows for connection to more than just Korg's Volca line, letting users mix and match all sorts of gear.

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



## Rhythm Tech Cajon Gets Makeover

Rhythm Tech has revamped its Rhythm Tech Cajon — equipping it with enhanced bass response.

With a more robust build quality and materials, improved sound and ebony faceplate, the updated model outperforms last year's in every regard. The V snare wire provides controllable treble balance, and the playing surface and side panels are designed to create a wide range of creative tones for players in all genres.

🛒 [Rhythm Tech \(rhythmtch.com\)](http://Rhythm Tech (rhythmtch.com))



## D'Addario's Playback Program Hits Milestone: 1M Recycled Strings

Playback, D'Addario's string recycling program, has announced its milestone of one million strings recycled.

Since its launch in 2016, Playback became the first-ever industry-wide instrument string recycling program, expanding on D'Addario's goals of creating positive social change, minimizing its carbon footprint and reinforcing its role as an environmental leader in the music industry. Teamed with the global recycling organization TerraCycle, the Playback program doubled in size in 2017, and D'Addario exceeded its cumulative goal

of one million strings in just 10 months for the year. Playback includes more than 400 retail recycling locations around the States.

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







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 on success, mistakes,  
 new releases & more  
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 NAMM's first female chair PAGE 48

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## Easily Transport Studio Monitors with Gator Cases Tote Bag

Gator has released a simple yet innovative solution for recording professionals and hobbyists: The Gator Cases Studio Monitor Tote Bag.

The bag allows for easy transport of Studio Monitors in the 5-inch driver range and fits a wide range of monitors. Some popular studio monitor models that fit in the Studio Monitor Tote Bag include the Mackie CR5BT, KRK Rok It 5 and the JBL LSR305.

The tote is constructed with water resistant rugged polyester. Equipped with a padded interior and soft lining, the tote protects monitors from scratches and minor impacts in transport.

The bag fits two studio monitors and features an adjustable padded interior divider.

A large exterior pocket provides room for necessities like XLR cables and power

cords. The Studio Monitor Tote is available now.

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



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[ATV \(atvcorporation.com\)](http://ATV.com)



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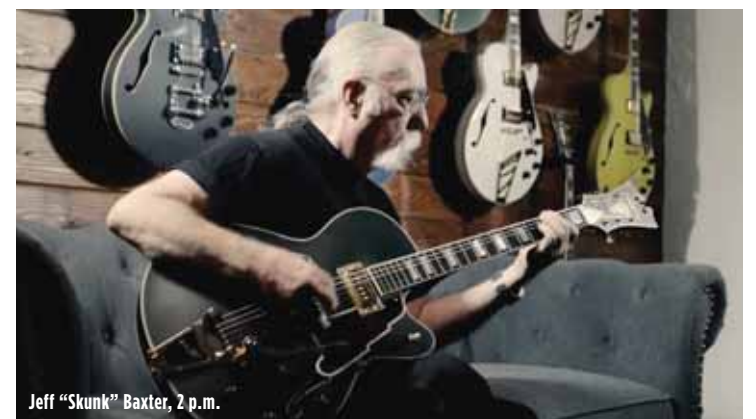
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# APPEARANCES

SATURDAY, JANUARY 27, 2018



## 10 A.M.

**LISA BELLA DONNA**  
EarthQuaker Devices  
Booth 4849

**10:15 A.M.**  
**MUSICOLOGY**  
Korg USA  
Booth 8802

**10:30 A.M.**  
**RACHEL JULIAN/ALEX STOPA**  
KHS America  
Booth 7820

**11 A.M.**  
**CY LEO**  
KHS America  
Booth 7820

**NICK SEMRAD**  
EarthQuaker Devices  
Booth 4849

**ISABELLA ABBONIZIO**  
Ramirez Guitars  
Booth 1803

**11:15 A.M.**  
**DOUG WIMBISH**  
Korg USA  
Booth 8802

**11:30 A.M.**  
**SHE-E WU**  
KHS America  
Booth 7820

**12 P.M.**  
**ADAM MILLER**  
D'Angelico Guitars  
Booth 212AB

## MARIACHI AMBIENTE

KHS America  
Booth 7820

**JOE LOVANO**  
(noon-3:00 P.M.)  
Dakota Saxophone  
Booth 8933

**1 P.M.**  
**GLENN HUGHES**  
Orange Amplification  
Booth 4644

**RICHARD FURCH**  
McDSP  
Booth 14904

**BILLY SHEEHAN**  
OMG Music  
Booth 4602

**CHUCK RAINEY**  
Synthax  
Booth 14701

**A MIRROR HOLLOW**  
Rock N Roll Industries  
Booth 6647

**HIGH SOUTH**  
KHS America  
Booth 7820

**JESSICA LYNN**  
D'Angelico Guitars  
Booth 212AB

**1:15 P.M.**  
**SAD GIRL**  
Korg USA  
Booth 8802

## 1:40 P.M.

**SALO LOYO**  
Yamaha  
Marriott Marquis Ballroom

**2 P.M.**  
**DOUG WIMBISH**  
OMG Music  
Booth 4602

**VOZ DE MANDO**  
KHS America  
Booth 7820

**SKUNK BAXTER  
& FABRIZIO SOTTI**  
D'Angelico Guitars  
Booth 212AB

**2:30 P.M.**  
**SHE-E WU**  
KHS America  
Booth 7820

**3 P.M.**  
**STEPHEN CARPENTER**  
Orange Amplification  
Booth 4644

**SEBASTIAN MORTON  
ROCASOUND**  
McDSP  
Booth 14904

**ERICK WALLS**  
D'Angelico Guitars  
Booth 212AB

**BRENDON SMALL**  
KHS America  
Booth 7820

## MADAME GANDHI

Keith McMillen Instruments  
Booth 18910

**CHE POPE**  
Universal Audio  
Booth 12302

**3:15 P.M.**  
**JORDAN RUDESS**  
Korg USA  
Booth 8802

**4 P.M.**  
**ISAIAH SHARKEY**  
D'Angelico Guitars  
Booth 212AB

**MOLLY FALCK  
& KEENA BATTI, HYP**  
Guild Guitars  
Booth 205AB

**ELLIS HALL,  
THE AMBASSADOR OF SOUL**  
Synthax  
Booth 14701

**ROCK THIS TOWN**  
Gig Gear  
Booth 11901

**4:15 P.M.**  
**BONES (UK)**  
Korg USA  
Booth 8802

**4:30 P.M.**  
**DOYLE WOLFGANG  
VON FRANKENSTEIN**  
Tascam  
Booth 18910

## DEVIN BILLS

Chesbro Music  
Booth 6402

**CHAKA BLACKMON**  
Sennheiser  
Booth No. 14110

**4:45 P.M.**  
**A.N.I.M.A.L.**  
Clear Tune Monitors  
Booth 16315

**5 P.M.**  
**KURT ROSENWINKEL**  
D'Angelico Guitars  
Booth 212AB

**TIM BERTSCH**  
Guild Guitars  
Booth 205AB

**THE PHARCYDE**  
Mackie  
Booth 201CD

**DAMIEN MCFLY**  
Cort Guitars  
Booth 5215

**FRANK GAMBALE**  
Parsek SRL  
Booth 5044

**RONNY NORTH**  
Viper Guitars  
Booth 3640

**5:15 P.M.**  
**TANK & THE BANGAS**  
Korg USA  
Booth 8802



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## AES@NAMM HIGHLIGHTS

All AES@NAMM sessions will be held at the NAMM U Education Center in the Hilton Anaheim. NAMM Show attendees are required to register and purchase the AES@NAMM Access Pass. For the complete schedule, go to [namm.org](http://namm.org).

### 9 A.M. QSC Live Mixing Academy: Mix It Right. Mix It Right Now! Robert Scovill Curt Taipale

Laguna B (Level 4)

Whether you're a seasoned, professional engineer or new to mixing, learn how TouchMix helps you get great results quickly and every time.

### Adamson S10 Line Array Fundamentals

Jeremiah Karni  
& Christopher Weatherford

Balboa C (Level 4)

A look at the development of Adamson technology, Culminating in the S-Series, systems overview and system design. Attendees are encouraged to bring a laptop with a mouse to follow along as we go through step by step how to design the best possible system to deploy in the hands-on session.

### 10 A.M. Mixing in the Box for Musicians

Juan de Dios Martin

Huntington A (Level 4)

Music mixing is sometimes seen more as a technical hurdle at the end of a project rather than the creative process it is. In this session, producer and engineer Juan de Dios Martín will share his approach to ITB mixing, focusing on ideas and strategies for musicians that work on their own productions.

### 'Where Did 0 db Go?' Gain Structure in Digital Audio

Robert Scovill

Capistrano AB (Level 4)

Today's digital consoles and processors present challenges for simultaneously optimizing gain structure for the event and for multi-track recording and virtual sound check. Join Robert Scovill for a best practices approach to achieving great sound quality from your console and processing through easy to apply gain structure concepts and techniques.

### 10:30 A.M. Bose Professional & EAW Line Array Setup

Bernie Broderick, Jeff Lange,  
Dave Salmon & Jonas Domkus

Lanai Deck (Level 5)

To complement their classroom session on system fundamentals, trainees will work to help assemble, test and gauge the performance of either the Bose ShowMatch DeltaQ compact line array system or the EAW Anna mid-sized Adaptive Technology system.

### 12 P.M. Studio Six Digital AudioTools Optimization Classroom

Andrew Smith

Balboa A (Level 4)

This class is a review of top modules in Studio Six Digital's "Audio Tools" iOS measurement software package.

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## ESTA HIGHLIGHTS

All ESTA sessions will be held at the NAMM U Education Center in the Hilton Anaheim on level 4. ESTA-curated Education Sessions are free to NAMM Show attendees but require registration. For the complete schedule, go to [namm.org](http://namm.org).

### 9 A.M. An Introduction to DMX512

Milton Davis

Salinas Room

After more than 30 years in existence, the industry-standard DMX512 lighting control protocol still offers challenges for users and designers. This course will dive deep into the history, technical background, application and standard practices needed to assemble a reliable DMX512 control network. Some of the topics to be covered include cabling, connectors, wiring topologies, end-of-line termination, addressing, and the architecture of the protocol itself. In addition, attention will be given to common myths about the protocol referencing the ANSI standard and ESTA's Recommended Practice for DMX512.

### OSHA 10: I.A.T.S.E. — Day 1

Joe Aldridge, Kent Jorgensen  
& Eddie Raymond

Monterey Room

The IATSE Craft Advancement Program and the IATSE Training Trust Fund have developed an OSHA 10

course for the Entertainment and Exhibition Industries. This course takes all mandatory and chosen elective subjects and applies these laws to the broader entertainment work place. This is a "must" for both crews and managers in the entertainment industry.

### Truss and Ground Support Systems for the Entertainment & Events Industries

Elmer Veith

Carmel Room

What do we mean when we talk about truss in our industry? How do we select the correct type of truss for our project, and what makes one design better than another for the project at hand? In the morning, we will work their way through the history and evolution of truss in the entertainment industry, discuss the different methods of using it — from a horizontal span supporting a lighting system up to large scale self-supporting outdoor structures, and learn how to read and use the information found in the manufacturer's engineering data and load tables.



### 11 A.M. Mysteries of Near Field Monitoring Exposed

**Carl Tatz**

**Laguna A (Level 4)**

Studio designer Carl Tatz provides explanations and unique solutions to popular problems that can make dramatic improvements to your monitoring system.

### 1 P.M. Studio Academy B: Professional Monitoring Loudspeakers with Genelec

**David Maclaughlin & Darren Rose**

**Palos Verdes B (Level 4)**

Genelec shows you how to optimize your room — and your monitors — to produce mixes that you can trust. Covering correct monitor setup, what problems to avoid, and how to use Genelec's SAM technology to tame your studio, we'll help you to deliver mixes that will really do your music justice.

### 2 P.M. Yamaha RIVAGE PM10: Plan for Productivity

**Chip Allen, John Mills & Chris Hinson**

**Oceanside (Level 4)**

Join Yamaha technical specialists with guest speaker John Mills (FOH engineer for Chris Tomlin and Lincoln Brewster, and system engineer for Kenny Chesney and more) as we examine the flexibility of the RIVAGE PM10. We'll

discuss how you can configure the console and its surface navigation to what works best for you in different applications.

### 3 P.M. Social Media Promotion for Musicians & Engineers

**Bobby Owsinski**

**Laguna A (Level 4)**

Being on social media is one thing, but learning how to use it for effective promotion is another. Bobby Owsinski looks at the latest techniques for using Facebook, Instagram, Twitter and YouTube to promote yourself and your music.

### 4 P.M. Analog Logic in the Digital Age Part I: Audio Logic in Mainstream Audio Products

**Xiaowei Fan**

**Huntington A (Level 4)**

For engineers new to the field of pro audio, constant contact with digital equipment without the understanding of analog logic that lies underneath had proved to be detrimental to ones' growth. It is the program's intention to give explanation the analog logics behind highly integrated audio equipment that are commonly available to audio students and live sound engineers, to foster understanding of said logic and how it could be applied to everyday practices for efficient workflow.

were employed. Those simple 0-10V analog control methods are seeing a revival in today's market. However, there are new twists and the methods are being applied to newer technologies, such as LED lighting. This class will cover the variations in analog control methods, including current interfacing methods, wiring and connectors. In addition, an overview of other digital and historic control protocols will be covered.

### 4 P.M. Wireless DMX512 Networking for the Lighting Tech

**Paul Kleissler**

**Salinas Room**

Wireless DMX512 has become a technology of significant importance in our industry, allowing us to control entertainment products in locations that are not conducive to permanent control wiring. This class will cover practical techniques setup and operate wireless DMX512 and Ethernet networks — a convenient technology that will make many projects easier, and in some cases — possible!

### 11 A.M. Introduction to Show Networking

**John Huntington**

**Salinas Room**

Standard computer industry networking technologies now form the backbone of control and audio/video distribution systems on shows today of nearly any size. Ethernet today is used to control lighting equipment, carry other protocols like DMX512, link video systems, or transport audio. This basic session for beginners introduces networks and their applications on shows and offers an overview of the protocols that make modern networks work. Key topics like IP addresses, network topology and basic transport protocols will be introduced, basic aspects of network operations will be demonstrated.

### 2 P.M. History Repeats Itself — Analog Control

**Milton Davis**

**Salinas Room**

In the early days of remotely controlled lighting, simple analog methods

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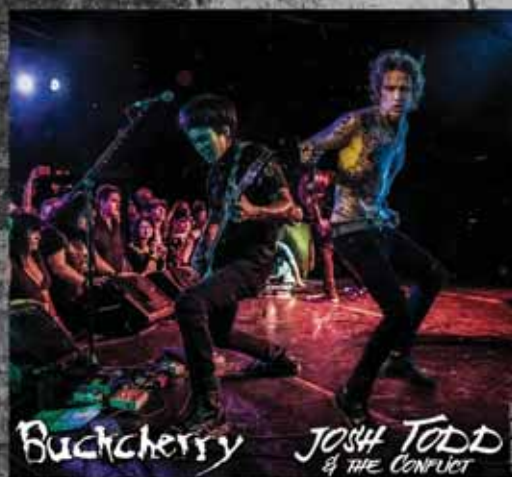
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Saturday · January 27, 2018

# NAMM U

## At The Business Crossroads of Music, Sound and Event Technology

### The Digital Consumer: How Buyers Have Changed and What to Do About It

Marcus Sheridan, international marketing thought leader  
**Hilton Anaheim, Pacific Ballroom (Level 2)**  
 8–9:30 am – Free breakfast served until 8:30 am, first come, first served

### MUSIC

#### Millennials and Gen Z: Motivating the Next Generation

CJ Averwater of Amro Music and Ryan West of West Music  
**NAMM Idea Center, ACC (Hall C, Lobby)**  
 12:30–1 pm  
 The future of your workforce depends upon how you hire and engage the next generation of talent. Are you ready? Join CJ Averwater of Amro Music and Ryan West of West Music as they discuss the new realities of finding and motivating millennial and Generation Z employees. Averwater and West will look at proven best practices, including how to attract the best prospects, set clear expectations and prime them for success within your organization. There may even be participation ribbons handed out.



### SOUND

#### Birth of a Record

Mr. Bonzai, moderator  
**Hilton Anaheim, California Ballroom A (Level 2)**  
 4–5 pm  
 Join journalist and session moderator, Mr. Bonzai, in an exploration of the inception and creation of a classic album. Previous years have featured Jack Douglas and Joe Perry for "Toys in the Attic" and Bill Szymczyk and Joe Walsh for "Hotel California." 2018 promises to have another blockbuster!



### EVENT TECHNOLOGY

#### Introduction to Show Networking

John Huntington, presenter  
**Hilton Anaheim, Salinas (Level 4)**  
 11 am–1 pm  
 Standard computer industry networking technologies now form the backbone of control and audio/video distribution systems on shows of nearly any size. Today, ethernet is used to control lighting equipment; carry other protocols, like DMX512; link video systems or transport audio. This session, presented by John Huntington, introduces networks and their applications on shows and offers an overview of the protocols that make modern networks work. Key topics such as IP addresses, network topology and basic transport protocols, will be introduced, with basic aspects of network operations demonstrated.  
 (Registration is required for this session.)



NAMM U ONLINE

For more great education, visit [namm.org/namm](http://namm.org/namm)



# TEC TRACKS

All sessions will be held at the NAMM U Education Center in the Hilton Anaheim.

### 11 A.M. Developing Wearable Technology for Musicians

**A3E**  
 The next generation of sensors, nano technologies and musical information protocols are poised to unlock a far more robust experience from wearable instruments and musical interfaces. Meet the leaders in these technologies, and discover how to incorporate wearable technology into your design and development.

### A Musician's Guide to Archiving

**Dan Johnson, David Goggin, Lenise Bent & Jeff Baxter Avila (Level 4)**  
 Learn how professional archival facilities rescue audio from deteriorating tapes, keeping assets viable after tape becomes unplayable. Sending digital copies for mastering and mixing means no damage or mishaps to fragile tapes. Digital files can be electronically delivered, while assets are always safe and available.

### The Lighting Designer Round Table

**Bryan Hartley San Simeon (Level 4)**  
 Top LD's share some of their recent projects, explain the highs and lows of the gigs and discuss the presentation techniques that got them hired. The guest moderator, Bryan Hartley, is a Parnelli award-winning production/lighting designer.

### The Sessions

**California Ballroom A (Level 2)**  
 This popular traveling career accelerator empowers students with no-nonsense business information from veteran music industry professionals, who will share their knowledge and experience in an entertaining two-hour session.

### 12 P.M. Advancements in Android Audio Development: AAudio API

**A3E**  
**El Capitan (Level 4)**  
 Join A3E for an audio developer's deep dive into the powerful, new Android AAudio API. Leaders from the Android audio team will walk you through a new workflow for audio development in the world's most popular mobile operating system. From coding to structural design concepts, this session will teach best practices for your Android apps.

### Silent Stage Solutions for Your Worship Platform

**Doug Doppler & Doug Gould Avila (Level 4)**  
 Learn how in-ear monitors and digital mixers with presets can solve your biggest audio challenges on Sunday morning. This session will also look at how reducing the overall volume onstage can make the music and the sound better.

### Getting the Show on the Road: The Production & Tour Managers

**San Simeon (Level 4)**  
 Top production and tour managers talk about logistics from truck packs to leap-frogging stadium tours and keeping a small portable city moving in the right direction.

### 1 P.M. Designing Custom Plug-ins for Your Production Workflow

**A3E**  
**El Capitan (Level 4)**  
 Plug-ins and virtual instruments have become part of the primary building blocks of computer-based production. An exciting trend is the emergence of design-your-own personalized plug-ins and soft synths. A3E explores the innovative companies that are providing this new method of sonic creativity for musicians, engineers and producers. Join A3E and find out how to craft your signature sound into personalized instruments and effects, and even market them to other users.

### How Technology Can Help You Have Better Worship Team Rehearsals

**Doug Doppler, Eric Hailstone, Ed Ker & Rick Muchow Avila (Level 4)**  
 Learn about easily applicable tools and techniques to make your rehearsals and services productive and engaging! This session will look at using loops, USB playback, metronomes and iPad apps to make your rehearsals more effective.

### Off the Record with Parnelli Award Honorees

**Marshall Bissett San Simeon (Level 4)**  
 A fun and frank look at the history and war stories of some of our illustrious past lifetime winners. This will be a true look at production history.

### ArtistMax: Maximize the Artist in You

**Bridget Gardiner & Ken Caillat California Ballroom A (Level 2)**  
 Normally a four-day bootcamp, ArtistMax takes you on a journey of self-discovery and expression as a songwriter and a performer. This mini NAMM event is an introduction into what ArtistMax is: collaborative songwriting, stage presence and performance, vocal lessons, marketing panels, recording, taking headshots, image and branding, merchandise and touring, music business and so much more.

### 2 P.M. Easy Embedded Hardware DSP Tools for Boutique Developers & Designers

**A3E**  
**El Capitan (Level 4)**  
 Whether you are building a eurorack synthesizer, a new effects processor or



boutique guitar pedals, this session will bridge the gap between your software development and the physical hardware.

### Bob Moog: Insights Into an Innovator, Part 2

*Michelle Moog-Koussa*

*San Simeon (Level 4)*

Michelle Moog-Koussa continues her journey through Bob Moog's life as a synthesizer pioneer, focusing on his years at Queens College, Columbia University and Cornell University. The presentation uncovers Bob's inspirations, trials and triumphs during this era through rare correspondence, photos and documents found only in the Moog Family Archives, bringing to her audience a greater insight and understanding of one of the industry's most iconic figures.

### The Future of Content Creation & Distribution

*Louis Hernandez*

*Avila (Level 4)*

Louis Hernandez Jr., chairman and CEO of Avid Technology, envisions a broad-minded new approach to digital media that strives to benefit all involved parties. In this session, Hernandez describes a streamlined future world of shared platforms and common standards that empower storytellers, developers and end-users alike.

3 P.M.

### Advancements in iOS Audio Development: Apple Introduces the AR Kit

*A3E*

*El Capitan (Level 4)*

After the blazing success of Pokémon Go, Apple delivers the ARkit in iOS 11. Now all iOS developers will have the tools to bring AR into their apps. From here, the door is wide open to a major fundamental shift in mobile applications. This deep dive development session will explore the future realms of mobile music in augmented reality.

### All About That Bass!

*Claris Sayadian-Dodge*

*California Ballroom A (Level 2)*

Studioexpresso's Claris Sayadian-Dodge and an all-star panel will explore the sound of bass on albums and the role of session players in the studio. Learn how they make some of the most beloved albums of our time stand out with a unique and catchy sound.

### Arranging on the Fly

*Tiffany Christopher*

*San Simeon (Level 4)*

Limited only by how much gear we can fit in a car, audio artists are being transformed by loopers, multi-effects processors, sampling and live computer applications. Tiffany Christopher will show some simple yet potent loop techniques and the innovative use of instruments, vocals and even silence within this do-it-all setting.

### High-fidelity Vinyl Release Panel

*Chris Mara*

*Avila (Level 4)*

Does it make sense for you to release your next project on vinyl? What are the costs, benefits, tradeoffs and requirements? Come hear a panel of vinyl mastering experts discuss the topic and answer your questions.

4 P.M.

### The Future of the Bass Guitar

*A3E*

*El Capitan (Level 4)*

Whether you are an aspiring solo bassist, an experimental player creating lush soundscapes or a touring musician wrestling to replicate synth bass parts on an electric bass, this session will open a world of new inspiration. Join contemporary bass artist Janek Gwizdala and A3E Conference Chair Doug DeAngelis for a deep dive into the latest technology and techniques for bass guitarists.

### How Your Church Can Expand Its Reach by Broadcasting & Podcasting

*Doug Doppler & George Ross*

*Avila (Level 4)*

Learn efficient and cost-effective tips on how to record and share your worship services using broadcasting and podcasting — with the gear you already own!

### Birth of a Record

*Mr. Bonzai*

*California Ballroom A (Level 2)*

Join moderator Mr. Bonzai in an exploration of the inception and creation of a great album. Previous years have featured Jack Douglas and Joe Perry for "Toys in the Attic" and Bill Szymczyk and Joe Walsh for "Hotel California." 2018 promises to have another blockbuster!

### TECnology Hall of Fame

*George Petersen*

*San Simeon (Level 4)*

Come celebrate the technology that built the industry! Each year, a distinguished nominating group selects 10 historical products that made an influential contribution to the future of professional audio. This awards presentation will be the place to hear the stories about the creation of these devices and meet the innovative developers.

5 P.M.

### Interview with Tony Andrews: Acoustics, Loudspeakers & the Future of EDM

*Tony Andrews*

*Avila (Level 4)*

Tony Andrews, one of the world's most celebrated authorities on professional sound and loudspeaker design, will discuss his storied career, from creating a defining live sound system in the 1970s with Turbosound to reinventing club culture with Funktion One.



Saturday · January 27, 2018

## The Music Begins Here

### POLICY HIGHLIGHT

#### Policy Roundtable: Global Intellectual Property (IP) Protection

NAMM Member Center, ACC (Hall B, Lobby)

12–1 pm



### NONPROFIT HIGHLIGHT

#### Nonprofit Roundtable: Best Practices from The NAMM Foundation Grantees

NAMM Member Center, ACC (Hall B, Lobby)

1–2 pm



### MUSIC EDUCATION

#### The Grand Rally for Music Education

Hilton Anaheim, California Ballroom CD (Level 2)

9–11 am



#### Music Educator Showcases

NAMM Member Center, ACC (Hall B, Lobby)

12:05–2 pm



#### Let's Start at The Very Beginning: 5 S.M.A.R.T and Innovative Ideas for RETAINING Your Beginners

NAMM Member Center, ACC (Hall B, Lobby)

2–3 pm



#### Sandy Feldstein Roundtable Featuring Towne and Music Industry Professionals

Hilton Anaheim, California Ballroom CD (Level 2)

3:30–5 pm



### SPECIAL EVENTS

#### Roomful of Pianos

50 pianos playing Gustav Holst, "The Planets: Jupiter" and John Philip Sousa, "Stars and Stripes Forever"

Lounge 88, ACC (Level 3)

5:30–6 pm



Lounge88

#### Lounge 88 Reception—Refreshments will be served

Lounge 88, ACC (Level 3)

6–7 pm



AWARDS

#### 33rd Annual NAMM TEC Awards

Hilton Anaheim, Pacific Ballroom (Level 2)

7–10 pm

### 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).



Breakfast Session with Marcus Sheridan, 8:30 a.m.



Jackson Browne will receive the Les Paul Innovation Award at the TEC Awards, 7 p.m.



Menzie Pittman on creating social media content, 1:30 p.m. | Photo by Craig Hunter Russ

## 8:30-9:30 A.M.

### Breakfast Session

**Marcus Sheridan, marketing guru & founder & president of The Sales Lion**

*Hilton Anaheim Hotel, Pacific Ballrooms, Level 2*

In this can't-miss Breakfast Session, NAMM welcomes international marketing thought leader Marcus Sheridan, who's been called a "web marketing guru" by The New York Times and one of 20 "speakers you don't want to miss" by Forbes. Sheridan will reveal how buyers have changed, how you can evolve with this shift and powerful examples from forward-thinking companies. (Free breakfast served from 8-8:30 a.m.)

## 10:30 A.M.

### Proven eBay Success Tips, Secrets & Hacks

**Matthew Stoecker, Quinn the Eskimo Vintage Horns**

Company owner and eBay guru Matthew Stoecker will share his top tips, secrets and hacks to help you increase your own eBay business. He'll cover how to make an attractive listing, photography pointers, best practices for eBay's condition categories and much more.

## 11 A.M.

### 5 Ways to Upgrade Your Facebook Ads

**Ryan Sargent, MakeMusic & Billy Cuthrell, Progressive Music Center**

In this session, Ryan Sargent, social media manager for MakeMusic, and Billy Cuthrell, founder of Progressive Music Center, will show you how to improve your Facebook ads. They'll cover every step, from ad objective to ad creation to ad image.

## 11:30 A.M.

### How to Increase Sales with Music Lessons

**Pete Gamber, Music Inc. magazine columnist & music lessons expert**

Your lesson operation can significantly increase your retail business, but it requires a conscious effort. Here, Pete Gamber will offer proven, real-world ideas to grow your retail business with music lessons.

## 12 P.M.

### Instagram Power Tips for Music Retailers

**Jenn Herman, social media strategist**

In this session, discover tips and tactics to turn your Instagram account into a lead-generating tool. Walk away with ideas to update your Instagram profile for maximum results, take advantage of business profile tools to drive conversions, and use calls-to-action effectively.

## 12:30 P.M.

### Millennials & Gen Z: Motivating the Next Generation

**CJ Averwater, Amro Music, & Ryan West, West Music**

Join CJ Averwater and Ryan West as they discuss the realities of finding and motivating employees. They'll look at proven best practices, including how to attract the best prospects, set clear expectations and prime them for success.

## 1 P.M.

### 5 Unconventional & Effective Store Events

**Rick & Alexis Thacker, Plum Grove Music**

Find out how Plum Grove Music drives foot traffic through its

doors and forms priceless connections with the community. Join Rick and Alexis Thacker as they reveal their five most effective, and unconventional, store events.

## 1:30 P.M.

### Tips from Social Media Trendsetters

**Menzie Pittman, Contemporary Music Center**

NAMM's 2016 Dealer of the Year, Menzie Pittman of Contemporary Music, has studied the best of the best and applied their ideas successfully to his own company's marketing. Here, he'll share best practices for successful social media content, covering everything from creative images to tag lines that grab people's attention.

## 2 P.M.

### 5 Ways to Add Value to Your Business — Fast!

**Jaimie Blackman, financial expert**

In this session, financial expert Jaimie Blackman will show you five unique ways to maximize the value of your music store in just 90 days. He'll look at value-building activities to capture opportunities and ignite innovation in your business.

## 2:30 P.M.

### The 5 Reasons People Don't Buy & What to Do About It

**Sean Samson, Sean Samson Training**

In a session for owners, managers and salespeople alike, Sean Samson of Sean Samson Training will look at the five real reasons customers don't buy and what you can do about it. He'll offer a practical approach to

diagnosing problems and reveal how to create consistent, profitable customer interactions that will accelerate sales.

## 3 P.M.

### 15 Simple Ways to Deliver Mind-blowing Customer Service

**Leslie Faltin, Instrumental Music Center**

Instrumental Music Center co-owner Leslie Faltin will share how her staff consistently delivers an outstanding "tailored" experience to every customer, every time. Walk away with ideas you can apply right away to improve the customer experience at your own business.

## 3:30 P.M.

### The Biggest Lesson Program Challenges & How to Fix Them

**Mike Risko, Mike Risko Music School**

Mike Risko of Mike Risko Music School will walk through the biggest challenges in running a lesson operation and offer proven, no-nonsense solutions that have worked in his own successful program.

## 4 P.M.

### Group Classes Done Right

**Jonathan Shue, Dusty Strings Music Store & School**

Group classes are an affordable way to increase enrollment in your private lesson program, add value to your business and foster a community of loyal customers. Here, Jonathan Shue, education director of Dusty Strings Music Store & School, will share his strategies for steadily growing enrollment in group classes and nurturing a community of eager students,

teachers and customers.

## 4:30 P.M.

### The Anatomy of a Successful Instagram

**Jenn Herman, social media strategist**

In a session filled with real-world examples, Jenn Herman will show you what performs well and offer tips to help you create your best content. You'll get ideas you can implement right away, including sneaky tricks to get more likes, ideas for creating effective Instagram captions and videos, and Instagram Story tips for more views.

## 5 P.M.

### Build Your Audience with Live Streaming

**Craig Moffat, Datavideo**

Join Craig Moffat, managing director of Datavideo, and find out how to stream simultaneously on multiple online platforms: Facebook, YouTube and your website.

## 7 P.M.

### 33rd Annual TEC Awards

**Hilton Anaheim Hotel**

Thirty-one categories of products and projects will be recognized in the areas of Technical or Creative Achievement to honor the many individuals, companies and technical innovations used in sound recordings, films, broadcast television and video games. The TEC Awards will also honor two individuals for their contributions to music and recording. An honoree who embodies the creative, innovative and enterprising spirit of Les Paul will be honored with the Les Paul Innovation Award. (Must have ticket to enter.)



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**NEW FOR 2018**

**PERFORMANCE SCHEDULE**

**THURSDAY, JANUARY 25TH**

12:00 - Fabrizio Sotti  
1:00 - Michael Ciro & Mark Hudson  
2:00 - Duane Betts and Pistoleers  
3:00 - Jeff Parker Trio  
4:00 - Jonathan Butler  
6:30 - Bob Weir (invite only)

**FRIDAY, JANUARY 26TH**

12:00 - Fabrizio Sotti  
1:00 - Tizdale  
2:00 - Matt Schofield  
3:00 - Brandon Niederauer  
4:00 - Cody Simpson  
5:00 - Kurt Rosenwinkel

**SATURDAY, JANUARY 27TH**

12:00 - Adam Miller  
1:00 - Jessica Lynn  
2:00 - Skunk Baxter & Fabrizio Sotti  
3:00 - Erick Walls  
4:00 - Isaiah Sharkey  
5:00 - Kurt Rosenwinkel

**SUNDAY, JANUARY 28TH**

1:00 - Vinny Valentino  
2:00 - Darden

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