FRIDAY, JANUARY 25, 2019

The Official **NAMM** Show Publication

DAILY













A person has to be careful out there. The *UpBeat* staff has already heard about more than a dozen cases of NAMMthrax so far this weekend. But your chances of catching another disease called gear fever are much higher ... and we encourage it. There's no cure. It makes you do crazy things. Crazy, wonderful things like play music, make friends and enjoy life. Here are a few suppliers around the show floor where the odds of catching gear fever are very high!

1. From left, Martin Guitar's Mitchell Nollman, Chris Martin and Fred Greene with the D-28 Modern Deluxe. 2. From left, Mogar Music's Francesco Monzino, Samson's Jack Knight and Mogar's Yann Bourdon during the Samson, Hartke and Michael Kelly Guitars product cocktail party. 3. Masahiro lijima, CEO and co-founder of Zoom Corp. Japan, delivers a message of "integrity beyond quality" during the company's sales meeting Wednesday. 4. From left, Kala's Joy Cafiero, Dave Cafiero, Mike Upton and Leanne McClellon show off the Mandy Harvey Signature Series tenor ukulele, Solid Spruce Flame Maple tenor ukulele, Black Journeyman Mahogany U-Bass and Solid Acacia Cutaway tenor model. 5. Team Palmer is ready for you to rock at the Palmer VW camper bus outside of the Arena. Stop by, play live and enter to win prizes.

#### **BREAKFAST SESSION!**



Transforming the music industry with innovation expert Daniel Burrus.

Breakfast Session! Page 126



D'Addario Launches Ascenté Page 4



WFLIII Hits City Limits
Page 50



Fishman Gets Loud Page 94



System Blue's Concert Percussion
Page 98



### TM-1 TRIGGER MODULE

### WINTER NAMM SHOW 2019

HALL A / BOOTH 10702 WWW.ROLAND.COM



VISIT US @ NAMM Show Booth #11514

### YOUI amp sound to go

### oyour sound

### ACOUSTIC POCKET AMP PORTABLE PREAMP FOR ACOUSTIC GUITARS ALSO AVAILABLE FOR ELECTRIC AND BASS GUITARS

As a serious musician, you know how important it is to preserve your signature sound no matter where you go and where you're at – on stage, at rehearsal or in the studio. Now you can! Introducing the Palmer Pocket Amp Series. Although small and handy, make no mistake, these are no toys but rather serious tools providing you with vast sound possibilities. Be true to your sound, and now take your sound to go.

### palmer-germany.com/POCKETAMP





BASS POCKET AMP







### **NAMM Show News**



### Fender Blends Electric, Acoustic Tones

During a pre-NAMM media preview event in New York City on Jan. 10, Fender focused on its American Acoustasonic Series Telecaster, a hybrid acoustic-electric guitar. On first look, the instrument is a thin-body acoustic instrument with a natural wood finish, but custom-built, onboard digital modeling helps the guitar resonate like an acoustic dreadnought and wail like a Strat.

The Acoustasonic Telecaster features three distinct pickups - magnetic, undersaddle and underbody — and the guitar's unnotched Mod knob lets players tweak the sound to their preferences. One setting

on the Acoustasonic Telecaster conjures up the sound of a bright, maple parlor guitar, while a simple knob rotation can layer in mid- and low-end frequencies, courtesy of a warmer, mahogany-bodied modeled instrument as well.

"We wanted to create a guitar that you can truly tell is a Fender instrument but can give players the options they need, no matter what they're playing and where," said Fender's Billy Martinez.

Additionally, Fender showcased a suite of updated effects pedals and amps as well as its Fender Play app. Fender (fender.com)

### D'Addario Expands Ascenté Line

D'Addario Orchestral has released its newest synthetic string set, Ascenté, which now includes new line extensions for violin and a full line of brandnew viola strings, including the company's first 12-inch viola string.

Intended for string players of all levels and ages, Ascenté strings have been designed to help players advance



their craft with consistency. Featuring a wider tonal range, pitch stability and longevity, this new synthetic core string delivers a more sophisticated palette that elevates playing to the next level. Ascenté strings have solid-orange silking at the ball end, and now accommodate violin sizes 1/4, 1/8 and 1/16.

💘 D'Addario (daddario.com)

### **Guitarists Can Finally Let Go**

Music Nomad has introduced its Acousti-Lok, a line of strap lock adapters that adds the safety and flexibility of using strap locks to an acoustic guitar without permanently modifying it. With three different Acousti-Lok designs to choose from for standard and metric output jacks, users can find an Acousti-Lok that is compatible with their acoustic guitar output jack. Wusic Nomad (musicnomadcare.com)



### **Fostex Sets You Free**

The Fostex TM-2 headphones boast wireless freedom and earbud versatility and couple it with the company's high-performance technology.

The headphones feature 6-mm dynamic driver earbuds or can be swapped with a user's favorite in-ears using an MMXC connector or optional CIEM Type 1 or 2 connectors.

Bluetooth 5.0 using Qualcomm QCC3026 SoC gives the TM-2 an ultra-stable wireless connection to a user's phone, tablet or other Bluetooth device. A true Wireless Plus mode connects left and

### right directly with the host to eliminate drop-outs.

💓 Fostex (fostexinternational.com)





### **New Martin Models Pack Custom Features, Modern Tech**

Martin Guitar's CEO, Chris Martin, began a Wednesday afternoon press preview by discussing his journey with the NAMM Foundation and his involvement with the Bill Collings Memorial Fund.

"These funds will be devoted to getting more guitars and guitar teachers in schools so that we can all look forward to future generations of enthusiastic players," said Martin, who currently serves as the vice chair of the NAMM Foundation.

During the event, Martin Guitar revealed a slew of products, including the redesigned Junior and Road series, Woodstock 50th Anniversary models, and a 20th Anniversary X series model.

Fred Greene, vice president of product management, also highlighted the Modern Deluxe series, which features a titanium truss rod, Liquidmetal bridge and a composite carbon fiber bridgeplate.

🦉 Martin Guitar (martinguitar.com)

### Sennheiser Launches Wireless Tech

Co-CEO Andreas Sennheiser kicked off Sennheiser's press conference on Thursday morning by focusing on the company's 3D audio initiatives and what's to come.

The idea behind Ambeo is not just [about] launching a product," Sennheiser said, "it's about giving the industry ideas and gears and software to produce and then later listen to a new reality in the immersive audio space."

Most recently, Sennheiser revealed the Ambeo Soundbar at CES 2019, which delivers a deep bass response as low as 30 Hz.

"[The Ambeo Soundbar] allows everyone to enjoy real 9.1 audio at home without a big installation," he said. "Last year, we introduced software that works with other recording gear, and this year we're going to show more products in the 3D [area].'

Also during the press event, Greg



Beebe, director of professional audio at Sennheiser, highlighted the IE 400 and 500 Pro in-ear monitors, the SK 6212 minibodypack transmitter for the Digital 6000 wireless microphone system, and the XS Wireless Digital series.

🐺 Sennheiser (en-us.sennheiser.com)



F-250E

F-250CE

r III r

Classics never die. In the right hands, they get better. The new jumbo-sized F-250E Deluxe features a solid spruce top with a stunning arched flamed maple back and flamed maple sides. Premium appointments include a gloss finish, mother-of-pearl rosette and Guild Peak headstock logo, pau ferro fingerboard and bridge, and Fishman Sonitone pickup with volume and tone controls.

Powerful. Timeless. This Guild classic just got an upgrade.

See it in person at NAMM in Room 205AB, second floor.

Córdoba Music Group Is:



6

Dearmond" HUMICASE





000000



### Powell Flutes Changes Logo, Adds Sonaré Model

Buffet Crampon Group announced Thursday morning a new logo launch for Boston, Massachusetts-based Verne Q. Powell flutes — and a new model in the brand's Sonaré line. With flute models originally engraved with the company founder's full name, Verne Q. Powell, the company's instruments now bear a larger logo design with the name "Powell Flutes Boston."

"Throughout the integration of Powell with [Buffet Crampon] in 2016, we started looking at ways to keep the tradition but also look at the future and prepare the growth of the company and the development," said François Kloc, president and CEO of Buffet Crampon USA and president of Powell Flutes.

Powell Flutes also launched the new Sonaré PS-905 model in the Professional series. The PS-905 flute is meant to reach parts of the intermediate market the company hasn't been as active in, according to Powell Flutes general manager Mark Spuria. Verne Q. Powell Flutes Inc. (powellflutes.com)

### **Back to Black**

The Warwick LWA 1000 lightweight bass amplifier head is now available in a completely black version with a pure metal housing without wooden side panels. The technical specifications and price of this 1,000-watt bass amp head have not changed.

Warwick's first entry into the field of lightweight bass amps is the 1,000-watt LWA 1000, a convenient package of two input channels with a full EQ section and compressor on each channel combined with a power amp stage that is designed using the latest advances in Class D technology.

Configuring the amp to give 1,000 watts at 4 Ohms and 500 watts at 8 Ohms makes it possible to have the power users need for the gig regardless of the size of the venue. The two inputs let users have two basses plugged



in and ready to go with their own unique settings already dialed in.

The pre-amp is based on Warwick's signature low-noise Class A circuitry found in the WA and BC series of amps. This technology makes sure users have the warm, huge distortion-free sound they desire without disturbing noise. The advancement in power supply technology and error correction circuitry in the Class D power amp used in the LWA 1000 allows for tighter and stronger bass response.

🐺 Framus & Warwick (warwick.de)

### JBL Designs Monitors for Content Creators

Harman has released JBL's Professional One series 104 compact powered reference monitors.

To give content creators the ability to hear all the details for better results while mixing and editing, JBL One Series 104 monitors feature newly engineered JBL 4 ½-inch coaxial drivers that provide full range performance for clear highs and deep bass, without a subwoofer. This coaxial driver has been specially contoured using the same research that led to the waveguide found in M2, 7-Series and 3-Series monitors, and like these monitors, One Series also provide listeners with a wide, immersive sweet spot and accuracy.

JBL 104 reference monitors offer a high level of performance, even at loud playback levels, through clean, integrated 60-watt Class D amplification that can drive One



Series speakers to 104 db SPL (peak), without the distortion found in other monitors in their class.

Features like a front-panel volume control allows convenient level adjustments without straying from the sweet spot and the front-panel headphone jack automatically mutes the speakers, providing isolation in one simple step. "Harman (harman.com)

### **Radial Goes Analog-to-Digital**

Radial Engineering is showing multiple products at NAMM, including the KL-8 rackmount keyboard mixing station, the DiNET DAN-TX2 analog-to-digital converter, the DiNET DAN-RX2 digital-toanalog endpoint and the SW8-USB, a solution for redundant playback systems.

The KL-8 is a rackmount keyboard mixing station designed to provide complete control over a professional keyboard setup, both on stage and in the recording studio. Equipped with four analog inputs, redundant USB and midi connectivity, the KL-8 can interface with any gear. Isolated outputs gives users pristine signal to the front of house and monitor and headphone outputs give players control of their mix.

The DAN-TX2 is a two-channel analog-

to-digital converter that lets users connect any line level source to a Dante or AES67compliant network.

The DAN-RX2 is a two-channel 24 bit/96 kHz digital-to-analog endpoint that lets users output audio from a Dante or AES67-compliant network for connection to professional audio systems.

The SW8-USB provides a simplified and robust solution for performances that utilize redundant playback systems on stage. Dual USB inputs let players connect directly to their primary and backup computers, eliminating the need for additional audio interfaces. Should the primary rig fail, the SW8-USB automatically switches over to the backup system.

🐺 Radial Engineering (radialeng.com)

### **Roswell Pro Audio's Delphos II** Builds on Original Mic

Roswell Pro Audio has introduced the Delphos II, an update to the all-purpose studio condenser mic.

The original Delphos featured a natural frequency response, high sensitivity and low self-noise. The Delphos II

retains the characteristics of the original and adds a third polar pattern (figure 8) and a newly designed, low-noise power supply housed in a larger body in a custom metallic blue paint job.

"We originally built the Delphos for recording engineers looking for an ultra-clean FET sound," said Roswell founder Matt McGlynn. "This new version has been updated based on user feedback, and the result is another mic in our line that we're very proud of, particularly on vocals and acoustic guitar where its balanced frequency response, low noise,

and high output outperform most competitive offerings costing much more." The microphone uses a highly optimized transformerless circuit, which provides a pristine, low-distortion signal path. Two switches provide a choice of cardioid,

omni and figure 8 polar patterns, as well as a 10-dB pad. The mic has a frequency range of 20 Hz to 16 kHz, with a response curve carefully tailored to provide full lows, neutral mids and high-frequency detail without sibilance. Its sensitivity is 40 mV/Pa, with a self-noise level conservatively rated at 12 dBA.

The microphone's circuit is built by hand in the U.S., using the finest components sourced from around the world, including low-noise NOS transistors and audiophile capacitors. Each Delphos II is assembled in California, burned in and extensively tested after manufacturing to ensure the best possible performance.

Roswell Pro Audio (roswellproaudio.com)

### Remo Expands Colortone Line Thursday morning at the Sheraton Park

Hotel, Remo executives exhibited a range of new products for 2019 — including the Suede Max Marching Snare drumhead, Festival Bass Drum and a number of tambourines — in addition to demonstrating new ways for drummers to personalize their kits through new additions to its Colortone line.

"I'm very excited about the pink and purple [colors]," said Bob Yerby, Remo's vice president of sales and marketing. "But obviously, the Sub Muffl's the next big one. It's a bass drum accessory that gives drummers the ability to change their sound and do it with our product that has its own character."

The new bass drum muffling system was



showcased alongside the Adjustable Bass Drum Dampener, which the company developed with Chick Corea sideman Dave Weckl.

### ck.de) Rosw Build

# DESCRIPTION OF A CONTRACT OF A





@2019 QSC, LLC. All rights reserved. QSC and the QSC logo are registered trademarks of QSC, LLC in the U.S. Patent and Trademark Office and other countries. PLAY OUT LOUD is a trademark of QSC, LLC.



#### Astro Spatial, Clair Brothers Bring 3D Audio Demos

Astro Spatial Audio and Clair Brothers have partnered to bring a series of three dimensional audio demonstrations to this week's NAMM Show.

Taking place twice daily at the company's joint booth located on level two of the convention center's ACC North wing, the showcases will mark the NAMM Show debut of both companies. Setto Spatial Audio, Clair Brothers (astroaudio.eu, clairbrothers.com)

#### Légère Adds 5 Prototypes

Légère Reeds recently announced five new prototypes in later stages of R&D. After the inauguration of its beta testing program — where real-world musicians provide feedback on working prototypes — product development times have drastically decreased.

With the help of the program, Légère has released three new reeds in the past year, including the only commercially available synthetic Sopranino saxophone reed, as well as expanded the European scrape oboe reed strength range.

Currently, Légère has contrabassoon, American scrape oboe, alto saxophone, E-flat clarinet and bass clarinet reeds in development and available for testing at this year's NAMM Show. Se Légère Reeds (legere.com)



#### SLM's Lee Passes Away

St. Louis Music has announced Robert E. Lee, a 30year music industry veteran, passed away on Jan. 21. Earlier this month, Lee contracted a severe lung infection and was unable to recover.

Lee got his start in music by managing Swain's House of Music for several years before joining the sales team at Kaman Music. After leaving Kaman Music, Lee became the VP of sales at Samick Corp. After Samick, Lee completed a short stint at Rhythm Band before finally joining SLM as SVP of sales.

In a statement by SLM, the company said Lee "will be sorely missed by all that knew him. He was a giving person, witty, intelligent and a great leader, mentor and friend."

INFO St. Louis Music (stlouismusic.com)

#### 

#### TransAudio Group Rolls Out Bettermaker Bus Compressor

TransAudio Group has introduced Bettermaker's Bettermaker Bus Compressor. The unit combines a stereo analog signal path with digital recall and parameter control, and/or automation from a crossplatform plug-in.

"The Bettermaker Bus Compressor is designed for critical tracking, mixing and mastering work," said Bettermaker's Marek Walaszek. "Think of it as an awesome stereo analog compressor first and foremost, one that's in league with all of the most revered manufacturers in the industry.

🐺 TransAudio Group (transaudiogroup.com)



### Zoom Sales Meetings Convey Vision of Opportunity, Integrity

Zoom delivered a message of opportunity and integrity during the company's annual North American and international sales meetings Wednesday. Both events, held at the Anaheim Marriott, revealed a highly optimistic outlook as Zoom management addressed market trends and introduced new products.

"The new vision of our business plan is "integrity beyond quality," said Masahiro Iijima, CEO and co-founder of Zoom Corp. Japan, who explained that it has become much more difficult for companies like Zoom to compete on quality alone with the rise of Chinese manufacturing. "Integrity means being honest and having strong morals. I'd like to add the advantage of integrity to our brand. Integrity of brands equals integrity of products plus integrity of employees and staff plus integrity of distributors. I want everybody, including myself, to come forward to do that."

New product introductions included

Zoom's fourth-generation guitar and bass multieffects pedals, the G1 Four/G1X Four and B1 Four/B1X Four. In addition to offering a wealth of DSP effects, each pedal features amp modeling, a looper and drum machine. Guitarist Eli Menezes, a member of Zoom's creative team, and bassist Stuart Hamm gave animated product demonstrations that showed off the pedals' wide range of capabilities.

Zoom announced that the company is updating its Guitar Lab software to version 4.0 in order to accommodate the new GCE-3 Guitar Lab Circuit Emulator, a pocket-sized USB audio interface for guitar and bass.

"Our products are used in a wide variety of applications, not only music, so the opportunities are limitless," said Dan Gallagher, senior vice president of sales for Zoom North America. "Keep your eyes open for opportunities, because they are truly out there."

🐺 Zoom (zoom-na.com)

### Waves Captures Smooth Workflow

Waves Audio has introduced the CLA MixHub plug-in, developed together with Grammy-winning engineer Chris Lord-Alge.

CLA MixHub captures the smooth console workflow and rich analog sound of Lord-Alge's mixes. Mix up to 64 tracks all from the same plug-in window — using channel strips modeled from CLA's personal console. Mix musically, within the context of a song swiftly and as ideas flow.

Plug-ins normally work on only one channel at a time. CLA MixHub works in buckets — groupings of up to eight channels in up to eight buckets in total.

In other words, mix up to 64 channels from one CLA MixHub plug-in window. By mixing tracks side by side in the MixHub's buckets, music makers gain a mixing perspective that lets users immediately hear how one track's processing affects others within a song.

The channel strips are modeled from the ground up with the latest technology, directly from Lord-Alge's personal console which he has used to mix hits from Green Day to Muse to Sugarland and more.

Once CLA MixHub is inserted on the channels in the mix, users can assign tracks



to buckets and begin making adjustments on the fly — mixing dynamics, EQ, saturation and more at a free-flowing pace without needing to switch plug-in windows in a DAW.

Each channel consists of five sections: input, dynamics, EQ, output and an insert point.

🐺 Waves Audio (waves.com)

### Toca Blings Out Black Sparkle

Toca Percussion has expanded the color range of its Custom Deluxe Wood conga series to include a black sparkle finish.

Bathed in a clear coat and hand-polished, the array of silver sparkles float-

ing in a black background explodes under stage lights, creating a three-dimensional illusion that looks as if you could reach into the shell.

Percussionists have long appreciated the volume and resonance from the contemporary Afro-Cuban profile of Custom Deluxe wood drums.

New models include a 12½-inch tumba, 11¾-inch conga, 11-inch quinto, and matching 7-inch and 8½-inch bongos. **ℜ RBI (rbimusic.com)** 



### Korg volca Line Delivers New Sounds

Korg's volca line continues to grow with the announcement of two models.

The volca modular is the first modular to feature a semi-modular, patchable layout, making it a unique-sounding addition to any volca collection.

The volca drum is a digital percussion synthesizer focused on the creation of sounds and patterns that other drums machines cannot create, thanks to its physical modeling-based engine, dual-layer drum parts, comprehensive motion sequencing and sequencer tricks.

The volca modular is a new approach for the Korg brand as its first patchable modular volca. Adopting the "West Coast" style of synthesis, the volca modular puts eight fully fledged "modules" together in a volca chassis with 50 patch points, connectable with easy-to-use pin cables. Notably, the new volca is a semi-modular synth, providing a convenient patchless experience as well.

Unlike previous percussion-based volcas, the volca drum covers a variety of rhythmic tones, including standard percussive sounds, as well as some eccentric drum styles unique to the volca. The volca drum has a flexible DSP digital synthesis engine, making a wide sonic range possible.

"The [volca] modular and [volca] drum installments mark a new era in what volcas can be capable of," said James Sajeva, director of music technology brands at Korg. "Volca modular will surely bring the experience of patchable modular synths to a whole new audience, and volca drum will be a go-to rhythm machine for those looking for fresh and innovative sounds."



🐺 Korg (korg.com)





#### 2008

### Setting the standard for size.

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.

Size matters - performance counts. www.sennheiser.com/sk6212



2018



### SENNHEISER

### NAMM U Education Center, Level 4 of the Anaheim Hilton

### **PRO SOUND SYMPOSIUM:** LVE&STU D) (O) Anaheim, California USA JANUARY 24 – 27, 2019

Hands-On Training / Expert Presenters / Career Development / Technical Presentations

### Invest in Your Future

The 2nd Annual AES@NAMM Pro Sound Symposium: Live & Studio offers a unique and highly interactive education and training program for recording and production professionals, designers and facility operators, and aspiring professionals in these fields. AES@NAMM will be held in the NAMM U Education Center on the fourth floor of the Anaheim Hilton Hotel, adjacent to the interactive pro audio exhibition floors in the ACC North Hall.

Register now for AES@NAMM's hands-on training sessions covering Line Array Loudspeaker Systems and Live Sound Consoles, along with sessions covering Digital Audio Networking, Microphones for Studio and Stage, Digital Audio Workstations, Live Sound and Studio Production and Technology, plus Entertainment Wireless Technologies, In-Ear Monitoring, House of Worship Sound and Sound System Measurement & Optimization.



Education Sessions



#nammshow

### a great guitar deserves the <mark>best strings</mark>. it's why we make our own.





At Martin, we are obsessed with making the highest-quality, best-sounding guitars. But a great guitar isn't complete without a great set of strings. It's why we created Authentic Acoustic. It's why we make our own.

Learn more — visit martinguitar.com/aa



**BOOTH 5602** 

### PPOINTMENTS

#### InMusic Hires Former GC Executive

InMusic has appointed Patrick Sullivan as president, reporting directly to CEO Jack O'Donnell. Sullivan joins in-Music from Guitar Center Corp. and brings experience in merchandising music technology brands.

Sullivan joined GC in 2003, most recently serving as vice president of merchandising, overseeing live sound, recording, keyboard, DJ, consumer electronics and software business divisions across all channels and properties, in-

cluding Guitar Center Stores, Musicians' Friend, music123.com and wwbw.com, as well as Guitar Center's B2B division of professional audio and visual design install resellers. "I am honored to take on this new role and look forward to partnering with Jack

and our talented senior leadership team to continue the unprecedented growth trajectory of InMusic Brands," Sullivan said. "Together, we will dedicate ourselves to bringing game-changing technologies and instruments to our customers.

#### PMC Appoints Tim Ireland as CEO

PMC has appointed Tim Ireland to the position of CEO, overseeing all day-to-day operations of the company as it expands its product portfolio, U.K. distribution business and global distribution network. Peter Thomas will now take up the role of chairman.

Ireland joins PMC after seven years as CEO of Meridian Audio and previously head of product development

at Bowers and Wilkins. In his role as CEO, Ireland will be in charge of the manufacturing and operations departments, sales and marketing, personnel and finance functions, plus the company's U.S. office in California.

'I have long admired the business that Peter and Adrian started and have watched the incredible rise in its profile, products and sales over the past few years," Ireland said. "When Peter and the board invited me to apply for the position of CEO, there was no hesitation on my part."

#### Bradley Joins Group One as President

Group One Limited has appointed Bryan Bradley to serve as its new president.

Bradley most recently served as the senior vice president and general manager of the Americas for Harman Professional Solutions. In this capacity, he managed the retail, live performance, large venue, hospitality and enterprise channels for JBL Professional, AKG and other brands.



"Although Group One's business has continually grown over more than three decades, our rate of growth in the past several years has been absolutely unprecedented," said Jack Kelly, Group One CEO. "Bryan's diverse background and managerial experiences will not only enable him to quickly dive into the day-to-day activities of Group One as we move forward, but, more importantly, allow us to both leverage our strengths as we continue to steer the company into increased organic growth and new distribution opportunities as part of Audiotonix."

#### Martin Audio NA Announces President

Martin Audio has announced that, effective immediately, Case Kuehn has joined the company as president of Martin Audio North America.

Martin Audio's management buyout in June 2018 meant that the North American operation took on additional local responsibility that had been handled by the previous company owners.



With sales in the U.S. booming, it became quickly apparent that we needed a structure in North America to support the growth plan," said Dom Harter, Martin Audio's managing director. "This structure needed to allow the sales team headed by Lee Stein to focus upon sales and customer management while bringing in a president that could manage the day-to-day business strategy and core operational functions. I'm delighted that Case has accepted the role as he is both

extremely capable and has a deep understanding of our company and philosophy.

#### Zildjian Names John Stephans CEO

Zildjian has named John Stephans, formerly the company's president, its new CEO. Stephans will report to Craigie Zildjian, who will become executive chair and maintain an active leadership role in the business.



'Since joining the company as president at the beginning of 2017, John has already had a major impact on the development and execution of the roadmap for growing the family of brands including Zildjian, Vic Firth and Balter Mallets," Craigie Zildjian said.

"I could not be more honored and humbled by this appointment," Stephans added. "For almost 400 years, the Avedis Zildjian Company and the Zildjian family have been on the forefront of making the world's greatest musical instruments and implements by understanding where music is and where it is going. I hope to continue to lead the company to many years of growth while maintaining our legacy of leadership."



### From Left, Korg's John Stippell and Brian Piccolo, Darkglass' Tommi Otsavaa Korg's Joe Castronovo, Darkglasses' Hugo Villarroel and Marcos Barilatti, an

### Korg USA to Distribute **Darkglass Electronics**

Korg USA has become the official U.S. distributor for Darkglass Electronics, handling all sales and distribution.

Since its origin in 2009, Darkglass' products have attracted a loyal fan base.

'It's a combination of stealth looks, solid build and an incredible sound and playercentric design," said Brian Piccolo, director of guitar brands at Korg USA. "We are excited to support Darkglass in its quest to take over the bass world with unique and useful effect pedals and amps. Darkglass will be on display at our NAMM booth, product is in our warehouses and we're ready to fulfill orders."

Darkglass Electronics (darkglass.com)

### ATV Adds aD-C17FX

The aD-C17FX cymbal is the latest addition to the aDrums artist line of three-zonecapable electronic cymbals from ATV. The distinct holes in this effect-style cymbal give it a unique look and feel that is fun to play.

All aDrums aD-Series cymbals are available in seven different sizes and types. The state-of-the-art electronic cymbals bring together the look, feel and performance



### The Music People Celebrates 40 Years

The Music People

40 YEARS

The Music People, a supplier of musical accessories and pro-audio equipment and

parent company of On-Stage and TMP-Pro, is celebrating its

40th anniversary in 2019. The Music People was

On-Stage TMP-Pro founded in 1979 by Jim Hennessey, who had previously worked artist relations

for Ovation Guitars. After years of witnessing musicians' needs first-hand, he used his background as a draftsman for Kaman

Aircraft and designed the TRI Triple Guitar Stand, On-Stage's debut product.

> "I've always been a creator and designer, so when I saw a need in the industry, I filled it," said Hennessey, who now serves as chairman for TMP. "To this day, The Music People continues that initiative by creating and dis-

tributing high-quality, innovative products that fill the needs of musicians."

INFO The Music People (musicpeopleinc.com)



### **GAMA** Heads for Change

The Guitar and Accessories Marketing Association (GAMA) held its annual meeting Wednesday morning, where new board positions were announced.

Former GAMA Vice President Skip Beltz of Martin Guitar was nominated for president, Dennis Webster of Yamaha was nominated vice president, Russ McFee of GHS was nominated treasurer and John Kelley of SFM was nominated secretary.

"We have a few less members, but the members that we have are larger companies, so they have really supported it," said Joe Castronovo, GAMA past-treasurer, adding Amahi Ukuleles, Gator, Music Nomad and Sound Enhancement have become members. "Dues are up, and that's a good sign." **INFO** GAMA (discoverguitar.com)



OMG Music NAMM Booth#4602 info@omgmusic.com 800-675-2501

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



Recording • Live Sound • Guitar • Drums • Mobile Connectivity Visit us at NAMM booth #8910 1-800-554-0626 • WWW.HALLEONARD.COM

VISIT SHURE AT NAMM BOOTH #15608 AT ACC NORTH

## DRUM MASTERY

### THE SHURE DRUM CONTEST IN 2019

SHURE

It's time for drummers to get the glory they deserve. Shure wants to recognize the unsung rhythm heroes out there, so we're calling on talented percussionists from 44 countries around the world to enter our new contest Drum Mastery. Participating musicians will compete for a trip to London with drumming and miking workshops at Metropolis Studios. Plus \$5,000 in Shure gear! Simply upload a video proving you've got the chops.

LOCK DOWN THE BEAT. FIND YOUR GROOVE. GRAB THE GLORY: DRUM-MASTERY.SHURE.COM

\*NO PURCHASE NECESSARY. See Official Rules at drum-mastery shure.com for complete details, including eligibility & entry requirements, judging criteria and all deadlines. Registration ends at 23:59:59pm CET on April 15, 2019.

### PLAY ON. BOOTH #6413



### WWW.LEVYSLEATHERS.COM





### EK-50 ENTERTAINER KEYBOARD

### **EXPLORE, ENTERTAIN, ENJOY!**

The full-sized, great-sounding EK-50 keyboard invites aspiring and seasoned musicians alike to enjoy music making, music exploration, and musical performance easily and affordably.





SEE THE NEW SABIAN BRAND, HALL C #6422 SABIAN.COM/NAMM



**⊛ YAMAHA** 

### MELODY

### YX-230

An easy set-up, easy-play xylophone. See it at the Marriott Marquis Ballroom.





### MEET THE FAMILY

Booth 17205 - 17305





EXM 400 Compact scale-able PA system

### **BUILT WITH MOBILE LIVE SOUND IN MIND**

EXM Mobile 12 12-inch Battery powered PA system

Y

Y

FOR

EXM 70 Ultra compact portable PA EXCURSION SERIES

- Compact All-In-One PA series
- Three discrete input channels w/ individual Volume and Tone Controls
- Integrated digital effects processor
- Bluetooth enabled
- Made in Canada

EXM Mobile Battery powered PA system



Booth 17205 - 17305

Y





### NEW ALL-IN-ONE ROLLING COMPACT RIGS CONVENIENTLY STACK WITH ALL TYPES OF SKB RACKS

These ultra-rugged rigs feature a standard 10U top, and 2U, 4U, or 6U front and rear rack rails depending on the model, providing maximum convenience and secure portability for all your important equipment.

- Back lid-mounted wheels and a one-touch pull handle
- Secure stackability with SKB standard racks, shallow racks, and Roto Rolling Racks
- Cable pass-throughs on both left and right panels
- TSA-accessible locking latches
- Unconditional Lifetime Warranty

Visit SKBCASES.COM/MUSIC for more information or call 800.410.2024 for personalized recommendations SEE THEM AT BOOTH 8202



### THE NEW AZ SIGNATURES



Special performances will take place Saturday January 26th at 1pm and 3pm (Times are subject to change)







PROFESSIONAL

### SOME WAIT. SOME SEEK. OTHERS JUST MAKENT HAPPE

Get hands-on **ShowMatch** system training during the AES@NAMM Line Array Academy. Limited seats available in the Hilton Anaheim each day Jan. 24th - 27th, 10 AM - 12 PM.

### Sure, some thrilling experiences come out of nowhere.

But not in this industry. When it comes to live sound, unforgettable experiences are built — one piece at a time. We made **ShowMatch** to be the piece you don't have to worry about. Yes, because it's durable and reliable. But also because we're not going anywhere. We're here to support you. And we're here to stay.

#### PRO.BOSE.COM

#### ShowMatch Systems

More coverage from fewer modules

DeltaQ technology allows tailorable coverage patterns to better match the venue

Complete solution available with carts, cases, and amplification

MAKE

### THUNDER

### F P 9

The new FP9 Bass Drum Pedals. See them at the Marriott Marquis Ballroom.







The Player's Choice!



### Instruments That Give Plastic A Good Name

Experience Cool Wind<sup>™</sup>, the next generation of ABS polymer horns. With high-precision, all-metal valves, superior tonal quality and other features found only on traditional brasswinds, Cool Wind<sup>™</sup> is the most complete line in the category, with nine popular models in seven exciting colors including simulated silver and brass lacquer.

Players Music is the exclusive North American distribtor for Cool Wind<sup>™</sup> Instruments

### Leading Global Supplier for Instrument Care Kits and Accessories!

Custom Care Kits • World's Finest Microfiber Polishing & Cleaning Cloths • Premium Oils and Greases • Lyres, Ligatures & Neck Straps • Clean Sweep<sup>™</sup> Swabs • Repair Saver<sup>™</sup> Swabs • Cleaning Brushes • Case ID Tags • Monster Oil<sup>™</sup> Synthetic Oils • Private Labeling and Custom Imprinting • Fundraising Products





P.O. Box 9210 • Mesa, AZ 85214 sales@playersmusic.com • p. 480-883-2500 • f. 480-833-2999 facebook.com/playersmusicaccessories • playersmusic.com

See us at NAM Booth # 9528 or visit us online at PlayersMusic.com

### You Know the Why, We Are the How.

### Authors

Our authors are experts in their field, with extensive years of teaching, performing, and composing music for percussionists.

### Leader

Alfred Music is a leader in music education, providing methods, resources, and literature for students and teachers for nearly a century.

### Flexible

Sound Percussion allows directors to follow the lessons progressively, or jump from section to section in order to address the specific needs of the students.

### Reliable

Teachers have relied on the solid pedagogy of Alfred Music percussion methods for decades to teach millions of students.

### Expert Instruction

Our percussion methods provide teachers with sound pedagogy that helps students learn to be well-rounded musicians.



Alfred Music is dedicated to helping the world experience the joy of making music.







G





alfred.com/dealer

### **HIGH PERFORMANCE BRANDS. HIGH PERFORMANCE RESULTS.**

music & sound AM &S

A division of Jam Industries USA, LLC

For all your music creation technology needs, American Music and Sound is your one-stop shop. Swing by and check out all the great new products.



#### 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 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

**GLEWITT** 



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, 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

#### @ reloop >studiologic

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.

Hercules

Hercules introduces

their first ever range of DJ controllers

designed to teach

Practice your beatmatching and other essential DJ

**DJControl Inpulse** 

300. Start DJing

today with the DJControl Inpulse

Booth #11110

you how to mix.

skills with the

series



Booth #11110



KURZWEIL

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

### \*XONC

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.



\*XONE:96 m.

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

KURZWEIL



you can afford with the LCT 040 MATCH.

LCT 040 MATCH

ഗ്ര LEWITT

Booth #11110



The new Nord Piano Monitor. Experience the Nord sound.

Come try the new Nord Piano Monitor at Booth #11110 Reloop 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.

New at NAMM 2019,





Swing by our booth to see our latest innovations



EVANS SOUNDOFF DRUMHEADS



PROMARK SELECT BALANCE OAK & MAPLE DRUMSTICKS



PROMARK TIM FAIRBANKS FIREGRAIN MARCHING SNARE STICKS



EVANS DIXSON BASS DRUM LIFT





### TRANSIT COLLECTION

LIGHTWEIGHT CASES - GIG BAGS - ACCESSORY BAGS

### VISIT GATOR **BOOTH #6413**

### PROTECT YOUR GEAR. MAKE A STATEMENT.

From lightweight cases and gig bags to color matching accessory bags, there is something for everyone. This modern series is available in tan, light grey or charcoal black. The Cases and Gig Bags fit electric, bass and acoustic guitars while the accessory bags can be used for strings, tools or pedal boards too.



Model #GT-ELECTRIC-BLK

Model #GTR-DREAD12-TAN

Model #GTR-ELECTRIC-GRY

www.gatorcases.com

Model #GT-1610-GRY





Interchangeable capsule options

VISIT BOOTH #15310 NORTH HALL

### Versatile High-Fidelity Wireless

3000 Series expands the possibilities of performance

- · Class-leading, extremely wide 60 MHz UHF tuning bandwidth for maximum versatility
- True Diversity operation reduces dropouts
- Unique multifunction button on the handheld and body-pack transmitters can be used to switch to a backup frequency should interference be encountered
- Automatically adjusts squelch setting to maximize range
  - while minimizing potential interference
- Frequency scan and IR sync for ease of setup
- Handheld transmitter offers industry-standard thread mount for use with six interchangeable A-T microphone capsules, as well as other compatible capsules
- New rugged cH-style screw-down 4-pin connector on body-pack transmitter

### audio-technica



### **TUNED CAPACITANCE & INDUCTANCE**

TCI Technology is a new way for us to look at and design pickups that focuses on "tuning" musical frequency response. TCI Technology was first fully implemented on our 58/15 LT's and the Silver Sky 635JM's. The 2019 Paul's Guitar continues the story and development by taking TCI as its pickup name and paves the way for all past and present pickup designs.



TCI technology is used on the humbucker and single-coil sounds on the Paul's Guitar beginning with the 2019 edition.



TCI Technology led to the final design of the Silver Sky 635JM pickups.



4-

X

1

2

repa

+/-->+

CHITTLE

### Impress your customers

With award-winning plug-ins and hardware from leading producers.









TH-U

AAS

Strum GS-2

**Objeq Delay** 



### hornberg

**Omnisphere 2** Keyscape Trilian

Stylus RMX

Smart Orchestra Ensemble Pro Synchron Series

> Ivory II Grand Pianos

> > Ivory II Italian Grand

Ivory II

Studio Grands

Ivory II American Concert D

> Ivory II **Upright Pianos**

Lounge Lizard EP-4 REmatrix **GEMs Series** Ultra Analog VA-2

Chromaphone 2 String Studio VS-3

**Gig Performer** by Deskew Technologies

DrumCore 4 by Sonoma Wire Works

hb1 MIDI **Breath Station** 

exclusive distributors



800.747.4546 sales@ilio.com Hall A, Booth 11910

ilio.com



### **Reverend Shakes the Soul**

The Reverend Rick Vito Signature Soulshaker is Reverend Guitars' third signature model with Vito. This guitar has a single cut set-neck with a pair of humbuckers. It comes in either Ivory Pearloid or Grey Pearloid.

The Korina body has strategically placed chambers for extra resonance. A

**Great News!** 

**JUNO**<sup>°</sup>

Is Full Line!

maple top adds zing to the overall tone. Equipped with a Bigsby and an Ebony fretboard, the guitar is tailored to the particular brand of slide blues Vito's known for.

As with all Reverend models, the guitar features a Boneite nut, locking tuners and a dual-action truss rod.

🐺 Reverend (reverendguitars.com)

### Shape Your Tone with Bubbler

Fender's Bubbler Chorus effect pedal is a great way to add some dimension to a guitar's tone. Thick, wide and rolling, it's been the foundation of many classic guitar sounds.

Switchable slow and fast speeds with independent rate and depth controls let players dial in the perfect sound for their music, while the wave toggle switch lets them select between traditional sine and triangle waveforms. The sensitivity control allows modulation rate changes based on playing dynamics.

Fender (fender.com)



### Monkey Bars Go Everywhere

Hummint

Hosa Technology has introduced the Hosa Monkey Bars patch cable holder. Hosa Monkey Bars organizes patch cables and adaptors, and goes everywhere the user's rig needs to go.

The Hosa Monkey Bars patch cable holder is a heavy-duty unit capable of holding a variety of patch cables and adaptors. Monkey Bars features 22 cable slots for maximum capacity. Each slot includes wide and narrow sections.

💘 Hosa Technology (hosatech.com)



Vol. 66 No. 2 | The NAMM Show | Friday, January 25, 2019

PRESIDENT Kevin Maher PUBLISHER Frank Alkyer

EDITOR Kasia Fejklowicz

ASSOCIATE EDITOR Tyra Bosnic

**CONTRIBUTING EDITORS** Dave Cantor, Ed Enright, Katie Kailus Bobby Reed

ADVERTISING Ritche Deraney, Billy Heschl, Kevin R. Maher

**ART DIRECTORS** Žaneta Čuntová, William Dutton

CIRCULATION Sue Mahal, Kevin R. Maher ACCOUNTING Evelyn Hawkins

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

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



Currently available for B<sup>b</sup> clarinet, bass clarinet, alto and tenor saxes, JUNO is proud to announce the addition of E<sup>b</sup> clarinet, soprano sax and baritone sax.

Now, all your students can use the best, no matter what they play!

See us at NAMM booth 9723

Vandoren PARIS



### MAKALA >>>>>> SHARKS

Don't get caught wading the waters of Wellfleet Beach with these sharks lurking around! If you can't resist the call of the ocean, and swimming with the sharks just isn't your thing, then perhaps lounging lazily in the sun with your colorful Makala Shark Ukulele is. These Sharks aren't just coastal! They can be found inland, by freshwater, and at your local music store!

### KALABRAND.COM

Featuring an iconic Shark Bridge contrasted on a solid-color background, there is a Shark Ukulele for everyone, Choose from shark-inspired colors like Great White, Mako Blue,\* Shark Fin Gray,\* or Blacktip or beach vibe colors like Coral Yellow, Surf Green,\* Red Sea, and Sea Urchin Purple,\* Available in a soprano model (\*also available in a concert model).

an 18 1.



### **Record Pristine Guitar Tone with Ease**

IK Multimedia has unveiled the Axe I/O, a high-end audio interface and controller designed for guitarists to easily record with pristine tone. The two-in/five-out Axe I/O offers a range of recording features, including high-end mic pre-amps, top-of-theline converters, 192 kHz operation, a wide dynamic range and an extended frequency response.

The instrument channel offers three circuit topologies (Pure, Jfet and Active) for recording any type of guitar, pickup and style. A patent-pending Z-Tone impedanceadapting circuit lets users dial in impedance from 1 MOhm down to 2.2 kOhms





### **Ibanez Updates 2 AEG Models**

Ibanez has unveiled updated versions of two of its AEG acoustic guitars. The AEG19II and AEG20II offer all of the playability, comfort and visuals the AEG series is known for. Both models employ the AEG body shape, a modified grand concert style with a single-cutaway for easier upper fret access. Both guitars feature a flame maple top, Sapele back and sides, and a Nyatoh neck with a laurel bridge and fingerboard. The guitars' look is complemented by an abalone rosette and half-moon tuners chrome on the AEG19II and gold on the AEG20II.

The onboard Ibanez AEQ-SP1 pre-amp and tuner ensure these AEG's are gig-ready instruments able to keep up.

THE BEST THING SINCE ULTRA X Introducting the Steven Mead Ultra XR New comfort rim Improved assistance in higher register

DENIS WICK

LONDON

Enhanced endurance support



### Alesis Redefines Electronic Percussion Pads

Alesis has debuted its Strike MultiPad electronic drum instrument. The Strike MultiPad is a capable and versatile device featuring a large amount of percussive power built into a single, easy-to-play unit.

Alesis designed the Strike MultiPad around drummers' need to be able to sample, edit, loop and perform in a seamless manner. To that end, the MultiPad offers an unprecedented 8,000-plus built-in sounds, 32 GB of storage and the ability to record samples from any source.

The nine velocity-sensitive pads have customizable RGB lights and are easily configured. There are five built-in effects processors and a Custom Effect Control. **Alesis (alesis.com)** 

### A-T Goes Wireless

Audio-Technica's ATH-M50xBT wireless over-ear headphones brings Bluetooth wireless technology to A-T's pro-audio and consumer headphones.

The ATH-M50xBT delivers a wireless listening experience with exceptional clarity, extended bass and smooth frequency response. Its 45 mm large-aperture driver, which has the capability of a 15–28,000 Hz wide frequency range, is employed to deliver studio-

quality sonic accuracy. Rareearth magnets and Audio-Technica's copper-clad aluminum wire voice coils are the same as those used in the ATH-M50x. Audio-Technica (audio-technica.com)


SOUND WITH SOUL

#### **CUSTOMER APPRECIATION**

FRIDAY · 1 25 2019 · 7PM - 10PM



#### Get to know DAS Audio at ACC NORTH, LEVEL 2 | NAMM BOOTH #17619

Stop by our booth to inquire about our annual Customer Appreciation party happening walking distance from the convention center at **Rumba Room Live**. **400 Disney Way #201, Anaheim, CA 92802** 



#### Sequenz Rolls Out SonicBar

Sequenz's SonicBar is a 50-watt stereopowered sound system which attaches to the Sequenz Standard series or can be used on any desktop. The speaker was created to provide accurate, stereo onstage monitoring while remaining discreetly and neatly positioned for easy accessibility while in use.

"Sequenz has rapidly expanded its company growth this year with a variety of innovative new products, such as custom synth cases and now the release of the SonicBar," said James Sajeva, director of technology brands at Korg USA.

Equipped with two stereo inputs and an AUX-in, the SonicBar can connect two or three instruments simultaneously for monitoring. It also includes a thru jack to accommodate additional monitoring and mixing needs. The speaker's height or angle can easily be adjusted to fit any player's performance style or to position the product.

#### Keep Your iMac Safe

SKB Cases has added the 3i-2922-IMAC Injection Molded Waterproof Custom iMac Case.

The 3i-2922-IMAC has been designed to accommodate 27-inch iMacs, with room for a keyboard, mouse and all necessary cables. This waterproof iSeries case features a virtually indestructible exterior and a custom plush-lined EPS interior that provides a perfect fit and maximum protection of a 27-inch iMac.

The case also comes standard with TSA-retrofittable trigger latches, built-in quiet-glide wheels and an easy-to-operate one-button pull handle. All SKB iSeries Injection Molded

Waterproof Cases are molded of high-strength polypropylene copolymer resin and feature a water- and dusttight, submersible design that's resistant to corrosion and impact damage. Other standard features include a molded-in hinge, "trigger release" TSA-retrofittable latches, comfortable snap-down rubber over-molded cushion grip handles and an automatic ambient pressure equalization valve.

🐺 SKB Cases (skbcases.com)



#### PRS Adds CE 24 Semi-hollow

Originally introduced in 1988, the PRS CE 24 was reintroduced in 2016 and now is expanding to include a semi-hollow model.

"The CE 24 semi-hollow combines the snap and sustain of our maple neck bolton guitars, but adds an airy resonance of a semi-hollow body, creating a voice all its own," said Jim Cullen, PRS director of sales. "Every dealer who has come through the shop and checked out the prototypes has enjoyed the guitar. We think it is a fairly unique addition to our bolt-on lineup." "PRS Guitars (prsguitars.com)



#### Yorkville's Elite Family Gains Power

Yorkville Sound has expanded its Elite family of powered speakers with the ES21P. The ES21P is a 21-inch active subwoofer that dials up the watts to produce a high amount of low-end output.

"The Elite family is not just getting bigger, it's gaining power," said Jeff Cowling, Yorkville Sound's VP of sales and marketing.

Adding to Elite's existing line of 12-, 15and 18-inch subwoofers, the ES21P is an accessible solution for demanding club and concert settings. The ES21P easily is integrated into virtually any medium- to largescale P.A. needing additional bottom-end support with minimum effort. Yorkville Sound (yorkville.com)





NEELEN NAMES AND DE LA CONTREMENTAL

CLOSED DYNAMIC HEADPHONE

Visit our booth 14108

ick up one of the limited Neumann Diamonds for a chance to win the

NDH 20

# Monitoring. Editing. Mixing. In the Studio. At Home. On the Road.

TUDIO HEADPHONE NO

#### **Overloud Plug-in Recreates** Legendary Tube Compressor

Overloud has released Comp670, a plugin recreation of a rare tube compressor/limiter. The original unit has a distinctive and

warm tone thanks to the large number of transformers in its signal chain. Comp670 faithfully models the nuances of the original hardware and expands its capabilities. Three different exam-

ple units are recreated in one plug-in, each with

unique dynamics and coloration.

Features include built-in parallel compression; soft-knee/hard-knee control with

the additional DC threshold parameter; built-in filters on the sidechain and meter calibration at four different sensitivities.

Every surviving example of this compressor has its own history and component tolerance, which gives each one a unique tone and dynamic response. That's why Overloud sampled three different units, each serviced multiple times since the '50s, and packed them into one pow-

erful plug-in. Overloud products are distributed in North America by Ilio.



#### **D'Angelico Redesigns Excel Series**

Reintroduced with significant feature upgrades, body reconstruction and a full aesthetic makeover from the collection's debut in 2015, D'Angelico Guitars' Excel series includes four models: the Gramercy (a single-cutaway grand auditorium), the Bowery (a single-cutaway dreadnought), the Lexington (noncutaway dreadnought) and the Tammany (OM). Each features a solid Sitka spruce top with stained laminated macassar back and sides, and finely scalloped bracing. Onboard electronics by Fishman amplify each guitar's organic acoustic tone. All Excel acoustics feature a satin-finished, slim C-shape neck.

🐺 D'Angelico (dangelicoguitars.com)







#### Akoustyx R2 Series Debuts

Akoustyx, a new manufacturer of in-ear monitors, has introduced the R2 series featuring studio-reference tuned acoustics, proprietary tuned balanced armature driver by Knowles, a detachable cable with goldplated micro miniature coaxial connectors and lightweight aluminum-alloy and polycarbonate IEM casings. The monitors have a patented fitting customization kit and earlock retention kit, nonallergic in-ear gels, comply T-100 premium earphone tips and a neoprene padded storage case.

Headquartered in San Jose, California, Akoustyx IEMs are assembled in Nashville, Tennessee.

🐺 Akoustyx (akoustyx.com)



#### VocoPro Announces IEM-Digital

VocoPro has announced its IEM-Digital system. Traditional stereo in-ear monitor systems involve MPX technology, which designates a single frequency as the carrier for stereo signal output. This technology is limited as far as receiving 100 percent separation of the stereo channel.

VocoPro has solved this issue by using two separate digital frequencies to send out a stereo/dual mono signal into each inear monitor, creating a true dual mono/stereo in-ear monitor that costs less than other brands thanks to the digital wireless chip. Y= VocoPro (vocopro.com)

**KYSER HANDLES IT** 





#### Designed for Excellence in Every Detail.

Introducing Apollo X. UA's new flagship interfaces, featuring elite-class A/D and D/A conversion, new HEXA Core UAD plug-in processing, Unison preamps, +24 dBu operation, Surround Sound, and more. All in a sleek Thunderbolt 3 package for Mac and PC.







#### **Breedlove Debuts Ukulele**

Breedlove has introduced the Lu'au Concert Ukulele.

For years, Kim Breedlove departed the Breedlove workshop in the late afternoon to go to his home workshop and craft ukuleles featuring his custom shape and bracing. Based on the work of the retired master luthier, the 18-fret Lu'au Concert Ukulele is crafted in China from Oregon myrtlewood. It has nickel open-gear tuners and comes in a natural shadow gloss finish.

🐺 Breedlove (breedlovemusic.com)



#### **Guild Expands** 200 Series

Guild has added four archback models to its 200 series. Featuring exotic woods, the models include the dreadnought D-260E and D-260CE with striped ebony back and sides, and the jumbo F-250E and F-250CE with flamed maple back and sides. The archback design allows for great volume and projection, long sustain and a lush, full sound. These models feature solid spruce tops, gloss finishes, pau ferro fingerboards and bridges, Guild AP-1 electronics and optional cutaways.

🐺 Guild (guildguitars.com)

#### Tone Attack Shapes Sound

Shape your sound with the Tone Attack, an active tone stack effects pedal from Mod Kits DIY that you build yourself.

At the 12 o'clock setting, the Tone Attack gives an approximate unity gain with the pedal. Rotate the treble or bass control counterclockwise to cut the corresponding frequencies. Rotate them clockwise to boost the frequency bands.

The master boost can be used to attenuate your signal or push your tone to screaming-loud volumes.

🦉 Mod Kits DIY (modkitsdiy.com)





#### Yamaha Showcases ModX Synths

Yamaha is showcasing the ModX, a line of compact, affordable hybrid synthesizers inspired by flagship Yamaha synth technology.

This successor to the Yamaha MoxF line will be available in three models -

ModX6 (61 semi-weighted keys), ModX7 (76 semi-weighted keys) and ModX8 (88 weighted and graded keys) — to fit the needs of synth players, keyboardists and pianists alike.

🐺 Yamaha (usa.yamaha.com)



#### Booth 8526

NEW Légère reed prototypes available for testing.

American Scrape Oboe, Contrabassoon, Eb Clarinet, Alto Sax and more!

#### Pssst...

Receive a free single reed by telling us the secret word:

#### PROTOTYPE ——





#### 9:35 AM

Today's not the first time I've woken up with a beat already in my head, and all I've got to do to prevent forgetting it is get out of bed and tap it out into Studio One , which is totally integrated. I keep ATOM hooked up to my laptop in my bedroom ready to go, because this happens to me a couple times per week.

#### 3:33 PM

Headed over to Clint's studio to help him track some vocals for a project he's been working on-he has a one-in-amillion singer coming in today. Since I'm going to be in a proper studio, I grab ATOM and my laptop so I can hear how this morning's beat sounds on his badass monitoring setup.



ATOM

ATOM

#### 12:46 AM

Good thing I recorded that beat first thing this morning. Vocal tracking went ahead of schedule and we had some extra time, so we fleshed out the morning's beat into a full song, and our vocalist came up with some killer lyrics on the spot. And Studio One let us upload the track directly to SoundCloud" when we were done.

Not bad for a Saturday's work.



A Sting to

de.

the gen de

al you have

11.

-----

FADERPORT 16

.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

1



# LaChapell Pre-amps Boast Solid Phantom Design

LaChapell Audio has launched two microphone pre-amps — the 983S MK2 and the 983M. Both pre-amps boast tube pre-amplifiers and feature True48 circuitry that provides a solid phantom power design. The LaChapell 983S MK2 is an update to the original 983S, featuring two channels of 12AX7 tube pre-amplification, dual drive knobs and LED VU meter. The 983M is a single-channel version that has all the same features in a half-rack space format, making it very portable.

Both units feature True48, which provides a constant voltage even when microphone loads fluctuate. With True48, artists get more headroom and lower distortion out of condenser microphones.

In addition to True48, both units have front-panel Hi-Z inputs, high- and lowpass filters with selectable frequencies, mute, polarity and -20 dB pad options. 🐺 Digital Audio Labs (digitalaudio.com)

#### Play, Learn

Hal Leonard's Sequential songbooks feature song arrangements that increase in difficulty throughout the series. These books are designed so everyone, even absolute beginners, can find something to play.

Starting with the easiest arrangements (hands alone, simple rhythms), and continuing in order of difficulty (including hands together, syncopated rhythms and moving around the keyboard), players can find songs that fit their particular skill level and play right away. Beginners can use these books to improve their music reading and piano skills from the very first page while playing the songs they love.

🐺 Hal Leonard (halleonard.com)



#### Alfred, Grammy Museum **Partner to Prepare Students**

Alfred Music and the Grammy Museum have joined together to present Careers Through Music, Building Employable Skills in Your Music Class - an innovative tool for music educators that highlights valuable skills developed in ensemble and music classes.

Careers Through Music provides a pathway to achieving success in any career - both in and outside of music. Each of the book's 15 eight-minute lesson plans have the same simple format and focus on a specific transferable skill, such as problem solving, networking, teamwork and self-management. For even greater impact, reproducible pages for student activity sheets are included, along with access to exclusive videos of music and business professionals discussing lesson topics.

Presented by the Grammy Museum and Alfred Music, this book will prepare music students for a lifelong path to success not only in music, but in any field. MIFred Music (alfred.com)



#### Ibanez Basses Offer Clear Attack

Ibanez has introduced the gloss-finish Premium SR2400 and SR2405W basses. Both feature a figured maple top on an African mahogany body, which brings a clear attack, while the African mahogany body delivers a warm and fat low end and a natural, even midrange.

The Atlas five-piece panga panga/pur-

pleheart neck provides tonal clarity, and the panga panga fretboard offers superior attack and individual note clarity. The slim grip shape and the meticulous premium fret-edge treatment facilitates solid playability. The neck is constructed with KTS Titanium reinforcement rods. 💘 Ibanez (ibanez.com)

# Create Your Sound

Ace Scott / DJ Sweetbrush

Create. Collaborate. Be heard.

Pro Tools® is the canvas for your artistic vision. Create it, mix it, and deliver it at the speed of inspiration.

Join the jam @ NAMM in North Hall, Booth 15502.

#### Nearly four decades of INSPIRING TRUST EARNING LOYALTY



Audix has been earning the loyalty of sound engineers and musicians — both aspiring and renowned — around the world for more than 34 years. Up and comers know they can be confident in their investment, while established greats like Tower of Power and Crosby, Stills, and Nash know they can count on Audix to accurately capture the full range of their trademark sounds.

#### Visit us in the ACC North Hall, Booth 18301



4th Annual Drummer Signing on Saturday | Musical performances all week



#### Troubadour RS Sports Stylish Maple Top

Prestige Guitars has announced the Prestige Troubadour RS — the single-pickup counterpart to the company's Troubadour model — now is available.

The Troubadour RS is part of the company's Prestige Custom series, which features solid- and semi-hollow body guitars with hot-rodded custom designs, finishes and components.

The Prestige Troubadour RS is a single cutaway solid-body guitar, boasting the killer combo of solid ¾-inch carved Canadian maple top, and solid mahogany body and neck. The guitar is finished with a satin matte black top, satin-matte stained mahogany sides, back and neck with cream threeply binding surrounding the body. **Prestige Guitars (prestigeguitars.com)** 

STICK IT! String

#### Tama Rethinks Direct-drive Pedals with Dyna-Sync

Tama has released its first true directdrive bass drum pedal, the Dyna-Sync.

The name Dyna-Sync comes from the pedal's Dynamic Synchronization System, which consists of three primary elements. The Optimized Transmission Design provides a proprietary and nuanced angle design to achieve speed, power and feel balance ratio. Tama's Dual Linkage connects the pedalboard to the cam at four points, resulting in direct pull and superior power. Finally, the Sidable Cam modifies pedal response from classic direct-drive action to provide a more conventional chain-drive feel. These features offer significant individual performance feel flexibility over prior direct-drive designs, providing an optimized and personalized drumming



#### Godin Teams with Stuermer

Godin has unveiled the Daryl Stuermer DS-1 Signature Edition guitar. Built to the legendary guitarist's specifications, the DS-1 comes with plenty of tonal possibilities thanks to a Seymour Duncan Jazz SH-2 neck pickup and a Seymour Duncan Custom SH-11P in the bridge. A five-way switch ensures a variety of tones are possible at all times.

The longtime Phil Collins guitarist's model comes standard with Canadian Laurentian Basswood body with a AA Flame Top in a high-gloss Trans Red finish. Other features include a 25½-inch scale length, Richlite fingerboard, Godin Tru Loc Tremolo system diami/ and the Godin High Definition Revoicer which changes the EQ curve on the pickups at the press of a button. 🐙 Godin Guitars (godinguitars.com)



#### Graph Tech Designs for Ukuleles

Graph Tech has debuted the Ratio Tunea-lele Machine Heads for the ukulele, a patent-pending gear system that eliminates the sluggish tuning system that has been standard for ukuleles.

The Ratio Tune-a-leles are uke-specific machine heads with a 6:1 gear ratio specifically designed for the ukulele, taking into consideration its string properties to produce a tuning system that's immediately more balanced, responsive and efficient. With the Ratio Tune-a-leles, every turn of the machine head provides a predictable and smooth change in pitch.

Mount to most surfaces in seconds with removable 3M Command adhesive strip. Great for dorm rooms and apartments.



#### 1-888-455-6636

Booth #5525 www.stringswing.com



#### REVSTAR

The new limited edition Revstar. See them at the Marriott Marquis Ballroom.





# The Original WFLIII Generations Maple Shell Packs

DESIGN BY BILL LUDWIG III



See all the latest from WFLIII Drums at NAMM 2019 and learn about special new dealer oportunities, retail support programs and instore appearances.

#### **BOOTH 7432**

When you join the family of WFLIII Dealers you gain the benfits of customer driven marketing programs, an expanded market of qualified buyers and unsurpassed manufacturer support.



DRUMS OF GENERATIO Kansas City

913.274.1371 | info@wfliiidrums.com | www.wfliiidrums.com





#### **Alvarez Offers Masterworks Ukes in All-solid Bamboo** head of development at Alvarez and senior

Alvarez has introduced its first series of all-solid wood construction ukuleles.

Masterworks ukuleles feature a choice of uke shapes and also are crafted with highly sustainable bamboo to maximize their positive impact on the environment.

attributes."

"We were thrilled at the chance to use bamboo as a tonewood," said Chris Meikle,

vice president of St. Louis Music. "As instrument makers and players, we must look to better source alternative woods and materials that are kinder to the world's ecosystem but do not compromise our quality or tonal

₩ St. Louis Music (stlouismusic.com)

#### pTrumpet Evolves

Warwick Music Group's pTrumpet hyTech builds on the lightweight, durable and affordable features of pTrumpet. hyTech has undergone a rigorous development program, including valuable feedback on the concept from professional players and teachers from the U.S. and around the world.

Further developing the use of an ABS plastic body, this patented metal and plastic hybrid design includes stainless steel-lined plastic pistons, brass and polymer hybrid valve block, and lead pipe and a silver-plated metal mouthpiece. This design creates a freeblowing, open feel and accurate intonation.

This "take anywhere" B-flat trumpet is available in gold, silver and black finishes. Warwick Music Group (ptrumpet.com)





#### Niederauer Rocks D'Angelico

D'Angelico Guitars has debuted the Brandon Niederauer Atlantic, a signature model version of the Atlantic single-cutaway solid-body co-designed with rising rock guitarist Niederauer.

Available in both the Premier and Deluxe series, the signature model comes in a custom sonic blue finish.

The Deluxe series offering comes strapped with a Seymour Duncan custom DA-59 in the neck and an Antiquity humbucker in the bridge, while its Premier series counterpart sports Duncan Designed humbuckers. Both boast C-shape neck profiles and sleek body design, guaranteeing performance comfort. 🐺 D'Angelico (dangelicoguitars.com)

#### **On-Stage Drum Bag Set Offers Durability, Comfort**

On-Stage, a division of The Music People, and handles provide next-level comfort. has introduced the DPB3000 drum bag set. Crafted from durable, heavy-duty black nylon, the DPB3000 helps drummers transport their entire drum kit with peace of mind.

Five individual bags accommodate everything from a 22-inch by 18-inch kick/bass to a 14-inch and 51/2-inch snare to every tom and cymbal in between. Double-pull zippers offer easy access to padded, smoothly lined interiors, and high-quality shoulder straps

₩ On-Stage (on-stage.com)





Kanile'a 'Ukulele

Give Your Customers an Authentic Taste of Hawai`i

EMD

MUSIC

Hall E #2302 www.KanileaUkulele.com



We Inspire the Soul

X

www.IslanderUkulele.com

www.EMDmusic.com



#### THE MODERN MUSIC BOX Drumit Three Drum Module

4GB of sound memory | 44.1 kHz sample rate | Midi In/Out Works with your current hardware | Can be used in combination with acoustic kits





ALEX RÜDINGER

SHANNON FORREST



#### **KOS 3.1 Update Enhances Usability**

Building upon the KOS 3 operating system, Klang:technologies has released its latest update, KOS 3.1.

One of the most significant benefits of the 3D in-ear monitor mixing system manufacturer's latest OS version is the inclusion of a powerful MIDI translator tool. This provides an MCU (Mackie Control Universal) protocol integration, which lets engineers connect one or more MIDI MCU-compatible fader controllers to the company's Klang:app for tactile mix control.

Ideal for monitor engineers who want to dial into musicians' mixes from a hardwarebased controller, the new integration provides facilities for mute and solo buttons, channel labels, bank select and snapshot control, in addition to bidirectional fader control. Furthermore, KOS 3.1 permits the daisy chaining of Klang:fabrik and/or Klang:vier devices into a hive of units functioning as a larger and more powerful system.

In this configuration, engineers can quickly move between various artists' mixes within the cascade via the top mix bar, as well as simultaneously create, save and recall snapshots and presets on all units in the setup.

#### 🐺 Klang:technologies (klang.com)



#### Line 6's Relay G10S Wireless System Boasts Compact Power

Line 6 has introduced the Relay G10S — a compact-yet-powerful, easy-to-use wire-less system designed to be mounted on a pedalboard.

The Relay G10S wireless system is the newest member of the Relay wireless family of products. The unit offers up to a 130-foot line-of-site range, enough to cover the largest of stages, and delivers clear, 24-bit lossless digital sound quality, providing accurate signal reproduction that's free from dropouts and interference.

With its stompbox design, the Relay G10S wireless system integrates seamlessly into a guitar or bass effects pedalboard, but also excels as a standalone unit. Encased in a rugged metal housing, the G10S is built to with-

stand the rigors of gigging and is more durable than plastic-housed receivers.



#### **WFLIII Offers Classic Kit**

WFLIII Drums has released its Generations City Limits shell pack to give professional and semi-pro drummers a classic kit for today's music.

Crafted with thin, three-ply maple, the shell pack's poplar maple shells feature 1-inch reinforcement hoops. The Generations City Limits shells feature smooth 45-degree bearing edges, triple flange hoops and springless WFLIII custom lugs.

The City Limits shell pack comes standard with a 10- by 14-inch rack tom, 16- by 16-inch and 16- by 18-inch floor toms and an 18- by 22-inch bass drum.

WFLIII Drums is part of a tradition of drum builders that goes back more than 100

years. As the only living Ludwig in the drum business today, Bill Ludwig III is bringing back the craftsmanship and legacy of his family's drums.

🐺 WFLIII (wfliiidrums.com)



#### Palmer's Compact Studimon5 Monitors Bring Flexibility

Palmer's Studimon5 is an active 5-inch studio monitor in a highly compact bass reflex design. Like the other new releases, Studimon5 characterizes the Palmer brand and, thanks to its wooden side panels, the monitors can be used not only in the studio but also flexibly integrated into other professional audio environments. On the rear, the studio monitors feature a bass reflex port, jack and XLR inputs, as well as a volume control.

💘 Palmer (palmer-germany.com)

# **NEVER A BAD SEAT IN THE HOUSE**

Fill the room with sound not speaker cabinets. The New NEXO GEO M12 series delivers remarkably high output from a compact cabinet and features single over dual driver design for extended low frequency response.

Precise matching directivity options found in all NEXO GEO M series compact speaker cabinets are available with 10° or 20° vertical dispersion and configurable horizontal dispersion for a custom set up to fill any venue with sound.

**M**<sup>eo</sup> M<sup>12</sup>

The GEO M12 boasts 140dB and low frequency response down to 50Hz—all from a versatile, compact 12" enclosure.

Experience NEXO loudspeakers at Yamaha Sponsored Concerts on the Grand Stage, at the Night of Worship and TEC awards at the Hilton, as well as many other events throughout NAMM. For additional information visit us at: Nexo-sa.com



See the new NEXO GEO M12 in ACC North Hall Booth 17819.



#### Amptweaker Shrinks SwirlPool

The Amptweaker SwirlPool Jr tremolo/ vibe pedal is the latest version of the company's popular SwirlPool and has many of the same features shrunk down into Amptweaker's junior-sized pedal platform. The SwirlPool Jr uses all-analog circuitry, reminiscent of the synchronized tremolo and vibrato circuits common in vintage '60s amplifiers, and it can duplicate many other modulation tones.

The blended tremolo and vibrato circuits share a common LFO, and there's a sync switch to slide the two waveforms apart. Amptweaker (amptweaker.com)

#### Yamaha Debuts AvantGrand N1X

Yamaha's AvantGrand N1X is a highly affordable, second-generation instrument that, like its predecessor N1, features a space-saving, vertical-style modern cabinet friendly to any physical environment.

N1X boasts samples of two concert grand pianos: the Yamaha CFX, which is able to project over the sound of a symphony orchestra while still interpreting the subtlest nuances of performance; and the Bösendorfer Imperial, renowned for its deep bass, singing sonority and seemingly endless sustain.

The results are an immersive concert grand experience, with all the expected digital conveniences, such as tuning never being required.

The Yamaha CFX and Bösendorfer samples have been recorded at many velocity layers with seamless transitions. MSRP: \$10,999.

🐺 Yamaha (usa.yamaha.com)





#### **ESP** Expands LTD Series

ESP has expanded its Signature series with new models by Reba Meyers (Code Orange), George Lynch, Stephen Carpenter (Deftones), Frank Bello (Anthrax), Bill Kelliher (Mastodon), Gary Holt (Slayer/ Exodus) and others.

The Reba Meyers LTD RM-600 (pictured) is the first Signature series guitar offered by ESP based on the design of a female guitar player.

Based on the Viper shape, the RM-600 features neck-through-body construction, a mahogany body in a Black Marble Satin finish and a three-piece maple neck with a Macassar ebony fingerboard.

CruzTools Launches Tech Kit CruzTools has announced the GrooveTech Tech Kit for acoustic guitars.

Acoustic guitars are especially sensitive to temperature and environmental changes, which can result in neck relief that's out of specification and can affect one's performance. Most acoustic guitars have an adjustable truss rod, but access can be a problem — especially through the sound hole.

The GrooveTech Tech Kit was developed specifically for this application. Central to the kit is a locking bit driver that allows quick interchange of tool bits. Two bits were designed for sound hole truss rod adjustment, with extended blades and a special profile ball-end tip to help find and seat an unseen truss rod nut. Headstock truss rod nuts also are covered with two socket bits.

The Tech Kit includes screwdriver bits, a thickness gauge, ruler, capo and more.



FIND US AT NAMM, HALL D BOOTH 4324

LYON & HEALY CORPORATION

#### PREMIUM MUSICAL MERCHANDISE DISTRIBUTION











FOR DEALER INFORMATION: P +1.312.226.1705 E info@lyonhealy.com

www.lyonhealycorporation.com



# Blue

# And the Emmy goes to...

Mix-Fi is the first headphone ever to win an Emmy Award for Outstanding Achievement in Engineering Development. Used on some of the biggest shows on TV, including HBO's *Westworld*, ABC's *Grey's Anatomy*, CBS's *NCIS* and more, Mix-Fi has been widely adopted by industry professionals for its unique performance and amazing accuracy.

#### mix-fi

Powered High-Fidelity Headphones with Built-In Audiophile Amp

VISIT US AT : BLUEDESIGNS.COM BOOTH # 17510 ACC NORTH

©2019 Blue Microphones. All rights reserved. Blue Logo Oval is a registered trademark of Blue Microphones, LLC. YouTube is a trademark of Google LLC. ACHIEVEMENT IN ENGINEERING D



#### The most used studio condenser microphone on the planet.



(800) 800-6608 sales@mxlmics.com www.mxlmics.com воотн NO. 14302



Phenomenal Customer Satisfaction Good, Better, Best Hierarchy - CorePlus, Gold, Platinum Top Sellers Retail Priced from \$24.95 to \$69.95, at Fantastic Margins





#### **Get Smart with HyVibe Guitars**

LÂG Guitars has introduced the Tramontane HyVibe series (THV), the first line of acoustic smart guitars with HyVibe technology that turns each guitar into a mobile amplifier, connected speaker, effects processor, loop machine and recorder.

The THV series brings new creative opportunities to guitarists of all skill levels.

Now, guitarists can practice, perform, record and even collaborate over distance with just their acoustic guitar and the HyVibe mobile app. The guitars can operate without any external equipment or wiring, with the added benefits of live effects, looping and recording.

🦉 KMC (kmcmusic.com)

#### HeadHunters Expands Groove Grip Range

HeadHunters now offers its maple Groove Grip and the denser, slightly heavier hickory Groove Grip drumsticks in four model ranges: A, B, C and L. Though each features grooves cut into their gripping area, the sticks also are available with the addition of the company's dual-textured X and Super-X rubber no-slip grip sleeves.

According to chief HeadHunter Dave Rundle, "Each Groove Grip series has its own unique stick profile and consists of three models containing three sizes, with the exception of the B series, which adds B Bop in both ranges and Mini Bop in hickory. A long, smooth neck-to-bead taper gives these sticks a unique look and feel, with the A series being the longest." HeadHunters (headhunterssticksandcreations.com)





#### Godin Debuts Acoustics

Godin has launched its first line of acoustic guitars: the Metropolis (dreadnought size), the Fairmount (concert hall size) and the Rialto (parlor body size).

Premium tonewoods include rosewood or mahogany back and sides, coupled with solid spruce or cedar select tops. The Metropolis and Fairmount models are equipped with L.R. Baggs Anthem electronics, and the Rialto is amplified with the Q-Discrete pre-amp. Other features include stunning inlays, reimagined body bracing and never-before-seen finishes. **;; Godin (godinguitars.com)** 

#### D'Addario Empowers Pros

D'Addario Accessories has introduced the Professional Tour-Grade Power Base, designed for the touring musician in constant transition between the stage and the road.

Power Base offers five standard-spaced outlets and three transformer-spaced outlets. Unlike most power strips that easily tip over, the Power Base features a low, wide footprint in a sturdy metal housing that remains anchored in place. The Power Base also features an integrated cable management system that lets users wrap the cord around the base for convenience while traveling. No tangling with other cords or gear, no unraveling when thrown in the van — just an organized power source that's ready to use, from the studio to the stage and back.  $\mathbf{\tilde{F}}$  D'Addario (daddario.com)





mogami

# ONE PEDAL, ENDLESS SOUNDS.

#### INTRODUCING THE ZOOM G1X FOUR

Multi-effects pedal, realistic amp modeling, a dedicated looper, intuitive software. Endless creativity.





We're For Creators\*

LSUCODUS



#### Customize **Your Keytar**

Roland has unveiled the AX-Edge Keytar, a performance synthesizer designed to be played in a standing position with a shoulder strap. The AX-Edge features 49 full-sized keys and a professional sound set crafted specifically for keytarists. It offers a modern design with the ability to interchange Edge Blades and customize the instrument's look.

Roland's AX-Edge models are available in black or white finishes, and the black model features an all-black keyboard for a sophisticated appearance. Each AX-Edge model comes with an extra Edge Blade in the box, letting the player create a fresh look.

Optimized for stage performance, the powerful AX-Edge features Roland's latest sound technologies and is designed to cut through performances alongside loud bands. Dedicated buttons provide instant access to edgy leads, fat basses and all types of sounds ideal for the performing keytarist.

Users can customize sounds by wirelessly connecting to the AX-Edge Editor app with Bluetooth MIDI. 🐺 Roland (roland.com)

ACC NORTH

BOOTH #14504

#### **Genzler Delivers New 'Slant'** on Bass Array Cabinet Series

Genzler has added the slanted version of its Bass Array 210-3 bass cabinet design. The Bass Array designs, first introduced three years ago, now are offered in a variety of models, and the new BA210-3 SLT adds to the flexibility and performance of this series.

The new slanted version further enhances the benefits of the BA concept, adding a new level of dispersion and projection, either when being used as a single enclosure or in combination with its other straight or slanted BA cabinets. This offers multiple options to the player to configure their BA210-3 stack for the best coverage of the stage and performance venue.

The innovative Bass Array design blends

the benefits of a 2- by 10-inch woofer in a vented bass reflex design with the performance and pattern control of a 4- by 3-inch neodymium cone-driver line array. 🐺 Genzler (genzleramplification.com)





#### Cympad Attacks with New Dampener

Cympad has released the Shark snare drum dampener. Unlike conventional, geltype, passive mufflers that adhere directly to the drumhead, the Cympad Shark is made from premium-grade cellular foam and features a hinged and reactive muffling system that mounts on the inside of the counterhoop.

The device is able to float on the playing surface and dampen the drum in a manner that's more subtle, musical and sympathetic at any velocity or volume to the vibration of the head.

The Shark is easily removable and can be

used and reused with a wide variety of snare drum sizes, head and hoop types. For increased effect, multiple Sharks can be deployed on a single drum. 💘 Cympad (cympad.com)





#### **Rhythm Tech's Drums are Great** for All Ages

Rhythm Tech has released its Rhythm Village Benkadi Club series of drums, boasting fine pretuned heads and new exterior pattern designs. Suitable for players of all ages and skill levels, the Benkadi Club series consists of a bongo set, 6-inch hand drum, 10-inch tom, 14-inch rally drum and 9-inch diembe.

The Benkadi Club bongo set is just the right size and appropriate for all ages and levels of players. The Benkadi Club 6-inch hand drum boasts an easy play pretuned head that's ideal for practicing or playing in an ensemble group. The Benkadi Club 10-inch tom and the Benkadi Club 14-inch rally drum come complete with two mallets for a variety of sounds. The Benkadi Club 9-inch djembe comes with a strap for standing or seated play.

🐺 Rhythm Tech (rhythmtech.com)

JEUTRIK

IRIUM  $\mathbf{z}$ 

#### XIRIUM PRO DIGITAL WIRELESS AUDIO SOLUTION

Dante



XIRIUM PRO is a dedicated cable replacement system, providing digital audio wireless links over distances required for live touring and event, and fixed system applications. XIRIUM PRO delivers extremely low latency, studio quality audio with license-free operation, offering audio professionals tremendous versatility and ease of operation, for a myriad of live sound and audio playback applications. For more information visit www.xirium.net



# REMAGNING THE CONVENTIONAL

R

.....

000000

00

distant in a

-----

With a fresh look for 2019, the AEG and AEWC acoustics from Ibanez are being offered in a variety of attractive new burst, night metallic, and sunset fade finishes.





#### **LP Gears Up Cajons**

Latin Percussion has introduced the LP 3-Zone Box Kit, the LP Solo Cajon and the LP Cajon Mic Mount.

The LP 3-Zone Box Kit (LP1453) lets percussionists play all three zones in a seated position in front of the instrument, either with hands, caion brushes or other specialty sticks.

Pro model Solo Cajon's (LP1447) solid cedar body provides depth and warmth, while an exotic cedar soundboard, sourced from the DW California Custom Shop, makes a high-end visual statement.

The perfect accessory for live situations is the LP Cajon Mic Mount (LP-CMM). It lets players attach the mic of their choice to the soundhole of any cajon up to 3/4 of an inch thick without inhibiting vibration or resonance. The mount comes with a knurled aluminum mic rod. ₩ Latin Percussion (Ipmusic.com)

#### **RME Invites NAMM Attendees** to Learn from the Masters

RME is hosting booth appearances

every hour by a range of audio professionals and musicians.

Appearances will include film composer Adam Barber, Grammer's Andv FOH team, metal guitarist Michael Batio, legendary soul artist

Ellis Hall, Icelandic drumming sensation Gulli Briem, Brazilian guitarist Lari Basilio and legendary bassist Chuck Rainey with veteran drummer John Martinez.

During their sessions, each artist

will guide listeners on how they use RME equipment in their day-to-day musical process. The artist will present on RME's new in-booth stage, which features a six- by fivepanel LCD television wall. Designed not only

to entertain, these educational sessions are intended to help instruct attendees on how to get the most out of their RME gear. INFO RME (rme-usa.com)



#### **Floyd Rose** Makes '3D' **Headphones** Floyd Rose Audio has introduced the

latest collection of its patented "3D" Sound Technology foldable Bluetooth headphones.

Designed and engineered in Europe and the United States, each FR-80BK headphone cup has two drivers (one for bass/mids and the other for highs) with dual sound coils and a frequency divider board. They employ a new technology that enhances the human ear and gives the listener 3D stereo sound never heard before in the music industry. 🐺 Floyd Rose (floydroseaudio.com)



#### Janowski **Brings Back RKS** Guitar

Master Craftsman Guitars has relaunched its Open Architecture guitars after a 12-year break.

The Open Architecture design was first brought to life by an unusual chain of events and a remarkable amount of resources and funding. It started with just a conversation between luthier Paul Kenneth Janowski, former president and lead designer of RKS Guitars, and Ravi Sawhney, owner of RKS Design, a renowned industrial design firm.

Approximately five years, millions of dollars and 15,000 man-hours later, the RKS guitar began to make its mark in guitar history, eventually hitting the cover of BusinessWeek.

The guitars were manufactured exclusively between 2004 and 2007.

"To this day, people are still asking me about those guitars," Janowski said. 🐺 Master Craftsman Guitars (mastercraftsmanguitars.com)



Visit Switchcraft at Booth #10928 Hall A • www.switchcraft.com

Cole Clark INDIE SPIRIT; MAJOR LABEL SUPPORT

Proudly distributed by Korg USA.

Australia's premier acoustic guitar brand is now part of the Korg USA family. Cole Clark Guitars separates itself from the pack of acoustic builders with an approach that combines old-world craftsmanship with modern ingenuity to create truly unique acoustic guitars.

> VISIT US AT NAMM BOOTH #8802 HALL B



# Albambra® GUITARS

## Made Spair

BOOTH 4620

#### **Gretsch Adds Colors, SE Kit**

Gretsch has announced several new colors and configurations to its Catalina series, as well as the Catalina Special Edition kit. The special edition kit delivers on the sound, feel and look of Catalina with the addition of a seven-ply all-birch shell. The kit features a 30-degree bearing edge round "gas cap" bass drum mount plate, ultra-low profile GTS mounting system and Gretsch t-wing screws and bolts. A limited number of USA Custom-inspired Ebony Satin and Blue Silver Duco sets will be available.

At the same time, Catalina Maple will be available in a five-piece shell pack, featuring a 22-inch BD, 10- and 12-inch RT's, 16-inch FT and 14-inch SN. These sizes are tailored to drummers who require optimal



All six popular Catalina Club configurations now are available in a Bronze Sparkle lacquer finish.







#### Get Lost with Fender Phaser Pedal

Fender has rolled out the Lost Highway Phaser pedal, which offers flexible analog phasing. Foot-switchable fast and slow speeds — each with independent rate and depth controls — let players alternate between slow, moody phase shifting and rapid, warped modulation. The wave toggle switch selects between sine and triangle waveforms, while switchable four- and eight-stage phasing makes it easy to add extra resonance on the fly. **Finder (fender.com)** 

#### **Drum Pedals Blend Power, Speed**

Gibraltar has unveiled its G Class Direct Drive single and double bass drum pedals.

The 9711GS-D and 9711GD-DB Direct Drive pedals blend power, speed and style. The unique G-Class design eliminates setup complexities and lets the drummer finetune feel and response easily.

The pedals are high-performance from the beater all the way down to the diecast foundation plate. Features include the G-branded high-performance pedalboard, sculpted pillar frames, easy spring tension adjustment, direct drive cam, variable weight beaters, Helix mounting system, cast

foundation plates, hardened steel U-joints and high test aluminum connector rod.



#### Alfred Goes to the Cinema

Alfred Music has introduced new pop piano selections: Smallfoot, Love Theme from Crazy Rich Asians, Fantastic Beasts: The Crimes of Grindelwald and 2018 Greatest Pop & Movie Hits for easy piano.

Smallfoot, Love Theme from Crazy Rich Asians and Fantastic Beasts: The Crimes of Grindelwald are packaged with full-color artwork from the movies.

2018 Greatest Pop & Movie Hits includes 20 chart-topping hits from Ed Sheeran, Maroon 5 and others. This Easy Piano edition is arranged for students at the intermediate to late intermediate levels.

🐺 Alfred Music (alfred.com)



# INTRODUCING THE LÂG/HYVIBE SMART GUITAR

It just sounds amazing. This is really just an incredible innovation."

- Guitar World Magazine

HyVibe gives its acoustic guitar some digital smarts."

HyVibe is commited to revolutionizing the acoustic guitar industry with an attractive connected instrument."

- Musicradar

HyVibe THE ACOUSTIC REVOLUTION HALL D BOOTH #4302



#### Elrick Offers Ebony Tops on Basses

Elrick Bass Guitars has announced a limited run of basses with Exotic Ebony tops at no additional cost. The offer is limited to 10 pieces. The additional cost (usually more than \$500) for the Exotic Ebony tops is waived for this limited offer.

Hand-carved from the finest hardwoods, Elrick basses feature bodies of swamp ash or alder. Necks are constructed of quarter-sawn hard maple or quarter-sawn wenge. A 24-fret and zero-fret wenge fretboard is standard.

Four-string basses feature 34-inch scale, and 35-inch scale is standard on all other Elrick instruments (other scales are available by special request). All models feature two-way truss rods, custom Elrick bridge, Hipshot hardware, Dunlop strap locks, Bartolini pickups and three-band active/passive preamp as original equipment. A hardshell case is included. W Elrick Bass Guitars (sonatamarketing.com/elrick)



#### **Breedlove Updates Oregon**

Breedlove has updated its Oregon series Concerto large-body acoustic guitar with a cutaway for more convenient access to the entire fretboard.

The crisp, clean sound of myrtlewood is extremely balanced with note-to-note clar-

ity that users can drive with the stiffer myrtlewood top. Available in gloss or semigloss finish, the 20-fret Oregon Concerto comes in a deluxe hard-shell case. MSRP: \$3,199.

🐺 Breedlove (breedlovemusic.com)

#### Bose Displays S1 Pro, Optional Accessories

Bose Professional is exhibiting the S1 Pro multiposition P.A. system with its full complement of accessories and enhancements, including the S1 Pro play-through cover in multiple colors. Additionally, each S1 Pro comes with a preinstalled rechargeable lithium-ion battery pack and compatibility with the Bose Connect App. Other optional accessories include the S1 Pro backpack and S1 slip cover.

Designed for singer-songwriters, DJs, musicians and general P.A. use, and drawing upon the technology developed for the Bose L1 and F1 portable loudspeaker systems, the S1 Pro lets users sound great anywhere. **¡☆ Bose Professional (pro.bose.com)** 



#### K&M Expands Line of White Stands

Konig and Meyer has added to its white line of stands. Ideal for church productions, weddings and other events, these modular systems for lighting and speaker stands let users choose which setup works best for their needs. Choose from the onepiece speaker and lighting stand, or mix and match different size portable base plates with distance rods to achieve the perfect system.

The 24624 speaker and lighting stand is well suited for use in small areas. The safety bolt with locking screw provides comfortable and safe height adjustment. The stand's maximum extension height is 94.488 inches and maximum weight is 39.648 lbs.

The 26075 base plate is a heavy and sturdy square base plate for all common distance rods and tube combinations with M20 threaded bolts.

The 26736 distance rod is a steel tube combination to connect satellite systems. The rod features zero backlash and absolute vertical position. Height adjustment can be completed with a spring-loaded locking screw and safety bolt. König and Meyer (km-america.com)

#### ET YOUR SIGNAL FLOW

#### LAVA SOLDER-FREE KITTM RIGHT ANGLE PLUGS

LAVA SOLDER-FREE PEDAL BOARD KIT IS THE IDEAL CHOICE FOR ANY MUSICIAN WANTING RELIABILITY AND UNCOMPROMISING TONE WITH VIRTUALLY NO SIGNAL LOSS.

#### **DC DIY POWER KIT**

THE NEWEST PLUG - A REVOLUTIONARY SOLDER FREE DIY PLUG THAT WORKS EXCLUSIVELY WITH OUR TIGHTROPE CABLE IN THE SAME FASHION AS TIGHTROPE PLUGS, TWISTING IN AND LOCKING SECURELY AFTER BEING STRIPPED.

january 24/27 2019 BOOTH# 11510 WWW.LAVACABLE.COM

# COMPACT TOURING TAKES OFF

A phenomenally powerful XCVI Core puts dLive at the heart of tomorrow's sophisticated live audio systems, while its class-leading user interface keeps the engineer focused on mixing in the moment.

For fly-dates, bus tours and support slots – wherever the scale of the audio requirements conflicts with space and weight constraints, dLive lets you take the system you trust wherever you may roam, so you'll never need to gamble on house consoles again.

ALLEN & HEATH

# WE MAKE INNOVATIONS. YOU MAKE THE MAGIC.

# SONOGENIC

The Sonogenic SHS-500 is held like a guitar and enables music fans to play their favorite songs right out of the box.

#### CG-TA

A classical nylon-string guitar that produces immersive reverb and lush chorus effects without an amp or external gear.

#### PSR-E360

The PSR-E360 beginner's keyboard delivers over 400 voices with reverb, chorus, EQ, and harmony effects.



#### **STEINBERG AXR4T**

A 32 bit/384kHz sampling Thunderbolt 2 interface with four premium preamps, featuring digital emulation of Rupert Neve Design's famous Silk circuitry.



The YTR-5330MRC Mariachi trumpet allows large air volume and features a double-plated finish to deliver the crisp, staccato sound of true mariachi.

#### **LOCATIONS & EVENTS**

YAMAHA COMMERCIAL AUDIO Visit Booth #17819 in the ACC North Hall. LINE 6 AND AMPEG Visit the Marriott Grand Ballroom.

\*\*\* **\***\*\*\*\*

#### LIVE PERFORMANCES

Check them out at the Yamaha Make Waves Stage in the Marriott Marquis Ballroom between 10am and 6pm.

YAMAHA ALL-STAR CONCERT ON THE GRAND Watch the All-Star Concert at 6pm on the NAMM Yamaha Grand Plaza Stage.

See what Yamaha has been making. Visit the Marriott Marquis Ballroom.





@YamahaMusicUSA



The Recording King Phil Leadbetter signature resonator guitar reflects years of research combined with modern construction techniques. The PL squareneck is constructed of highly flamed maple and features an interior bracing pattern specifically guided and chosen by Leadbetter himself. Recording King's hand-spun spider cone

complements the sandcast spider bridge

for a professional-level sound that can be heard on Leadbetter's albums. Recording King has removed the resonator screens at Leadbetter's request to deliver up-to-date style and maximum tone and volume.

Leadbetter's signature is inlaid in pearl at the 12th fret, and his sonic stamp is found in every detail of the guitar. Recording King (recordingking.com)

# Phil Jones Cranks it Up with BP-800 Bass Amp

Phil Jones Bass' BP-800 bass amplifier is a high-power, high-performance compact amplifier that features a Class A pre-amp

with the PJB 5-band EQ. Although it weighs 5.7

pounds and is 7½ inches wide, the BP-800 is built with the ruggedness and precision needed to withstand the rigors of live

performance and the road. The blue front panel is a quarter-inch thick and CNC machined, while the chassis is built from thick aluminum extrusion. All control knobs are PJB design solid aluminum billet.

. The BP-800 will work on any AC

voltage from 100–240 volts, enabling it to conveniently travel worldwide without having to switch to local AC supply voltages. Other features include

mute/passive/active switch, headphone out and auxiliary input jacks, balanced line out with pre/post EQ and ground lift switches.

🐙 Phil Jones (pjbworld.com)



#### E431U Multi-Pattern Condenser USB Microphone

#### Your Professional Choice For Streaming And Recording.

Equipped with dual 25mm back-electret capsules, the Superlux E431U Multi-pattern Condenser USB Microphone delivers crisp and dynamic sound reproduction. Featuring three different pattern settings, the Superlux E431U makes it easy to select the best pickup pattern for different professional recording requirements.

The Superlux E431U is an ideal choice for a wide range of professional audio vocal, musical instrument, recording, streaming or broadcasting applications.

#11927 Hall A

#### IP Adds 4 to Rattan

released its RS40, RS40C, RS50 and RS50C, which are extensions of its Rattan series lineup. These new additions are made with graduated rubber cores that are wrapped with purple synthetic yarn and cord. The series as a whole is articulate, but the rubber cores provide an absorbent feel and sound. These mallets work best in percussion ensembles, contemporary playing, chamber music, solo playing and are best used on marimba. vibes or concert toms. All models are built on durable rattan handles and are hand-matched for weight, size and sound. 🐺 Innovative Percussion (innovativepercussion.com)

#### Pearl's Icon Turns 35, Expands

Developed in 1983 with legendary Toto drummer Jeff Porcaro, Pearl's original DR-1 drum rack was the first free-standing, frame-based drum support system available.

Now, in celebration of 35 years of pioneering design, Pearl's Icon (short for "Independent Control") Rack systems are being expanded with a new selection of clamps and accessories.

All new preconfigured single and threesided rack packages and individual Icon components have been upgraded to include a rotating support foot.

In addition, eight accessory clamps have been developed for the slip-free Icon square rack rail and round support pipe, increasing the level of set-up flexibility and function variety.

To showcase the possibilities of these new additions to the Icon canon, Pearl will launch an online player resource and idea center of Icon Rack recipes, featuring stepby-step instructions on how to get the most from existing and available Pearl Rack parts. **Pearl Drums (pearldrum.com)** 





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



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



## **RUNNING STRONG**

This year, we are visiting The NAMM Show for the 30<sup>th</sup> time. That means 30 years of groundbreaking products, 30 years of questionable hairstyles, and most importantly, 30 years of incredible Mackie customers all around the world. Join us this year as we celebrate all throughout the show, and experience our most advanced, best sounding speakers ever, the all-new DRM Series Professional Loudspeakers.

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



©2018-2019 LOUD Audio, LLC. All Rights Reserved. "Mackie.", the "Running Man" figure, and "Sound Like You Mean It" are trademarks or registered trademarks of LOUD Audio, LLC.



#### **QSC**, **Brands on Stage Align** QSC has announced the expanded role of Latin American channel partners and the

QSC has announced the expanded role of Brands on Stage as its Latin American distribution partner for the company's Live Sound division.

With many years of expertise as leading distributors in the region, Brands on Stage now will manage the QSC Live Sound portfolio throughout Argentina, Chile, Uruguay, Brazil, Peru, Bolivia and Paraguay, enabling new QSC brand-growth opportunities with Latin American channel partners and their customers.

"We are very excited to be part of the QSC family," said Guillermo Promesti, principal of Brands on Stage. "Our work philosophies are 100 percent aligned. For many years, Brands on Stage has continually strived to keep improving ourselves, and today we have our reward."

#### Gator Designs Dual Flight Cases for Moving Head Lights

Gator has debuted the G-TOURMH250 and G-TOURMH350 lighting cases. These dual flight cases are ready for the road and designed to fit two of the 250-style or 350style moving head lights.

These cases are constructed of a laminated, rugged %-inch plywood to protect the delicate components, while the four commercial-grade twist latches, two of which are lockable, secure it all into place. The textile-lined interior with custom foam padding cradles the lights and provides a secure fit.

Easily roll the case with the included four Penn-Elcom swivel casters and park with the two locking casters. Grab the two recessed, spring-loaded handles on the lid and lift straight up to safely and completely remove and allow full access to the lights for easy unloading and loading. Gator Cases (gatorcases.com)





Tap Tempo and Tempo Sync to an external device with MIDI Clock or an external pulse clock.

NAMM BOOTH 5249

electro-harmonix www.ehx.com/fullyloaded

#### IP Mallets Bring Forth Bright Tone

Innovative Percussion's Sandi Rennick series vibraphone mallets feature uniquely weighted synthetic cores, which help provide a bright tone that produces Rennick's ideal vibraphone sound.

The mallets feature a 16¼-inch length, are cord wrapped and boast a rattan shaft. The series is made up of the IP4005 soft vibraphone mallet on Rattan, the IP4006 medium vibraphone mallet on Rattan and the IP4007 hard vibraphone mallet on Rattan.

Innovative Percussion(innovativepercussion.com)



#### BG Straps Preserve

BG France's straps are designed with two purposes in mind: to preserve the musician's body and to increase the safety of the instrument.

Designed by Franck Bichon and handcrafted in France, the straps feature topquality materials to guarantee long-lasting durability.

BG France will present this new collection of strap designs alongside its new models of ligatures for clarinet and saxophone, both classical and jazz, during The 2019 NAMM Show.

🐺 BG France (bgfranckbichon.com)

# **MEET THE FAMILY**

INTRODUCING THE INVECTIVE<sup>™</sup>.MH MINI HEAD, THE LATEST ADDITION TO THE GROUNDBREAKING INVECTIVE<sup>™</sup> SERIES BY PEAVEY. DESIGNED IN COLLABORATION WITH PERIPHERY'S MISHA MANSOOR, THE INVECTIVE SERIES DELIVERS PRISTINE CLEANS, LEGENDARY GAIN, AND UNRIVALED TONE - NOW AVAILABLE IN A SMALL, CONVENIENT PACKAGE!





#### **Riversong Redesigns G2 Series**

Riversong has introduced the redesigned been working on in the last six years, with G2 (Generation 2) series of guitars. The G2 series includes eight models fea-

turing Riversong's Skeletized bracing system. "G2 represents everything that I have

eight new or updated models that are the best guitars we have ever produced," said Mike Miltimore, Riversong builder/founder/CEO. 💘 Riversong (riversongguitars.com)

#### **D'Addario Reserve** Line Evolves

D'Addario Woodwinds has expanded the Reserve line with Reserve Evolution. The Reserve Evolution mouthpiece and reeds were designed for players seeking a more dynamic, modern sound.

The Reserve Evolution B-flat clarinet reeds are the thickest blank reed under the Reserve line, offering a roundness of sound, a heavy spine for increased projection and a thicker tip for enhanced articulation and greater warmth and flexibility. The Reserve Evolution B-flat clarinet mouthpiece has a medium-long facing for greater flexibility. 🐺 D'Addario (daddario.com)





#### **Brighton Brings Sustain**

D'Angelico Guitars has debuted the Brighton, the latest addition to its solid-body collection. It is available in both the Premier and Deluxe series. The Brighton is a sleek double-cutaway that provides easy access to the highest frets and a lightweight body

design. Seymour Duncan humbuckers (59s in the Deluxe, Duncan Designed buckers in the Premier) paired with a swamp ash body (alder on the Premier) offer sweet vintage tone and endless sustain.

🐺 D'Angelico (dangelicoguitars.com)



#### **Aston Introduces Stealth Mic with Four Voices**

has Microphones Aston launched Stealth, a cardioid microphone for studio and stage with four switchable voices.

Stealth works in both passive and active modes. It is the first microphone with an autodetect function, which senses 48-volt phantom power and automatically switches the mic to active mode.

63

BLESSING

This activates a built-in Class A mic pre-amp that dispenses with the need for an external gain-lifting device. Stealth was developed in partnership

sound. W Aston Microphones (astonmics.com)

with more than 90 engineers, producers and artists on the Aston 33 development panel who participated in a series of blind listening tests designed to create the best possible











Alvarez

## Award Winning Brands World-Class Service

Austin Flamilton Knilling

#### We are dedicated to Music Retailers

We are St. Louis Music

- 800-727-4512
- 314-727-4710
- sales@stlouismusic.com
- www.stlouismusic.com

#### 260 Brands 13,000 Products



### Visit us at Booth 7414



#### NEXTONE AMP SERIES four power stages, unlimited expression

#### WINTER NAMM SHOW 2019

HALL A / BOOTH 10702

WWW.BOSS.INFO





The Boss Waza Tube Amp Expander is a command center for tube-based guitar amplifiers. This amp-top device combines many different professional guitar tools into one unit, including a variable reactive load, active analog power stage, mic'd cab simulator, IR loader and USB recording interface. It also offers extensive connectivity and real-time control options, plus Boss effects and support for storing 10 onboard setups. The Waza Tube Amp Expander brings nextgeneration creative power and versatility to any guitarist who performs and records with classic tube-based amplification.

#### Hughes & Kettner Announces Black Spirit 200 Amp

The Black Spirit 200 is the first amplifier to feature Hughes & Kettner's "bionic" Spirit technology. Made in Germany and housed in a sealed PCB, the Spirit Tone Generator recreates the vivid interactions of traditional tube-amp circuits in a strictly analog way.

The amp features four channels that cover iconic guitar sounds of the past 60 years, plus a comprehensive range of builtin 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 the volume level. The Black Spirit 200 can be played through any kind of speaker — from standard guitar cabinets to active and passive P.A. speakers, studio monitors and even a home stereo. The Red Box DI output offers eight cabinet simulations, making it the ideal mic-free solution for stage and studio.

Thanks to Hughes & Kettner's Smart Rotary Control technology, every pot setting on Black Spirit 200 can be saved and recalled in up to 128 presets using any compatible MIDI footswitch, and unlimited tonal presets are possible when using the amp's free app for iPad via Bluetooth. F. Hughes & Kettner (hughes-and-kettner.com)



#### Connect what moves you

Since 1984, Hosa has connected you with what matters most—the music. Whether you're an engineer, musician, or just jammin' in your car, you can trust Hosa to keep you connected.



## Yamaha Set Packs Punch

Yamaha has launched the Live Custom Hybrid Oak series drum sets, providing drummers with a new sonic range, from powerful attack to low fundamental tones.

Employing its hybrid shell construction from the PHX series, the drum set's seven-ply shells are constructed with a phenolic ply between the oak plies, giving players more shell life, sustain and dynamic range.

To cut unnecessary frequencies and boost low tones, Yamaha developed the Bass Drum Frequency Control weight. Yamaha (usa.yamaha.com)

#### ESP Steps Up 1000 Series Guitars

ESP has announced a number of new 1000 series models.

The Arrow guitar shape is now being offered in the LTD Deluxe series for the first time with the Arrow-1000, offered in Snow White and Violet Andromeda finishes. The Arrow also is being added to the LTD Black Metal series with the Arrow Black Metal, featuring a black satin finish, black hardware and single EMG 81 pickup.

The LTD EC guitar shape also is getting new models: the EC-1001T/CTM, offered in Silver Sunburst Satin and Snow White finishes, and EC-1000T, available in Honey Burst Satin finish. **FEP Guitars** (espquitars.com)

Visit us at NAMM Booth #14316, www.hosatech.com, or find @HosaTech on f 🎔 🞯


# Image: Second statement of the second statement of

### Light Up your Sales

Check out Waldorf's incredible synths at the Korg USA Booth.

Learn more at www.waldorfmusic.com

VISIT US AT NAMM BOOTH #8802 HALL B KORG USA



# **RGD71AL Boasts Figured-top Look**

Designed for metal players but ideal for a wide range of guitarists, Ibanez's Axion Label model, the RGD71AL, features a thick 4-mm flamed maple top and ash body for the sought-after figure-top look.

The macassar ebony fretboard provides a snappier sound, and the rigid, superthin and ultra-playable Nitro Wizard fivepiece panga panga/walnut neck substantially increases sustain. The Sub-Zero treated frets can stand up against the hardest riffing and string-bending.

The RGD71AL-ANB is loaded with DiMarzio Fusion Edge pickups, the product of a collaboration between DiMarzio and Ibanez. DiMarzio Fusion Edge pickups provide great clarity and a smooth response. **;** Ibanez (ibanez.com)

# Spitfire Offers Unique, Strange Sound Selection in Sound Dust 2

Spitfire Audio has announced the availability of *Sound Dust 2* — the second collection of unique, strange and inspiring instruments created by the British sound designer and composer

Pendle Poucher. Sound Dust 2 features a

diverse selection of five of its creator's namesake company's most recent hybrid creations. Richly sampled with Poucher's radical recording processes and obsessive attention to

detail, these range from hip-hop beats to broken violas and rare, distorted pianos.

The Flutter Dust module is a 21st-centu-

ry Mellotron made using existing Sound Dust instruments with added effects and parameters. It's based on recordings of

acoustic instruments — just like a Mellotron.

Infundibulum is a multi-arp workstation and three-part sequencing machine offering a playground of polyrhythmic possibilities — ideal for creating unusual textures, rhythmic textures like osti-

natos and interesting cross-rhythms, and different types of sequencing. **Spitfire Audio (spitfireaudio.com)** 



# SIT - STAND - PLAY - MOVE.

Meet the Omega-E at booth # 14518 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.

5 year warranty

Made in Germany

www.k-m.de



# 64 Audio Adds 3 IEMs

64 Audio has released its A6t and A4t in-ear monitors — both featuring 64 Audio's new patent-pending tubeless tia technology — as well as the A3e.

"Each model has a unique sound signature, allowing musicians and audiophiles to choose a model that caters to their musical tastes," said Vitaliy Belonozhko, 64 Audio founder and chief sound designer.

Headlining for the A6t and A4t is tia, a technology exclusive to 64 Audio that works by eliminating sound-altering tubes and dampers. Sound produced by the tia system is able to disperse freely and effortlessly, yielding an incredibly smooth and musical frequency response.

The A3e features a neutral and balanced tuning and delivers a transparent and musical sound.

) 64 Audio (64audio.com)

# Play as a Duo, Trio with Alfred

Alfred Music's Solo Series: Solos, Duets, Trios for Winds: Movie Favorites is a versatile series that encourages playing in a variety of combinations. Featuring three written parts for every song, the arrangements are designed so that the top line is the melody (part 1), the second line (part 2) creates a duet and the third line (part 3) forms a trio. Performers can play solo parts alone or form small wind ensembles by mixing and matching instrumentation, as well as mixing the parts played.

Solos, Duets, Trios for Winds: Movie Favorites features 19 movie themes, including "From Russia With Love," "The Imperial March (Darth Vader's Theme) and "James Bond Theme."

🐺 Alfred Music (alfred.com)



NO.

10

# 35 YEARS OF REVOLUTIONIZING BASS AMPLIFICATION. Booth 6410 | Hall C



Jaco Pastorius's original Hartke Bass Cabinet, 1984 🔺

ST CLAR

Hartke 210XL

Hartke 410XL

All-New Hartke 210XL and 410XL Bass Cabinets, 2019

76 **UBD** January 25, 2019

### Henry Adds 4 Leather Straps to Inlay Series Henry Heller now is offering four 2-inch

wide black leather guitar straps with bold and modern inlays of stars, circles and diamonds. All straps extend to 58 inches in length and have a smooth Capri leather underside. These, along with other Henry Heller reinvented classics, are available exclusively in the U.S. through OMG Music. **7** OMG Music (omgmusic.com)



Pearl and Keith McMillen Instruments have announced their entry into the MPE keyboard controller market with the K-Board Pro 4.

The K-Board Pro 4 is a four-octave MIDI keyboard controller based on the traditional look of a piano with multiple dimensions of touch sensitivity in each key.

"I'm excited that Keith McMillen Instruments are bringing out the K-Board Pro 4, further expanding the next generation of expressive keyboard instruments," said Jordan Rudess, Dream Theater's keyboardist. "It's a joy to play."

MSRP: \$1,165.

🐺 Pearl Drums (pearldrum.com)

# **Roland Lets Media Creators Produce Dynamic Content**

With Roland Pro AV's VR-1HD HD video switcher, content creators can produce dynamic, multicamera vlogcasts, podcasts and live-streamed performances

with picture and sound that outperform and get better engagement than videos live streamed from just a mobile phone or static webcam.

Compact and portable, the VR-1HD has three HDMI inputs that each accept HD and computer video resolutions up to 1080p. HDMI embedded audio from all sources can be mixed with the two studioquality XLR microphone inputs and analog line input.

When editing video to post online or for playback during video streaming, the VR1-

HD offers options for layering video along with high-impact transitions. With scene switching, end-users can switch between scenes containing preset arrangements of layered sources in customizable inset windows.

The VR-1HD's three auto switching modes simplify talent-as-operator use for applications like live musician performance and live-streamed vlogging.

Image: Construction

# MTG Features Original Circuit

Fender's MTG Tube Distortion effects pedal was co-designed with Bruce Egnater and is an all-original Fender circuit. Instead of trying to emulate the sound of tube breakup, Fender decided to use actual vacuum tubes and give players the "real deal" in a compact pedal. The heart of the MTG's design is a new old stock Americanmade 6205 pre-amp tube. Three-band EQ with tight control and switchable boost with its own level and boost controls makes it easy for players to dial-in the right sound.

frame

🐺 Fender (fender.com)

# frameworks

The Gator Frameworks Combination Guitar Seat and Single Guitar Stand provides a place to sit comfortably for you and your guitar.

www.gatorframeworks.com

See 10+ New Products @ GATOR BOOTH #6413

Model #GFW-GTR-SEAT

# **Ortega Launches ODWS-1** Wireless Guitar System

Ortega Guitars has released a wireless guitar system developed to give stringed instruments a wireless option.

The ODWS-1 four-channel transmitter and receiver features 2.4 Ghz digital technology that broadcasts crystal-clear audio. Ready to use in seconds, the system offers four operating channels, a power/charge indicator and a built-in battery.

A latency of less than 5 ms and a fullrange frequency coverage of 20 Hz to 20 kHz secures detailed, nondelayed sound. The ODWS-1 supports active and passive systems. With the receiver and transmitter being different colors, musicians now can easily tell them apart.

🐺 Ortega Guitars (ortegaguitars.com)





Sasha Berliner Endorses Vater Mallets

Vibraphonist Sasha Berliner has become a Vater vibraphone mallet artist.

Berliner was named one of SFJAZZ's 10 Rising Female Instrumentalists for 2018. She has been featured on *PBS News Hour*, *NPR*, *NBC Boston* and *The New York Times*.

"Sasha is a rising star who has been making waves and receiving welldeserved praise for her work, and I know that she is only just getting started," said Chad Brandolini, Vater director of artist relations.

INFO Vater (vater.com)

# **Toca, Morales Create Congas**

Toca Percussion has worked with renowned percussionist Jimmie Morales to create the Jimmie Morales Signature conga line.

The celebrated percussionist for salsa and Latin jazz stars like Gilberto Santa Rosa, Willie Rosario and Edwin Colon Zayas began by sketching out the design of his dream conga set. Built around seamless fiber-

glass shells with an oversized belly that provides a wide-tuning range, Toca Jimmie Morales Signature congas are balanced to perform equally well on stage and in the studio. Models are 28 inches tall and include a 12½-inch tumba, a 11¾-inch conga, an 11-inch quinto and a pairing of 7- and 8½-inch bongos.

Black mirror chrome fittings include six lugs for precise tuning, sturdy brackets for stand-up performance and ergonomically contoured EasyPlay hoops to reduce hand fatigue.





# **ADJ Improves HEX Series**

ADJ's latest PX HEX series of LEDpowered pars builds on the company's original HEX series of wash fixtures that offer 6-in-1 HEX LEDs.

The PX HEX series retains the practical design and color mixing potential of the original fixtures but with the added advantage of two professional-caliber enhance-

ments requested by existing users.
 The PX HEX series fixtures are fitted
 with powerCON input and output sock-

ets in place of the IEC sockets found on the original HEX series units. This allows for a reliable power connection that locks securely into place and won't pull out accidentally. American DJ (adj.com)



BE A PART OF THE CELEBRATION AND VISIT US AT **BOOTH 5402** WHERE WE ARE GIVING AWAY OVER **\$35,000** WORTH OF GUITARS, CASES AND GIG BAGS!

# IVE SOUND



# **Yorkville** Sound Adds 3

Yorkville Sound has introduced three passive speakers to the Elite family — the EF10. EF12 and EF15.

"A lot of our customers were looking for Elite-level performance in a passive speaker for installations and venues with existing power amps," said Jeff Cowling, Yorkville's VP of sales and marketing.

Based on the market success and positive user reaction Yorkville has seen since the 2017 release of its Elite powered cabinets, the company said introducing passive versions of the EF10P, EF12P and EF15P was the "next logical next step." 🐺 Yorkville Sound (vorkville.com)



# **Bose Releases T8S, T4S Mixers**

Bose Professional has made two additions to its ToneMatch audio engine series: the eight-channel T8S ToneMatch mixer and the four-channel T4S Tone-Match mixer, which offer unprecedented connectivity with intuitive control. Custom ToneMatch carry cases are optimized to hold the mixer and a power supply.



T4S are both gig-ready. Their rugged enclosures have a protective, magnetically coupled cover to protect controls and connectors. A chassis-bottom insert allows for standard mounting accessories to keep the mixers in reach. 🐺 Bose Professional (pro.bose.com)



# **Mackie Unveils DL Series Mixers**

Mackie has released its DL series of digital mixers. The 16-channel DL16S and 32-channel DL32S wireless diaital live sound mixers deliver the proven performance and intuitive control that Mackie's DL Series is known for in an affordable, rugged stagebox form factor with built-in Wi-Fi.

Master Fader 5.0, the next major update to the control app for DL series digital mixers, also now is available. In this update, a heavily requested feature by DL users, Android support, now is a reality. Master Fader 5.0 will be available for iOS and Android with support for DL16S and DL32S

Support for other DL series models, as well as Mac and PC control, is coming in Master Fader 5.1.

With Onvx+ mic pre-amps, fully loaded DSP on each input and output, plus four FX processors, DL16S and DL32S deliver the mixing power users need to sound great every night. 🦉 Mackie (mackie.com)



# Peavey SP 2P **Assists Various Applications**

Peavey's SP 2P powered speaker system expands on its SP Series for live audio performance. The SP 2P is comprised of two switching power amplifiers that provide a high level of technological sophistication, as well as professional-grade speaker components. Users will find a reasonably priced loudspeaker system capable of up to 130 dB peak SPL, ideal for a variety of applications, including sound reinforcement, public address, side fill system, karaoke and musical playback.

The dual power amplifiers in the SP 2P system are low-distortion switching units that provide 1,000 watt peak available power into the nominal 4 ohm load of the woofer, and a 500 watt peak available power into the nominal 8 ohm load of the tweeter. The power supply for both amps is a switch-mode type for low weight and high efficiency.

The SP 2P has a 15-inch Black Widow BWX series woofer with a long throw voice coil for stronger low frequencies. > Peavey (peavey.com)

# 64 Audio, East Team Up

64 Audio has released the N8 customizable in-ear monitor. N8 is the result of a collaboration with Grammy-nominated bassist Nathan Fast. The N8 is designed for musicians and audiophiles who are looking for a sonic signature that delivers clarity across all frequencies with abundant headroom available in the lower end of the audible spectrum.

64 Audio opted for a hybrid design utilizing a 9-mm dynamic driver for the lows and eight balanced armature drivers for the midrange and highs. The result is an intimate and smooth sound with punchy lows, luscious mids and a silky treble with an analog sensation.

#### ₩ 64 Audio (64audio.com)





The LD Systems U300 series UHF wireless system offers solutions with headsets, lavalier or clip microphones, a version for electric guitars and basses, and sets with handheld microphones. The series is complemented by the U300 wireless in-ear monitoring systems.

Thanks to one-touch infrared synchronization and intuitive user guidance, the U300 series Diversity UHF wireless systems are ready for immediate use. More than 10 hours operating time is possible. The microphones are compatible with the U500 series capsules and can be tuned flexibly in vocal and voice applications. The systems provide 12 channels and are available in various frequency ranges. W LD Systems (Id-systems.com)

# Ashly: Booth 17903 ACC North.



# It's just the tip of the iceberg.

Exciting things are happening at Ashly. Come see us upstairs at Booth 17903, ACC North Hall.



# Joyo Audio Enters Age of Aquarius

Joyo Audio has introduced the R-07 Aquarius, a versatile, pedalboard-friendly delay effect and looper pedal.

The R-07 Aquarius offers eight different delay modes and an extra looper for jamming along. Both functions can be used simultaneously.

Apart from the iconic digital and analog delay effects, there are well-designed styles, such as low bit, galaxy and more. Tap tempo enables users to adjust the delay's speed. The unit's looper function offers five minutes of recording time.

🐺 Joyo Audio (joyoaudio.com)

PROMOTIONS: PROMOTIONS



Lectrosonics Duet Gets 2.0 Update

duet

v2.0

Lectrosonics has announced a major firmware update for its Duet digital wireless monitor IEM/IFB system, V2.0.

The V2.0 firmware update includes a host of new features and improvements, including improved audio quality, shortcuts on the front panel to assist in quick setup, a volume lock and additional flexibility in setting the audio gain

and limiter functions. Users now can do a front panel IR sync operation and similarly turn on or off the RF transmission without requiring access to the menus.

0

Added flexibility to the M2R receiver audio setup now includes an option for negative gain on the limiter screen, allowing

> adjustment to the maximum gain available, for when artists might be using extra-sensitive earphones.

The limiter screen now also features a meter showing the amount of gain reduction acting on the signal. Additionally, there

is a "threshold off" setting, enabling users to bypass the limiter altogether for a more dynamic audio response.

🐺 Lectrosonics (lectrosonics.com)



### Martin Audio Launches Demos

Martin Audio will be demonstrating products, including Wavefront Precision Compact line arrays, SXH218 subs, CDD-LIVE 12 and CSX-LIVE 118 loudspeakers.

The Martin Audio dedicated demos will be at 1:20 p.m. Thursday, 12:20 p.m. Friday and 12:20 p.m. Saturday. Martin Audio is also part of several loudspeaker companies' round-robin demos.

"We're excited to take part in the loudspeaker demonstration and look forward to seeing old friends and meeting new ones," said Lee Stein, Martin Audio vice president of sales for North America.

### Aquarian Heads Play Hard

Inspired by drummer Eric Moore, the Aquarian Ice White Reflector drumheads feature a two-ply hybrid film combination that enhances the stick attack when played at higher volumes.

Gum

Like the original two-ply reflector heads introduced in 2017, the Ice White Reflectors are meant to be played hard, fast and with emotion.

The hybrid mix of

Aquarian's two drumhead films, Aquarian's white 10-mil for the bottom ply and Aquarian's clear 7-mil for the top layer, makes Ice White Reflector heads durable and musical. The result is a reflective white surface that adds more of the player's personality to the performance. **¬** Aquarian (aquariandrumheads.com)



- Play sounds and virtual instruments from your guitar
- Create & record loops from any sound
- Easily record & share your compositions online
- Play and edit loops and audio files with your guitar
- Import and jam to backing tracks or loops directly from iTunes

With TriplePlay Connect, your guitar and your imagination, you can create music, explore soundscapes, share, interact and have fun. Stop by our NAMM booth #4810 to learn about our exciting new products and NAMM specials, or contact Fishman sales at 800.FISHMAN



A WORLD

OF SOUND & CREATIV





# DENON DJ PRIME4

# 4-DECK STANDALONE DJ SYSTEM WITH 10" TOUCHSCREEN



# **ACOUSTIC ROOM**



# Alvarez Does Masterworks

Alvarez has unveiled the latest edition to its Masterworks series.

The MF60OM is designed to complement the MD60BG in both aesthetic and sound, with its herringbone binding, vibrant tone and solid wood construction.

"We're excited to introduce the MF60OM to our growing Masterworks lineup," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. "I love the look of the MF60OM. It's traditional and modern all at the same time."

The MF60OM is made with an AA solid Sitka top and solid African mahogany back and sides. It is available in both acoustic and acoustic-electric.



# Luna Resonates with Springfield

Luna Guitars has added the 2019 Luna Steel Magnolia resonator to its bluegrass line. Gaining the likes of legendary artists, such as Rick Springfield, the Steel Magnolia resonator guitar offers a distinguished look while offering musicians an opportunity to release their creative intuition with a variety of tonal options and features.

With the Piezo and the built-in magnetic pickup, resonator players have the option to play acoustically, electrically or blend them both to create a wide range of sounds.

"The Luna resonator is a sexy guitar its swampy and authentic sound was ideal for the songs on my album 'The Snake King," Springfield said. "The attention to detail on the guitar is superb and the sonic choices are varied and cool. I play this beautiful thing every night in our live show."

💘 Luna Guitars (lunaguitars.com)

# Takamine Takes Players to the 'Moon'

Each year, Takamine Guitars creates a special limited-edition model that is produced by hand at Takamine's design and



manufacturing facility in Sakashita, Japan. This year's limited edition is the LTD-2019 Moon.

"These Takamine LTD models are legendary for their playability and collectibility," said Tom Watters, director of product development for Takamine. "This year's theme of 'Moon' is inspired by the 50th anniversary of the 1969 Apollo 11 moon landing and is the first LTD model to use Takamine's exciting new Thinline body shape."

The Takamine LTD-2019 Moon is a cutaway Thinline acousticelectric guitar that offers a solid spruce top, an arched mahogany back, and mahogany sides. Its comfortable mahogany neck employs an ebony fingerboard that is painstakingly inlaid with graphics of the moon and geese in flight, a design inspired by a wellknown Japanese print from the Edo period by artist Utagawa Hiro-

shige. The LTD-2019 Moon is constructed at 24.8-inch scale. It offers the Takamine CT-3N pre-amplifier, making it ideal for musicians who want to easily take it from their writing room to the studio to the stage.

🐺 Takamine Guitars (esptakamine.com)



# **PRS Expands SE Acoustic Line**

PRS has expanded its line of SE Angelus and Tonare Grand models with new wood combinations and colors.

The SE A55E and T55E continue to bring PRS's Private Stock aesthetic to the SE series with quilted maple back and sides offered in two colors: Black Gold Burst and Abaco Green.

The SE A60E and T60E also offer arresting aesthetics, with ziricote back and sides, curly maple binding and heel cap, and abalone purfling and rosette details. Both the 55 and 60 series acoustics feature solid spruce tops, PRS's hybrid classical/X bracing, bone nuts and saddles, and the Fishman GT-1 pickup system. Rounding out the acoustic additions are burst options for the 40 and 50 series guitars.

"SE acoustics are born from our work inside the PRS Private Stock team making highly individualized instruments," said Jack Higginbotham, COO at PRS Guitars. "With years of intimate work experience to build on, we have applied our bracing pattern and other foundational design elements to the SE line, resulting in high-value instruments that we love. We are proud of our manufacturing partners and humbled by the reviews and support from our dealers as we continue to grow this offering."

🐺 PRS (prsguitars.com)

# Guild F-40 Traditional Continues Legacy of Jumbo-sized Guitars

Guild continues to build out its line of USA-made jumbo acoustics with the release of the F-40 Traditional.

Made with a solid Sitka spruce and solid African mahogany back and sides, the F-40 Traditional builds upon Guild's F-40, released last year. New features include a dovetail neck joint, tortoise-shell binding, a heritage chesterfield MOP inlaid logo on the headstock and a thinly applied nitrocellulose gloss finish. The F-40 Traditional is available in natural or antique sunburst. It ships in a hardshell humidity-controlled case and includes a signed certificate of authenticity.

The jumbo-sized guitar long has been a staple in Guild's history.

MSRPs: F-40 Traditional in natural, \$3,000; F-40 Traditional in antique sunburst, \$3,125.



# Breedlove Adds Larger-bodied Concerto Guitar

Breedlove has introduced the largerbodied Concerto CE guitar to its Discovery series. Based on the Discovery Concert platform, this larger-body guitar has a Sitka spruce top and mahogany back and sides. Additional sound and projection come from the Concerto body.

The 20-fret guitar features a 25.31-inch scale length and comes in a gloss finish.

Ideal for a player looking for a big body sound with more tonal complexity and comfortable playing experience, the acoustic-electric Discovery Concerto can be plugged in using the Fishman Presys I electronic system.

MSRP: \$599.

With the second second

# YOU'VE AMASSED THE POWER. NOW CONTROL IT.



#### D'ADDARIO DIY PEDALBOARD POWER CABLE KIT

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

# VISIT BOOTH 7002



DADDARIO.COM/PEDALPOWERKIT



# **Vintage V6P Injects New Tones**

The Vintage reissued V6P expands on the V6 design, offering a new pickup configuration that is sure to turn heads. However, the V6P is designed with more than mere cosmetics in mind: A trio of Wilkinson WO90 SKN pickups and paredback control pots keep tone right where it needs to be, at the forefront of your playing.

Dispensing with the original V6's selection of single-coil pickups, the V6P is outfitted with a triplet of WO90 pickups, offering all the clarity and high-end sparkle of a traditional single coil, with added warmth, increased low-end detail and increased output. A standard five-way selector switch keeps things familiar, allowing you to employ either the bridge, middle or neck pickup alone, or in combination for hum-canceling. **F RBI Music (rbimusic.com)** 

# Dixon's 5-piece Fuse Kit Features Bold Branding

Dixon's Fuse Ltd. delivers an all-black look with a pop of chrome and is a limited offering.

This year's Fuse kits also will be among the first to feature Dixon's bold branding, marking a new era for Dixon.

"Fuse hits on all cylinders when it comes to premium look, sound and performance at the mid-level price point," said Jim Uding, Dixon brand manager. "We're really excited that Fuse can be part of our new branding initiative, as it's a kit well in line with our values of exceeding all fundamental expectations of the price point." Dixon's Fuse Ltd. drum kit features a six-ply mahogany shell and a 45-degree bearing edge.

🐺 St. Louis Music (stlouismusic.com)





# **Resonate with Classic Bluegrass**

From the European Recording King cone to the sandcast spider bridge to the parallelogram soundwell, the Maxwell is built to deliver vintage resonator tone.

The Recording King Maxwell resonator is suitable for classic bluegrass and slide players looking to take the next step. The mahogany body and parallelogram soundwell help to produce crisp attack with minimal overtones, perfect for cutting through the band mix. Open-gear tuners and traditional sunburst gloss finish conjure vintage mojo.

🐺 Recording King (recordingking.com)

### Samson's RL112A, RL115A Balance Power, Fidelity Samson's RL112A and RL115A 800-watt generate 800 watts of power. Their rear

Samson's RL112A and RL115A 800-watt two-way active loudspeakers are the ideal balance of power, fidelity and portability, with features like an onboard

mixer with mic/line input options and a USB wireless port for integrating Samson XPD series wireless microphone systems.

Powered by Class D amplifiers, the RL112A and RL115A



generate 800 watts of power. Their rear panel includes an XLR-¼-inch combo input for microphone and line level devices, and

a contour equalization switch for optimizing the sound for any application. The RL speakers also include a USB wireless port for use with Samson XPD wireless microphone systems.

🐺 Samson (samsontech.com)



### DANSR Introduces Vandoren Counter Cube

Vandoren has introduced a new POP display – the Vandoren Counter Cube. The new and compact POP display allows dealers to maximize the visibility of JUNO and/or Traditional reeds, ultimately boosting sales without taking up much space.

"We're always looking for ways to help dealers promote our products in simple, efficient ways," said Stephanie Murphy, DANSR Sales Manager. "Our counter cube will grab your customers' attention whether they're across the floor or at the counter ready to buy."

The Vandoren Counter Cube holds up to twenty 3-cards and six boxes of ten on each of its four sides, making it a perfect display piece to promote JUNO or Traditional 3-cards and boxes of 10. Fixtures and fittings are free with a qualifying purchase. For more information, visit NAMM

booth #9723 or email stephaniem@dansr.com.



"The Vandoren Counter Cube holds up to twenty 3-cards and six boxes of ten on each of its four sides, making it a perfect display piece to promote JUNO or Traditional 3-cards and boxes of 10."

#### 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.





- BUILT-IN OFF POSITION ALLOWS COMPLETE SYSTEM MUTE ON INSTRUMENT
- 500 OHM VERSION DESIGNED TO BE COMPATIBLE WITH PICKUPS OF ALL TYPES
- PERFECT FOR ACOUSTIC/ELECTRIC GUITARS THAT ARE DESIGNED WITHOUT VOLUME KNOBS

RAPCOHOR



# Blackstar Amplification Announces Studio 10 Series

Blackstar Amplification has launched the Studio 10 series, a range of 10-watt, Class A tube combos equipped with a footswitchable boost, series effects loop, studio-quality reverb and more. The series includes two models: the Studio 10 EL34 and Studio 10 6L6, each designed to fully capture the magic of the Class A, singleended tube power stage.

The Studio 10 EL34 is built around the classic British EL34 power tube and offers the classic crunch of British circuit and a wide variety of versatility in the midrange.

Comparatively, the Studio 10 6L6 includes all of the same features, but utilizes the iconic American 6L6 power tube. MSRP: \$549.99.

🐺 Blackstar Amplification (blackstaramps.com)

# **Ernie Plays** the Uke

Ernie Ball has introduced a line of ukulele strings.

Made from nylon monofilament, these strings are offered in either a traditional clear resin for a bright, balanced tone with solid projection or a black resin for a warm, rich tone with percussive attack.

The strings feature ball-end construction for easy installation and enhanced tuning stability. Gauges include .028, .032, .040, .028 inches, suited for concert and soprano ukuleles.

🐺 Ernie Ball (ernieball.com)





# Vintage Builds for Speed

Vintage Guitars' V624FRBK is designed to be played hard, fast and loud.

A slim, 24-fret maple neck, huge access scoop and slick body contours mean this guitar is built for speed. A chamfered neck joint and deep dual cutaways provide unlimited access to the fingerboard. Clad in a matte-black finish and equipped with a duo of Wilkinson double-coil pickups, the V624FRBK also sports a reverse headstock.

Switching between the two Wilkinson pickups is kept simple with a single pot a side for tone and volume, while a three-way pickup selector switch allows a choice of neck, bridge or both pickups together.

The combination of straight-ahead rock sounds and simplicity of design is crowned by the V624FRBK's ace in the hole: the Floyd Rose Special locking tremolo system. 🐺 RBI Music (rbimusic.com)

# Ciari Artists to Perform at NAMM

Ciari has announced the lineup of artists performing at its booth: Justin Johnson, Al Joseph from Hyvmine, Bastian Evans from The Alive and more.

The Ciari Riff Contest also will be in full swing during the show. This gives everyone a chance to play the Ascender and share their best licks on their social media accounts for a chance to win a \$300

Southwest Airlines gift card. 🐺 Ciari (ciariquitars.com)



# THE NEXT STEP H9000 NETWORK EFFECTS PLATFORM



The H9000 continues Eventide's unbroken tradition of delivering industry-leading signal processing power to the pro audio community. The perfect platform for processing many tracks of audio simultaneously, the H9000 can process up to 32 channels with 16 DSP engines and a generous complement of analog and digital audio I/O. Loaded with 1600 unique algorithms, from recreations of beloved classics to Eventide's latest and greatest effects, the H9000 will offer users many years of exploration and inspiration.

Powerful **emote** app integrates with your DAW without taxing your CPU, and with optional Dante<sup>™</sup> and MADI expansion cards, you can use the H9000 via an audio network. Learn more at **eventideaudio.com/H9000** 



# Eventide®



### **Play Your Favorite Video** Game Themes

Hal Leonard has debuted The Greatest Video Game Music.

With 28 songs, The Greatest Video Game Music features songs from the most popular video game franchises, arranged for piano solo. Featured games with songs and themes in the book include Angry Birds, Assassin's Creed III, Civilization IV, Deltarune, Elder Scrolls: Oblivion, Final Fantasy I, Final Fantasy VII, Final Fantasy VIII, Fallout 4, God of War III, Undertale and more. An Easy Piano songbook of The Greatest Video Game Music also is in development, matching the same song list as the piano solo book.

🐺 Hal Leonard (halleonard.com)

# **Kepma Guitars Brings its Factory to NAMM Show Floor**

Kepma Guitars is bringing its factory to NAMM's show floor using virtual reality. Visitors to the Kepma booth can stand inside the ABB robotic station and watch the sanding, finishing and buffing of the guitars, ride along through an extensive array of CNC machines and lasers or take an aerial tour above the facilities — thanks to the Oculus 3D platform.

Kepma, now in its 10th year of guitar building, only recently has made available select instruments outside its domestic China market, where the company is a prominent brand of acoustic guitars. The company's production capability of more than 25,000 Kepma guitars per month is made possible by top-of-the-line manufacturing equipment by companies, such as Bacci and HASS CNC machines, Epilog Lasers, ABB Robotics and Plek.

Kepma was the first guitar manufacturer in Asia to employ German-made Plek equipment.

INFO Kepma (kepmausa.com)



### Ibanez Teams with Luke Hoskin

Ibanez has partnered with prog-metal heavyweight Luke Hoskin, of Protest the Hero, to release the LHM1. This guitar is engineered for hard and heavy rock.

Hoskin's style focuses on precision, speed and technical execution while still being able to retain individual note clarity, even with heavy distortion. To meet the requirements for note clarity, Fishman Fluence pickups were selected.

The three-piece Wizard maple neck is topped with an ebony fingerboard for tight response and fast playing, while the Nyatoh body provides a balanced low-end and mid-range.

A flamed maple top, gold hardware and the Transparent Green Gradation finish combine to provide an artisan custom-shop look.

🐺 lbanez (ibanez.com)



### A-T Offers 2 New **Mic Systems**

Audio-Technica is now offering two systems featuring the ATM350a cardioid condenser instrument microphone. The new systems include the AT8491S surface mount or the AT8491G guitar mount.

Offering crisp, clear, well-balanced response, the ATM350a cardioid condenser instrument microphone provides discreet, rock-solid mounting solutions for a host of instruments.

The AT8491S surface mount is designed for accordions and other challenging applications.

The AT8491G guitar mount features a rugged, thumbscrew-adjustable clamp with nonmarking pads that attaches to guitars and other stringed instruments with body depths of 90–135 mm. 🐺 Audio-Technica (audio-technica.com)



800-369-7768 GalaxyAudio.com











# Dyna-Sync

(IE)

ANOTHER TAMA INNOVATION

0

yes all the



BOOTH 4620



# Yamaha Refreshes Revstar

DW Pays Tribute to Original 5000 Pedal

way beater.

remain available.

5002AH4 double, \$749.99.

🐺 Drum Workshop (dwdrums.com)

Yamaha has unveiled three limited-edition models in bold finishes, plus an updated standard-edition model to add to its Revstar line of solid-body electric guitars.

In the 700 series, Yamaha is introducing two models: the RS702B in black and the RS720BX in vintage white. In the RS502T lineup, Yamaha is adding the RS502TFM in the ash gray and vintage Japanese denim finishes.

In addition, the standard-edition RS820CR now will be available in brushed black and brushed teal.

pedal features the latest design features,

including the Tri-Pivot toe clamp, light-

weight aluminum bass plate with new rub-

ber grip surface, a dual-bearing spring

rocker, Accelerator cam and the 101 two-

Accelerator and Turbo drive models

Existing 5000 series pedals available in

MSRP: 5000AH4 single, \$349.99;

🐺 Yamaha (usa.yamaha.com)

# Neutrik's Interface Boasts Connectivity, Portability

Neutrik's NA2-IO-DLINE Dante I/O interface is a two-in, two-out device that simultaneously converts analog signals to Dante and Dante signals to analog. Genuine Neutrik input and output XLRs, along with a locking etherCON connector, provide professional-level connectivity. Four LED indicators provide network status, as well as DANTE SYS and SYNC status.

Uniquely rugged and portable, the

NA2-IO-DLINE is an ideal interface solution for everything from installed AV applications to the most challenging stage conditions.

🐺 Neutrik (neutrik.com)





# **Breedlove Debuts Concertina**

Breedlove has introduced the smallerbodied Concertina to its Pursuit series of acoustic guitars.

Based on the Pursuit Concert platform, this smaller-body guitar sounds warm and beautiful with a solid red cedar top and mahogany back. It gets additional sound and projection from the Concertina body. The 18-fret guitar features a 24.72-inch scale length and is ideal for the player looking for a more nuanced sound with more tonal complexity, as well as a comfortable playing experience.

🐺 Breedlove (breedlovemusic.com)



Drum Workshop has

added a single chain

pedal to its classic 5000

series hardware line. The

new addition is avail-

able in a single or double

5000 pedal, introduced

nearly four decades ago, became an industry standard.

The original DW

pedal option.

The new 5000AH4 single chain

# Going to NAMM?

Come See Everything New at RBi Music!

> Visit us at Booth #6404



AULOS



BOOMWHACKERS



800-424-4724 • RBimusic.com • sales@rbimusic.com



During our four days together, our passionate community of music makers has gathered to create new connections and opportunities, gain new knowledge and insights to strengthen businesses, and hopefully, have some fun along the way.

Your time and investment in our annual industry gathering lives beyond the close of the Show's doors as funds from each NAMM Show are reinvested in creating thousands of new makers around the globe and providing access and opportunity to music through The NAMM Foundation's many grantee programs.

No matter where you've traveled from, how big or small your business is, where you are in your career, or what path has led you to the Show, you are an essential part of moving the industry forward. Simply said, You are NAMM, and your participation will help create a new generation of music makers.

We thank you for sharing in this week and being a part of the vibrant community that is NAMM. We wish you safe travels and prosperity in the year ahead.

Je Famel

Joe Lamond NAMM President and CEO



### **Cort MR720F Sustainably Designed**

Cort has introduced the MR720F, a guitar that takes the concept of a natural acoustic to a new level with an alternative material to rosewood.

As with other acoustic-electrics in the MR series, the MR720F is a dreadnought cutaway that brings vintage concepts into the 21st century at a value.

On the MR720F, Cort starts with a solid Sitka spruce top, which provides a balance

between strength and flexibility, along with a versatile sonic character.

On the back and sides, Cort introduces its EvoRose, an evolution of the popular rosewood. EvoRose is the culmination of Cort's research and development for an alternative composite material that retains the best of rosewood's visual and sonic characteristics.

🐺 Cort (cortguitars.com)



# Promark Adds Maple to Select Balance Line

Promark has announced maple drumsticks as part of its Select Balance line.

Compared with hickory, maple is a softer and lighter wood, allowing for a larger-diameter drumstick without the added weight. As maple is a softer wood, it is also very comfortable in the hand and will not transmit vibrations as easily.

Rebound 7A, 5A, 55A and 5B models are available in both standard length (16 inches) and long versions (16<sup>1</sup>/<sub>2</sub> inches). **7** D'Addario (daddario.com)

# ATV's aFrame Receives 2.0 Update

ATV's electrorganic aFrame will receive a 2.0 firmware update and new custom frame colors: burnished black, red and brown.

Users will enjoy an additional 80 tones (presets), new scale types, performance parameters and effect algorithms.

Transformation (atvcorporation.com)



# 

### TWA Announces MM-01 MiniMorph

The MM-01 MiniMorph from TWA features an envelope-dependent drive circuit, where the amount and type of saturation is intricately linked to the input signal level. Multilayered, highly complex waveforms meet and morph to create sizzling, splatter-full effects bordering on the bizarre.

TWA took the original DynaMorph circuit and stripped out the envelope-controlled level section to create a pint-sized powerhouse.

Depending on control settings and playing technique, the MiniMorph can expel an almost unlimited variety of filthy, flittering filter effects that add depth and dimension to your notes. Tight chirps, greasy gurgles and long, yawning sweeps are all available by simply varying your picking attack.

🐺 Godlyke (godlyke.com)

Be amongst the first to get your own Audiofly Pro™ Custom In-ear Monitors.

Debuting with our highly-regarded 3-driver, 4-driver and 6-driver configurations, they will undergo the very latest in custom moulding technology to create the perfect fit for your ears only, featuring Audiofly's signature unflinching accuracy, detail and superb ergonomics.



Visit us at Booth 10614

Interested in joining our international distribution network? We're looking for a distributor in North America to join the crew. If you love music as much as we do, shoot us an email at enquiries.usa@audiofly.com

AUDIOFLY.COM

AUDIOFLY.

Morley Releases Mini Classic Switchless Wah

Morley has released the Mini Classic Switchless Wah.

Based off the Morley Classic Wah, this version has the same classic wah tone, but a smaller footprint, switchless activation and entry-level price. Measuring 6.85 by

4<sup>1</sup>/<sub>2</sub> by 2<sup>3</sup>/<sub>4</sub> inches, the Mini Classic Switchless Wah works for pedalboards, gig bags and crowded stages. It is electrooptical, so there is no potentiometer to wear

out and get scratchy. The switchless design means that users simply step on it to activate

and step off to go to bypass. It uses Morley's custom MQ2 inductor and True Tone buffer circuit to prevent signal loading or tone suck. The toe-heel logo and treadle logo are glow-inthe-dark, so it easily can be seen

on dark stages. It also features an easily accessible Quick Clip battery door and uses standard 9-volt power.

🦮 Morley (morleyproducts.com)



# **Audiofusion Simplifies Monitoring**

Audiofusion software turns a phone into a wireless in-ear monitoring system.

NOmation OT

Users can broadcast up to 16 channels in stereo to 16 musicians over Wi-Fi with negligible latency, all at one-tenth the cost of most hardware-based wireless monitoring setups. Musicians can hear exactly what they need while having direct control of their own mix. Sound technicians get streamlined and simplified setups, so they can be ready to go in as few as 10 minutes.

💘 Audiofusion (audiofusionsystems.com)



# Crossrock Gets Classical

Crossrock has released the CRF5000 series high-tech fiberglass guitar case in classical size.

The compact case weighs 5.7 pounds and features a TSA lock. A free cover comes with the case to protect from scratches and other damage. The case protects against light or heavy rain for a limited time.

The case is available in Carbon Fiber Wave finish.

🐺 Crossrock (crossrockcase.com)



# Amphenol Improves Connections

Amphenol has released the HPT series of power connectors and accessories, an extension of the HP series line launched last year.

Designed to be fully plug-compatible with existing industry standard products and UL recognized, and with a patent-pending cableclamp lock design safety feature, the HPT series is an ideal "first choice" or "drop in" replacement for lighting fixture, video wall or power distribution interconnect needs. Fentertainment@Amphenol (amphenolaudio.com)

# QRS MUSIC TECHNOLOGIES, INC. Come See Whats New!! First Floor NAMM Booth 8005

# The **QRS-CONNECT**

is to music what activity trackers are to fitness





Turns your piano into a player piano in minutes

# PNOTOUCH

Your wireless connection is an option, not a necessity





# AMP WALL



# **Fishman Debuts Loudbox Mini** with Bluetooth

Fishman has introduced the Loudbox Mini portable amplifier with Bluetooth wireless connectivity, enabling users to add backing tracks and a variety of vocal or recorded accompaniment with relative ease

Lightweight and portable, the 60watt. two-channel Loudbox Mini weighs 21 pounds and reproduces the sound of acoustic instruments. It includes highquality digital reverb and chorus for the instrument channel, and reverb for the microphone channel. The Loudbox Mini also features an MP3 input and balanced XLR DI output, a must for both jamming with others and recording performances. 🐺 Fishman (fishman.com)



# **AER Unveils Compact 60** Acoustic Amps

AER has introduced the fourth generation of its Compact 60, the 60-watt acoustic amp trusted by many of the world's top guitarists, including Tommy Emmanuel, Eric Johnson, Monte Montgomery, John Oates, Jerry Douglas, Al Di Meola and others.

The Compact 60 extended family of amps includes the original Compact 60, as well as two solid-oak-cabinet models, a wedge-shaped Slope version and a Tommy Emmanuel signature edition.

The fourth generation editions of all models feature a pre-FX/post-FX switch for the DI out signal, letting users choose whether or not their direct out signal incorporates the amp's onboard digital effects.

🐺 SFM (sfmmi.com)



# **Bluetooth Tech**

Elite Acoustics Engineering has released the A6-55 100-watt acoustic guitar and vocal amplifier.

The six-channel A6-55 features a 100watt stereo bi-amp system; two instrument, four mic and six line inputs; +48V Phantom Power for all four microphones; 16 built-in effects program with effect level control on each channel; and a solid MDF cabinet with integrated handle.

The A6-55 also boasts a lithium battery and Bluetooth streaming and auxiliary input.

Elite Acoustics (eliteacoustics.com)



# **Quality Sound** on the Go

IK Multimedia has debuted the iRig micro amp. an ultra-compact 10-watt combo amplifier that combines analog channels with a high-quality digital connection for iPhone, iPad, Mac and PC.

The iRig micro amp offers three analog channels - clean, drive and lead with bass, mid, treble and gain controls to cover a wide range of tones. Its 4-inch speaker delivers a powerful sound with 10 watts RMS power (6.5 watts when running off batteries) from an incredibly small amp. The micro amp is extremely portable and convenient to use anywhere.

Derived from IK's iRig HD 2 mobile guitar interface, the iRig micro amp's iOS/ USB connection lets players process their tone with IK Multimedia's AmpliTube Custom Shop app and also lets them use their favorite practice, performance, and recording apps and software. The guitar's signal is sent to their device for processing, and the return output is sent directly to the amp's speaker, eliminating the need for other accessories.

The iRig micro amp lets users unlock a range of amp and stompbox models inside AmpliTube for iPhone/iPad and AmpliTube 4 for Mac/PC.

#### 🐺 IK Multimedia (ikmultimedia.com)

# **Blackstar's Super Fly Takes Flight**

Blackstar

Blackstar's Super Fly takes the features of the Fly3 and adds updates, like 12 watts of power, separate microphone and instrument channels that can accommodate a wide variety of instru-

ments including acoustic and electric guitar, and Bluetooth functionality. For portability, it runs on eight AA batteries or with an optional rechargeable batterv pack that discreetly attaches to the back of the unit, providing more than 15 hours of playing time.

The Super Fly also is available as a pack that includes the case. A 12-watt powered extension cabinet also is available and connects to the Super Fly to expand it to a 24-watt stereo rig

"Blackstar's Flv3 revolutionized the portable amplifier and finally delivered true quitar tones in a compact package," said John Stippell, product manager for guitar brands at Korg USA. "The new Super Fly is poised to do the same for players seeking

a great-sounding, versatile and powerful solution for street performance and busking. The addition of a microphone channel, reverb and Bluetooth connectivity clearly separates this amp from the competition."

🐺 Blackstar (blackstaramps.com)



### Hartke's HD **Series Delivers Big Sound** Hartke has introduced the HD508

bass combo. the latest addition to its HD series. Packing four 8-inch Hartke-patented HyDrive speakers and a 500-watt Class D amplifier into an enclosure weighing only 49 pounds, the HD508 provides solid bass tone.

HyDrive speakers feature paper/aluminum hybrid cone drivers, the makeup delivering a blend of warmth and attack that cannot be attained by traditional allpaper bass speakers.

🦙 Hartke (hartke.com)

aforementioned battery pack, a dedicated power supply and a rugged carrying



# INTRODUCING THE NEW MARSHALL STUDIO RANGE.

Marshall

Marshall

Marshall

Carshall

Karshall

Masshall

100

Marchall

Harwook

Has been

# SHRING SHRING OUTSIDE THE BOX MORE COMPACT, SAME IMPACT.

MARSHALL.COM

# VISIT THE MARSHALL ROOM.

Marshall



# LIVE PERFORMANCES

Amped up performances from Dan Hawkins (The Darkness), Rews and King Creature at 11am and 3pm Thurs-Sat.

# HOURLY DEMOS - NEW STUDIO RANGE

See our brand new 20watt studio range in action.

# DESIGNER AMP AUCTION

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. Reps

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.



# Having played with heavy hitters such as Motorhead and Megadeth - King Creature embody the true spirit of rock 'n' roll

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.



# **Farida Unveils New Ukuleles**

Farida Guitar & Ukulele has unveiled its lineup of ukuleles, which are available in soprano, concert and tenor sizes.

Series 2 ukuleles feature a solid cedar top, laminated nato back and sides, nato neck, acacia fingerboard and bridge.

Series 3 ukuleles feature a solid mahogany body, mahogany neck, acacia fingerboard and bridge.

Series 5 ukuleles feature a solid acacia body, mahogany neck, acacia fingerboard

and bridge.

Series 6 ukuleles have a solid koa body, mahogany neck, koa fingerboard and bridge.

Series 8 ukuleles (pictured) have a solid flamed koa body, mahogany neck, koa fingerboard and bridge.

All Farida ukuleles feature bone nut and saddle, a nitrocellulose lacquer finish and Aquila strings. Farida (faridausa.com)

# Vienna Symphonic Library Gets 'Synchron-ized'

Virtual instrument and audio effect developer Vienna Symphonic Library has released Synchron-ized Dimension Brass I and II for the Synchron Player.

These two collections feature the remastered and expanded sample database of Vienna's acclaimed Vienna Dimension Brass Collections, combined with the signature ambience of Synchron Stage Vienna, one of the best-sounding scoring stages. In tandem with the Synchron Player, which sports a Humanize function, Synchronized Dimension Brass sets new standards in

effect sound, ease-of-use and realism. ry has 📜 lio (ilio.com)





# Toca Delivers Piza Bongos

Veteran percussionist Erik Piza has worked with Toca to create his signature bongos.

The set features 7- and 9-inch drums, instead of the traditional 7- and 8½-inch sizes, without adding extra weight.

"In all my years of playing, I've never seen a 9-inch fiberglass hembra with a traditional rim," Piza said. "The bigger drum size gives me a more powerful lower pitch that really projects."

The signature model also features durable black powder-coated hardware, EasyPlay hoop, Remo tucked Fiberskyn heads, contoured shells and a smaller center block that pulls the two drums closer together.

The sets feature an orange flame finish. **RBI Music (rbimusic.com)** 

# Store Your Axes Vertically

now distributing the Guitar Bar — a system that lets players securely lock their guitars to hang vertically from any closet rod, freestanding floor rack stand or their own custom wall or ceiling rack.

The patent-pending design is custom-shaped from a solid metal rod and covered in a foam padding that features protective plastic end caps. The Guitar Bar works with virtually every make and model of electric and acoustic guitars, as well as bass guitars, mandolins, ukuleles or banjos.

"The Guitar Bar is perfect for a wide range of players — no matter how large their guitar collection might be," said Alan Adelstein, president of American Recorder. "The Guitar Bar lets players store their guitars safely when not in use and keep them out of the reach of children, as well as protect them from accidents." MSRP: \$24.99.

American Recorder (americanrecorder.com)

# Arturia Pigments Software Synth Does Complex Modulations

Arturia has introduced Pigments, an original software synthesizer.

Pigments features a cutting-edge wavetable synthesis engine alongside Arturia's virtual-analog triple oscillator engine. It offers exceptional sound thanks to its powerful architecture and lightning-fast workflow, making complex modulations easy, fast and fun.

Features of Pigments include twin filters, an advanced modulation system, a powerful effects section, a visual interface, a polyrhythmic sequencer and arpeggiator, and an extensive factory preset library. MSRP: \$199. ₩ Arturia (arturia.com)





# **Expanding Musical Horizons**

# iLoud MTM

# Studio monitoring re-invented

### High-resolution compact studio monitors

iLoud MTM re-invents everything about the sound, accuracy and convenience of reference monitors for today's studios. With a flat frequency and **phase response**, never before found on monitors even several times the price, iLoud MTM delivers unbelievably revealing, true-to-life sound with minimal ear fatigue. The Midwoofer-Tweeter-Midwoofer arrangement reduces the impact of ceiling & floor reverberations and delivers superior sound at short listening distances, making it perfect for smaller environments and desktop use. Plus, iLoud MTM offers self-calibration derived from IK's award-winning ARC<sup>TM</sup> System with an included mic, to instantly adjust to any placement. And all this with the 40 Hz to 24 kHz frequency response you'd expect from a monitor twice MTM's size.

TRUE PHASE-COHERENT DESIGN

DEEP, CONTROLLED

LOW END RESPONSE

SUPERIOR IMAGING EVEN

AT CLOSE DISTANCES

FITS ON A DESKTOP

FOR USE IN ANY STUDIO

40 HZ – 24 KHZ ULTRA-FLAT RESPONSE

100W RMS TOTAL POWER PER SPEAKER

ACOUSTIC SELF-CALIBRATION WITH INCLUDED MIC

INCLUDES 0° - 20° TILTING ISOLATION STAND

IK MULTIMEDIA, MUSICIANS FIRST

\*

Visit IK Multimedia at NAMM booth 17202





# **XO Offers Lightweight Trombone**

KHS America, manufacturer of XO Professional Brass Instruments, has added the XO 1634 tenor trombone to its Professional Trombone line.

"With the success of the 1632 that John Fedchock developed with us, this was the obvious next step for the XO brand," said John Richardson, KHS America wind product manager. "With John's guidance, along with input from several other professional players who desire this size of trombone, we feel the 1634 is the most advanced instrument of its kind."

The 1634 features lightweight construction, .508-inch bore, specially annealed handcrafted 8-inch bell with small bead bell wire, custom tapered leadpipe, ergonomically positioned hand brace, nickel outer slide tubes with rounded nickel silver crook, chromed inner slides, 24K goldplated balance and an ultralight case. **7 X0 Professional Brass (xobrass.com)** 

# Chedeville's RC Series Produces Warm, Strong Tone

The Chedeville RC series saxophone mouthpieces feature a round chamber, which creates a warm saxophone tone with excellent control and intonation. The Chedeville RC series saxophone mouthpieces are available in soprano, alto, tenor and baritone models. During the development of the RC series, hundreds of mouthpieces were studied to discover how to bring out the true essence of each member of the saxophone family. Oboeand flute-like qualities were enhanced for the soprano and alto, respectively, and the cello and bass strings' quality were emphasized in the tenor and baritone. MSRP: Chedeville RC series Soprano & Alto, \$450; Tenor, \$475; and



# Hamilton Stand Bags to Bear Custom Logos

St. Louis Music is expanding Hamilton's custom imprint program, printing custom logos onto Hamilton music stand bags.

"When St. Louis Music acquired the Hamilton Stand Company, the Custom Imprint program was one of our first projects and was an instant success," said Richard Grossman, director of sales for Hamilton Stands. "Educators associate Hamilton Stands with quality. Dealers appreciate the store branding they receive with their logo custom printed on every music stand carrying bag."

🐺 St. Louis Music (stlouismusic.com)



# **Schilke Delivers B-flat Trumpet**

Schilke's SB4-OT B-flat Soloiste trumpet was designed by Schilke artist Osamu Takahashi, principal at Tokyo Metropolitan Symphony Orchestra.

This B-flat trumpet features a nonreverse leadpipe and tuning slide configuration along with a completely redesigned valve section. The Soloiste leadpipe design creates a balanced, free-blowing feel. The SB4-OT trumpet produces a warm and inviting orchestral sound.

The SB4-OT B-flat features a .460inch bore, a No. 3 yellow brass singleseam, hand-hammered bell and custom Soloiste bell engraving.

The trumpet comes complete with a double case, mouthpiece and care kit.



# **System Blue Provides Solid Projection, Tone**

System Blue Concert Percussion instruments have been crafted by experts to achieve the finest sound and durability, blended with a sharp look. From the company's marimbas and xylophones to its aluminum vibraphone and steel pedal glockenspiel, System Blue Professional Concert Percussion provides solid resonance, projection and tone. System Blue's concert bass drums, toms and snare drum are crafted from birch.



# Yamaha Debuts New Custom Z Trumpet

Yamaha has designed a second generation of the company's Custom Z trumpet, the 8310ZII.

Debuted in 2001, the original Custom Z was developed with trumpet legend Bobby Shew, who wanted to create an instrument that alternatively could deliver a powerful lead or play soft, mellow ballads. The result of the first generation was the YTR-8310Z.

While maintaining many of the design features that made the original Custom Z trumpet a success, the new YTR-8310ZII has an updated lead pipe and a precise valve-casing design. These modifications combine to offer tonal richness and depth, while maintaining efficiency and comfortable resistance for players in any setting or genre.

"I've been playing the original Z for a long time, but after a busy day of playing the new 8310ZII, I was amazed," Shew said. "It speaks easily with little effort and fills the room with sound."

🐺 Yamaha (usa.yamaha.com)



# The FL Otto Link

Vintage Sound. Quick Response. Powerful.



Features 24K gold plating

To celebrate our 100th anniversary, we now offer the FL (Florida) Otto Link for tenor sax. This limited production model lets you reproduce the dark, powerful sound of a vintage Link, while delivering quick top-tobottom response and a warm, rich sound,

with just the right amount of edge.





CELEBRATING 100 YEARS OF MAKING MUSIC TRADITION. CRAFTSMANSHIP. LOYALTY.

Visit us at booth #9921



# **Twang Meets Midrange**

Reverend Guitars' Trickshot model features the company's Charger body style, loaded with Talnico pickups for a traditional, early-'50s twang that's not too harsh. The neck pickup is reverse-wound/ reverse-polarity for hum canceling when used in conjunction with the bridge pickup. The Korina body features lots of resonance and rich harmonics — providing a solid midrange bump. The Reverend Bass Contour can tighten up the low end even more and revoice the pickups for lots of versatility.

"The Trickshot can go from a thicker, '50s traditional tone to a thinner '60s retro tone right at the player's fingertips," said Joe Naylor, Reverend Guitars designer.

As with all Reverend models, the instrument features a Boneite nut and locking tuners, Reverend's Bass Contour Control and a dual-action truss rod.

even 🦷 Reverend (reverendguitars.com)

# IK Multimedia Offers Next-gen Sound with SampleTank 4

IK Multimedia's SampleTank 4 is the next generation of sound and groove workstation that offers professional-quality sounds, an intuitive interface, and powerful editing and effects for musicians

S

and producers. An expanded sample library and a redesigned, scalable interface are complemented by a new engine that offers efficient hard-disk streaming and advanced sound design and editing. The sound library

offers up to 250 GB and 8,000 instrument presets, carefully balanced across a wide range of styles, genres and sounds. It contains more than 200 GB of high-end recordings of concert pianos, keyboards, guitars,

bass, drums, strings, brass, synths, percussion, a unique pop choir and more.

SampleTank 4's disk-streaming engine loads sounds faster and a redesigned Sound Browser lets users find sounds quicker. The

sound engine offers 16 filters, improved envelopes and oscillators, and a new modulation matrix. Four new groove "players" — arpeggiator, strummer, phraser-pattern player and loop manager — quickly rmances.

turn presets into performances.

SampleTank 4 adds 13 new effects for a total of 70 studio quality effects derived from IK's AmpliTube and T-RackS software.

# The Capo Company The future of capos The creative minds at G7th have been busy ... Come and see what we've made. You won't be disappointed! Booth 5215 The NAMM Show january 24/27 2019 califerent Visit us at For US dealer enquiries: Davitt & Hanser. A Division of JAM Industries USA, LLC Tel: 866-817-3822 E: info@davitthanser.com KMC Music. A Division of JAM Industries USA, LLC Tel: 855-417-8677 E: sales@kmcmusic.com ••••

# Kirk Whalum plays JodyJazz



JodyJazz POWER RING HR\* Tenor 8 HRT1 Ligature

"Thank you for creating such a great mouthpiece! Really loving it kind of a new lease on playing!"



Latest Recording #LOVECOVERS Available at kirkwhalum.com



See us at NAMM Booth #8727

### Ibanez Debuts Artcore Vibrante

Ibanez's Artcore Vibrante series brings a bold flavor to the long-established Ibanez hollowbody Artcore series.

Vivid in both color and tone, the Artcore Vibrante offers a different take on the typical semi-hollow body image. The AS63 features a standard semi-hollow body construction that generates a warm, full tone without any feedback.

The AS63 is the most simplified model of the Artcore series. The model features 22 frets, Sapele top, back and sides, and a bound Laurel fretboard. The guitar is available in Twilight Orange, Seafood Green, Choral Pink and Mint Blue finishes.

🐺 Ibanez (ibanez.com)



# Auralex Gets Colorful for SonoLite

Aural Acoustics has announced 10 fabric color options for its SonoLite acoustical panels. The velour fabric color options are beige, black, burgundy, gray, Oyster, Royal, Wedgewood, wine, purple and tan.

Auralex SonoLite panels offer solid absorption performance in a lightweight and slim 1-inch profile. At the core of each panel is the company's high-performance Studiofoam Pro, which lets the SonoLite wall panel achieve an NRC rating of 0.80. F. Auralex (auralex.com)



# Cort Builds 7-string

The KX257B from Cort is a baritone seven-string electric guitar designed for today's metal sounds and styles.

With its naturally strong midrange bark and active pickup system, the KX257B packs the serious sonic punch that defines Cort's KX series.

The magnetic forces of the EMG RetroActive Super 77 pickups will attract the most discerning of metalheads to the KX257B. The special-edition seven-string set provides a clear, high output with superb articulation. Tonal control on the KX257B is simple, while remaining versatile. **;** fort (cortguitars.com)

# **DiGiCo Takes Quantum Leap**

DiGiCo's new Quantum engine for its flagship SD7 console has been developed with seventh-generation FPGA devices that further expand audio processing power

and ultimately enable DiGiCo to provide its users

with further flexibility. Quantum expands the

SD7 to more than 600 channels of processing in 96 kHz operation that can be connected in the outside world to about 3,000 potential I/Os. The engine also is equipped with eight newly assignable MADI connections and two DiGiCo MultiChannel interface slots for AoIP and other connectivity options from the complete family of DMI card options.

Nodal Processing means that for the first time,

Processing can be applied to any node on the auxiliary section of the console, letting engineers send unique processing from a single or multiple channels. This level of creativity will let engineers tailor and deliver dedicated mixes that simply were not possible before Quantum 7. ♥ DiGi(o (digico.biz)



# P1 Recognized by Avnu The multifunctional P1 AVB processor electronics. "Products like our P1 th

The multifunctional P1 AVB processor and measurement platform from L-Acoustics is one of the first products developed to be fully compliant with Avnu's Milan protocol requirements.

"Milan represents the next step up in AVB interoperability certification," said Genio Kronauer, L-Acoustics' director of electronics. <sup>4</sup>Products like our P1 that are recognized by Avnu's new classification will not only mean that they can connect with other brands' Milan-certified products but that they are guaranteed to communicate fluently and be fully compatible with each other.<sup>4</sup>

🐺 L-Acoustics (I-acoustics.com)



# Have Roller Bag, Will Travel

Journey Instruments has introduced its First Class Overhead line of guitars, a series of full-size, collapsible guitars featuring their own carry-on roller bag.

The First Class line will be available in three models: Grand Auditorium Acoustic, 12-Fret Parlor Acoustic and Performance Classical.

The full-sized guitars feature a bone nut and saddle, full 25<sup>1</sup>/<sub>2</sub>-inch scale, a solid mahogany neck, Elixir strings, Grover 18:1 tuners, a solid soundboard and back with cut-away, and ebony bridge pins and a pickup.

To make these guitars comfortable to play, they have included an asymmetrical body design that reduces stress on shoulder and wrist joints by angling the guitar toward the player. This feature is ideal for smaller-framed players. In addition, there are armrest bevels.

🐺 Journey Instruments (journeyinstruments.com)



Music w: www.stlouismusic.com St. Louis Music is a division of U.S. Band & Orchestra Supplies, Inc.

Cornerstone 4pc Shell Pack (CST42201QB) - Quetzal Blue

# EST. 1999 EBRATING 20YEARS BOOTH18031





nd clarity your mics

deliver

with

True48



0

12

.



# **King Blossom Adds 2 Solid Body Models to Orchard Series**

King Blossom Guitars has added two models to its Orchard series - Crabapple and Hard Cider.

The Crabapple is a solid-body singlepickup guitar featuring a solid mahogany carved top, oiled maple neck with doubleacting truss rod and a birdseye fingerboard. The 25½-inch scale guitar boasts 24 frets and six in-line Gotoh tuners.

The Hard Cider is a solid-body two-pickup guitar boasting a solid mahogany carved top and oiled maple neck with double acting truss rod. The guitars are available in Blue Pearmain, Golden Delicious, Black Oxford and Red Delicious finishes.

🐺 King Blossom Guitars (kingblossomguitars.com)



# **Schecter Presents Nick Johnston Traditional**

Schecter Guitar Research has introduced the Nick Johnston Traditional.

An alder body and a 25<sup>1</sup>/<sub>2</sub>-inch scale roasted hard-rock maple neck - carved to Johnston's specs — set the foundations of a remarkably expressive instrument. Capping the neck is a 14-inch radius ebony fretboard

set with 22 nickel-silver frets. Other features include Nick Johnston Diamond single-coil pickups, Graph Tech BlackTusq nut, Schecter Diamond Vintage vibrato and Schecter locking tuners.

MSRP: \$1,069. 🐺 Schecter (schecterguitars.com)

# Listen Up

Superlux's HD351 light weight in-ears feature clas sic black or white color options and are equipped with 131/2-mm neodymium drivers. The Superlux HD351 delivers an impressive listening experience with low distortion and a strong bass line. The in-

ear headphones boast authentic and detailed sound, and come complete with three different sizes of ear buds, enabling users to find the best fit to eliminate background noise.

🐺 Superlux (avlex.com)

# **Vintage Makes Over Brett** Signatures

Vintage has overhauled the original Paul Brett Signatures. Available in sixand 12-string models, the guitars are equipped with a new pickup and equalizer, an externally accessed battery box and a revitalized mixture of woods featuring a solid spruce top and acacia back and sides.

Designed by Brett, the parlor-sized VE880PB and VE880PB-12 sing with a sweet and refined voice, ideal for fingerpicking and folk strumming. The VE880PB series exhibits incredible projection and a rich tone. 🐺 RBI Music (rbimusic.com)

OneControl

000

one-control.com

WE'VE BROUGHT **BASS TONE THE FULL 360** 

The new Blue 360 Amp-in-a-Box bass preamp pedal from One Control reproduces the legendary sound of the famed "360" preamp. Designed by Björn Juhl, Blue 360 instantly gives your modern, high tech amp the response of a '70s-era high-powered transistor amp. With natural dynamics that veer into warm, subtle breakup, Blue 360 gives you the tone and volume needed to match even the most dense, powerful bands.

#### CC O N E C O N T R O L

Distributed in North America by Sfm 1-800-363-8855 sfmmi.com

# Hit Like a Girl Champions to Perform at NAMM

Three drummers who won last year's Hit Like a Girl contest in China will perform during The 2019 NAMM Show. The HLAG showcase will take place on the Grand Plaza Stage — located between the Hilton and Marriott hotels — at 10 a.m. Saturday, Jan. 26. The drummers include Eva Lang, Hanna Piao and Yutong Chen.

Presented by Hit Like a Girl in conjunction with the 9Beats drum schools, HLAG China generated 750 entries, 8,000,000 video views and 18,000,000 online votes. The final phase of the contest was judged by international drumming icons Anika Nilles, Didi Negron, Aaron Spears, Lindsay Artkop and Dom Famularo. The champions' prize packages include a one-week trip to visit Los Angeles.

While they are in the Southern California area, the drummers will perform at NAMM, Musician's Institute and Drum Channel, and tour the Remo and DW Drums factories.

INFO Hit Like a Girl (hitlikeagirlcontest.com)



# Blessing Adds BBCL-1287E

E.K. Blessing has introduced the BBCL-1287E bass clarinet.

"Players that already had their hands on the BBCL have great things to say about it," said Phil Baughman, brand manager at E.K. Blessing. "This bass clarinet is an outstanding value for the cost, and dealers have been impressed with [its] playability and quality. It checks off everything that is important to a band director for a school band program: compact, portable, durable, lightweight, easy to store and transport, and with a sufficient range to low E flat."

The BBCL-1287E provides durable construction along with a rich, earthy bass sound that helps stabilize a concert band's woodwind section. It offers a two-piece ABS resin body with nickel-silver neck, keys and bell. The BBCL-1287E is easy to play, allowing for immediate success on the instrument.

🐺 St. Louis Music (stlouismusic.com)

# **Ernie Ball Music Man Gears Up**

As Ernie Ball Music Man approaches its 35th anniversary as part of the Ernie Ball family of musical instruments, the company continues to position itself for ongoing growth and expansion with several new products at NAMM.

Leading the pack is the next generation of John Petrucci Majesty guitars and the ultra-premium Petrucci Tiger Eye Majesty guitar. The Majesty guitars are available in six finish options, while the Tiger Eye Majesty guitar showcases an enlarged carved flame top over an alder body with matching flame maple headstock and a three-piece Honduran mahogany neck with a center strip of highly figured maple polyester gloss finish on front and back.

Additionally, Ernie Ball Music Man is debuting a short-scale StingRay bass. This passive short-scale 30-inch bass offers a thumpy, big round sound in a convenient smaller package.

Ernie Ball Music Man also has begun a new Artist Series, where noted artists leave their stamp on existing models. Finie Ball (ernieball.com)

# LD Systems Maui 5 Go Offers Powerful Sound Everywhere

LD Systems' Maui 5 Go delivers crystalclear, powerful sound in any location.

The portable battery-powered column P.A. is serviced by a high-performance lithium-ion unit that provides power for up to 20 hours of operating time. The charger is built into the subwoofer. An external charging dock is available as an accessory. Inputs for microphone, instrument and line signals, as well as Bluetooth stereo streaming make the Maui 5 Go the ideal system for street musicians or for music and speech reproduction at private and business events. **ID Systems (Id-systems.com)** 

# **COLORTONE**<sup>™</sup> YOUR SOUND IN COLOR

COLORTONE<sup>™</sup> DRUMHEADS FEATURE SKYNDEEP<sup>®</sup> IMAGING TECHNOLOGY FOR STUNNING VISUAL APPEAL WITH POWERFUL PROJECTION, TONE AND DURABILITY. CUSTOMIZE YOUR DRUMS LIKE NEVER BEFORE WITH A NEW DIMENSION IN COLOR THAT DEMANDS TO BE SEEN AND HEARD.

AVAILABLE IN EIGHT COLORS.

JAMAL MOORE PLAYING PURPLE COLORTONE"









# THE NEXT GENERATION CONTINUES





Experience Your Guitar



BASS

AMPLIFICATION

**BIG TONE** 

SMALL FOOTPRINT

See us a NAMM 2019 Hall D, Booth 4240 and Connolly Music Hall B, Booth 8502



#### Schecter's Evil Twin Emerges Schecter Guitar Research has intro- for comfortable playing in all positions and

duced the SLS Elite Evil Twin basses. The sinister sibling of the SLS Elite bass-

es, the SLS Evil Twin delivers the same performance details with a darker visual impact. A carbon fiber-reinforced seven-ply maple/walnut/padauk ultra-thin thru-neck meets a premium swamp ash body and then is treated with an ultra-access heel carve for comfortable playing in all positions and unencumbered access to all 24 X-Jumbo stainless-steel frets.

The premium electronics package features Fishman's Fluence bass pickups, offering an assortment of tone-sculpting options at the player's fingertips including a twoband EQ, single-coil switching option. Schecter (schecterguitars.com)



# Kirk Whalum Joins JodyJazz

JodyJazz has added internationally acclaimed saxophonist Kirk Whalum to its list of artist endorsers. Whalum plays the JodyJazz HR Tenor 8 with the HRT1 Power Ring Ligature.

"Kirk Whalum has one of the most recognized saxophone sounds on the planet, and we could not be prouder that he is now playing our mouthpieces," said Jody Espina, founder/president of JodyJazz. "Kirk had the opportunity to try some of the JodyJazz HR\* Tenor mouthpieces and quickly fell in love."

# RCF Offers Evox J Series in White

RCF's Evox J series comes in two models: Evox J8 and Evox JMIX8, both available in black or white.

The Evox J8 is similar to the original Evox 8 model featuring a line source satellite module with eight 2-inch full-range drivers paired with a high-powered 12-inch woofer in a bass reflex enclosure.

The Evox JMIX8 adds a powerful eightinput digital mixer with a dedicated app for iOS and Android management from any smartphone.

RCF also has added a new perspective on linearity with the introduction of FiRPHASE DSP technology. The FiRPHASE algorithm optimizes dynamics, amplitude and phase, providing more transparency of the original input signal with absolute clarity.

The system is designed for ease of transport and storage. When storing, the satellite module fits into the rear of the subwoofer.

# Zildjian Extends K Family of Cymbals

Zildjian has announced the extension of the K family of cymbals, with the introduction of the K Cluster crashes and the addition of the 14-inch K Sweet hi-hats.

The K Cluster crashes venture into a new dark, trashy, alternative sound that fills special effects needs, without the holes. The K Cluster crashes feature the traditional K style hammering technique with additional "cluster" hammer marks. These cymbals are available in 16-, 18- and 20-inch models.

The K Sweet 14-inch hi-hats continue the tradition of the K Sweet cymbal line released last year. The 14-inch model provides a more traditional sizing option for drummers looking for the same dark and sweet tonal colors featured in the 15- and 16-inch K Sweet hi-hat models. **\Frac{1}{7} Zildjian.com**)



January 25, 2019 UBD 105

# Roland Displays Aerophone

Roland is displaying its Aerophone digital wind instruments, including the streamlined model Aerophone Go, as well as the flagship professional model Aerophone AE-10.

Roland's Aerophone Go is an affordable digital wind instrument that's simple to operate and fun to play. Aerophone Go features onboard Bluetooth as well.

Powered by Roland's SuperNatural engine, the AE-10 provides a wide selection of saxophone sounds with authentic response and playability.





# **Michael Kelly Marks 20**

To celebrate 20 years, Michael Kelly Guitars is set to showcase its 20th Anniversary Patriot and Hybrid Special guitars.

The 20th Anniversary Patriot features a deeply carved top, single-cutaway body, Seymour Duncan pickups, traditional fixed bridge and the Great 8 electronics mod for eight distinctive tonal settings. The 20th Anniversary Hybrid Special starts with the versatile Hybrid circuitry with both fully voiced electric guitar tones and rich acoustic sounds. In addition to the Great 8 mod, the 20th Anniversary Hybrid Special boasts a Fishman Powerchip. Michael Kelly Guitars (michaelkellyguitars.com)



# **ClariKlang Increases Efficiency, Designed to Fit All Clarinets**

ReedGeek's ClariKlang is a reed and bore stabilizer designed to fit all clarinets. The player instantly will notice that the ClariKlang greatly increases the efficiency of their reed by stabilizing the energy transfer through the mouthpiece and barrel of the clarinet.

The ClariKlang promotes more correct playing by letting the player's embouchure stay relaxed while fostering a more stable tongue-level position. The ClariKlang also can be used on bass clarinets with Selmer-









# **Popular Knilling Model Back in Stock**

Sold out in 2018, Knilling anticipates a limited number of Nicolo Gabrielli Guadagnini #87FD master violins to be available for 2019.

Made in the United States, all Nicolo Gabrielli instruments are bench-built violins, violas and cellos — handcrafted from European tonewoods and individually refined for maximum performance. The American Shop controls all aspects of manufacturing, from selection and harvest of premium tonewoods in Europe for future production to evaluating and completing the external and internal elements, testing, final graduation and play-testing for maximum performance. MSRP: \$5,875.

₩ St. Louis Music (stlouismusic.com)



# The Story Continues...

Hall C Booth 6629

www.ace-tone.com



# **Ibanez Sfogli Offers Perfect Fit**

**IF YOU MISSED** 

BOOTH #2503

**YOU MISSED THE** 

**BEST ACOUSTICS OF** 

**THE NAMM SHOW!** 

Must-see show stopper

guitars, limited edition mandolins, ultra-exclusive Brazilian rosewood guitars, and unveiling the Sound Optimization™ experience booth. Plus+ enter to win a Weber Mandolin and a Bedell Guitar!

Home of....

Greedlove Bedell

HEBER

Composer, arranger and mixing engineer Marco Sfogli has teamed with Ibanez for the MSM100-FGB Signature guitar.

Based on the Ibanez AZ design, the MSM100-FGB features a AAA flamed maple top and an alder body in a Fabula Green Burst finish. The ergonomic body back contour and large forearm contour were designed to fit a player's body naturally, thus increasing comfort.

The S-Tech Wood one-piece roasted maple neck and fretboard provide solid attack, well-balanced tone and rich sustain. The Oval C-shaped neck and the smooth, curved fretboard edge increases neck grip comfort, and the Super All Access Neck Joint offers playability and ease in reaching the highest frets.

Stainless steel frets boast solid corrosion resistance and the wide and tall fret-type offers a quick response, good articulation when playing chords and clear tone when playing single notes. The guitar is equipped with Luminlay side dots, which make it easy for players to see fretboard position marks while performing on dark stages. DiMarzio Air Norton and The Tone Zone pickups complement each other and create a wide pallet of tonal options.

🐺 Ibanez (ibanez.com)

# Celestion's G10 Creamback Guitar Speaker Delivers Rich Tone

Celestion's G10 Creamback is a guitar speaker delivering rich, classic Creamback tone in a 10-inch format.

With a ceramic magnet and 1¼-inch voice coil, the G10 Creamback offers 45 watts of power handling. The G10 Creamback is built using the same production methods and materials developed for the 12-inch Creamback, and just like its bigger brother, the G10 Creamback is hand-built in the United Kingdom.

"Our range of 12-inch Creamback guitar speakers has been immensely popular and successful since its introduction. Our customers have since been telling us that we need a 10-inch version — so here it is," said Ken Weller, Celestion's head of marketing. "The new G10 Creamback is all the things that guitar players love

hedevill

Life Without Limits

Introducing a Full

Range of Classical

Woodwind

Mouthpieces

Chedeville.com

SEE US AT NAMM

**BOOTH #8727** 

about the Creamback, wrapped up in a 10-inch package."

The G10 Creamback features an eighthole chassis.

Celestion (celestion.com)



# **Full Contact**

Pure Tone Technologies and AP International have announced the Pure Tone barrel jack. Comprised of highly conductive copper and with greater surface area at all contact points, this panel-mount jack boasts full contact for optimal signal and lowest possible noise. The patented jack design creates a more stable connection, locking the cable securely in place and carrying more signal.

The Pure Tone jack also eliminates the infamous "crackle" noise caused by pressure grounds. This long-threaded jack can be used in both mono and stereo applications.

Pure Tone (puretonetechnologies.com)



### Emma Generates Classic Delay

Emma Electronic's ND-1 Navigator Delay offers practical delay functions in a unique configuration that can generate classic tones, as well as many new sounds. Taptempo, modulation, beat-splits, trails, wet/ dry outputs and more are available in this simple-to-use package. The pedal includes the Navigator feature, a separate level control for the beat-split delay repeats. Fina Electronic (emmaelectronic.com)



# Visit the 'Novation Arcade'

Novation has set up the "Novation Arcade" at its NAMM booth. The configuration demonstrates Novation's products, utilizing sight, touch and sound.

Four game stations will be in operation: "PADL" (a unique take on Pong), played on a 2-by-3 Novation Launchpad grid; "Bass Invaders," a chance for players to immerse themselves into Novation synths; "Launchpad XL MkII," NAMM 2018's giant Launchpad, doubled in size; and "The Space Ship," where players will get to make music using the Novation SL MkIII controller, housed in a custom-built flight-simulatorstyle console. Customers will collect stickers on a game card, which, once full, they can trade in for a custom piece of merchandise or enter to win a Circuit groovebox.



# Hear Technologies Releases Hear Back Pro V5 Firmware

Hear Technologies has released the V5 firmware update for Hear Back Pro, enabling

routing and submixing of up to 128 channels. Users easily can assign any single channel, stereo pair of channels or a submix to a single knob.

The user can build a submix of up to 16 channels by adjusting the levels, pan and stereo width.

Route and build submixes directly on the Pro mixer, using the 16 knobs in submix



edit mode, or with the optional Hear Back Pro iOS app, available now in the App Store.

After building a submix, the overall level, pan and width of the whole submix then can be controlled on the assigned single knob. Each Pro mixer can be configured independently, allowing each musician to receive up to 128 channels from any connected audio

source. Simultaneous mixing of all 128 channels also is possible. Fier Technologies (heartechnologies.com)

# LP Extends Tambourine Range

Latin Percussion has extended its range of tambourines with the launch of 14 LP Pro 10-inch tambourines and a 10-inch "Worship" tambourine.

LP Pro 10-inch tambourines have Asian oak shells and a choice of a single or double row of sonically matched aluminum, bronze or brass jingles that produce myriad sounds. Headed and nonheaded tambourines, as well as sonically matched alternating brass and bronze jingles, also are available. All models include a deluxe carrying bag.

In addition, LP has launched the 10-inch "Worship" tambourine to meet the needs of gospel choirs and religious settings. The instrument features a lightweight all-wood





# Ocean Way Audio Demos Monitor System

Ocean Way Audio is giving demonstrations of its TEC Award-nominated loudspeaker system, the HR3.5 reference monitor and A-4100 amplifier.

The HR3.5 reference monitor is a standalone or soffit-mounted monitor speaker that delivers a frequency response of 20 to 22 kHz with a SPL of 120 db. At the heart of the design is OWA's stone-casted dual/ hybrid waveguide system, which delivers accurately-matched and detailed imaging with wide horizontal and vertical dispersion, yielding a massive sweet-spot across a broad area of the listening environment.  $\mathbf{R}$  Ocean Way Audio (oceanwayaudio.com)





Designed in Jap

Pure Inspiration

Hall C

Booth

6629

www.atvcorporation.com

### NEW COMING FEBRUARY 2019



# Akai Designs MPK Road 88 for Touring Professionals

Akai Professional has rolled out its MPK Road 88, a keyboard controller with an exclusive Model-A 88-key velocity-sensitive keybed with aftertouch. The MPK Road 88 boasts a host of features, including a fouroutput USB soundcard, MIDI in/out connectors and three variable pedal inputs all neatly integrated into a tough road-ready travel case with carrying handle. This keyboard controller is ideal for the touring professional and combines both the feel of

hammer action keys and the creative versatility of a built-in soundcard, so users can seamlessly incorporate their virtual instrument libraries into performances.

"The MPK Road 88 keyboard controller is exactly what the demanding touring professional has been asking for," said Dan Gill, product manager for Akai Professional. "Here's a unit that combines everything professionals want."

🐺 Akai Professional (akaipro.com)

# Ibanez, Willis Honor 20 Years

In celebration of the 20th anniversary of the Gary Willis Signature bass, the GWB20TH has been introduced by Ibanez.

The GWB20TH is full of Willis' signature details such as a fretless fingerboard, finger ramp and uniquely shaped machine heads. On top of those features, the anniversary model boasts an ash top and basswood body, which provides sparkling highs and a wellbalanced tone. Additionally, the Tequila Sunrise Flat finish enhances the ash grain.

The finger ramp, designed by Willis, allows for a more consistent attack with a quicker recovery time. The ebony fretless fingerboard produces a tight low- and mid-range with a dramatic high-end attack. The Aguilar DCB

pickup, installed in the bridge position, uses dual ceramic bar magnets

that offer a dynamic and responsive attack, ideal for all playing styles. The Aguilar DCB has well-developed overtones and singing sustain in the body and the decay of the notes. The uniform magnetic field of a bar magnet allows each note to have an accurate dynamic response. Finanez (ibanez.com)



### Alfred Offers Worship Essentials

Alfred has debuted Worship Essentials, a piano series by Carol Tornquist.

*Preludes for Worship: Hymns* includes selections of traditional hymns appropriate for the opening of worship.

*Offertories for Worship: Hymns* includes selections of traditional hymns appropriate for offertory music. Titles include: "Be Thou My Vision" and "Come, Thou Fount Of Every Blessing."

Postludes for Worship: Hymns includes selections of traditional hymns appropriate for the close of worship services. Included titles are: "Blessed Assurance," "For All The Saints" and "Blest Be The Tie That Binds." Alfred Music (alfred.com)



VISIT NAMM BOOTH 4602



WORLD FAMOUS MUSIC STRINGS ROTOSOUND.COM





TINY 15 BOY

BASS

# **Travel Bass Revolution**

- Scale Length : 23" (584mm)
- Total Length: 31" (790mm)
- Body Width : 9.5" (240mm)
- Body Thickness: 1.6" (40mm)
  Total Weight: 5.6 lb (2.55kg)
- Tuners : GOTOH GB707 Tiny Boy Original tuners

2 S S



Tiny Boy Bass

www.tinyboybass.com info@tinyboybass.com


### Waves Sets FM Synthesis in Motion

Waves Audio has introduced the Flow Motion FM Synth, an addition to its expanding line of virtual instruments.

Users can design deep basses, screaming leads, rich pads and growling FX with this hybrid FM synth, featuring a 16-step snapshot sequencer, rich presets and an intuitive graphic interface that makes FM synthesis playful and easy. Waves' Flow Motion combines the best elements of FM (frequency modulation) and analog-style subtractive synthesis in one powerful instrument.

The Flow screen eases users into FM synthesis, with a uniquely designed graphic FM modulation matrix that connects four powerful mono/polyphonic oscillators with independent waveform and pan controls. Users easily can modify assignments between the oscillators, using four independent floating LFO/envelope modulators with intuitive drag-and-drop manipulation.

The Motion screen lets users further control filters, amplitude, EQ and FX in a "traditional" subtractive way, for added power and flexibility. **Waves Audio (waves.com)** 

#### Zildjian Launches Pro In-ear Monitors

Zildjian has introduced professional inear monitors designed to deliver high-quality sound for stage, studio or practice applications. The launch marks the first release of in-ear monitors from Zildjian.

They are built with a dual dynamic driver that delivers a smooth frequency response for all listening applications. The monitors include premium, soft silicone SpinFit ear tips (in medium and large sizes) that provide increased noise isolation as a result of their ergonomic design. A ¼-inch adapter and cleaning tool also are included.

"The new Zildjian in-ear monitors provide musicians a universal-fit monitoring solution with sound characteristics of a round low end, a detailed midrange and smooth high end," said Mike Sutton, accessories and electronic percussion category manager at Zildjian. "Plus, with the use of the SpinFit ear tips, which have a 360-degree range of motion, you will have better comfort and isolation versus traditional ear tips."

🐺 Zildjian (zildjian.com)



## On-Stage Wall Mount Displays Durability

On-Stage, a division of The Music People, has rolled out the SS7990 Speaker Wall Mount.

The all-steel speaker wall mount features unparalleled strength and durability. With the correct cables, the SS7990 provides 180 degrees of steering and comes with multiple tie points for tilting options, mounting hardware and instructions. "Our pro-audio experts designed this steerable speaker bracket to provide audio professionals with a customized solution that fits their installation's needs and allows them to point the speaker where it's most effective," said Leann Morgan, product line manager for The Music People.

The SS7990 comes complete with lag bolts.

🐺 On-Stage (on-stage.com)



## **More Comfort**

Tascam has introduced its TH-07 highdefinition headphone monitors.

A premium headphone intended to duplicate the audio quality of high-end near-field monitors, the TH-07 has been tuned for full but natural bass, flat midrange and clear high end. It is suitable for mixing, monitoring or any audio task demanding outstanding quality.

The headphones employ custom-made 50-mm drivers and offer a wide 10 Hz-to-30 kHz frequency response and sensitivity of 100 dB  $\pm$ 3 dB. Their closed-back design allows a full bass response, while blocking out most external noise.

With its circumaural design and ear cups of soft, pliable leather that fit snugly over the ear, TH-07s remain comfortable during long sessions, even when wearing eyeglasses. The ear cups can be rotated and angled for maximum flexibility and easy one-ear monitoring.

🐺 Tascam (tascam.com)





## **The Pattern Is Expanding**



## Boucher Option Packs Allow Guitar Customization

Boucher Guitars has launched a lineup ic ergonomic configurations, aesthetf acoustic boutique guitars \_\_\_\_\_\_ ic or sound attributes,

of acoustic boutique guitars that are easily customizable by using exclusive Option Packs.

Designed with function and aesthetic cohesiveness in mind, Boucher Guitars has created eight different exclusive packs by bundling specific options that complement each other. The packs easily can be

combined to facilitate the needs of customers and retailers. Addressing specif-



## Nyltech Suits Ukes

🐺 Boucher Guitars (guitareboucher.com)

Adirondack tops.

D'Addario is offering Nyltech ukulele strings for six- and eight-string tenor ukuleles.

Boucher certifies that the

chosen Option Packs will

complement each other

selected the best tone-

woods to create a selection

of standard models, sub-

divided in five distinctive

series, all offered with pre-

mium AAAA red spruce

Boucher Guitars has

gracefully.

Developed in cooperation with Aquila, Nyltech is known for its traditionally warm, gut-like tone, and D'Addario Nyltech strings deliver precise intonation and tuning stability. Nyltech string sets also feature optimized tensions and gauges.

🐺 D'Addario (daddario.com)



### **Bella Tono Guitars Boast New Body**

Washburn's Bella Tono Studio series feature a smaller-sized "studio" body profile.

"With its full 25½-inch scale and compact 39-inch overall body length, the Washburn Bella Tono series is innovative, visually stunning and sonically excellent," said Washburn Vice President and General Manager Gil Soucy. "The development of this new guitar category extends Washburn's long tradition of pioneering innovation."

🐺 Washburn (washburn.com)



## **Schecter Delivers Evil Twins**

Schecter Guitar Research has introduced the SLS Elite Evil Twin guitars.

The sinister sibling of the SLS Elite basses, the SLS Evil Twin delivers the same performance details with a darker visual impact. A carbon fiber-reinforced sevenply maple/walnut/padauk ultra-thin thruneck meets a premium swamp ash body, and then is treated with an ultra-access heel carve for comfortable playing in all positions on the 34-inch scale neck and unencumbered access to all 24 X-Jumbo stainless-steel frets.

🐺 Schecter (schecterguitars.com)



## **Earthboard Gets New Look**

Rare Earth Music has announced a new look for the Earthboard pedalboard system. Described as the world's first magneti-

Described as the world's first magnetically battery-powered effects pedalboard, its distinctive design "is geared toward helping musicians focus on what they love most

making music," said Mark Bradley, EVP of operations and manufacturing.

It lets users quickly and easily change or rearrange pedals to promote creativity. Setup takes less than 90 seconds. F Earthboard (earthboardmusic.com)



## **Crane Song Debuts Interstellar**

Crane Song has introduced the Interstellar stereo ADC.

Interstellar uses Crane Song's Quantum sub pico second clocking technology. Included in Interstellar is DSP emulation for triode and pentode tubes, tape emulation, dithering to 16 bits and World Clock outputs, which allow Interstellar to function as a master clock. When used as an USB interface, the

SPDIF output can be used to connect to a DAC, making Interstellar a USB bidirectional interface.

## Warwick Celebrates

To celebrate Warwick founder Hans-Peter Wilfer's 60th birthday, the company has crafted a special Anniversary Thumb bass, featuring the original design of the 1980s Thumb bass.

The Anniversary Thumb is made of high-grade tonewoods — some of which have been stored and thus tonally matured for up to 30 years. The bass' back is pommelé bubinga, and the neckthrough construction with seven stripes combines wenge and bubinga with white maple veneer. The fingerboard's wild marbling originates from a piece of ebony heartwood.

🐺 Warwick (warwick.de)



## Gator Frameworks Mini Booms Help Customize Mic Setups

Gator Frameworks has added two accessories for customizing microphone setups.

The GFW-MIC-CLMPBM9 is an adjustable-angle clamp-on mini boom that securely attaches to any tube diameter ranging from 15–22 mm. The clamp-on style boom is a great space-saver when using a second microphone stand is not an option. The system clamps onto most desk surfaces as well.

The GFW-MIC-MINIBM9 is an adjustable-angle, fixed mini boom with 5/827 female threads to attach to a standard microphone stand. The threaded-style boom is useful for placing a microphone in a tight space and includes a 3-inch riser on the threaded adapter for extra height and clearance.

Both microphone stand accessories provide a 9-inch reach to the end of the boom for ample distance. The angle adjustment clamp's interlocking teeth securely lock the boom angle in place.

🐺 Gator Frameworks (gatorframeworks.com)



GEWA

Piano samples based on a Steinway D274 grand piano Loopless Sound

Graded hammer, wooden "Concert Pianist" keyboard

Sound generation based on the latest DSP and memory technology

Made in Germany

www.gewakeys.com fgewakeys gewakeysofficial 112 **UBD** January 25, 2019

## MARKETPLACE



## MARKETPLACE





















Ray Ross\* is exclusively distributed by AP International. For more info, visit apinti com or call (732) 919-6200



## **Ortega Expands Horizon Series** with 3 Concert-sized Ukuleles

Ortega Guitars has expanded its in a natural mahogany model. Horizon series of ukuleles. Three new models have been added for 2019.

The instruments are available in seafoam green and satin black finishes with Okoume top, back, sides and neck, as well as

All the ukuleles are concert sized and feature Ortega's four-in-line headstock, an open pore finish, and they come with a free deluxe gig bag.

🐺 Ortega Guitars (ortegaguitars.com)

## Fluid Audio Launches FX Series

Building on the success of the FX8, an 8-inch coaxial studio monitor, Fluid Audio has introduced a second generation of the FX series with the FX80 studio monitor and the FX50. a 5-inch version.

Now featuring class D amplifiers with low- and mid-frequency adjustment knobs, acoustic space, low frequency roll-off and optimized composite cone woofers, the FX series delivers outstanding imaging and offaxis response in a new, striking industrial design.

"Ever since the FX8 was released four years ago, mixing engineers have really taken to our version of the coaxial design," said Kevin Zuccaro, Fluid Audio's owner. "In the past, coax designs put the tweeter inside the voice-coil space and used the cone as a waveguide. Although this makes sense, since the woofer cone is moving (as it produces low frequencies), you get a lot of mid- and high-frequency smearing and coloration. Our waveguide is stationary, so it does not have the same issues."

The FX series will be available in May. 🐺 Fluid Audio (fluidaudio.com)



Join us in celebrating leading women in the music industry

## **Sabian Evolves AAX Cymbals**

Sabian has transformed its AAX cymbal line with the addition of thin, medium and heavy models.

"AAX was groundbreaking when we introduced it in 1993," said Mark Love, Sabian director of research and development. "But 25 years later, the ways drummers play, record and listen to music have evolved dramatically. In order to remain relevant as a modern-sounding cymbal, we knew AAX must also evolve."

In addition to new models, the AAX line has been streamlined. 🐺 Sabian (sabian.com/AAX)

## **Enki USA Updates AMG-2** Series Cases

Enki USA has released updates to its AMG-2 series case line.

The Enki AMG-2 series has been built for touring guitar and bass players worldwide. For 2019, the company has updated the wheel and axle assembly to a heavy duty system based on high-end skateboard components, along with updating the EVA foam inserts inside the case.

The new wheel and axle assembly offers a smoother and more stable ride when moving quickly with the case and, like a skateboard, easily will withstand extreme abuse. The guitar body and neck inserts also have been updated to be reversible so that guitars can face either direction in the case.

Enki USA also is offering the new wheel and axle assembly and updated case inserts as an available upgrade for its existing Gen-2 AMG-2 cases.

🦙 Enki USA (enkiusa.com)



**On-Stage** 

THE 2019 CELEBRATING AWARDS **7 YEARS** FRIDAY, JANUARY 25, 2019 • 6:30 P.M.

2019 Honorees: LISA LOEB • MACY GRAY • NITA STRAUSS ERIKA ENDER • DALE KREVENS (TECH 21) • DANA DUFINE (AEG) SAMANTHA PINK (JAM INDUSTRIES)
 TERRI WINSTON (WOMEN'S AUDIO MISSION) • LYNETTE SAGE (REVERB.COM) A SPECIAL TRIBUTE TO JANIS JOPLIN FEATURING ORIANITHI. VANESSA AMOROSI & EMILY ARMSTRONG (DEAD SARA) • AND MORE! **Opening** Act: REWS Hosted By: LYNDSEY PARKER (YAHOO MUSIC)

HOUSE OF BLUES ANAHEIM

Plus: PERFORMANCES • GUEST PRESENTERS • SILENT AUCTION RED CARPET • FOOD & DRINK • GIFT BAGS • SURPRISES AND MORE YES, MEN ARE WELCOME, TOO!

#### Get tickets: SHEROCKSAWARDS.COM









## Foundation **CONTROLLED ON CONTROLLON FEATURING ERICONCLATION ERICONCLATION ERICONCLATION ERICONCLATION SATURDAY • JANUARY 26 • 9:30-10:30 AM** HITON ANAHEIM • CALIFORNIA BALLROOM C/D

### WITH AUDIENCE PARTICIPATION

NAMM Foundatio

G

ANAHEIM · CALIFORNIA

FOR MUSIC EDUCATION

JANUARY 26,

2019



o 9 A M

Pre-show Performance Award-winning trumpet soloist

Jonathan Dely with special guest Bernie Williams on guitar



• 10:45-11:30 AM

Encore: Viewing of Deep Field

film from composer Whitacre inspired by the iconic Hubble Telescope Deep Field images

The NAMN Show january 24/27 2019 california



## Kanile`a Uke Boasts Koa Armrest

Kanile'a Ukulele has introduced the KSR Koa Slotted Armrest series.

Like all 2019 Kanile'a instruments, the KSR comes standard with the Total Resonating Ukulele-Redesigned bracing system. Created by Kanile'a founder and master luthier Joe Souza, the TRU-R bracing system's touch-release-touch setup guarantees solid resonance and sustain

while properly supporting and strengthening the integrity of the instrument's body.

The ukulele also features Japanese-built Gotoh Stealth geared tuners with an 18:1 ratio and an ebony fingerboard, bridge and head plate.

The Kanile'a KSR is available in three sizes: super concert, tenor and super tenor. 💘 Kanile`a Ukulele (kanileaukulele.com)

## **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



VP Sales & Marketing (Global Role) - Pro-Audio/Live Sound; USA/Canada ics Design Engineer, Pro Audio; Europe cation Engineer - Install/Uve; USA (South or West) Application End Contact us here at the show to find out more about how we can help you. At interfacio, we make sure the face fits. Perfectly.

es for th

eterfacia El Calles or follow web : www.interfacio.com etacio telephi ne: 1-800-578-0144

### Sales Reps Wanted

Yorkville Sound, leading manufacturer and distributor of pro audio systems, musical instruments and amplifiers is looking to hire sales representatives for a variety of US territories.

> Please send resume to shendee@yorkville.com

Y 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



## Symetrix Under New **Ownership**

Symetrix, creators of digital audio processing solutions, have announced that Mark and Rachelle Graham have joined the Symetrix team as the new owners of the business. As a veteran with more than 30 years in the audio industry, Mark Graham brings experience and energy to the team, filling the role of CEO.

This is an exciting opportunity for us," Graham said. "We have admired Symetrix, both the company and the people, for a long time."

Symetrix (symetrix.co)





## Martin Rolls Out Special, **Limited-edition Models**

Martin Guitar has debuted a slew of special and limited-edition guitars.

The GPCX1AE 20th Anniversary is a Grand Performance model featuring a solid hardwood neck, pearl pattern fingerboard and rosette inlay.

The DXMAE 30th Anniversary features elements of Mexican national symbols on a



#### custom HPL dreadnought.

The CEO-9 custom signature edition model (pictured) exhibits a curly mango top with a gloss mango sunset burst finish.

Limited-edition models include the D-42 Custom, OMCE Shadow Burst, OMCE Blaze Burst and CF Martin D-45 Excalibur. 🐺 Martin Guitar (martinguitar.com)

## **Nordic Opens E-Commerce** Website

Nordic Drum Shells has launched its online drum shell store. Core inventory will include 11 standard lines, as well as additional shells added each week.

Highlights of the online shop include Click & Ship, which ensures a quicker turnaround time on commonly requested items, such as maple, birch and mahogany/poplar. **INFO** Nordic Shells (nordicshells.com)

## **Remo, Weckl Team on Dampener**

Remo has rolled out the Adjustable Bass Drum Dampener, designed in conjunction with drummer Dave Weckl.

The Adjustable Bass Drum Dampener is an accessory product that provides drummers with the ability to add tone and feel control on any size bass drum at all tuning ranges. The dampener is clamped to the bass hoop and can be adjusted around the circumference of the bass drum without interfering with the bass drum pedal and beater. It can be used on the batter or resonant heads of the bass drum and is ideal for all drumming applications.

🐺 Remo (remo.com)



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. Modern Control Room Acoustics Steve Greenberg & Alex Otto

#### Redondo (Level 4)

Join us for a complete survey of modern approaches to Control Room Acoustics for both professional and home studio environments. This session will provide a primer on the behavior of sound in rooms and cover established design and treatment techniques, as well as new cutting-edge approaches for application in purpose-built room design and in the treatment of existing spaces.

#### IEM Fundamentals & Hearing Conservation Dr. Michael Santucci & Mark Frink

#### Huntington C (Level 4)

In-ear monitors provide many benefits, but there's no guarantee they can save performers' hearing. This session will discuss the physiology of hearing and fundamentals of in-ear monitor engineering that can help with hearing conservation.

#### Subwoofer Arrays Charlie Hughes

Huntington B (Level 4)

Due to the long wavelengths involved, it's possible to very effectively steer

low-frequency energy where desired by positioning subwoofer cabinets and inserting signal delay. Multiple array configurations and the resulting lowfrequency directivity patterns will be explored.

#### Condenser Mics & Factors That Affect Their Sound Hans Riekehof

#### Huntington A (Level 4)

This session will cover the technical aspects of a condenser microphone that influence its sound, including dynamic range, polar patterns, RF resistance, analog versus digital, and even the color of a microphone. Also to be covered are microphone arrangements for stereo and surround, microphone techniques for 3D and virtual reality and the sonic differences between coincident (XY) and spaced (Decca Tree) microphone setups.

#### 12 P.M. Choosing the

#### Choosing the Right Audio Derek Badala Redondo (Level 4)

When choosing an audio interface, there are several things to consider to obtain the perfect interface for your peeds

the perfect interface for your needs. Thunderbolt and USB 2.0/3.0 I/O use for audio will be investigated, along with the critical issue of latency.

#### Choosing the Right IEM For Stage & Studio Mark Frink, Mike Dias, Matt Engstrom &

#### Eric Hruza Huntington C (Level 4)

This discussion will explain the different types of in-ear monitors available to performers and their engineers, universal fit versus custom fit, balanced armatures, dynamic drivers and now hybrid designs that blend the best of both worlds of in-ear monitors. Further, the benefits of using custom in-ear monitors for studio work will be discussed, as well as their common use in live sound reinforcement.

#### Ribbons 101 — Why Ribbon Microphones Reproduce Sound So Naturally John Jennings

#### Huntington A (Level 4)

Ribbons 101 explains why ribbon mics reproduce sound so naturally, with sound samples, photos and videos. Learn more about what ribbons do and get tips on how to how to use them effectively on many different studio and live instruments.

#### 2 P.M. The Ins & Outs of Control Room Tuning Bob Hodas

#### Redondo (Level 4)

There's no point in having a studio if it doesn't sound good. In this session, an ace room tuner will describe the process of speaker/room interface and optimizing system performance with proper placement and room treatments.

#### 4 P.M. Mobile Device-based SPL Monitoring Andrew Smith

#### Huntington B (Level 4)

This discussion details how to use your iOS smartphone or tablet for SPL monitoring.

#### Dynamic & Static Binaural Recording, Mixing & Reproduction for Immersive Audio Brian Glasscock & Gio Jacuzzi Huntington A (Level 4)

An introduction to the world of recording, mixing and playing back binaural content, with practices for both static binaural (dummy head) and dynamic binaural (ambisonics) and explaining their respective underlying technologies.

## **ESTA/PRO PRODUCTION HIGHLIGHTS**

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. #ProtecttheStage Richard Cadena Hilton, Level 4, A2

On Nov. 23, 2014, Agustin Briolini committed a deadly act on stage — he grabbed a microphone and it killed him. On July 19, 2017, Barbara Weldens lost her life to a deadly microphone. Why does this happen and what can we do to prevent it? What if there were devices that fit in the palm of your hand, cost less than a good microphone cable and were quick and easy to install that could prevent these accidents? Would you use them? (One ETCP renewal credit)

#### 10 A.M. Thinking Big About Lighting the Small Stage *Richard Cadena Hilton, Level 4, A2*

Lighting a stage can cost hundreds of thousands of dollars or more. If you have a more limited budget, you can still create unique looks with some creativity and some unconventional approaches. Make the most of your lighting by thinking outside of the traditional lighting tool box (one ETCP renewal credit).

#### Keynote with Kevin Lyman Kevin Lyman & Michael Eddy

Hilton, Level 4, A5

Kevin Lyman, founder and producer of The Warped Tour and CEO and founder of 4Fini, will return to The NAMM Show

to look at evolutions happening in the music landscape as he wraps the final Warped Tour. Lyman will discuss what he sees as the future of live music festivals and the need to incorporate social responsibility reflecting modern culture. Having helped shape youth culture with his award-winning expertise in the music and entertainment industry, as well as business and philanthropic ventures, Lyman has been recognized as the Billboard Touring Awards Humanitarian of the Year (2009) and an honoree at the Grammy/MusiCares MAP Fund gala (2011 and 2014). This session will deliver a can't miss look into the future.

#### 11 A.M. Precision Pixel Placement (Pixel Mapping) Nick Comis

#### Hilton, Level 4, A2

What do you do with millions of pixels? Map them in place using the right techniques and tools like pixel-mapping software. Nick Comis walks you through his workflow for mapping pixels to a variety of shapes and objects (one ETCP renewal credit).

#### Does Anyone Here Make Sense? The Backstreet Boys Evacuation, Thackerville, OK Steve Adelman

#### Hilton, Level 4, A3

It should have been easy to evacuate the crowd waiting outside the arena to

see Backstreet Boys. The weather forecast was correct and timely, and security was in position. Yet, 150 people were still in harm's way a half hour later when the entrance rigging blew over, injuring 14 people. Event Safety Alliance Vice President Steven Adelman will lead a series of interactive exercises using both known facts and social media posts to help the group tease out lessons about foreseeable crowd behavior and how to deal with people who have their own ideas about safety (one ETCP renewal credit).

#### 11:30 A.M. In Conversation with Butch Allen

#### Butch Allen & Michael Eddy Hilton, Level 4, A5

A conversation and interview with Butch Allen, a renowned production designer and lighting designer, and a creative director, designer and producer with Mode Studios. Allen is among the very top designers and creative talents globally, in not just concert touring but also event, broadcast and experiential projects. Known for truly groundbreaking, boundary-erasing designs that create unrivaled audience experiences and winner of the Parnelli Award for Lighting Designer of the Year for his design for Paramore, his unmatched wizardry appears in his creations for concert tours, corporate events and broadcast spectacles like "America's Got Talent" and

"Dancing With The Stars." Artists he's designed for include Christina Aguilera, Black Sabbath, Eric Church, Kelly Clarkson, The Eagles, Garbage, Hole, Jennifer Lopez and Mark Anthony, Ricky Martin, Ozzy, Paramore, Seal, Gwen Stefani, Van Halen and Yes, to name a few.

FRIDAY, JANUARY 25, 2019

#### 2:30 P.M. In Conversation with Stefaan 'Smasher' Desmedt

#### Stefaan "Smasher" Desmedt & Michael Eddy

#### Hilton, Level 4, A5

A conversation with Stefaan "Smasher" Desmedt, a 25-year member of the creative team for U2 as video director and technical director. Smasher will discuss the evolution of the video design during the band's consecutive groundbreaking world tours. He will also discuss the possibilities in the future of video as a creative force as technology developments continue to change not just the playback options but also the interaction with the audience itself.

#### 4 P.M. Taking the Stage — The Rising Lighting Designers Debi Moen

*Hilton, Level 4, A5* This panel will spotlight the up-andcoming designers making a name for themselves as they work with some of the hottest new and indie acts hitting the stages.



## Release yourself Plug & Play

## Introducing the StageClix V5,

the world's smallest digital wireless plug & play system



- Plug Size Receiver
- 5.8 GHZ Frequency, no interference
- Superior Sound
- Ultra-low Latency
- MSRP \$ 199

Swing by our Booth at the NAMM SHOW, Hall A, #8502 Get full product details and more info at stageclix.eu

## Education Sessions

#nammshow

NAMM U

Breakfast

Sessions

Friday · January 25, 2019

#### Transforming the Music Industry: Trends, Game-Changers and Opportunities Daniel Burrus

Hilton, Level 2, Pacific Ballroom 8-9:30 am - Free breakfast served until 8:30 am, first come, first served. Join leading futurist, innovation expert and guitarist Daniel Burrus as he reveals the current and future trends guaranteed to shape the music products industry. He'll look at how to use these trends to innovate with low risk, elevate your planning and accelerate your profitability. You'll discover how to pre-solve problems before you have them, identify disruptions before they disrupt and seize opportunities.

#### **MUSIC RETAIL & BUSINESS**

#### Decoding Google: Advanced Strategies for Music Businesses

Larry Bailin, Single Throw Marketing CEO ACC, Level 1 Lobby, NAMM Idea Center

11 am-12 pm

Gain a true return on your marketing dollars. Get ahead of the competition and connect with potential customers in ways you've never been able to before. Discover how to take advantage of the full power and reach of Google with digital marketing pioneer Larry Bailin.

#### **MUSIC EDUCATORS & STUDENTS**

Best Music Tech Intern Ever: A Guide to Getting, Keeping and Maximizing Learning in an Internship



#### Doug Bielmeier Hilton, Lower Level, Catalina 7

#### 11:35 am-12 pm

Drawing on both research and industry insight, this session will help students gain insight about internships in audio engineering and music technology, Topics will include application and interviewing, acquisition of apprenticeship skills, working under the authority of a mentor and maximizing learning and effectiveness during the internship.

#### AUDIO PRODUCTION

#### Keynote: Alan Parsons -

Music Production Is Everywhere Hilton, Level 2, California Ballroom A

11 am-12 pm Alan Parsons and his Art & Science Of Sound Recording (ASSR) company will look at the educational needs and requirements created by the wide variety of opportunities in the modern recording arts.

#### EVENT TECHNOLOGY

#### In Conversation With Stefaan 'Smasher' Desmedt Presented by Michael Eddy Hilton, Level 4, A5



## 2:30-4 pm

Join the conversation with Stefaan "Smasher" Desmedt, a 25-year member of the creative team for U2, as video director and technical director. Smasher will discuss the evolution of video design during the band's consecutive groundbreaking world tours. Discover the future of video as a creative force, as technological developments continue to change playback options and audience interaction.

### NAMM U ONLINE

For more great education, visit namm.org/education

## **TEC TRACKS**

All TEC Tracks sessions will be held in the NAMM U Education Center at the Hilton Anaheim.

#### 11 A.M.

#### Keynote: Alan Parsons — Music **Production Is Everywhere** Alan Parsons & Julian Colbeck California Ballroom A (Level 2)

Live shows are increasingly supported by recording technology, game audio has become the bread-and-butter client for studios capable of recording an orchestra, and streaming film and TV services develop new programming by the yard. Music production has become one of the fastest growing programs at schools, plus the technology lets everyone indulge in recording. Alan Parsons and his Art & Science Of Sound Recording company will look at the educational needs and requirements created by this explosion of opportunities.

12 P.M.

#### Keynote: Chris Lord-Alge — 'We Are the Studio Heroes' Chris Lord-Alge & guests California Ballroom B (Level 2)

Chris Lord-Alge will be talking about how we, the "studio heroes," serve the artists, serve the music, save the past for the future, involving all the creators, because we are the future.

#### The Art of Sound Design

#### Oscar Caraballo (moderator), Kurt Ader, Don Lewis, Jack Hotop, John Lehmkuhl. Eduardo Tarilonte & Cristian Martirano

#### California Ballroom A (Level 2)

This panel will explore the art of synthesizer sound design for films, instruments, artists and sound libraries. Moderated by Sound Synthesis Club founder Oscar Caraballo, it will include world-class synthesizer sound designers Kurt Ader. Don Lewis, Jack Hotop, John Lehmkuhl, Eduardo Tarilonte and Cristian Martirano.

#### 1 P.M. **Music for Film: Behind the Scenes** Frank Ferrucci

California Ballroom B (Level 2) This session will feature a look into the creative process and challenges of composing music for film and visual media with New York City film and TV composer and Manhattan Producers Alliance Vice President Frank Ferrucci. With roots as a Latin/Brazilian jazz pianist and band leader, he also worked with modern dance before developing his composing career. He will be returning to TEC Tracks for the fifth time.

#### Mystery of Mastering Panel Jonathan Wyner, Peter Doell, Scott Sedillo, Warren Sokol & Piper Payne California Ballroom A (Level 2)

Join exceptional engineers and find out why a dedicated mastering engineer in a professional mastering studio can make a world of a difference in the music you create. A mastering engineer brings fresh ears to your project in an accurate listening environment with specialized gear designed for processing full mixes for distribution in various formats from CD and vinyl to streaming services.

#### **Developing Disruptive** Technology: Risk vs. Reward A3E

#### Avila A (Level 4)

Disruptive technology is replacing traditional business models with technologydriven automated systems that lower overhead, accelerate turnaround time and broaden the marketplace. Meet the forward-thinking companies that are reshaping the music industry, and find out how to manage the risk and capitalize on the reward of disruptive technology.

#### A3E Audio Developer Workshop: Update on Windows for **Pro-audio & Music Application Developers** A3E

#### Avila B (Level 4)

Not everyone has time to keep up with the latest changes coming out of Redmond, especially those for whom Windows is not the only market for their products. This session will cover all the relevant things Microsoft has done for pro-audio consumers, audio developers and developers in general over the past few major releases of Windows, its developer tools and the Microsoft Store.

#### 2 P.M.

#### **Music Copyright Demysti**fied: From Music Sampling to Getting Paid & Everything in Between

#### Heather Rafter, Mark Rifkin, Michael Harrington, Bob Clearmountain, Andrew Scheps & Neville Johnson

California Ballroom B (Level 2)

This session will begin with an interactive run-through of examples of music sampling, illustrating the fine line between originality and infringement, led by one of the leading musicologists. It will then switch to practical tips for musicians on staying on the right side of the law and conclude with a presentation on navigating the complex landscape of music licensing and royalties.

#### **Making Recordings with** Today's Microtechnology Lindsav Rothschild

#### California Ballroom A (Level 2)

As compact devices become increasingly powerful and capable, how do they affect how recordings are produced and distributed? Come to this session as top artists/producers/engineers discuss new ways of thinking in the age of microtechnology production.

#### A3E Workshop: Blockchain **Applications to Protect &** Manage Your Business Assets - Powered by Open Music Initiative A3E

#### Avila B (Level 4)

From cloud-based intellectual property to stolen instruments, this A3E workshop will teach you to apply blockchain technology to protect and track your critical business assets. Meet the leaders in blockchain and learn the best practices to maximize your data.







#### FRIDAY, JANUARY 25, 2019

#### **Effective Technology** Strategies for Marketing Music A3F

Avila A (Level 4) While the internet provides a global audience, reaching the "right audience" with an effective message takes foresight, creativity and a command of the latest technology. A3E hosts a panel of experts to discuss the strategy they use to drive their businesses.

#### 3 P.M. Welcome to Electric Ladyland: A Conversation with Eddie Kramer Eddie Kramer & Brian Hardgroove

#### California Ballroom B (Level 2) Studio engineer/mixer/producer Ed-

die Kramer goes one-on-one with Public Enemy bassist Brian Hardgroove to talk about the making of Jimi Hendrix's original *Electric Ladyland* album in 1968, and premier the new 5.1 remix release. Kramer will play alternate takes of Hendrix's, not used in the final mixes, as well as acoustic demo versions of early-stage songs. He'll also share rare photos from the Kramer Archives

#### **Digital Royalties & Copyright Reform – More \$\$\$ for Music** Creators

#### David Pack, Barry LeVine & Wade Metzler

#### California Ballroom A (Level 2)

Join SoundExchange executives and Grammy-winning artist-producer David Pack to understand how digital royalties are rising quickly and how you can take advantage of the Music Modernization Act, which will keep them rising even more. Find out about SoundExchange's role in the business of music, distributing digital royalties to music creators, advocating for fair pay across all platforms, pushing for passage of the act and developing solutions that support accuracy and transparency.

#### **Shared Intelligence:** How Children's Technology Leads to Great Musicians A3E

#### Avila A (Level 4)

Musical toys and simple instruments have brought joy to preschool-age children for decades. While those early musical experiences are critical for motor coordination and listening, they also plant the seeds of inspiration that grow in young musicians. This A3E session will focus on the evolution of children's technology, from instruments to educational and creative apps.

#### A3E Audio Developer Workshop: **Programming with Juce** A3E

#### Avila B (Level 4)

Juce has been widely adopted among audio developers for its ability to deliver mobile and desktop music apps from the same code. This classroom-style workshop will get you up-to-date on the latest release of the Juce framework and what the team is working on for future releases.

#### 4 P.M. **METAlliance** — The Mission Continues

#### Al Schmitt, Chuck Ainley, George Massenburg, Ed Cherney & Frank Filipetti

#### California Ballroom A (Level 2)

The mission of the METAlliance is to promote standards of quality in the art and science of recording music. The panel will discuss their ongoing efforts and contributions to current and future professionals who aspire to carry forth the craftsmanship music deserves.

#### **Making Money Making Music** Jay Warsinske, JJ Cassiere, Dan Rozenblum, Sydney Alston & Joanne Ledesma

#### California Ballroom B (Level 2)

This TEC Tracks session presents an allstar panel of top artists and pros across the industry, breaking down how and where the money is made and how to get it! The panel will feature members of Megadeth and Scorpions, along with CEOs of labels, major marketing companies, soundtrack supervisors, tour promoters and other valuable connections. Submit your music and get feedback!

#### The Impact of Blockchain on the Music Industry A3E

#### Avila A (Level 4)

The modern music industry is a massive repository of data files, streaming directly to our personal devices. Every subscription and every listen is a serverbased transaction that requires privacy protection and data management to ensure royalties are paid to the correct parties. Exposure to hacking, lack of transparency and risk of piracy has never been higher. This A3E session will focus on the impact of blockchain technology to protect our musical assets.

#### 5 P.M.

#### From Studio to Smartphone: **Metadata for Musicians** Drew Waters, Elmo Lovano & Lynne Earls

#### California Ballroom A (Level 2)

This panel will demystify the purpose, practical application and value of capturing metadata at the point of inception, in the studio. Panelists will engage those with a vested interest in the collection and propagation of quality metadata, concentrating on the interests of musicians, songwriters, performers and production coordinators across different genres and parts of the industry.

#### 'Pensado's Place' Duos Dave Pensado & Herb Trawick (moderators) & guests California Ballroom B (Level 2)

It's a Friday-evening party with a live version of "Pensado's Place," and you're invited! Show hosts Dave Pensado and Herb Trawick will feature an all-star duo: a world-class producer or engineer and celebrity client. Along with the interview. they'll host a Q&A, plus free, fun incentives for attendees.



## Friday - January 25, 2019

#nammshow

## The Music Begins Here

#### POLICY HIGHLIGHTS

SupportMusic Coalition on Coalitions for Music Education Advocacy Hilton, Level 4, A9 12-1:30 pm

SupportMusic Coalition on Coalitions

Advocacy Fly-In

Washington, D.C.

NAMM Advocacy D.C. Fly-In Reception ACC, Level 1 Lobby, NAMM Member Center 3:30-4:30 pm

#### NONPROFIT HIGHLIGHT

So, You Want to Start a Nonprofit Organization? The Nuts and Bolts of What to Do and How to Do It ACC, Level 1 Lobby, NAMM Member Center 2-3 pm

#### SPECIAL EVENTS

NAMM Young Professionals Reception ACC, Level 1 Lobby, NAMM Member Center 5-6 pm

#### **Roomful of Pianos**

15 pianos playing Paul Dukas' "The Sorcerer's Apprentice" Arranged by Jeffrey Shumway (1897) ACC, Level 3, Lounge 88 5:30-6 pm

All-Industry Drum Circle ACC, Palm Court

#### 5:45-7 pm

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

#### **18th Annual Parnelli Awards** (Tickets Required)

Hilton, Level 2, Pacific Ballroom 7-10 pm

#### WHAT'S NEW

**Dynaudio Unheard** Grand Plaza 9:30 am-8 pm - Thur-Sat 10 am-5 pm - Sun





lonprofit







### 🛞 YAMAHA





Search "NAMM Shows" For the most up-to-date schedule of all NAMM education sessions and events, download the mobile app or visit namm.org/events.

**GET THE APP!** 



## APPEARANCES

#### FRIDAY, JANUARY 25, 2019





**11 A.M. ERIC LAWSON Anaconda Basses** Booth 1746

FRANK GAMBALE (also at 3 p.m.) Cort Guitars Booth 5215

DAVID TORN PERFORMS. (also at 2 p.m.) Fryette Amplification Booth 5433

STEVE DADAIAN DR Handmade Strings Booth 4214

MITCH MALLOY, MARCO MENDOZA & PHIL SOUSSAN Lectrosonics Booth 17212

LYRIKA HOLMES Rees Harps Booth 2416

**11:30 AM.** JOHNNY ZOSTANT DEMOS GHS GUITAR BOOMERS. GHS Strings Booth 4614

**12 P.M.** DAN RADLAUER DEMOS SWAM. Audio Modeling Booth 10616

SIGNING WITH SATCHEL. Charvel Booth 304A

SIGNING WITH JASON CHRISTOPHER, SIN QUIRIN & JEFF DUNCAN. Pig Hog Cables Booth 6106



HEDRAS RAMOS Cort Guitars Booth 5215

ANDREW BAENA OF GALACTIC PEGASUS Fortin Amplification Booth 3341

LEE MCKINNEY PERFORMS. Kiesel Carvin Guitars Booth 4340

SIGNING WITH MARK ZAVON, JEFF DUNCAN & ART CRUZ. Reunion Blues Booth 6106

MIKE HANSEN, DOUG PINNICK & TOMMY BALDWIN Techra Booth 7535

MONSIEUR PERINÉ PERFORMS. (also at 2:30 p.m.) Universal Audio Booth 12302

**12:30 P.M.** OZ FOX & HOWIE SIMON Lectrosonics Booth 17212

MOHINI DEY S.I.T. Strings Co. Booth 5633

**1 P.M.** GHOST NOTE PERFORMS. Clear Tune Monitors Booth 15718

ALESSIO MENCONI Cort Guitars Booth 5215



ALLAN HARRIS PERFORMS. D'Angelico Guitars Booth 212AB

BRANDON "TAZ" NIEDERAUER PERFORMS. DR Handmade Strings Booth 4214

JONATHAN ORRIOLS PERFORMS. King Blossom Guitars Booth 3640

SIGNING WITH REX BROWN. RapcoHorizon Booth 11510

1:30 P.M. BRIANNA ALOMAR & DAVE BAKER DEMO FRAMUS LEGACY ACOUSTIC GUITARS. (also at 5:00 p.m.) Framus & Warwick Music USA Booth 4636

**2 P.M.** JEFF BERLIN (also at 4 p.m.) Cort Guitars Booth 5215

ZANE CARNEY PERFORMS. D'Angelico Guitars Booth 212AB

DAVE BAKER DEMOS ROCKBOARD. Framus & Warwick Music USA Booth 4636

DIVINCI DEMOS WAVE. Genki Instruments Booth 9906

SIGNING WITH DAVID ELLEFSON, ANDREAS KISSER, 

 Heras Ramos. mon

PHIL DEMMEL & SCOTT IAN. Jackson Booth 304A

ANDY JAMES PERFORMS. Kiesel Carvin Guitars Booth 4340

PHIL SOUSSAN & ANDREW FREEMAN Lectrosonics Booth 17212

DJ MELO D PERFORMS. QSC Booth 14908

2:30 P.M. PLASTIC ANGELS PERFORMS. King Blossom Guitars Booth 3640

**ERIC STECKEL** Seymour Duncan Booth 4344

**3 P.M. PHONY PPL PERFORMS. D'Angelico Guitars** Booth 212AB

RICHARD FORTUS SoloDallas Booth 3936

**3:30 P.M.** GINA LUCIANI PERFORMS. Ace Products Group Booth 6106

**4 P.M.** BRANDON "TAZ" NIEDER-AUER PERFORMS. D'Angelico Guitars Booth 212AB DOUG ALDRIDGE & MARCO MENDOZA Lectrosonics Booth 17212

PABLO GONZALEZ & TOMAS SAINZ PERFORM. Solidrums Argentina Booth 8006

STEVE LAWSON Sonata Marketing Booth 3636

RON PENCE Techra Booth 7535

RONNY NORTH PERFORMS. Viper Guitars Booth 2944

**4:30 P.M.** ARON HODEK DR Handmade Strings Booth 4214

**DIEGO VERDUZCO** Fortin Amplification Booth 3341

COLLIN KELLER King Blossom Guitars Booth 3640

**5 P.M. ROBERT RANDOLPH PERFORMS. D'Angelico Guitars** Booth 212AB

10 P.M. KEYS & CORRIDORS PERFORMS. Paul Reed Smith Guitars Hilton Lobby

# Making the Guitar Part of Our Community

Join the Guitar & Accessories **Marketing Association (GAMA)** and make more guitarists

GAMA is a non-profit marketing group for manufacturers and suppliers that serve the guitar playing retail market

### Member benefits include:

- Gain exposure at consumer events outside of our industry
- Network with some of the best minds in the business
- Support advocacy efforts that result in more players

Join GAMA and help us create more guitar players, of all ages.







Guitars For Vets





Guitar Ambassador Award

## SCHEDULE

### FRIDAY, JANUARY 25, 2019

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



to catapult your Facebook page ahead of your competitors and get more sales! Join online marketing authority Jenn Herman, leading Instagram blogger and head of Jenn's Trends. She'll cover four essential strategies to succeed with Facebook in 2019. Discover how to craft Facebook captions that get more reach, and make the most of Facebook Events to reach exponentially more customers, potential customers and fans. Also, find out how to capitalize on Facebook Groups for community building and use live videos effectively, even if you hate being on camera

#### 2 P.M. Innovative Store Display Ideas Gayle Beacock, Beacock Music

Few things produce in-store excitement and product sellthrough as instantly as engaging displays. And in this fastmoving half-hour, you'll hear from one of the most creative and innovative merchandisers in the music retail industry: Gayle Beacock of Beacock Music. She'll show how she's created her most effective and innovative displays, walking you through examples you can use.

#### 2:30 P.M. How You're Killing Your Lesson Program — & What to Do About It *Pete Gamber,*

music lessons expert

Most music lesson studios make inadvertent mistakes that slowly chip away at their lessons business. These can stunt growth and even kill a program. Don't let this happen to your lesson operation! In this eyeopening presentation, music lessons authority and *Music Inc.* magazine columnist Pete Gamber will reveal the most insidious problems that affect lesson programs and show you how to spot them at your own business. He'll also offer proven solutions to these problems, so you can not only fix them but also prevent them from happening in the first place.

#### 3 P.M. How to Build an Online Marketing Strategy Frank Cowell, digital marketing veteran & CEO of Elevator

Is vour online marketing getting lackluster results? Or, do you simply want to take your marketing to the next level and convert more potential buvers into customers and fans of your business? Then join Frank Cowell. digital marketing veteran and CEO of Elevator, as he shares the simple one-page online content marketing strategy that he's developed over the course of a 20-vear career. He'll cover five philosophies to dramatically improve your company's results, one big clarifying question that helps create relevance with potential buyers at every stage and the big lie being told by marketing "gurus." Don't miss this high-energy session — and an opportunity to create a strategy for long-term success.

#### Today's Secrets for Selling Pianos Online Tom Folenta, website wizard, & Bob Popyk, Music Trades Magazine columnist

*Hilton, El Capitan, Level 4* Is your website generating customers and sales the way it should? In this one-on-one discussion with *Music Trades*  Magazine columnist Bob Popyk, website wizard Tom Folenta will share unique ideas for creating piano customers and piano sales (both acoustic and digital) online. You'll find out what's working today and take home interesting ways to make your website more effective. Folenta will answer questions and spend time after the session for specific individual interaction.

#### 3:30 P.M. The 5 Most Important Questions to Ask a Prospective Hire Brian Douglas, Cream City Music

Hiring the right people is one of the single most important decisions you'll ever make. And in a rapidly evolving labor market, where prospective hires can access tons of information about your company and the gear you sell, almost anyone can seem like the right fit. Here, Cream City Music CEO and co-owner Brian Douglas will share his proven character-based hiring model and the five most important questions to ask during an interview. These questions will peel back the practiced boilerplate interview responses and reveal core aspects of who that person is and how they align with your company's values.

#### 4 P.M.

#### NAMM YP Presents Joel Menchey of Menchey Music Service (Double Session) Joel Menchey,

#### Menchey Music Service

At this special session, NAMM Young Professionals welcomes guest presenter Joel Menchey, president and owner of Menchey Music Service, an eight-location school music and keyboard retailer headquartered in Hanover, Pennsylvania. Menchey has served in leadership roles in numerous industry associations, including RPMDA, NASMD and, most recently, NAMM's Executive Committee. Join NAMM YP to hear from Menchey about his career path — and his advice for you. After the session, head to the NAMM Member Center (also in the Anaheim Convention Center lobby) for a networking reception with NAMM YP.

#### 5 P.M.

#### Groove — The No Treble Podcast Live Recording with Bass Legend Michael Anthony Michael Anthony, bassist, and Mitch Joel, digital marketing visionary & founder of Six Pixels Group

In the past few years, Groove — The No Treble Podcast has become one of the biggest audio shows for bass players and is building one of the largest oral histories of the bass in the world. Past guests have included Victor Wooten, Jeff Berlin, Tony Levin, Jerry Jemmott, Michael Manring, John Patitucci, Robert Trujillo and many more. In this session, Groove goes live at NAMM with bass legend Michael Anthony (Chickenfoot, Van Halen).

#### 5:45 P.M. All-industry Drum Circle ACC. Palm Court

Drum up enthusiasm for music making at NAMM's annual Allindustry Drum Circle, a can'tmiss NAMM Show rhythm celebration! Blow off some steam and get ideas for setting up fun, group-based community music-making experiences. Percussion instruments provided. Brought to you by NAMM in collaboration with Remo, Inc.

#### 6 P.M. Yamaha All-Star Concert on the Grand

Yamaha is once again bringing its legendary multimedia production to all show attendees during The 2019 NAMM Show. While the artist lineup for this year's concert remains a secret, Yamaha has built an unmatched reputation for developing and producing the largest and most energetic concert events at past NAMM Shows.

#### 7 P.M. 18th Annual 2019 Parnelli Awards Hilton, Pacific Ballroom

The Parnelli Board of Advisors has announced that Chris Adamson will receive the Parnelli Lifetime Achievement Award at the 18th annual ceremony. Adamson has worked as tour manager/director and/or production manager for some of the greatest acts, starting with the likes of The Byrds, Emerson, Lake and Palmer, and Pink Floyd, through to Tom Petty and the Heartbreakers, Aerosmith, and John Mayer/Dead and Company.

#### 7:30 P.M. She Rocks Awards House of Blues Anaheim

Recognizing women who stand out as role models in the music industry, the 7th annual live awards event will honor Macy Gray, Lisa Loeb and Nita Strauss, among others. This high-energy evening includes live music, awards and speeches, celebrity appearances and more. This event is open to the public.



# YOU STAY CLASSY, SAN DIEGO!

Save the Date!

2019 RPMDA Convention Hyatt Regency Mission Bay May 1 - 4, 2019

printmusic.org

## SCHEDULE

#### FRIDAY, JANUARY 25, 2019

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



#### BREAKFAST SESSION 8:30-9:30 A.M. Transforming the Music Industry: Trends, Game-changers & Opportunities

#### Daniel Burrus, leading futurist & innovation expert Hilton Anaheim Hotel,

Pacific Ballrooms, Level 2 Whether you're a music retailer, manufacturer or artist, disruptive technologies represent a threat and an opportunity. Are vou prepared to make them work for you? In this eve-opening NAMM U Breakfast Session, leading futurist, innovation expert and guitarist Daniel Burrus will reveal the current and future trends guaranteed to shape the industry. He'll look at how to use these trends to innovate with low risk, elevate your planning and accelerate your profitability. Most of all, he'll leave you with actionable ideas to get started.

#### 10 A.M.

#### Special 2019 Financial Update: Don't Let Ignorance Kill Your Business! Alan Friedman & Daniel Jobe, Friedman, Kannenberg & Co. Hilton, California B, Level 2

Internet sales tax collection, new labor laws, the Tax Cuts and

Jobs Act – what do they have to do with your music business? Everything, in fact. These laws can be complicated, and ignorance and noncompliance could put your music store in financial peril. Fortunately, these potentially disruptive events can be prevented with a little proactive financial management. Join music retail financial gurus Alan Friedman and Daniel Jobe of Friedman, Kannenberg & Co. for this exclusive financial training, and discover how to withstand the new rigors of 2019. The always-entertaining Friedman and Jobe will give you the rundown

#### on these new laws and critical information to protect yourself. 10:30 A.M. New Instagram Marketing Tips for the Music Industry

#### Jenn Herman, social media & online marketing strategist How can you use Instagram to

increase sales, get new customers and connect with fans? Join leading Instagram blogger Jenn Herman and find out! Herman, author of *Instagram For Business For Dummies*, will reveal new ideas to make the most of your Instagram profile and action buttons to create immediate conversions. She'll also look at how to generate traffic and leads regularly to your website. And, of course, you'll find out how to maximize various features, including Instagram Stories, direct messages and IGTV, to reach more people. Don't miss this opportunity to get an Instagram update from a leading authority.

#### 11 A.M.

#### Decoding Google: Advanced Strategies for Music Businesses (Double Session) Larry Bailin, best-selling marketing author & Google Premier Partner

Businesses that leverage the power and reach of Google grow six times faster than those on the sidelines. Google can now predict when your customers are ready to buy, oftentimes before they even know it themselves. Discover how to take advantage of the full power and reach of Google to grow your music business. Join digital marketing pioneer Larry Bailin, CEO of global marketing agency Single Throw Marketing (a Google Premier Partner), for this special digital marketing double session. Bailin returns to NAMM to share real-life examples of advanced marketing

opportunities that create unprecedented sales activity. You'll find out how to gain a true return on your marketing dollars using Google techniques to get ahead of the competition and connect with more potential customers.

#### 12 P.M. Ultimate YouTube Hacks for Music Retailers *Mitch Joel, digital marketing*

#### visionary & founder of Six Pixels Group

What do the most successful music retailers do to build their YouTube channels? We've asked them, and they answered! After his standing-room-only NAMM U Breakfast Session last year, digital marketing guru Mitch Joel returns to host this visionary NAMM Idea Center session. He'll reveal his original research on the best tactics and strategies that music retailers, musicians and even the world's biggest brands have used to grow and engage their YouTube channels. Video plays a critical role in showing your store, team members and products to customers. So what's the secret sauce to successful YouTube marketing? Join him and find out!

#### 12:30 P.M. How I Grew My Lesson Program to 1,000+ Students Noel Wentworth, Wentworth Music

In the last two years. Wentworth Music increased the student count in its lesson program by 25 percent, Here, NAMM Top 100 finalist Noel Wentworth will show how he did it - and built a program with more than 1.000 students weekly. In this powerful half-hour, he'll share new, low-cost strategies he's successfully used to improve student retention, SEO and the customer and student experience. This includes ideas for making the most of YouTube, student concert photos, videos and customer testimonials.

#### 1 P.M.

#### New Facebook Success Strategies for 2019 (Double Session)

Jenn Herman, social media & online marketing strategist

Facebook marketing is a moving target, with the social media platform regularly changing its algorithm. In this powerful double session, you'll discover how



#### 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

VISIT OUR ROOM #212AB FOR A FREE SET OF STRINGS\* AND YOUR CHANCE TO WIN AN ALL NEW D'ANGELICO GUITAR.

WHILE SUPPLIES LAST

## SAMSON



AR99M

AirLine

SAMSO

Booth 14116 | ACC North | Level 1

© 2019 Samson | samsontech.com