

The Official **NAMM** Show Publication

UpBeat

DAILY



Let's ROCK!

Drink that coffee, rev those engines, The 2019 NAMM Show is upon us! The *UpBeat Daily* crew has already got the scoop on thousands of new products, and we can tell you one thing — there's a lot to love in the gear world these days! Lace up those comfortable shoes. Chow down that power breakfast. It's time to rock The NAMM Show with a few of these folks:

1. Gator Cases' Crystal Morris shows off the Lightweight Transit series and three new straps from Levy's. 2. Andy Powers, Taylor Guitars' master builder, debuts the new Taylor Grand Pacific with V-Class bracing. (See page 8.) 3. Yamaha spotlighted four of more than 50 new products being launched at NAMM during a media preview day in New York on Jan. 15. Yamaha executives on hand for the presentation were, from left, Dane Madsen, Roger Eaton, Ken Dattmore, Nate Tschetter (seated), Dennis Webster and Tom Sumner. (See page 8.) 4. From left, Korg's James Sajeva, Joe Castronovo, Diana Cecchini and Bill McGloine show off the minilogue xd. 5. Breedlove's Tom Bedell displays the custom Honeybee acoustic.

BREAKFAST OF CHAMPIONS



Join Joe Lamond, NAMM president and CEO, and some of the industry's most exciting professionals for this fast-paced conversation.

Breakfast of Champions
Page 134



Fender Refreshes Performer Series
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WFLIII Focuses Punch
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Hosa Plays Anywhere
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Chinese Authorities Seize Counterfeit Products

Counterfeits Seized
Page 129



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NAMM Show News



WELCOME TO THE NAMM SHOW

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

ROBIN VALENTA, NAMM CHAIR JOE LAMOND, NAMM PRESIDENT & CEO

This year, we build on our "Crossroads 2.0" experience, showcasing the largest show floor in NAMM's history, including a record number of exhibitors with amazing new products that will drive the market in 2019. We've created more than 400 educational opportunities at NAMM U, including the Idea Center, Breakfast Sessions, NAMM Foundation sessions, College Music Society, TEC Tracks, AES@NAMM Pro Sound Symposium, ESTA-curated sessions, FOH and PLSN's Pro Production Series, A3E's Future of Audio, *Lighting & Sound America/PLASA* and Dante Certification Training. With so much to take in, download the new NAMM app to keep up-to-date and maximize each moment.

We've made several changes again this year to make your show experience as fun, safe and productive as possible. Our brand-new NAMM Show mobile app, available for free at the App Store and Google Play, features enhanced navigation to help you get to where you need to be as effortlessly as possible, a NAMM bot to answer your questions, along with a complete schedule of educational sessions and musical events; they are listed and regularly updated to help you stay on top of the jam-packed schedule. New badge-check procedures will speed up the process of traveling from hall to hall. We've also added additional food choices and rest areas to make the show more comfortable.

"The Music Begins Here" is more than just a slogan for the show. The music starts with each of us; NAMM Show participants bring music to the world. We share in your passion and support to create more music makers around the globe.

Thank you again for being here. We wish you much success in the year ahead.

Fender Acquires Bigsby

Fender has acquired the Bigsby brand and its assets from Fred Gretsch Enterprises.

The Gretsch family and FMIC have a longstanding relationship and have partnered to ensure the transition of the business goes smoothly.

"We are excited to acquire the Bigsby brand and add to our esteemed portfolio of



specialty brands," said Jeff Cary, senior vice president of FMIC Specialty Brands. "There is such a rich history with the vibratos, and a mystique around the guitars, pedals and steel instruments that is fascinating."

INFO Fender (fender.com)

Mix with Monicon XL

Palmer's Monicon XL monitor controller is ideal for mixing in both home studio and modern studio environments.

The clearly structured user interface tilts the central operating elements toward the user to allow for more flexible positioning.

The Monicon XL displays the phase difference between the left and right channel of a stereo signal, thus revealing mono compatibility errors in a mix.



The completely analog audio circuit means there is zero latency when a user is monitoring.

Adam Hall Group (adamhall.com)



D'Angelico Updates Premier Line

D'Angelico Guitars has announced updates to its Premier series.

Now featuring Seymour Duncan Designed pickups, Premier series electrics (semi-hollows, archtops and solid-bodies alike) offer clear, punchy tone. For added playability, a slim C-shape neck makes

comfort a guarantee for players of all levels.

New for this year, the Premier series DC, SS and EXL-1 will be available in Fiesta Red and Champagne, in addition to the Ocean Turquoise finish debuted last year.

D'Angelico Guitars (dangelicoguitars.com)



IK Gets Loud

IK Multimedia has debuted the iLoud MTM, a compact, nearfield reference monitor designed to deliver pristine sound and accuracy, with convenient features for both professional and home studios.

Building on IK's iLoud Micro Monitors, this monitor delivers the accuracy and bass response of larger monitors and superior audio quality when listening at close distances. This makes iLoud MTM the ideal monitor for ultra-nearfield work or as workhorse monitors for a home or project studio.

IK Multimedia (ikmultimedia.com)

Samson Rechargeable P.A.s Travel

Samson has expanded its Expedition series rechargeable portable P.A. line with three systems: the Expedition XP208w, XP310w and XP312w.

The XP208w operates for up to 20 hours continuously via its built-in rechargeable battery. The XP310w operates for up to 12 hours continuously via its built-in rechargeable lithium ion battery. The XP312w operates for up to 12 hours continuously, features a lightweight Class D amplifier delivering 300 watts of power.



Each system is housed in a rugged polypropylene enclosure with a steel grille and features a locking telescoping handle and smooth rolling wheels for easy mobility.

Samson (samsontech.com)

Córdoba

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Room 205AB, Second floor



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7–9 pm

Hilton Anaheim
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NAMM Show Highlights for Houses of Worship

- Priority entrance to the 10th Annual NAMM Night of Worship
- Access to Yamaha All-Star Concert on the Grand Plaza
- Free house of worship education sessions at TEC Tracks
- Earn free ETCP renewal credits through ESTA
- Free Dante certification (Registration required)
- Get pro audio hands-on training at AES@NAMM (Registration required)





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Briefs

At The NAMM Show: A Traffic Alert

On Thursday, Jan. 24 from 5–7 p.m., a demonstration by Local Union 11/Unite Here will take place at the corners of S. Harbor Blvd. and Katella Ave. The demonstration is in pursuit of a contract renewal for hotel workers of the Hilton Anaheim and Sheraton Anaheim. While this is expected to be a peaceful demonstration, traffic will be impacted. Please expect travel delays during this time and plan accordingly.

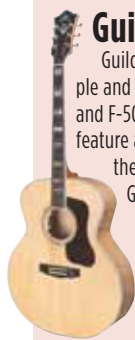
For those taking the NAMM shuttle on Katella, across the street from ACC North, the pickup location will remain functional during this time. Please check the "NAMM Shows" app or The NAMM Show on Twitter for the latest updates.



Bose L1 Line Array Turns 15

The Bose L1 portable line array is celebrating its 15th anniversary. Debuted in 2003, when conventional powered loudspeakers were the only options for small stages, this P.A. raised the bar for portability, tone and coverage. The L1 system was the result of a 10-year research project involving musicians worldwide.

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



Guild Brings Back 2 Icons

Guild has re-released its USA-made F-512 Maple and F-55 Maple, formerly known as the F-412 and F-50. Built in California, these historic models feature arched-flamed maple backs created on the same machine that has been pressing Guild guitars for 34 years.

"Being able to make the iconic Guild maple jumbo once again truly feels like a privilege," said Córdoba Music Group President Jon Thomas.

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



JJ Babbitt Adds Alto Model

JJ Babbitt has introduced the NY (New York) Meyer mouthpiece for alto saxophone. The hard rubber NY model will be produced starting in 2019, the company's centennial year.

"Putting this new model into production fills a niche in our Meyer lineup," said Rocco Giglio, JJ Babbitt's president and COO. "It offers players of all skill levels an opportunity to enjoy Meyer's response and intonation."

🛒 [JJ Babbitt \(jjbabbitt.com\)](http://JJ Babbitt (jjbabbitt.com))



Recording King Goes Vintage

Recording King has introduced its Series 11 guitars, all-solid instruments with classic vintage styling at an affordable price tag. Recording King's Series 11 guitars offer players solid tonewoods in a vintage-style package. The Series 11's lightweight dreadnought, 000 and single O shapes give players freedom to choose a guitar best suited to their playing style.

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

Yamaha Gear Makes Waves

For Yamaha Corp. of America, The NAMM Show started in New York this year. Yamaha gathered the media on Jan. 15 at its New York Artist Services Studio to highlight four of more than 50 products the company will be introducing at NAMM this year.

Under a new branding initiative, "Make Waves," Yamaha demonstrated products geared to "help people love music more," said Tom Sumner, president of Yamaha Corp. of America. "That's a pretty tall order right there because people love music a whole heck of a lot. But if people love music more, or get more engaged in music, they're going to be playing music more."

For example, Dave Madsen, marketing manager, introduced the new Sonogenic SHS500 Keytar by saying, "We're going to show you a new instrument that makes music in a way that you have never seen before."

The SHS500 lets music fans play along to hit songs — regardless of their musical ability. The Keytar pairs with any smart device and works with an app created by Yamaha called Chord Tracker.

"Chord Tracker looks into your music library, whether it's iTunes or an MP3, and it learns the chords to your favorite songs. It then sends those chords to the Sonogenic wirelessly and allows you to play any note on the keyboard, [helping] you play more correct notes."

The customer for the Sonogenic is a 15-

to 22-year-old who likes electronic dance music, Madsen said. He added that the instrument could serve as a gateway to playing other, more traditional instruments.

At the other end of the music spectrum, Yamaha also introduced a totally rethought and reengineered student violin with the YVN Model 3.

The instruments employ a new, more eco-friendly manufacturing process that cuts two-thirds of the waste traditionally associated with hand-carved violins while making great sounding, durable violins.

"We used computer-assisted craftsmanship," said Ken Dattmore, strings marketing manager. "We literally took a violin apart and imaged it and put it into a computer and inside that computer, we looked at different ways to arrive at that product quality and sound. We developed a three-layer process to the top and back. Typically, it's been one. It's been carved."

On the guitar side of the business, Dennis Webster, marketing manager for guitars, introduced the latest additions to the company's TransAcoustic hybrid guitar line, with the Parlor TransAcoustic and Nylon TransAcoustic models.

"You don't need an external amplifier, you don't need external effects," Webster said. "Everything is built into the guitar. That's called TransAcoustic technology."

While the first three introductions are

Electronic singer Plasmic demonstrates the Yamaha Sonogenic SHS500 Keytar.



geared for the student or enthusiast markets, the Yamaha CP Stage Piano focused on professional musicians. The latest in a long line of CP Pianos, the CP73 and CP88 feature the best of Yamaha's piano voices, plus a completely redesigned user interface.

"The most exciting thing about the new CP is the design, the way the player interfaces with it and interacts," said Nate Tschetter, marketing manager for synthesizers.

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



Taylor Surfs Grand Pacific

Taylor Guitars has introduced a new body shape with the Grand Pacific.

Developed by Taylor's master guitar designer Andy Powers and leveraging the company's new sonic engine, V-Class bracing, the round-shoulder dreadnought adds a different tonal personality to the Taylor line. The Grand Pacific adds a new voice to a dreadnought category defined by traditional, legacy models.

The new body shape will be available in three models: the Builder's Edition 517, Builder's Edition 717 and 317.

In 2018, Taylor launched its V-Class bracing architecture. Guitars outfitted with V-Class produce greater volume, projection and sustain with enhanced intonation and all-around musicality.

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

QSC Premieres 'Play Out Loud' Live Sound Campaign

QSC has announced a global campaign called "Play Out Loud."

"Play Out Loud" is an expression of the company's dedication to instilling artists and performers with the confidence to enthusiastically and passionately connect with their audiences.

"A great live performance can be transformative for performers and audiences alike," said Ray van Straten, QSC senior director of global marketing, live sound. "There are few human experiences that can compare to these precious moments that simultaneously impact

us on multiple emotional, cognitive and sensory levels while instilling us with memories that last a lifetime. The equipment that performers use needs to be reliable, easy to work with, and sound great — sort of like the perfect band member.

"Our role at QSC is to be that trusted 'band member,' assuring that when the performer puts it all out there for their audience, we've got their back, allowing them the freedom to express themselves fully and confidently."

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



Vintage Customizes V100 Range

The Vintage V100 has found favor with guitarists of all ages and musical styles in the last two decades, thanks to its sustain and unique offset and heel design.

Vintage has given this instrument its custom shop treatment for 2019, with new models offering new pickup configurations, colorways and hardware. All 2019 Vintage V100 models come equipped with Graphtech NuBone XB nuts, which provide

enhanced bass response and greater lower register harmonics.

The Vintage V1003CSB is one of a selection of triple pickup V100s to debut this year. Featuring a cherry sunburst finish, the V1003CSB is outfitted with a trio of Wilkinson WOHBB double-coil pickups. The guitar is also equipped with a Wilkinson WJ303 bridge.

🛒 [JHS \(jhs.co.uk\)](http://JHS (jhs.co.uk))



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INSPECTOR:	MODEL: STRATOCASTER	PICKUPS: YOSEMITE	NECK: MODERN C	SERIES: AMERICAN PERFORMER
	COLOR: HONEY BURST	TUNERS: CLASSIC GEAR	FRETS: 22 JUMBO	



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The 2019 SE Paul's Guitar brings a lot to the table with TCI "S" pickups and the same switching seen on the core version of the Paul's Guitar. This is the first model to offer this style of electronics outside of PRS Private Stock and Core lines.



PRs Guitars is now offering an expanded line of SE Series acoustics featuring the PRs hybrid bracing and more great sounding wood combinations and beautiful colors than ever before. SE Acoustics are great for playing at home, in the studio, or on stage and now come in a greater variety so you can find the look and tone that suit your style.



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Spector



Spector's iconic silhouette takes on new life with a range of updated models for 2019, including the weight-relieved Euro LT Series, and the EuroBolt Series with roasted maple bolt-on necks. Handcrafted from the finest tonewoods, these upgraded instruments feature custom electronics from Aguilar, Bartolini and Darkglass, and are available in a range of new colors.

A blue Korg Spectator bass guitar is the central focus, leaning against a weathered brick wall. The guitar has a distinctive body shape with two horns, a dark fretboard with white block inlays, and a chrome bridge. The lighting is dramatic, highlighting the guitar's curves and the texture of the brick. The text is overlaid on the right side of the image.

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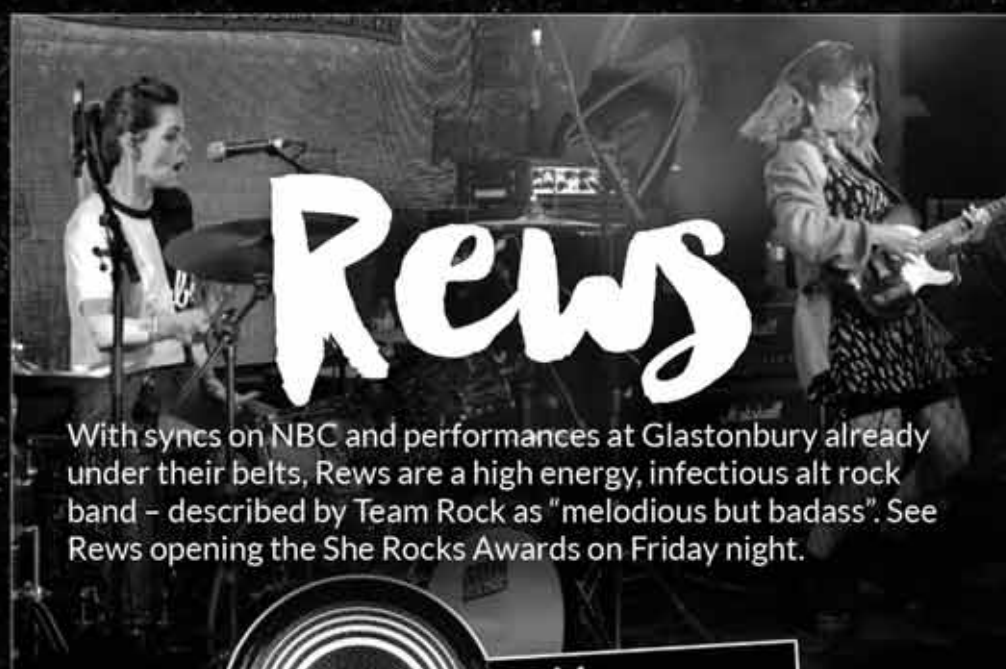
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A silent charity auction of one-off designer amps from Marshall. See and bid on these unique amps Thurs-Sat.

+ MUCH MORE...

* timings may alter so please check with Marshall Staff in room 210B each day for accurate details.



With syncs on NBC and performances at Glastonbury already under their belts, Rews are a high energy, infectious alt rock band – described by Team Rock as “melodious but badass”. See Rews opening the She Rocks Awards on Friday night.



Marshall
RECORDS



KING CREATURE

Having played with heavy hitters such as Motorhead and Megadeth - King Creature embody the true spirit of rock 'n' roll with powerful metal overtones. Check them out on the NAMM Main Plaza stage at 5pm on Friday night.

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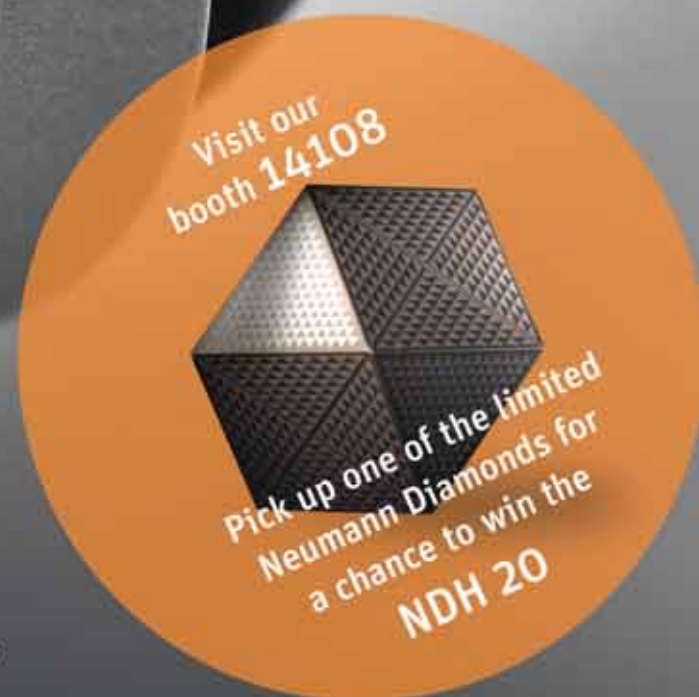
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january 24/27 2019^{california}

Thursday, 1/24

**The NAMM Foundation Celebration
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Featuring Black Violin**
6–8 pm
NAMM Yamaha Grand Plaza Stage

**10th Annual NAMM Night of Worship
Presented by Yamaha**
7–10 pm
Hilton, Level 2, Pacific Ballroom

Friday, 1/25

Yamaha All-Star Concert on the Grand
6–8:30 pm
NAMM Yamaha Grand Plaza Stage

18th Annual Parnelli Awards
6 pm–12 am
Hilton, Level 2, Pacific Ballroom
(Tickets required)

Saturday, 1/26

**NAMM Foundation Presents:
The Lennon Bus Imagine Party
Featuring Elle King**
6–8:30 pm
NAMM Yamaha Grand Plaza Stage

34th Annual NAMM TEC Awards
6–9:30 pm
Hilton, Level 2, Pacific Ballroom
(Tickets required)

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MUSICIANS WILL TELL YOU THAT GUITARS MADE FROM WOOD SOUND BETTER AND FEEL BETTER. BUT FEW GUITAR PLAYERS COULD TELL YOU WHERE THAT WOOD COMES FROM—OR WHO HARVESTED IT. WHEN IT CAME TO EBONY, TAYLOR COULDN'T DO MUCH BETTER, EVEN THOUGH WE HAD ALWAYS USED IT FOR OUR FINGERBOARDS. THEN IN 2011 WE BOUGHT AN EBONY MILL IN CAMEROON. WANTING TO PROTECT THIS PRECIOUS TONEWOOD FOR THE FUTURE, WE QUICKLY FOUND OUR 65 MILLWORKERS DESERVED THE SAME CONSIDERATION. ALONG WITH INTRODUCING PAY INCREASES AND BENEFITS, WE ALSO IMPROVED WORKING CONDITIONS AND WORKPLACE SAFETY—CHANGES THAT CONTINUE TO TRANSFORM LIVES AND NURTURE AN ENTIRE COMMUNITY. TO US, IT'S PROOF THAT THE BEST INTEREST OF EBONY MIGHT JUST BE THE BEST INTEREST OF EVERYONE: AFRICAN MILLWORKERS AND MUSIC LOVERS ALIKE. WATCH THE FULL STORY [at taylorguitars.com/ebonyproject](http://taylorguitars.com/ebonyproject)



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ALLEN & HEATH

Allen & Heath began in the first wave of great British mixer companies, starting life at the heart of London's swinging music scene in 1969. 50 years later, they continue to lead. Be sure to experience the award-winning 96kHz SQ series and the flagship dLive pro touring system, now in Booth #18219.



dBTechnologies

dBTechnologies introduces the RS16000 Touring Rack. A professional solution for wireless transmission, the RS16000 wireless microphone system allows operation on the whole UHF band and selection among 16000 available frequencies.

Now in Booth #18219



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

Booth #11110



FOSTEX

Fostex, founded in 1973, is one of the world's leading manufacturers of high quality transducer products. With roots going back to 1949, Fostex continues to develop superior products for the professionals and hi-fi enthusiasts of today and tomorrow.

Booth #11110



Hercules

Hercules introduces their first ever range of DJ controllers designed to teach you how to mix. Practice your beatmatching and other essential DJ skills with the DJControl Inpulse 300. Start DJing today with the DJControl Inpulse series.

Booth #11110



KURZWEIL HOME

The MPG100 Digital Grand has it all. Perform on an 88-note fully-weighted graded hammer-action keyboard while being accompanied by hundreds of styles which provide fully orchestrated backing arrangements.

Booth #11110

KURZWEIL

Kurzweil expands its range of professional keyboard gear with the introduction of the KST Series keyboard amplifier. The KST300A is a portable, rechargeable, 24W combo amp featuring built-in 4 channel mixer and wireless mic capabilities. Kurzweil — It's the Sound.

Booth #11110



Created in Vienna, Austria, LEWITT microphones are setting new standards in sound capture with a focus on innovation, precision and the real-world needs of modern musicians. Find out why professionals trust LEWITT and discover high-end recording at a price you can afford with the LCT 040 MATCH.

Booth #11110

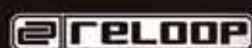


nord



The new Nord Piano Monitor. Experience the Nord sound.

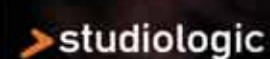
Come try the new Nord Piano Monitor at Booth #11110



New at NAMM 2019, Reelap introduces ELITE and RP-8000 MK2 — Together they provide an impressive 32 control pads which for the first time ever can be controlled individually on each device simultaneously.



Booth #11110



The new SL Mixface is a comprehensive controller device which combines style and simplicity with a powerful engine. Thanks to its hosting capability and auto-mapping to all leading DAWs, SL Mixface offers total control. Take your performance and your mix to the next level with Mixface.



Booth #11110



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. The Xone:96 builds on the now 15-year-old industry standard Xone:92 continuing to set the standard for audio quality, innovation and durability.



Booth #11110

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Phil Jones Updates Bighead Pro

Phil Jones Bass has introduced the Bighead Pro Model HA-2, a high performance multifunction headphone amplifier and digital audio interface. The HA-2 is the second model in the Bighead series and is a step up from the HA-1, with added technology and features.

The HA-2 is a high-resolution USB audio interface that supports PCM playback with up to 384 kHz sample rate/24 bit resolution. On DSD playback, sample rates of 2.822 MHz and 5.644 MHz are supported, making it ideal for users who desire high performance and pure sound quality.



Its rechargeable lithium ion dynamo battery is great for use in practice or recording situations. It also functions as a headphone booster amp, as well as a pre-amp to drive powered amplifiers.

The HA-2 has both passive and active instrument inputs with a two-band EQ that's ideal for guitar and bass, yet versatile enough for use with other instruments.

Other features include master volume, input gain, treble/bass for instrument input signal, headphone jack, micro USB for battery charge and digital interface, and frequency response of 10Hz–40kHz.

Phil Jones Bass (pjbworld.com)



Fender Blends Modern Tone, Performance

Fender has refreshed its American Performer Series — previously known as the American Special Series. The new line elevates the standards of performance-grade instruments for artists and blends traditional Fender design with new elements for modern tone and performance.

The American Performer Series features newly designed Yosemite pickups, patented Double-Tap Humbucker pickups, ClassicGear Vintage-Modern tuners, enhanced electronics, including push/pull pot and six new colors.

Fender (fender.com)



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The new »Omega-E« keyboard stand

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Meet the Omega-E at booth # 14516 in ACC North Level 1

World premiere – the »Omega-E« 18800: The first electronic-powered height adjustable keyboard stand delivers pure comfort. Switch easily between sitting or standing and adjust your desired height continuously using the electronic control unit. With the memory function, three different heights can be preset. Operate your »Omega-E« via your smartphone. The dual motor design offers increased stability and can lift up to 330 lbs.

Made in Germany

5 year warranty

www.k-m.de

Hal Gets Jazzy

Hal Leonard has debuted *Charlie Parker Omnibook — Volume 2*, which features exact transcriptions of saxophonist Parker's recordings for all types of instruments.

Transcribed exactly from his recorded solos, *Charlie Parker Omnibook — Volume 2* is spiral-bound for easy use and includes chord symbols, metronome markings and record information.

Songs featured on *Vol. 2* include "Bird Of Paradise," "Dexterity," "Embraceable Love," "I Get A Kick Out Of You," "My Old Flame" and more.

Hal Leonard (halleonard.com)



UpBeat

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Record Your Gigs

Zoom North America has introduced the Zoom Q2n-4K, a handy camera with quality audio for musicians.

With 4K UHD capability, 12 specialized scene settings and unrivaled sound recording up to 24-bit/96kHz, the Zoom Q2n-4K is designed to accurately capture performances, practices and live streams.

Users can easily record everything from acoustic guitars to heavy metal with the Q2n-4K's 150-degree wide-angle lens and five field-of-view settings. With the camera's color LCD display and one-touch recording, users can be rolling in seconds.

From a dimly lit club to outside in the glaring sun, the Q2n-4K lets users get the perfect shot anywhere without being a lighting expert. Featuring high-dynamic range technology and 12 preset scenes, every clip can be well-lit and well-balanced.

The Q2n-4K lets users play back or monitor audio through headphones or speakers.

🛒 Zoom North America (zoom-na.com)

Yorkville Adds to Battery-powered Speaker Line with EXM Mobile 12

Yorkville Sound's EXM Mobile 12 is a lightweight, 12-inch battery-powered speaker with a one-inch horn driver.

"The concept of battery-powered P.A. boxes is relatively new," said Steve Long, Yorkville Sound's president. "Out of the gate, we came out with our EXM Mobile speaker. Lightweight battery-powered portable speakers were instantly popular among busker culture and remote gig opportunities. With the EXM Mobile 12, we are taking the concept to the next step up."

The EXM Mobile 12 has three inputs and offers up to six hours of battery performance at full power. The EXM Mobile 12 can be linked to multiple EXM Mobile and EXM Mobile 12 units with an XLR cable to run all speakers simultaneously. Using the link feature, all three inputs on each speaker are available and can be summed together.

Equipped with Bluetooth technology, the EXM Mobile 12 allows the user to stream content from a mobile device.

🛒 Yorkville Sound (yorkville.com)



Schilke i Series Expands

Schilke's new i33 B-flat trumpet was designed in collaboration with Osamu Takahashi, the principal trumpet of the Tokyo Metropolitan Symphony Orchestra. Building on the success of the i32, the i33 is now the second model within Schilke's i series. Sharing the bore size and overall design concepts of the i32, the i33's primary point of difference is the bell taper. The i33 features a #3 bell taper, which is more

efficient and focused than the #2i taper, but with a larger tail and throat, giving the i33 a big sound.

The i series trumpets include a lightweight case and a Schilke standard series mouthpiece. The case is designed for a secure and protective vertical fit and includes a shoulder strap. The i series trumpets only are available in silver plate.

🛒 Schilke (schilkemusic.com)



Denon DJ's Prime 4 Stands Alone

Denon DJ's Prime 4 is a four-deck stand-alone DJ system with 10-inch multitouch/gesture display, dual-zone output, four USB inputs, SD input, dual mic channels and a 2½-inch built-in SATA drive bay.

With no laptop needed, the Prime 4 is the first standalone four-channel DJ unit, and it inherits the creatively inspiring performance and tech features from the main-stage flagship SC5000 media player and X1800 mixer, combined into one unit.

The Prime 4 provides DJs with the ability to send a full playlist of music to an independent zone output. This empowers DJs to get on with the business of entertaining people on the dancefloor, while simultaneously playing background music in a totally separate location.

DJs can play terabytes of music via four USB inputs and one SD input, in addition to using the 2½-inch built-in SATA drive bay for accessing virtually unlimited music library content. A full gig/music set also can be recorded live to any connected media source, even the one that currently is streaming the source music.

🛒 Denon DJ (denondj.com)

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Fishman Expands Fluence Line of Guitar Pickups

Fishman has expanded its Fluence line with new Soapbar multivoice bass pickups.

Since their introduction in 2014, Fishman Fluence guitar pickups have been embraced by players such as Tosin Abasi, Keith Merrow, Devin Townsend and Sara Longfield, as well as OEM customers such as ESP, Schecter, Strandberg, Ibanez and other top-tier guitar-makers.

Based on Fishman's Fluence Core technology, the new pickups for bass bring the revolutionary multivoice performance, dynamic range and articulation of Fluence technology to four-string and five-string bassists.

The initial Fluence Bass offering is the Soapbar, which is available packaged as individual pickups or in sets of two for four- and five-string basses. And, like all Fishman Fluence pickups, the Soapbar is multivoice and can be powered by a standard 9-volt battery or an optional Fluence rechargeable battery pack.

🛒 Fishman (fishman.com)

Yamaha Adds Sonogenic SHS-500 Keytar Keyboard

Yamaha has introduced the Sonogenic SHS-500 "keytar" — a musical keyboard that can be held like a guitar — which enables young music fans to play famous hit songs, regardless of musical ability.

Sonogenic represents a new Yamaha product category that will bring a new level of spontaneity to the process of creating music for everyone who loves to listen to it, smashing the barrier to entry and turning

passive enjoyment into active creativity.

Central to the SHS-500 experience is a Yamaha app called Chord Tracker, which can analyze the music library residing on a smartphone or tablet and then send chord data directly to the instrument via wireless MIDI over Bluetooth.

🛒 Yamaha (usa.yamaha.com)



Breedlove Adds Concertina

Breedlove has introduced the Discovery Concertina, an acoustic guitar with a small body shape that delivers well-balanced sound with additional volume and projection.

The easy-to-play instrument is ideal for entry-level players who want access to the

renowned balance, clarity and sustain of a Breedlove. The 18-fret Discovery Concertina features a solid Sitka spruce top and mahogany back and sides. It has a 24.72-inch scale length and comes with a standard gig bag.

MSRP: \$399.

🛒 Breedlove (breedlovemusic.com)



CAD Audio Debuts GXLD2

CAD Audio has introduced the GXLD2 digital dual channel wireless system.

Featuring advanced technology designed to provide failsafe reception and exceptional performance, the GXLD2 system includes digital high-definition audio for clear, articulate sound and operates in the 900-MHz band free from TV and FCC regulatory issues.

Other features include a high-contrast LCD display for easier readability in low-light environments and advanced dipole antenna technology to increase usable operating distance. The receiver also includes professional balanced XLRM-type discrete outputs, along with 1/4-inch unbalanced outputs for easy connection to 1/4-inch inputs.

The system is available in three configurations: GXLD2-HH Dual Handheld, GXLD2-HB Handheld and Bodypack, and GXLD2-BB Dual Body Pack. All GXLD2 transmitters are equipped with on/off and mute functions along with low-battery indicators. The dual handheld transmitters feature the CADLive D38 capsule, while dual bodypack systems include a CAD condenser headworn microphone and a guitar cable.

🛒 CAD Audio (cadaudio.com)



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Vandoren Expands Pink Gold M|O Ligature Line

Building upon the popularity of the Pink Gold M|O Ligature for Alto Saxophone and Bb Clarinet, Vandoren has expanded the line to include bass clarinet, soprano, tenor and baritone saxophone.

"Players loved the depth, color

palette, and overall beauty of the new Pink Gold M|O for Bb clarinet and alto sax," said Michael Fenoglio, Vandoren Brand Manager at DANSR, Inc. "They immediately began asking when we would expand to other instruments. A year later and we're very excited to offer the new finish to a broader array of instruments."

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 a free-blowing feel, and incredibly crisp articulation and response. The new pink-gold finish offers musicians yet another color and feel with which to express themselves.

For more information on Vandoren products, contact DANSR, Inc. at information@dansr.com or 888-707-4455.

NAMM Booth 9723



Vandoren M|O Pink Gold Ligature

Whichever instrument you play...



We have a Pink Gold M|O for you.

Pink gold M|O ligatures are now available for all saxes, Bb and bass clarinet.

See them at NAMM booth 9723



Vandoren®
PARIS

Vandoren and DANSR, inc. Announce JUNO Reeds Sales Contest for 2019

DANSR is excited to announce a new sales contest for Vandoren JUNO reeds. The winner of the contest will enjoy two free round trip tickets with accommodations to Paris, France – the home of Vandoren.

"JUNO sales continue to grow year after year, and the support and commitment to the product from our dealer network has been crucial to that success," says Stephanie Murphy, DANSR Sales Manager. "With JUNO reeds becoming full line this year with the addition of Eb Clarinet, Soprano Sax and Bari Sax reeds, we thought it was time for something big for our dealers – something memorable."

For every product purchased from DANSR or its distributors, the dealer will earn one entry into a drawing. Qualifying purchases must occur between January 1st and December 31st 2019 and the winner will be announced at the 2020 NAMM show.

Vandoren JUNO Reeds Expand



JUNO Adds Eb Clarinet, Soprano and Baritone sax to the line.

K&M Marks 70

This year, König & Meyer is celebrating 70 years of offering music stands, music lights, instrument stands, benches and thrones, and sound reinforcement products.

König & Meyer's factory has invested in technologically advanced computer-aided design systems, laser-cutting machines, welding robots and CNC operated machines to maintain precise tolerances while ensuring employee safety and minimal environmental impact. From start to finish, almost every component part and finished product is produced in-house. The company is certified to the most demanding ISO 9001 standard for quality management and ISO 14001 standard for environmental management.

"Our greatest asset is unquestionably the exacting skills of our workforce," said CEO

1949
2019
70 YEARS

Gabriela König, who represents the König family in the third generation.

König & Meyer products are sold on five continents in more than 80 countries. Nearly 60 percent of the production from the Wertheim factory is exported. For its 70th birthday, K&M will host numerous events to celebrate the milestone with customers, suppliers, friends and all employees.

🛒 König & Meyer (k-m.de)

TRX's Ice Cymbals Boast Bright, Sparkling Tone

TRX Cymbal Co. has introduced its Ice Series cymbals. Available in a wide selection of rides, hi-hats, crashes, splashes, chinas and lightning effects models, TRX Ice cymbals feature a micro-lathed surface, medium-heavy weights and a highly polished "diamond finish" for a clean, bright and sparkling tone.

"In the past few years, it seems like everyone has jumped on the dark, dry, vintage cym-

bal bandwagon," said David Levine, TRX's president. "Vintage cymbals are great for vintage music but these days most drummers don't play those styles. Modern drummers need brighter, more aggressive cymbals. The Ice series are handcrafted, Turkish cymbals that offer the power and projection modern music demands, yet they are highly musical."

🛒 TRX Cymbals (trxcymbals.com)



Manhasset Goes Grande

Manhasset Stands has introduced the #5450 Grande music stand.

"The #5450 Grande model joins the music stand lineup for conductors and directors along with the #5401 Regal music stand," said Dan Roberts, president and general manager of Manhasset.

"The Grande music stand was designed with an all-purpose shelf, rather than a storage area in the back of the stand. The new Grande music stand also has retained many of the best features of the Regal music stand, including a wide base with dual shafts to provide outstanding support for larger music scores."

Other features are a durable powder coat finish and two Manhasset Symphony shafts with Magic Finger Clutch.

🛒 Manhasset Stands (manhassetstands.com)



Alfred Music, G4V Release Songbook

Alfred Music and the nonprofit organization Guitars for Vets have jointly released *Guitars for Vets: Official Songbook (Healing Through Music with 31 Easy Guitar Songs)*.

With a mission to give veterans the healing power of music by offering free guitar instruction, instruments and accessories, the nonprofit organization Guitars for Vets has joined with Alfred Music to present this collection of 31 classic songs.

Arranged for easy guitar, the collection contains classic tunes from the 1960s to the present by legendary artists, including the Rolling Stones, the Doors and Johnny Cash. A portion of sales will go directly to the Guitars for Vets organization to further support its cause.

The book includes "Bad To The Bone," "Big Yellow Taxi," "Go Your Own Way," "I Can See Clearly Now," "Jumpin' Jack Flash," "I Can't Get No) Satisfaction," "Wipe Out" and other songs.

🛒 Alfred Music (alfred.com)

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Schecter Guitars Releases V-7

Schecter Guitars' Chris Howorth V-7 is the same instrument that the In This Moment founding guitarist uses to slay stages in front of packed audiences. A three-piece Thin-C mahogany neck with dual carbon fiber rod reinforcement, topped with a 26½-inch scale ebony fingerboard sporting a custom snake cross inlay at the 12th fret, is

deep-set into a mahogany body for a combination of rugged durability and warm, balanced tonal response dripping with sustain. Ergonomic considerations include an ultra-access heel carve for full access to all 24 jumbo frets, and waist contours to maximize comfort.

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

Alvarez Unveils Artist Elite

Alvarez Guitars has introduced the Artist Elite series, custom-style guitars made with premium tonewoods and finishes. Artist Elite showcases premium grade solid Sitka, mahogany, walnut, cedar and figured acacia tops under Alvarez's attenuated gloss finish. Back and side choices include Macassar ebony, walnut, figured acacia or flamed maple. All models are wood bound, with some offering a slim or standard bevel armrest. All models are cut-away acoustic electric.

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



Blessing Adds Trombone

E.K. Blessing has unveiled the BVT-1470 valve trombone. The instrument is a nod to one of Blessing's earliest successes, continuing in the tradition of finely crafted instruments at great value.

It features an 8-inch engraved yellow brass bell, yellow brass outer slide, stainless steel pistons and a .460-inch bore. It comes in clear epoxy finish and includes a case. Pitched in B flat and designed with a trumpet valve block, the valve fingerings on

the BVT-1470 are identical to the trumpet, but the sound is one octave lower. It is the perfect double for a trumpeter, or an affordable alternative for members of the low brass section who prefer the traction that valves provide, particularly for fast passages that may be problematic for a hand slide. With its bell forward projection, the BVT-1470 provides the playability desired in school marching, pep or jazz band settings.

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

RockBoard LED Dampers Cut Pedal Glare

The RockBoard LED Dampers from W-Music Distribution are diffractive caps for LEDs that will dampen the glare of bright light on pedals. The matte dome structure diffracts the light of LEDs so the pedal's status is still clearly visible in broad daylight as well as in the dark. Coming in two sizes, small (with an 8-mm outer diameter and 3-mm height) and large (10-mm outer diameter and 3-mm height), the LED Dampers will fit status LEDs with or without bevels.

A high-quality self-adhesive keeps them in place and easy to remove without residue.

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





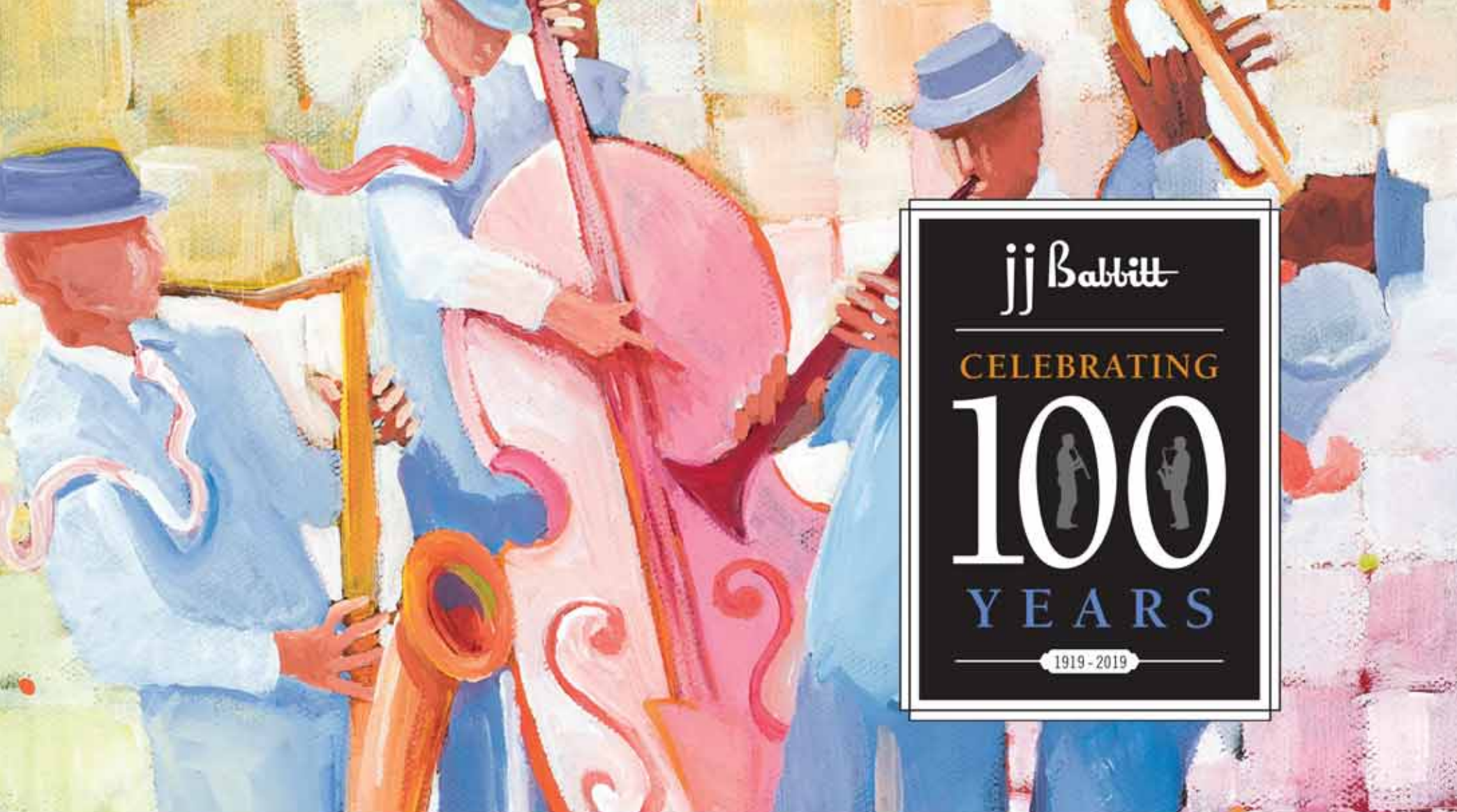
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Samson Assists Active Users

Samson has introduced its AirLine 99m series, designed to meet the specific demands of active performers.

Available in Headset and Fitness Headset configurations, this frequency-agile UHF wireless system combines the AH9 micro transmitter and AR99m micro receiver for a portable, rechargeable setup that offers high-definition sound free of cables and beltpacks.

The AH9 is the evolution of Samson's original AirLine transmitter. Thanks to its micro design, the AH9 is mounted directly on the included headset, making it ideal for fitness instructors and active performers.

The micro-sized True RF Diversity AR99m receiver provides 100 available channels to secure reliable wireless performance. The receiver provides easy setup with one-touch scan, which analyzes and selects the clearest operating channel.

Also, it includes infrared technology to pair the transmitter with the receiver.

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

WFLIII Boasts Focused Punch

WFLIII Drums has debuted the WFLIII 1909 Signature Aluminum snare. The 1909 snare is finished with powder-coated sparkle finishes and features custom lugs to produce a crisp, dynamic sound.

"I was looking to create a classic metal snare drum with a focused attack that would cut through today's rock and hip-hop music," said Bill Ludwig III, company founder. "I've always loved the sound of well-made alumi-



num shells, so this was a natural choice. The results have exceeded my expectations. The 1909 reminds me of a classic Black Beauty but with a woody, focused punch."

The 1909 snare features a 6½-inch by 14-inch, 3mm aluminum shell with laser-cut bearing edges and snare beds with classic S-1 snare strainers or Trick GS007 multistep strainers for added tuning versatility.

🛒 [WFLIII \(wfliiidrums.com\)](http://WFLIII(wfliiidrums.com))



Alvarez Expands Yairi

Alvarez Guitars' Yairi line is now made up of 30 models, offering more body shapes, cutaway options, colors and 12-strings.

"We look forward to demonstrating the Yairi difference on the road throughout the U.S.A.," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music.

Among the new Yairi guitars is the Brad Davis signature DYM70BD. Also new are the DY70CE-12, a 12-string guitar available in natural and Shadowburst finishes, and several Grand Auditorium and folk shapes, including the GY70CESHB and FY70CESHB.

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



Chedeville Launches Elite Series

Chedeville has introduced the Chedeville Elite series B-flat clarinet mouthpieces.

Since the company's acquisition by JodyJazz, Jody Espina — president of JodyJazz/Chedeville — and his advisory team of musicians and educators have worked hard to develop this new range.

The Chedeville Elite B-flat clarinet mouthpieces create a warm tone with excellent control and intonation. The medium length, classic Chedeville facing curve produces a warm yet strong, full tone with solid playability. The mouthpiece is available in six different tip openings.

"No expense has been spared in creating the Elite model clarinet mouthpiece," Espina said.

🛒 [Chedeville \(chedeville.com\)](http://Chedeville(chedeville.com))



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Dansr Celebrates 15th Anniversary

U.S. distributor Dansr is celebrating its 15th anniversary throughout 2019.

"It does not seem possible that it's been 15 years," said Michael Skinner, Dansr president. "We weathered the storm of the 2008 recession, and we've continued growing our two product lines. And we're still together as a partner group."

Along with partners Bill Gray and Greg Grieme, Skinner took over as the Vandoren importer in 2004. Two years later, they added Denis Wick, London.

"We have seen growth in all our business groups," Grieme said. "It seems like we hit the ground running in 2004 and have not slowed down."

 Dansr (dansr.com)



From left, Bill Gray, Michael Skinner, Gary Winder and Greg Grieme.

ATV Plays in Both Drum Realms

Continuing the design spirit of company founder Ikutaro Kakehashi, ATV has expanded the aDrums line with the aDrums Artist Pro kit.

The aDrums Artist Pro drums feature six-ply maple shells with hand-finished bearing edges and a finish that is buffed to a high luster. The kit also has an advanced multisensor trigger array and proprietary two-ply mesh drumheads.

The aDrums Artist Pro drums will be available in a 20-inch kick; 14-inch Tru-Hybrid snare; 8-, 10- and 12-inch rack toms; and 14- and 16-inch floor toms.

The aD-S14AP Artist Pro snare drum brings Tru-Hybrid flexibility to electronic drummers. Shipped from the factory with mesh heads top and bottom, this snare



drum has a breather hole in the shell and a throw off with snare wires already installed.

Players can swap the mesh for the acoustic heads of their choosing, tweak trigger settings and then comfortably work in both the electronic and acoustic realms.

The aDrums Artist Pro kits will come in standard and expanded configurations.


 ATV Corp. (atvcorporation.com)



Overloud Replicates '70s Tone

Overloud has released Echoson, a faithful recreation of an Italian magnetic disc delay unit, which is known for a tone that helped define the sound of bands like Pink Floyd in the 1970s.

Echoson features a realistic recreation of the original unit's tone, independent control of each playback head and stereo operating mode with separate controls for the left and right. Dual-mono, stereo and reverb modes allow for wider soundscapes, while adjustable disc speed lets users change delay time with BPM sync option.

 Overloud (overloud.com)



UA Opens Custom Shop

Universal Audio has opened its UA Custom Shop, which is located in Santa Cruz, California. The UA Custom Shop is dedicated to building small-batch, hand-made analog hardware, including the 610 Tube Channel Strip.

"We're looking forward to having this new modern space to build the classic analog hardware that's an essential part of our heritage, one unit at a time, as well as dreaming up future classics," said Bill Putnam Jr., Universal Audio CEO and founder.

The Custom Shop also houses a video production facility and service center.

 Universal Audio (uaudio.com)

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Morley Celebrates 50

Morley is celebrating its 50th anniversary this year. Since its founding, Morley has brought many innovations to the guitar effects world, including Electro-Optical circuitry, the first switchless activation wah and the industry-standard ABY Switcher.

"The origins of Morley pedals go back much earlier than 50 years; however, 1969 was the year we started seriously making guitar effects under the Tel-Ray name that led to the creation of the Morley brand and line of pedals," said Morley's Bill Wenzloff. "We will be celebrating in various ways throughout 2019, and our special Chrome Bundle is just the kick-off."

Released in November 2018, the Chrome



Bundle is limited to 300 pieces worldwide.

It contains a special run of a chrome mini Power Wah, chrome ABY, a commemorative booklet showing a few interesting products over five decades, a retro Morley Man sticker and a few other special items.

Everything included is packaged in a collector's box and is numerically serialized from No. 1 to No. 300.

🛒 **Morley** (morleyproducts.com)

Make Your Own Kyser Capo at NAMM

Kyser's NAMM Show booth will be transformed into a mini capo factory where attendees can assemble their own Kyser Quick-Change capo.

These are the ultimate custom capos — handcrafted on the spot and free to all attendees. There will be a life-size factory backdrop where the assemblers can take their photo as an honorary member of the Kyser crew and post it on social media using the hashtag #kyserbyme.

The custom capo event will run each day of the show from 1 to 3 p.m.

🛒 **Kyser** (kysermusical.com)



Pocket-sized Amplification

Palmer has launched the Pocket Amp series. It includes the MK2 Pocket Amp for electric guitarists, as well as the Bass Pocket Amp for bassists and the Acoustic Pocket Amp for acoustic stringed instruments.

The three portable pre-amps distinguish themselves by their powerful sound-design options housed in a compact case. Versatile tools for practice, recording and gigs, the Palmer Pocket Amps are perfect companions for musicians on the go.

🛒 **Adam Hall** (adamhall.com)

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Guitar Ambassador Award

Play Like Paige

Ukulele fans can now play like Led Zeppelin's Jimmy Paige on the Ortega Double-Neck Ukulele.

Ortega's Hydra model features an 8-string and 4-string mahogany neck set in a tenor-sized Ovangkol body with open pore finish.

The instrument comes with Ortega custom-built electronics with a three-way mini toggle to switch between the necks or to activate them together. The double-neck model comes with a rectangular-shaped gig bag.

🛒 **Ortega Guitars** (ortegaguitars.com)



Gator Cases Transit Line Goes Hybrid

Gator has taken the styling of its Transit Gig Bag series and combined it with the durability of the GL Lightweight series to create the new Transit Rigid series Lightweight guitar cases. These cases are the ultimate hybrid series, designed to fit electric, bass and dreadnought guitars.

Featuring dense EPS foam with premium plush lining, the Transit Series provides plenty of room for capos, strings, picks and other accessories.

The cases feature a large external zipper pocket on the front of the case with an additional layered zipper pocket.

The soft-lined pocket provides quick access to items such as a phone, keys and small electronics.

🛒 **Gator Cases** (gatorcases.com)



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Superlux Improves Stereo Mic

The Superlux S502 ORTF is now available in the United States. Building on this, Superlux has announced a new and improved version, the S502MKII ORTF stereo microphone.

The S502MKII features specialized diaphragm technology that provides better directivity, a lower S/N ratio and improved total harmonic distortion. The S502MKII reveals more sound detail with extended

high-frequency response. Compared to the original S502, the new S502MKII delivers a flatter frequency response with a crystal-clear, natural sound quality that captures a wide stereo field with increased realism.

The Superlux S502MKII ORTF stereo microphone is an ideal choice for any professional recording or sound reinforcement application.

🛒 **Superlux** (avlex.com)

RCF Group Acquires DPA

RCF Group has signed a definitive agreement for the acquisition of DPA Microphones, and the deal goes into effect January 2019.

As one of the fastest-growing groups in the pro-audio market, RCF Group now has companies in the U.S. and Europe and operates under the names RCF, AEB Industriale (dB Technologies) and EAW. The synergy between RCF and DPA will ensure end users have a complete, high-quality audio portfolio — from microphones to loudspeakers.

Both companies will remain independent, with DPA Microphones continuing under its own name and with the same management, operating from the DPA headquarters in Allerød, Denmark. Production will continue at DPA's manufacturing plant

in Asnæs, Denmark, and all existing sales channels will be maintained.

🛒 **DPA** (dpamicrophones.com)



Arturo Vicari, RCF Group CEO

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TMP-Pro Ships Apart Audio, Seeks Reps

TMP-Pro, the pro-audio distribution division of The Music People, has announced that Apart Audio products are now in stock. TMP-Pro is also currently seeking independent sales representatives for Apart Audio, part of the Audioprof Group International NV, which includes Community Professional Loudspeakers.

Apart Audio's products are designed to shorten install time by 35 percent. Apart Audio has been installed in prestigious restaurants, arenas and institutions across the world, including Samjung Animal Park in South Korea, and in Sochi, at Russia's Fisht Stadium, home to the 2018 FIFA World Cup.

🛒 **The Music People** (musicpeopleinc.com)

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Effigy Labs Raises the Bar

Effigy Labs has introduced the Effigy Control Pedal, a responsive and sensitive MIDI controller foot pedal.

The Effigy Control Pedal offers keyboard and synthesizer players a viable replacement for controls such as pitch bend and MOD. These controls usually require a player to interrupt left-hand play to operate.

The playability bar is raised by Effigy's patented sensors, which give the player positive pressure feedback with a natural human feel. The larger range of motion improves on other MIDI controller pads.

A companion software app supercharges the pedal into a virtual toolbox.

🛒 **Effigy Labs** (effigylabs.com)



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Go Wireless

The Hosa Drive Bluetooth Interface is designed to add wireless audio to devices lacking wireless capabilities, providing the freedom to play music anywhere.

The Hosa Drive Bluetooth Interface creates a link between modern wireless devices and older audio equipment. The lightweight interface can be set to transmit or receive Bluetooth audio. It can be used as a transmitter to play records over Bluetooth speakers or switched to receiver mode to stream music from a phone to an analog mixer.

Originally launched in 2015, Hosa's IBT-300 Drive Bluetooth Receiver was a hit, and Hosa's new IBT-402 Drive Bluetooth Interface improves upon its predecessor's features. In addition to the versatility of use, the new interface is ideal for travel, thanks to its smaller and lighter build. The IBT-402 uses Bluetooth 4.2 technology to deliver high-quality, low-latency sound.

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

Let the Force Be with You

Akai Professional has released its standalone Force music production/DJ performance device with clip launching, step sequencing, sampling, synths and a 7-inch multitouch display. Force is designed for the user who wants a standalone product with the latest in modern workflow techniques, free from connection to a computer. Force features an 8x8 RGB clip launch matrix, a 7-inch full-



color tough-capacitive multitouch display, eight touch-sensitive knobs with graphical OLED displays, two audio inputs, four audio outputs, MIDI and CV I/O. Plus, users can automatically sync their Splice sample folder to the Force.

Together, this gives the user a wide range of creative freedom and expression, while remaining free of being tethered to a computer.

[Akai Professional \(akaipro.com\)](http://Akai Professional (akaipro.com))



G7th Offers Tuning Stability

G7th has released its Performance 3 Capo with Adaptive Radius Technology (ART).

The ART active string pad mechanism adapts to match the radius over the strings on any guitar, delivering tuning stability by applying even pressure across all the strings. Coupled with the tension control system on the Performance range, this gives a near-perfect experience without any of the problems associated with capos in the past.

"Capos have one main purpose: to hold down your strings without any buzzing," said Nick Campling, G7th designer and chairman. "Most of the capos on the market manage that, but not without creating tuning problems. Guitarists have just had to deal with it until we released the Heritage capo. Now, Adaptive Radius Technology is available on a mass-market capo, and no guitarist should have to suffer from capo issues again."

The Performance 3 capos are available in a silver finish, satin black and 18-kt gold plate, and they come with a G7th free lifetime warranty.

[G7th \(G7th.com\)](http://G7th (G7th.com))



Ibanez Updates Electric Basses with Okoume Bodies

Ibanez has updated its SR500E, SR505E, SR505EL and SR506 bass models to feature an Okoume body, offering a warm and fat low end. The thin, sturdy and stable jatoba/walnut neck offers superior playability with the extended neck joint, making the upper frets easily accessible.

These basses are equipped with Bartolini BH2 pickups in a dual-coil style configura-

tion with a lower resonant frequency, providing a balanced, warm response with a tighter bottom end and a fuller midrange.

The Ibanez Custom Electronics three-band EQ features a three-way mid-frequency switch, allowing for precise tonal control and an EQ bypass switch for passive-only operation.

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

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Godin Adds Steel-string Model to Multiac Line

Godin Guitars has added the Godin Multiac Steel to its Multiac line. This steel-string guitar was developed to bring authentic acoustic sounds to the stage with zero feedback issues at any volume.

The Multiac Steel is based off the design of the Multiac Doyle Dykes Signature

and contains many of the same features. The guitar is equipped with a custom-voiced L.R. Baggs electronic system, which offers the possibility of blending an LB6 undersaddle transducer with a Lyric internal microphone.

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

Mojotone Distributes MagSlide

Mojotone has teamed up with ThixoTek to distribute its MagSlide MS2. The MS2 is the first magnesium guitar slide and offers guitar players a lightweight and comfortable alternative to glass, steel and brass slides.

The MagSlide's "comfort grooves" offer more control and allow airflow between the finger and the inside wall of the slide.



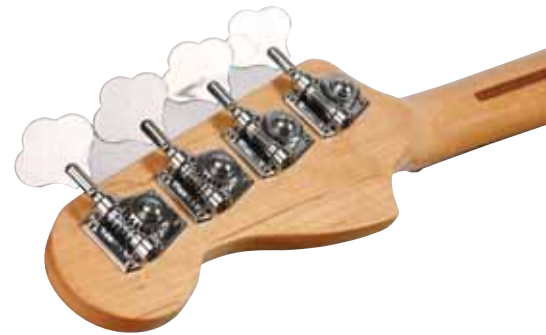
The dampening characteristic of magnesium contributes to the MagSlide's warm tone and amount of sustain. Because the MagSlide is lightweight, it can be played on both acoustic and electric guitars with lighter gauge strings with lower action.

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

Spend Less Time Tuning

Graph Tech's Ratio For Bass Machine Heads modify the outdated standard of a single gear ratio for all strings and feature a gear ratio specific to each string, accommodating for the difference in string diameters. The result is a machine head that takes the guesswork out of tuning by creating an even and predictable tuning experience across the fretboard. The gear ratios allow for each of the strings to have the same pitch-change reaction to the turn of the machine head.

With this tuning system, once the user knows how one string will react to the turn of a machine head, the rest of the strings will



react the same. For a standard four-string bass, the gear ratio is 48:1, 36:1, 25:1 and 23:1 for the E, A, D and G strings, respectively.

The Ratio For Bass are easy to install and come in two button styles: the classic clover shape and the more contemporary Y-key shape in chrome or black. They are also available for five- and six-string bass.

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



Mallets Get a Makeover

Innovative Percussion has released the Jauvon Gilliam Series Timpani Mallets. The series features a totally new look on a classic implement.

All six models are constructed with a stained black bamboo shaft and are wrapped with a black German "Midnight" felt. The series is built to be agile like a European mallet but have the presence of an American mallet. Each stick has a clean attack to help produce a clear, immediate pitch and a warm tone.

The six models are the JMG-1, which is a

large roller mallet featuring a wood core with black German felt cover; the JMG-2, which features a bold, wooden core with black German felt cover; the JMG-3, which is a medium general mallet, wooden core with black German felt cover; the JMG-4, which is a medium hard mallet, hard felt core with black German felt cover; the JMG-5, which is a hard mallet, wooden core with black German felt cover; and the JMG-6, an articulate mallet with a wooden core with premium felt cover.

🛒 [Innovative Percussion \(innovativepercussion.com\)](http://innovativepercussion.com)

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Breedlove's New Concerto

Breedlove has introduced the larger-bodied Concerto to its Pursuit series.

Based on the popular Pursuit Concert platform, the guitar gets additional sound and projection from its large Concerto body.

It has a solid red cedar top and mahogany back, and features a scale length of 25.31 inches.

Available in natural gloss finish, the Pursuit Concerto is ideal for players looking for a big body sound with more tonal complexity, as well as a more comfortable playing experience. It features the L.R. Baggs EAS electronic system, so it can be plugged in for amplification.

🛒 [Breedlove \(breedlovemusic.com\)](http://Breedlove.com)

Genzler Adds AA-Mini to Acoustic Array Combo Family

Genzler Amplification has added the AA-Mini to its Acoustic Array family.

The AA-Mini offers a full-featured pre-amp design with separate mic and instrument channels, digital effects and a 100-watt class D power amplifier. The lightweight, compact combo's speaker system was designed based upon Genzler's Bass Array format from its bass guitar cabinets.

The AA-Mini features an 8-inch woofer along with the performance and pattern

control of a proprietary line array column in the center of the speaker baffle.

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



Yamaha Adds to CG Series

Yamaha has unveiled the CG-TA TransAcoustic nylon-string classical guitar, bringing the company's TransAcoustic technology to its top-selling CG series guitars.

The CG-TA is among the newest additions to the family of Yamaha hybrid guitars, joining the CSF-TA, LL-TA/LS-TA, FG-TA/FS-TA and Silent Guitars. The CG-TA incorporates an actuator completely

hidden inside the guitar, a unique Yamaha technology. When the strings are played, the actuator senses the vibrations, enhances them and conveys them back to the guitar body and the air in and around the guitar to create authentic reverb and chorus effects from inside the body, with no need for external amplification or effects.

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

DW Crafts First-ever Pure Almond Drum Sets

Drum Workshop has added a new wood choice to its Collector's series drum sets: Pure Almond.

Pure Almond is the hardest wood currently offered in the company's California Custom Shop assortment, possessing a bright sonic personality in the same family as Pure Oak and Pure Purpleheart.

Handcrafted in DW's California Custom Shop, Pure Almond drum sets feature a new Staggered Tandem Core shell design that puts less tension on the shell and

balances the attack and brightness.

🛒 [Drum Workshop \(dwdrums.com\)](http://DrumWorkshop.com)



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D'Addario Updates NS Tuner

D'Addario Accessories' updated NS Micro headstock tuner is an accurate, feature-packed tuner in a small form factor intended for only the player to notice it.

With a display that has a 360-degree rotation and with 90-degree screen orientation options, players can dial in the ideal viewing angle. A bright, full-color screen makes it easy to read, and the advanced piezo reduces ambient noise feedback.

D'Addario (daddario.com)

Galaxy Audio Expands Wireless Systems

Galaxy Audio has added the AS-950 to the company's line of wireless personal monitor systems.

The AS-950 wireless monitor offers 16 selectable UHF frequencies for dependable RF performance.

The transmitter features L/R level display, channel up/down select with LCD display, stereo XLR/¼-inch inputs and headphone output with volume control.

EB4 ear buds feature titanium drivers,

extended bass response, aluminum alloy construction and are standard with all WPM models.

Galaxy Audio (galaxyaudio.com)



Super Jet Powers Up

JodyJazz has added Super Jet Baritone and Super Jet Soprano to its Super Jet series of saxophone mouthpieces. The Super Jet Baritone is available in 6-, 7-, 8-, 9- and 10-tip openings. The Soprano is available in 5-, 6-, 7-, 8-, 9- and 10-tip openings.

The Super Jet Baritone is a contemporary-sounding mouthpiece with a powerful sound. Featuring edge and altissimo, there is still enough bottom in the sound to make it more versatile than most mouthpieces.

Offering strong projection and a bright, powerful tone, the Super Jet Soprano

mouthpiece is ideal for the player looking for more edge and the ability to cut through louder music. But characteristically, like the rest of the Super Jet series, there's plenty of warmth in the sound, allowing it to express the full tonal range of the soprano saxophone.

MSRP: Super Jet Baritone, \$450; Super Jet Soprano, \$350.

JodyJazz (jodyjazz.com)



Washburn Gets Fun-sized

Building on the success of its AGM5K Apprentice G-Mini Guitar, Washburn has added the G-Mini5 BK model featuring a matte black finish to its line of Apprentice Guitars.

Sharing the scaled-down proportions of its sister instrument, the G-Mini5 BK has a

matte finished select spruce top with classic Washburn "Heritage" rosette and a sapele back and side pairing.

These features allow for a mellow, well-defined tone with impressive note clarity for an instrument of smaller dimensions.

Washburn (washburn.com)

FEATURE COMFORTS

SOUNDGEAR IS GETTING AN INFUSION OF NEW MODELS AND UPGRADES FOR 2019

SR500E

SRMD200

SR2405W

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Attend the Night of Worship presented by Yamaha tonight at 7pm in the Hilton Pacific Ballroom.

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@YamahaMusicUSA

Warwick Aids Educators

A selection of support materials and online resources for music educators to encourage children to enjoy making music has been introduced by Warwick Music Group, the company behind plastic brass instruments, including pBone, pTrumpet, pCornet and pBuzz.

This online teaching resource enables both music and nonmusic educators to teach the principles of brass music to primary children using the pBuzz — which is specially designed to encourage children as young as 3 years old to play.

Developed with a minimusician's smaller hands in mind, Warwick Music Group wanted to enable any teacher to use the



instrument as a resource, whether they were a musician or not.

Working in partnership with Music Education Solutions, a step-by-step guide and support system for schools was designed.

🛒 **Warwick Music Group** (warwickmusicgroup.com)

SKB Adds Studio Flyer Line

Following the waterproof 2U Studio Flyer Rack Case, SKB has unveiled its 4U big brother, the 1SKB-iSF4U Injection Molded 4U Studio Flyer Rack Case.

Like its predecessor, the 1SKB-iSF4U features a virtually indestructible, waterproof injection molded shell that is both lighter and stronger than the previous 4U Studio Flyer. It includes innovative molded-in front and rear rack rails that provide even more security and durability for sensitive studio equipment during travel. As a larger Studio Flyer option, The 1SKB-



iSF4U offers a 4U rack mount measuring 15 inches from front rail to rear rail, which safely accommodates deeper equipment, such as the Universal Audio Apollo audio interface. It also provides a 21-by-15½-inch adjustable work surface with ample room for laptops or monitors, and a specially molded exterior pattern that stacks securely with all SKB Roto Racks for maximum transport convenience. Other features include improved quiet-glide wheels, an easy-to-operate one-button pull handle and TSA-accessible locking trigger latches.

🛒 **SKB** (skbcases.com)

Yorkville Array System Boasts Versatility

Yorkville Sound has announced the Synergy Array series, its largest and most powerful point-source system to date.

The Synergy system consists of the SA153, a three-way full-range active cabinet, along with the SA315S active subwoofer.

"We believe we have created the ultimate point-source speaker system, incorporating Tom Danley's patented Paraline Lens and Synergy Horn technologies into this powerful and portable array," said Steve



Long, president of Yorkville Sound.

Synergy is scalable in both horizontal and vertical planes, and it is an ideal sound reinforcement solution for a club, outdoor festival, theater or arena.

🛒 **Yorkville Sound** (yorkville.com)

Protection Racket's Proline, Nutcase Sets Available in Many Configurations

Protection Racket is now offering its Proline and Nutcase drum cases in popular kit configurations packed in a single carton.

The company's flagship range, Proline, are cases made for the long haul, constructed with durable, hard-wearing fabrics and components. They feature a clear, robust labeling system that aids packing and unpacking of gear, as well as the company's egg-shaped tom and snare cases, perfectly tailored to fit tom drums with or without suspension mounts. These cases are available in seven sets of different configurations.

Protection Racket's Nutcases are begin-

ner-to-intermediate drum bags that are built tough yet light in weight.

🛒 **Protection Racket** (protectionracket.com)



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Ortega Modernizes Flamenco Guitar

Ortega Guitars has delivered a modern classical flamenco model developed in conjunction with guitarist Ben Woods.

The Ben Woods Signature model sports a thinline body with a Western cedar top and European walnut back and sides. Featuring a gloss finish and ebony fret-

board, the Woods model has an Ortega 12-hole bridge and Fishman/Ortega Clasica Blend pickup system. It can be used for both classical and modern flamenco styles.

The guitar comes with a Ben Woods gig bag and electrostatic pickguard.

🛒 [Ortega Guitars \(ortegaguitars.com\)](http://OrtegaGuitars.com)

Peavey Amp Goes Mini

Peavey Electronics has collaborated with Periphery guitarist Misha Mansoor on the mini invective MH amplifier. It packs all of the tones from its 120-watt big brother into a much more portable 20-watt MH head format. At the heart of the amp is a pair of EL84 power tubes shaped by three 12AX7/ECC83 pre-amp tubes, providing everything from pristine cleans to Mansoor's chunky gated djent tone.

The onboard tube status indication circuit helps the user diagnose a problem with the power tubes. The bias adjustment pot is



located on the top of the small, rugged chassis. Additionally, foot switches allow the invective MH to engage or disengage the tight voicing and any combination of gate and boost on the lead channel, respectively.

There's also an independently foot-switchable buffered effects loop.

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

Bob Weir, Wolf Bros to Play Private D'Angelico Event

Tonight at 8 p.m., Bob Weir and Wolf Bros will take the stage for a private performance at D'Angelico Guitars' NAMM booth for the second year in a row. Weir and Wolf Bros will play a set of both Grateful Dead tunes and Weir solo material.

Weir will be debuting his signature model, the Deluxe Bob Weir Bedford — an offset solid-body strapped with two P-90s and a Lollar blonde middle single-coil.

Also available on the floor will be

D'Angelico's officially licensed Grateful Dead models: the Grateful Dead Bedford, featuring the colorful "dancing bears" graphic, and the Grateful Dead DC, featuring the red, white and blue lightning bolt.

For a chance to win a pair of tickets, visitors can stop by the D'Angelico booth.

Attendees will receive a free pack of D'Angelico's Prohibition Bronze acoustic strings and a chance to win a guitar.

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

ISP Revamps Speaker

ISP Technologies has redesigned the GLA2806 line array speaker.

This high-performance, small-format, two-way true line array cabinet is designed with "gapless" summation of the line array elements. The GLA2806 is an all-in-one-box system with six elements comprised of eight 6½-inch neo woofers and six 1¾-inch neo HF compression drivers.

Multibox line array systems suffer from a gap between the individual elements of the line array, which can cause response errors due to the spacing between the drivers. This can cause frequency and phase errors in the response, and the sound will change based on the seating position in the room.

The GLA2806 system delivers the advantages of a true line array system

but with a new level of precision summation between the internal components. The cabinet, with a 48-degree vertical by 100-degree horizontal pattern, offers smooth summation between the internal elements.

The powered bi-amplified design features patented DAA Dynamic Adaptive Amplifier technology, which delivers efficiency close to that of Class D but with Class A/B sonic performance.

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

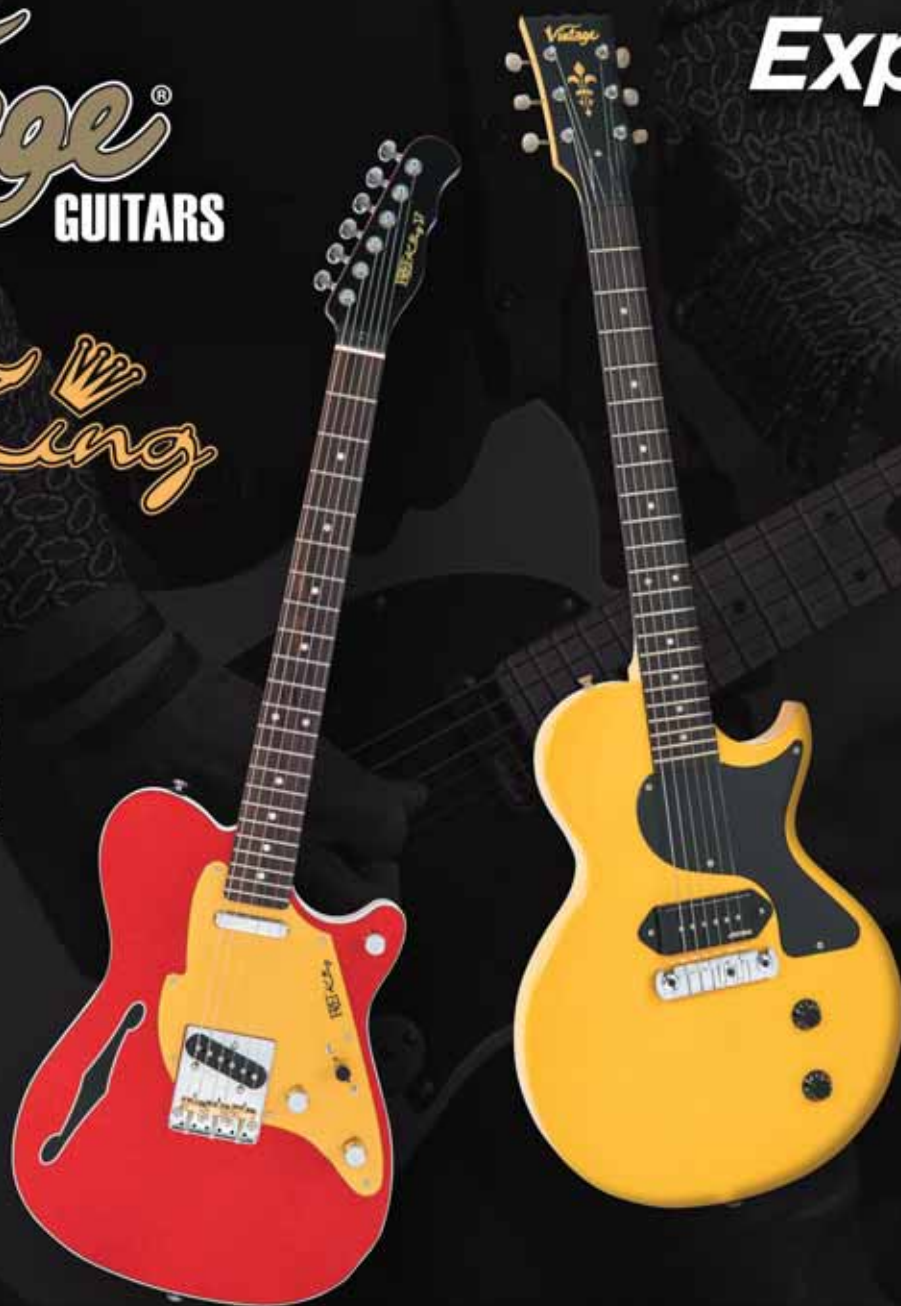


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Córdoba Adds 2 Travel Bases

Following last summer's launch of the Mini II, a slightly larger take on the original Mini guitar, Córdoba has announced an expansion of the line with the Mini II Bass.

The Mini II line simplifies impromptu jam sessions thanks to its 22 $\frac{3}{4}$ -inch scale length, which accommodates standard E tuning. This bass is available in two tone-wood options: The all-mahogany Mini II Bass MH-E is mellow, soft and balanced. The Mini II Bass EB-E is clear and defined, with a spruce top and striped ebony back and sides.

🛒 **Córdoba Guitars** (cordobaguitars.com)



Breedlove Offers Discovery Concerto

Breedlove has introduced the larger-bodied Concerto to its Discovery series of acoustic guitars. Based on the Discovery Concert platform, the guitar is ideal for players who are seeking a big body sound with more tonal complexity, as well as a comfortable playing experience.

Available in gloss sunburst, the 21-fret Discovery Concerto features a Sitka spruce top and mahogany back and sides. It has a scale length of 25.31 inches and comes with a standard gig bag.

MSRP: \$465.

🛒 **Breedlove** (breedlovemusic.com)



RD-328 Delivers Classic Tone

Recording King has introduced the RD-328, a traditionally styled dreadnought with a top built from 30-year-old Adirondack spruce.

The RD-328 evokes classic dreadnought style, sound and volume thanks to hand-selected tonewoods and vintage styling.

The 328's classic rosette design and heringbone body purfling complete the look.

For players who need a dreadnought's power and volume but still want the warmth and vibrancy that comes with aged tone-woods, the RD-328 offers both.

🛒 **Recording King** (recordingking.com)

Blackstar Broadens HT Tube Amp Line

Blackstar's HT series has added three models to the line of compact tube amplifiers: the HT1R-Mk II, HT5R-Mk II and HT20R-MkII.

The 1-watt HT1R-MkII combines boutique cosmetics with impressive tube tone, resulting in a great practice amp.

Equipped with a 5-watt push-pull design utilizing the 12BH7 tube, the HT5R-MkII offers the power of a 100-watt stack in a compact package.

The HT20R-MkII offers versatility. The carefully voiced pre-amp, combined with a 20-watt EL84 power amp, provides the play-

er with the ability to create lush tube tones.

🛒 **Blackstar** (blackstaramps.com)

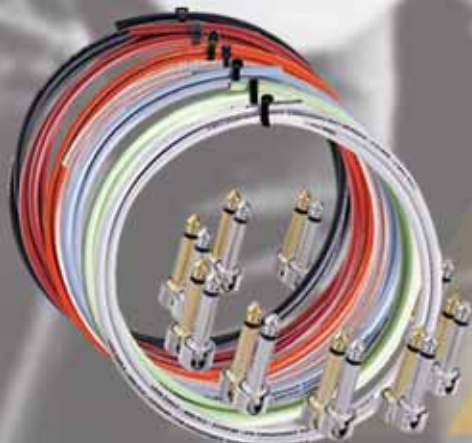


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Record Your Gigs

Peavey Electronics' Max series delivers power and state-of-the-art tonal quality in each designed cabinet. The Max series' angled baffle lets players direct sound at their ears instead of their feet. While the low end is omnidirectional, the transient is directional so players can hear themselves clearly without having to tilt their amp back.

The Max 100 has a 10-inch woofer and delivers 100 watts. The unit measures 15½ inches wide by 11¾ inches high by 17½ inches deep and weighs 24 pounds. The Max 150 has a 12-inch woofer and delivers 150 watts. The unit measures 16¼ inches wide by 12½ inches high by 18½ inches deep and weighs 30 pounds.

The Max 250 has a 15-inch woofer with high-end tweeter and delivers 250 watts. The unit measures 18¼ inches wide by 13½ inches high by 21 inches deep and weighs 45 pounds. The Max 208 has two 8-inch woofers and delivers 150 watts. The unit measures 10 inches wide by 20 inches high by 10 inches deep and weighs just 33 pounds.

🛒 Peavey (peavey.com)

Fender Tele Delivers New Sonic Blend

Fender's American Acoustasonic Telecaster guitar uses a Fender and Fishman-designed Acoustic Engine to deliver a new sonic expression.

The guitar mixes advanced technology with organic feel and playability as a way to connect artists to their music. The fully hollow body boasts an integrated forearm contour and Fender's patent-pending Stringed Instrument Resonance System, which is designed to deliver a naturally loud voice with lively harmonics.

A mahogany neck and open-pore satin finish make this guitar comfortable and easy to play. The guitar is powered by the Fender and Fishman-designed Acoustic Engine — a proprietary blend of classic ana-



log and advanced technologies that optimize the guitar's natural sound and then modify the resonance to deliver a curated collection of voices. These acoustic and electric voices can be played solo or blended via the Mod Knob to create new sounds.

🛒 Fender (fender.com)

Theo Listens to Player Feedback

The latest Theo Wanne saxophones feature new designs based on customer feedback. All models feature the company's custom neck, bore and tonehole designs, its triple neckstrap ring and its special bell-to-body braces. Each model has its own tone profile.

"The Mantra 2 Tenor retains the big, fat powerful tone of the original Mantra, but with refined keywork, better altissimo and better intonation," said Theo Wanne, company founder. "It's lighter weight than the previous Mantra, yet has an even fuller, bigger tone."

The Mantra 2 Soprano boasts a full, clear and beautiful sound. Not a cookie-cutter horn, the Mantra 2 Soprano comes in three versions: straight, curved neck and fully curved.

The Mantra 2 Alto offers a fat, free tone, with tons of core, while the new Narayan Alto is an agile, flexible and lightweight professional saxophone. It's particularly free-blowing, so it's ideal for players who want a lot of freedom and flexibility in their sound.

🛒 Theo Wanne (thewanne.com)



Yamaha Rethinks Violins

Yamaha has announced it is changing the traditional techniques used to manufacture student stringed instruments with its new YVN Model 3 Student Violin Outfit for developing players, academic music programs and the rental market.

Drawing upon advanced building methods first developed for Yamaha percussion and wind instruments, the YVN Model 3 is constructed with the tight tolerances normally associated with much more expen-

sive, luthier-built models. These improvements let the violin sing with rich tone while maintaining student-proof durability at a family friendly price.

Among the innovations is a proprietary graduated "press-formed" spruce top that offers exceptional tone and resonance for a student violin. Yamaha also designed the YVN Model 3 to be easier to service than traditional stringed instruments.

🛒 Yamaha (usa.yamaha.com)



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AP Bass Bridge Energizes

AP International has released the Ray Ross Bass Bridge, a retrofitting bridge that represents a new approach to the standard stringed instrument bridge design.

Rather than utilizing a traditional saddle to provide a string break, the Ray Ross features a tone pin that keeps the string completely straight from the bridge to the nut. This concept removes the “kink” from the string, providing increased vibrational energy through the strings and into the body of the instrument. This feature allows for maximum transference to the instru-



ment so players can get the most from the bass itself, not solely the color of the bridge. Comprised of solid brass, the residual tone players get from the bridge is articulate, resonant and full-bodied.

On a standard bridge, downward force applied to the instrument from the string is restricted due to the saddles providing relief between the string and body. The Ray Ross negates this concept and applies nearly 100 percent of the string tension downward, letting the string resonate freely.

🛒 **AP International** (apintl.com)



Mackie's FreePlay Portable PA Series Packs a Punch

Mackie has released the FreePlay series of personal P.A. and portable Bluetooth speakers. Available in three models — the FreePlay Live, FreePlay Home and FreePlay Go — this series delivers superior sound quality and value for performers and presenters as well as music lovers.

FreePlay Live is the ideal personal P.A. for anyone who needs a lightweight and great-sounding solution for music perfor-

mance and speech presentations with plenty of power. It can run on either AC or battery power, with the built-in high-capacity rechargeable battery offering up to 15 hours of rich, powerful sound.

The FreePlay Home and FreePlay Go speakers both feature a compact design offering superior clarity and high-headroom power.

🛒 **Mackie** (mackie.com)

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Celestion Reveals Ruby

Celestion has unveiled the Celestion Ruby, a 12-inch diameter alnico magnet guitar speaker with a 35-watt power rating. The Ruby is designed to provide a rich, vintage warmth.

“The Ruby brings an instantly familiar Celestion alnico vibe to your playing,” said Paul Cork, Celestion’s head of engineering. “And the 35-watt rating means that it’s an ideal drop-in for medium-power output amp combos.”

The classic alnico speaker shape and deep red color ensures Ruby looks the part.

🛒 **Celestion** (celestion.com)

New Roland Capsule Sparkles

Roland has added the Blues Cube Sparkle Clean Tone Capsule to the Blues Cube guitar amplifier series.

Designed in collaboration with renowned guitarist Jeff “Skunk” Baxter, this user-installable Tone Capsule delivers a versatile range of transparent clean tones with punch, presence and clarity. The core voicing is based around the KT66, a vintage British output tube noted for its full sound, high headroom and dynamic feel. Roland’s Blues Cube amplifiers feature the Tube Logic approach, which fully captures the highly musical sound and inspiring feel of classic tube guitar amps.

🛒 **Roland** (roland.com)



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Rotosound Adds 4 Uke String Sets

Rotosound has rolled out four new ukulele string sets. All four sets are made from 'Nylgut' synthetic gut. They are the RS85B Baritone Set, the RS85C Concert Set, the RS85S Soprano Set and the RS85T Tenor Set.

These sets, as well as all other Rotosound products, are available exclusively in the U.S. through OMG Music.

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



Music Nomad Gives Back

Music Nomad has introduced One For Music, a give-back program. Through this new initiative, MusicNomad will donate 1 percent of its company sales to musicians and programs that play or promote music in everyday life.

"Whether it's being leaders in the instrument care category or for how much we give back, we prefer to lead," said Rand Rognlien, founder of Music Nomad.

The company's goal is to support players on their musical journey and spread the power of music. The money supports local, national and international musicians and

music programs.

"Music Nomad started as a musicians' advocate organization before we created products, so giving back is in our veins," Rognlien continued. "While we have always given back, we wanted to make it official and stronger."

Music Nomad recently donated supplies and uniforms to a local high school band program, awarded high school music scholarships, funded an interest-free loan to a local music company in need and continues to donate annually to national music nonprofits.

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



Reverend's Latest Basses Help Players Stand Out

Reverend Guitars has introduced three basses. The versatile Reverend Triad has three J-Rails that each have a thickened vintage tone. Combined with the instrument's five-way switch, players can experiment with a diverse array of sounds. The Reverend Raymond is a "slap" machine. The thick,

wide tone from the Thick Brick bridge pickup combines with the focused tone from the J-Rail neck pickup to make an ideal percussive bass. The updated Reverend Decision has a P-rail at the bridge and a J-Rail at the neck, to create extended highs and lows.

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

Martin Guitar Updates Strings

Martin Guitar has improved its line of guitar strings. Martin's Authentic Acoustic strings are engineered to stand up to rigorous practice and performance schedules. Martin starts with its highest tensile-strength core wire, then tinplates it on all six strings for added corrosion resistance. Authentic Acoustic Silked strings have a silk wrap on the ball ends of the strings. Lifespan 2.0 strings use a new technology to protect the core wire and the wrap wire to prevent corrosion without compromising tone.

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



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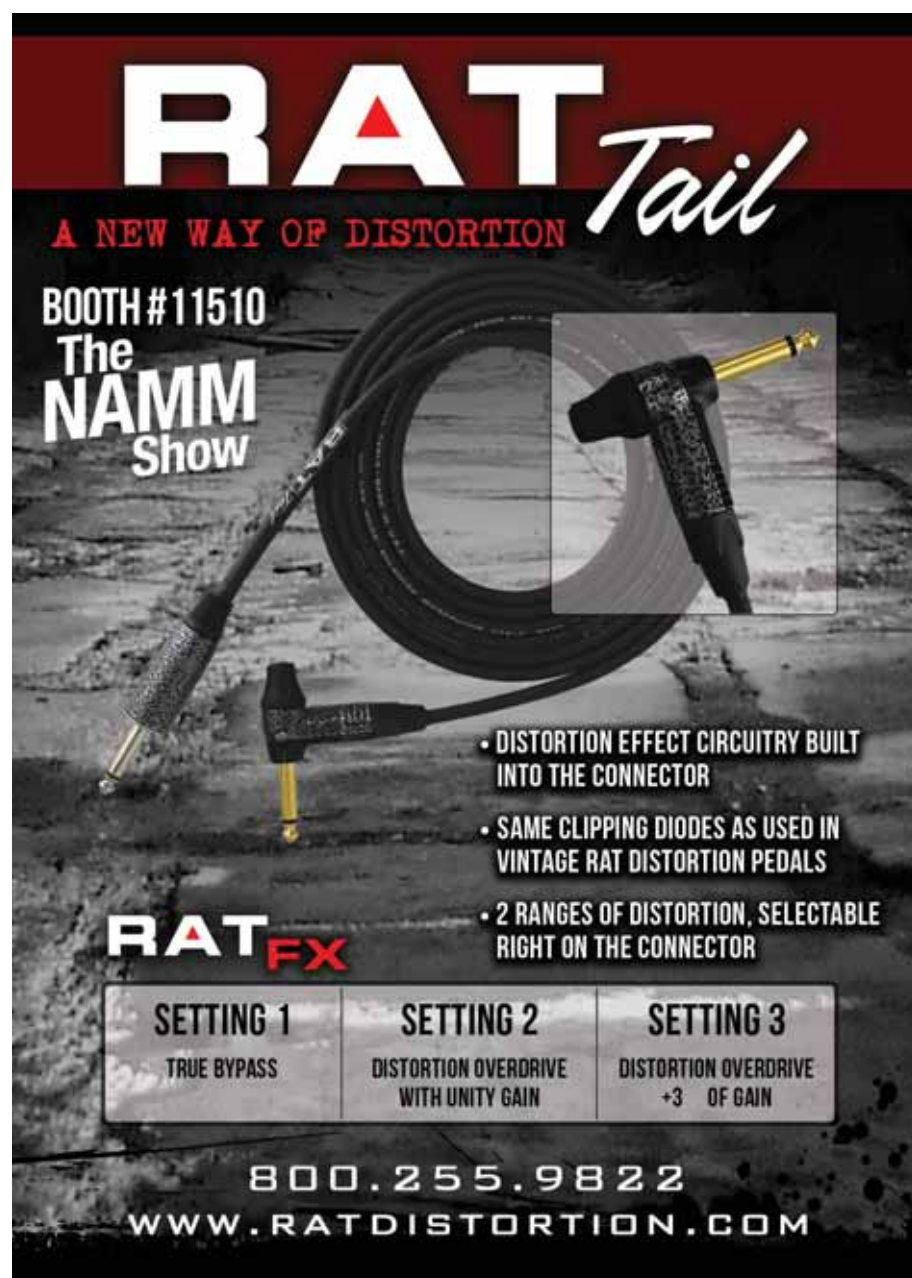
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Breedlove Updates Oregon

Breedlove has updated its Oregon series Concert body guitar with a cutaway that provides convenient access to the entire fretboard. The Breedlove Oregon Concert features the crisp, clean sound of myrtlewood.

Ideal for a versatile playing style, it is an

extremely balanced instrument with note-to-note clarity. Available in gloss and semi-gloss, the 20-fret guitar features a 25½-inch scale length, an ebony fretboard and satin gold tuning hardware.

🛒 [Breedlove \(breedlovemusic.com\)](http://Breedlove (breedlovemusic.com))

Lanikai Lineup Grows with Ukes, Guitalele

Lanikai has announced several additions to its lineup.

The Cedar Solid Top series features an organic wood ornamentation, inlaid purfling with maple binding and includes a Concert, Concert Electric, Tenor and Tenor Electric model.

Lanikai has released three five-string tenor ukulele models in three different series. These five-strings include a mahogany five-string tenor, a flame maple five-string Cutaway Electric Tenor and an Acacia Solid Top Cutaway Electric Tenor.

Two electric baritones have joined the Lanikai lineup, a laminate Flame Maple

and a Solid Top Acacia. The Flame Maple Cutaway Electric Baritone features the same appointments as its Flame Maple series, such as a satin flame maple top, back and sides with a bloodwood rosette and binding. The second electric baritone joins the Acacia Solid Top series.

Lanikai is also adding a mahogany series Guitalele. The six-string guitalele is played like a standard guitar but tuned up a fourth.

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




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Framus Offers DuVall Model

Displayed at last year's NAMM show, the William DuVall Signature Framus Talisman guitar can now be ordered as a Custom Shop Masterbuilt or as a Pro series Teambuilt instrument.

This model was created in close cooperation with DuVall, of the band Alice In

Chains. Both the Teambuilt and Masterbuilt models feature a mahogany body with a AAA-flamed maple top, a Tigerstripe ebony fretboard, Framus Custom fretboard inlays, 22 extra-high frets and Seymour Duncan APH-1 (neck) and SH-11 (bridge) pickups.

🛒 [Framus \(framus.de\)](http://Framus (framus.de))

Samson's Speaker Systems are Now XPD-wireless Ready

Samson has launched the Expedition Escape+ and Express+ rechargeable speaker systems with Bluetooth. These speakers are ideal for any setting, from intimate gatherings to larger recreational events. Capable of delivering rich sound for up to 20 hours, users can stream Bluetooth audio wirelessly from any mobile device or connect a microphone, instrument or Samson XPD series wireless system to the onboard mixer.

The Escape+ features a 50-watt Class D amplifier, while the Express+ features a 75-watt Class D amplifier that delivers enough sound for smaller gatherings.

The mixers on both systems also have a USB wireless port to integrate a Samson XPD series USB digital wireless system, sold separately, to use a wireless microphone.

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





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D'Addario Teams with strandberg

D'Addario has rolled out a series of string sets designed for strandberg guitars, a Swedish guitar maker that utilizes design characteristics not typically found on a guitar. The two sets are designed for the company's seven- and eight-string guitars' variable scale length and proprietary bridge.

The D'Addario NYXL09564SB set is optimized for the variable scale length of seven-string strandberg guitars, while the NYXL0984SB set is optimized for the variable scale length of eight-string strandberg guitars with a specialized ball-end taper to fit the proprietary eight-string bridge.

The sets feature New York-manufactured, high-carbon steel alloy for solid strength and improved tuning stability compared to traditional nickel wound strings, so players can get in tune faster and stay in tune. These wound strings also feature enhanced mid-range frequency response in the 1–3.5 kHz range to help players cut through the mix.

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

Kelly Shu Fits Gong Drums

The Kelly Shu System has been marketed for years as a shockmount platform for kick drum microphones. Kelly Concepts LLC has announced that the same Kelly Shu System also will fit inside gong drums and rack or floor toms that are 14 inches and larger in diameter.

Kelly Concepts LLC now offers two new kit options for XLR cable management when the Kelly Shu System is installed inside closed drum shells.

One is a drill-in XLR socket kit, and the

other is a no-drill version, which uses solderless connectors to establish the circuit.

🛒 [Kelly Shu \(kellyshu.com\)](http://Kelly Shu (kellyshu.com))



B.A.C. Adds 4 Instruments

B.A.C. has added the Maverick trumpet and trombone and Paseo trumpet and trombone to its Handcraft series.

The Maverick trumpet is designed in conjunction with trumpeter Brad Mason. The Maverick trumpet's 5-inch one-piece gold brass reso-tempered bell offers rich overtones while still providing cutting power. The interchangeable leadpipe design lets the musician quickly and easily change out the higher copper content, gold brass leadpipe to a nickel silver leadpipe.

The Maverick trombone features an interchangeable bell system for a wide range of options in acoustical preferences. The bell stem is constructed from standard weight yellow brass. The 8-inch gold brass bell provides rich overtones, and the 7¾-inch rimless steel bell provides clarity and resonance.

The Paseo trumpet's H37 bell taper provides crisp articulations, and the medium-large bore provides a comfortable feel and suits a wide range of musical situations.

The Paseo trombone is designed to provide a rich, complex sound with solid overtones and superb responsiveness.

🛒 [B.A.C. \(coolisbac.com\)](http://B.A.C. (coolisbac.com))

Expand Your Tonal Palette

L.R. Baggs has added chorus and delay pedals to its Align

series. Created specifically for acoustic musicians, the Align series integrates studio processing tools, a high-fidelity pre-amplifier with foundational tone-shaping EQ, proprietary effects and an all-discrete active DI.

This pedal series expands the tonal palette with a vast range of control tailored to complement and enrich the voice of acoustic instruments.

The Align Chorus complements an acoustic guitar rather than placing the

effect in the limelight. With the purity of

L.R. Baggs' circuitry and the effect in side chain, the Chorus adds fullness behind the guitar without any signal degradation. The pedal was designed with simple and intuitive controls that help the player dial in a pleasing effect quickly and easily.

The Align Delay brings a classic effect by optimizing the signal for high-fidelity instruments.

By expanding the range of their sonic profile while underlining their primary acoustic sound, the Delay augments both rhythm and melody for a larger dimensional sound and feel.

🛒 [L.R. Baggs \(lrbaggs.com\)](http://L.R. Baggs (lrbaggs.com))



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LEFT TO RIGHT: RGD61ALMSCLL | RGA61ALIAF | S61ALBML



Guild Memoir Series Builds on Legacy

Guild's Memoir series is inspired by the Guild Orpheum series, which was conceived and designed by Ren Ferguson in 2013. Inspired by the musings of how Guild guitars would have looked had the company existed in the 1920s and '30s, Ferguson adopted vintage design elements and body shapes typical of the early 20th century.

The DS-240 is a retro-looking slope shoulder dreadnought, and the P-240 is a small-bodied parlor-sized guitar with a 12 fret-to-body neck and slotted headstock. Both feature a solid spruce top, mahogany back and sides, sleek gloss finish and retro Guild script logo in mother-of-pearl. The guitars sound instantly warm and clear.

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

Pearl Masters Maple/Gum Drums Put Sound First

Introduced in 2017, Pearl's Sonic Select Shell Recipes gave a performance-formula focus to the boutique-level Masterworks series. Starting in 2019, the Studio Recipe will be available for a limited time as Masters Maple/Gum series drums. Available in a pre-selected offering of hand-lacquered and wrapped finishes, each will feature a vault-cured EvenPly-Six layered North American maple and gum wood shell with 60-degree edges, Mastercast Die-Cast hoops and Pearl's CL bridge lugs.

"Make no mistake about it, Masters Maple/Gum is a Masterworks drum set," said Raymond Massey, Pearl's R&D direc-

tor. "The only thing missing is the level of finish and hardware customization that comes with the Masterworks program. We've spent the last year sound-testing these drums to assure that the right combination of shell woods, hoops and lugs was in the mix for an elite playing experience — and we couldn't be prouder of the results!"

Available in Hand-Rubbed Satin Natural Maple, Black Diamond Pearl, Matte White Marine and Platinum Gold Oyster, the Masters Maple/Gum will be offered in a wide selection of component drums, from 8 to 26 inches.

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



Yamaha Expands Flute Line

Yamaha has unveiled three flute models — the YFL-597H, YFL-697H and YFL-797H — designed to meet the needs of high school, college and professional-level flute players.

Inheriting virtues of Yamaha handmade flutes through vertical integration, these new models offer rich, nuanced tonality over a wide dynamic range, as well as industry-leading craftsmanship, consistency, precision and visual elegance.

The YFL-597H and YFL-697H combine the brilliance of nickel silver with the char-

acteristic mellow timbres of sterling silver, while the YFL-797H delivers the warmth and expressive color that only the finest sterling silver flutes can provide.

Other features of these instruments include a hand-finished sterling silver head joint on all models, and 0.43-mm wall thickness and Straubinger Phoenix pads (in the 600 and 700 series only) that provide a precise seal and quick response, especially when combined with newly redesigned tone holes and pad cups.

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



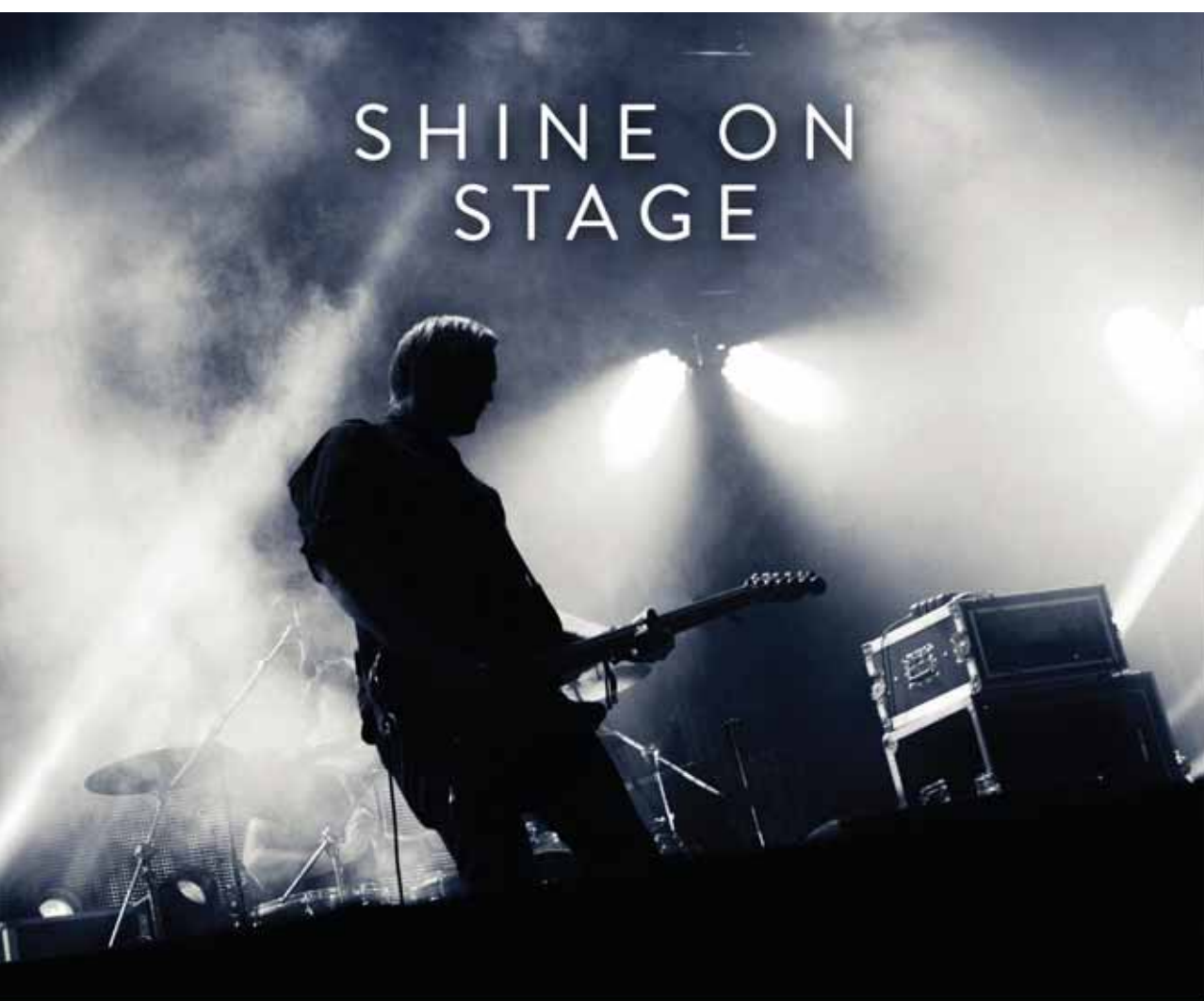
Bose Shows System Solutions

Bose Professional is showcasing ShowMatch System Solutions, including tools to support the company's ShowMatch DeltaQ array loudspeakers.

Bose Professional also will participate in the Line Array Academy program at AES@NAMM.

ShowMatch System Solutions include the ShowMatch Tour Rack (a scalable power amplification platform for different system sizes); transport carts, road cases and dollies to expedite transport and deployment; EASE Focus 3 software, which enables the design of ShowMatch loudspeaker array and suspension mechanicals; and PowerSoft Armonia Plus software for amplifier setup, control and monitoring.

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



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Playing the acoustic guitar will never be the same.

KEYBOARDS



Dexibell Introduces Vivo S9

Dexibell has released the Vivo S9 digital stage piano. The Vivo S9 offers the acoustic and electric piano sounds available in the Vivo S series, as well as the complete organ sound engines — including the complete transistor, tonewheel and traditional organ and instrumental sounds — from the Dexibell Combo J7 and Dexibell Classico L3 digital organs.

The Vivo S9 features a calibrated 88-key hammer-action keyboard with hybrid wood and ebony/ivory-feel keys with aftertouch, hands-free assignable

motorized draw-faders and an interface with real wood accents.

“Dexibell has outdone itself and the keyboard industry yet again by developing the most advanced stage piano ever created,” said Antonio Ferranti, president of Dexibell North America. “Today’s performer demands the highest-quality instrument coupled with maximum versatility and complete portability. From the studio to the stage, from the classroom to the church, the Vivo S9 has it all.”

🛒 [Dexibell \(dexibell.com\)](http://Dexibell.com)

Yamaha Transforms Digital Stage Piano for Gigging Artists

Yamaha has announced a reinvention of the digital stage piano with the new 73-key CP73 and 88-key CP88.

Designed for working keyboard players, these instruments feature the best instrument voices Yamaha has to offer plus a reimagined user interface.

With voices sampled from two of the finest concert grand pianos in the world — the Yamaha CFX and Bösendorfer Imperial — plus a Yamaha U1 upright and the vaunted CP80 electric grand, the Piano section lets the player shine in any musical style. Selectable damper resonance adds realism to piano voices for solo passages.

The Electric Piano section is a map of soulful roads, rendering three 1970s models of the classic tine piano and ranging from delicate sparkle to barksy attitude. Brighter and darker variants on the Wurly,

as well as Clav sounds, cover all the vintage-keys bases.

Stompbox-style effects, such as touch wah, phaser and more, perfectly capture musical memories from Motown to prog-rock to fusion to yacht rock.

The Sub section offers strings, pads, organs, chromatic percussion and other voices ideal for layering.

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



Casio Reimagines Privia Lineup with PX-S1000, PX-S3000

Casio America has introduced two models to its Privia lineup of digital pianos. The Privia PX-S1000 and PX-S3000 feature a new, modern design, as well as the best of Casio’s digital piano technology.

The PX-S1000 and PX-S3000 offer a sleek, slim chassis that is 42.7 percent smaller than previous models and weighs about 26 pounds.

Both models feature a new touch-panel control surface that’s easy to see and easy to use. An enhanced scaled hammer action keyboard replicates the touch of an acoustic grand piano. Casio’s proprietary Sound Source delivers authentic grand piano sound, including multiple types of resonance and mechanical sounds.

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

Kawai to Phase Out Lowrey

Kawai has announced plans to gradually phase out its Lowrey Home Organ Division. The decision was based primarily on Kawai’s desire to focus research and development efforts on its growing line of digital piano and hybrid instruments. This refocusing plan is a long-term strategic initiative designed to strengthen and expand Kawai’s range of product offerings.

Normal Lowrey sales and dealer support operations will continue as long as

finished goods remain in inventory. Based on planned production and past sales trends, inventory could last well into 2019. The Kawai Technical Service Department will provide service and technical support for Lowrey organs and digital pianos.

Kawai acquired the Lowrey company in 1988 and is proud to have sustained the brand and the organ category across three decades.

🛒 [Kawai America \(kawaius.com\)](http://KawaiAmerica.com)

Korg minilogue XD Raises Bar for Analog, Digital Sound

Korg’s minilogue, the synthesizer that set a new precedent for programmable, affordable polyphonic analog, has evolved with the minilogue XD.

The new minilogue XD takes on the form factor of Korg’s best-selling analog synth while adding powerful new features to raise the bar for analog — and digital — sound creation possibilities.

The minilogue XD is the culmination of Korg’s analog technologies to date: It offers a four-voice analog synthesizer circuit based off the Korg prologue, the powerful 16-step sequencer and micro tuning from the monologue, all of the “logue” line’s programmable capabilities, the most effects processing on any of Korg’s analog synths, and the innovative Multi-digital oscillator.

“Minilogue XD elegantly combines and expands upon the best features of our analogue line,” said James Sajeva, director of music technology brands at Korg USA. “Minilogue has long been a

favorite because of its build quality, excellent price-to-power ratio and its unique



approach to analog, and minilogue XD offers another great option for anyone looking to add a little analog to their setup.”

The increased digital effects — including reverb, delay and modulation — enhance the minilogue series, boasting richer sounds and more functions for any level musician.

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

Roland FP-10 Offers Sound to Go

Roland has introduced the FP-10, an entry-level digital piano featuring premium sound and playability. The FP-10 boasts Roland’s acclaimed piano sound and an expressive 88-note weighted-action keyboard, features previously unavailable in this price class.

The instrument’s portable design makes it easy to move, while built-in stereo speakers and support for headphones let users play anywhere.

The FP-10 is ideal for both serious piano students and advanced players who need a portable instrument for gigging, teaching and playing at home.

The FP-10 inherits many of the key features of Roland’s FP-30 in an even more portable and affordable design. SuperNatural Piano technology delivers rich, dynamic sound that provides a solid foundation for learning, along with

detailed articulation and response to satisfy the most experienced players.

The FP-10 also offers nonpiano sounds, such as organs, strings and jazz scat, helping users enjoy different music styles, while an onboard metronome is at hand to improve timing. Twin Piano mode eliminates the grind of solitary practice, supporting side-by-side playing in the same key range with a duet partner.

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



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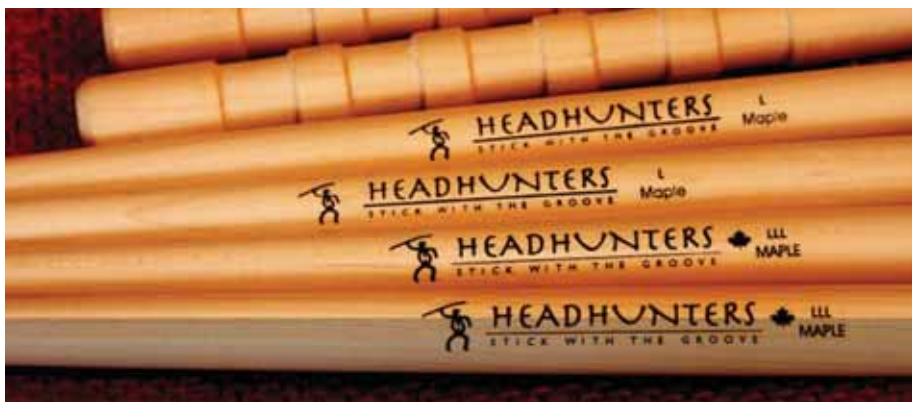


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HeadHunters Simplifies Lineup

HeadHunters Drumsticks has introduced the 7 Serious Sticks and 7 Serious Creations, each of which puts a focus on the “seven most brand-defining and sales-potent models” from the product lines.

“We recognized that dealers and their customers were becoming confused by the growing number of choices in our Sticks and Creations categories — they didn’t know what to choose,” said Dave Rundle of HeadHunters. “To solve this, the 7 Serious initiatives focus on Sticks and Creations

models identified as mattering most to the majority of buyers. There are other models available beyond these in both categories, but the 7 Serious options are the focal points, the kingpins of the HeadHunters portfolio, and serve as ‘go-to’ guidelines, so dealers know what to stock and their customers know what to look for.”

All sticks, including those with grooves, are available with or without the double-textured, “X-patterned” rubber tube sheathing. [HeadHunters \(headhunterssticksandcreations.com\)](http://headhunterssticksandcreations.com)

Get that Legendary Sound

One Control, in collaboration with pedal designer Björn Juhl, has introduced the latest addition to its BJF collection of effects, the Blue 360 AIAB bass pre-amp pedal.

The newest member of One Control’s growing collection of Amp-in-a-Box (AIAB) style pedals, Blue 360 reproduces the sound of the legendary Acoustic 360 pre-amp.

The Blue 360 provides the modern response of a 1970s-era high-powered transistor amp, delivering a bass tone that fits in perfectly with high-density, powerful band sounds — especially those with high volume, distorted guitar — making it a great option for classic rock and punk.

Blue 360 features a switch on the side marked 0 dB/-18 dB which works as a pre-set master volume. All boost is set by the volume control. At the -18 dB setting, cranking volume to full will deliver a similar level to bypass mode, letting users set the pedal to create distortion tones when on, while keeping their signal at the same volume whether the pedal is on or off. At the 0 dB setting, the output level will increase as they turn up



the volume until they reach 360 mV of clean sound or 600 mV of distorted tone.

[One Control \(one-control.com\)](http://one-control.com)

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[RTX \(sheerlink.audio\)](http://sheerlink.audio)



Promark Grows Oak Line

Promark has expanded its Shira Kashi Oak drumstick line to include its Select Balance acorn tip models.

Shira Kashi Oak drumsticks are denser than the hickory that is traditionally used, so they offer more power and durability. The Select Balance line of drumsticks was designed to give players different balance options on their preferred model to fit different playing styles.

Forward models feature a short, 2¼-inch taper, which shifts the weight and momentum of the drumstick toward the front for improved power and speed.

Rebound models feature a longer, 3-inch taper, giving the stick great bounce for optimized finesse and agility.

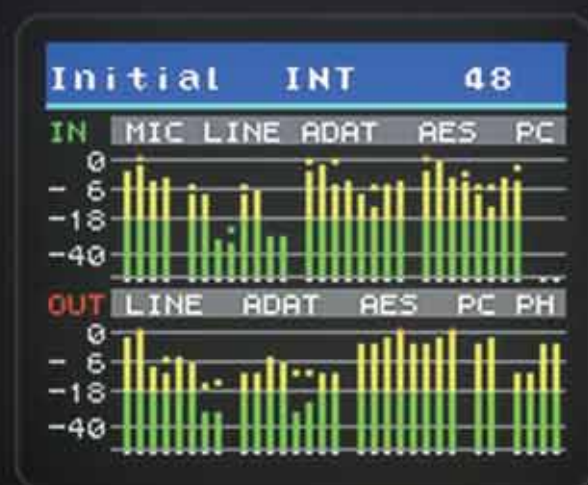
The Shira Kashi Oak Select Balance sticks will be available in 5A, 5B and 7A in both Forward and Rebound models.

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



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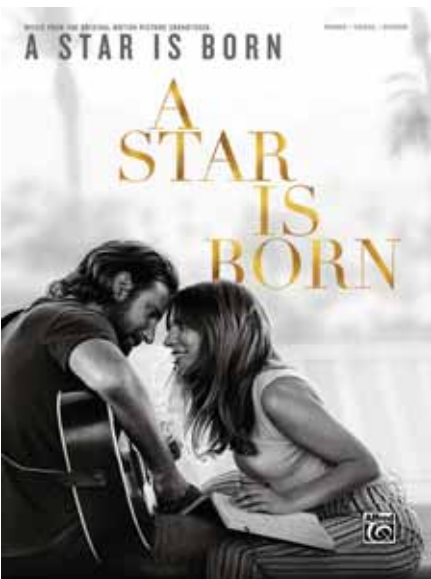
Hughes & Kettner Redefines the Guitar Amp with Black Spirit 200

Hughes & Kettner’s Black Spirit 200 guitar amplifier is the first to feature the company’s new ‘bionic’ Spirit technology. Offering a range of sounds and features, immense power and weighing in at just 8 pounds, Black Spirit 200 is housed on a sealed PCB. The amp’s Spirit Tone Generator faithfully recreates the vivid interactions of traditional tube amp circuits in a strictly analog way. The amp features four channels — clean, crunch, lead and ultra — which cover all the iconic guitar sounds of the last 60 years, plus a comprehensive range of built-in reverb, delay and modulation effects. Black Spirit 200 is also the first analog amp to feature a power amp sagging control, letting players adjust the amount of power amp sag regardless of volume level. Additionally, the amp can be played through any kind of speaker — from standard guitar cabinets to active and passive P.A. speakers, studio monitors and hi-fi systems, and the new generation Red Box DI output offers eight realistic cabinet simulations.  [Hughes & Kettner \(hughes-and-kettner.com\)](http://hughes-and-kettner.com)



Ibanez Adds to Artwood

Ibanez’s search for the ultimate in acoustic tone has contributed to design alterations that give the Artwood series a voice its own. This full sound is the result of using a solid spruce top with Okoume as a back-and-side material. The elbow contour of the body provides increased playing comfort. The Ibanez T-bar under-the-saddle pickup equalizes the volume from each string and delivers a well-balanced signal. [Ibanez \(ibanez.com\)](http://ibanez.com)



Alfred Music Rolls Out ‘A Star Is Born’

Alfred Music has introduced the songbook for the original motion picture soundtrack of *A Star Is Born*. This piano/vocal/guitar songbook features the soundtrack to the box-office hit starring Lady Gaga and Bradley Cooper. Original, color photography and movie artwork within this packaged portfolio help provide a glimpse into the music and visual aesthetic of a Hollywood classic’s third remake. Song titles include “Shallow,” “Black Eyes,” “Maybe It’s Time,” “Before I Cry” and more. Arranged by Michael Story, the “A Star Is Born Medley” for concert band seamlessly weaves three compelling yet diverse melodies, which include “Black Eyes,” “Look What I Found” and “Shallow.” [Alfred Music \(alfred.com\)](http://alfred.com)



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
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PreSonus Updates Studio Series with USB-C Audio Interfaces

PreSonus has unveiled its Studio Series USB-C 24-bit, 192 kHz audio interfaces, with five models: the Studio 24c, Studio 26c, Studio 68c, Studio 1810c and Studio 1824c. These complete, all-in-one recording solutions update and replace PreSonus' first-generation Studio series and feature a USB-C connector. In addition, the USB-C audio interfaces have been updated with a sleek black enclosure. All but the Studio 24c include DC-coupled outputs for sending control voltages, and all five models offer MIDI I/O.

USB-C to USB-C and USB-C to USB-A cables are provided.

Studio Series USB-C audio interfaces come with PreSonus' Studio One Artist music production software for macOS and Windows. Studio One integrates tightly with PreSonus interfaces, configuring automatically, so there is no need to map inputs and outputs.

Users also get the Studio Magic Plug-in Suite, a collection from the leading names in virtual instruments and effects.

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

DAS Audio's Action-500 Series Delivers Impressive Power

DAS Audio has released the Action-500 series, which consists of eight active and eight passive models, including a 12-inch monitor; full-range systems consisting of 8-, 12-, 15- and double-15-inch speakers; and three subwoofers.

The Action-508 incorporates a newly designed DAS 8GV transducer and M-34 compression driver.

The Action-508A powered version incorporates a new Class D power amplifier, providing higher power, optimizing the

performance of the entire system.

All full-range systems in the Action series, including the Action-508, 512, 515 and 525, have new horns that provide improved frequency response on both the vertical and horizontal planes while offering a wider 90- by 60-degree dispersion for room-filling coverage.

The horns can be rotated to maintain coverage coherency when used in the horizontal position.

🛒 [DAS Audio \(dasaudio.com\)](http://DASAudio.com)



No Stopping Neutrik True1

Neutrik's powerCON True1 True Outdoor Protection (TOP) series connectors are IP65 rated and UV light resistant and specifically designed to provide maximum performance under challenging conditions from moisture, particulate pollution and the sun's ultraviolet rays.

In addition to utilizing high-impact, UV-resistant materials per UL, Neutrik's TOP series is certified to connector standards IEC 61076-2-103, IEC 60320, UL 1977 and UL 498 as well as UL 50E.

The product line features all-black, high-impact, UV-resistant materials. The powerCON True1 TOP products offer the same input and output cable and chassis connectors as the standard powerCON True1 series and feature the same benefits, including breaking capacity under load, IP65 weather resistance, direct cable-to-cable coupling and a variety of input, output and duplex in/out chassis connectors.

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

A-T Offers Podcasters Mic Bundles

Audio-Technica has debuted four mic bundles catered toward content creators. Developed in direct response to customer input, these cost-effective bundles provide turnkey microphone/headphone solutions for all aspects of content creation.

Two bundles feature USB outputs to directly connect with computers, while two feature XLR outputs for more flexibility to connect with professional mixers or digital interfaces.

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



Blue's Ember Mic Delivers Clear Sound

Blue has introduced Ember, a premium, cardioid XLR condenser microphone designed for pristine capture of vocals and instruments.

Ember is ideal for multitrack recording, as well as capturing professional sound for YouTube video production and livestreaming. Featuring premium components and precision design, Ember is perfect for on-camera applications.

"Ember is designed to help musicians, vocalists and video creators deliver professional productions from their home studios with superb detail and depth," said Tommy Edwards, Blue Microphones' director of product management.

"Its precise cardioid pattern and ample, clean headroom deliver clear and focused sound, while the sleek design ensures optimal placement or low profile for on-camera productions. Ember is perfect for home studio creators who want their productions to stand out with rich, professional-quality audio."

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



Mackie Honors 30th Anniversary

Mackie is proud to celebrate its 30th anniversary. During its three decades, Mackie has entered new categories with products like its MP series in-ear monitors, MC series headphones and FreePlay series Bluetooth speakers.

"Celebrating 30 years is about recognizing our customers around the world who have put their trust in our gear," said Shaunna Krebs, Mackie's marketing director. "They are what made this possible, and we look forward to the next 30 years providing great gear for Mackie fans everywhere."

To honor the anniversary, Mackie will be giving away CR-Buds earphones daily while supplies last during The NAMM

Show at its demo room.

Mackie also will be hosting cake-cutting events Thursday through Saturday at 5:30 p.m. at its demo room while providing a comprehensive demo of its new DRM series loudspeakers.

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





MAP: \$199
AT2035PK | AT2035, XLR Boom, ATH-M20x



MAP: \$149
AT2020PK | AT2020, XLR Boom, ATH-M20x



MAP: \$199
AT2020USB+PK | AT2020USB+, USB Boom, ATH-M20x



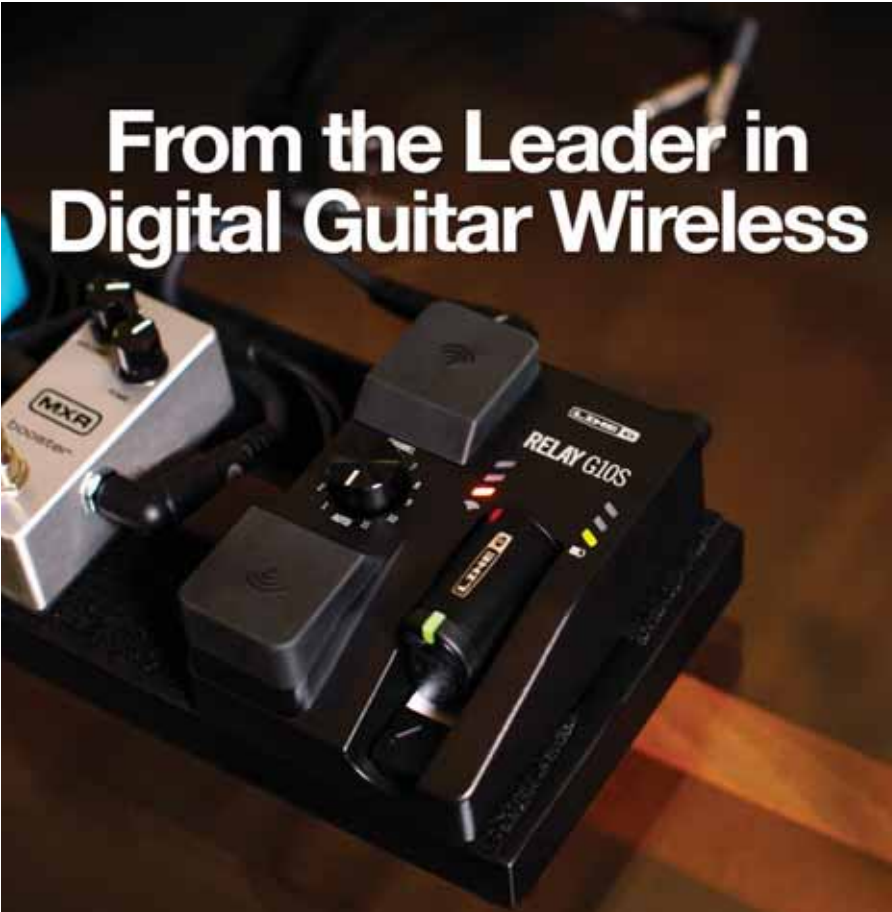
MAP: \$129
AT2005USBPK | AT2005USB, USB Boom, ATH-M20x

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audio-technica



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line6.com/relay-g10s

VISIT OUR BOOTH IN THE MARRIOTT GRAND BALLROOM



Adam Hall Boosts US Presence

The Adam Hall Group has expanded its reach and product availability in the U.S. and Canada. Merging with its distribution partner, Musical Distributors Group, the new Adam Hall North America Inc. combines the sales and service expertise of its North American team with operational, logistics and marketing strengths to provide a complete service package to the North

American market.

During The NAMM Show, the Adam Hall Group will showcase the Palmer lines' new brand identity. With an eye on both its heritage and the future, the Adam Hall Group is expanding the Palmer portfolio to include a variety of digital hybrid products with a new look.

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

L-Acoustics Doubles NAMM Footprint

L-Acoustics will more than double its footprint at this year's show with a demo space to showcase L-ISA Immersive Hyperreal Sound, a multidimensional sound technology. The interactive show-room will have the latest products, including ARCS Wide, ARCS Focus, X Series, K Series and Syva loudspeakers.

"The combination of technology showcases, education opportunities and exciting awards ceremonies make NAMM



Scott Sugden, L-Acoustics U.S. and Canada product manager, conducting an L-ISA demo.

a great place to reconnect with peers and key clients, as well as reaching the broader audience of music enthusiasts who help our industry thrive," said Laurent Vaissie, L-Acoustics CEO, USA and Canada.

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

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PreSonus Quantum 4848 Interface Boasts Near-zero Latency

PreSonus' new Quantum 4848 24-bit, 192 kHz, Thunderbolt audio interface is a professional recording solution that includes the company's Studio One software for macOS and Windows. The 1U rack-mount Quantum 4848 features A/D/A converters with 120 dB dynamic range on every input and output and offers 32 channels of

DB25 line-level I/O for bringing vintage and boutique analog gear into a DAW and back with near-zero latency.

BNC word clock I/O and low-jitter clocking ensure the Quantum 4848 and other digital audio devices operate in tight sync for superior imaging.

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

Knilling Lineup Grows

Knilling has expanded its offering across the Artist Sebastian models and Bucharest bass outfits. The new offerings include new sizes for its Sebastian Artist step-up outfits as well as a "tween" size in the flagship Romanian Bucharest Bass line.

"We have seen demand for more fractional sizes in both Sebastian Artist instruments and Bucharest basses," said Lang Shen, product manager of Knilling. "We're thrilled that these outfits will now be suitable for a wider range of players. Each

Sebastian and Bucharest instrument is handcrafted and carefully graduated for tone and projection, and reflects careful adjustment for proper playability. Combined with well-figured tonewoods, a handsome finish, and advanced set up, including highly desirable upgrades, Sebastian Artist models and Bucharest basses support superior performance."

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



Expanding Musical Horizons

AXE I/O

High-end sound meets best-in-class guitar tone



Premium audio interface with advanced guitar tone shaping

AXE I/O is designed for the recording guitarist, providing premium sound and powerful features to make recording faster, easier and better than ever. AXE I/O combines a triple-topology input that goes from transparent to tube-like, with IK's Z-Tone™ impedance-adapting circuit for a massive range of tonal flexibility. A dedicated Amp Out makes re-amping with real gear a breeze, and a preset knob and controller inputs make controlling virtual amps easy and intuitive. AXE I/O offers truly premium sound throughout, with 24bit / 192 kHz sample rate, wide 3 Hz - 32 kHz frequency response, 117 db dynamic range, PURE mic preamps and so much more.

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24bit / 192kHz
OPERATION

JFET / PURE
PREAMPS

ACTIVE/PASSIVE
PICK-UP SELECTOR

Z-TONE
IMPEDANCE CONTROL

AMP OUT FOR
RE-AMPLIFICATION

PRESET KNOB AND
FOOT CONTROLLER INPUTS

PREMIUM SOUND
THROUGHOUT

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IKMULTIMEDIA.COM/AXEIO

GUITAR WALL




Fender Teams with Stapleton on '62 Princeton Stapleton Amp

Fender has debuted the hand-wired '62 Princeton Chris Stapleton Edition amplifier. This amp combines the classic 6G2 circuit with Stapleton's favorite features and personally chosen aesthetic touches. The 12W combo features Fender Vintage "Blue" tone caps, Schumacher transformers, an upgraded Eminence 12-inch special design "CS" speaker and an output tube-biased tremolo circuit.

The acoustically resonant solid pine

cabinet features rough, brown textured vinyl covering, a wheat grille cloth and a thick dark brown leather handle, while the dark brown control panel sports dark brown "radio" knobs. The rear panel features an engraved brass plate with Chris Stapleton artwork.

The amp includes a one-button switch for tremolo and a retro-style Filson heavy fabric cover.

 **Fender (fender.com)**



Takamine's Thinline Series Adds 4 Models

Takamine Guitars' new Thinline series of acoustic-electric guitars include the following models: TSP178AC, TSP178ACK, TSP148NC and TSP138C. All four of the Thinline models feature the new CT-3N pre-amplifier, offering bass, midrange and treble EQ controls, a sweepable Q control, and an onboard digital tuner, working along with the Takamine Palathetic pickup.

The TSP178ACK is a koa version of the Thinline shape, with a koa top, back and sides, along with a mahogany neck and ebony fingerboard.

 **Takamine (esptakamine.com)**




Ibanez Designs Axion Label Series for Metal

Ibanez's Axion Label Series is designed for metal but offers possibilities for any player looking for a next-level axe.

Part of the Axion Label series, the RGA61AL-IAF features a flamed maple top with Nyatoh body in an Indigo Aurora Burst Flat finish. The Macassar Ebony fretboard provides a tight low end with quick response, and the extremely rigid, super-thin and ultra-playable Nitro Wizard five-piece Panga Panga/walnut neck increases sustain.

The Sub-Zero treated frets can stand up against the hardest riffing and string-bending. The luminescent side dot inlays make it easy for players to perform on dark stages and they match the Ibanez headstock logo. Bare Knuckle Aftermath pickups deliver a bright and expressive tone, transmitting a quick bottom-end response for picking and fast riffing along with a dynamic midrange and precise high-end articulation.

 **Ibanez (ibanez.com)**



Reverend, Koch Team for Signature Gristlemaster Model

Reverend has announced the Reverend Greg Koch Signature Gristlemaster.

This signature model features a T-style body that is about 3 percent larger than a classic T. A raised center ridge increases the sustain. Reverend equipped the signature model with the Fishman Greg Koch Signature Gristle-Tone pickup set — hum-free, rechargeable active pickups with two distinct voicings from Fishman's Fluence series. The Gristlemaster also features a roasted maple compound radius neck and a Wilkinson Classic 3-Saddle bridge

with brass saddles and steel baseplate. It comes in Chronic Blue, Powder Yellow or Party Red — all with a parchment pickup.

Koch met Reverend CEO Ken Haas while shooting demo videos with Wildwood Guitars. The pair hit it off, and viewers began demanding more from the duo. They now have an online show called *The Ken and Greg Show*, demoing a variety of Reverend Guitars. They plan to embark on a clinic tour and shoot the second season of the show in 2019.

 **Reverend (reverendguitars.com)**




PRS Updates Paul's Guitar

Historically, the Paul's Guitar (like the Modern Eagle before it) has been a realization of Paul Reed Smith's latest discoveries surrounding tone. This revamped model represents Smith's vision not only as a guitar maker but as a guitar player who needs versatile stage- and studio-ready gear that can achieve all the right tones. Smith's personal design choices include a mahogany body with a maple top, Honduran rosewood fretboard, Nitrocellulose finish, "Brushstroke" bird inlay and narrow pickup bobbins.

The guitar includes PRS's TCI (Tuned Capacitance and Inductance) treble and

bass pickups with two mini-toggle switches that let players put pickups in either humbucking or true single-coil mode.

"I don't just like the newest version of my guitar — I love it," Smith said. "With these new pickups, I can move from a strong bridge pickup to a clear 'whoopy' neck pickup. You can hear every note by just setting the mini-toggles and using the three-way as normal. It's a highly musical and very usable setup. This guitar has clear, spanky single coils when you split the pickups but a very full soapbar quality when they're in humbucking mode."


 **PRS Guitars (prsguitars.com)**



Tiny Boy Bass Travels Well

The Tiny Boy mini electric bass features a 23-inch scale compact body. The Natural Line has spalted maple and flamed maple, while the Monotone Line features solid white and solid black.

JB and PB pickups are available, and an option for four-string fretless models is available in the Natural line. The basses include Gotoh machine heads, Japanese potentiometers and Italian hand-made special strings.

 **Tiny Boy (tinyboybass.com)**

PLAY ON.

BOOTH #6413



WWW.LEVYSLEATHERS.COM

LP Marks 55 Years

Latin Percussion is commemorating more than half a century as the largest hand-percussion brand in the world with the release of the limited edition 55th Anniversary quinto, conga and tumba set with matching bongos.

The ultra-lightweight shells are constructed of select New Zealand pine. The lumber is treated utilizing a process that burns it with a torch to bring out and enhance the natural grain of the wood.

The shells are then accented with a Candy Black Fade lacquer finish for a durable, one-of-a-kind look.



ble, one-of-a-kind look.

The drums feature LP's Black Nickel-plated hardware and the company's patented Top Tuning Comfort Curve II rims for easy, on-the-fly tuning. Each drum has a special 55th Anniversary badge.

🛒 [LP \(lpmusic.com\)](http://LP(lpmusic.com))

Focusrite Hosts 'Solutions Hub' at NAMM Booth

Focusrite's NAMM booth will feature the "Focusrite Solutions Hub," which will include a range of Focusrite products and support staff ready and eager to meet one-on-one with attendees. They can discuss their audio needs, problems and solutions with these industry experts while sitting at comfortable desks with a bottle of water while charging their phone.

The "Focusrite Solutions Hub" embodies the company's commitment to removing barriers to creativity with hardware and

customer care, support and knowledge.

When visitors step into the booth, Focusrite personnel will be on hand to hear their needs, their goals and their workflow so they can find the right type of interface to propel them forward on their creative journey.

"When they leave, we want them to feel rejuvenated with passion for their craft and with the knowledge that Focusrite is a brand [that] cares," said Nate Jasmin of Focusrite's marketing and events.

🛒 [Focusrite \(focusrite.com\)](http://Focusrite(focusrite.com))



AAS Adds Sound Dimension

Applied Acoustics Systems has released String Studio VS-3, a version of its string oscillator synthesizer for Mac OS X and Windows.

String Studio VS-3 is a synthesizer in which a collection of string oscillators replaces the traditional VCOs, DCOs and operators as the main sound source.

Consisting of picks, bows and hammers interacting with a modelled string, these oscillators offer a special blend of modern and creative synthesis. String Studio VS-3 is augmented with a soundboard, classic filters, an envelope generator, a LFO and studio-quality effects.



"This new version is all about adding new dimensions to the distinctive sonic signature of String Studio," said Eric Thibeault, product designer at Applied Acoustics Systems. "String Studio VS-3 is now multi-timbral. Combining two independent String Studio synthesis engines opens up a whole new world in terms of content. We've also added per-layer modulators that allow sound designers to make sound variations an integral part of the design process."

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

Sabian Shows New Branding

Sabian has announced a major rebranding campaign to reinforce the company's dedication to drummers.

Under the banner "Unbound," the campaign reflects a new logo and tagline, acknowledging that drummers are independent, creative and emotionally involved in their choice of instruments and sounds.

"Drummers are highly independent and want to be recognized as artists who do their own thing," said Andy Zildjian, Sabian president. "We want drummers to feel that Sabian is the brand that's got their back by providing the unique sounds to help them create their unique music."



"Drummers are like no others; we greet each other with a hug, we share, we are emotionally and artistically aware and we get our whole mind and body involved in our creative expression. We at Sabian not only understand that, we live it. Our energy is a part of every cymbal that we craft, and that's reflected in our new logo and our commitment to remain unbound. That energy helps drummers express themselves creatively, like nothing else can."

The branding campaign will launch at the show. It will include an overhaul of the company's website, cymbal logo, graphics and all marketing communications.

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

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Practice with Power

The latest addition to Aquarian's line of Super Practice Products is the Super-Mesh no-volume drumhead.

The Aquarian Super-Mesh drumhead can replace standard acoustic heads for a practically volume-free practice or can be used to outfit popular electronic drum pads.

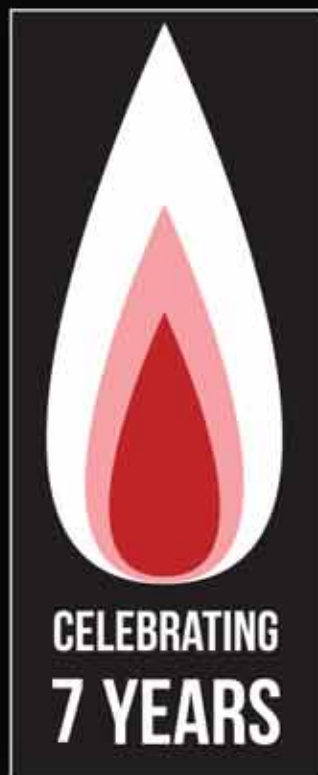
Super-Mesh uses the same patented Safe-T-Loc Hoop that keeps all Aquarian drumheads round and in tune. The rigid Aquarian hoop design helps the high-quality woven mesh material lay flat around the entire drum for better feel and response. The result is a single-ply, no-volume mesh drumhead that is at home in both acoustic and electronic applications.

Along with Aquarian's low-volume Super-Pad, the no-volume Super-Mesh drumhead is a practice solution that lets the drummer practice with all the power and none of the volume.

🛒 [Aquarian \(aquariandrumheads.com\)](http://Aquarian(aquariandrumheads.com))



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Schecter Introduces V-1 Apocalypse

Schecter Guitar Research has introduced the V1 Apocalypse. It features a swamp ash body for comfort and a well-balanced tonal profile with crisp attack, joined to a five-ply maple/padauk neck in a thin-C profile, reinforced with carbon fiber rods.

U.S.-made Schecter Custom Shop Apocalypse VI pickups pierce the air with

their distinctive tri-field design. Adding further tonal versatility is a push-pull coil split on the master tone control, while the string-through body, TonePros locking bridge, Graph Tech BlackTusq nut and Schecter locking tuners combine for sonic coupling and tuning stability.

🛒 **Schecter** (schecterguitars.com)



Sennheiser, Neumann Launch Gear

Sennheiser and Neumann are launching a host of new products, aimed at a variety of different markets.

New products include the SK 6212 digital miniature bodypack transmitter, designed for applications that require the best digital wireless transmission in the most compact package available, as well as the IE 400 Pro and IE 500 Pro in-ear monitors.

🛒 **Sennheiser** (en-us.sennheiser.com)

ADJ Shows AV2 Video Panel

ADJ has expanded the AV series of LED video panels with a model that offers the highest resolution in the range so far. Each of the flexible AV2 panels features a configuration of three-in-one RGB SMD2121 LEDs with a dense pixel pitch of 2.97 mm for vivid video and low minimum viewing distance.

With a brightness of 1,000 NITS and black face LEDs for outstanding contrast, the AV2 features a pixel density of 168 by 168, which is equivalent to 112,896 per square meter.

🛒 **American DJ** (adj.com)



Akoustyx Presents R1 Series

Akoustyx, an in-ear monitor manufacturer based in San Jose, California, has introduced the R1 series of studio reference in-ear monitors.

The R1 series features studio reference-tuned acoustics, proprietary balanced armature drivers by Knowles, detachable cabling with gold-plated micro miniature coaxial connectors and lightweight polycarbonate IEM casing.

The monitors have multibraided, mono crystalline-grade, oxygen free copper cables with a three-button, in-line mic that works with IOS or Android devices.

The monitors are assembled in Nashville, Tennessee.

The team behind Akoustyx is a combination of professionals from the recording

industry, performing vocalists, musicians, audiophiles, acoustic engineers, human-ergonomics professionals, materials experts and marketing specialists coming together to create in-ear monitors with a renewed approach to ergonomics and sound quality.

🛒 **Akoustyx** (akoustyx.com)



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booth #18219

DRUM PAD



Tama Drum Kit is a New Star

Tama has expanded its Starclassic series to include a walnut/birch drum kit. By determining the perfect ratio of walnut to birch, Tama was able to harness the superior lows and mid-range frequency warmth of walnut, which complements the clear attack and higher frequency projection of birch. The rich, clear and cutting sound is familiar, but distinctively different from Tama sounds of the past.

The walnut/birch shells of the toms and floor toms are 6-mm thick and constructed using four-ply European birch for the outer plies, with two-ply American black walnut for the interior plies.

Tama (tama.com)



Take a Seat

Gibraltar has released the 9808OS-AB oversized throne, the Airtech Round Web throne and the adjustable height back rest attachment.

The 9808OS-AB oversized throne has a quick lock base and height adjustable back rest. The 9808ARW Airtech throne features a breathable dry-mesh round top for cool comfort.

The height adjustable back rest attachment offers an adjustment range of 2¼ inches so that back support can be adjusted as needed.

Gibraltar (gibraltarhardware.com)



Rhythm Tech Adds 3 Models

Due to the market success of its first Enhanced Bass Port Cajon, Rhythm Tech has added two new cajons to the series that feature the company's Enhanced Bass Port design, as well as a new djembe. These new models feature a Palma Snare system with an on/off mechanism.

The Lap Top Cajon features a Selvato finish on the drum's shell and the Palma Snare with on/off mechanism, which offers a new array of sonic nuances. The Bongo Box Cajon also features the Palma Snare with on/off mechanism, the Selvato finish and shoulder strap.

The 12-inch Djembe provides the convenience of top side tuning with drum lug and drum key design.

Rhythm Tech (rhythmttech.com)



Gretsch Unveils Red Gum Kit

Gretsch has released a limited edition USA Custom Exotic Red Gum drum kit to celebrate 60 years of the USA Custom shell.

Only 50 kits will be produced worldwide, each with the six-ply Gretsch-formula maple/gum shell, 30-degree bearing edges, exclusive silver interior finish, die-cast hoops, double tom holder and Satin Millennium Burst nitrocellulose lacquer finish.

"Because gum wood is a key ingredient of the Gretsch USA Custom shell, adding an additional outer ply of Red Gum, which is indigenous to the Southeast United States, pays respect to this coveted series and to the factory here in Ridgeland, South Carolina," said Andrew Shreve, Gretsch Drums brand manager.

The drum kit will have two variations with 25 sets available of each.

Gretsch Drums (gretschdrums.com)



A-T Mics Are All Bundled Up

Audio-Technica is offering new mic bundles for drummers and vocalists. The ATM510PK offers three ATM510 cardioid dynamic handheld microphones.

The PRO-DRUM4 includes a PRO 25ax Hypercardioid dynamic microphone for kick, a PRO 63 cardioid dynamic microphone for snare, and two of the new PRO 23 cardioid dynamic microphones for toms, along with two drum mounts and a carrying case. The PRO-DRUM7 bundle includes a PRO 25ax, a PRO 63, three PRO 23's and two AT2021 cardioid condenser microphones for overhead/cymbals, along with three mounts and a carrying case. The ATM-DRUM4 and ATM-DRUM7 bundles are geared toward pros and touring drummers.

Audio-Technica (audio-technica.com)

Roland's TM-1 Trigger Module Delivers Hybrid Power to Kits

Roland has introduced the TM-1 Trigger Module. Compact and easy to operate, the TM-1 offers a simple solution for first-time users, letting them bring hybrid power to their acoustic drum kit with ease.

Modern music styles often feature signature drum sounds created with studio processing, as well as electronic drum and percussion tracks and looped grooves that cannot be replicated with an acoustic

kit. Sometimes it's just not possible for a player to bring every drum or percussion instrument they want to a gig. The TM-1 provides instant access to numerous sounds, so drummers can tackle any musical scenario. It features 15 ready-to-play kits with two instruments in each, and the onboard kits include various kick and snare combinations, and even synth loops.

Roland (roland.com)





Starclassic
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THE NEW STARCLASSIC WALNUT/BIRCH

Designed to further the tradition of TAMA's highly acclaimed Starclassic series, the new Walnut/Birch kits employ the perfect blend of each wood material to deliver a distinct and explosive sound. The North American Walnut offers superior low-to-mid range frequency which balances the clear attack and projection of the European Birch. Walnut/Birch expands the Starclassic concept to deliver a contemporary sound with professional performance.

BOOTH 4620

 **TAMA**[®]



IP's A7X Provides Power

Innovative Percussion has teamed with Brooks Wackerman to develop the A7X signature series model, designed specifically for the needs of today's modern rock and metal drummers.

The A7X carries a length of 16½ inches, and the diameter in the hand is .626 inches then expands slightly out to .630 inches at

the shoulder. This helps to create a powerful sound while maintaining agile speed for faster passages. The stick has a mild taper from the shoulder to the bead to keep the stick evenly balanced.

The barrel-shaped bead creates a bold yet clear cymbal sound.

🛒 [Innovative Percussion \(innovativepercussion.com\)](http://InnovativePercussion.com)

Boss Rolls Out Firmware Updates

Boss's Version 2 firmware update for the GT-1000 Guitar Effects Processor is free for all GT-1000 owners. This user-installable update expands the processor's extensive feature set with four new AIRD pre-amp types, three new overdrive/distortion effects and three new Master Delay types based on classic analog echo machines. Introduced in January 2018, the GT-1000 features extensive effects, versatile real-time control and a travel-ready size. Standout features include a high-powered custom DSP engine, 32-bit AD/DA, 32-bit floating-point processing and 96 kHz sampling rate throughout.

For Boss's Katana guitar amplifiers, a free Version 3 update further enhances these stage-class models. This update adds three



new effect types that are matched for the Katana's Brown amp character, bringing the onboard effects total to 61. Other improvements include the ability to assign favorite parameters to the front-panel effects knobs and connected expression pedals, as well as the option to record with stereo effects when tracking in a DAW via USB.

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

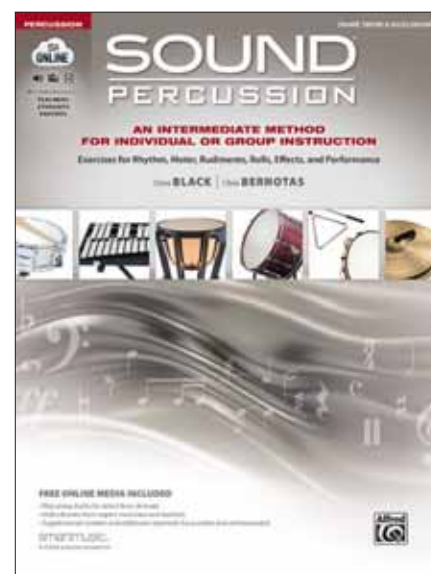
Alfred Adds to Sound Innovations

Alfred Music has added Sound Percussion for Individual or Group Instruction to the Sound Innovations series.

Percussion author Dave Black and composer, clinician and instrumental music teacher Chris Bernotas have teamed up to write this complete and comprehensive resource for teaching percussion.

Sound Percussion is comprised of four books: *Snare Drum & Bass Drum*, *Mallet Percussion*, *Timpani* and *Accessory Percussion*.

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



On-Stage Adds Sturdy Drum Throne

On-Stage has introduced the MDT2 Drum Throne. Unlike most drum thrones, the MDT2 features an internal nylon sleeve around the height-adjustable shaft and a spider-shaped insert at the base, which holds the two shafts securely in place, eliminating any wiggling of the seat and offering players a sturdy solution.

Furthering the throne's stability are its solid-steel double-braced legs and nonslip rubber feet.

The MDT2 boasts an improved design and features a larger, thicker seat diameter. It is stuffed with a high-density foam to

provide maximum comfort and support, especially for drummers playing a long gig.

"The MDT2's spider-shaped insert, along with its thicker seat padding, provides players with a sturdy and comfortable solution, gig after gig," said Leann Morgan, The Music People's product line manager.

🛒 [On-Stage \(on-stage.com\)](http://On-Stage.com)



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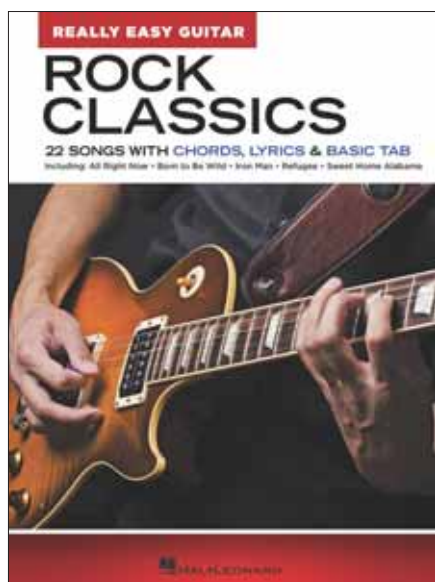
Huge expectations meet a compact design.

The SK 5212 once defined the industry standard for compact wireless transmitters. Its digital successor, the SK 6212, is now heralding a new era. This mini bodypack provides 12 hours of operating time, and its intermodulation-free transmission concept enables more reliable channels, even in congested frequency ranges.

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Learn Guitar with Hal

Hal Leonard's Really Easy Guitar series features simplified arrangements for all.

Songs included throughout the series are arranged in a stripped-down style, making them readily accessible, with no music reading necessary. Arrangements are presented on two pages and feature chord frames, lyrics and big-note tab for main riffs.

The book *Acoustic Songs* features 22 hits, like "Good Riddance (Time Of Your Life)" and "Hallelujah."

Pop Songs For Kids features 22 contemporary hits, including "Happy."

Rock Classics features 22 rock hits, like "Born To Be Wild" and "Refugee."

🛒 Hal Leonard (halleonard.com)

Hear Technologies Word Clock Card Ensures Precise System Clock

With the capability to work with both the Hear Back Pro Hub and the Waves SG Bridge, the Hear Technologies Word Clock Card gives engineers a no-hassle solution to ensure their system clock is precise.

The Word Clock Card has both input and output BNC connections, making for a flexible and easy-to-use solution. It supports 44.1k, 48k, 88.2k, 96k, 176.4k and 192k sampling rates. Using a precision PLL circuit, the Word Clock Card automatically detects sampling rate and locks onto the incoming word clock. This newest card will also work

in conjunction with any of the Hear Back Pro and Waves SG Bridge I/O cards.

🛒 Hear Technologies (heartechnologies.com)



Ibanez Mezzo Bass Boasts Playability

The original concept behind Ibanez's SRMD200 Mezzo was to create an affordable, high-quality bass guitar that offers the comfort and benefits of a compact 32-inch scale bass.

Designed for aspiring players, the Mezzo bass is well suited for players of all experience levels. The 32-inch scale provides a

shorter reach and tighter fret spacing, allowing for easy execution of fast runs and quick jumps across the fingerboard.

From top to bottom, this scale length makes for a quick and agile instrument, while still preserving a high degree of the attack and low end of full-scale basses.

🛒 Ibanez (ibanez.com)



From left, Jack Peng, Kepma Guitar Co. president, and Kevin Liu, vice president.

Kepma Guitars Launches US Division

Chinese-based Kepma Guitars has announced it will offer and ship the Kepma Elite series of high-end acoustic models in the U.S. beginning this month.

The Kepma Elite lineup of instruments consists of traditional dreadnought, orchestra and grand auditorium models featuring solid AAA North American spruce tops, rosewood, mahogany or koa back and sides and Tusq human-made ivory nuts and bridges. The guitars come equipped with Elixir NanoWeb strings. Every Kepma Elite guitar is set up using Plek for precision neck alignment and fretboard performance, and has been settled in the vibration room for 300 hours — the equivalent of "age playing" and settling the instrument for over a year.

Each instrument is available as a pure acoustic guitar or comes equipped with pre-amp systems from L.R. Baggs, Fishman or with Kepma's proprietary AcoustiFex pre-amp and effects system for live performance.

🛒 Kepma (kepmausa.com)

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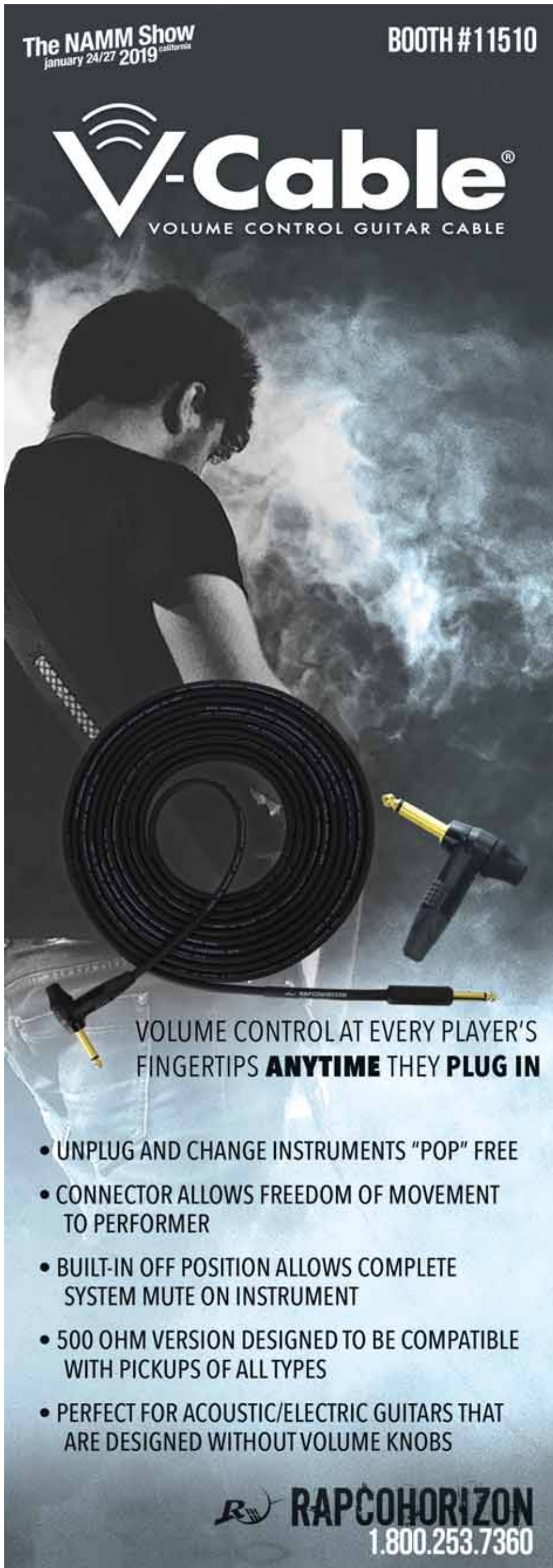
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Adam Hall Group Debuts Event.Tech Days

The Adam Hall Group launched a customer-oriented event concept, Event.Tech Days, on Nov. 21–22, 2018.

In the new Experience Center at its headquarters in Neu-Anspach, Germany, the international manufacturer and distributor of event technology welcomed 50 customers with 80 participants and presented the rental industry experts' latest innovations

from its solution portfolio, including offerings from LD Systems, Cameo Light and Gravity. In a format coined "Tech Talks," the rental professionals were invited to discuss and exchange their insights and views surrounding the future of the event technology industry with the product management and R & D teams.

Adam Hall Group (adamhall.com)



Yamaha Issues Xeno Trumpets

Yamaha has introduced the limited edition YTR-8335IISKG Kangakki Xeno trumpet. Developed by Yamaha alongside some of the greatest players in the industry, the Xeno line was the company's first to fully incorporate a "heavyweight" bell design across all models. Xeno trumpets blend outstanding instrument design and advanced technology with the experience of respect-

ed artists around the world to make one of the most sought-out trumpets by top musicians worldwide.

Only 100 of the YTR-8335IISKG Xeno trumpets will be made, designed with unique features, including gold-plated trim, black mother-of-pearl finger buttons and special "Kangakki" engraving on the bell.

Yamaha (usa.yamaha.com)



ESP Distributes 'Avante by Veillette' Line

ESP Guitars has become the global distributor for the "Avante by Veillette" line of instruments and will offer the Gryphon High-D 12-string model in four finishes.

"We are incredibly excited to offer this entirely new instrument category to ESP dealers and distributors," said Jeff Moore, ESP senior vice president. "Avante by Veillette' guitars are completely unique and are already in use by some of the world's most respected players, with a sound that's like nothing else available."

ESP Guitars (espguitars.com)

CruzTools Updates Drum Multi-Tool

CruzTools has released a second generation of its GrooveTech Drum Multi-Tool.

The GrooveTech Drum Multi-Tool provides 14 tools in a compact, fold-up unit. Included are hex wrenches, slotted screwdrivers, Phillips screwdrivers, a stainless ruler and a drum key. All tool components are manufactured to precision tolerances using a heat-treated S2 alloy.

One of the second generation of the Drum Multi-Tool's biggest improvements is a patent-pending single-piece body that

allows easy rotation and storage of each component. Plus, the GrooveTech's polished chrome tools add bling to the bandstand.

CruzTools (cruztools.com)





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Rose is not for the faint of heart! Rose's sample clock can be modulated over a wide range with up to 50 seconds of delay. With six knobs, reverse audio, five modulation sources, five presets, tap tempo, as well as MIDI/aux switch/expression pedal, Rose offers the ultimate in versatility, whether in the garden or in the field. Ready to tame this wild Rose? Then plug in and breathe deep—but mind those thorns!

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Brian Diaz (Guitar Tech)

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Vintage Announces V120, V132


The Vintage V120 and V132 guitars dispense with extravagance, allowing players to get straight down to business with only the essentials.

Available in either a single pickup model (V120TVY) or twin pickup version (V132TVY and V132TSB), this classic single cutaway, solid body design has enjoyed enduring popularity through every age of the electrified guitar.

Both the V120 and V132 sport a unique offset and cutaway for unlimited upper fret

access and ease of playability. Top-quality Wilkinson hardware ensures superior intonation and supreme tuning stability.


The V120, available in the iconic TV yellow finish, employs a single Wilkinson WP100 pickup in the bridge position, controlled by single volume and tone pots. The V132, available in TV yellow and tobacco sunburst, features a pair of Wilkinson WP90s, a three-way pickup selector switch and twin volume and tone controls.

 [JHS \(jhs.co.uk\)](http://jhs.co.uk)



Ernie Ball Expands Slinky Strings

Ernie Ball has added "Ultra" and "Burly" string sets to the Slinky guitar string family. The hybrid gauges combine popular Slinky string sets for new tone. The "Ultra" set combines Regular and Power Slinky sets, with gauges of .010, .013, .017, .028, .038 and .048 inches. The "Burly" set combines Power and Skinny Top Heavy Bottom Slinky sets, with .011, .014, .018, .030, .042 and .052 gauges.

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

RHC Rolls Out New Gear for MI, Live Sound

RHC has announced the availability of its RAT FX RAT Tail distortion cable, RapcoHorizon Volume Control Cable and ProCo Sound Dante-compatible Drop Snake Boxes and Wall Plates.

"We are excited to announce the official global availability of these products, which are ideal for the MI and live sound markets," said Darius Seabaugh, vice president of marketing for RHC.

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



Crossrock Debuts Air Carbon


The latest Crossrock Air Carbon classical guitar case is a sturdy, reliable option for musicians who travel frequently.

Made of 100 percent purity carbon fiber, the case is extremely lightweight at 5 pounds and offers maximum protection for the instrument.

A free padded cover is included to pro-

tect the case from scratches during transportation. A TSA lock makes the case suitable to fly overseas.

The Air Carbon has three color options: black, red and blue. It is now available for 4/4 size classical guitar. More models will be released in the near future.

 [Crossrock \(crossrockcase.com\)](http://crossrockcase.com)

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The Limited Edition 20th Anniversary Hybrid Special and Patriot models boast eye-catching upgrades that will make these true collector's items: High-Gloss Natural Finish over a Triple A Quilt Maple Top, Macassar Ebony Fingerboard, and Gold Hardware.

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Nektar Strikes a Chord

Nektar Technology has released the Bolt VSTi synthesizer — the company's first foray into virtual instruments. Bolt employs a new form of synthesis with a unique sonic character and an intuitive user interface.

Bolt enables a different and fast approach to sound design with an organic and warm sonic character. Harmonics Synthesis generates and shapes the sound directly in the oscillator — it doesn't require the dedicated filter section typically found on subtractive synthesizers.

By turning just one knob, a wave's shape can be changed from dark and subtle to bright and overtone-rich.

Harmonics Synthesis is based on the MSO (multi sine oscillator) concept by

Professor Dr. Udo Zoelzer of Helmut Schmidt University in Hamburg, Germany. Zoelzer is a scientist with decades of experience in digital signal processing and a passion for audio and synthesis. Over the last two years, the university and Nektar have collaborated on developing MSO into a full-blown synthesis engine.

"The unique sound of this oscillator intrigued us right away — it really is something else," said Ralf Schlutzen, Nektar's marketing manager. "What's more, you don't need hundreds of controls to tweak a sound. This makes the technology very accessible, almost like a classic analog synthesizer concept."

🛒 **Nektar Technology** (nektartech.com)



Godin Channels Cuban Vibe

Godin Guitars has introduced the Summit Classic A/E Havana Burst.

The Summit A/E provides tonal versatility thanks to a pair of Seymour Duncan humbucker pickups and an L.R. Baggs T-Bridge, which enables the chambered guitar to provide acoustic tones at the switch of a button.

The guitar is offered in a new Havana

Burst high-gloss finish and adorned with a single F-hole. Other features include a chambered mahogany body, swamp ash top, mahogany neck, Richlite fingerboard and a 25½-inch scale length.

The Summit Classic A/E will appeal to players looking for a rocking electric guitar that can also deliver accurate acoustic tones.

🛒 **Godin Guitars** (godinguitars.com)

Rare Earth Music Redefines the Pedalboard, Offers Customization

Rare Earth Music's Earthboard pedalboard focuses on removing the hassles of using a pedalboard and allows for customization.

"When you introduce something so game-changing, it takes a lot of education," said Kym Bradley, managing partner and EVP of sales and marketing. "The first thing we have to make sure people understand is we are talking about an entire pedalboard system. That includes the board and all things necessary for self-sustaining power. We tell people all they have to do is add their pedals and they're good to go. Once there is clarity about that, we can talk about how the product works since it's really radically different from conventional boards."

Rare Earth Music, parent company of Earthboard, said it is dedicated to bringing only unique and innovative music-related products to market that will challenge conventional thinking and inspire musicians.

🛒 **Earthboard** (earthboardmusic.com)



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PG Packs in Features

PG Music has released version 2019 of its Band-in-a-Box music accompaniment software for Windows with 64 new features and enhancements.

The latest version includes 202 new RealTracks, 40 bonus RealTracks, new RealStyles, MIDI SuperTracks, Instrumental Studies and metal/thrash electric guitar RealTracks.

"The 64-bit version has been highly anticipated, and we're thrilled to be able to launch this along with the 64-bit VST Plug-in of Band-in-a-Box, which you can use inside your favorite DAW — like Cakewalk, Reaper, ProTools and more," said Peter Gannon, program author and creator.

The new Band-in-a-Box features a completely redesigned SongPicker, which shows information for up to 50,000 songs and has useful filter and search features, including search by chord progression and/or melodic phrase.

The company added advanced filters to help users with searches for RealTracks, RealDrums and MIDI SuperTracks. Musicians can now control the loudness of each RealTrack in the medley. Notation enhancements include drum notation, drums RealCharts, quick entry of forced accidentals and more.

🛒 **PG Music** (pgmusic.com)

Evans' SoundOff Drumheads Feature Low Volume

Evans Drumheads has unveiled its SoundOff Drumheads, a line featuring a low-volume setup for acoustic drums.

An ideal drumhead for apartment practice or a silent drumhead to use with an electronic setup, Evans SoundOff Drumheads are made using a single-ply of black mesh material, dramatically reducing the volume of everyday drumming.

They are available for tom, snare and bass applications in sizes from 8 inches to 24 inches. Evans SoundOff Drumheads are shipping now.

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



Samson Frees Users of Cables

Samson has rolled out the AirLine 77 AH7 wireless system in Headset and Fitness Headset configurations. The Headset system meets the demands of pre-

senters, singers and performers, while the Fitness Headset system is ideal for the demands of fitness instructors and active performers. Both feature the AH7 micro transmitter, freeing performers from cables and belt packs to deliver an unencumbered experience.

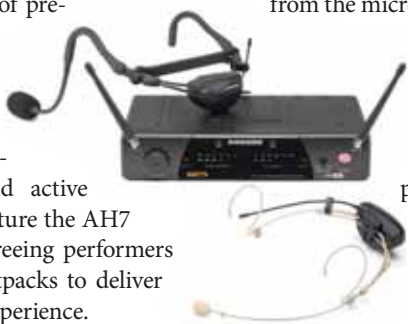
Building on Samson's AirLine Transmitter, the AH7 micro transmitter

is mounted directly on the headset. This offers increased freedom compared to systems that use a belt pack with a wire running from the microphone to the transmitter.

The AH7 Headset system includes the DE10x double-ear headset, which features a low-profile design and miniature condenser microphone capsule.

The AH7 Fitness Headset system features the Qe condenser microphone and a water- and sweat-resistant design.

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



Play 'Match the Mix'

Sonarworks will be demonstrating its Reference 4 studio monitor and headphone calibration software throughout The NAMM Show. Reference 4 offers speaker and headphone calibration and solves sonic discrepancies in monitoring systems.

The software is used by industry leaders, including CRAS, Pyramind, Icon Collective and IO Music Academy.

During The NAMM Show, visitors will have the opportunity to play "Match the

Mix" and adjust levels until it sounds identical — or as close as possible — to the reference track. Participants who score the best results will be rewarded with a full version of Sonarworks Reference 4 software.

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



Riversong Launches Models Featuring 'Necknology'

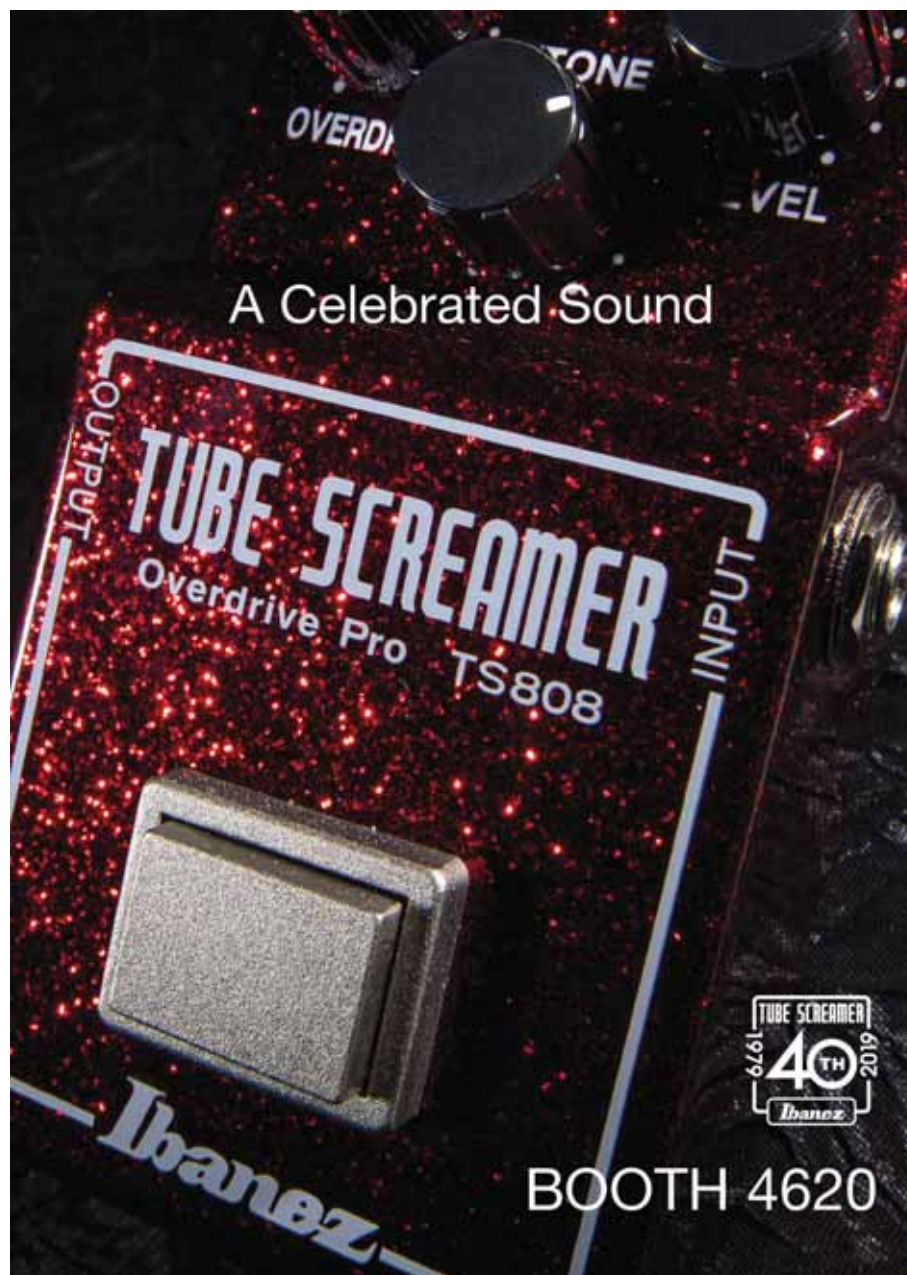
Riversong Guitars has launched eight models based around "Necknology," which provides fast playing and easy adjustability.

Container pricing and limited dealer/distribution opportunities are available.

"After years of building, I searched for a partner that could build my designs how I wanted them," said Mike Miltimore, CEO of

Riversong Guitars. "With help from industry veterans, David Magagna of Martin and Taylor, Hap Kuffner of PRS and Iain Wilson of Fishman and PRS, we have built a series of guitars built to deliver a playing experience worthy of much more expensive guitars and worthy of the Riversong name."

🛒 [Riversong Guitars \(riversongguitars.com\)](http://RiversongGuitars.com)

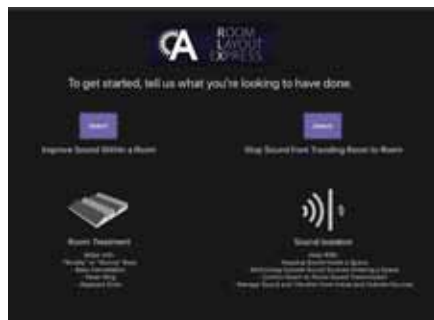


Auralex App Helps Choose Acoustics

Auralex Acoustics has announced its RLX: Room Layout eXpress acoustical treatment app is now available as a standalone app, available at the Apple app store and the Android app store.

The RLX app is an automated treatment app that is designed to give instantaneous recommendations for various small room types. It allows users to get acoustical treatment suggestions quickly on their mobile devices, taking the guesswork out of determining what the best and most effective acoustical treatment solutions are for their specific space.

The app is easy to use and it returns immediate results. To begin, users can select their "Room Type." The kit recommendations provided are based on both the type of room selected and the suggested amount



of necessary acoustic treatment required based on the specific square footage with Auralex's line of Absorption, Bass Trapping and Diffusion products. Users are also able to input various types of equipment and gear used in their room. The app will use this information to provide suggestions on applicable ISO Series products that can further help room acoustics.

When the user is ready to make a purchase, a number of Auralex authorized dealers are listed. If users want a permanent copy of their room results, they can use the app to request that it be sent via email.

🛒 **Auralex** (auralex.com)

Gibraltar Gears Up

Gibraltar has released the GSSVR Stealth Side V Rack and the SC-78ASE and SC-1ASE Accessory Shaft Extender, which offer drummers more freedom with their setup.

The GSSVR Stealth Side V Rack represents another evolution in the Stealth series. With its multiple uses and low-profile nature, the Stealth version offers a swanky new approach to the side rack. Equipped with a 33-inch V-shape bar and 14½-inch vertical legs, it can be used as a companion to the GSVMS-KIT or as a right- and left-side side rack. Players can cut down on the amount of stands and increase the mounting capability in their setup without widening their footprint. This V-shaped side rack presents the audience with an artistic aesthetic while keeping the setup low to the ground and multifunctional.

The SC-78ASE and SC-1ASE Accessory Shaft Extender is an extender tube designed to lengthen accessory mounting on racks. The extender is ideal for players looking to

add a little more height or length to their cymbals, tom arms or electronics. It's perfect for positioning cymbals and accessories at the desired playing height, while keeping the clean effect of a low-profile rack. Players can extend their cymbals and accessories an additional 18 inches.

The two models receive ⅞-inch or 1-inch diameter tubes.

🛒 **Gibraltar** (gibraltarhardware.com)



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EarthQuaker Dispatches Tech

EarthQuaker Devices has updated its Dispatch Master v3 Digital Delay and Reverb to include Flexi-Switch Technology. Exclusive to EarthQuaker Devices' effects pedals, Flexi-Switch allows for traditional latching and/or momentary-style switching from a single silent relay-based, true-bypass footswitch. To use the Dispatch Master v3 as a standard effects pedal, users press the switch once to activate the effect, and press it again to bypass. For momentary operation, users press and hold the footswitch, and the Dispatch Master will remain active for as long as the switch is held. Once released, the effect is bypassed.

🛒 **EarthQuaker Devices** (earthquakerdevices.com)



Korg Unveils White Ash Piano

Korg has expanded its C1 Air digital piano line to include the C1 Air in a White Ash finish. Ideal for any contemporary living space, the White Ash is both refined and sophisticated.

The C1 Air features two detailed piano sources, complete with sympathetic resonance and spatial samples, and solid sound reproduction, thanks to a full-range speaker system and a three-pedal configuration.

The C1 Air can be connected to any Bluetooth device to transfer audio data.

🛒 **Korg** (korg.com)



Vintage Guitar Pays Tribute

Vintage's VE3000MGG electro-acoustic guitar is a labor of love by master guitarist Gordon Giltrap, luthier Rob Armstrong and Vintage brand owner and distributor JHS.

Following the January 2018 passing of musician Jamie Giltrap, son of Gordon Giltrap, Gordon and JHS decided to create a

lasting tribute to Jamie's memory.

"My friends at JHS very kindly agreed to produce a guitar in honor of Jamie," Giltrap said. "This beautiful instrument is now part of my range of Vintage guitars designed by Rob Armstrong."

🛒 JHS (jhs.co.uk)

Zildjian Relaunches fx Line

Zildjian has relaunched the Zildjian fx line with the unveiling of fx Stacks and the 22-inch fx Oriental Crash of Doom.

The new fx cymbals have been crafted to meet the demands of today's popular music, and the desire of drummers to create unique and alternative accents to their sound.

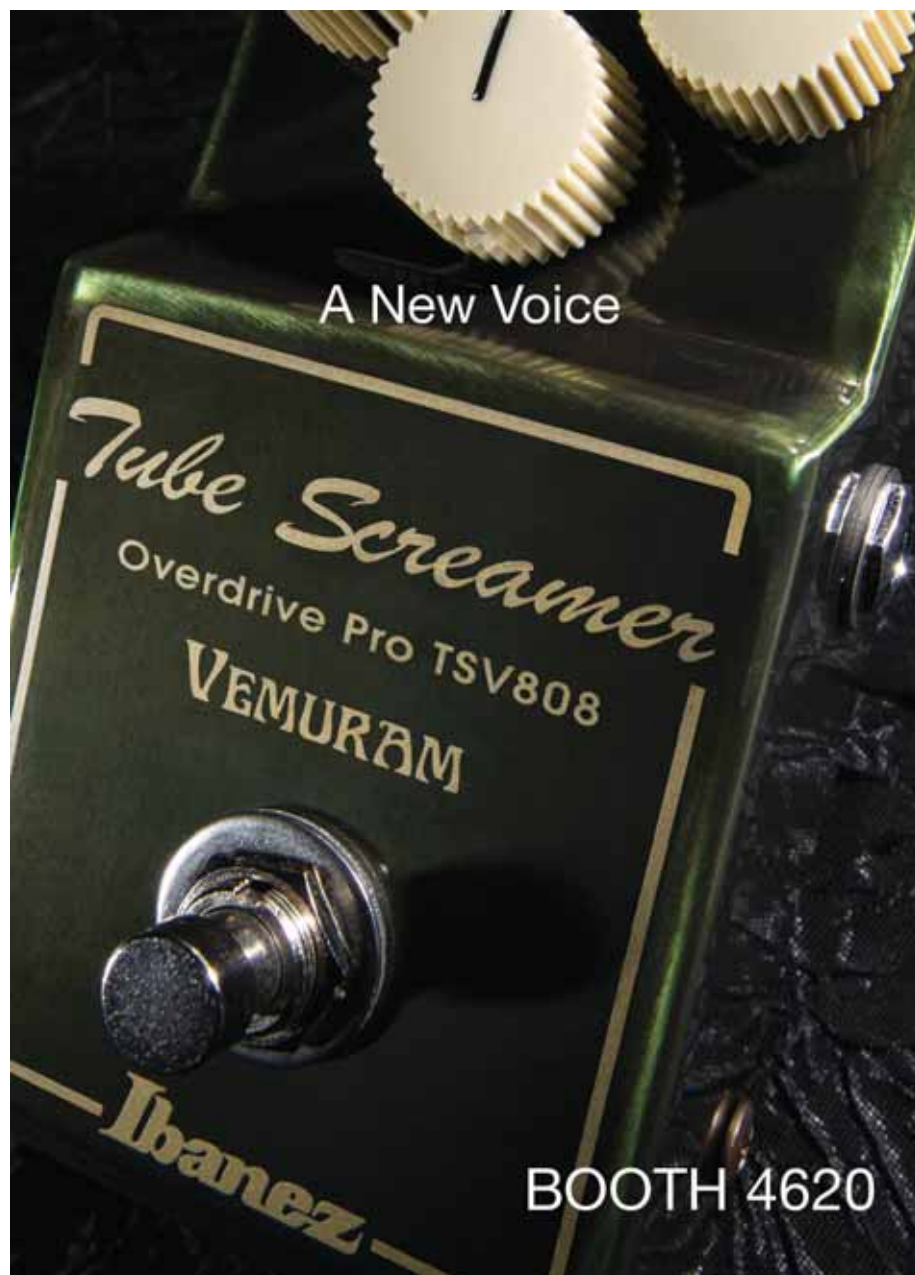
The Zildjian fx Stacks provide drummers with the ability to easily transition from a stack to traditional hi-hats with the use of an exclusive



Zildjian Cymbolt mount.

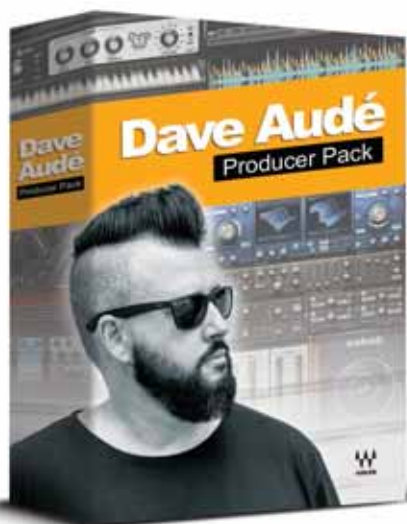
Drummers can explore a variety of pitches and sounds in one versatile cymbal pair — transitioning from bright, fast and cutting, to trashy and raw by changing the setup or adjusting the wing nut. The fx Stacks feature a rounded top with a distinctive hole pattern and a flattened lip to fit as a stack or hi-hat with the cold-rolled steel bottom, to create a very quick, brilliant staccato sound.

🛒 Zildjian (zildjian.com)



A New Voice

BOOTH 4620



Waves Adds Dave Audé Producer Pack

Waves Audio has introduced the Dave Audé Producer Pack, eight plug-ins personally selected by Grammy-winning producer Dave Audé, who has worked with Rihanna, Selena Gomez and Lady Gaga. Users can explore a diverse collection of mixing tools.

Audé, one of today's most in-demand producers, assembled this collection. It's jam-packed with precision sample libraries, dynamics and effects tools to light up users' creativity and enhance production skills.

🛒 Waves Audio (waves.com)

Dixon Announces Cornerstone in Quetzal Blue Satin Lacquer

Dixon Drums has unveiled a new addition to its Cornerstone series: the Quetzal Blue Satin Lacquer drum set, featuring Dixon's new logo and branding.

"Cornerstone was the first series to carry our new logo, and the reaction was a slam-dunk," said Jim Uding, Dixon brand manager. "It's an extraordinary value in professional drums that exceeds the fundamental expectations of look, sound and performance at its price point — exactly what Dixon is committed to."

Cornerstone drums feature hand-applied lacquer finishes, high-performance maple hybrid shells with wide tuning range

and low-mass chrome hardware and parts for maximum performance and reliability on stage and in the studio.

🛒 St. Louis Music (stlouismusic.com)



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64 Audio Spotlights In-ear Monitor Technologies

Personnel from 64 Audio will be on-hand to discuss proprietary in-ear monitor technologies during The NAMM Show.

64 Audio's exclusive tia system is a technology that works by eliminating sound-altering tubes and dampers. Sound produced by the tia system is able to disperse freely and effortlessly, yielding a smooth and musical frequency response. Two major elements of the tia system are the tia high driver and the tia single bore design.

64 Audio's patent-pending apex (Air Pressure Exchange) technology is a pneumatically interactive vent that dramatically reduces listening fatigue by releasing sound pressure that is inherent in other earphone designs.

LID is a technology exclusive to 64 Audio that ensures a consistent frequency

response regardless of the source, making it ideal for musicians plugging into a variety of equipment.

3D-Fit is 64 Audio's proprietary 3D printing process that results in a personalized fit not found in other IEMs.

"[We] will stay at the forefront of IEM design by continuing to develop innovative technologies that push the boundaries," said Vitaliy Belonozhko, 64 Audio founder and chief sound designer.

🛒 64 Audio (64audio.com)



Ibanez, Vai Team up for JEM7VP

On Ibanez's signature roster since the 1980s, Steve Vai has had many variations of his signature JEM guitar. Ibanez's latest model is the JEM7VP Premium.

Until now, the only way players could get a guitar with all of Vai's signature elements was to purchase a JEM7 Prestige model. With the introduction of the Premium edition, players have an option to obtain all the features of the Prestige JEM at a more attainable price.

The guitar features a five-piece Wizard maple/walnut neck with KTS Titanium reinforcing rods, an ebony fingerboard with a "Tree of Life" inlay and an alder body. These time-tested tonewoods, combined with the HSH DiMarzio Evolution pickups, give the JEM7VP great tone and intense sustain. It has gold hardware and an Edge tremelo bridge. Plus, a gig bag is included.

🛒 Ibanez (ibanez.com)

TINY B BOY
BASS



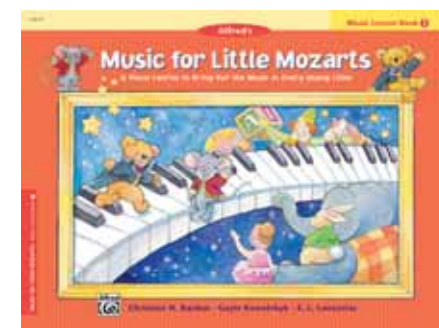
Travel Bass Revolution

- Scale Length : 23" (584mm)
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- Total Weight : 5.6 lb (2.55kg)
- Tuners : GOTOH GB707 Tiny Boy Original tuners



Tiny Boy Bass

www.tinyboybass.com info@tinyboybass.com



Little Mozarts Turns 20

Alfred Music's series Music For Little Mozarts celebrates its 20th birthday in 2019.

The Music For Little Mozarts piano method was developed by Christine H. Barden, Gayle Kowalchyk and E. L. Lancaster specifically for preschool children (4-, 5- and 6-year-olds). The method provides a nice balance between the child's first experience in piano study and the simple enjoyment of music making.

Music For Little Mozarts centers on the adventures of Beethoven Bear, Mozart Mouse and their friends as they learn all about music. Other characters throughout the books serve as a springboard for introducing students to major composers from the four main musical style periods. New concepts are introduced and carefully reinforced throughout the books.

🛒 Alfred Music (alfred.com)

Orchestral Maneuvers

Vienna Symphonic Library has unveiled Vienna Smart Orchestra, a simple, affordable way to bring the power of a 140-piece orchestra to a user's fingertips.

Whether looking for inspiration, quickly sketching a symphonic idea, delivering a final score on a deadline or playing live on stage, Vienna's orchestra plug-in lets users play all the sections and lead instruments at once, spread out over the entire keyboard.

With pre-configured presets, users can



play the entire orchestra with full dynamics on their keyboards, adjust the balance of the main sections (strings, woodwinds, brass, mallets, drums and percussion) in the mixer, or play these sections separately.

🛒 [Vienna Symphonic Library \(vsl.co.at\)](http://ViennaSymphonicLibrary.com)



Cort Balances Tone

Cort has added the B4 Plus AS RM to its Artisan series of electric basses. This model combines four tonal woods, including a new roasted maple fingerboard treatment, in one balanced instrument.

The foundation of the B4 Plus AS RM is a swamp ash body, characterized by its scooped-mids sound with a bigger low-end

and clear highs for a more balanced tone. The open-pore finish on the bass enhances the resonance even further. The wood's natural weight and appealing grain pattern are also desirable aspects of swamp ash.

The B4 Plus AS RM uses five-piece panga panga and walnut for the neck.

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

Genelec's New Monitors Provide High Acoustic Power

Genelec has launched two high-SPL Smart Active Monitors: the two-way S360A and 7382A subwoofer.

These additions are ideal for applications requiring high acoustic power or listening at a distance, including large immersive setups in post-production or film work.

The S360's compact enclosure houses a 10-inch high-efficiency and minimal distortion woofer, and it has an integrated extended directivity control waveguide (DCW) supporting its 1.7-inch titanium diaphragm compression tweeter.

The 7382 Smart Active Subwoofer is Genelec's most powerful subwoofer to date, delivering SPL outputs in excess of 130 dB and low frequency extension down to 15 Hz.



The 7382 houses three custom-designed, 15-inch long-throw woofers in a vibration-free and heavily braced fiberboard enclosure, with laminar flow bass reflex porting.

🛒 [Genelec \(genelecusa.com\)](http://Genelec.com)

Cardinal Acquires Wuhan

The recently established wholesaler and distributor Cardinal Percussion has acquired the Wuhan Cymbals and Gongs brand. Wuhan is known for its hand-crafted China cymbals. Wuhan's 2,000-year-old traditional manufacturing methods are still being used to this day.

"The entire Wuhan line will receive some exciting changes that will appeal to the needs and demands of today's drummers," said Jim Bickley of Cardinal Percussion.

Cardinal Percussion's portfolio now includes Attack Drum Heads, Cardinal

Packaged Goods and Wuhan Cymbals and Gongs.

🛒 [Cardinal Percussion \(cardinalpercussion.com\)](http://CardinalPercussion.com)



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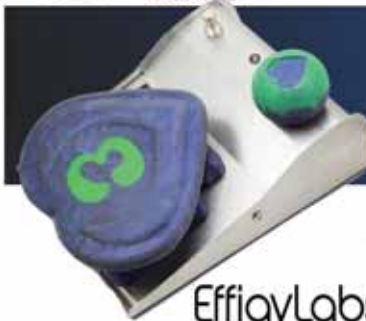
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Pure Tone Technologies and AP International have announced the newest addition to their lineup: the **Pure Tone Barrel Jack**. Comprised entirely of **highly-conductive copper** and with **greater surface area** at all contact points, this new panel-mount jack boasts **full contact** for optimal signal and lowest possible noise.

This new jack **addresses the metal fatigue** caused by constant use that leads traditional barrel jacks to fatally fail and require replacement. Most importantly, the Pure Tone Jack **eliminates the infamous "crackle" noise** caused by pressure grounds. This long-threaded jack can be used in **both mono and stereo** applications. **AVAILABLE NOW!**

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January 24/27 2019

Booth 5629, Hall D

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Schecter Presents Diamond J Series

Schecter Guitar Research has introduced the Diamond J series bass.

The J-5 Bass includes a fully passive electronics package featuring the Schecter Custom Shop Monstertone-J pickup set, a couple of Ceramic-8 loaded beasts pumping out power in their default setting and switchable to more vintage-flavored tones via a push-pull tone pot.

For the body and neck, Schecter utilized a 35-inch scale thin-C maple neck, reinforced with dual carbon fiber rods, and an easy-access truss rod for maximum stability,

and paired it with an alder body to create a classic, comfortable combination.

The bass is outfitted with high-quality components: a Schecter Diamond Custom bridge that offers thru-body or top-load stringing options, a Graph Tech Ivory Tusq nut and Schecter Vintage Tuners to ensure trouble-free performance.

Players can choose between a finish of seafoam green with gloss maple headstock and fretboard, or black with matching headstock and rosewood fretboard.

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

ATV Announces Relaunch of Ace Tone Brand

The Kakehashi family and ATV board of directors have announced that ATV Corp. will relaunch the Ace Tone brand. ATV's founder, the late Ikutaro Kakehashi, founded Ace Tone in 1960. Ace Tone will utilize the engineering expertise of ATV Corp. The Ace Tone mission statement will align perfectly with that of ATV, according to executives.

Ace Tone also will create Artware, the fusion of benchmark hardware and software.

The company said Ace Tone has a clear plan to deliver the best technologies, design, imaginative instruments and tools.

🛒 [ATV Corp. \(atvcorporation.com\)](http://ATV Corp. (atvcorporation.com))

a
ACE TONE



Bag it Up with Dallaiti Music Bags

The Music Gifts Co. has announced that it is now the sole U.S. and Canadian distributor for Dallaiti, an Italian manufacturer of leather and suede unisex cross-body bags.

Dallaiti bags come in Piano, Violin, Acoustic Guitar and Electric Guitar designs.

The bags measure 11¾ inches by 8¾ inches wide and feature a 24-inch adjustable strap.

Each Dallaiti cross-body bag comes in a special tote bag.

🛒 [The Music Gifts Co. \(musicgiftsusa.com\)](http://The Music Gifts Co. (musicgiftsusa.com))

Wingtastic Makes Tightening, Loosening Wing Nuts Easy

The handy Wingtastic tool makes it easy to tighten or loosen wing nuts.

The Wingtastic is manufactured from a strong plastic nylon PA66, providing it with longevity. The four pins allow the Wingtastic to grip the wing nut, utilizing the pins to surround the wing nut.

The Wingtastic is 10 inches long and folds in half. The convenient length gives players a chance to reach the wing nuts without getting off their drum kit.

Five colors are currently available: black, green, blue, yellow and pink.

Customized colors can be completed upon request.

🛒 [Wingtastic Tool \(wingtastictool.com\)](http://Wingtastic Tool (wingtastictool.com))



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The NAMM Show

Education Sessions

Thursday · January 24, 2019

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Breakfast of Champions

Hosted by Joe Lamond,
NAMM President and CEO
Hilton, Level 2, Pacific Ballroom

8–9:30 am – Free breakfast served until 8:30 am, first come, first served. Breakfast of Champions is the ultimate NAMM Show kickoff and celebration of the music products business. Discover how the most original thinkers and visionaries approach the business of musical products in a series of one-on-one interviews.

Breakfast of Champions

MUSIC RETAIL & BUSINESS

Effective Video Strategies for YouTube, Instagram and Facebook

Tim Spicer, Spicer's Music (Moderator), and Panel
ACC, Level 1 Lobby, NAMM Idea Center

11 am–12 pm

Video is critical to marketing your business, but every social media platform calls for a different strategy. Get the ins and outs and latest updates for each platform. Moderator Tim Spicer will be joined by a panel of rock-star marketers from across the music business.



MUSIC EDUCATORS & STUDENTS

Survival Tactics for Your First Years in the Music Products Industry

Mark Despotakis
Hilton, Lower Level, Catalina 6

10:30–11:25 am

This panel discussion will focus on advice to GenNext students preparing to enter the music products industry, including topics such as getting a first job, mentoring, networking, music education advocacy and connecting to the music industry once employed at a NAMM member company.



AUDIO PRODUCTION

TEC Tracks Keynote: Al Schmitt

Hilton, Level 2, California Ballroom B

12–1 pm

With 22 Grammy awards, two Latin Grammys, a Trustees Grammy for Lifetime Achievement and an astounding 160 gold and platinum albums, Al Schmitt is a living legend in the studio recording and production world.



Line Array Training

Bose, Nexo Audio and Vue Audiotechnik

Hilton, Level 4, Various Rooms

Various Times

Attendees will gain an understanding of how to cable up, hang, test and gauge performance. Line array training requires additional registration, which will be located on-site at the Hilton, Level 4.



EVENT TECHNOLOGY

It Doesn't Get More Real Than This: Mortal Danger at Shows

Steve Adelman

Hilton, Level 4, A5

1:30–3:30 pm

Examine a wide variety of potential dangers at live events, from the health and safety of touring professionals to crowd management and event security. Jim Digby, president of the Event Safety Alliance and former tour manager for Linkin Park, will speak with Shawn London, sound engineer for Eagles of Death Metal at Paris' Bataclan nightclub tragedy. Attorney and ESA Vice President Steven Adelman will moderate this session by the Event Safety Alliance, ESTA and PLSN/FOH.



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TEC TRACKS

All TEC Tracks sessions will be held in the NAMM U Education Center at the Hilton Anaheim.

11 A.M.

Campus Mastermind Roundtable: Producing Music in the Disruptive Technology Era

A3E

California Ballroom B (Level 2)

Thought leaders from the different NAMM U Education Center programs come together to discuss the wide range of disciplines and philosophies that define and differentiate each program. Whether you are an analog gear purist, an ambisonic pioneer or developing musical avatars, this dynamic keynote will broaden your understanding of audio production in 2019.

12 P.M.

Music Marketing That Really Builds Your Audience

Kevin Breuner

California Ballroom A (Level 2)

With so much music available in the marketplace, musicians are left wondering how they can actually break through the noise and reach new fans. In this session, Kevin Breuner, CD Baby's vice president of marketing, will show you the strategies and tools you'll want to know about to reach people who are most likely to become your die-hard fans. The best part is it's easier and cheaper than you think. You can start building your audience today!

Keynote: Al Schmitt

Al Schmitt & Steve Baltin

California Ballroom B (Level 2)

An icon in the studio recording and production world, Al Schmitt has won 22 Grammy awards, two Latin Grammys and a Trustees Grammy for Lifetime Achievement, and has helped artists garner an astounding 160 gold and platinum albums. He is about to release his new book, (which might have 300 pages just for the discography)! Come and hear his amazing stories in this very special TEC Tracks keynote.

1 P.M.

Home Is Where the Hits Are

Dan Daley (moderator), Eddie Veale, Francis Manzella, Carl Tatz & Steven Klein

California Ballroom A (Level 2)

This panel of studio-design experts will look at design and execution of home and personal studios. The session will focus on studio design and execution that's affordable, accessible and aspirational to the purposes, needs and budgets of NAMM attendees. Panelists will compare design philosophies for aesthetically, acoustically and functionally attractive and cost-effective workplaces for an evolving music and audio production landscape. The panel, featuring noted designers Eddie Veale, Fran Manzella and Carl Tatz, will be moderated by journalist and author Dan Daley.

The Use & Abuse of In-ear Monitoring

Dr. Michael Santucci

California Ballroom B (Level 2)

In-ear monitors have become a constant for many performers. Used correctly, they deliver a superior onstage mix and

can help to protect and conserve your hearing. But used incorrectly, they can easily detract from a good mix while doing even more hearing damage than traditional floor wedges. In this session, you'll hear from Dr. Michael Santucci about some of the plusses and potential pitfalls of using an in-ear monitoring system, hearing health and techniques for mixing with IEMs.

Contemporary Television Score: The Latest Tools & Techniques

A3E

Avila A (Level 4)

From heart-pounding chase sequences to investigative tension to emotional climax, music makes television come to life. Meet the musicians behind some of TV's hottest shows, and discover the tools and technology they choose to craft their sounds.

A3E Workshop: Electronic Music Production, Powered by Steinberg

A3E

Avila B (Level 4)

Discover the processes and cutting-edge techniques to quickly create and deliver compelling projects with ease. See how to be inspired and overcome many creative obstacles with included virtual instruments and workflows in the creation process, and find out how to effectively refine your work through intuitive musical editing solutions. Deliver your creation using the mixing tools that exceed the paradigms of analog traditions for music, TV, film, games or VR project.

2 P.M.

How to Land Brand Partnerships

Michael Zimmeli, Emiko Carlin, Gabe Kubanda, Thomas Wendt & Ben Thompson

California Ballroom A (Level 2)

The endorsement relationship between the artist and a company has been changing. Brands are more selective in who they work with, and asking for free product is no longer going to cut it. It's time for artists to think outside of the box to get attention and look at how to create win-win situations, such as Instagram takeovers and cross-collaborative livestreaming videos. This panel will address how to successfully pitch to brands and the symbiotic role that these partnerships play in an artist's career.

The Future of Guitar Panel

Laura Whitmore

California Ballroom B (Level 2)

Guitar World magazine will host a panel of cutting-edge manufacturers, artists and industry pros in a lively conversation about the future of guitar. Hosted by journalist and singer-songwriter Laura B. Whitmore, they'll dig into the amazing developments going on in the industry right now and make some predictions about what's to come.

THURSDAY, JANUARY 24, 2019

Innovations in Modular Synthesis

A3E

Avila A (Level 4)

Born in the 1970s, modular synthesizers were the building blocks of experimental electronic music. Re-emerging as the Eurorack movement, this creative hybrid of sound design and electronic music is the passion of artists around the globe. A3E will bring you the leaders in the modular synth movement and look ahead at the future of the craft.

3 P.M.

Artists: How to Build Your 'A' Team

Peter Sotos, Allison Shaw, Troy Lusk, Victoria Quintero & Jake Pachasa

California Ballroom A (Level 2)

This panel will cover the types of people that you need on your team to maximize your success in a musical venture. The esteemed panel will discuss how to find these people, how to convince them to join your team and how to create a success plan with mutual buy-in.

Experimental EDM Production Techniques

A3E

Avila A (Level 4)

Unique programming, a visceral mastery of the club and the ability to conjure sonic accidents and capture them in the moment are just a few of the most important skills in producing EDM. This A3E session will explore the instinct that drives great dance music.

A3E Workshop: Startups: Tips for Launching Your Software Business, Powered by KVRaudio.com

A3E

Avila B (Level 4)

Chris Halaby, CEO of KVR Audio, hosts an exciting workshop focusing on important, behind-the-scenes knowledge that every software startup should know. What are the pitfalls to avoid, the most important items to allocate resources for, marketing opportunities you might have missed and much more? Here, Chris and industry friends share hard-earned knowledge that will help your business take the next steps.

4 P.M.

Creating a Professional Stage Plot for Live Shows

Dr. Carol Lynn Curchoe & CJ Burton

California Ballroom A (Level 2)

A professional stage plot is the blueprint for a successful live performance. Discover best practices and smartphone applications to streamline and communicate your technical specifications to audio engineers, stage managers, venues and more. CJ Burton, founder and CEO of StagePlot Guru and touring drummer (formerly with Air Supply), shares his experiences creating stage plots on the road using mobile applications technology. This session is presented by StagePlot Guru for iOS and moderated by Dr. Carol Lynn Curchoe.

Latin America's Booming Indie Studios with High-end Design

Sergio Molho

California Ballroom B (Level 2)

South America's independent studio scene is robust and varied. Recent additions range from the minuscule 440-square-foot 3D audio Mix2Go Studio in Sao Paulo, Brazil, to Vivace Music, a 1,500-square-foot showplace studio now thriving in Montevideo, Uruguay, to Sonasterio, a 1,500-square-foot "destination studio" (and 2019 NAMM TEC Award nominee) ensconced in an 8,000-square-foot luxury home overlooking a mountain range in Belo Horizonte, Brazil. Pro audio is thriving in Latin America, and this presentation will explore (and illustrate) the reasons behind the expanding interest in designing new studios for this important part of the world.

A3E Workshop: Remixing Hits at Home, Powered by Audionamix

A3E

Avila B (Level 4)

EDM artist Venomisto teaches the technology and techniques you need to break your favorite songs into stems and remix them on your laptop or in your home studio.

New Technology for Live Performance

A3E

Avila A (Level 4)

With the explosion of self-released singles streaming to audiences worldwide, it's more important than ever before for an artist to stand out from the masses. This A3E session will focus on new music technology for live performance.

5 P.M.

Music, Mastering & Loudness: Tips for Making Masters That Translate

Jonathan Wyner

California Ballroom A (Level 2)

We all want to make recordings that are competitive, compelling and great-sounding — and that keep our audience's focus. Jonathan Wyner will demonstrate techniques you can use that will point you in the right direction.

Getting Great Performances From Your Artists

Sean Beavan

California Ballroom B (Level 2)

Legendary producer/mixer Sean Beavan is renowned for career-defining recordings with some of the world's most intriguing artists of the past 25 years, from Nine Inch Nails, Marilyn Manson and Guns N' Roses to such innovative newcomers as 3Teeth and Shining. Facilitating artists to connect with their deepest vulnerabilities and create dynamic performances is an art in itself — its execution being unique to every situation. Join Beavan in this rare opportunity to hear his insightful perspectives on this powerful process.



The NAMM Show

Thursday · January 24, 2019

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The Music Begins Here

POLICY HIGHLIGHT

Intellectual Property Roundtable
ACC, Level 1 Lobby, NAMM Member Center
10–11 am

NONPROFIT HIGHLIGHTS

Creating a Future: The Role of Strategic Planning, Fundraising and Program Development
ACC, Level 1 Lobby, NAMM Member Center
12–1 pm

The New California Visual and Performing (VAPA) Content Standards: A First Look
ACC, Level 1 Lobby, NAMM Member Center
1–2 pm

SPECIAL EVENTS

The College Music Society-GenNext Plenary
Featuring a performance by the Sugartone Brass Band
Hilton, Level 2, California Ballroom CD
9:30–10 am

2018 Top 100 Dealer Reception (By Invitation)
ACC, Level 1 Lobby, NAMM Member Center
4–5 pm

The NAMM Foundation Celebration for Music Education Concert
Featuring a performance by Black Violin
NAMM Yamaha Grand Plaza Stage
6–8 pm

ESTA's Happy Hour for Behind the Scenes
Marriott, Platinum Patio
6–8 pm

10th Annual NAMM Night of Worship Presented by Yamaha
Featuring Matt Redman, Steven Malcolm and Ellis Hall
Hilton, Level 2, Pacific Ballroom
7–10 pm

WHAT'S NEW

Loudspeaker System Showcase
Powered By Live Sound International
Arena
10 am–6 pm
Evaluate leading loudspeaker systems with this side-by-side listening opportunity. Ask questions about technical details and pricing with qualified representatives from each company.

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AES@NAMM HIGHLIGHTS

THURSDAY, JANUARY 24, 2019

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.

10 A.M. Wireless Spectrum Update 2019

Jackie Green, Karl Winler & Ike Zimbel
Huntington C (Level 4)

A panel of leading experts discusses the loss of 600 MHz spectrum and changes that affect all UHF wireless in the core TV bands, as well as new and alternate spectrum.

Subwoofer Alignment with Full-range Systems

Charlie Hughes

Huntington B (Level 4)

Signal alignment between subwoofers and full-range speakers can be problematic. This is particularly the case for ground-stacked subwoofers and flown full-range speakers, or centered mono subwoofers and split stereo full-range speakers. Proper selection of measurement type is of great importance if optimum results are to be obtained.

Mezcla Creativa 'In The Box' (Presented in Spanish)

Juan de Dios Martín

Huntington A (Level 4)

(Music Mixing 'In The Box') Mezclar

música se puede ver a veces más como una dificultad técnica al final de un proyecto que como el proceso creativo que es. El productor e ingeniero Juan de Dios Martín compartirá su enfoque sobre la mezcla ITB, centrándose en ideas y estrategias tanto para ingenieros como para músicos que trabajan en sus propias producciones.

2 P.M. Social Media Promotion for Musicians and Engineers

Bobby Owsinski

Palos Verdes A (Level 4)

Being on social media is one thing, but learning how to use it for effective promotion is another. A look at the latest techniques for using Facebook, Instagram, Twitter and YouTube to promote yourself and your music.

Aligned in 60 Minutes (or Less)

James Anderson

Huntington B (Level 4)

Often system alignment must be done in a short timeframe. Time is not always on our side. How do we perform a complex task, such as sound system alignment, quickly and efficiently?

3 P.M. Live Event SPL Monitoring

Chris Tsanjouries

Huntington B (Level 4)

This class explains the what, how and why of SPL monitoring. SPL displays, reports and the regulations controlling SPL levels will all be discussed.

The Ravages of Time: What Your Real-time Analyzer Ignores

Bruce Black

Huntington A (Level 4)

It's easy to think that once we've tuned a room, all of its acoustic issues have been dealt with and it will provide a correct listening environment. Unfortunately, this is not necessarily the case. This presentation shows how Real-time Analyzers miss critical information.

4 P.M. The Genius of Geoff Emerick

Bill Smith

Palos Verdes A (Level 4)

Geoff Emerick's longtime friend and assistant plays recordings and shares stories from Emerick's illustrious career. Although well-known for his award-winning work with the Beatles, Emerick also

worked on huge hits that we all know by The Zombies, Stealers Wheel, America, Supertramp, Robin Trower, Elvis Costello, Cheap Trick and many more.

'Is It Really Stereo?'

Blair McNair

Huntington A (Level 4)

Loudspeaker systems are often deployed in left/right arrays in venues. Does this constitute a stereo system? Learn what goes into the design and deployment of an effective sound system that has binaural or stereo performance.

5 P.M. Striking the Balance Between On Stage Performance & Hearing Protection

Scott Leslie & Balvinder Singh

Huntington A (Level 4)

As an audio/music professional, your greatest asset is your sense of hearing. Yet the average human being is more at risk of hearing loss than ever. Learn the physics of sound levels produced by different products, hearing mechanisms and adverse health effects of high sound pressure levels. Further, you will learn how to take control to balance sound quality with protecting your hearing.

ESTA/PRO PRODUCTION HIGHLIGHTS

THURSDAY, JANUARY 24, 2019

All **ESTA** and **Pro Production** sessions will be held at the NAMM U Education Center in the Hilton Anaheim on level 4. For complete schedules, go to namm.org.

9 A.M. Light is Light, Right?

Richard Cadena (moderator), Daunte Kenner & Susan Rose

Hilton, Level 4, A3

Light is light, unless it's just not right. But what is right when it comes to light? Quality of light can mean a lot of things, and lighting expert Daunte Kenner (Lil Wayne, Chris Brown, Mary J. Blige) and Susan Rose (Ringo Starr, Louise Mandrell) will discuss many aspects of light that can affect how it looks to the human eye and how it looks on camera (two ETCP renewal credits).

Working at Height for Non-Riggers and Developing a Fallen Worker Rescue Plan

Kent Jorgensen & Eddie Raymond

Hilton, Level 4, A2

Many crafts in the entertainment industry other than riggers work at height. Follow spot operators, truss spot operators, lighting and video technicians and audio crews all work at elevation. What do these workers need to know before going up to do their work? What do you need to know if you are the employer? When a fall arrest system is used to protect a worker from a catastrophic fall it is paramount to get them to the ground as soon as possible. By law there must be a rescue plan in place to do so, with

the needed resources and personnel in place before a fall occurs. A part of this plan includes training. We will discuss the various nuances to creating the plan and providing the training (two ETCP renewal credits).

9:30 A.M. Entertainment Technology Trends & Tools to Take Note of as You Hit the Show Floor

Michael Eddy & Nook Schoenfeld

Hilton, Level 4, A5

Kick off your NAMM education with this roundup of the live entertainment production technology and trends happening in the live event and touring industry. This panel presentation will look at the gear and techniques that are must-haves, must-knows and game-changers.

11 A.M. In Conversation with Yvan Miron

Yvan Miron & Michael Eddy

Hilton, Level 4, A5

An insightful conversation and interview with Yvan Miron, founder of Stageline and the 2019 Parnelli Visionary Award Recipient. Miron's innovation has had a tremendously positive effect on live entertainment, allowing for events to go up in places traditional stages can't — doing so everywhere faster and safer. Stageline

stages are in 45 countries around the world and used for 20,000 events a year. Miron has been relentless in achieving his goal of making safer stage choices available, and through it all he's been a beacon of dedication to the environment, creating stages that require a significantly smaller carbon footprint from manufacturing through use. This session will offer a unique chance to gain insight into Miron's innovative thinking.

1:30 P.M. It Doesn't Get More Real Than This: Mortal Danger at Shows

Steve Adelman

Hilton, Level 4, A5

Live events give rise to a huge variety of potential dangers, from the health and safety of touring professionals to crowd management and event security. This session will feature two presenters with the unenviable distinction of seeing people die at their shows. Jim Digby, president of the Event Safety Alliance and former tour manager for Linkin Park, will talk with Shawn London, who was the sound engineer for Eagles of Death Metal at the Bataclan nightclub. Attorney and ESA Vice President Steven Adelman will moderate. This session is brought to you by the Event Safety Alliance, ESTA and PLSN/FOH (one ETCP renewal credit).

2 P.M. Automation in Performer Flight

Paul Sapsis

Hilton, Level 4, A4

Using the finest grades of rigging, technology and mathematics, riggers and technicians successfully navigate the difficulties and dangers of defying Newton's Law. What is automated performer flying? What is its history, and how do we use it now? In this class, we're covering everything we can pack into four hours, including the following topics: mechanical and control design, 2D and 3D math and vector analysis, risk assessment, as well as sharing some past experiences (two ETCP renewal credits).

3:30 P.M. Composition & Sound Design for Theatrical Works

Michael Eddy

Hilton, Level 4, A5

This panel discussion will cover how to take your composition and audio skills in the theatrical world to broaden the opportunities and creative possibilities available to you. The panel discussion will cover the unique considerations and the different collaborative work style when composing and designing sound for the theater.

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Featured Education

The NAMM Show
january 24/27 2019 ^{california}

• Music Educators & Students

Best Music Tech Intern Ever: A Guide to Getting, Keeping and Maximizing Learning in an Internship

Doug Bielmeier
GenNext

Music Achievement Council Forum: Conducting the Perfect Decrescendo and Other Tips for Success

Marcia Neel
Music Education Days

• Music Retail & Business

Decoding Google: Advanced Strategies for Businesses

Larry Bailin
NAMM Idea Center

Transforming the Music Industry: Trends, Game-Changers and Opportunities

Daniel Burrus
NAMM U Breakfast Session

• Event Technology

Thinking Big About Lighting the Small Stage

Richard Cadena
ESTA-Curated Education /
Lighting & Sound America /
PLASA

Keynote With Kevin Lyman

Kevin Lyman
Pro Production by PLSN & FOH

• Audio Production

Keynote: "We Are the Studio Heroes"

Chris Lord-Alge
TEC Tracks

In-Ear Monitoring Advantages and Personal Monitor Mixing

Mark Frink
AES@NAMM

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a wide range of topics in music, audio production and event technology



Counterfeit Products Seized in Factory Raid

Shure has announced that police seized counterfeit products from Enping Soundpu Electronics Equipment (also doing business as Voxpu Electronics Equipment) in China.

Conducted in October 2018, the raid uncovered counterfeit products from several leading audio companies, including Sennheiser, Yamaha and Harman.

Among the goods seized were wireless microphones and receivers, consoles, amplifiers and processors.

Shure has initiated a prosecution against the owner and managers of Soundpu, given what Shure said was "its continued counterfeiting activities and blatant disregard for intellectual property rights."

The action was initiated by Shure and executed in cooperation with the Enping Public Security Bureau and the Enping Administration of Industry and Commerce (AIC). Soundpu was fined in August 2018 by the Enping AIC after counterfeit Shure wireless microphones were found at Soundpu's factory.

"Counterfeiting is an ongoing problem for the audio industry, and we remain vigilant in our anti-counterfeiting efforts," said Chris Schyvinck, Shure president and CEO.

Sennheiser, Yamaha and Harman will be working with Shure during the forthcoming criminal prosecution.

INFO Shure (shure.com/americas)

CLASSIFIEDS

St. Louis Music is hiring a **Product Manager for Hamilton Stands & Accessories.**

If you're ambitious and believe you're capable of managing all aspects of a leading accessories brand, we'd like to hear from you. Dating back to 1883 Hamilton® is a global brand that continually raises the bar through innovative product design and marketing. The successful candidate would preferably have 5 years experience in product development and/or brand management.



Please send your resume to Chris Meikle: Chris@stlouismusic.com or visit us at **NAMM, Booth 7414**

ST. LOUIS MUSIC IS HIRING

St. Louis Music is hiring a **Full Time Sales Representative** in the **New England Area.**

If you have a proven track record in sales of B&O and Combo products and would like to join a dynamic, successful world-class distributor, then please contact us. We are looking for an ambitious and focused Sales Professional based in New England to visit and support our current customers as well as generate new business.



Please send your resume to Robert@stlouismusic.com or visit us at **NAMM, Booth 7414**



Music To Your Ears

Face Facts: People continue to be one of the most valuable assets for any business. For a lot less than the cost of getting it wrong, we can help you get it right. We are industry professionals helping to develop careers and finding the right faces for the jobs.

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Sales Reps Wanted

Yorkville Sound, leading manufacturer and distributor of pro audio systems, musical instruments and amplifiers is looking to hire sales representatives for a variety of US territories.

Please send resume to shendee@yorkville.com

www.yorkville.com

PRO AUDIO REPS WANTED

Galaxy Audio is seeking independent representation in several US territories. If your Pro Audio Rep Firm is interested in representing a growing line with industry wide reach, please stop by: **Galaxy Audio NAMM Booth: #16122 North Hall Level 1**

Or email: sales@galaxyaudio.com

Please visit our website to see our extensive product line at galaxyaudio.com



Amphenol Extends Line

Amphenol has released the Amphe-Dante 2.0 product line, extending its Amphe-Dante audio adapter line.

The original Amphe-Dante digital-to-analog adapters enable simple connection of legacy analog equipment to a Dante network. They receive audio channels from a Dante network and provide low-latency, balanced audio out via an XLR connector to the analog input on virtually any analog audio equipment.



With the addition of Amphe-Dante 2.0, users now have even more options, including the analog on-ramp analog input to the Dante digital network in both one- and two-channel versions. It also allows for the bidirectional AES3/EBU compliant configuration, having one output channel and one input channel both in one unit, as well as the USB version that provides two input and two output channels through the USB connection.

Amphenol (amphenolaudio.com)

ESP Guitars Takes on Engl Distribution

ESP Guitars has begun handling U.S. and Canadian distribution of products made by German amplifier manufacturer Engl. The brand, established in 1983, is known for its professional-caliber tube amps, speaker cabinets and more.

"The fit between ESP and Engl couldn't be more perfect," said Jeff Moore, senior vice president of ESP Guitars. "We have long-standing relationships with our U.S. and Canadian dealers that go back decades, and we believe that they will be very happy to have access to one of the most respect-



ed amp lines in the world, along with the service and marketing support that ESP is known for."

Based in Bavaria, Germany, Engl was founded in 1983 by Edmund Engl. The company has manufacturing facilities in Germany and the Czech Republic.

ESP Guitars (espguitars.com)



Martin Launches Modern Deluxe Guitar Series

Martin Guitar has introduced the Modern Deluxe series offered in four styles: D-18, D-28, 000-28 and OM-28. Each model is packed with custom features and modern technology.

The vintage appointments offered in the Modern Deluxe series include a Sitka spruce Vintage Tone System top, VTS Adirondack spruce braces, a dovetail neck joint and natural protein glue construction.

Together, these features produce the rich, fully aged Martin tone. The guitars also feature a neck shape designed specifically for the Modern Deluxe series.

Martin (martinguitar.com/deluxe)

APPEARANCES

THURSDAY, JANUARY 24, 2019



Howie Simon, 12:30 p.m.



Jeff Berlin, 2 p.m. & 4 p.m.



Dave Baker, 1:30 p.m.

11 A.M.

JP CORMIER
(also at 1 p.m.)
Boucher Guitars
Booth E1

MARISSA LEIGH
Chesbro Music Co.
Booth 6402

HEDRAS RAMOS
(also at 1 p.m.)
Cort Guitars
Booth 5215

DAVID TORN
(also at 3 p.m.)
Fryette Amplification
Booth 5433

**MITCH MALLOY
& GREGORY FINSLEY**
Lectrosonics
Booth 17212

LYRIKA HOLMES
Rees Harps
Booth 2416

11:15 A.M.
AMÉRICA PAZ
(also at 2:15 p.m.)
EBS Sweden AB
Booth 5644

11:30 A.M.
ERIC MAY & THOMAS GABRIEL
Chesbro Music Co.
Booth 6402

LARRY SEYMOUR
Cordial
Booth 11907

12 P.M.
ALESSIO MENCONI
Cort Guitars
Booth 5215

**THE SPIRIT FINGERS
PERFORM.**
D'Angelico Guitars
Booth 212AB

**KENNY LEE YOUNG
& KIT SAWYER**
Chesbro Music Co.
Booth 6402

**MONSIEUR PERINÉ
PERFORMS.**
(also at 2:30 p.m.)
Universal Audio
Booth 12302

12:15 P.M.
PASCAL MULOT
EBS Sweden AB
Booth 5644

12:30 P.M.
DEVIN BILLS
Chesbro Music Co.
Booth 6402

DEAN GRECH
Cordial
Booth 11907

**SIGNING WITH OZ FOX
& HOWIE SIMON.**
Lectrosonics
Booth 17212

1 P.M.
TYLER BILLS
Chesbro Music Co.
Booth 6402

**FABRIZIO SOTTI
PERFORMS.**
D'Angelico Guitars
Booth 212AB

BREV SULLIVAN
Eventide
Booth 4633

TRAVIS LARSON
Fishman
Booth 4810

LYDIA CELLIST
RAT Stands
Booth 6106

**SIGNING WITH
DAVID ELLEFSON.**
S.I.T. Strings Co.
Booth 5633

PETE ANDERSON
Sound City Amplification
Booth 5433

LEO P
Theo Wanne
Booth 9033

1:30 P.M.
**BRIANNA ALOMAR
& DAVE BAKER**
(also at 5 p.m.)
Framus Guitars
Booth 4636

2 P.M.
JEFF BERLIN
(also at 4 p.m.)
Cort Guitars
Booth 5215

**TONY BRUNO
PERFORMS.**
D'Angelico Guitars
Booth 212AB

GABE MANGOLD
Fortin Amplification
Booth 3341

**SIGNING WITH MISHA
MANSOOR & MARTY
FRIEDMAN.**
Jackson
Booth 304A

**SHELITA BURKE
PERFORMS.**
King Blossom Guitars
Booth 3640

**DAVE BAKER
DEMOS ROCKBOARD.**
Warwick
Booth 4636

STUART HAMM
Wireworld Pro Audio
Booth 4629

2:30 P.M.
JASON ACHILLES
GHS Strings
Booth 4614

REX BROWN
Paoletti Guitars
Booth 4225

3 P.M.
**RON "BUMBLEFOOT"
THAL**
Cort Guitars
Booth 5215

**KERRY MARSHALL
PERFORMS.**
D'Angelico Guitars
Booth 212AB

KYLE RASMUSSEN
Fortin Amplification
Booth 3341

**RON PENCE &
DOWN BEAT SYLO**
Techra
Booth 7535

**BOSCOE FRANCE
PERFORMS.**
PRS Guitars
Pioneer Pro Audio
Arena Plaza Stage

4 P.M.
JONATHAN BUTLER
D'Angelico Guitars
Booth 212AB

VERNON REID
Eventide
Booth 4633

MURIEL ANDERSON
GHS Strings
Booth 4614

DOUG ALDRIDGE
Lectrosonics
Booth 17212

MARCO MENDOZA
Lectrosonics
Booth 17212

RON PENCE & 2AM LOGIC
Techra
Booth 7535

4:15 P.M.
RUBEN FARIAS
EBS Sweden AB
Booth 5644

5 P.M.
BRANDON NIEDERAUER
D'Angelico Guitars
Booth 212AB

BEN WOODS
Fishman
Booth 4810

7 P.M.
BOB WEIR & WOLF BROS
D'Angelico Guitars
Booth 212AB (private event)

9 P.M.
PRS BAND PERFORMS.
PRS Guitars
Hilton Lobby



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SCHEDULE

THURSDAY, JANUARY 24, 2019

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



Tim Spicer moderates "Effective Video Strategies for YouTube, Instagram and Facebook," 11 a.m.



Cindy Cook on creating an effective rock camp, 1:30 p.m.



Daniel Jobe and Alan Friedman, 2 & 2:30 p.m.

impacts you in more ways than you realize. How does this epidemic happen? In an updated session, financial experts Alan Friedman and Daniel Jobe of Friedman, Kannenberg & Co. will lay out fool-proof best practices to help you make enlightened purchasing decisions and bolster your bottom line. Join them for this valuable and insightful presentation — and expect more than a few accounting jokes.

2:30 P.M. Fixing the Buying Mistakes You Just Made

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

You've come to The NAMM Show with a list of products your customers want. You've talked with vendors to get the best prices and payment terms. You've implemented a great commission plan to motivate your sales team. But cash is still tight, vendor invoices are aging, and we all know why: You have too much inventory! And even if you guess right most of the time, you'll still guess wrong some of the time. How do you fix these buying blunders, so they don't tie up much-needed cash to buy the products you need? In a follow-up to their earlier NAMM Idea Center session, financial experts Alan Friedman and Daniel Jobe of Friedman, Kannenberg & Co.

will show you how to fix your buying mistakes and manage your inventory into profitability. They'll even share their secret sauce for managing any store's entire inventory.

3 P.M. The Biggest Secrets of Social Media Marketing

Ben Blakesley, online & social marketing expert

The biggest brands in the world are sinking millions of dollars into social media marketing every day. But why? What do they know that you don't? Find out at this eye-opening presentation, hosted by online and social marketing expert Ben Blakesley, who's been working with these big brands for years. He'll explore the most powerful aspects of social media that these brands know about and are taking advantage of, but you may be missing. Hint: It's about more than just posting content on Facebook.

Creative Ways to Find New Piano Customers

Bob Popyk, Music Trades Magazine columnist (moderator), & panel

Hilton Anaheim Hotel, Level 4, A9
It's a different world today for piano and keyboard retailers. It doesn't matter if it's an acoustic or digital model — piano customers are out there, but we have to go after them. This

panel discussion, moderated by *Music Trades Magazine* columnist Bob Popyk, includes piano retailers Bob Gallagher from Ohio, Tim Paul from Illinois, Britt Cawthon from Texas, Angela Harmon from Washington and Nicholas Estrada from California. They'll share ideas to promote learning to play, working with teachers, creating an effective internet presence, hosting outside promotions, holding concerts and clinics, having class lessons and going after the senior market.

3:30 P.M. Strategies to Engage & Keep Your Best Employees

Jaimie Blackman, Jaimie Blackman & Co.

Want to keep the rock star "A players" on your team? Unsure how to motivate your "C players"? Bottom line: It's not always about money. Join Jaimie Blackman, CEO of Jaimie Blackman & Co., and find out how to engage and retain your business' best employees while motivating the others to do better. He'll offer three powerful strategies to help you immediately turn your team into a lean, mean, high-performance machine. As a bonus, he'll also introduce attendees to new online tools. Get your employees at their peak performance today.

4 P.M. The 10 Reasons People Don't Shop in Your Store Anymore

Tim Pratt, Dietze Music

For brick-and-mortar retailers in 2019, foot traffic is everything. But buying habits have changed, and the same reasons people used to come in your store could now be working against you. What's obvious to your customers may not be as clear to you and your staff. Find out how to see the forest through the trees in this eye-opening session with industry veteran Tim Pratt of Dietze Music. He'll dive into simple and long-term fixes to improve and update the shopping experience for your savviest customers. Pratt will also look at ways to reset your team's mindset for this new era of retail. Best of all, many of these ideas will be no- or low-cost. Discover how to keep the customers you have and make your store attractive to the next generation of shoppers.

4:30 P.M. How to Host Offsite Events That Grow Your Business

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

Want to expand your customer base and sales? Then get outside the four walls of your store.

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

5 P.M. Effective Tips for Employee Productivity & Retention

Joel Bertrand, Bertrand's Music

You've hired the right people, but how do you motivate your employees to perform at their highest level? How do you create a culture of accountability at your store? And most of all, how do you keep your best employees engaged, so they stay with you for the long-term? Find out at this high-energy session with Joel Bertrand of Bertrand's Music. He'll cover everything from proven training techniques to new tools that will keep employees productive, engaged and in it for the long haul. Get powerful tips to create your business' dream team today.

Increase Your Drum Business with the Percussion Marketing Council



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SCHEDULE

THURSDAY, JANUARY 24, 2019

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



Breakfast of Champions, 8:30 a.m.



Melissa Loggins on growing your lesson program, 10:30 a.m.



Brandon Voorhees on growing with offsite events, 4:30 p.m.

BREAKFAST SESSION 8:30-9:30 A.M.

BREAKFAST OF CHAMPIONS

Joe Lamond, NAMM president and CEO & guests

Hilton Anaheim Hotel, Pacific Ballrooms, Level 2

How do the most original thinkers, visionaries and nonconformists approach the business of musical products? And what can we learn from them? Find out at "Breakfast of Champions," the ultimate NAMM Show kick-off and celebration of the music products business. In a series of one-on-one interviews, NAMM President and CEO Joe Lamond will explore the concept of originality with a think tank of the most original minds in the industry, along with special guests.

10:30 A.M. Music Lessons: Essential Strategies for Growth & Retention

Melissa Loggins, Music Authority

Melissa Loggins of Music Authority has seen retention rates surge in her business' lesson program. In this session, she'll share her proven strategies for building a program people wouldn't ever think to quit — even when they're overscheduled with other activities. Discover how these simple but

effective ideas can help you create a lesson operation that's designed for growth, community involvement and retail sales.

11 A.M. Effective Video Strategies for YouTube, Instagram & Facebook (Double Session)

Tim Spicer, Spicer's Music (moderator); Ben Ash, Sam Ash Music; & Brian Reardon, Monster Music

Video is critical to marketing your music business, but every social media platform calls for a different strategy. Whether it's YouTube, Instagram or Facebook, you'll want to know about the ins and outs, do's and don'ts, and latest updates on video for each platform. Join moderator Tim Spicer of Spicer's Music for this special video-marketing double session. He'll be joined by a panel of rock-star marketers in the music business to reveal their video success secrets for YouTube, Instagram and Facebook. They'll cover how they use different social platforms for video, why they might abstain from a particular platform, and examples and best practices from each. Refresh your video strategy for the new year! A must-attend session for anyone who wants to use video to market his or her business.

12 P.M. How to Launch a Podcast for Your Music Business

Chris Bates & Tyler Marolf, TeacherZone.com & Los Rios Rock School

In the U.S., an estimated 48 million listen to podcasts every week. This presents new opportunities to connect and engage with customers on their own terms. In this session, Chris Bates and Tyler Marolf of TeacherZone.com and Los Rios Rock School will walk you through how to get started hosting a podcast for your own business. As the hosts of *The Teacher Zone* podcast, they'll share best practices on everything from required gear to ideas for successful content to distribution.

12:30 P.M. Social Media 2019 Update

Ben Blakesley, online & social marketing expert

What social media platforms are in, and which are on the way out? What new Facebook, Instagram or Twitter features are available and important to marketing your music business? Which social platforms do you want to be using? Get all this and more at this social media update, hosted by online marketing expert Ben Blakesley. He'll help you navigate the 2019

social media landscape, so you can spend more time on what works and less on what doesn't.

1 P.M. 4 Surprisingly Simple Ways to Motivate & Empower Your Team

Will Mason, Mason Music

Do you ever feel as if there's a bottleneck at your store? Your staff is constantly coming to you with questions, complaints and concerns, and you start to develop "decision fatigue." This is one of the biggest reasons businesses fail to grow. In this presentation, Will Mason of Mason Music will cover four basic but effective techniques that will help you better train and empower your team to run the business for you. Mason leads a team of 60 people at four different locations, and he attributes his company's growth to developing this team to lead. Discover how to step out of the daily grind and focus on the big picture, creating opportunity for long-term planning, goal setting and business growth.

1:30 P.M. How to Host a Successful Rock Camp (From Start to Finish)

Cindy Cook, The Candyman Strings & Things

By hosting passion-producing, confidence-building summer

rock camps for community youth, The Candyman Strings & Things has enjoyed loyal and long-term customers, increased retail sales and a solution to the summer lessons lull. Not to mention, the company's rock camps sell out almost immediately. What's the secret? Cindy Cook of The Candyman Strings & Things, NAMM's 2014 Dealer of the Year, will share her roadmap for this wildly successful program. She'll reveal the best practices she's picked up from nine years of experience, research and trial and error. This comprehensive session will be full of tips, hints and examples for everyone, whether you're starting a rock camp from scratch or looking to improve your existing camp. At no charge, Cook will also provide a link to her e-book on hosting rock camps.

2 P.M. Inventory Buying Rules You Should Never Break

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

Look around your store, and what do you see? Probably too many guitars and amps, too few accessories, unrented band instruments, obsolete pro audio gear and aging pianos racking up flooring costs. This inventory

CONTINUED ON PAGE 132

D'Angelico

NEW YORK

ROOM #212AB



NEW
FOR 2019

PREMIER

DC

PERFORMANCE SCHEDULE

THURSDAY, JANUARY 24TH

12:00 - The Spirit Fingers
1:00 - Fabrizio Sotti
2:00 - Tony Bruno
3:00 - Kerry Marshall
4:00 - Jonathan Butler
5:00 - Brandon Taz Niederauer
7:00 - Bob Weir and Wolf Bros
Private Event

FRIDAY, JANUARY 25TH

1:00 - Allan Harris
2:00 - Zane Carney
3:00 - Phony PPL
4:00 - Brandon Taz Niederauer
5:00 - Robert Randolph

SATURDAY, JANUARY 26TH

12:00 - Ruby Leigh Pearson
Lit'l Miss Country
1:00 - Adam Miller
2:00 - Chris Mazuera & Curt Henderson
3:00 - Melanie Faye
4:00 - Erick Walls
5:00 - Fabrizio Sotti

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