

The Official **NAMM** Show Publication

UpBeat

DAILY



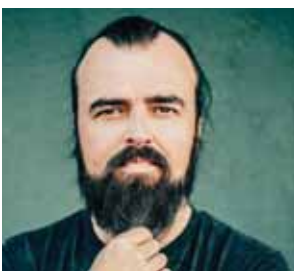
Anaheim HEAT!

OK, you NAMM snow birds, how many times have you checked the weather this week and chuckled at how freaking cold it is back home? (The *UpBeat Daily* staff laughed at yesterday's 4-degree weather in Chicago.) Thank you, Anaheim, for your gently swaying palm trees, sunny, 80-degree temps ... and smorgasbord of gear for us to enjoy! Here are a few others enjoying the Anaheim musical heat wave.



1. The Dansr team gathers at its booth Friday to commemorate its 15th anniversary. 2. From left, Jun-ichi Miki, Roland CEO, Adam Smith, executive director of the Comic-Con Museum, and Roland's Paul McCabe announce a new partnership between Roland and the museum on Thursday. 3. Hartley Peavey and Periphery guitarist Misha Mansoor highlight the Peavey invective MH amplifier, made in collaboration with Mansoor. 4. Yorkville Sound gets ready to rock with the Synergy Array Series. 5. From left, IK Multimedia's Leslie Buttonow, Fabrizio Testa, Tiia Hassinen, Dan Boatman and Gary Kerzner highlight some of the company's new offerings, like the iRig micro amp.

BREAKFAST SESSION!



Join Scott Stratten, a self-described disruptive and untraditional sales, marketing, branding and relationship expert, for a fast-paced look at winning strategies for fast-changing times.

Winning in the Age of Disruption
Page 102



Audio-Technica's Wireless Manager
Page 20



Austin, Mozingo Play it Forward
Page 33



Framus, Townsend Collaborate
Page 50



Recording King's Vintage Mandolin
Page 62



WAZA TUBE AMP EXPANDER

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WINTER NAMM SHOW 2019
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The new limited edition Revstar.
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NAMM Show News



Yoshihiro Ikegami, Boss president, poses with the Boss Waza Tube Amp Expander in the Boss booth on Thursday.

Roland, Boss Launch Products, Partnership

During a Thursday afternoon press conference, Roland and Boss emphasized the importance of creativity by spotlighting young performers, honoring veteran musicians, introducing products and announcing a new partnership.

Jun-ichi Miki, Roland CEO, said, "We once again achieved strong business growth over the previous year, supported by an ongoing effort to integrate R&D, sales and marketing, production and administration as 'one Roland.'"

Among the products highlighted were the Boss Waza Tube Amp Expander, which is a "command center" for tube-based guitar amplifiers, the Roland TM-1 Trigger Module for drummers, the Roland Go:Piano88 digital piano with 88 full-size

keys and the Roland Sparkle Clean Tone Capsule, which was developed in collaboration with acclaimed guitarist Jeff "Skunk" Baxter.

Roland announced a new partnership with the forthcoming Comic-Con Museum at Comic-Con International. Adam Smith, executive director of the Comic-Con Museum, generated smiles by appearing on stage with cosplay volunteers dressed as Captain America, Black Panther and other characters.

Video segments highlighted the accomplishments of this year's Lifetime Achievement Award recipients: guitarist and singer Danny Kortchmar and the pioneering acid-house group Phuture.

Roland (roland.com)



From left, Schmitt Music's Duane Norton, Kawai's Hirotaka Kawai, Schmitt Music's Tom Wennblom and Kawai's Naoki Mori.

Kawai Hosts Awards Dinner

Kawai America hosted its annual dealer awards reception at the Sheraton Park Hotel on Thursday evening.

San Mateo Piano, based in San Mateo, California, received the Dealer of the Year award for Kawai America. Bozkurt Erkmen, owner of San Mateo Piano, accepted a plaque in recognition of the honor.

Among the other dealers recognized with Kawai Pinnacle Awards were Schmitt Music (for Kawai Digital Pianos), Kraft Music (for Kawai Professional Products) and A. McBain/Carnes Piano (for Shigeru Kawai Piano Company).

Hirotaka Kawai, president of Kawai Global Group, thanked the dealers for their support and said, "As we move ahead toward our 100th anniversary in the next decade, we will continue to pursue our primary mission of 'evolving the piano in all its forms.'"

"There's a lot of history in this room," said Brian Chung, senior vice president of Kawai America. "To me, the most valuable attribute of a milestone is not so much what it says about us, but what it produces in us — most importantly, gratitude."

Kawai (kawaius.com)

AKG Delivers Wireless Systems

Harman's AKG has released the DMS100 and DMS300 professional digital wireless systems.

AKG DMS digital wireless systems combine 2.4 GHz operation with AKG sound quality to deliver crisp, studio-quality sound with advanced security features, extended battery life and ultimate ease-of-use. The eight-channel DMS300 and four-channel DMS100 are available in two configurations: a AKG handheld microphone or an instrument- or headset-ready body pack. Offering 24-bit/48 kHz uncompressed audio coding, ultra-low latency and signal security provided by AES 256-bit encryption, DMS digital wireless systems are ideal for singers, instrumentalists and presenters.

"New AKG DMS professional digital wireless systems leverage more than 70 years of AKG microphone engineering to deliver unrivaled fidelity, security and performance," said Christopher Palmer, product manager, microphones, Harman.

Harman (harman.com)



Hal Leonard Adds to Distribution Portfolio

Hal Leonard has added PortaStand stands and accessories, Band Industries Roadie tuners and Sheetminder music arrangement products to its distribution lineup.

PortaStand boasts a lineup of music stands, microphone stands, music stand accessories and tripod/smart accessories. Founded by Bob Evanoff, all products are made in the U.S. and utilize quality materials.

Hal Leonard now distributes two

Roadie products from Band Industries: the Roadie 2, a standalone automatic guitar tuner, and the Roadie Bass, a standalone automatic bass guitar tuner. Both products tune instruments and can be utilized with all types of string instruments.

Sheetminder provides performers with a sheet music organizer to collect, arrange and display their music.

Hal Leonard (halleonard.com)



Gibson Looks to Next Generation

Gibson has added a slew of products to its lineup, including the new Gibson Generation line.

"We're paying tribute to the Golden Era of Gibson by restoring authenticity for musicians with our new lineup of classics," said Cesar Gueikian, Gibson's chief merchant officer. "True to our DNA, our new Les Paul Standard returns to the classic design that made it famous."

The new Gibson Generation line of acoustics provide premium access aimed at younger or newer generations of guitar players. The Gibson Generation line's first offerings, the G-45 Studio and G-45 Standard, feature solid Sitka spruce tops, walnut back and sides, and exquisite finishes.

Gibson (gibson.com)



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SINCE 1953



F-512



Jetstar



DS-240 & P-240



B-140E

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Happy 40th Anniversary



From left, Music Tribe's Tom Knesel, Chuck Cammack and D.L. Henderson Co.'s David Henderson present The Music People's John, Sharon and Jim Hennessey with a plaque commemorating the company's 40th anniversary.



AER Gets Colorful with Latest Versions of Compact 60 Amp

German amp manufacturer AER — The Acoustic People — has introduced several colored cabinet versions of its best-selling Compact 60.

The 60-watt acoustic amp — trusted by pro players including Tommy Emmanuel, Eric Johnson, Monte Montgomery, John Oates, Al Di Meola and more — will now be available in a variety of colors, includ-

ing: High Gloss Red, High Gloss Black, Matte White, Green Structured Finish, Grey Structured Finish, Brown Structured Finish and White Structured Finish.

All new colored cabinet versions will be built to the fourth generation spec which sees the Compact 60 upgraded with a Pre FX/Post FX switch for the DI Out.

[AER \(aer-music.com\)](http://aer-music.com)



Kurzweil Adds 4 Keyboards that Perform On-the-Go

Kurzweil's KA-70 and KA-120 digital pianos and KP150 and KP300X portable arrangers are ideal for home or on the road.

With an 88-note, spring-action keyboard with adjustable touch sensitivity, the KA-70 is housed in a stage piano-style cabinet with a detachable music stand. With 600 factory preset programs, 230 auto-accompaniment styles and 128-voice polyphony, the KA-120 is lightweight, with a MIDI song recorder.

The KP150 is a 61-note keyboard with velocity-sensitive, synth-action keys and 618 factory preset programs. The KP300X expands upon the KP150's design with pitch blend and modulation controllers, 737 factory preset programs, 240 auto-accompaniment styles and a 76-note, full-size, velocity-sensitive synth-action keyboard.

[American Music & Sound \(americanmusicandsound.com\)](http://americanmusicandsound.com)



Paul Reed Smith, CEO of PRS Guitars, speaks at Thursday's press conference.

PRS Hosts Guitar Stars to Honor Growth Spurt

Paul Reed Smith celebrated the significant growth his company PRS Guitars has experienced in recent years during a Thursday press conference that included appearances by guitarists Carlos Santana and Jakko Jakszyk.

"Three years ago, we did \$40 million worth of business," Smith informed a crush of press and onlookers at the start of the event, held in the PRS Guitars booth. "And then two years ago we did \$50 million. Then, at the end of 2018 we did \$58 million worth of guitars. That was 15-percent growth last year. Those are unheard-of numbers."

Smith then spoke of the company's mission to build the best possible tools for musicians, as well as PRS Guitars' current position in the marketplace as one of the top three American-based guitar manufacturers.

"A lot of the artists who are with us would never ever play the guitar unless they loved it," he said. "It's very competitive right now. The artist is going to use absolutely the best thing they can possibly use to make sure they can do their job, and if there's a better tool,

I'd better look out because they're going to start using it. That's my job: to always stay up to date."

Jakszyk, the current frontman for the progressive rock band King Crimson who made an appearance, has been playing a custom-painted PRS SE 24 "Schizoid" model, an import version of which is now in production.

Longtime PRS endorser Santana also spoke of his appreciation for PRS Guitars: "Some people think that we just play guitar. But we usually bring a lot of light, a lot of hope [and] a lot of spiritual conviction to the world. Spiritual confidence and conviction are what I get when I play [PRS] guitars. When we hooked up, I immediately fell in love with [Smith's] conviction, his imagination. Albert Einstein said that imagination is more important than knowledge. Every single guitar in here was conceived by [Smith's] imagination. It all came out of his mind's eye. And I'm so grateful and proud to be his partner."

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

Gretsch Goes to Brooklyn

Paying homage to Gretsch's manufacturing history in Brooklyn, New York, Gretsch Drums has announced the release of the Brooklyn Micro Kit. The Micro is ideal for small venues, studios, rehearsal rooms and other situations where space is at a premium.

The set produces a warm, articulate tonality, courtesy of a six-ply poplar/maple shell outfitted with 302 counter hoops. A 4825 tom bracket mounted directly to the shell, single tom mount and removable bass drum riser are included in the travel-friendly outfit.

The set is finished in a Satin Gray lacquer and is accented with Satin Natural bass drum counter hoops and snare drum to offer a striking appearance that is suitable for all musical genres and playing situations. The artist-designed configuration (GB-M264-SG) includes a 12-by-16-inch bass drum,



7-by-10-inch rack tom, 12-by-13-inch floor tom and 4½-by-13-inch snare drum.

[Gretsch Drums \(gretschdrums.com\)](http://gretschdrums.com)

The Legend Continues

The Viscount by KeyB Organ Legend EXP expander module now offers to a wider range of players the Physical Modeled sound of the Legend line of drawbar instruments. Never before has a module been available with sound so close to an original vintage in both drawbar duplication and modeled Leslie simulation.

With all the features for both performers and home recording, the Legend EXP offers full Physical Tonewheel Modeled drawbars, performance controls, USB-MIDI, EQ and stereo audio out with a dedicated bass out, plus even more hands on

performance features that players will love.

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[Viscount Instruments \(viscountinstruments.com\)](http://viscountinstruments.com)





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Briefs

RockBoard Cables Slim Down



The RockBoard Flat MIDI Cables are based on the slimmed-down and patent-pending Flat MIDI Cable design. The cables offer flat and compact plugs with an omnidirectional design. They can be adjusted to be either straight, or angled to the left as well as to the right, and locked into place using two hex-key setscrews. The RockBoard Flat MIDI cables are now available in five lengths: 30, 60, 100, 200 and 500 centimeters.

🛒 **RockBoard** (rockboard.de)

Martin Audio Launches WPL



Martin Audio has launched the Wavefront Precision Longbow (WPL). Designed as a complete system with external iKON multichannel amplifiers, automated display optimization software and VU-NET control platform, the WPL is a full-scale line array that is capable of high output for its size and weight.

A three-way, bi-amped system, WPL's high output is achieved by utilizing Martin Audio's horn-loading technology across all frequency bands — increasing the acoustic output of the low frequency section as well as the midrange and high frequencies.

🛒 **Martin Audio** (martin-audio.com)

Derek Smalls? An 11-foot Ampeg?

Commemorating the 50th anniversary of the SVT bass amp, Ampeg will host a special guest event featuring Derek Smalls, formerly of the band formerly known as Spinal Tap.

The event takes place today in the Anaheim Marriott Grand Ballroom at 2 p.m.

Come witness this once-in-a-lifetime event where Derek Smalls will play the legendary 11-foot-tall (yes, it goes to 11) custom-built Ampeg SVT bass amplifier and take questions from the audience.

INFO **Ampeg** (ampeg.com)

CORRECTIONS



• On Page 8 of the Thursday edition, the wrong photo accompanied the Taylor Grand Pacific article. The photo accompanying this correction is the Grand Pacific. Developed by Taylor's master guitar designer Andy Powers and leveraging Taylor's new sonic engine, V-Class bracing, the Grand Pacific offers a round-shoulder dreadnought that adds a different tonal personality to the Taylor line.

🛒 **Taylor Guitars** (taylorguitars.com)



• On Page 60 of the Thursday edition, we flipped the photo of the Hosa Drive Bluetooth Interface. This is how the device actually looks.

UpBeat Daily regrets the errors.

🛒 **Hosa Technology** (hosatech.com)



Claudio Lastrucci of Powersoft Audio poses with the T series amplifier platform during a press conference Thursday afternoon at the company's booth.

Powersoft Launches Powerful T Series

Powersoft Audio, a manufacturer of professional power amplifiers, held a press conference at its booth on Thursday afternoon to unveil the T series amplifier platform.

"The T series was developed because we had a 'missing portion' in our portfolio," said Powersoft Audio R&D Director Claudio Lastrucci.

The amplifier platform, which was designed for small- to medium-size sound systems, was developed with the rental market in mind.

The T series consists of both two- and four-channel models available in 3,000-watt and 6,000-watt versions supporting channel powers from 750 watts to 3,000 watts in

a single rack unit. All models can deliver the same high peak voltage and can drive single 8 Ω -ohm cabinets at full SPL.

In addition to analog inputs, the T series includes AES3 and Dante by Audinate inputs that are optimized for daisy-chained distribution of two-channel audio to multiple amplifiers with no need for external switches or splitters.

"Historically, you have not seen products for small systems with things like daisy-chained networking [capability]," said Klas Dalbjörn, product manager. "You don't have to buy any networking gear. You don't have to configure anything. You just take the computer at one end, and you string

the devices in a chain. If you want to have a Dante source that's not the computer itself, but maybe a mixing desk, you take it at the other end of the daisy chain, and you have a complete system, without any networking gear. This makes it easy to use."

Each amplifier platform in the T series is fully operable from the front panel display, ensuring ease of setup and control. The display includes features like preset recall, gain, delay and mute.

"We used a beta-testing phase to debug the product, and it's ready to ship now," said Luca Giorgi, Powersoft's sales and business development director.

🛒 **Powersoft Audio** (powersoft-audio.com)

Percussion Marketing Council Expands Program Offerings

With a sense that more programs to promote percussion and drumming will go further than a rifle-shot focus, the Percussion Marketing Council (PMC) outlined a number of programs old and new geared to create more drummers during its annual meeting Thursday night at the Anaheim Hilton.

The organization introduced three new programs in 2018 and is looking toward developing them further in the new year:

- **March to Your Own Drum** — "We hadn't paid attention to the area of marching percussion up to this point," said Karl Dustman, PMC executive director. "We now have a program where we will be working with local facilitators to bring a marching percussion experience to existing festi-

vals and competitions where the public can actually play, learn and hear on marching percussion."

- **Percussion in the Library** — Dustman said this program was spearheaded in Arizona because a local library wanted something to get the students, parents and grandparents into the library during June, July and August. So, they started a percussion program. It has grown to 18 programs around the state and spread to New England.

- **Hand Drumming for Life** — This program was created by John Fitzgerald, manager of recreational music activities for Remo. "Now we have a connection with health and wellness and music therapy,"

Dustman said.

Board member Dave Jewel, marketing communications manager for Yamaha Corp. of America, announced that famed drummer Cindy Blackman Santana will be the face of International Drum Month in May. In other PMC news, Dustman also introduced two new members, Crush drums (distributed by Korg USA) and Dixon (distributed by St. Louis Music).

Jennifer Paisley, events manager for Alfred, joined the PMC Board. Brad Smith, Hal Leonard vice president of MI products, will move off the board and into the role of handling special projects for the organization.

INFO **PMC** (playdrums.com)

Renkus-Heinz Names New Florida Distributor

Renkus-Heinz, manufacturer of professional loudspeakers, announced that the Indianapolis-based firm The Marketeers will represent Renkus-Heinz products in Florida and Puerto Rico.

"With its more than a decade-long history of representing musical instrument and commercial audio brands in the Midwest and Southeast, The Marketeers are ideally positioned to help expand our reach," said Joe Fustolo, Eastern regional sales manager at Renkus-Heinz. "Demand for theme park, worship and concert sound is growing in Florida and especially Puerto Rico, and with The Marketeers' channel partners and rep-

utation for customer service, we intend to be at the head of the class in those markets and more."

"Renkus-Heinz ups our game," said David Mottinger, owner of The Marketeers. "Their advanced technologies, such as their Iconyx series' precise digital beam-steering for custom coverage patterns and their Complex Conic constant-directivity horns, are industry benchmarks. The sheer quality of their systems will help us serve a new level of client and venue — the kind that demands nothing but the best."

🛒 **Renkus-Heinz, The Marketeers** (renkus-heinz.com, themarketeers.net)



David Mottinger, owner of The Marketeers



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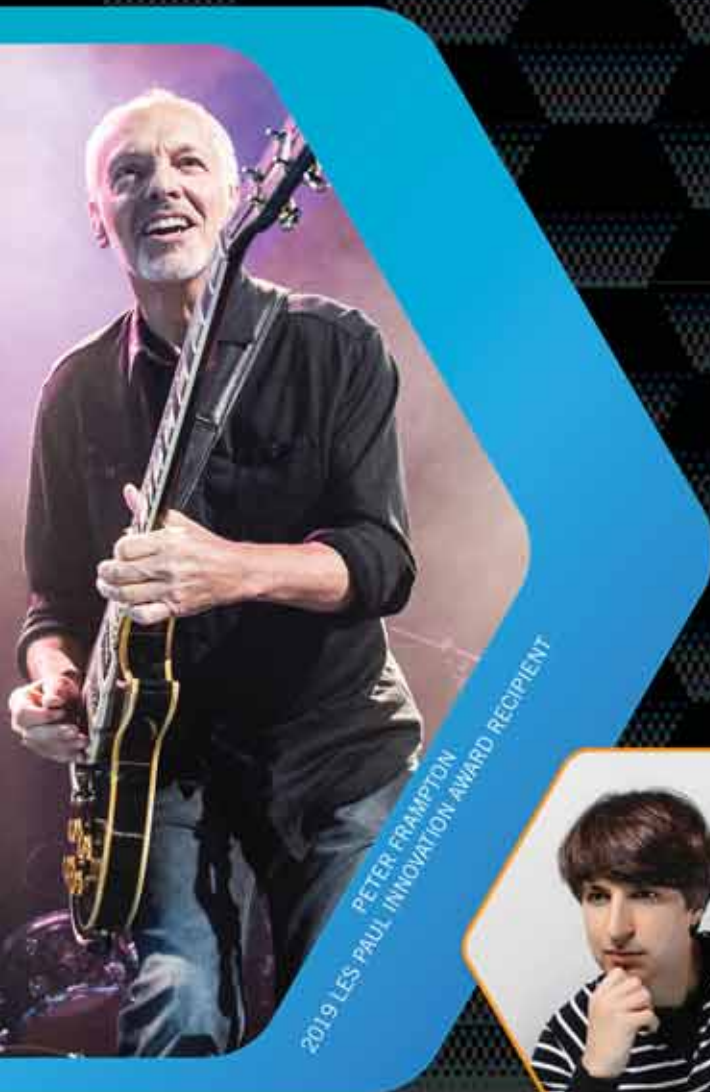
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OM-28

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martinguitar.com/deluxe

APPOINTMENTS

Newhouse Promoted to Global Sales VP

Jim Newhouse has been promoted to vice president of global sales at Eastern Acoustic Works. Glenn Kalinowski will take over his previous position at the company as North American sales director.

In his prior role, Newhouse established a strong direct sales team, dramatically increased installation market revenue and initiated a highly successful dealer incentive program, according to company officials.

"When given the opportunity to build and lead the EAW North American sales team, I was determined to surround myself with the strongest team," Newhouse said. "Our North American sales team understands our customers' needs and continually rises to the occasion. We all continue to grow together; iron sharpens iron. Our goal is to make sure that our international customers and team are as tightly connected as our North American team."



Jim Newhouse

Elixir Appoints Global Sales Leader

Elixir Strings has named Krista Krouse as global sales leader. With more than 15 years of sales leadership experience, Krouse will be responsible for the strategic sales growth of the Elixir Strings business worldwide.

"I couldn't be more energized to strengthen and grow the Elixir Strings business as we work closely with our valued distributors, retailers/e-tailers and players," Krouse said. "I'm eager to partner with Ute Wana, regional sales leader for EMEA, and other sales associates worldwide in my new role and leverage their strong sales leadership and innovation. Together, we are excited about the future of this strong brand."

Prior to this promotion, Krouse was Elixir's Americas sales leader responsible for strategic sales in North and South America. Krouse also provided oversight to Australia and the Asia Pacific regions.



Krista Krouse

UA Taps Allan Timms as Engineering VP

Universal Audio has announced that Allan Timms has joined the company's executive team. Timms has been named vice president of engineering and joins UA with a background in leading highly skilled hardware, software and mixed-signal engineering teams.

"Hiring a talented and experienced engineering leader like Allan into the UA family during this period of growth is an exciting development for the company," said Bill Putnam Jr., Universal Audio CEO and founder. "His experience creating innovative and scalable systems — both in and outside of audio — will help us to invent the next generation of classic-sounding tools for audio engineers, producers and musicians."

As the head of software engineering at Logitech, Timms was responsible for all embedded, mobile, desktop and cloud software stack teams, as well as the overall software strategy.



Allan Timms

Dirac Selects Chief Technology Officer

Swedish company Dirac Research, which specializes in digitally optimized sound solutions across all product categories, has announced that Armin Prommersberger will serve as the company's chief technology officer.

Prommersberger joins Dirac from Harman International, where he held several senior management positions, most recently as senior vice president of R&D for its Professional Solutions division. Prior to this, he served as senior vice president of technology for the Harman Lifestyle Audio division and vice president and general manager of Harman's Automotive Audio business in Europe.

"Dirac is and has always been a cutting-edge technology company focused on creating signal processing solutions that solve the complex problems at which all other companies fail," Prommersberger said. "This is just as true today as it was over 10 years ago."



Armin Prommersberger

MacPherson Joins Zildjian's Board

The Avedis Zildjian Company has added Cady Zildjian MacPherson to its board of directors. MacPherson's addition continues the tradition of Zildjian family leadership of the company, extending 15 generations.

"Debbie and I are excited to welcome Cady to the board," said Craigie Zildjian, former CEO and executive chair of Zildjian. "This continues the 400-year-old tradition of leadership in the business."

MacPherson is the daughter of Debbie Zildjian and granddaughter of Armand Zildjian. She is the oldest of the 15th generation of Zildjian shareholders.

MacPherson worked as senior account manager at SmartPak, a supplier of supplements and accessories for animals. Her involvement with Zildjian began in 2007, when she joined the company as manager of Z gear, the Zildjian line of apparel and accessories.



Cady Zildjian MacPherson



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

Sabian Refines its Vision

Sabian is refining its vision, enabling consumers to more easily navigate its catalog and understand what sets its products apart in the marketplace. Mark Love, the company's director of R&D, said that 46 SKUs in the AAX line would be removed, and that 26 entries would be added.

"We're trying to make it simpler for people to understand what each cymbal

is and what voice it is, so they can decide if that's theirs," said Andy Zildjian, president of Sabian, during a Thursday morning press conference. "The other thing we're trying to do is explain that we are different from other companies. We don't just make products; we make instruments because we get it."

🛒 Sabian (sabian.com/AAX)

Korg Teams with Greg Mackie, Peter Watts

Korg has announced a strategic alliance with noted pro-audio product designers Greg Mackie and Peter Watts. Their company, M&W, has been instrumental in the behind-the-scenes development of products for a number of major manufacturers over the past 15 years.

"We are very excited to be working with

Greg and Peter," said Seiki Kato, Korg president. "I have personally known this team since the mid-'90s and have always wanted to collaborate on new products that combine Korg's engineering and manufacturing expertise with Greg and Peter's design talents."

📄 Korg (korg.com)



Martin Honors Woodstock's 50th

Martin Guitar has partnered with the Woodstock Foundation to celebrate the 50th anniversary of the Woodstock festival. As part of the partnership, Martin has introduced the D-35 Woodstock 50th Anniversary model and the DX Woodstock Anniversary model.

"If you trace everything that happened to me from my teens all the way leading up to the creation of Woodstock, it is as if

there were a Martin guitar slung over my shoulder every step of the way," said Joel Rosenman, Woodstock founder.

This DX Woodstock 50th Anniversary model includes custom artwork by Robert F. Goetzl that replicates elements from the original 1969 festival poster. The model features a rich, dynamic sound and pairs an HPL top with mahogany-grained HPL back and sides.

🛒 Martin Guitar (martinguitar.com)

Apogee HypeMiC Offers 'Professional Feel'

Roger Robindore, director of product evangelism at Apogee, is adamant about the new HypeMiC USB condenser microphone, which features built-in analog compression. "It's just better quality," he said following a Thursday presentation at the Apogee booth. "Compression is really the magic sauce that you hear in professional production."

Built on the Apogee MiC, which initially was released in 2011, this new iteration of the microphone offers the "Shape It," "Squeeze It" and "Smash It" compression settings. The microphone also features a headphone output.

🛒 Apogee (apogeedigital.com)



Roger Robindore touts Apogee's new HypeMiC on Thursday.

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ARTIST SIGNING



2:15PM

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REX BROWN BAND

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FORTE PORT X

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Designed for quick string changes, our bridge eliminates the need for hard-to-handle end pins.



FORTE EXOTIC

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See & hear them at
**BOOTH
6410**

Vandoren Expands Pink Gold M|O Ligature Line

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

"Players loved the depth, color

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

With a design that combines the innovative screw mechanism of the Optimum Ligature with the light-weight body design of the old

Masters Ligature, M|O ligatures are known for a free-blowing feel, and incredibly crisp articulation and response. The new pink-gold finish offers musicians yet another color and feel with which to express themselves.

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

NAMM Booth 9723



Vandoren M|O Pink Gold Ligature

Whichever instrument you play...



We have a Pink Gold M|O for you.

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

See them at NAMM booth 9723



Vandoren®
PARIS

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

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

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

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

Vandoren JUNO Reeds Expand



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

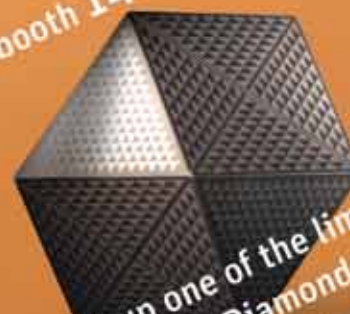


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AT2035PK | AT2035, XLR Boom, ATH-M20x



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



MAP: \$199
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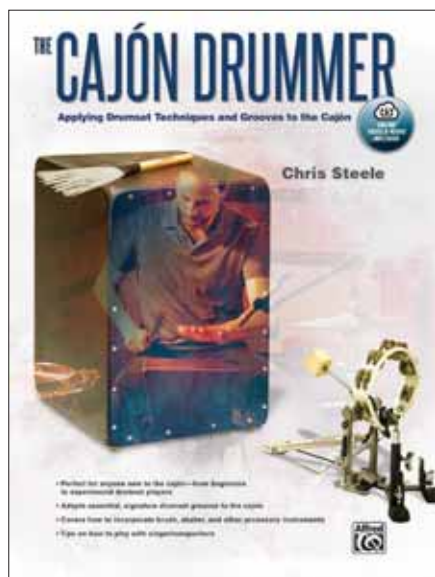
MAP: \$129
AT2005USBPK | AT2005USB, USB Boom, ATH-M20x

Packed to Sell

Four microphone packs designed for streamers, podcasters, and other content creators who need a versatile, easy-to-install, easy-to-adjust boom microphone setup.

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audio-technica



Alfred's 'Cajón Drummer' Brings Grooves

Alfred Music has released *The Cajón Drummer: Applying Drumset Techniques and Grooves to the Cajón*.

This book offers a practical approach for learning how to play drumset grooves on the cajón, an instrument that has become a staple on the concert stage.

The *Cajón Drummer* covers everything a percussionist needs to know, including basic techniques and exercises; sections on adding a brush, shaker and other instruments to enhance grooves; and tips on how to play effectively with a singer with little or no rehearsal.

MSRP \$12.99.

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

Fender Downtown Express Pedal is a One-stop Shop for Bass Tones

Launching in March, the Fender Downtown Express pedal is a one-stop shop for bass tone-shaping. It puts everything a player might need for a killer bass tone right at their feet. All the essentials are there: compressor, three-band EQ and overdrive. Each is switchable on its own, or users can kill the signal for silent tuning. The direct output makes it easy to integrate this pedal into any performance situation.

This pedal also includes a switch that lets players reorder the compressor and overdrive

circuits to suit their individual needs.

MSRP: \$249.99.

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



A-T Releases Wireless System Software Pack

Audio-Technica has introduced its Wireless Manager software, a Mac OS/Windows application for centralized remote configuration, control and monitoring of Audio-Technica wireless systems in sound reinforcement or installed-sound applications. With connectivity for the A-T 5000 series wireless microphone system, it groups three function windows: device list, frequency coordination and monitor.

The device list function auto-discovers connected hardware and populates a list of A-T wireless components. From the device list window, users can modify transmitter and receiver parameters of wireless devices. The frequency coordination function's control and display window allows for real-time spectrum scanning or importing a TV channel database for off-site planning.

The monitor function allows live monitoring of connected systems with the option of filtering displayed devices by tag groups.

Wireless Manager includes a tool box function offering walk test, multipoint diversity setup, user access control and cable loss calculation functionality.

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



ESP Adds, Updates LTD Basses

ESP Guitars has introduced 13 bass models to its affordable LTD series.

The AP-4 Black Metal is the first bass addition to the LTD Black Metal series. It offers the classic shape of AP series basses, with a bolt-on maple neck and an alder body, but adds a black satin finish and all-black hardware with pro-quality components.

Four updates to basses in the LTD B series also are being debuted. The B-1004 Multi-Scale and B-1005 Multi-Scale now

use environmentally friendly ziricote tops. The updated B-1004 and B-1005 basses have been switched to tops made of bocote, a sustainable exotic figured wood.

The Stream-204 and Stream-205 are ideal for budget-minded players.

The LTD Signature series bass for Anthrax's Frank Bello now comes in an affordable model that includes a set of EMG P-HZ/EMG LJ-HZ pickups with red covers.

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

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BOOTH # 17510 ACC NORTH

HeadRush Rolls Out FRFR-108 Cabinet

HeadRush has introduced the FRFR-108 full-range flat response powered cabinet, which delivers great performance to the HeadRush Gigboard or any modeler from an easily portable 20-pound enclosure.

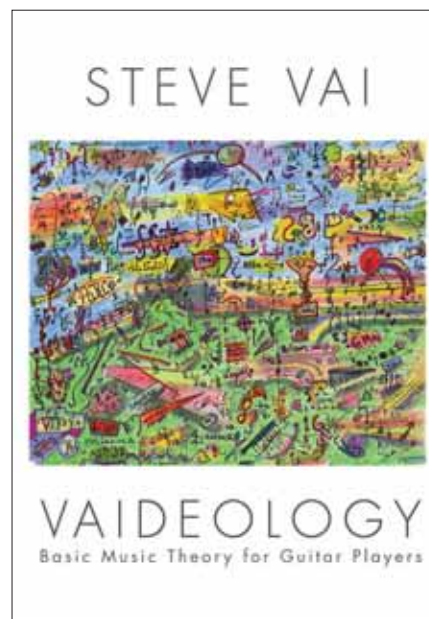
The FRFR-108 is ideal for players using modeling tech with guitar or bass who want a small, affordable setup for home practice but also a high-output rig for club gigs.

The FRFR-108 features a 2,000-watt amplifier, a long-excursion 8-inch two-way speaker and a wide array of input/output options and EQ/tuning capabilities.

The FRFR-108 delivers high acoustic accuracy and high sound pressure levels to

ensure that the music is projected with clarity. Its specially voiced 8-inch woofer and high-frequency compression driver deliver a full response across the entire frequency range without any artificial coloration.

HeadRush (headrushfx.com)



Hal Leonard Explores Theory

Hal Leonard has debuted Steve Vai's music theory book, *Vaideology*, designed for beginners and veteran guitar players.

In this book, Vai explores the basics of music theory to help players become more musically literate. Through discussions of music theory fundamentals, Vai combines practical exercises, diagrams, tips, practice methods and various approaches.

Topics covered include academic versus experiential learning, music notation, reading and writing music, understanding scales and intervals and more.

Hal Leonard (halleonard.com)

A large advertisement for the K&M König & Meyer Omega-E keyboard stand. It shows the stand in a studio setting, with a keyboard on it. A smartphone in the foreground displays the 'Desk Control' app interface, which shows a height of 93 cm. The K&M logo is in the top right corner.

K&M KÖNIG & MEYER
Stands For Music

The new »Omega-E« keyboard stand

Using the "Desk Control" App with Bluetooth technology, you can easily operate the table via your Smartphone.

SIT - STAND – PLAY – MOVE.

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

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

Made in Germany

5 year warranty

www.k-m.de



ThixoTek Offers MagSlide MS2

The MagSlide MS2 by ThixoTek is a magnesium-based guitar slide based on the original MagSlide.

"We had a piece of magnesium tube and wondered how it might work as a guitar slide," said ThixoTek's T.J. Carter, who is a co-inventor of the MagSlide. "The tone and playability were immediately obvious when we tried it."

MagSlide (playmagslide.com)

UpBeat

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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, Will 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

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Boss Launches Next-gen Guitar Performance Amps

Boss has launched the Nextone-Artist (80 watts) and Nextone-Stage (40 watts) — two 12-inch-speaker combo guitar amplifiers designed with the advanced Tube Logic approach. Combining classic tube sound with next-generation tonal diversity, each Nextone amp offers multiple channels and instant revoicing via four Class AB analog power amp types selectable from the panel.

Nextone amps also include built-in effects, a dynamically responsive power control and personalized sound customization using the Nextone Editor software for Mac and Windows.

The Tube Logic design approach delivers

great sound, feel and response by reproducing the complex interactive behaviors of tube amps. This process also brings increased reliability, reduced weight and maintenance-free operation. Tube Logic evolves even further with the Nextone series, unlocking access to deep tone customization features that are impractical or impossible with traditional tube designs.

With an easy turn of a panel dial, Nextone users can redefine the amp's overall sonic signature and playing feel with the unique characteristics of 6V6, 6L6, EL84 and EL34 output tube selections.

Each selection revoices the entire circuit



from input to output, putting the complete sonic experience of these four classic analog power stages in one amp for the first time.

Nextone amps include built-in delay, reverb and tremolo effects, and with the integrated power control, players can experience authentic cranked-amp tone while matching the volume to any situation, whether at home, in the studio or on stage.

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

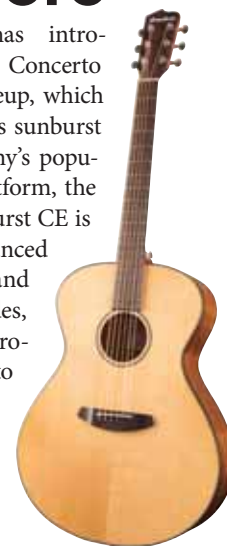
Concerto Sunburst CE Offers More

Breedlove Guitars has introduced the larger-bodied Concerto to its Discovery series lineup, which offers the option of a gloss sunburst top. Based on the company's popular Discovery Concert platform, the Discovery Concerto Sunburst CE is a larger body guitar, balanced with a Sitka spruce top and mahogany back and sides, and offers additional projection from the Concerto body.

Ideal for any player looking for a more nuanced sound and more tonal complexity — and a very comfortable playing experience — this acoustic-electric guitar can be plugged in, using the popular Fishman Presys I.

MSRP: \$599.

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



Ukulele Playing Made Easy

Córdoba is launching the Ukulele Player Pack, an all-in-one box of ukulele accessories that provides all the help one might need to start playing.

Córdoba's beginner-friendly Protégé line first introduced instrument packs with its 2013 launch at The NAMM Show. The new Ukulele Player Pack expands that line to include an all-mahogany soprano-sized ukulele with a breathable, satin finish.

The Ukulele Player Pack comes bundled in a sleek, sophisticated box, and inside is a drawstring gig bag, digital clip-on chromatic tuner, an extra set of strings, three picks and a chord book.

MSRP: \$95.

🛒 [Córdoba \(cordobaguitars.com\)](http://Cordoba(cordobaguitars.com))

Hal's 'Guitar Advantage' Packs Lessons

Hal Leonard has released *The Guitar Advantage*, a home study guitar course by Matthew Van Doren.

The Guitar Advantage combines 99 lessons with 14 hours of instructional videos. All videos correspond to lessons, letting players focus on one concept at a time, and every musical example is written out in tab notation with fretboard and chord diagrams.

Video lessons and bonus content are available online for download or to stream, using a unique code found inside the book.

The video and audio files include Playback+, an audio player that lets students set loop points, change keys, pan left or right and slow down the audio without changing the pitch.

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



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Our most advanced multifunction delay / looper with up to three seconds of delay time.

Tails feature selects whether echoes fade naturally or stop immediately when the pedal is switched to bypass mode.

Up to 16 minutes of recording time on the fully featured looper to record all the Grand Canyon's effects, in stereo. Loop audio remains in the pedal until you erase it, even after powering down.

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9 tempo subdivisions for each modulation section — from a whole note to a 16th.

100 storable presets.

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MOD section offers choice of Vibrato, Flanger, Chorus or Phaser.

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13 presets can be saved and recalled.



MIDI control of parameters and presets.

Each section offers four LFO shapes: rising sawtooth, triangle, falling sawtooth and square wave.

Full stereo input and output.

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dBTechnologies

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

Now in Booth #18219



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

Booth #11110



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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.

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

Booth #11110



nord



The new Nord Piano Monitor. Experience the Nord sound.

Come try the new Nord Piano Monitor at Booth #11110

reloop

New at NAMM 2019, 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.



Booth #11110

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.



Booth #11110

XONE

Xone series mixers are on the riders of many of the world's most respected DJs and can be found in the booth at numerous iconic venues. The Xone:96 builds on the now 15-year-old industry standard Xone:92 continuing to set the standard for audio quality, innovation and durability.



Booth #11110



Build Tracks with Ease

Novation has introduced the SL MkIII, a MIDI and CV-equipped keyboard controller with an eight-track sequencer.

The SL MkIII helps players to create quickly and easily. Users can create with MIDI hardware and CV/Gate synths, and build tracks in the eight-track polyphonic sequencer.

The SL MkIII offers easy integration with Ableton Live or any other HUI-compatible DAW.

The full-color LCD screens provide full visibility of parameters, while the pads, buttons, eight faders and eight knobs let users get hands-on with their music.

🛒 **Novation** (novationmusic.com)

Lok-N-Roll 'Evolves'

The Lok-N-Roll Evolve Compensated Locking Nut offers smooth edges and precision engineering. The Evolve was developed to offer each string individual length and individual compensated tuning with a more even tension across the fingerboard.

The Lok-N-Roll Evolve offers assistance in faster playing, tapping, slapping, sweep-



ing, string skipping, tremolo recovery and more. Players can experience rich harmonics, piano-like pronounced chords, better tone and reduced hand and wrist fatigue.

🛒 **Lok-N-Roll** (lok-n-roll.com)



SPL Unveils Scarlet Fade

Sound Percussion Labs has introduced the Scarlet Fade limited-edition snare.

Ideal for the beginner, as well as the more experienced player expanding an existing kit, this 14- by 4-inch snare provides dynamic tuning and a tonal response ranging from low, wet tones to a high, crisp attack. Its versatility makes it an ideal main snare or a high-quality side snare.

The Scarlet Fade limited edition snare's wood ply shell features a glossy finish that gradually blends from scarlet red to black, making it an attention-grabber under stage lights. With elegant mini-tube lugs, chrome hardware and a hand-sanded snare bed, the Scarlet Fade looks as great as it sounds.

MSRP: \$129.99.

🛒 **Sound Percussion Labs** (soundpercussionlabs.com)

DPA's d:vote Core 4099 Mic Decreases Wind Noise

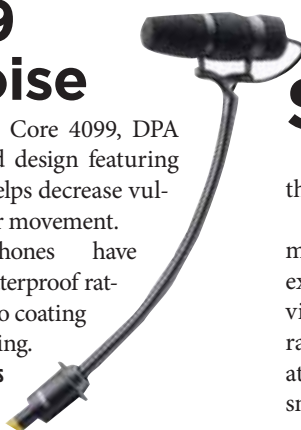
DPA's d:vote Core 4099 instrument microphone is designed for use with every woodwind and acoustic instrument, the most popular being guitar, violin, cello, trumpet and saxophone.

Known for its discreet size and versatile mounting/clip options, the d:vote Core 4099 mic is a great fit for a variety of applications, ranging from the studio and theater to live performances.

With the d:vote Core 4099, DPA offers a streamlined design featuring a foam cover that helps decrease vulnerability to wind or movement.

These microphones have achieved an IP58 waterproof rating. They utilize nano coating and hermetic sealing.

🛒 **DPA Microphones** (dpamicrophones.com)



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




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Greg Spero
Tiny Room Studios
@gregspero
Artist, composer, producer



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pBuzz Teaches Kids How to Play Music

The pBuzz is an affordable, colorful and fun brasswind instrument that is made out of plastic and has a mouthpiece.

Developed by the team who created the pBone, the world's first plastic trombone, the pBuzz is more eye-catching than a recorder and easier to play than a xylophone.

The pBuzz was designed by Warwick Music Group specifically for students as both a real instrument and teaching aid. It helps teach concepts such as pitch and rhythm as well as the buzzing technique required to play brass instruments.

It incorporates a moveable slide, and its mouthpiece is identical to those used in

brass instruments. The pBuzz is made from ABS, a tough and environmentally friendly polymer.

Warwick makes other plastic instruments designed for small hands. Also new for 2019 is the pTrumpet hyTech, a durable, lightweight hybrid instrument made with metal and plastic, and the pCornet, with a design based on the traditional B-flat cornet.

Other "pInstruments" include the pBone mini, which, like its bigger counterpart, is made of lightweight, durable plastic and is ideal for smaller hands.

Warwick Music Group U.S. Marketing Director Rich Breske explained the instru-



ments' relevance and importance to music educators: "Elementary music classroom teachers are providing students with an important introduction to instrumental music. Many are including pBuzz along with

a recorder and Orff instruments. Others are replacing recorder with pBuzz as it represents curriculum more in keeping with most learning styles."

[Rhythm Band Instruments \(rhythmband.com\)](http://RhythmBandInstruments.com)

LD Systems, Porsche Blend Sound, Style

Developed in collaboration with Porsche Design Studio, the LD Systems Maui P900 powered column P.A. system provides solid reproduction clarity and high-definition sound. It is the ideal choice when live events and installation environments call for both sonic performance and style.

With a total of 50 neodymium transducers and 1,400 watts RMS of class D power, it delivers a maximum sound pressure of 131 dB and 42 to 20,000 Hz frequency response.

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



Evans Collaborates with Arti Dixon

Evans Drumheads has reached an agreement with inventor Arti Dixon for exclusive worldwide distribution on his Bass Drum Lift. The Evans Dixon Bass Drum Lift is a tool for raising a bass drum off the floor, improving resonance and beater striking location. By lifting the drum, and removing excessive clamping force on the hoop, the bass drum lift lets the drum resonate more naturally for a better tone.

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

Pearl Launches Finish Graphics

In commemoration of Pearl launching its Masterworks drum set line in 1999, the company has announced the option of custom Artisan II finish graphics. Artisan II turns the drum shell into a blank canvas. Utilizing a method exclusive to Pearl in the musical products industry, a choice of high-definition graphics can be printed directly onto the outer shell ply without affecting the overall tone of the drum.

Pearl will showcase Masterworks Sonic-Select drum kits featuring an intricate illustration by artist Jessica Hancock.

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

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Hohner Teams up with the 'Piano Man'

Hohner has introduced its Billy Joel Signature Harmonica.

To honor the legendary singer, pianist and composer, the Billy Joel Signature Harmonica was designed in close collaboration with Joel himself. It features custom-engraved stainless-steel cover plates mounted on a Doussie wood comb.

The harmonica also features original Hohner Brass reed plates and is in the key of C major.

For fans, collectors and players alike, the harmonica is packaged in a beautiful display case, which also holds the score of the famous intro to "Piano Man."

🛒 [**Hohner \(hohner.de\)**](http://Hohner (hohner.de))

Hartke Celebrates 35 Years

Hartke has introduced the XL series V2 bass cabinets, commemorating 35 years of "Hartke Sound" and the original aluminum-cone cabinet, which was hand-built by Larry Hartke.

The XL series V2 houses Hartke's all-aluminum speaker design inside a more durable, modern-looking cabinet enclosure, while delivering bass tone with broad dynamics.

Two models are available. The 210XL V2 features a single-chamber, sealed cabinet design with two 10-inch XL speakers for handling 200 watts of power at 8 ohms.

The 410XL V2 is a tuned dual-chamber,

dual-ported cabinet with four 10-inch XL speakers that offer 400 watts of power handling at 8 ohms. Dual parallel 1/4-inch inputs are provided.

Each proprietary XL low-frequency driver features an aluminum cone with a large 1 1/2-inch voice coil on a Kapton former, impregnated fabric surrounds and a convex dust cover, all mounted in a heavy-duty steel frame.

And just like the original in 1984, a smooth response with a clear, punchy attack forms the foundation of tone that's ideal for any

style of playing.

🛒 [**Hartke \(hartke.com\)**](http://Hartke (hartke.com))



Gator Designs for Shure

Gator Cases has introduced the GM-DUALW microphone bag, which offers protection and lets users carry and use their Shure BLX or similar wireless system without having to remove it from the bag.

This rugged, nylon-padded bag fits one receiver up to 12.1 inches by 5 1/2 inches by 1.6 inches, two wireless microphones and two body packs. The reinforced, padded interior includes a secure strap to hold the receiver in place, and the compartment on the back opens to provide full access to the rear panel of the wireless receiver.

Rubber grip feet on the bottom of the bag prevent it from sliding around when in use and help prolong the life of the bag by reducing wear and tear. Room for accessories is included, and an additional removable storage pouch is available in the rear.

Users can store their ID or business cards by utilizing the clear window on the outside of the bag.

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



Discover the Larger Body

Breedlove Guitars has introduced the larger-bodied Concerto to its Discovery series lineup.

The Discovery Concerto is a larger body guitar, balanced with a Sitka spruce top and mahogany back and sides, and offers addi-

tional projection from the Concerto body.

It is a great option for any guitarist looking for a more nuanced sound and more tonal complexity — and a very comfortable playing experience.

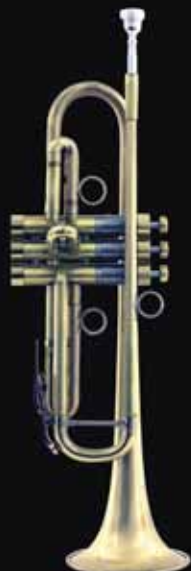
🛒 [**Breedlove Guitars \(breedlovemusic.com\)**](http://Breedlove Guitars (breedlovemusic.com))

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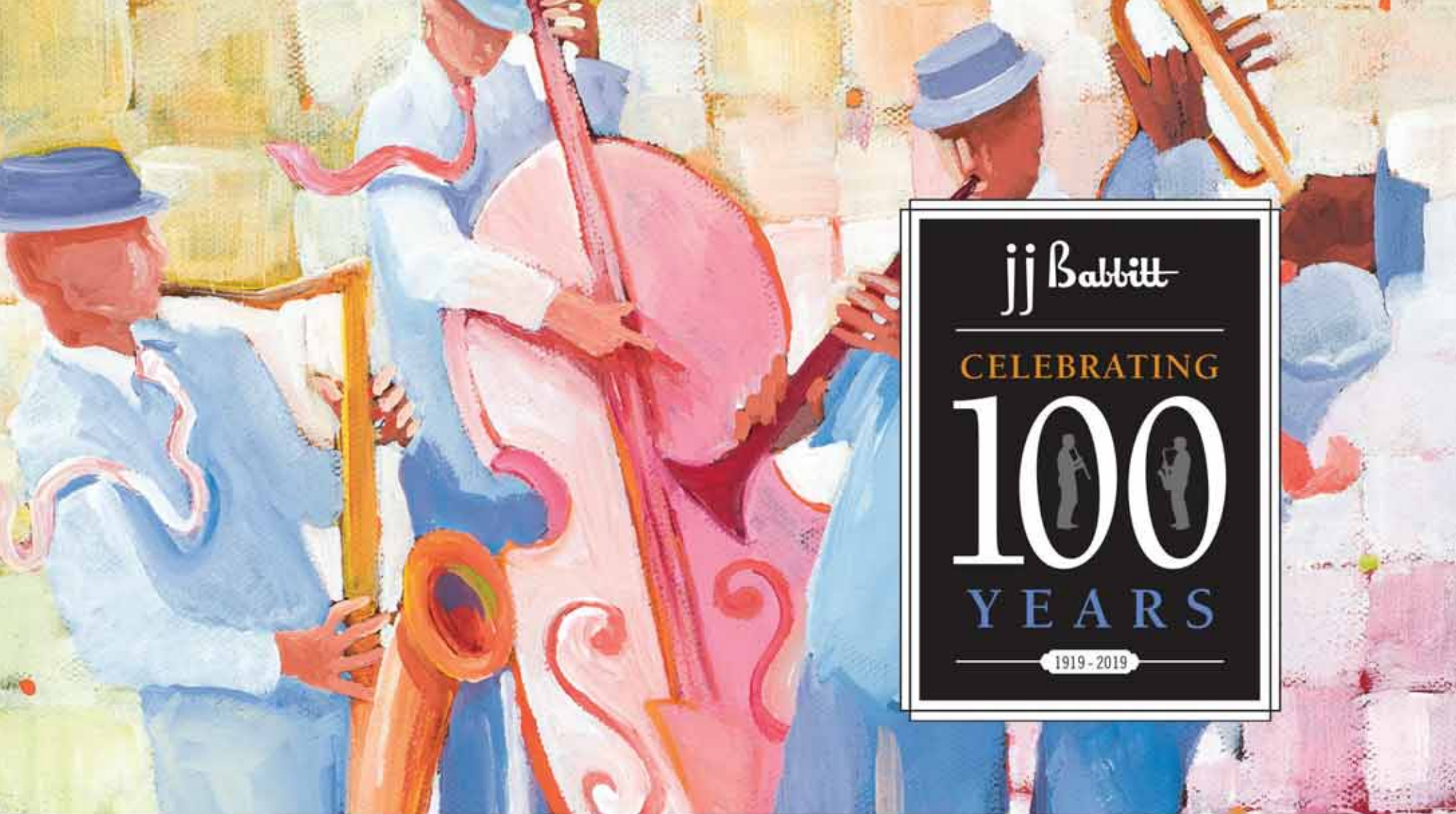
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King Blossom Guitar Delivers Clean Tone

King Blossom Guitars has introduced the Windsor Heirloom acoustic/electric guitar and matching amplifier. As a pair, the combination enables the player to dial up traditional clean and overdriven tones through the magnetic channel and hollow body tones through the acoustic channel.

The guitar features a carved back, hollow

mahogany body with KBG proprietary sound holes and carved figured maple top.

The guitar also features an oiled mahogany neck with double acting truss rod and an ebony fingerboard with MOP dot inlays. The Windsor model is finished off with Sperzel locking tuners, a Graph Tech Black Tusq nut, and a direct-mount Bartolini

ACE-H humbucker, ACE-SV single coil and 5J jazz magnetic pickups.

The Windsor Heirloom acoustic/electric amplifier features a detachable protective face plate, a handmade maple wood enclosure, two-channel reverb and chorus EFX, and two speaker enclosures in a single case.

🛒 [King Blossom Guitars \(kingblossomguitars.com\)](http://KingBlossomGuitars.com)

ART Unveils 3 Guitar Pedals

Applied Research & Technology has debuted three guitar pedals: the Patch-In, L-Switch and Loop Switch.

The Patch-In pedal allows the user to easily patch extra effects into signal chain. The L-Switch is a normally closed latching footswitch for use with various effect units or amplifiers that have an external footswitch jack.

The Loop Switch adds true bypass to vintage effects without modifications. The pedal can bypass multiple effects pedals with a single stomp and works as a simple A/B selector.

🛒 [Applied Research & Technology \(artproaudio.com\)](http://AppliedResearchAndTechnology.com)



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PJB Releases Micro 7 Bass Combo

The Phil Jones Bass Micro 7 single-channel 50-watt bass combo has a 7-inch driver and 3-inch tweeter. It measures less than a foot on all sides and weighs 15½ pounds.

Features include Class D amplification; a proprietary PJB 7-inch speaker and a 3-inch high-frequency transducer; a solid kick-proof, acoustically transparent curved steel grill; a stereo headphone input; bass/mid/treble controls; auxiliary input and level control and a pre-amp line out.

🛒 [Phil Jones Bass \(pjbworld.com\)](http://PhilJonesBass.com)

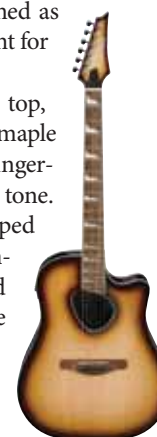
Go Acoustic from Electric

Ibanez has introduced the Altstar series of acoustic guitars, designed as a transitional acoustic instrument for electric guitar players.

Every Altstar has a spruce top, sapele back and sides, and a maple neck topped with a Laurel fingerboard for a bright and present tone. The Altstar also comes equipped with an Ibanez AEQ2UT on-board pre-amp and an on-board tuner, making it capable in a live performance situation.

The body is more compact than a typical acoustic, yet the guitar still retains a full 25½-inch scale length. The neck has narrower string spacing and meets the body at the 16th fret rather than the 12th, providing better upper-fret access.

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



Visit us at NAMM Booth #14316, www.hosatech.com, or find @HosaTech on [f](#) [t](#) [i](#)



Vintage VS6 Solid-bodies Serve up a Tone Triple

Expanding on the tonal palette of their predecessors, the latest Vintage VS6 models feature a triple pickup configuration, offering unheard tones and sonic possibilities.

Featuring a drop shoulder and offset heel to provide improved access to the upper frets, the VS63VW, VS63CR and VS63VCR each sport three Wilkinson double-coil

pickups, giving more variety, expression and tone. Every VS6 solid-body guitar is equipped with premium-quality Wilkinson hardware. Smooth and reliable tuning keys come as standard, while Wilkinson bridges and Graphtech Nubone XB nuts combine for endless, singing sustain.

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

Peavey Launches Unity Digital Mixer Series

Peavey Electronics has introduced the fully expandable Unity DR16, the first entry in the Unity series of digital mixer products.

Whether the user is running front of house or they're running their own monitor mix, the Unity DR16 is a highly adaptable and compatible solution that delivers professional-grade sound.

In its standard configuration, the Unity DR16 offers 16 inputs, with eight of those inputs featuring Peavey's Silencer mic pre-amps. The inputs have a Priority Ducker as well as the ability to group mute and solo, and all of the input EQs have the Classic

Peavey Mid-Morph EQ, which enables the user to easily tune in optimal tone. All of these features — plus the two feedback eliminators that are assignable to mic input channels and separate feedback eliminators on the auxes and mains — make the Unity DR16 a top-of-the-line pick.

MSRP: \$779.99.

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



Austin Guitars Plays it Forward

Austin Guitars teamed with Mozingo Music to donate 14 guitars to the Play It Forward STL Organization for underprivileged kids this past holiday season. Based in St. Louis, Play It Forward works with other charitable organizations to assist children in the St. Louis metro area.

"I was contacted by Johnny Holzum of the band Well Hungarians and the John T. Holzum Memorial Foundation about helping this great organization," said Rich Dumstorff, vice president of SLM Marketplace. "After looking at the website, we realized that our good friends at Mozingo Music in St. Louis have been long-time supporters of Play It Forward. It's a natural fit for us to work with them to help Play



From left, Jeff Mozingo, a giveaway recipient and Rich Dumstorff.

It Forward with this incredible endeavor."

Austin presented the guitars at the Children's Home and Aid office in Granite City, Illinois, during the Play It Forward Liam's Christmas Guitars event.

📧 [St. Louis Music \(stlouismusic.com\)](mailto:info@stlouismusic.com)

Rick Turner Commemorates Model 1 at 40

Luthier Rick Turner is commemorating four decades of the Model 1 guitar with a limited-edition run of anniversary models, which feature a Honduras mahogany "clam shell" body with black celluloid binding and a maple and PurpleHeart five-piece laminate neck. Only 18 of the 40th anniversary models will be produced.

🛒 [Rick Turner Guitars \(rickturnerguitars.com\)](https://www.rickturnerguitars.com)



Rick Turner

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Vater Sticks Deliver the Classics

Vater's Classics series, consisting of six hickory models available in both wood tip and nylon tip versions, is a flashback to the Vater family's early days in manufacturing.

The profiles and sizes have been some of the core models in the drumstick world. Jack Adams, grandfather of current Vater owners Alan and Ron Vater, even hand-turned some of these drumstick profiles at Jack's Drum Shop in Boston in the 1950s and 1960s. In the 1980s, before the Vater brand was launched, the family found themselves manufacturing these same stick designs.

Vater Classics are lathe-turned to their classic specs and profiles, just like those made in the Vater family barn back in the 1980s.

Vater (vater.com)

Friedman's BE-OD Deluxe: Two BE-ODs in One

A new BE dual overdrive pedal captures the tone of the Friedman BE-100 amplifier.

The original Friedman BE-OD, single-channel pedal sold tens of thousands of pedals worldwide and it's still going strong, according to company representatives.

This new BE-OD Deluxe pedal uses the same circuitry, but adds another channel and dual midrange controls.

The top row (channel 1) is identical to the original BE-OD pedal, while the bottom row (channel 2) is voiced with a slightly lower gain. The dual BE channels let guitar-

ists set both rhythm and lead sounds.

The BE-OD Deluxe delivers an authentic tube amplifier sound with the controls needed to shape tone.

Controls include a three-position tight switch, volume, gain, bass, middle, treble and presence knobs. These controls deliver everything from mild overdrives to straight-up gain.

Friedman pedals are built in the United States and designed to withstand abuse.

MSRP: \$269.99.

Friedman Amps (friedmanamplification.com)



Boomwhackers Gets Pentatonic

The C Major Pentatonic Scale Octavator Set from Boomwhackers lets new musicians create melodies and harmonies in both major and minor keys by playing virtually any sequence of the five-note scale provided by these lightweight plastic tubes, whose lengths determine pitch.

Musicians preferring a lower sound can slip an Octavator Tube Cap on one end of a Boomwhacker, and the tube's tone drops by a full octave. The C Major Pentatonic Scale Boomwhackers and Tube Caps will now be bundled.

RBI (rhythmband.com)



Ortega Designs Ben Woods Model

Ortega Guitars has designed the Ben Woods Flamemetal One signature model to match Woods' eclectic mixture of classical flamenco and heavy metal guitar playing.

The guitar is built for fast arpeggios and intense fingerpicking.

The design makes the Flametal One an

eye-catcher on stage, and the guitar comes with Ortega's built-in Fishman/Ortega Clasica blend pickup system.

The guitar includes a Ben Woods Signature gig bag and an electrostatic pick guard.

Ortega Guitars (ortegaguitars.com)

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

"The harmonics sparkle!"
Dallas Sutherland

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"These picks really impressed me and have become my favorite. Great tone, excellent attack and articulation."
You Tube User JPUlido421



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Model #GTR-DREAD12-TAN



Model #GTR-ELECTRIC-GRY



Model #GT-1610-GRY



Model #GT-1407-GRY

www.gatorcases.com



PRS Gives SE Custom 24 Zircote Exotic Look

Last year, PRS Guitars decked out its SE Custom 24 guitar model with a selection of eye-catching veneers.

For players who want a more exotic look

for this classic model, PRS will be offering the SE Custom 24 in both zebrawood and zircote veneers in 2019.

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

Listing 26 Reasons Why

Riversong Guitars has announced it spent six months developing an intensive ad campaign based on “26 Reasons to Love Riversong.”

Riversong CEO Mike Miltimore created the list of 26 reasons why Riversong Guitars stand out in the market.

For each of the 26 reasons, an illustrative graphic and descriptive video were created to show the company’s unique process and commitment to quality. Designed to be completed in time for The NAMM Show, company executives explained the 26 Reasons ad campaign creatively supports educational and marketing purposes for Riversong dealers.

“The ad campaign is meant to define

what makes Riversong Guitars so unique in this crowded market,” Miltimore said. “This is everything that I wish I had as a retailer.”

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



Washburn Elite HD80 Boasts Big Projection

Washburn has added an Elite model to its Heritage Guitar series.

With the new Washburn Heritage Elite HD80, the company adds the “Elite” tier to the Heritage line of instruments.

With a scalloped X-bracing, solid spruce top with classic Washburn “heritage” rosette and abalone binding, this dreadnought-sized guitar has a big voice with plenty of projection. The back and sides are made of striped ebony in a high-gloss finish that highlights the exotic draw of this striking wood.

The 25½-inch scale Laurel fingerboard and bridge, similar in both look and hardness to rosewood, offer players a familiarity of touch under the fingers. The neck is constructed of Okoume.

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



Chedeville Chooses Bamboo

The recently revitalized Chedeville Company, now under the ownership of JodyJazz, has launched its new range of clarinet and saxophone mouthpieces, which are now packaged in bamboo canisters. All mouthpieces also come with a pouch.

“Though the Chedeville name is steeped in history, we wanted to do something unique and different for the packaging — something that would make the products really stand out at retail,” said Colin Schofield, JodyJazz/Chedeville vice president of sales and marketing. “There are a lot of cartons and similar packaging out there that pretty much all look the same. We wanted to do something different that would really get noticed.”

The bamboo canister is durable and long-lasting and is ideal for storing reeds or other small accessories.

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

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Orange Introduces OBC112

Orange Amplification has introduced the OBC112, the latest addition to the company's growing arsenal of bass cabinets.

The OBC112 bass cabinet neatly combines portability and solid construction with a big sound. This rear-porting cab features Lavoce neodymium 12-inch speakers, which project a hefty sound, producing plenty of volume and a surprising amount of bottom, particularly when stacked.

Craftsman-built for a life on the road, the OBC112 is constructed from 15-mm birch ply, making it extremely light and easily transportable.

Its classic Orange styling, livery, basket-weave vinyl, acoustic grill cloth and signature picture-frame edge also make the OBC112 immediately recognizable.

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

Tracktion Retromod Plug-ins Bring Classics to Life

Tracktion has introduced the Retromod series, a collection of synth plug-ins that redefines iconic hardware synthesizers.

The Retromod series includes LOFREQ-C, featuring famous 1974-'95 synths; LOFREQ-M, including timeless 1995-to-present-day synths; LEAD, created from renowned Clavia synths; 106, generated from illustrious Juno synths; and FAT, based on the iconic Moog synths.



To create Retromods, the Tracktion team has meticulously sampled dozens of legendary synthesizers, added to them, given them contemporary twists and made

them capable of more than the originals.

Using modern technology, the sound samples have been combined in creative, unusual ways and pushed in different directions to offer extraordinary performance upgrades.

The resulting sample collection is a compendium of sounds that were unachievable from the source hardware.

🛒 [Tracktion \(tracktion.com\)](http://Tracktion.com)



Reunion Blues RBX Oxford Gig Bags Unite Form, Function

Reunion Blues RBX Oxford series gig bags for guitar, bass and banjo are a perfect pairing of function and style.

Featuring slim and sophisticated designs, the RBX Oxford series is created from the inside out. The RBX protection system features a framework of lightweight multilayer foam, with strategically placed

impact panels, a dense foam neck cradle and an end-pin rest to keep guitars safe and secure. Soft blue velvet lining makes sure instruments enjoy a safe and comfortable ride, while padded straps, an integrated sub-way handle and the Signature Zero-G handle make every journey a breeze.

🛒 [Ace Products Group \(acedealerportal.com\)](http://AceProductsGroup.com)

Wisycom Presents In-ear Monitoring Solutions

Wisycom USA, established this year to grow the Italy-based Wisycom brand, is exhibiting for the first time. The company will present its line of high-end in-ear monitoring solutions and wireless RF systems.

Products being presented at NAMM include the company's MPR50-IEM wide-band receiver, a compact, true-diversity receiver designed for professional in-ear monitoring applications. It features a wide-



band tuning range up to 232 MHz, mono or stereo MPX audio processing and a 200-milliwatt headphone amp.

The associated MTK952 Wideband Dual Transmitter will also be on display at

NAMM. This versatile transmitter functions in a huge UHF (330 MHz) bandwidth and narrowband modulation, with high-quality and low spurious emissions.

🛒 [Wisycom USA \(wisycomusa.com\)](http://WisycomUSA.com)

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LITTLE TO REPLANT IT. SINCE WE HAVE NO DESIRE TO EVER MAKE
GUITARS WITHOUT EBONY, WE TEAMED UP WITH SOME OF THE
WORLD'S BEST RESEARCHERS AND FORESTERS TO STUDY HOW
TO REPLANT IT ON A LARGE SCALE. NOW, FOR THE FIRST TIME
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EBONY SUSTAINABLY. ONE LOOK INTO THAT FOREST IN
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HOPE. NOT JUST FOR EBONY, BUT FOR THE FUTURE OF
TONEWOODS WORLDWIDE. WATCH THE WHOLE STORY
at taylorguitars.com/ebonyproject



Step forward. MUSIC IS WAITING.™

Designed for Immersion

ATC Loudspeakers has released its SCM12i Pro passive monitor, an adaptation of its SCM12 Pro compact, high-performance, two-way passive studio monitor.

Weighing in at 33 pounds per cabinet, the SCM12i Pro's compact cabinet size makes it ideal for use in surround/multi-channel recording/mixing and immersive audio applications, such as Dolby Atmos, DTS:X and Auro 3D. For simple installation in whatever audio environment it may find itself — immersive or otherwise — the cabinet features mounting points compatible with popular wall and ceiling brackets.

The SCM12i Pro is designed around the same philosophy as ATC's two- and three-



way active monitor loudspeakers and also employs driver components and technology found in those larger models. The tweeter itself is a 1-inch soft-dome designed around dual-suspension technology.

🛒 [ATC \(atcloudspeakers.co.uk\)](http://atcloudspeakers.co.uk)



Capture the Legendary Sound

Vienna Symphonic Library has launched Synchron Power Drums — three drum kits recorded at Synchron Stage Vienna.

Vienna's Synchron series collection delivers three independent yet interacting drum kits that were recorded at Synchron Stage Vienna's famous main hall. With the Tama Star (2017) placed between the Tama Superstar (1972) and the Sonor

Acryl Champion Vintage (1975) kits on the sound stage, users can use these drums sets all together or individually, both in their recorded positions or in a centered position.

Up to 10 velocities and six alternations for each hit allow for subtle and intimate loops that can transition to dramatic intensity.

🛒 [Vienna Symphonic Library \(vsl.co.at\)](http://vsl.co.at)

Superlux®

HD351

LIGHTWEIGHT IN-EAR HEADPHONE

Keeping it simple, the HD351 features classic black or white color options and delivers outstanding sound quality in a lightweight in-ear headphone. Equipped with 13.5mm neodymium drivers, the Superlux HD351 delivers an impressive listening experience. With low distortion and a strong bass line, the HD351 brings an authentic and detailed sound experience. Furnished with three different sizes of earplugs, the HD351 enables you to find the best fit to eliminate background noise in noisy environments so that all you have to do is pay attention to and enjoy the music.

#11927 Hall A

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Lightweight in design. Magnificent in sound.



Create Drum Instruments with Ease

With ATV's aD5 drum module, users can now create their own custom aD5 drum instruments with ease. The aD5 USI software for Mac and Windows provides the ability to layer and mix sounds up to four layers — then load them into an aD5 for playback.

Remote aD5 Mix Control lets users control their drum levels, panning, instrument selection and kit changes from their iPad. Via WiFi, users can control their aD5 anywhere within range.

The aD5 Drum Module is an ideal solution for gigs and house of worship settings.

🛒 [ATV Corp. \(atvcorporation.com\)](http://atvcorporation.com)

Rethinking Short-scale Basses

Master Craftsman Guitars has created a short-scale bass that plays competitively with traditional long-scale basses.

The Master Craftsman short-scale bass features a cored-out neck-thru design with a focus on balance, weight and tone. The basses are cored in the body, leading to even better resonance and a lighter weight.

Additionally, the basses incorporate such details as full access to the 24th fret. Reclaimed wood pieces are often used to finish the tops.

🛒 [Master Craftsman Guitars \(mastercraftsmanguitars.com\)](http://mastercraftsmanguitars.com)



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

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

L

Fun-Filled

Learning music should be fun! Our methods are engaging and interactive, increasing student retention.

F

Reliable

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

R

Expert Instruction

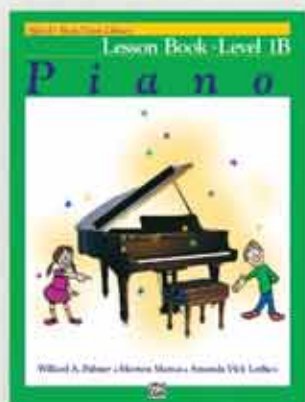
Our piano methods provide teachers with sound pedagogy backed up by video content, live piano workshops, and more.

E

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D



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Roland Delivers Authentic Grand Piano Experience in LX700 Series

Roland's LX700 series recreates the experience of playing a grand piano at a world-class venue. The flagship LX708, mid-range LX706 and entry-level LX705 offer innovations in sound generation, keyboard action, ambience modeling and design.

Unlike typical digital pianos, the LX700 series' PureAcoustic Modeling technology emulates the way that acoustic pianos produce sound, including the hammers striking the strings and the sound resonating through the piano's body. This enables a choice of realistic, but tonally distinct, grand piano models — one for European tastes and the other with an American feel — offering the LX700 player two supremely playable-yet-customizable pianos in one.

Roland's PureAcoustic Ambience technology then recreates the sound space by emulating the acoustic properties of world-class concert halls, studios and even cathedrals.

Roland's Hybrid Grand keyboard (LX708/LX706) features longer key actions than on typical digital pianos, so the player doesn't need to press harder the further up the key. The LX708's keyboard even reproduces the vibration from the cabinet resonance when playing a grand piano.

The flagship LX708 has a tall, commanding cabinet and a lid that opens for optimum sound projection, as well as a powerful eight-speaker sound system. The midrange LX706 offers a shorter cabinet, closed-lid design and six-speaker system, combining its pro-



level performance with a budget-conscious price. The entry-level LX705 has the most compact cabinet, a four-speaker system, and Roland's expressive PHA-50 keyboard.

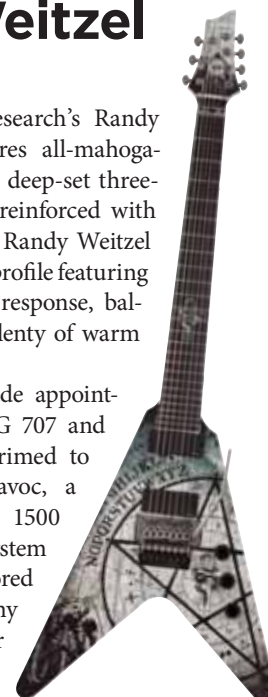
 **Roland** (roland.com)

Schecter Debuts Randy Weitzel V-7 FR

Schecter Guitar Research's Randy Weitzel V-7 FR features all-mahogany construction with a deep-set three-piece mahogany neck reinforced with carbon fiber rods. The Randy Weitzel V-7 FR delivers a sonic profile featuring a strong fundamental response, balanced midrange and plenty of warm sustain.

The guitar's prograde appointments include an EMG 707 and 85-7 pickup combo primed to wreak high-output havoc, a rock-solid Floyd Rose 1500 series locking bridge system to keep tuning anchored during intense whammy workouts and Grover 305 tuning machines for easy and precise tuning adjustments.

 **Schecter Guitar Research** (schecterguitars.com)



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SKB Rolls Out 3 Rigs

SKB has added to its case solutions for professional audio/video gear with the introduction of three Rolling Compact Rigs, which offer secure transportability.

The Rolling Compact Rigs feature a standard 10U top, and 2U, 4U or 6U front and rear rack rails depending on the model.


Each model includes a one-touch pull handle and back lid mounted wheels for easy transport, as well as redesigned exteriors that allow these Rigs to easily stack with existing SKB standard and shallow racks, as well as SKB's recently updated Roto Rolling Racks. Featuring injection-molded tops, the Rolling Compact Rigs also come standard with TSA-accessible locking latches that secure each lid.

 **SKB** (skbcases.com/music)



IP Adds Pete Escovedo Timbale Sticks

Innovative Percussion has introduced the Pete Escovedo LS-PE signature timbale sticks. Made from hickory, the timbale sticks measure 15½ inches in length and have a diameter of .485 inches. The LS-PE timbale sticks come in a lacquered finish.

 **Innovative Percussion** (innovativepercussion.com)

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**Saturday January 26
12:40pm**

Ortega Guitars Launches Black Chrome Capo

Ortega Guitars has introduced a special edition black chrome capo with a premium presentation gift box.

The finish is made from aluminum alloy with silicone cushions for flat-back and curved guitar necks or ukulele and banjo.

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



Fluence Fusion Kits Get Dark Wine Burst Finish

Oderly, the Brazilian drum maker, has expanded its Fluence Fusion line of drum kits with the new Dark Wine Burst finish, a rich lacquer finish that gently fades from a reddish-purple at the edges to a natural gloss in the center of each shell.

The Fluence Fusion kit is available in a six-piece, two-up/two-down configuration with a 10- by 8-inch tom, 12- by 9-inch tom, 14- by 13-inch floor tom, 16- by 15-inch floor tom, 14- by 6-inch snare, and 22- by 18-inch bass drum. Each drum is built around a hybrid six-ply, 7.2-mm shell comprised of an outer ply of highly figured ash with inner basswood and maple plies.

Fluence Fusion kits come with pro features like newly designed, cast lug casings, upgraded floating tom suspension systems, die-cast, telescoping bass drum claws and virgin bass drums. Included is a complete

hardware pack featuring all mounting hardware plus a double-braced straight cymbal stand, boom-cymbal stand, snare stand, and hi-hat stand, along with a sturdy dual-chain bass drum pedal.

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



Source Audio Appoints ADI as Canadian Distributor

Source Audio, the effects pedal manufacturer out of Boston has appointed Audio Distributors International as its exclusive distributor in Canada.

"Canada gave the world some of the greatest guitar players and songwriters of all time," said Roger K. Smith, Source Audio president. "Some of the best music stores in North America are found in Canada. It is a country I love to visit, and it is very important to me that Source Audio has the highest-quality support for our dealers. Naturally, Source Audio is thrilled to have our product represented by ADI in Canada."

In recent years, Source Audio has intro-

duced the One Series line of effects pedals, which include the Ventriss Dual Reverb, Nemesis Delay, Aftershock Bass Distortion, Source Audio Programmable EQ and the recently released True Spring Reverb.

"At ADI, our long background in pro audio has caused us to be particularly fussy and picky when it comes to adding new electronic products to our family of brands," said Richard Lasnier, ADI president and CEO. "Source Audio simply blew us away with the level of innovation and sophistication in their products. It's no surprise that they've received so much critical acclaim."

INFO [Source Audio \(sourceaudio.net\)](http://SourceAudio.com)

JHS Distributes CAD Audio in UK

JHS has become the exclusive distributor of CAD Audio microphones and pro-audio accessories throughout the United Kingdom and surrounding area. CAD Audio's 2019 catalogue consists of microphones, including the CAD Live and StageSelect.

"We are very pleased to have JHS as CAD Audio's exclusive distributor in the U.K. and ROI," said Ralph Jung, CAD sales director for U.S. music. "JHS is a very strong and respected organization with deep roots and strong relationships in its markets. The CAD Audio product line of live sound microphones, recording microphones, headphones and installation products are a great fit with the current JHS product offer-

ing, and we look forward to achieving great success alongside the talented team at JHS."

INFO [JHS \(sales@jhs.com\)](mailto:sales@jhs.com)



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LP Honors Escovedo Family with Signature Series

Latin Percussion's E-Class Signature series includes the LP E-Class timbales, LP E-Class bongo set and the LP E-Class quinto, conga and tumba. The line pays tribute to legendary percussionist Pete Escovedo, his daughter Sheila E. and sons, Peter Michael and Juan.

LP E-Class timbales are manufactured with 6½-inch deep chrome-plated steel shells in 14- and 15-inch diameters.

LP E-Class Bongos are crafted from Siam oak and topped with 7¼-inch and 8½-inch handpicked rawhide heads.

The bongos are rounded out with LP Comfort Curve II Rims, ⅝-inch diameter tuning lugs, steel backing plate and plated cast aluminum bottoms.

LP E-Class congas include quinto, conga and tumba sizes and have three-ply 30-inch tall Siam oak shells.

🛒 [Latin Percussion \(lpmusic.com\)](http://LatinPercussion.com)



Farida Adds Single-0 Models

Farida has expanded its Old Town series of acoustic guitars with the 10 series — a line of single-0 sized instruments. These guitars are built with the same level of fit and finish as the 20 series (00-size) and 60 series (dreadnought size) instruments, but offer a more intimate playing experience.

These guitars feature a solid Sitka spruce

top with a gloss sunburst finish, as well as vintage inspired appointments, such as a tortoise plastic pickguard, ivoroid ABS binding and 3-on-a-plate open gear arrow-head tuners. They are built using CITES-free materials, making them ideal for international travel.

🛒 [Farida \(faridausa.com\)](http://Farida.com)



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why are
ukuleles
such
a pain
to tune?



Ukuleles are so different from guitars.
Uke's have a short scale, nylon strings and are pretty lightweight.

Yet, most ukes are equipped with heavy machine heads originally designed for guitar, with a 14:1 or 16:1 gear ratio! **No Wonder they are so hard to tune!**

Tune-a-leles are the world's lightest machine heads, making your uke beautifully balanced (not headstock heavy) and a uke friendly **6:1 gear ratio** makes tuning fast, easy and intuitive.

Oh, and did we mention? Tune-a-leles have **zero back drive and zero backlash** for great tuning stability!



NAMM Booth #3520



Neunaber Redesigns Pedal

Neunaber Audio has released the Immerse Mk II reverberator pedal. Following the original Immerse pedal, Neunaber has redesigned the Mk II from the ground up, with a new circuitry and upgraded algorithms.

Notable advancements in the Mk II include new mix control adjustable from 100 percent dry to 100 percent wet, an upgraded W3T reverb algorithm, all new sustain effect and an easier-to-read graphic layout.

🛒 [Neunaber \(neunaber.net\)](http://Neunaber.com)



Audified Channels Vintage Tones

Audified has released the MultiDrive Pedal Pro, a bundle featuring 12 effects pedal plug-ins that bring the legacy of erstwhile brands' virtual stomp box breakthroughs into the future.

The plug-ins include the 808-Scream, 9-Scream, B-Drive, O-Drive, S-Drive, One-Distortion, BAT-Distortion, XXL-Distortion, M-Distortion, F-Fuzz, M-Fuzz and T-Booster. The MultiDrive Pedal Pro eliminates the need to purchase dozens of stomp boxes separately or download imperfect simulations.

🛒 [Audified \(audified.com\)](http://Audified.com)

SOLID FLAME MAPLE

UKULELE



The Solid Flame Maple Series comes in concert and tenor models, both with a florentine cutaway. Maple offers a clear, transparent tone, and ample projection with great note separation. Along with the Florentine cutaway, the figuring of the Maple, slotted headstock, and Purpleheart binding make this ukulele stand out. The Solid Flame Maple series is an all Maple build including the neck.



KALABRAND.COM

NAMM
BOOTH# 4804



Generations Channels Ludwig

As the founder of WFLIII Drums, Bill Ludwig III has reissued the three-ply maple shell, first produced by his grandfather, with the new WFLIII Generations drums.

Each Generations shell is constructed of two plies of American hard maple with a poplar inner core and 1-inch maple reinforcement rings.

"Nothing beats the sound of maple, and my family's three-ply maple shells have been used by generations of classic drummers for the past 100 years," Ludwig said.

The WFLIII Generations shells are available in 5½- by 14-inch and 6½- by 14-inch snare shells; 8- by 10-inch, 8- by 12-inch, 9- by 13-inch, 10- by 14-inch, 14- by 14-inch, 16- by 16-inch, and 16- by 18-inch tom shells; and 20-, 22- and 24-inch bass drums shells in both 14- and 18-inch depths.

In addition, WFLIII is offering complete three-piece, four-piece and five-piece shell packs and custom configurations.

🛒 WFLIII Drums (wfliiidrums.com)

D&A Guitar Gear Distributes Waggi Pedalboards

D&A Guitar Gear now has an exclusive U.S. distribution agreement with Colombian guitar pedalboards brand Waggi.

Known for its unique cable management system, Waggi pedalboards feature a two-tier design with an integrated, tidy cable system and plenty of space to accommodate pedal arrangements in a small footprint. The pedalboards come in three different sizes: W20, W28 and W34.

Each Waggi has an easily accessible front deck, spacious side deck and a hinged upper deck that opens to provide extra storage underneath for power supplies and patch boxes. The cable system lets users run audio

and power cables in Waggi's under-rail channels, then enclose them with the protective and freely configurable Raceways Sections included.

🛒 D&A Guitar Gear (dnaguitargear.com)



Joyo Audio's O.M.B Lets You Jam Solo

Adding to its R series of guitar pedals, Joyo Audio has released the O.M.B. This versatile pedal lets players become a one-person band and jam on their own.

The O.M.B. features a looper cycle recording mode, independent drum machine mode and looper and drum mode.

The looper mode has an auto-align function and count-in function, a 40-minute cycle recording time and unlimited overdub.

In drum machine mode, players can choose from seven genres of drum patterns and seven drumbeats. The genres of drum patterns include metal, blues, rock, pop, Latin, jazz and funk.

The speed of drum patterns can be set with the Tap Tempo button.

The pedal has toggle controls for three different LED light modes.

🛒 Joyo Audio (joyoaudio.com)



Promark Extends FireGrain

Building on the success of the FireGrain launch in 2017, Promark extended the durability benefits of this technology into the marching percussion world with the addition of the Tim Fairbanks Signature Marching Snare Stick and Tim Jackson Signature Marching Tenor Stick.

FireGrain is a patented heat-tempering process that transforms ordinary hickory drumsticks into precision tools with solid durability. FireGrain drumsticks maintain the original weight, balance and feel of

a standard hickory drumstick while letting drummers hit harder and play longer.

Promark's revolutionary ActiveGrip finish made its debut in 2015 on the ActiveWave 570 model, a collaboration with Wilco drummer Glenn Kotche. The technology behind the heat-activated finish makes the stick tackier as the player's hands sweat. Due to popular demand, Promark expanded its ActiveGrip lineup in 2018 to include a clear finish option as well as a 2B model.

🛒 D'Addario (daddario.com)



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ShowMatch DeltaQ Stars at Festivals

Bose's ShowMatch DeltaQ line array loudspeaker systems were utilized by AV systems rental companies at four recent, high-profile concert events.

The ShowMatch DeltaQ line array loudspeaker systems were featured at California's Hermosa Beach Summer Concerts, which attracted weekly crowds surpassing 10,000 attendees; the Lago Stage of Rock al Parque 2018 in Bogotá, Colombia, which had audiences of up to 15,000 people; all six stages of Italy's Siren Festival 2018; and Medusa Sunbeach in Cullera, Spain, which boasted attendance of 300,000 people at the fifth edition of the annual electronic music festival.

"Operators of systems on the other two main stages were astonished that we were setting up such a small system," said Jose De La Torre, CEO of Madrid-based rental company Delta Sound Spain, about using the array at Medusa Sunbeach's Little Bird stage. "During the event, they all came over to witness how loud ShowMatch can go while maintaining such precision and quality."

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



Framus, Townsend Collaborate

The new Framus Stormbender Devin Townsend Artist series guitar was developed in close collaboration with the musician himself.

The guitar, which is also available as a Pro series Teambuilt version, features a curved body made of mahogany with a flamed maple top.

The guitar also boasts a set-in maple neck, Tigerstripe ebony fingerboard, special Devin Townsend fingerboard inlays, illu-

minated fingerboard side dots, easy access electronics compartment, Graph Tech Ratio locking machine heads with wooden knobs and a Graph Tech Black Tusq Low Friction nut. The Devin Townsend Artist series model also comes complete with 22 nickel silver frets, IFT invisible fret system, Plek fretwork, Fishman Fluence Transcendence Devin Townsend Signature Pickups, an Evertune bridge and Cleartone coated strings.

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



DiGiCo Acquires Klang

DiGiCo has acquired pro-audio company Klang:technologies as a new addition to the Audiotonix family, which already includes the brands Allen & Heath, Calrec, DiGiGrid, Solid State Logic and DiGiCo. The deal was reached in December 2018.

"This is a fantastic opportunity for the team at Klang," said Roman Scharrer, CEO

of Klang. "Having the wealth of industry knowledge and relationships that only the DiGiCo team have at our disposal is really going to allow us to demonstrate the benefits of our technology to those we feel will benefit the most from our groundbreaking development work."

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

Samson Mic Offers High-Quality Audio

Samson has launched the Samson Satellite USB/iOS broadcast microphone. This mic provides content creators with a portable solution for capturing high-definition audio on a desktop or mobile device.

With 24-bit/96 kHz audio, three selectable pick-up patterns, a patented fold-back leg design and more, the Samson Satellite is ideal for musicians, podcasters and streamers who rely on broadcast-quality audio.

Samson Satellite features two 16-mm condenser capsules that capture vocal warmth and clarity with a smooth, accurate frequency response. The mic offers three selectable pick-up patterns (cardioid, omnidirectional and bidirectional) for handling a variety of recording applications.

An internal shockmount isolates the capsules from the body of the microphone, minimizing handling noise or sounds caused by vibrations and table rumble.

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







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Big Sound on the Move

With the Gold Mini, Cort introduces a guitar with all the features of its Gold-D6 at 3/4 the size. The 19-fret, 22.8-inch scale makes this mini acoustic ideal for travelers who don't want to sacrifice sound.

An important distinction between the Gold Mini and its larger Gold series counterpart is the torrefied solid Adirondack spruce. Stronger and denser than Sitka

spruce, Adirondack is characterized by its broad dynamics as well as its articulation and smoothness at a high volume.

This sonic quality is made possible through a special process called ATV (aged to vintage), in which the top is treated in a way that gives it the big, open tone of a decades-old vintage acoustic.

🛒 Cort Guitars (cortguitars.com)

Floyd Rose Bluetooth Earbuds Boast 3D Sound

Floyd Rose Audio has introduced its latest collection of patented "3D" sound technology noise isolation FR-620BK Bluetooth earbuds. Designed and engineered in both Europe and the U.S., the development team worked with Floyd Rose himself to introduce these earbuds.

Each earbud features two drivers — one for bass/mids and the other for highs — with dual sound coils and a frequency divider board. These Bluetooth ear-



buds feature new technology that enhances the human ear and gives the listener 3D stereo sound with a broader range featuring solid highs, mids and lows. The speakers adapt to the music played to offer 3D sound.

The earbuds come complete with a durable, 20-inch cable with mic and volume, 3-foot charging cable and feature a metal earbud construction with soft forming eartips.

🛒 Floyd Rose Audio (floydroseaudio.com)

Genelec Offers Immersive Audio 101

Genelec now offers its free "Immersive Solutions" guidebook, which provides a practical overview of principles, formats and technical considerations involved in immersive audio reproduction.

The guidebook covers a number of topics related to immersive audio, beginning with an overview of how the ear perceives and localizes sound and how a properly aligned loudspeaker system can deliver immersive audio. It explains how immersive audio loudspeaker systems are configured, and it covers the various formats, including Auro-3D, DTS:X, 22.2 and others.

The guidebook offers a number of Genelec immersive room solutions for compact, small, medium and large rooms and explains how Genelec's GLM (Genelec Loudspeaker Manager) software can be used to precisely set up an immersive loudspeaker system. The guidebook concludes with an overview of Genelec monitor speakers and subwoofers that can provide a professional solution for any type of immersive audio application.

🛒 Genelec (genelec.com)



Los Cabos Drops the Bass

Los Cabos Drumsticks has rolled out a bass drum mallet, the BD1-H.

The BD1-H mallet features a tapered hickory handle to reduce damage from rim shots and improve product lifespan, and a hard-felt ball head for quick rebound and pronounced articulation.

The BD1-H mallet is the first product from Los Cabos specifically made for use on a marching bass drum.

It perfectly complements the company's existing marching drumstick models: the Parade and the Concert.

🛒 Los Cabos Drumsticks (loscabosdrumsticks.com)

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LIVE PERFORMANCES

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

THE JOHN LENNON EDUCATIONAL TOUR BUS

BASS OFF hosted by Derek Smalls, formerly of the band known as Spinal Tap. Today at 11:30am on the Grand Plaza Stage.

The John Lennon Tour Bus also presents the 2019 Imagine Party featuring Elle King. Tonight at 6pm on the Grand Plaza Stage.

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



@YamahaMusicUSA

SOUND ROOM



Hear Technologies Listens Back

The Hear Back Octo, Hear Technologies' eight-channel personal mixer system is based on the 16-channel Hear Back Pro system. Designed to be 100 percent

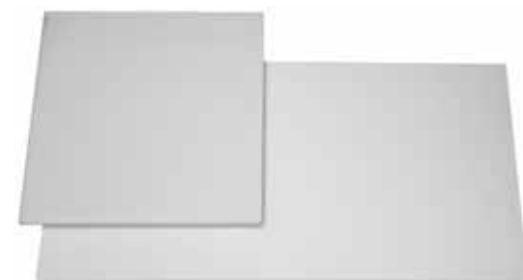
forward/backward-compatible with the original Hear Back system, the Octo lets users create the ideal mix.

🛒 [Hear Technologies \(heartechnologies.com\)](http://HearTechnologies.com)

Auralex Offers Eco-friendly Treatments

Auralex Acoustics has revised and updated its EcoTech Acoustical Panels with improved fire, moisture, mold and bacterial resistance. EcoTech panels are a cost-effective, 1-inch treatment with absorptive properties and a way to improve speech intelligibility. They are lightweight and easy to handle, and the white color blends into many residential and commercial spaces. Their durability makes them well suited for harsh environments.

Auralex's Sustain Bamboo Sound Diffusers feature simple installation with walls, ceilings or drop grid mounting.



Models include: Sustain Prism, which eliminates acoustical anomalies without removing acoustical energy; Sustain Metro, which adds a contemporary aesthetic while eliminating the negative effects of flutter echoes; Sustain Lens, which scatters and redirects acoustical energy; and Sustain QuadraTec, which offers a warm, musical character to dispersed sound.

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

Waves Updates Live Mixer

Waves Audio has updated the eMotion LV1 Live Mixer V10. Based on Waves SoundGrid technology, this digital mixing console for front-of-house, monitor and broadcast engineers delivers superior sound quality and a quick workflow.

Each channel has its own plug-in rack capable of running eight Waves and third-party plug-ins. Users can mix live with hundreds of plug-ins, all running inside the mixer itself, adding the power and versatility of Waves plug-ins, while shrinking a full mixing system down to carry-on size.

V10 has been updated with performance and stability improvements, and now supports I/O sharing, allowing FOH

and monitor engineers to share stageboxes between two LV1 mixers. V10 also introduces both shared and separate gain control modes, enabling engineers to set their nominal input levels safely and conveniently, without affecting each other.

Users can get their sources from the stage to multiple destinations at the same time, with separate gain control for each engineer and without having to split the signal with dedicated gear.

The mixer's channel strip and processing is provided by Waves eMo plug-ins — eMo D5 Dynamics, eMo F2 Filter and eMo Q4 Equalizer.

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



AAS Releases String Theory Sound Pack

Applied Acoustics Systems has released the String Theory sound pack for the String Studio VS-3 and AAS Player plug-ins in collaboration with Polish sound designer Adam Pietruszko.

Applied Acoustics Systems' String Studio VS-3's two-voice multitimbrality and MIDI-controlled sound variations deliver rich, complex and refined sounds.

From strings to a wide selection of basses, leads, plucks, pads and keys, with tonal qualities ranging from acoustic to electric and up to far-out synthetic, the String Theory sound pack forms a sweeping collection that can tackle any genre.

With Pietruszko's preset notes, the sound designer shares a tremendous amount of insight to take full advantage of the String Studio VS-3's capabilities.

The String Theory sound pack is available as an instant download delivery package. String Theory works with both the String Studio VS-3 plug-in (sold separately) and the included AAS Player plug-in.

The String Theory sound pack runs on both Windows and Mac OS X, and the software supports the VST, Audio Units, AAX Native, RTAS and NKS plug-in formats.

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



Steinberg Debuts AXR4

Steinberg has released the AXR4 Thunderbolt 2 audio interface, a rack-mountable audio interface aimed at professional-level recording.

On the rear panel are eight TRS line inputs and eight TRS line outputs alongside two pairs of ADAT I/O doubling as S/PDIF, the second of which provides an alternative AES/EBU Sub-D connector.

The MIDI input and output next to the word clock I/O featuring SSPLL (Super Suppression Phase Locked Loop) jitter suppression round out the many connectivity options available to the AXR4. Two Thunderbolt 2 connectors provide ample throughput for ultra-low latency recording, connecting to the computer and for daisy-chaining of up to three interfaces.

🛒 [Steinberg \(steinberg.net\)](http://Steinberg.net)



64 Audio Showcases Updated Custom-fit A2e In-ear Monitor

64 Audio, a producer of custom and universal fit in-ear monitors, has updated its A2e in-ear monitor.

The A2e now will come with improved sound signature. It includes the company's linear impedance design technology, which is ideal for engineers and musicians who plug into a broad range of high- and low-output impedance devices.

It features air pressure exchange technology, which relieves fatigue-inducing air pressure caused by miniature speakers in a sealed ear canal.

Additional features include two precision balanced armature drivers, frequency response of 20 Hz-18 kHz and more.

MSRP: \$499.

🛒 [64 Audio \(64audio.com\)](http://64audio.com)

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Ibanez Brings Adam Nitti's Taste to the ANB205 Signature Bass

Ibanez has introduced bassist and recording artist Adam Nitti's signature five-string bass, the ANB205. The bass has a lightweight swamp ash body, which produces sparkling highs and rich harmonics. The back side of the lower horn has an extra scoop, borrowed from the Ibanez SR's body shape, which enables easier access to higher

fret positions without stress. The maple neck and fretboard provide crisp, bright highs and a strong midrange.

Nitti selected Bartolini 59CBJD pickups for his signature bass. These "Classic Bass" pickups are passive designs that feature an extended and more resonant frequency range. The pickups have more "air" and


definition at the top end without sacrificing lows and low mids. The pickups are cast in epoxy to eliminate any unwanted feedback and microphonics.

The Bartolini NTMB+F pre-amp is modified for Nitti's taste and offers fully independent bass, mid and treble controls.

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

Alvarez Braces for It

Alvarez Guitars has implemented a new bracing system across its Artist and Masterworks series. The MST1 bracing system will replace the FST2 bracing and will enhance bass frequencies as well as overall volume. MST1 is an X-brace design with tapered scalloping to the X and asymmetric scalloping to the tone bars. The axis was moved 7 mm further back from the soundhole. The design was called "middle shifted" during development.

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



Schilke Debuts Soloiste Series

Designed in collaboration with Osamu Takahashi of the Tokyo Metropolitan Symphony Orchestra, the Soloiste series SC4-OT C trumpet is a first for Schilke Music Products. With its nonreverse lead-pipe design and No. 3 Schilke bell taper, the

SC4-OT generates a dark, robust orchestral sound along with excellent intonation.

The SC4-OT is offered in silver and gold plate, as well as clear lacquer finish and features a unique Soloiste bell engraving.

 [Schilke Music Products \(schilke.com\)](http://schilke.com)

Yamaha Unveils 2 Clarinet Models

Yamaha has debuted two premium clarinet models, the YCL-SE Artist Model B-flat clarinet and the YCL-SE Artist Model in A.

Featuring the finest quality wood and craftsmanship, these handcrafted Custom-level instruments offer a warm, richly expressive tone. These SE Artist Model clarinets complement the updated line of Yamaha Custom clarinets that includes the recently introduced CSV and SEVR models.

The clarinets are accented with pink gold-plated rings, posts and badge, and offer musicians a broad range of sound character — from deep and beautiful, to light and colorful, with lush, deep tones throughout the entire register.

The SE Artist Model clarinets also feature the same mechanism found on the company's CSGIII models, which is optimized to the ergonomics of the player's hand, facilitating full concentration on their performance.

A low-E/F pitch-correction mechanism assists with typically hard-to-tune notes.

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



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[AUDIOFLY.COM](http://audiofly.com)

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Vermona Module Tackles Many Tasks

Vermona has released fourMative Contours — the company's first "envelope" entry to the ever-expanding Eurorack small-format modular system world. It delivers up to four single-phase envelopes that can be combined to achieve much more complex voltage-controlled curves.

The module itself features four individual channels. Each unit can be switched into A (attack), D (decay) or H (hold) mode — with the attack and decay phases switchable between operating with a LIN (linear) or EXP (exponential) response shape — and can be used individually or in any combination. Those features set fourMative



Contours apart from the Eurorack envelope generator pack, putting it in prime position for handling many modulation tasks.

🛒 **Vermona** (vermona.com)

Royer Labs Introduces dBooster Mic Pre-preamplifier

Royer Labs has introduced the dBooster in-line ribbon and dynamic microphone pre-preamplifier.

The dBooster accurately increases the level of passive low-output ribbon and moving-coil dynamic mics without distortion or coloration.

Designed for professional applications, the dBooster provides two levels of clean gain boost: either 12 dB or 20 dB, selectable by a front-panel switch. The dBooster maintains headroom and gain regardless of load.



The heart of the dBooster design is a sophisticated, uniquely configured input stage consisting of multiple paralleled PNP semi-conductors to keep noise low.

These devices run in pure Class A for minimal distortion.

The Class A input circuitry presents a high source impedance to the microphone to minimize loading (damping), reducing coloration and distortion while improving headroom.

🛒 **Royer Labs** (royerlabs.com)

Stands Made to Hold

Solid Ground Stands is a family business that handcrafts fretted instrument stands in the United States, using only the finest premium hardwoods.

Each stand features a stable three-point stance, a firm but gentle hold and a convenient foldable design. Owners can proudly display their favorite instrument on a beautiful, graceful stand with complete confidence.

Solid Ground Stand models are available in standard, special and premium levels, all made from a variety of domestic and exotic hardwoods. Custom stands are also available on a made-to-order basis.

🛒 **Solid Ground Stands** (solidgroundstands.com)



Sonuscore Sets Mallets in Motion

Sonuscore, developer of virtual instruments like The Orchestra, Action Strings and Action Strikes, has teamed up with Native Instruments to create the instrument Mallet Flux.

Going beyond typical mallet libraries, the instrument uses exquisitely sampled glockenspiel, celesta, xylophone, vibraphone and marimba to generate compelling sequences through innovative pattern automation.

Mallet Flux's 270 presets provide a starting point, but everything is fully customizable. Users can get an idea down fast, then dial in the details to create unique sounds, patterns and arrangements.

Mallet Flux runs in Kontakt 6 and the free Kontakt 6 Player.

🛒 **Sonuscore** (dynamedion.com)

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Power, Protection Reach Further with New Furman Gear

Nortek Security & Control now is offering the Furman SS-6 Power Conditioner and the ACX-25 Power Cord.

The SS-6 is a black, steel chassis floor strip power conditioner that serves as a narrow form factor version of the top-selling SS-6B, with standard surge protection RFI/EMI filtering. Including six outlets, the SS-6 comes with a 15-foot captive cord and fea-

tures a line voltage of 120V, a current rating of 15 amps and a safety listing of cULus.

Furman's ACX-25 Power Cord is a convenient tool for installers, helping them manage large power-supply transformers, such as wall warts, and extending protected power up to 25 feet from the power conditioner.

🛒 [Nortek Security & Control \(nortekcontrol.com\)](http://NortekSecurity&Control.com)

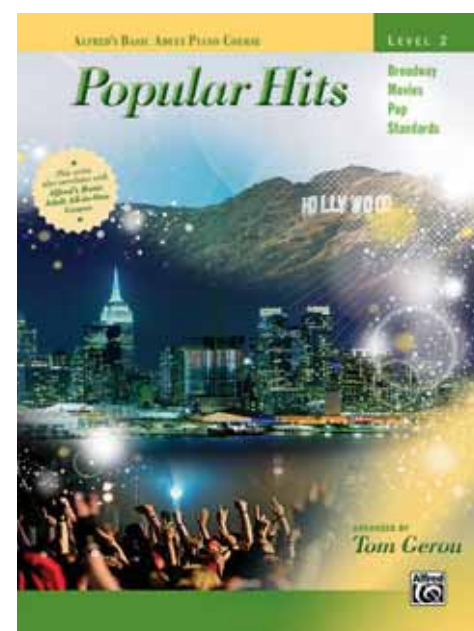
Basic Adult Piano Course Levels Up

Alfred Music has added the book *Popular Hits, Level 2* to the Basic Adult Piano Course series.

Arranged by Tom Gerou, this series provides a variety of supplemental material in many different popular styles.

Popular Hits, Level 2 is correlated page-by-page with lesson book two of the Basic Adult Piano Course and level two of the Basic Adult All-in-One Course. When pieces from the *Popular Hits* books are assigned in conjunction with the material in the lesson books, skills and concepts are reinforced in a fun, motivational way.

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



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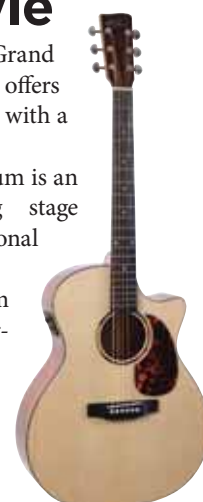
Recording King G6 Guitar Offers 'Grand' Style

Recording King's G6 Grand Auditorium acoustic guitar offers excellent sound and volume with a clean, elegant design.

The G6 Grand Auditorium is an affordable, great-sounding stage alternative to a traditional dreadnought or 000 guitar.

The Grand Auditorium body shape provides a sturdy combination of comfort and volume. The solid spruce top and fully scalloped X-bracing lets guitar players generate shimmering highs and extraordinarily balanced lows and low-mids.

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



Pinwheel Pedal Spins Up Sound

Launching in March, Fender's Pinwheel offers a classic sound achieved with an organ speaker and amplifier. Featuring three rotary speaker voices, including Fender's Vibratone effect, the pedal's switchable slow and fast speeds enable players to spin up the perfect sound for their music, while the onboard overdrive adds texture to the tone. The sensitivity control allows modulation rate changes based on playing dynamics.

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

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TAC Ultra Wall Controls Humidity Levels 24/7

TAC Water & Misting Systems has released a complete humidity control system for a guitar showroom, piano display center, luthier workshop or anywhere else that fine instruments would benefit from precise and clean humidity control 24/7. The Ultra Wall Humidity Control System is ideal for

all areas.

Its features include a wall-mounted, self-contained, automatic full-time water feed; built-in sensor/controller; whisper-quiet operation; extremely low power consumption; and simple self-installation.

[TAC Water & Misting Systems \(tacmisting@gmail.com\)](mailto:tacmisting@gmail.com)



Guitars Get Turned into Art

German guitar maker Jens Ritter has released the Sleeping Beauties.

Ritter has begun using instruments and music equipment as a medium to express himself. His art works examine the contemporary role and cultural status of the electric guitar and how this cultural symbol has changed its social context.

Ritter's Sleeping Beauties are made out of fine tonewoods combined with exceptional materials. These musical instruments are tuned once and enjoyed for just a few min-

utes, then they are "deactivated" and sent to sleep for exactly 100 years. But the wake-up date is clearly specified, with a countdown of 36,500 days.

Ritter's art works are collected by major museums like the Smithsonian Museum in Washington D.C., the Boston Museum of Fine Arts and the Metropolitan Museum of Art in New York City. His Sleeping Beauties guitars come in limited editions up to eight pieces or as unique art works.

[Jens Ritter \(jens-ritter.art\)](http://jens-ritter.art)

Subwoofer Pros Makes Low Pass

Subwoofer Pros builds subwoofers that produce flat, honest bass, letting audio professionals make low-frequency decisions with the confidence that those decisions will translate to any other playback system.

Both of the company's models — the smaller Studio Sub 12 and the larger Studio Sub 18 — avoid the profusion of adjustable parameters found on consumer-grade subwoofers, instead providing simple but effective control.

In that spirit, Subwoofer Pros has added a 60-Hz or 95-Hz low-pass switch for flex-



ible integration with differently sized mains. Subwoofer Pros' U.S. distributor, TransAudio Group, will have Subwoofer Pros on display at the company's booth.

The low-pass switch replaces a previous 8 Hz/20 Hz low-cut switch, which few users had occasion to use.

[TransAudio Group \(transaudiogroup.com\)](http://transaudiogroup.com)

Wampler Pedal Voices its 'Fuzztration'

Wampler has introduced Fuzztration, a two-button fuzz/octave pedal.

The unit's three-band EQ gives full sculpting capability to dial in whatever tone the user wants. The voicing switch can take it from classic, tight response to a dark, sludgy tone.

The octave effect is completely independent, so it works great with other pedals as well as alongside the fuzz in the Fuzztration.

It works great for adding extra zing to

lead playing or an added dimension to rhythm playing. Users can dig in and the octaves will seem to jump directly out of their fingers. Having the octave set pre-fuzz (or dirt) will yield a classic octave tone, which will jump out the higher one moves up the fretboard. Setting the octave post-dirt yields a much trippier, harmonic onslaught that isn't for the faint of heart, but provides a truly unique and wild sound.

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

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GUITAR WALL



Reverend Guitars Introduces Brad Houser Signature Fatfish 32 Bass

Reverend Guitars and Brad Houser of the New Bohemians have collaborated on his second Reverend signature bass. A semi-hollow with a raised center ridge, the Reverend Brad Houser Signature Fatfish 32's P-Blade at the bridge and J-Rail

at the neck adds to its resonance, making the bass sound huge. A set-neck bass with a reverse headstock, there are block inlays on the fretboard with entwined circles inlaid at the first fret.

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

Have Passion

Godin Guitars has released the Passion RG-3 Indigo Burst. The guitar boasts modern playability and a vintage vibe. It comes loaded with three Lace Sensor hot gold pickups that conjure up a unique high-fidelity sound.

The model also comes in a high-gloss indigo blue finish on a two-piece, chambered swamp ash body. The guitar is available with an Indian rosewood or maple fingerboard, and comes with a hard rock maple neck.

The Passion RG-3 Plus features the Godin High-Definition Revoicer, Godin Tru Loc Tremolo and comes standard with Gotoh tuners.

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

Alvarez Adds 2 Artist Series Models

Alvarez Guitars has added 12-string models with eye-catching Jet Black and Shadowburst finishes to its award-winning Artist series lineup.

"We've seen a higher demand in our natural 12-string models over the last year," said Chris Meikle, head of development at Alvarez Guitars and senior vice president of distributor St. Louis Music. "We wanted to extend the offering a little with these great colors, demonstrating our crystal-clear finish and big chiming tones."

The Artist series 12-string models are made from solid A+ Sitka tops and mahogany back and sides.

They feature Alvarez's FST2 Forward shifted bracing system and attenuated gloss finish.

Additionally, the guitars come complete with the L.R. Baggs StagePro element pickup system and will be shipping in February 2019.

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



Dirty '30s Brings Vintage Mojo

Recording King's Dirty '30s mandolin, which is ideal for songwriters or multi-instrumentalists, is a traditional A-style with vintage appointments.

The Dirty '30s mandolin delivers classic old-time sound without the price tag of a vintage instrument.

Despite the affordable price, this is more than an entry-level instrument. The F-holes have been specifically shaped for sound aperture, and the 1¾-inch body depth was chosen to accentuate its tonal capabilities.

The solid spruce top gives this mandolin classic chop and projection, while the maple back and sides balance brightness and warmth for traditional old-time playing.

Offering vintage mojo and style, the mandolin is tobacco sunburst, covered by a thin satin finish. The classic A-style body connects to a comfortable C-shaped neck with an authentic mini-Recording King Jubilee headstock. Ivory tuners and classy MOP fretboard dots give it a rustic but refined look.

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



Fret-King Goes Red with Latest John Jorgenson Model

Fret-King's FKV25JCAR is the latest model to carry the name of Grammy-winning guitarist John Jorgenson. The guitar has some differences from its predecessor. Despite sporting an identical body shape with imitation F-hole, the solid American alder body is a departure from the chambered FKV25JJ, while a

Canadian maple neck is married to an Indian rosewood fingerboard, resulting in a singing tone with impressive sustain.

New for 2019 is the Candy Apple Red color, which looks great under stage lights.

The FKV25JCAR guitar features Wilkinson hardware.

🛒 [Fret-King \(fret-king.com\)](http://Fret-King.com)



Schecter Doesn't Fear the Reaper

Schecter Guitar Research has debuted the Reaper 6, Reaper 6 FR, Reaper 6 FR S and Reaper 7-MS.

All models feature a swamp ash body mated to a poplar burl top, delivering resonant tonality and custom shop-level looks, and then paired to a five-ply maple/walnut ultra-thin C neck with ebony fretboard.

The extensive body contouring and ultra-access neck carve ensure ergonomic comfort and effortless riffing through the most-demanding sets.

The models come in three finishes: Satin Inferno Burst, Satin Sky Burst and Satin Charcoal Burst.

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

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VISIT BOOTH 7002

D'Addario



L-Acoustics Managing Director Hervé Guillaume, left, and HGP President and Commercial Director Bertrand Bounoure

L-Acoustics Acquires HGP

L-Acoustics and HGP — manufacturer of precision sheet metal — have announced the acquisition of HGP and its sister entity API, which specializes in powder coating.

With a focus in R & D and ongoing efforts to optimize operations, L-Acoustics decided to broaden the scope of industrial know-how to include precision sheet metal manufacturing, which is used in rigging and internal loudspeaker components, according to company officials.

“This operation represents a new and extremely positive step in augmenting our R & D and production capabilities,” said Hervé Guillaume, L-Acoustics’ managing director. “This alliance will allow us to improve our technical skill set and market intelligence regarding precision sheet metal, a vital technology in our professional audio solutions. HGP’s expertise and savoir-faire are highly complementary to our own, enabling us to better comprehend the constraints and specificities of the trade at every stage, from conception to production.”

INFO L-Acoustics (l-acoustics.com)



ESP Guitars Adds Tops, Finishes

ESP Guitars has introduced new models, finishes and tops.

The bold, V-shaped E-II Arrow-NT features a neck-through-body construction with an alder body and three-piece maple neck and ebony fingerboard.

The E-II Eclipse-7 EverTune is a seven-

string guitar in the single-cutaway Eclipse shape. Three new finishes and tops are available for the Eclipse: Blue Natural Fade with a buckeye burl maple top, Black Natural Burst with a flamed maple top and Snow White Satin with a maple cap.

ESP Guitar Co. (esp guitars.com)



On-Stage Keeps Keyboards Safe

On-Stage, a division of The Music People, has launched its KBA4000 series of keyboard bags, with models to accommodate 49-, 61- and 88-key keyboards.

Made with a heavy-duty, weather-resistant nylon exterior for protection against the elements, the bags have a dense interior

foam padding, which prevents damage.

The keyboard bags make transportation easy thanks to built-in backpack-style straps and carry handles on the 49- and 61-key models and sturdy, durable wheels featured on the 88-key model.

On-Stage (on-stage.com)



Alfred Music Updates Finale v26

Alfred Music, in partnership with MakeMusic Inc., has released Finale v26 and Finale v26 Academic. These versions, available only as downloads, are the first paid upgrade since the 2016 release of Finale v25. Finale v26 includes auto-stacking articulations, slur/articulation interaction, tremolos, rolls and stem lengths, horizontal centering, as well as expanded libraries.

For 25 years, musicians have used Finale to create, edit, audition, print and publish musical scores. Finale offers composers, arrangers, students, teachers and publishers complete control over the printed page.

Alfred Music (alfred.com)

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Yamaha Arius Digital Pianos Bring Learning, Playing to Music Students

Yamaha has released three additions to its Arius line of digital pianos: the YDP-144, YDP-164 and YDP-S54.

The YDP digital piano models are ideal for the piano student who has advanced to a point where their teacher suggests they acquire a serious instrument for practice and performance, but for whom an acoustic piano is not a realistic option due to weight, cost or space concerns.

All three YDP pianos feature a stereo multisample of the Yamaha CFX. The YDP-144 utilizes the Yamaha Graded Hammer Standard key action, in which the keys are weighted progressively more toward the low range. This provides expressive touch-to-tone connection exactly like that of an acoustic piano and is sure to meet with the approval of piano teachers who insist their students' practice instruments train the fingers properly.

The YDP-164 and YDP-S54 pianos upgrade to the Graded Hammer 3 action, which adds textured, synthetic ivory and ebony key surfaces that increase grip and wick away moisture for an even more authentic piano experience.

The Smart Pianist app for iOS smart devices (with Android support coming in June) is integrated into all three models and lets pianists turn their smart device into an intuitive and rich graphical user interface, making selecting voices and configuring settings even easier.

In addition to the aforementioned features, the Smart Pianist app can analyze local music files on the connected device's music library, then generate and display chord charts that scroll by in tempo as the music plays.

Yamaha (usa.yamaha.com)



TEAC America Relocates

TEAC America has moved its headquarters from Montebello, California, to Santa Fe Springs, California. According to company officials, this move will offer the TEAC and Tascam teams a facility more in sync with current sales and marketing efforts. The new location will feature enhanced meeting and demonstration areas.

"While there are a great many memories associated with our current address, we are excited to ring in the New Year in a new location," said Koichiro Nakamura, president of TEAC America. "As our business continues to grow and evolve, we view this change as an invigorating step into our future."

TEAC America (teac.com)

RCF Sponsors PAcalculate App

RCF is sponsoring the online app PAcalculate. The multiplatform app for iOS and Android provides a library of 25 calculators covering audio acoustics, electronics and cabling calculations, as well as lighting, electricity and recording calculators. The app is ideal for dealing with P.A., sound systems, electroacoustics and lighting.

With P.A. as well as lighting-related calculators, comprehensive options are provided. In addition to the calculators, other help menus offer assistance on cable pin assign-

ments for both audio and video, graphs demonstrating microphone polar patterns and equal loudness contours.

RCF (rcf-usa.com)



IK Multimedia Expands iKlip Mount Range

IK Multimedia has expanded its iKlip range of iPhone/iPad and Android mounting products with the iKlip 3 series.

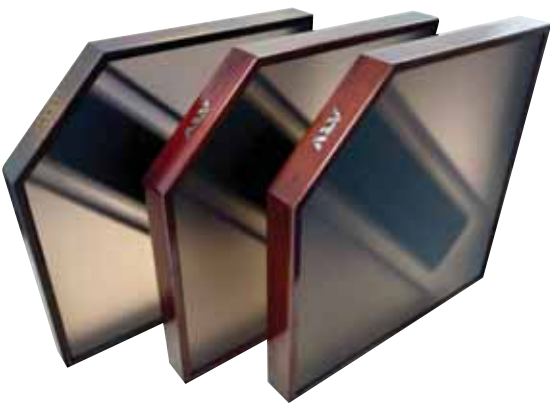
The iKlip 3 is designed for microphone stand-mounting and features a holding bracket with more durable rubber pads and a spring mechanism for rotating devices up to 360 degrees. Devices can now be mounted on the front, side or boom arm of any mic stand.

The iKlip 3 Video can mount any tablet onto a camera tripod. It mounts to any standard UNC 1/4-inch - 20 thread for compatibility with most tripods and monopods.

The iKlip 3 Deluxe includes both the mic stand mounting bracket and the tripod mount attachment.

IK Multimedia (ikmultimedia.com)





ATV Goes Custom

ATV, in partnership with The Musicians Custom Shop, has announced it will offer the entire aDrums artist and aDrums artist Pro shell collection in customizable colors, wraps and kit configurations.

All custom options will only be available direct from The Musicians Custom Shop. These custom options are subject to market demand and availability, and all specifications and offers are subject to change.

🛒 [ATV \(atvcorporation.com\)](http://ATV (atvcorporation.com))

iCon Packs in Features

iCon Pro Audio has introduced its QCon Pro G2 USB-MIDI Controller Station and QCon EX G2 USB-MIDI Controller Station, the next-generation versions of its eight-channel universal control surface.

The QCon Pro G2 USB-MIDI Controller Station sports nine motorized faders — eight channel faders, plus one master fader — each 100 mm in length and featuring 10-bit resolution, allowing for small and accurate adjustments during recording and mixing endeavors.

It has eight multipurpose push encoders, each surrounded by 11 LEDs, which light up to indicate relative position of rotation so users do not need to glance back at the host computer. The station also features 78 assignable buttons as well as six illuminated transport buttons.



The QCon Pro G2 USB-MIDI Controller Station supports Mackie Control and HUI emulation to control its user's favorite DAW.

It comes complete with overlays for most popular DAWs, including Ableton Live, Adobe Audition, Apple Logic Pro, Avid Pro Tools, Cakewalk by BandLab, Bitwig Studio, Cockos REAPER, Image Line FL Studio, MAGIX Samplitude, MOTU Digital Performer, PreSonus Studio One, Propellerhead Reason, and last, but not least, Steinberg Cubase and Nuendo.

🛒 [iCon Pro Audio \(iconproaudio.com\)](http://iCon Pro Audio (iconproaudio.com))



LP Offers Latin Flavor

Latin Percussion has introduced two Raul Pineda signature cowbells. Grammy Award-winning drummer Raul Pineda is known for blending Afro-Cuban and contemporary influences.

LP's Raul Pineda signature 7-inch "Songo" cowbell and 8½-inch footbell are made in the United States using a one-piece steel construction.

They are finished in a stunning Antique Bronze coating and feature a patented vice-clamp mount that fits rods from 9–12½ mm. An included memory lock ensures exact placement every time.

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

Layer it Up

The Best Computer Music and Acoustic Technology Inc. has announced Blue Grand — its latest hybrid virtual instrument for Mac and Windows.

As a dynamic combination of four Steinway D grand pianos of varying vintage, Blue Grand features the following Steinway sounds: Vintage 1927, a rich, luxurious sound with a dynamic range suited to accompanying all music genres; Grandma Dream, which is characterized by mellow bass and expansive resonance; Living Stereo, which blends crisp, rich tones and resonance for real-time performance; and Legacy Blue, which boasts the powerful sound associated with a Steinway grand piano.



Each of its four Steinway grand piano sounds benefit from The Best Computer Music and Acoustic Technology Inc.'s HD Velocity Layers technology, which have expanded expression up to 65,536 velocity layers.

🛒 [Supreme Piano \(supremepiano.com\)](http://Supreme Piano (supremepiano.com))

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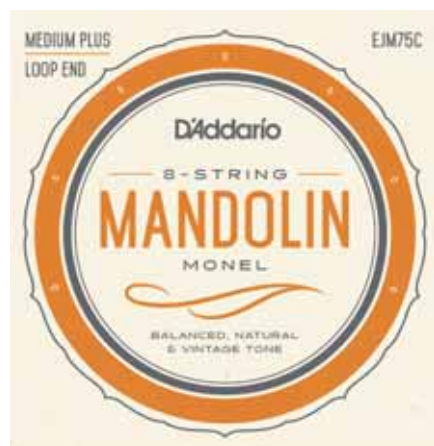
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D'Addario Plays Mandolin

D'Addario has introduced the Monel Mandolin string sets.

Monel is a classic nickel alloy that offers a balanced and natural tone that is popular among vintage enthusiasts. The Monel Mandolin sets from D'Addario are offered in loop-end construction for universal fit, featuring consistent, high-quality strings that have a solid tone and tuning stability.

The Monel sets come in two gauges: the most popular gauge combination for mandolin, (Medium, 11-40), as well as a Medium Plus set, which is a combination of gauges popularized by the legendary mandolin



player Sam Bush (11, 14, 25, 41).

MSRP: \$18.50.

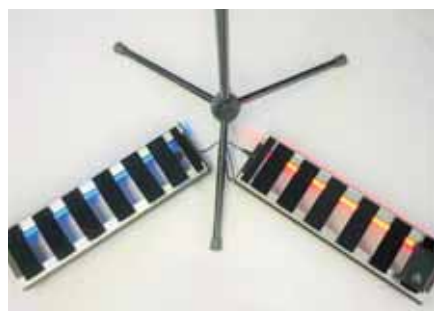
🛒 D'Addario (daddario.com)

Rare Earth Music's Board Boasts Pedal Flexibility

Rare Earth Music has released the Earthboard, a modular pedalboard system. It uses the patented Earthboard pedalboard system and adds the Lifeline system to connect any number of Earthboards using the same singular, rechargeable battery circuit. This design provides users with increased options and flexibility.

Earthboard's patented rail system uses magnets and a rechargeable battery to secure pedals to the board and provide power.

"You can set them up around a mic stand, or stack them, or put one pedalboard on each side," said operations and sales executive Mark Bradley. "The circuit



remains completely isolated and portable. Imagine going to a gig and setting up your pedalboard to fit your playing area."

🛒 Rare Earth Music (earthboardmusic.com)

Ernie Sizes Down Cable Line

Ernie Ball has expanded its line of instrument cables to now offer 10- and 18-foot premium braided cables. The braided instrument cables were previously only available as a 25-foot option.

These braided cables offer ultra-durable, flexible construction, noise-free design



with dual-shielding protection, 99.95-percent oxygen-free copper to resist corrosion, tangle-resistant performance and clear tone with crisp highs, tight mids and rich harmonics. The roadworthy cables come with a limited lifetime warranty.

🛒 Ernie Ball (ernieball.com)



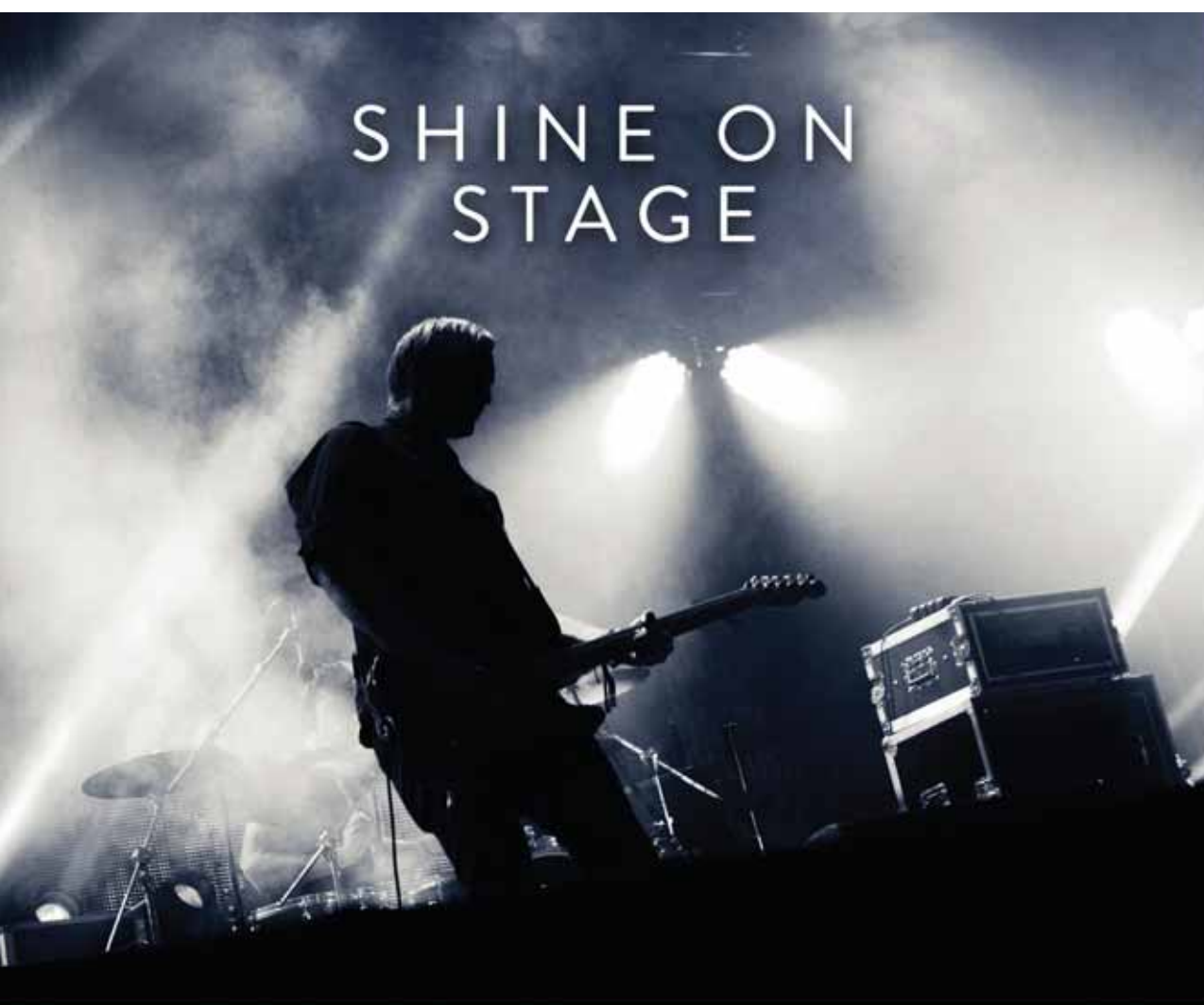
Mapex Unveils Design Lab

Through the Sound First methodology of the Concept Hybrid approach, Mapex's Black Panther Design Lab series provides an opportunity to create tailored instruments that let artists adapt the sound to their style.

"We are very excited to bring these exciting new drums to The NAMM Show," said Gary Ingrassia, Mapex Drum brand man-

ager. "Years of research and extensive input from artists such as Russ Miller have allowed us to create something truly unique and groundbreaking. We look forward to giving everyone the opportunity to experience these instruments and the innovations that they offer."

🛒 Mapex (mapexdrums.com)



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PRS Guitars has a range of amps that fit a broad array of styles and tones. The vintage-inspired Sonzera brings 60's and 70's American clarity and definition. The Archon dishes out 5 gain stages of modern, high-gain impact. The J-MOD 100 (John Mayer) delivers open and expressive concert tones. The DG Custom 30 (David Grissom) gives you inspiring and articulate Texas sounds with several tone-sculpting features. The MT-15 (Mark Tremonti) comes with the attitude and metal crunch packed into a loud 15-watt lunchbox. You're sure to find a tone that speaks to you in this lineup. Learn more at prsguitars.com

DRUM PAD



Yamaha Combines Customization with Motorcycle-inspired Look

Yamaha has launched the FP9 series bass drum pedals, which consists of the FP9C double-chain single pedal, FP9D direct-drive single pedal, DFP9C double-chain double pedal, DFP9D direct-drive double pedal and DFP9CL left-footed double-chain double pedal.

Evoking the aesthetic of the Yamaha YZF-R1 superbike, all models include a blue bearing housing, gold Yamaha tuning-fork logo on the beater cap and black beater to resemble the shock towers on the YZF-R1. The footboard is designed with an aluminum casting for a feel inspired by the motorcycle's construction.

These models feature a weight-adjustable beater, along with an axle-stabilizing bearing chamber for smooth playability and adjustability. Other features are the independent beater and footboard angle adjustment and anti-skid heel spikes to keep the pedal and bass drum secure.

"With strikingly good looks reminiscent of the YZF-R1 superbike and innovative engineering, the FP9 series provides the solution for drummers looking for a reliable, customizable drum pedal that will last," said Steven Fisher, marketing manager at Yamaha Drums.

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



Tama Keeps up with Big Black Steel Kit

The core of Tama's Sound Lab Project Big Black Steel kit's sound is its 1-mm thick steel shells. The steel shells deliver a powerful tone that will keep up with the loudest bands. Along with unencumbered projection, the sound is warm and has tonal balance across the entire spectrum.

The dynamics are also easily controllable, which means the Big Black Steel kit is ideal for an assortment of musical settings. The kit features 2.3-mm Steel Mighty Hoops, and the Starclassic lugs take up minimal space on the shell surface for optimal resonance and volume.

The shell hardware is finished in Black Nickel, capping off the kit's dark, industrial and modern look. One HTS58F The Classic tom stand is also included.

🛒 [Tama \(tama.com\)](http://tama.com)



Innovative Percussion FS-TR Marching Stick Responds to Modern-day Marching Market

The FS-TR Tom Rarick marching drum stick is new to Innovative Percussion. The original idea was to design a marching stick that wasn't too front-heavy and lends itself well to both snare drum and

tenor drums. The stick is built with a compact round bead and features a gradual taper. These features help the stick to be agile and more responsive off the head. The FS-TR is built for the current

marching market and the demands that are placed on modern-day performers, featuring a 17-inch length made from white hickory.

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

Gibraltar Relaunches TP Series

Gibraltar has relaunched its Turning Point series hardware. Designed to cut down on weight, the tripods are made from chrome-plated L-stock aluminum, which gives the stability of double bracing but the weight of a single braced stand. Designed to cut down on weight, the tripods are made from chrome-plated L-stock aluminum for the stability of double bracing but the weight of a single braced stand.

The 9706UA-TP low-profile snare stand adjusts to a low setting of 13 inches.

The 9707TP-DP hi-hat stand features Gibraltar's direct pull-drive system, providing great player response and easy action.

The 9709TP boom cymbal stand and 9710TP straight cymbal stand feature the Swing Nut, offering effortless cymbal changes without the traditional threaded wing nut.

🛒 [Gibraltar \(gibraltarhardware.com\)](http://gibraltarhardware.com)



Dixon Unveils Sub Zero White Finish for Jet Set Plus Kit

Dixon has introduced a Sub Zero White addition to its compact Jet Set Plus drum series. The Sub Zero White finish will feature the company's new logo and branding.

The Dixon Jet Set Plus is a superb all-purpose drum kit. Sitting or standing, whether at a gig or quiet practice, this kit

adapts to all stages, styles and types of transportation.

Users can simply set up to play conventional or cocktail style, then choose to perform on the audible batter heads or flip for quiet practice on the mesh underside.

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

Zildjian's Chroma Series Dazzles

Zildjian has introduced the Zildjian Chroma series drumsticks, the first metallic painted drumsticks on the market. This series responds to the need for sticks that are reliable and command attention.

The Zildjian Chroma series drumsticks are finished with a pearlescent paint that interacts with light sources for a one-of-a-kind dazzling look.

The sticks have launched with four metallic finishes: Chroma Blue, Chroma Pink, Chroma Silver and Chroma Gold.

The Chroma series is available in Zildjian's recently redesigned 5A profile, 16-inch in length and .560-inch in diameter, and is an American hickory stick with an oval, wood tip.

"We couldn't be more excited about these showstopping new colors," said Andy Tamulynas, drumsticks and mallets category manager at Zildjian. "Not only are these the first metallic painted sticks on the market, but they stand on the shoulders of last year's redesign of the classic Zildjian 5A."

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

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L-Acoustics Plug-in Lets Users Manage P1 Processor

L-Acoustics has announced integration between its P1 processor and the Q-SYS Platform from QSC, helping users control and monitor P1 through Q-SYS. System designers can architect high-performing and fully scalable AV environments using

the Q-SYS Designer software and native user control interface, while offering L-Acoustics sound systems' audio experience.

Whether catering to sports facilities, houses of worship or educational institutions, the installation market demands ver-

satility, customization, ease of use, reliability and interoperability. Over the years, integrators have looked to both L-Acoustics and QSC for scalable solutions to fulfill increasingly stringent and complex requirements.

🛒 **L-Acoustics** (l-acoustics.com)

RockCare Offers Work Bench Set

RockCare has introduced two high-quality, affordable tools for the repair, adjustment and modification of guitars and basses: the Work Bench Pad and the Work Bench Instrument Neck Rest. These tools are available separately or as a set.

The RockCare Work Bench Pad is made of a dense vulcanized rubber that is shock absorbent and does not slip. It cushions the



guitar and protects the finish from scratches and dents. (It is not recommended for instruments with nitro-cellulose finishes.)

The RockCare Neck Rest is a shock-absorbing support tool for guitar necks.

🛒 **Warwick** (warwick.de)

Yorkville Sound Heads South

Yorkville Sound will be represented by United Sales Associates in North and South Carolina, Georgia, Tennessee, Mississippi and Alabama.

"We are excited to enter a new era with our valued dealers in the Southern U.S.," said Steve Hendee, director of sales for Yorkville's U.S. office. "United Sales Associates has represented the finest manufacturers in our industry with a long track record of results and integrity."

📄 **Yorkville Sound** (yorkville.com)



D'Addario Dresses it Up

D'Addario Woodwinds has introduced new packaging for its Signature series, an homage to legacy brands Mitchell Lurie, Frederick L. Hemke and La Voz Reeds. The packaging features time-tested designs that are engineered from the company's own naturally grown cane using digital production processes for ultimate consistency.

The Signature series is ideal for players looking for more tonal complexity without losing ease and flexibility.

Hemke reeds have an elegant tone and quick response that is favored by many classical and jazz musicians. Mitchell Lurie reeds have a warm tone and clarity of sound. La Voz reeds feature a powerful tone and flexibility, which makes them a standard for jazz musicians.

🛒 **D'Addario** (daddario.com)

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PEDALBOARD



Animals Pedal Drives the Van

Japanese effects manufacturer Animals Pedal has introduced the Vintage Van Driving is Very Fun Overdrive pedal.

This versatile overdrive/boost pedal delivers an array of tone-enriching sounds, ranging from clean boost to medium gain dirt.

Vintage Van Driving is Very Fun will make an amp at moderate settings sound

like it's being driven to smooth tube breakup, giving players pure, rich overdrive tones at lower volume levels.

In boost mode, players can also use the Vintage Van Driving is Very Fun to boost their favorite effect to enrich the tone of a digital amp or to provide a rich, full push to their tube amp.

🛒 [Animals Pedal \(animalspedal.jp\)](http://Animals Pedal (animalspedal.jp))

Mad Professor Amplification Puts Vintage Marshall in a Box

Mad Professor Amplification has released the Loud'n Proud amp-in-a-box pedal.

Mad Professor Loud'n Proud is a vintage four-input Marshall in a box. It's a compact pedal with a complete amp signal path replicated inside: not only in the pre-amp, but also the power amp, which contains a phase inverter, push-pull stage and output transformer simulation. This internal structure makes the pedal not only sound but also behave like a real amp.

Like a vintage Marshall amp, the pedal has a moderate amount of gain.

"This is what led us to adding a boost/fuzz to this medium gain overdrive

circuit," said Loud'n Proud designer Jyrki Rahkola.

The preboost has the capability of pushing 13 dB, which adds gain to the signal. It also slightly thickens the midrange. The fuzz is designed to work like a vintage germanium fuzz. By engaging the fuzz, users can find a variety of tones from clean to thick and warm, fuzzy tones by rolling the guitar volume.

Users will also find a switch for two different character voicings in the Loud'n Proud pedal: tighter bass and slightly compressed tone on the left with a looser bass including maximum dynamics on the right.

🛒 [Mad Professor Amplification \(mpamp.com\)](http://Mad Professor Amplification (mpamp.com))



Morley Bundles Up for 50th Year

Morley is celebrating 50 years with a limited-edition chrome bundle. Limited to 300 pieces worldwide, the bundle contains a special run of a chrome mini power wah, chrome ABY, a commemorative booklet featuring products over the years and a retro Morley Man sticker.

Everything in the bundle is packaged in a collector's box and is numerically serialized 1-300.

"We are all proud to be part of such an iconic brand name. We will be celebrating in various ways throughout 2019, but this special Chrome Bundle is just the kick-off," said Bill Wenzloff of Morley.

🛒 [Morley \(morleypedals.com\)](http://Morley (morleypedals.com))

Organists Can Rejoice

Lounsberry Pedals' Tall & Fat design is now available in a stereo pedal. The Tall & Fat is ideal for organists, guitarists and bass players alike.

Organists and keyboard players have previously had to use the mono output from their keyboard to be able to use the Tall & Fat pedal.

They would typically connect the Tall & Fat output to an external stereo rotating speaker simulator and then on to their stage or recording mixer or amp.

🛒 [Lounsberry Pedals \(lounsberrypedals.com\)](http://Lounsberry Pedals (lounsberrypedals.com))



German-made JPTR FX Pedals Made Available to US Market

JPTR FX (Jupiter Effects) pedals are now available for the first time in the U.S.

Founded in late 2015 by Chris Jupiter, JPTR FX are handbuilt in Wilhelmshaven, Germany, with a focus on using only the best parts available. While their pedals are firmly in the category of boutique pedals, JPTR FX's mission is to offer the highest quality products at an affordable price point.

The JPTR FX range of pedals includes the Ramrod dual filter guitar synth; the Kaleidoscope multireflector unit; the Silbermaschine parallel circuit, unbuffered vintage fuzz; the Super Weirdo time modulation; the Tesla Wolf overdrive pedal; the Jive tape-reel saturator; the Roygbiv chorus and tape saturation; the

Gainsaw gated distortion; the Fernweh multi echo module; the Feedback passive feedback looper; and the Drumthing Deluxe springs and piezo microphone and pre-amp.

🛒 [JPTR FX \(jptrfx.com\)](http://JPTR FX (jptrfx.com))



Tre-Verb Pedal Draws on Fender's Past

Launching in March, Tre-Verb brings players the sound of genuine Fender amp tremolo and reverb effects, dynamic amp effects that inspired entire genres of music. Included in the Tre-Verb are classic reverb voicings based on Fender's renowned spring reverb units from 1963 and 1965, and multiple tremolo modes to make sure performers can get the exact sound they need for their music. A full suite of tone-shaping controls, including tap tempo for the tremolo effect, make this pedal sonically flexible, while the stereo inputs and outputs ensure it's easy to connect to any pedalboard or amp.

MSRP: \$269.99

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



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Gary Boujikian

PMC Names Lebanon Distributor

PMC has appointed Boujikian Bros. as its distributor in Lebanon with responsibility for handling the company's entire range of professional studio monitors.

Established in 1984 as an electronics accessories supplier, Boujikian Bros. offers a range of products to suit the audio, lighting, rigging, staging and AV markets. As well as equipment sales, the company provides design, technical and support services to customers in the Middle East and Africa.

"PMC is a well-known brand in Lebanon and one that is renowned for its high-quality products, which are considered to be the 'Rolls Royce' of pro-audio monitors," said Gary Boujikian, general manager and owner of the Beirut-based company. "We see plenty of opportunity for the brand in TV companies, production houses and studios, and we already have a number of sales lines to facilities in Lebanon."

PMC products will now be incorporated into Boujikian Bros demo facilities.

INFO PMC (pmc-speakers.com)

Manhasset Stands Honored with Board Position

Manhasset Stands has announced that Central Washington University, located in Ellensburg, Washington, has selected Dan Roberts, president and general manager of Manhasset Specialty Co., to an advisory board position in the College of Arts and Humanities.

"Central Washington University has the largest music department in the Pacific Northwest," Roberts said. "School bands throughout the northwest are led, with distinction, by CWU alumni. We are honored that Manhasset Stands will have the opportunity to bring a perspective from the business world in our position as an advisory

board member to the College of Arts and Humanities.

"The Central Washington music department brochure states, 'CWU's Department of Music has an international reputation for excellence. Our faculty are professional musicians who are also superb educators, dedicated to nurturing your individual talent,'" Roberts continued.

"All of us at Manhasset greatly admire the impressive music department at CWU, which made our company's selection to the advisory board of the College of Arts and Humanities even more rewarding."

INFO Manhasset Specialty Co. (manhasset-specialty.com)



Roland Unveils Vocal Effects Processor

Roland has introduced the VT-4 Voice Transformer, a powerful effects processor for manipulating the human voice. Compact and easy to use, the VT-4 lets user connect a microphone and quickly craft unique vocal sounds with performance-oriented controls.

Harmony, vocoding, pitch shifting, hard tuning, ambience and other high-quality effects are available, providing everything from subtle augmentation to radical transformation. Battery-powered and ready to travel, the VT-4 is perfect for singers, DJs, web broadcasters and all those who use their voice in a creative application.

The VT-4 features an intuitive interface for instant creative control. Users can manipulate their sound in real-time constantly altering the effect to suit the track and enhance the performance. Direct control over both pitch and format instantly transforms a vocal persona with male/female gender characteristics, electronic timbres, robot voices and more.

INFO Roland (roland.com/us)



Schecter Debuts SLS Elite Bases

Schecter Guitar Research has launched the SLS Elite basses, available in Black Fade Burst or Antique Fade Burst.

Featuring a carbon fiber reinforced seven-ply maple/walnut/padauk ultra-thin through-neck and a premium swamp-ash body with a flame maple top, the SLS Elite basses are treated with an ultra-access heel

carve for comfortable playing in all positions of the 34-inch scale neck and access to all 24 X-Jumbo stainless steel frets.

The premium electronics package features Fishman's Fluence bass pickups. Features include a GraphTech BlackTusq nut and Schecter Custom bridge.

INFO Schecter Guitar Research (schecterguitars.com)



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DiGiCo Offers 32-bit DAC Version of Stadius Pre-amp

Following the launch of DiGiCo's 32-bit John Stadius mic pre-amp, the company has released its Stadius D-A converter, the 32-bit DAC.

Boasting a nearly silent -100-dBA noise spec, the new DAC features a wide dynamic range of 122 dBA for plenty of punch and increased audio depth. Highly transparent, the Stadius 32-bit DAC also features Muse acoustic series blocking capacitors and capacitor damping to remove unwanted vibration pickup. An improved metal XLR

design offers continuous circumferential ground contact.

"The reaction to the 32-bit mic pre-amp has been astonishing, which is why we decided to launch an output version," said James Gordon of DiGiCo.

"Adding the 32-bit DAC means that both input and output can now be 32-bit, further maintaining our position as the benchmark of audio quality in the live environment."

DiGiCo (digico.biz)

Jingle All the Way

Headhunters' Jingle Springs is a mallet handle to which a 45-mm round rubber-like head with one side shaved flat has been added. To that flat side, a pair of tambourine jingles is fitted, while on the other, a small nylon ball is embedded at surface level. It is on this round side that the compression spring is added.

As the impact level of the mallet playing increases, so does the volume of the jingle response. At this point, the impact pressure starts to compress the spring to the point where the nylon ball comes into play as a striker, so the sound becomes more defined and balanced with the jingles.

HeadHunters (headhunterssticksandcreations.com)



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EarthQuaker, Yamaha Ink Australian Distribution Deal

As of Jan. 1, Yamaha Music Australia is the exclusive distributor of EarthQuaker Devices in Australia.

Each EarthQuaker Devices effects pedal is hand-built at the EarthQuaker Devices workshop in Akron, Ohio, by a team of passionate artists and musicians. EarthQuaker Devices said in a press release that it's hon-

ored to work with Yamaha Music Australia and to play a part in Yamaha's 130-year history. Yamaha Music Australia, a subsidiary of Yamaha Corp., is Australia's leading importer of musical equipment with experience distributing Yamaha, Vox, Steinberg, Paiste, Line 6 and Ampeg products.

EarthQuaker Devices (earthquakerdevices.com)

RCF Evolves HDL Series Line Array

As part of The NAMM Show's Loudspeaker System Showcase, RCF is debuting its HDL28-A line array system.

A continued evolution of the HDL series line array family, the RCF HDL28-A is a compact bi-amped two-way active system with emphasis on vocal intelligibility. It features two 8-inch woofers with a 3-inch titanium high-frequency compression driver powered by an onboard 2,200-watt class-D amplifier.

The design features a time-coherent waveguide and Firphase DSP to provide a rich, smooth sound with a frequency response down to 50 Hz. Integrated mechanics are both fast and reconfigurable, letting the system engineer create J-shaped



and spiral arrays with hardware designed for easy and fast setup — a key factor in reducing production company labor hours and costs. An optional cart provides ease of transportation and setup.

RCF will show its complete lineup of products in its booth, as well as participate in the Loudspeaker System Showcase, which will run twice daily, Thursday-Saturday. NAMM Show attendees can also engage with the companies in their spaces in the Showcase to try out portable systems.

RCF (rcf.it)



Ibanez Guitar Responds, Sustains

Ibanez's Axion Label series S61AL-BML guitar features a flamed maple top and a nyatoh body in a Black Mirage Gradation low-gloss finish. The Macassar ebony fretboard provides a tight low end with a quick response, and the extremely rigid, super-thin and ultra-playable Nitro Wizard five-piece panga panga/walnut neck substantially increases sustain.

The Fishman Fluence humbucker pickups provide aggressive tone and attack without excess noise. The voicing switch allows the pickups to switch from a modern, active high output to a crisp, clean and fluid sound.

The luminescent side dot inlays help in performing on dark stages and match the Ibanez headstock logo.

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

Coffin, Haunted Labs Deliver Frost Bite Fuzz Pedal

Coffin, in collaboration with Haunted Labs, has introduced the Frost Bite fuzz pedal.

The Frost Bite features a unique, custom silicon fuzz circuit and three rugged knobs — tone, fuzz and level — designed to forge a versatile and otherworldly range of guitar sounds. Capable of conjuring a range of classic fuzz tones, the Frost Bite also can summon some shocking and unusual tonal character.

The Frost Bite pedals are engineered and



manufactured in the United States with exclusive artwork crafted by the acclaimed visual artist Martha Wirkijowski.

Protected by sturdy aluminum housing and packaged in a traditional form factor, the

Frost Bite fuzz pedal delivers true bypass switching and can be powered by a standard 9-volt DC adapter.

🛒 [Coffin \(coffingear.com\)](http://Coffin.com)

Samson Packs Power into Speakers

Samson's RS112A and RS115A 400-watt two-way active loudspeakers offer powerful and versatile sound reinforcement to a wide range of audio applications. Easy to transport and set up, the speakers each feature an onboard mixer with mic/line input options, Bluetooth audio streaming and a USB Wireless port for connecting Samson XPD series wireless microphone systems.

With a bi-amped design, both the RS112A and RS115A offer accurate sound and an impressive 400 watts of power. This power is delivered through 12-inch (RS112A) and 15-inch (RS115A) extended range woofers with large voice coils (2-inch and 2½-inch respectively) that provide solid



coverage and clarity, while keeping the low-end tight and punchy.

Each model's 1-inch tweeter adds smooth, crisp highs to produce a balanced audio image.

Both speakers feature an onboard mixer equipped with two selectable mic/line XLR-¼-inch combo input channels with variable compressor controls.

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



Superlux Picks Up

Equipped with dual 25-mm back-electret capsules, the Superlux E431U multi-pattern condenser USB microphone delivers crisp and dynamic sound reproduction.

Featuring three different pattern set-

tings, the Superlux E431U makes it easy to select the best pickup pattern to suit the requirements of different professional recording environments.

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

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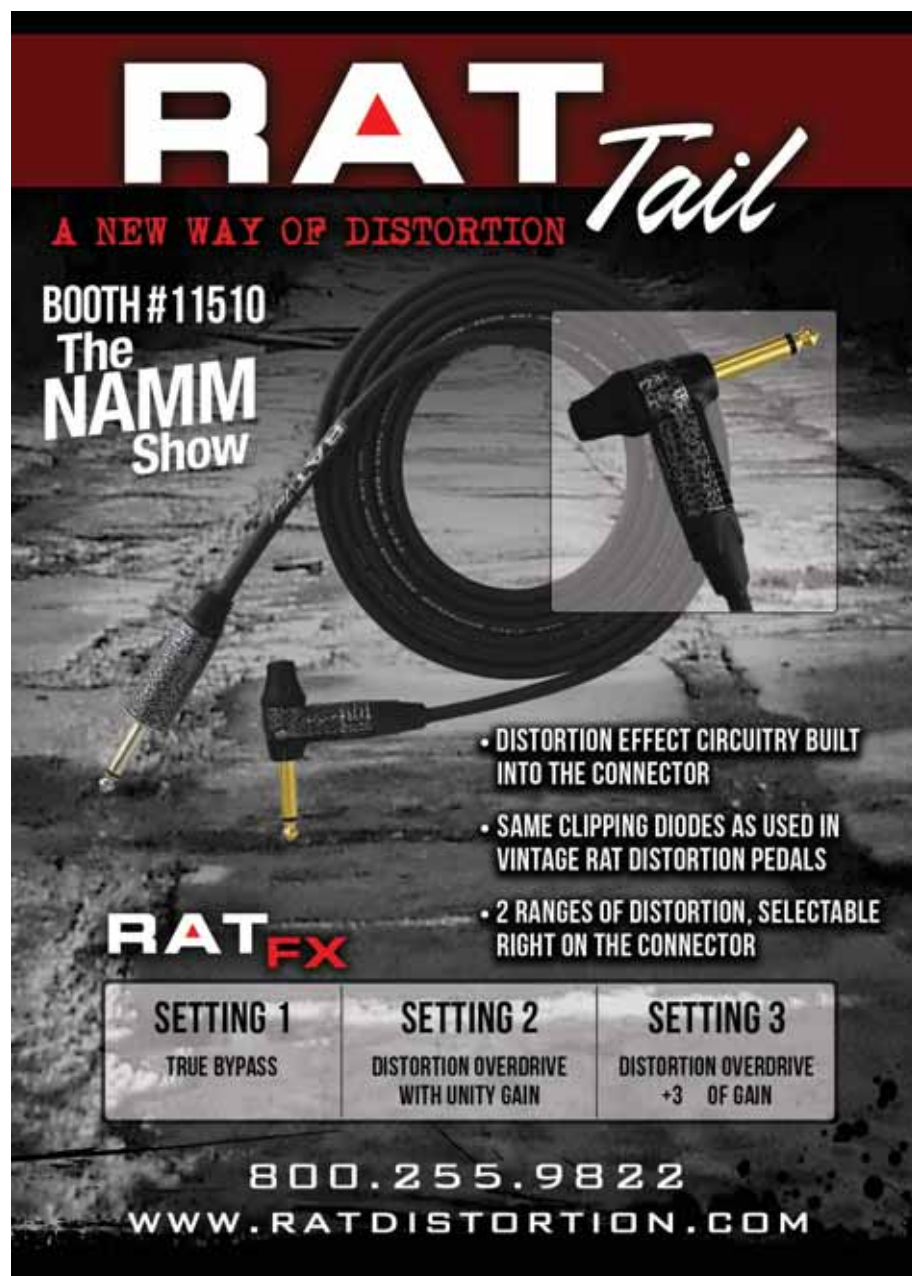


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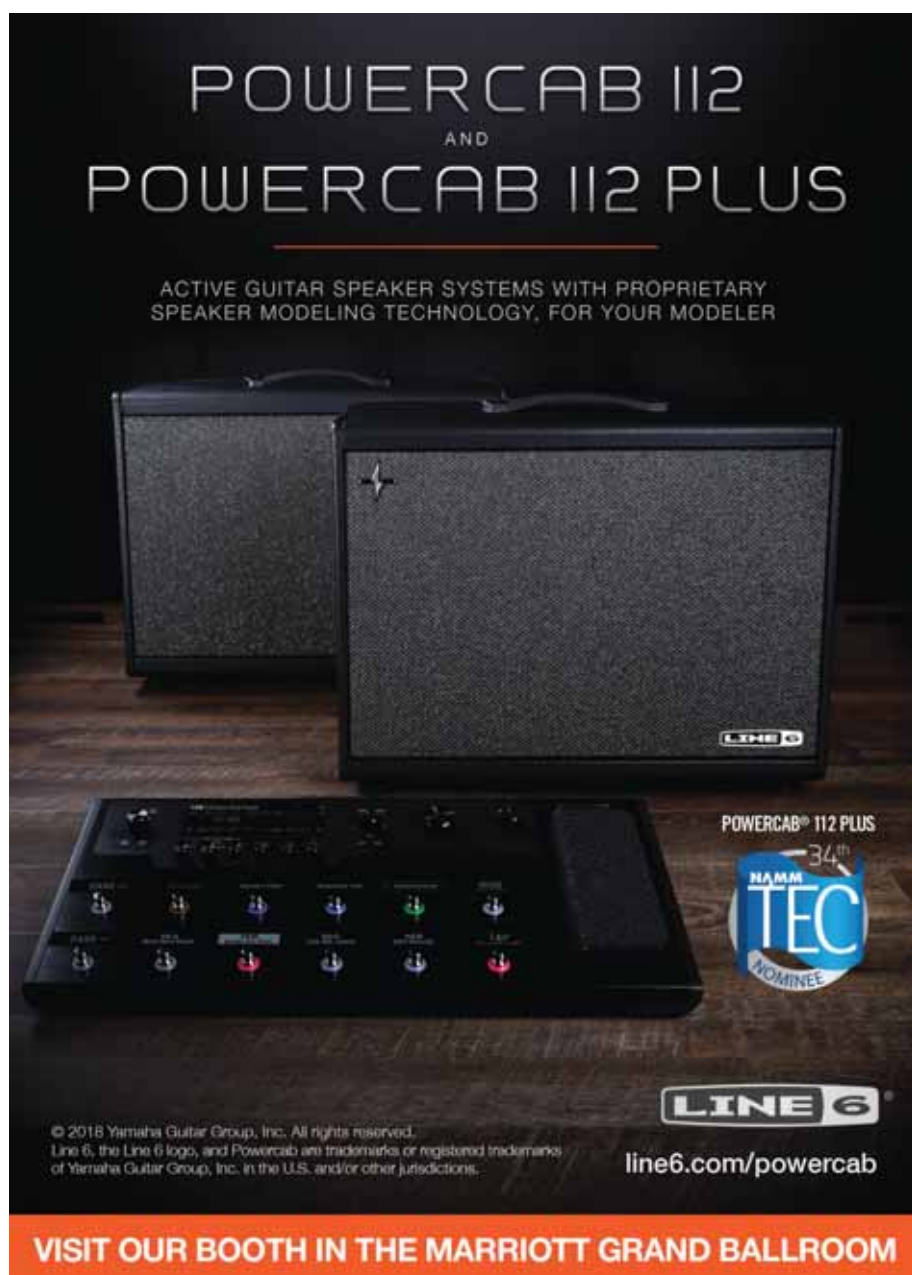
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8Dio, Sequential Offer User Sample Import for Prophet X

Sequential has announced that the Prophet X now lets users import their own samples to create custom instruments and content. Sample import and mapping is done via an easy-to-use software application created by 8Dio, Sequential's factory sample content provider for the Prophet X. The application is available for download as a free public beta from 8Dio's website.

Because the Prophet X was designed to accommodate up to 50 GB of 16-bit, 48 kHz user content, custom sample import has been a highly anticipated feature of the instrument since its introduction in June 2018. The 50 GB of user sample storage,

along with the 150 GB of internal factory samples, make the Prophet X the most capacious of any hardware instrument supporting sample playback available today.

Sample playback is only part of the Prophet X package, however, as the instrument's sound engine actually powers two simultaneous sample-based instruments plus two high-resolution digital oscillators, and adds a full complement of traditional synthesis tools, all processed through analog filters. Dual digital effects and a 64-step polyphonic sequencer round out the package.

[Sequential \(sequential.com\)](http://Sequential.com)



Gravity Raises the Stereobar

Gravity's Stereobar Plus adds a high-quality product to the market that offers more professional features. The Stereobar Plus features a bar design that is made of rugged aluminum. Critical components were manufactured using a precise CNC process.

Combined with the extensive and clearly readable angle and distance markings, the Stereobar Plus ensures precise microphone alignment for reproducible results in a wide range of studio applications.

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

BandLab Surpasses 5 Million Users, Releases BandLab 8.0

BandLab has reported it's now surpassed 5 million registered users. The company also announced that its app has been downloaded in more than 180 countries, with the most recent country being New Zealand.

Launched in 2015 with just 1,000 users, the company reported that by July 2017 it had hit 1.5 million registered users — more than tripling its user base in less than

18 months. BandLab said about 2 million songs are being created on its platform every month, which is just about one song every two seconds.

In addition, BandLab has rolled out its BandLab 8.0. New features include real-time looper effects and mastering on mobile and creator kits.

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

Joyo Audio Cab Box Boasts 20 Cabinet Models

Joyo Audio has introduced the Cab Box as the eighth pedal in its R series.

The Cab Box is a cabinet modeling pedal with IR loading supported. It features four tube power amp simulations, 20 cabinet models and 11 classic microphone models. Apart from 20 preset loading locations, it also stores 10 third-party IRs, so users can connect to a PC through the USB and use the matching software to edit tones and update firmware, as well as load or delete third party



IRs. The Joyo Cab Box boasts more interface and a larger screen than comparable pedals.

[Joyo Audio \(joyoaudio.com\)](http://JoyoAudio.com)



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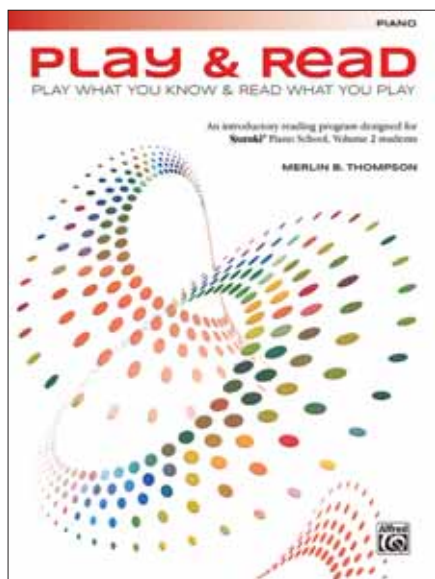
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Alfred Brings Suzuki Method to Children

Alfred Music will release a new volume of its Play & Read series, a reading program designed to introduce *Suzuki Piano School, Vol. 2* to students.

Play & Read: Play What You Know & Read What You Play, includes six lessons with seven units based on the principle that students learn to read music most naturally by reading pieces they already know how to play. So, students don't just play from memory without looking at the score, *Play & Read* uses scrambles of four-bar segments from six *Suzuki Piano School, Vol. 1* selections to engage students in active reading.

🛒 Alfred Music (alfred.com)

Celestion Debuts CDX14-3040

Celestion has launched the CDX14-3040, a 1.4-inch exit, 3-inch voice coil neodymium magnet compression driver. This new model utilizes a single-piece pure titanium diaphragm to deliver superior high-frequency performance.

The CDX14-3040 features a stiff and light edge-wound copper-clad aluminum voice coil and delivers 75 Wrms power handling. It has a sensitivity of 106.5 dB from 500 Hz to 20 kHz. Thanks to the lightweight neodymium magnet assembly, the CDX14-3040 offers a size and weight advantage over its ferrite magnet counterparts, weighing in at a modest 3.1 pounds/1.4 kilogram at a diameter of 5.3 inches/135 mm.



All Celestion CDX compression drivers make extensive use of the company's experience in finite element analysis techniques to optimize the mechanical, acoustical and electromagnetic design.

🛒 Celestion (celestion.com)

Ecstasy Blue Mini Summons Top-tier Tones

Now musicians can command top-tier tone with the tap of a toe. With the exact same gain structure, EQ and overall performance as its big brother, the Ecstasy Blue Mini is able to effortlessly swing from crystal-clear tonal enhancer to raw, overdriven rock. And this tiny powerhouse does it all while fitting comfortably onto your pedalboard.

On the front of the pedal, three mini-toggles fine-tune the grit, feel and top-end character.

The three-band EQ is voiced to precisely represent the amp, with mini toggles for variac, pre-EQ and gain that define the pedal's overall tonal character, allowing performers to deploy a range of sounds. And flip the pedal over to find easy access to an internal trim pot for dialing in midrange frequencies.

Bogner's Ecstasy Blue Mini also features true bypass, master controls, a pre-EQ switch to control "openness" and presence of higher-range harmonics and a 9-volt DC power jack.

🛒 Bogner Amplification (bogneramplification.com)



A Limited Edition Alive with Tone

Breedlove's limited-edition Oregon Concert Olive E offers well-rounded balance with midrange fullness, depth, clarity and liveliness. Crafted from locally sourced myrtlewood for the body, the Oregon

Concert Olive E is alive with tone. The hard rock maple neck and myrtlewood top combine to deliver accentuated depth and clarity across the tonal spectrum.

🛒 Breedlove (breedlovemusic.com)



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Vintage VS4CR Bass Rumbles

Vintage has launched the VS4CR electric bass guitar. Featuring a mahogany body with an ingeniously designed drop shoulder and offset heel to provide improved access to the upper frets, the Cherry Red VS4CR offers a combination of power and comfort. The bass, with a 20-fret mahogany set neck, helps players deliver a thudding bottom end.

The bass response and lower register

harmonics are maximized by the inclusion of a Graphtech NuBone nut, while a set of Wilkinson WJBL200 machine heads keep the tuning locked in for an entire gig.

The VS4CR is outfitted with a set of chrome double-coil pickups: a jumbo double coil at the neck and a mini double coil in the bridge position.

🛒 [Vintage Guitars \(vintageguitarsus.com\)](http://VintageGuitars.com)

Pearl Snare Squad to Release Limited-edition Models in 2019

In exclusive cooperation with drum retailers across the U.S., Pearl has introduced the Snare Squad Program in 2019 with a selection of specially configured (and accessibly priced) limited-edition snare models.

Through participating Snare Squad dealers, drummers can choose from exclusive limited-edition models and a selec-

tion of Pearl favorites designed and curated by drummers and drum designers on staff at Pearl USA in Nashville, Tennessee. The selection will feature drums for nearly every playing preference, according to Pearl executives, and will be released monthly throughout the year.

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

Sibilance Removes Harsh Sounds

Waves Audio now offers the Sibilance plug-in, a transparent vocal "de-esser" that removes harsh vocal "s" sounds. With Organic ReSynthesis engine, Sibilance allows precise identification of unwanted sibilant sounds, such as "s" and "sh," for smooth, glitch-free, effective de-essing that maintains the timbre, duration and natural resonance of the original vocal sound.

Unlike most de-essers, which act like narrow-band compressors, the Waves Sibilance plug-in uses Organic ReSynthesis spectral filters to identify undesirable bursts of sibilant energy, then completely separates the nuances of sibilance from the vocal signal, leaving the rest of the signal untouched.

Sibilance's unique method of separating sibilant parts from raw vocal signal allows for what otherwise would be extreme pro-



cessing on the vocal track, such as aggressive EQing to drastically brighten a vocal.

Users insert Sibilance on a vocal or voiceover track, and then set the threshold and range controls to dial in the desired amount of "s" reduction.

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

Yamaha's P37E Pianica Delivers Rich, Organic Tone

Yamaha's P37E Pianica is a breath-powered keyboard instrument. The rich, warm tone and simple, elegant design of the P37E make it ideal for adults who wish to learn their first instrument or are returning to playing later in life. The sound of the P37E Pianica is best described as between a harmonica and an accordion, but with more body and depth than other melodica-type instruments, due to Yamaha making several design choices and improvements.

The lower half of the body of the P37E is constructed from Ecodear plastic, an environmentally friendly, plant-based mate-



rial that offers improved instrument performance over plastics, such as ABS and resonates in a manner more akin to that of natural wood.

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

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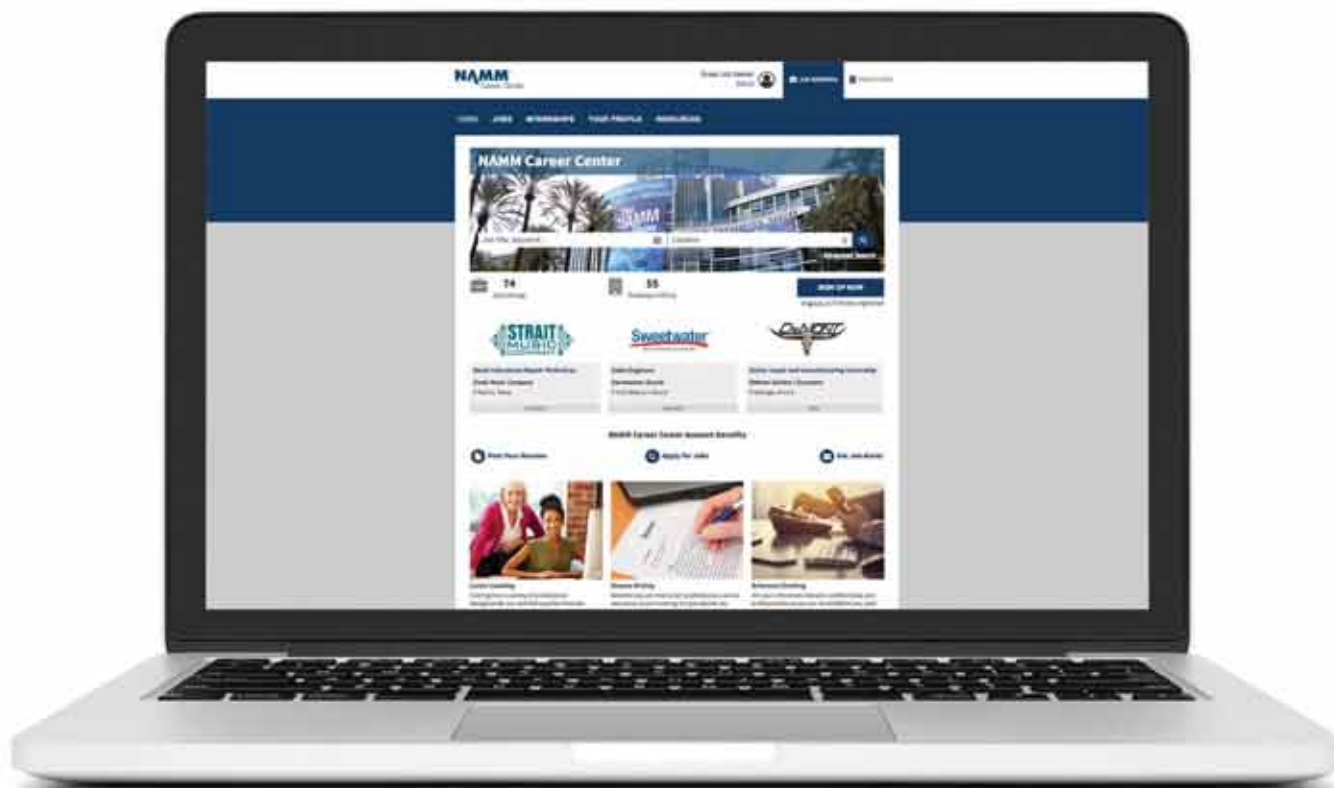
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HLAG Contest Gives Updates

The Hit Like A Girl contest has announced its schedule and theme, as well as other updates ahead of the 2019 edition of the contest, including the selection of a new spokesperson and the launch of a new program.

Hit Like A Girl has named Los Angeles-based drummer and entertainment business icon Mel McFail as its spokesperson for 2019. McFail has toured with the punk-rock band L7 and also performs with her own project, Dead Girls Corp. McFail appeared as the MC for the Hit Like A Girl showcase at the 2018 PASIC Show and will be featured in Hit Like A Girl's advertising, collateral, website and social media.

On Jan. 1, Hit Like A Girl launched Power Pack Preview, an optional program that expands on the organization's Power Pack. The new program is aimed at helping players develop their drumming and video produc-

tion skills by providing feedback from qualified teachers.

The entry period for the 2019 Hit Like A Girl contest begins March 1 and closes April 12. With "Believe" as this year's theme, the contest has expanded to four age groups (younger than 13, 13-17, 18-39 and 40+) and five categories (drumset, marching, concert, world and technology).

INFO Hit Like A Girl (hitlikeagirlcontest.com)



IP Crafts Momentum Marching Stick with Bret Kuhn

The Bret Kuhn FS-BK3 Momentum marching stick is constructed to meet the current demands of modern drummers and those with younger hands. The stick is built with an elongated barrel bead and features a reverse taper to put more of the weight in the

player's hand. These features let drummers with younger hands work less and makes the drum do more of the work for them. The stick works as a full bodied tenor/snare drum stick, as well as on a practice pad.

INFO Innovative Percussion (innovativepercussion.com)

Have an Effect on Acoustic Tone

Kepma Guitar Company has announced the U.S. release of the Kepma AcoustiFex Go pre-amp and effects system for acoustic guitar. The patented AcoustiFex Go system gives players the ability to play acoustically with adjustable reverb, delay and chorus effects, and when plugged into an amplifier, DI or mixing console, players can use the onboard pickup and microphone to project acoustic tone and effects.

The Kepma AcoustiFex Go system uses the patented Same Frequency Transmission technology that incorporates a small trans-

ducer unit mounted on the inside back of the guitar and "drives" the wood of the instrument to create effects and tone. When plugged into an amplifier or mixing console, the Kepma AcoustiFex Go allows players to blend output from the magnetic soundhole pickup, the onboard condenser microphone and the SFT unit for an ideal mix of acoustic sound and effects control.

Control tone with a master magnetic pickup volume control, plus a microphone level control that blends in more of the "air."

INFO Kepma Guitar Company (kepmausa.com)

Hosa Technology Announces Flat Guitar Patch Cables Series

Hosa Technology has introduced the Hosa Flat Guitar Patch Cable series. The cables securely interconnect guitar effects pedals where space is limited. Hosa Flat Guitar Patch Cables are highly flexible and can pass through pedalboard slots with ease. Slender molded connectors make the cables ideal for tight spaces.

Hosa Flat Guitar Patch Cables feature 24 AWG oxygen-free copper conductors for signal clarity and OFC shielding to protect against

interference. The flat cables sport slim, 7-mm molded housings to save space while maintaining a secure connection.

"Guitarists want to take full advantage of their pedalboard," said Jose Gonzalez, Hosa's director of marketing and product development. "Hosa Flat Guitar Patch Cables provide secure connections without taking up unnecessary space, giving players access to their full arsenal of pedals to craft unique tones."

INFO Hosa Technology (hosatech.com)



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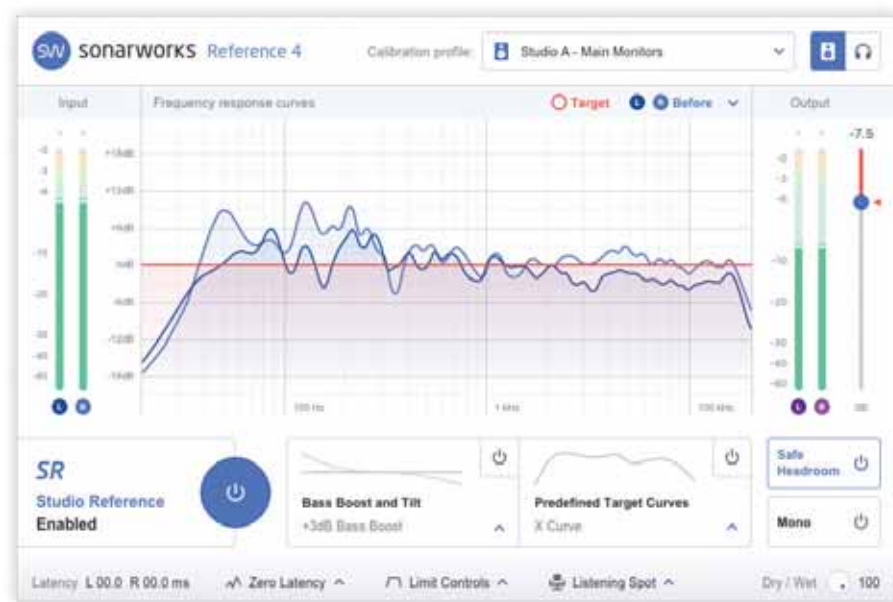


Sonarworks Updates Reference 4

Sonarworks, the European company behind the Reference studio calibration software, announced a significant update to its best-in-class software. Key updates in the 4.1.6 version include a 32-bit plug-in in addition to the existing 64-bit option, enabling users with older DAW platforms to take advantage of Reference's robust measurement and calibration capabilities.

Additionally, users now are able to download the latest headphone profiles directly from the software itself, either through the DAW plug-in or in system-wide mode. Newly supported headphone models include offerings from AKG, Audio Technica, Beats, Behringer, Focal, Fostex, Meze, Pioneer and Sennheiser.

"We are on a constant mission to refine



Reference and make it as easy to use as possible," said Martins Popelis, vice president and co-founder of Sonarworks. "A big part of this has been cultivating an active rela-

tionship with our user base and utilizing their feedback to improve Reference with each update."

🛒 Sonarworks (sonarworks.com)



Richard Fortus

Omec Returns with Teleport Interface

Orange Amplification has brought back its 1970s Omec brand with the Omec Teleport. In addition to being a studio-quality USB recording interface, the Teleport fits inside a guitar pedal to offer musicians more opportunities to experiment.

The Teleport is a universal connection device compatible with iOS, Android, MacOS or Windows without the need for any specific drivers or software requirements. It converts analog audio signals to digital, enabling them to be processed with one of the many applications available, including the supplied AmpliTube CS Orange Edition from IK Multimedia. Designed to fit alongside guitar and bass pedals when playing live, the Teleport allows external DSP effects to be used anywhere in your pedalboard signal chain.

"The Teleport is a total game-changer for me," said Richard Fortus, of Guns N' Roses. "No dedicated guitar, no specialty pickup to install on a guitar. Any guitar, any pickup and you have a MIDI controller with no latency issues to control any MIDI keyboard or soft synth."

🛒 Orange Amplification (orangeamps.com)

UnderTone Audio Rolls Out Marketing Plans

UnderTone Audio has stepped up its marketing efforts by enlisting the endorsements of well-regarded producers and engineers, including Shawn Everett, Jacquire King, Matt Linesch and Ryan Hewitt.

UTA has scaled up operations and assembly of its recording consoles and other studio gear. The company currently operates five domestic dealerships and 10 international dealerships, with gear placed at studios in

Australia, China, England, Brazil, France, Germany, Denmark, the Netherlands, Portugal, Mexico, Italy, Belgium, Colombia and other countries worldwide.

UTA now is rolling out marketing plans to raise its profile in the pro-audio community, and build brand awareness via advertising campaigns in print media, posting online videos and social media.

📄 UnderTone Audio (undertoneaudio.com)

VSL Adds Steinway D-274

Virtual instrument and audio effect developer Vienna Symphonic Library has released Steinway & Sons D-274, recorded at the Synchron Stage Vienna.

Vienna's virtual concert grand, the piano manufacturer's flagship model, was captured with multiple high-end microphone arrays for stereo and surround applications.

With 11 microphone positions, more than 4,000 samples per key and almost 20,000 samples per microphone position, the Steinway & Sons D-274 boasts breathtaking authenticity. In order to capture this instrument in one of the best

acoustic environments, recording engineers used multiple high-end microphone arrays, providing an abundance of options for creating an individual sound.

🛒 Ilio (ilio.com)



VocoPro Brings the Thunder

Billed as a total entertainment solution, VocoPro's Thunder-1500 combines a powered speaker with professional DJ lights, adding vivid light shows to any club or home setting. The audience will feel the music when the 15-inch woofer pumps out 1,000 watts of peak power. The built-in LED derby light flashes out professional light shows.

All Thunder series models are battery powered, and have both guitar and microphone inputs. Thunder speakers also can be linked wirelessly via built-in Bluetooth, an RCA signal cable or through a wireless speaker transmitter/receiver.

🛒 VocoPro (vocopro.com)



TWA's Side Step Controls Almost Any Device

TWA's Side Step is a variable-state, tap-tempo, low-frequency oscillator that can be used to control almost any device with an expression input and/or +5V control voltage source. Just connect it to the slave pedal and tap to create new sounds and effects.

The Side Step LFO rate can be controlled via tap tempo, onboard rate pot or an external expression pedal. The SS-01 features eight different waveform options for its onboard LFO, which are selectable via rotary switch. The EXP jack allows connection of an expression pedal to the Side Step, while

the EXP Thru switch allows for standard operation of the expression pedal with the slave pedal/device, effectively bypassing the Side Step without having to disconnect it.

🛒 [Godlyke \(godlyke.com\)](http://Godlyke.com)



Mackie Introduces DRM Series

Mackie's flagship DRM powered loudspeaker series with 2,300 watts of power, cutting-edge DSP and built-in full color displays offer sound quality and reliability for a wide range of applications.

The series is available in the 1,600-watt 12-inch DRM212, 1,600-watt 15-inch DRM215, 2,300-watt 15-inch three-way

DRM315, 2,000-watt 12-inch DRM12A Array, and 2,000-watt 18-inch DRM18S subwoofer. All models are available in passive boxes.

DRM series powered loudspeakers deliver power up to 2,300 watts via Class-D amplifiers with next-gen system protection.

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



Maselec Selects One F Sound as Distributor

Maselec has chosen One F Sound LLC to distribute its products in the Americas. The Maselec line includes the MTC-1X mastering transfer console, MLA-4 multiband compressor expander and MEA-2 equalizer.

Maselec owner Leif Mases' career inside the control room helped him design and build the company's equipment with the needs of the engineer in mind. Mases has worked with such talent as Abba, Black Sabbath, Jeff Beck and Led Zeppelin.

INFO [Maselec \(maselec.com\)](http://Maselec.com)

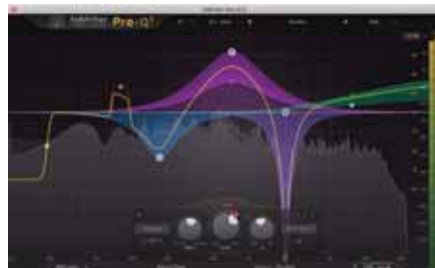
FabFilter Updates Pro-Q Plug-in with Dynamic EQ

FabFilter has released the FabFilter Pro-Q 3 — a major update to the Pro-Q equalizer plug-in. Pro-Q 3 improves on its predecessor by introducing Dynamic EQ, surround support and per-band mid/side processing.

Pro-Q 3 adds the ability to switch any of its 24 bands to Dynamic EQ mode with a simple workflow of raising or lowering the Dynamic Range ring around the gain knob to apply smooth compression or expansion to that band. An algorithm automatically chooses program-dependent attack, release,

and knee settings, while the threshold can be set automatically, according to the input signal level.

🛒 [Fabfilter \(fabfilter.com\)](http://Fabfilter.com)



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Audionamix's Xtrax Stems 2 Offers Simple Workflow

Audionamix has released the latest version of its fully automatic stem creation software, Xtrax Stems 2.

Xtrax Stems automatically separates songs into three parts: vocals, drums and remaining music. Its simple workflow is optimized for DJs and remix artists looking to separate songs into stem components for easy remixing, sampling and a capella creation. Xtrax Stems 2 is equipped with an advanced algorithm offering 30 percent faster stem isolation. The faster advanced algo-

rithm also improves separation quality, particularly when creating backing tracks and separating lead, background and harmony vocals into a single stem. Drum stems benefit from improved, higher-fidelity processing. This increased separation quality also reduces drum interference in vocal and music stems, meaning that, with Xtrax Stems 2, all separated stems are much cleaner.

The software is compatible with both Windows and Mac operating systems.
🛒 **Audionamix (audionamix.com)**



Cort Goes Sustainable

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.

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 has introduced 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.

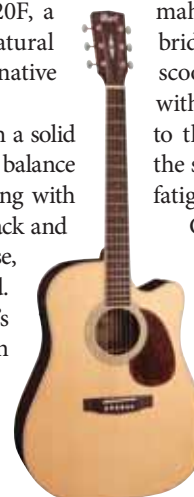
The MR720F features a 20-fret

mahogany neck, while the fretboard and bridge are ovankol. Cort's exclusive scooped surface bridge enhances sustain with greater string angle from the saddle to the body, while reducing tension on the strings across the neck for less finger fatigue and improved playability.

Cort modernized the MR720F's classic dreadnought body with a Venetian cutaway for easy high-fret access. The Fishman Presys onboard pre-amp system provides a three-band EQ, LED tuner and phase control.

MSRP: \$599.99.

🛒 **Cort Guitars (cortguitars.com)**



D'Addario Straps in with Expansion

D'Addario Accessories has expanded its strap lines in three new patterns: Slim Garment Leather Strap, Corduroy Strap and Auto Lock extensions. Each strap comes with padded comfort, are 2 inches wide and can adjust between 30 and 55 inches.

The Auto Lock expansion will be available in Black Striped, Black Diamond and Black and Grey Geometric. The Slim Garment Leather Straps have a soft garment leather with a suede backing. The straps come in five colors. With a soft vintage corduroy feel, the Corduroy Straps are 2 inches wide and can adjust between 35 and 55 inches. The straps come in both black and brown.

🛒 **D'Addario (daddario.com)**



Technology Meets Tone

Michael Kelly Guitars has unveiled the Forte Port Koa 10, a 10-string acoustic guitar. The company has designed the Forte Port Koa 10 to fuse the look of its Port Series acoustics with a striking Koa wood body, and Zero End-Pin bridge.

This setup features string pairs 1 and 2 tuned in unison, and 3 and 4 tuned in octaves with the two low strings standing alone. Thanks to its integrated Fishman electronics, the Forte Port Koa 10 is stage ready.

🛒 **Michael Kelly Guitars (michaelkellyguitars.com)**



Martin Updates Popular Series

Martin Guitar has updated its Dreadnought Junior series and Road series and released three new slope-shoulder models.

The DJR series is designed for players looking for big dreadnought sound in a smaller body. The updated Junior is available with a sapele or Sitka spruce top, sapele back and sides in a rich cherry hue, and a hand-rubbed neck.

The Road series features a mother-of-pearl pattern in the fingerboard and rosettes, except the D-12E, which has a Style 28 rosette pattern.

The DSS-15M StreetMaster, a solid mahog-

any guitar, is now available in a slope-shoulder model with Golden Age relic nickel tuners, an old-style script logo and scalloped bracing.

The DSS-17 Black Smoke slope-shoulder is understated, with a satin black smoke finish offset with mother-of-pearl fingerboard inlay, antique white binding and ivoroid pickguard.

The DSS-17 Whiskey Sunset dreadnought slope-shoulder model is crafted from a solid Sitka spruce top and mahogany back and sides with antique white binding.

🛒 **Martin Guitar** (martinguitar.com)

Friedman Golden Pearl Pedal Offers Variety of Cool Tones

The Friedman Golden Pearl is a transparent, lower gain overdrive pedal designed to push already overdriven amps into seductive saturation. This pedal also can be used with a clean amp to achieve a semibroken up tone.

Designed to please tone connoisseurs, the responsive controls, along with the three-position high-frequency cut switch, let users tai-

lor the pedal to their amp. Even greater refinement is available via the tri-mode clipping voice switch, which provides LED, diode or no clipping voice options.

The pedal features true bypass switching, can be powered between 9–18VDC and is built in the United States.

🛒 **Friedman Amplification** (friedmanamplification.com)

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Please visit our website to see our extensive product line at galaxyaudio.com

Chauvet DJ Additions Boast Bluetooth Connectivity

Chauvet DJ has debuted a wide range of products, including its battery-powered 100 percent wireless Bluetooth technology lights. The EZLink Par Q4 BT and EZLink Par Q6 BT are battery-powered quad-color (RGBA) LED par fixtures with built-in Bluetooth wireless technology.

EZLink Par Q4 BT has four 3-watt LEDs. EZLink Par Q6 BT has six 3-watt LEDs. Both include genuine amber to provide rich, vibrant color mixing and nat-



ural-looking color temperatures.

The EZLink Strip Q6 BT, a 100 percent true wireless, battery-operated linear wash light, has six quad-color LEDs on board with three zones of control to create automated effects.

The EZLink FS BT is a battery-powered footswitch with built-in Bluetooth wireless technology that provides hands-free triggering of lighting scenes exclusively in the BTair app.

🛒 **Chauvet DJ** (chauvetdj.com)



6060 Collects 30-plus Modules

McDSP's 6060 Ultimate Module Collection contains a large assortment of processing options for module-based plug-ins. It includes over 30 unique modules for EQ, compression, saturation, distortion, specialized filtering, dynamic range expansion and more. Custom modules include bass optimized biasing for large low end, transformer-based tone-shaping

circuits for high-end shine, tape simulation, de-essing and new EQ and compression designs.

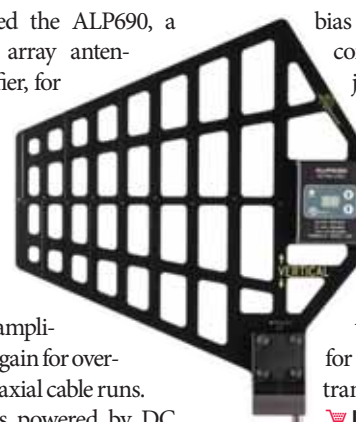
The 6060 allows up to six modules to be operated at once. Modules can be arranged in any order and swapped on the fly using the module selector panel, or from the pop-up menu in each module.

🛒 **McDSP** (mcdsp.com)

Lectrosonics Antenna Works with Wireless Mic Receivers

Lectrosonics has released the ALP690, a UHF log periodic dipole array antenna with a built-in RF amplifier, for use with wireless microphone receivers or base station transmitters in location and studio production. The antenna design delivers +4 dBd of passive gain in a directional pattern to extend operating range, and an RF amplifier can be engaged to supply gain for overcoming signal loss in long coaxial cable runs.

The ALP690 antenna is powered by DC



bias inserted on the coaxial cable connected to the 50-ohm BNC jack. This power can be supplied by a venue series receiver, an active multicoupler or an inline BIAS-T.

When no bias is applied, the ALP690 automatically switches via relays to function as a passive antenna so that the antenna can be used for receivers as well as IFB or IEM transmission applications.

🛒 **Lectrosonics** (lectrosonics.com)



Pyro Audio Gets Immersive

Pyro Audio has released its limited-edition sound pack, Volume 6: Surrounded, a collection of spatial audio percussion samples designed with layered beat-making in mind.

Recorded using a Neumann KU 100, the samples in Volume 6: Surrounded free producers from the limitations of left-right panning and let them layer sounds above, below, behind and around the listener — all without the need for any special software or plug-ins.

🛒 **Pyro Audio** (pyroaudio.com)

AES@NAMM HIGHLIGHTS

SATURDAY, JANUARY 26, 2019

All AES@NAMM sessions will be held at the NAMM U Education Center in the Hilton Anaheim. NAMM Show attendees are required to register and purchase the AES@NAMM Access Pass. For the complete schedule, go to namm.org.

10 A.M. Mastering For The Streaming Age *Gavin Lurssen & Reuben Cohen* *Palos Verdes A (Level 4)*

Renowned mastering engineers Gavin Lurssen and Reuben Cohen discuss the many variables that must be taken into account when mixing and mastering for today's streaming environment. This includes mixing for mastering, processing with plug-ins versus analog gear, mastering for streaming versus CDs versus vinyl and more.

11 A.M. Delay Fill Alignment with Main Systems *Bruce Olson* *Huntington B (Level 4)*

The proper set up of delayed fill speakers, in terms of frequency response, level, timing and the resulting precedence — or Haas effect — requires careful adjustment and attuned evaluation skills. Attendees will be walked through the proper optimization procedures.

12 P.M. Outside-the-Box Recording Techniques *Sylvia Massy* *Palos Verdes A (Level 4)*

Producer/engineer Sylvia Massy (who has worked with acts such as Tool, Johnny Cash, Prince, System of a Down, Tom Petty and the Red Hot Chili Peppers) is noted for her unique recording ideas (such as concepts like the pickle filter and the smashed piano) and Massy will share examples of these recording techniques and many more during this session.

2 P.M. What Comes Out of the Speakers *Andrew Scheps* *Palos Verdes A (Level 4)*

Take an in-depth look at music, art and the creative process with engineer/producer Andrew Scheps (who has worked with musical acts such as Green Day, Red Hot Chili Peppers, Weezer, Audio-slave, Black Sabbath, Metallica, Linkin Park, Hozier and U2).

Unraveling Audio Networking: An In-depth Look at Dante, AVB & MADI *Derek Badala* *Laguna A (Level 4)*

From their flexibility and ability to adapt according to the user's needs, digital audio systems have proven to be reliable, functional and, most importantly, noncomplicated to use for applications ranging from a personal home studio to major concert productions. This presentation will look into the advantages various systems offer, what they are, where and how they are used, and answer any participants questions.

4 P.M. Secrets of Nearfield Monitoring *Carl Tatz & Robb Wenner* *Redondo (Level 4)*

This session will explain and provide solutions that can make dramatic improvements to your monitoring system and solve common complaints through analysis, acoustic treatment and system alignment.

RTA, FFT & Impulse Response: The Right Tool *Andrew Smith* *Huntington B (Level 4)*

This discussion compares and contrasts several measurement tools: RTA, FFT and impulse response for their best use.

AES70 *Ethan Wetzell* *Laguna A (Level 4)*

The digital audio data standard AES67 provides a means for disparate audio over IP digital audio networking formats to share audio signals. This session explores AES70, which offers similar capability for device control and performance/status monitoring.

5 P.M. Building An iOS Rig: Mics, iPads & iPhones with Andrew Smith *Andrew Smith* *Huntington B (Level 4)*

Studio Six Digital's Andrew Smith talks about measurement microphones and interfaces for iPhones and iPads.

ESTA/PRO PRODUCTION HIGHLIGHTS

SATURDAY, JANUARY 26, 2019

All **ESTA** and **Pro Production** sessions will be held at the NAMM U Education Center in the Hilton Anaheim on level 4. For complete schedules, go to namm.org.

9 A.M. An Introduction to DMX512 *Milton Davis* *Hilton, Level 4, A3*

After more than 30 years, the industry-standard DMX512 lighting control protocol still offers challenges for users and designers. This course will dive deep into the history, technical background, application and standard practices needed to assemble a reliable DMX512 control network. Some of the topics to be covered include cabling, connectors, wiring topologies, end-of-line termination, addressing and the architecture of the protocol itself. In addition, attention will be given to common myths about the protocol referencing the ANSI standard and ESTA's Recommended Practice for DMX512 (two ETCP renewal credits).

10 A.M. In Conversation with Peter Morse *Peter Morse & Michael Eddy* *Hilton, Level 4, A5*

A conversation and interview with Peter Morse, the renowned production designer and lighting designer for concert touring, video and film. With a career that spans more than 35 years, Emmy Winner and Parnelli Winner Peter Morse has worked with some of the world's best performers and their astonishing productions. He has collaborated with Michael Jackson, Madonna, Barbara Streisand, Prince, Usher, Bette Midler, Shania Twain, Carrie Underwood, Christina Aguilera, Jennifer Lopez, Janet Jackson, Andrea Bocelli, The Eagles, Sean

Combs, Dolly Parton and many more. He has lent his talents to numerous production shows and feature films. Morse has always appreciated the expression of design as a sampling of art and culture, and has found inspiration in many mediums and collaborations.

11 A.M. Introduction to Show Networking *John Huntington* *Hilton, Level 4, A3*

Standard computer industry networking technologies now form the backbone of control and audio/video distribution systems on shows today. Ethernet today is used to control lighting equipment, carry other protocols like DMX512, link video systems, or transport audio. This basic session for beginners introduces networks and their applications on shows and offers an overview of the protocols that make modern networks work. Key topics like IP addresses, network topology and basic transport protocols will be introduced, basic aspects of network operations will be demonstrated (two ETCP renewal credits).

11:30 A.M. The Creative Vision of Teamwork — Realizing the Production Design *Michael Eddy, Butch Allen, Bryan Hartley, Peter Morse & Marc Brickman* *Hilton, Level 4, A5*

A panel discussion on how some of the most complex and stunning visual designs and concert environments

are created through collaboration as discussed by some of the top production designers in the world. Learn how they create the singular stage environments that support the musical artist's work and enhances the audience's experience.

1:30 P.M. Decoding the National Electrical Code *Mitch Hefter & Steve Terry* *Hilton, Level 4, A4*

If you think that NEC means "No Electrical Concern," then you will be in for a shock when the Fire Marshall, or worse a fire/fatality, shows up on your stage. This session examines the National Electrical Code (NFPA 70) and the role it plays for the entertainment industry (One ETCP renewal credit).

2:30 P.M. Getting the Show on the Road — Top Production & Tour Managers *Nook Schoenfeld, Jim Digby, Chris Adamson & Elliot Saltzman* *Hilton, Level 4, A5*

Leading and certainly legendary production and tour managers will share their experiences on tours that quintessentially highlight what it means to be responsible for keeping a small, portable city moving in the right direction. From leapfrogging mega productions between stadiums to handling the smallest logistical decisions while touring, these road stories will illuminate, educate and entertain.

4 P.M. Wireless DMX512 for the Lighting Tech *Paul Kleissler* *Hilton, Level 4, A3*

Wireless DMX512 has become a technology of significant importance in our industry, allowing us to control entertainment products in locations that are not conducive to permanent control wiring. This class will cover practical techniques to setup and operate wireless DMX512 and Ethernet networks — a convenient technology that will make many projects easier, and in some cases — possible (one ETCP renewal credit)!

The Design of TSO (Trans-Siberian Orchestra's Creative Team Talks 20 Years of Evolving Design) *Michael Eddy, Bryan Hartley, Elliot Saltzman & the TSO Team* *Hilton, Level 4, A5*

An in-depth look at the evolution of the Trans-Siberian Orchestra's production design. Join longtime production and lighting designer Bryan Hartley and Director of Touring and Production Elliot Saltzman, as well as key production suppliers, to find out how they collaborate to create the icon TSO look and keep growing and changing the visuals of the show. TSO has grown from one bus and truck to two full simultaneous tours, with 20 trucks of production gear on each coast. Lighting, video, pyrotechnics, lasers, stage automation, special effects and more are used to bring every TSO show to life.



PRS Model Boasts Woody Tone

The PRS McCarty 594 Hollowbody II guitar features a fully hollow build construction. The 58/15 LT pickups add to the organic feel of the guitar while keeping the tone clear.

The single-coil settings are especially transparent and, paired with the hollowbody construction, create an almost acoustic quality, giving this instrument a woody tone.

Details taken from the McCarty 594 model add old-school character to this guitar, including a 24.594-inch scale length, two-piece bridge, tweaked Phase III tuners and a Pattern Vintage neck shape. With dual volume and push/pull tone controls, options are vast with humbucking and single-coil sounds.

[PRSGuitars \(prsguitars.com\)](http://PRSguitars.com)



From left, Adagio's Michele Palladino and Maurizio Curto.

Holmusic Group to Distribute Loud in Italy

Loud Audio has appointed Holmusic Group as its new distribution partner in Italy, effective immediately. Holmusic's Adagio Italia division will handle sales, marketing, distribution and customer service for the Mackie brand in Italy.

"I am delighted that we are able to expand their winning formula into Italy," said Tony Williams, Loud director of sales, EMEA.

Adagio's Michele Palladino and Maurizio Curto will oversee operations in Italy.

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

See Your Sound in Color

Remo has expanded its line of Colortone drumheads to include pink and purple variations featuring the company's Skyndee Imaging Technology. Colortone drumheads are offered in Powerstroke 77 snare, Emperor and Powerstroke 3 Bass.

The Powerstroke 77 Colortone snare drumheads are constructed with two plies of high-strength Mylar film with an added 5-mil Controlled Sound Dot on top and a 7-mil dampening underlay ring for a powerful attack. The Powerstroke 77 Colortone drumheads are available in 13- and 14-inch sizes.

The Emperor Colortone drumheads are constructed with two plies of Mylar film and are available in 8- to 18-inch sizes.

The Powerstroke 3 Bass drumheads are

constructed with a single-ply 10-mil high-strength Mylar film combined with a 10-mil underlay dampening ring. These drumheads are available in sizes from 18 to 26 inches.

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



Shure Designs for Podcasters

Shure's MV88+ video kit delivers an all-in-one solution for capturing professional-quality recordings on the go. Featuring a digital stereo condenser microphone, the kit includes a Manfrotto PIXI tripod, phone clamp and mount, as well as iOS and USB-C cables.

Built on the classic design of the MV88 iOS digital stereo condenser microphone, the MV88+ delivers Shure's audio quality to podcasters, videographers, content creators, field recordists and musicians who are looking to record immersive, high-quality audio on their smartphone.

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



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The NAMM Show

Education Sessions

Saturday · January 26, 2019

#nammshow

How to Win in the Age of Disruption

Scott Stratten

Hilton, Level 2, Pacific Ballroom

8–9:30 am – Free breakfast served until 8:30 am, first come, first served. Living in an age of disruption, it's easy to forget the timeless components of good business. Trust, connection, consistency and service will always trump the next app to hit the market. Join Scott Stratten as he shares strategies and stories, drawing from not only his retail experience but also from what made him who he is today: a guy who got his start managing bands—and survived to tell the tale.

NAMM U
Breakfast Sessions

MUSIC RETAIL & BUSINESS

Careers in Music Summit, Featuring J. Dash

Hosted by Joe Lamond,
NAMM President and CEO

ACC, Level 1 Lobby, NAMM Idea Center

4–5:30 pm

What does it take to have a successful career in the music industry? Find out at this special session, hosted by NAMM President and CEO Joe Lamond. He will speak with a diverse lineup, including artist J. Dash, owner of SlapDash Productions; Randy Shayler, owner and CEO of Zeswitz Music; Heather Farr Edwards, PR and communications manager of Reverb; and Mary Keenan, director of Fender Play.

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MUSIC EDUCATORS & STUDENTS

Build Better Sight Readers With SmartMusic

Suzanne Whitney, MakeMusic, Inc.

ACC, Level 1 NAMM Member Center

12:35–12:40 pm

Developing strong sight-readers requires a lot of practice and a limitless supply of examples, tailored to your students' needs. Help your students become self-sufficient musicians with help from SmartMusic and the Sight Reading Builder.



AUDIO PRODUCTION

Driving the Future of Music Production, Powered by Intel, With Special Guest Artist: BT

Hilton, B Level 2, California Ballroom

11 am–12 pm

Unlocking the full creative potential of an artist is the ultimate goal of every instrument and technology manufacturer. Without barriers, innovation is limitless. A3E welcomes Intel and visionary artist BT to unveil a responsive mobile, digital recording system.



EVENT TECHNOLOGY

An Introduction to DMX512

Milton Davis

Hilton, Level 4, A3

9–11 am

Explore the ANSI standard and ESTA's Recommended Practice for DMX512, the gold standard for more than 30 years. Take a dive deep into the history, technical background, application and standard practices needed to assemble a reliable DMX512 control network. Some of the topics include cabling, connectors, wiring topologies, end-of-line termination, addressing and the protocol's architecture.



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.

Pre-Production — The Missing Link

Michael Beinhorn & Wes Maebe

California Ballroom A (Level 2)

Join award-winning producers Michael Beinhorn and Wes Maebe for an intimate conversation on the lost art of pre-production — the role of the producer before the session. The conversation will focus on the creative process itself, and the producer's role in working with the artist to realize their vision. Topics will include: interpersonal dynamics, evaluating material, the art of communication, creating and maintaining an immersive environment and more.

Driving the Future of Music Production, Powered by Intel, with Special Guest Artist: BT A3E

California Ballroom B (Level 2)

Unlocking the full creative potential of an artist is the ultimate goal of every instrument and technology manufacturer. When the barriers are removed, innovation is limitless. A3E welcomes Intel and visionary artist BT to unveil the world's most responsive digital recording in a mobile package. The boundaries of studio technology may be a thing of the past!

12 P.M.

Extending Your Music Industry Career

Jack Douglas (moderator), Dan Johnson, Drew Waters, Jeffrey "Skunk" Baxter & Lenise Bent

California Ballroom B (Level 2)

Join producer and engineer Jack Douglas as he leads a lively discussion about making the most of your musical career, from properly archiving your lifetime assets to future-proofing your catalog and making it securely available for revenue-rich income streams.

HOW Workshop: Technology for Worship Musicians & Teams

Bruce Adolph & Doug Doppler

El Capitan (Level 4)

This session will feature tips on how to get #BetterBySunday using such technology as PCO, OnSong, MainStage, stems and pads!

Accessible Music Creation — Grow Your Following, Grow Your Business

Ed Gray, Justin Kauflin, Slau Halatyn, Amy Dickens, Sean A. Cummins & Will Butler

California Ballroom A (Level 2)

Join a panel of (mostly) blind musicians and producers as they demonstrate accessibility in a range of audio products and update you on the state of product development and education for blind users! Building on a successful debut in 2018, they want NAMM attendees to get a sense of the excitement that's being generated by opening the on-ramp to music creation and education.

1 P.M.

A Conversation with Danny Kortchmar

Danny Kortchmar & Mr. Bonzai

California Ballroom A (Level 2)

It's Kootch, and the stories are unbelievable. Come hear Danny Kortchmar, one of popular music's most iconic figures, offer his inside perspective on classic records, classic artists and the highs and lows of the music business. Industry legend Mr. Bonzai will host the interview.

Music Success Q&A with Joe Solo

Joe Solo

California Ballroom B (Level 2)

Get answers on how to break through in the music industry. Record producer Joe Solo (Atlantic, Universal, Apple and Sony) will reveal insights from his 27-plus years in music. He'll also analyze an audience member's song, live or on thumb drive, to demonstrate how a song's presentation can be improved for deeper industry penetration.

HOW Workshop: Great Guitar Gear for Worship

Bruce Adolph & Doug Doppler

El Capitan (Level 4)

Whether you're a pedal hound, modeling master or just plain love great gear, this session is for you!

A3E Workshop: Pro-audio Storage Workflow Workshop, Powered by PCAudioLabs & Intel Storage Technologies A3E

Avila B (Level 4)

Join Brian Lorelle from PCAudioLabs and Andrey Kudryavtsev from Intel and explore the benefits of Intel Optane storage for musicians and composers in PCAudioLabs Pro Audio PCs. Discuss and delve into the in-depth results and research focusing on the benefits of enhanced recall times of sample-based libraries and content in a mission-critical music production workflow.

Advancements in Rapid Prototyping

A3E

Avila A (Level 4)

Rapid prototyping is critical to modern manufacturing and product development. Rapid and low cost electronics prototyping, 3D Printing, injection molding, CNC machine and cast urethane are a few common practices for testing function, proof of concept and material selection. The A3E session will focus on the latest trends, techniques and software tools in rapid prototyping to drive your R & D program.

2 P.M.

HOW Workshop: Tips for Mastering the Silent Stage

Bruce Adolph & Doug Doppler

El Capitan (Level 4)

This all-star team will walk you through the ins and outs of making the most of the silent stage!

SATURDAY, JANUARY 26, 2019

Next-generation Sensor Technology

A3E

Avila A (Level 4)

From traditional orchestral stringed instruments to DJ tech gadgets, the future of sensor technology opens the door to advancements in performance, education, collaboration and creativity. A3E explores the advancements in sensor technology and the impact they may have on your latest product design.

The World of Early Moog Synthesizers

Michelle Moog-Koussa, Greg Guiffria, Robert Margouleff, Micheal Boddicker & Geoff Downes

California Ballroom A (Level 2)

Pioneering synthesists will explore their sound-breaking experiences and historically significant expertise. The conversation will cover how key elements of synthesis originated and how they're being incorporated into today's music.

The Sessions

California Ballroom B (Level 2)

Don't miss hearing world-renowned artists share their words of wisdom, biz tips and real-life experiences. Follow The Sessions Panel to discover the special guests who will enrich, educate and empower you at The NAMM Show!

3 P.M.

HOW Workshop: Worship & Sound Teams Working in Harmony

Bruce Adolph & Doug Doppler

El Capitan (Level 4)

This insightful session is all about how to get your worship and tech teams in harmonious sync!

DNA of a Legend: Prince

Claris Sayadian & Brent Fisher

California Ballroom A (Level 2)

Live Nation Urban is presenting "the first and only official estate-approved symphonic presentation of Prince's music," with 35 shows in the United States featuring a 27-piece world-class orchestra. Meet the arranger from Prince's team, Brent Fischer, who collaborated directly with Prince over three decades.

The Art in Artificial Intelligence: The Science of Creative Tools

A3E

Avila A (Level 4)

How does the "art" get into "artificial"? Who decides if machine learning become intelligence? This A3E session will focus on machine learning implementation and AI creative tools in the professional and consumer markets.

A3E Workshop: Rapid Development with the SHARC Audio Module Embedded DSP Platform by Analog Devices

A3E

Avila B (Level 4)

Learn about a new way to quickly develop embedded DSP-based audio

products! The SHARC audio module is a low-cost, expandable hardware and software platform for the creation of a broad range of products from effects processors to synthesizers. This interactive workshop will feature a discussion of the hardware and peripherals, along with a detailed run-through of the bare metal software framework, with tips and tricks from the designers of the system.

4 P.M.

Birth of a Record: Don Henley's 'Building the Perfect Beast'

David Goggin & Danny Kortchmar

California Ballroom A (Level 2)

Producer/songwriter/guitarist Danny Kortchmar will join celebrity interviewer Mr. Bonzai in an exploration of the album, Don Henley's 1984 *Building the Perfect Beast*, certified 3x Platinum and ranked by *Rolling Stone* as one of "The 100 Greatest Albums of the 1980s."

Acquiring Sponsorships for Your Music Project

Justin Emord

California Ballroom B (Level 2)

Are you interested in what it takes to be a sponsored musician? Attend this session with Justin Emord, alongside a panel of artists and artist relations representatives, for a comprehensive look into the world of endorsement deals.

Cloud Integration Strategy: Server vs. Service

A3E

Avila A (Level 4)

Data management and storage have become the center of many business models. Scalability, cost, speed and security are just some of the challenges when deciding between a local server or a cloud-based solution. A3E welcomes a panel of experts in data architecture to help you make critical decisions.

5 P.M.

High-impact Drumming for Studio & Stage

Dan Warren (moderator), Carmine Appice, Vinny Appice & James Kottak

California Ballroom A (Level 2)

Drumming legends Carmine Appice, Vinny Appice and James Kottak will discuss the most effective ways to record dynamic rhythm tracks in the studio and live on their choice of drum kits and hardware.

The Producer & the Creative Process

Daniel Keller, Erik Zobler, Brian Moncarz & Rafa Sardina

California Ballroom B (Level 2)

This panel will focus on the creative process and elements of music production, including: building a rapport and trust with the artist; interpersonal dynamics; the importance of preproduction and best practices within the preproduction process; and creating and maintaining an immersive environment and a good creative flow throughout a recording.

The NAMM Show

Saturday - January 26, 2019

#nammshow

The Music Begins Here

MUSIC EDUCATION

The Grand Rally for Music Education Featuring a Performance by Conductor/Composer Eric Whitacre
Hilton, Level 2, California Ballroom CD
9:30-10:30 am

Music Educator Showcases
ACC, Level 1 Lobby, NAMM Member Center
12-3 pm

SPECIAL EVENTS

Believe in Music Awards
ACC, Level 1 Lobby, NAMM Idea Center
10-10:20 am

Hit Like A Girl! Contest Winner Performances
NAMM Yamaha Grand Plaza Stage
10-10:40 am

Roomful of Pianos
30 pianos playing Claude Debussy, "Nocturnes: Nuages and Fêtes," arranged by Jed Distler
ACC, Level 3, Lounge 88
5:30-6 pm

GenNext Faculty Mixer
Hilton, Level 14, Vista Lounge
5:30-7 pm

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

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

WHAT'S NEW

LAST CHANCE Loudspeaker System Showcase Powered By Live Sound International
Arena
10 am-6 pm
Evaluate leading loudspeaker systems with this side-by-side listening opportunity. Ask questions about technical details and pricing with qualified representatives from each company.

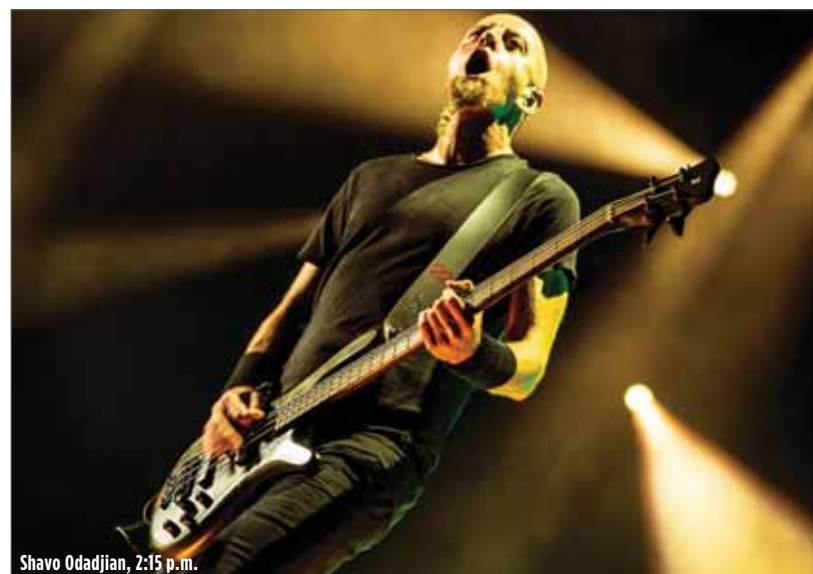
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APPEARANCES

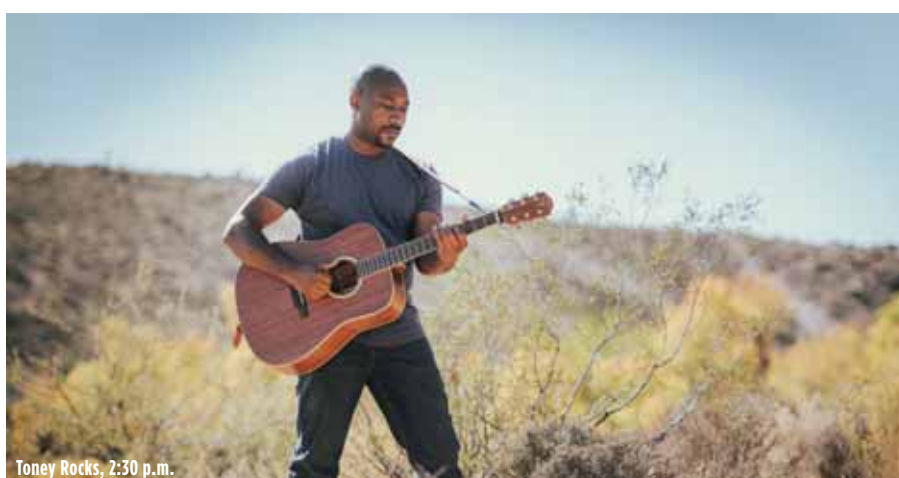
SATURDAY, JANUARY 26, 2019



Melanie Faye, 3 p.m.



Shavo Odadjian, 2:15 p.m.



Toney Rocks, 2:30 p.m.



Michael Anthony, 3 p.m.

9:45 A.M.

CAMERON MORGAN

(also at 1:15 p.m.)

Quimper Electronic Systems
Booth 2148

10:30 A.M.

BRIANNA ALOMAR & DAVE BAKER DEMO FRAMUS LEGACY ACOUSTICS.

(also at 5 p.m.)

Framus Guitars
Booth 4636

11 A.M.

FRANK GAMBALE

(also at 1 p.m.)

Cort Guitars
Booth 5215

VICTOR WOOTEN

DR Handmade Strings
Booth 4214

DAVID TORN

(also at 3 p.m.)

Fryette Amplification
Booth 5433

MARCO MENDOZA

Lectrosonics
Booth 17212

PHIL SOUSSAN

Lectrosonics
Booth 17212

MARISSA LEIGH

Chesbro Music Co.
Booth 6402

RONNY NORTH

(also at 4 p.m.)

Viper Guitars
Booth 2944

12 P.M.

ALESSIO MENCONI

Cort Guitars
Booth 5215

RUBY LEIGH PEARSON

LIT'L MISS COUNTRY

D'Angelico Guitars
Booth 212AB

DOUG WIMBISH

Rotosound
Booth 4602

MONSIEUR PERINÉ

(also at 2:30 p.m.)

Universal Audio
Booth 12302

12:30 P.M.

JORDI MARTINEZ GUALS

Eventide
Booth 4633

OZ FOX

Lectrosonics
Booth 17212

HOWIE SIMON

Lectrosonics
Booth 17212

THOMAS GABRIEL DEMOS

Chesbro Music Co.
Booth 6402

1 P.M.

ADAM MILLER

D'Angelico Guitars
Booth 212AB

TRAVIS LARSON DEMOS TRIPLEPLAY CONNECT GUITAR CONTROLLER.

Fishman
Booth 4810

BILLY SHEEHAN

Rotosound
Booth 4602

PETE ANDERSON

Sound City Amplification
Booth 5433

1:30 P.M.

LUCINE FYELON

(also at 3 p.m.)

G&H Plugs
Booth 5549

2 P.M.

SIGNING WITH ANGEL VIVALDI.

Charvel
Booth 304A

JEFF BERLIN

(also at 4 p.m.)

Cort Guitars
Booth 5215

CHRIS MAZUERA & CURT HENDERSON

D'Angelico Guitars
Booth 212AB

JEFF PEVAR & FRIENDS

Fishman
Booth 4810

PHIL SOUSSAN & ANDREW FREEMAN

Lectrosonics
Booth 17212

ROBERTO CARELLA

Solid Drums Switzerland
Booth 7540

2:15 P.M.

RUBEM FARIAS

EBS Sweden AB
Booth 5644

SHAVO ODADJIAN

Framus & Warwick
Booth 4636

2:30 P.M.

WES HAUCH & REX BROWN

Seymour Duncan
Booth 4344

TONEY ROCKS

Teton Guitars
Booth 6402

3 P.M.

HEDRAS RAMOS

Cort Guitars
Booth 5215

MELANIE FAYE

D'Angelico Guitars
Booth 212AB

GREGG BISSONETTE

Dixon Drums
Booth 7414

ARON HODEK PERFORMS.

DR Handmade Strings
Booth 4214

SIGNING WITH MICK THOMSON.

Jackson Guitars
Booth 304A

MICHAEL ANTHONY

Peavey Electronics
Booth 201AB

DUFF MCKAGAN

Rotosound
Booth 4602

3:30 P.M.

CRAIG GREEN

Chesbro Music Co.
Booth 6402

4 P.M.

DOUG ALDRIDGE & MARCO MENDOZA

Lectrosonics
Booth 17212

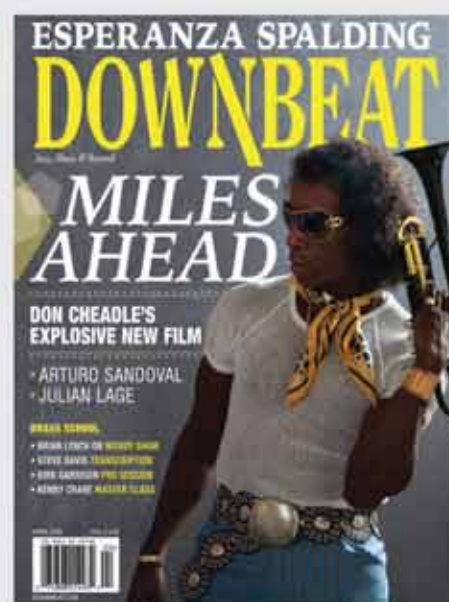
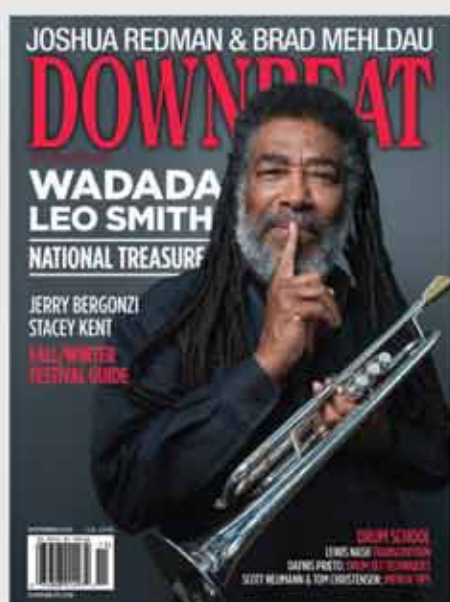
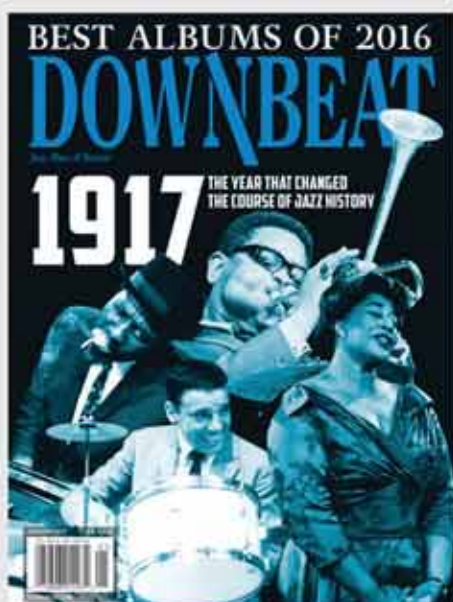
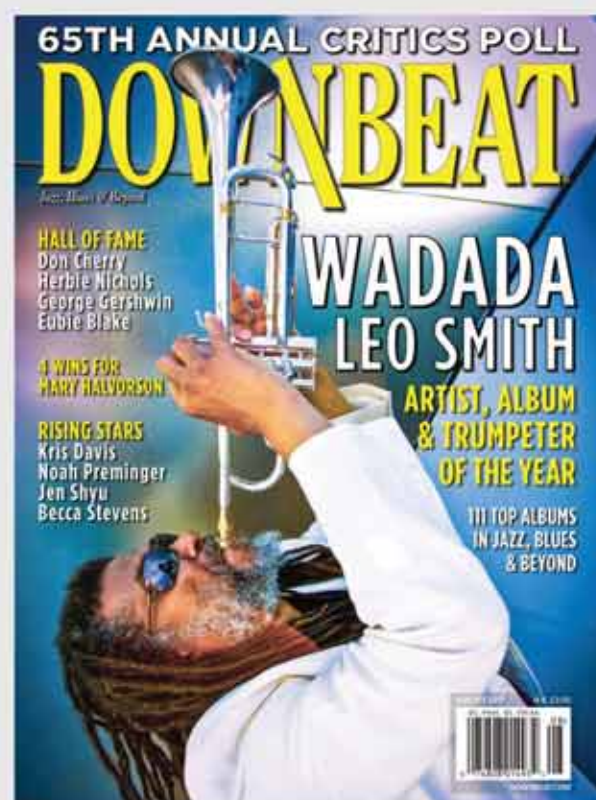
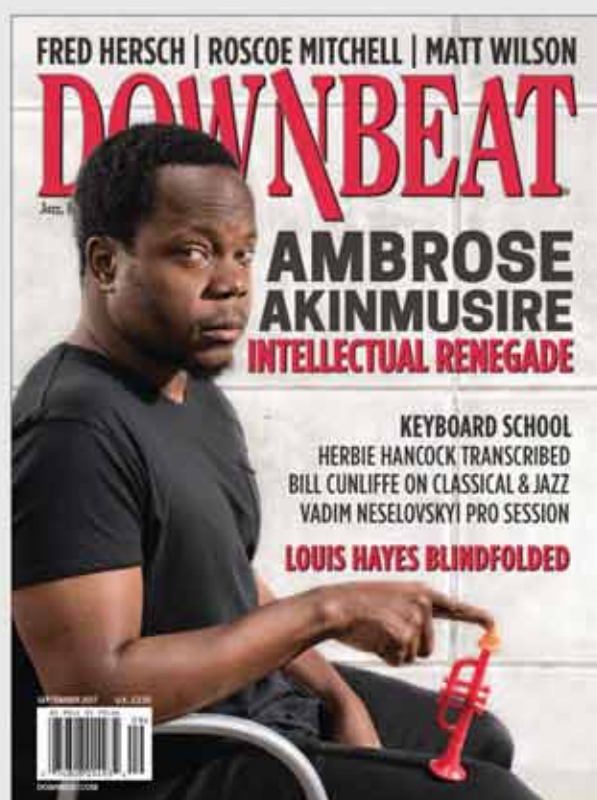
STEVE LAWSON

Sonata Marketing
Booth 3636

5 P.M.

FABRIZIO SOTTI

D'Angelico Guitars
Booth 212AB



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SCHEDULE

SATURDAY, JANUARY 26, 2019

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



Brian Reardon shares how to boost sales on Reverb, 3:30 p.m.



Myrna Sislen talks taking advantage of the uke boom, 1:30 p.m.



Leslie Faltin on successful custom promotions, noon



Mallory Nees on social media don't's, 11:30 a.m.

admin costs with effective on-line self-service options and more. Find out how to grow your lesson program today.

1 P.M. 5 Reasons Your Website Isn't Working: Change It Now!

Madison Revell, Inbound AV

Have you invested time and resources into your website and online presence, only to see lackluster results? Your solution could be hiding in plain sight. Join Madison Revell, lead designer for marketing firm Inbound AV, and discover how incorporating simple web design fundamentals can help generate more traffic and engage prospective customers, all while increasing your brand's overall online success. This session will appeal to everyone from full-on e-commerce businesses to retailers with simple lead-generating websites.

1:30 P.M. How to Make the Most of the Ukulele Explosion

Myrna Sislen, Middle C Music, & Grammy Award-winning artists Cathy Fink & Marcy Marxer

For many music retailers, the ukulele has become a sure-fire income generator, and for Middle C Music, it's now essential for creating new sales, foot traffic and excitement. Are you making the most of this opportunity? Here, Middle C Music's

Myrna Sislen will be joined by Grammy Award-winning artists Cathy Fink and Marcy Marxer. Together, they'll give you a play-by-play on creative ideas and best practices for stocking and selling more ukuleles. Discover how to take advantage of what Sislen calls a "no-fail income stream," and attract more customers to your business!

2 P.M. Strategies to Improve & Personalize the Customer Experience

Tom Hemphill, Yamaha Corporation of America

Understanding your music retail and lesson customers and creating a customized experience for them is now critical if you want to build your business. To find out how, join Yamaha Marketing Manager Tom Hemphill, who has successfully marketed both music retail and lessons for the biggest brands in the industry. He'll share how mapping the customer journey leads to greater customer and student satisfaction, as well as marketing return. Don't miss this opportunity to take your business to the next level in 2019.

2:30 P.M. 5 Events to Create Life-long Customers

Tim Paul, Piano Trends Music & Band and Raue Center for the Arts

Hosting events not only helps drive sales but also sets the

stage for long-term business growth and customer loyalty. And if you're looking for new ideas for successful events, Tim Paul of Piano Trends Music & Band will be your guide. Paul, who also serves as board president for Raue Center for the Arts, has won over his community, and grown his business, by creating events that have promoted music, music making and his store to local (and not-so-local) customers. Here, he'll walk you through how to host exciting and effective events built around festivals, holidays and just about any excuse to associate customers with music and your store. Note: None of his examples will be sales events, but all of them have resulted in more business. Find out how they can grow your business, too.

3 P.M. Music Lessons: 5 Tips for Hiring Great Teachers

Eileen Tan, 7 Notes Yamaha Music School

More than any one factor, your teachers will make or break your lesson program. And in this powerful half-hour, Eileen Tan of 7 Notes Yamaha Music School will reveal her proven method for hiring the right music teachers and keeping them once they're on-board. She's developed these best practices through years of running her studio operation — and

discovering some tough lessons learned along the way. She'll cover everything from what she looks for in prospective teachers to managing expectations once they're hired. Don't let your lesson program languish. Get the right teachers on your team now.

3:30 P.M. Why Your Reverb Listings Aren't Selling Faster

Brian Reardon, Monster Music

Why aren't your Reverb listings selling as quickly as you'd like — or at all? How can you increase sell-through on the platform? Let Brian Reardon of Monster Music be your guide. In the last three years, Reardon has quadrupled his company's Reverb business to more than \$400,000 annually. Here, he'll give you his best tips, secrets and hacks for making the most of the online platform, including updates you'll want to know about. Whether you're new to Reverb or a veteran seller, you'll want to be at this high-powered session.

4 P.M. Careers in Music Summit, Featuring J. Dash (Special Session)

Joe Lamond, NAMM president and CEO (moderator) & guests

What does it take to have a successful career in the music industry? Find out firsthand

at this special session, hosted by NAMM President and CEO Joe Lamond. In a series of up-close interviews, Lamond will speak with a diverse lineup of music industry professionals, including artist J. Dash; Randy Shayler, owner and CEO of Zeswitz Music; and Heather Farr Edwards, PR and communications manager of Reverb. They'll discuss their career trajectories and share practical insights for long-term success in the music industry. Walk away with new ideas and inspiration to take your career to the next level. This event is dedicated to State University of New York at Potsdam alumnus and long-time music industry icon Sandy Feldstein.

7 P.M. 34th Annual NAMM TEC Awards

Hilton Anaheim Hotel, Level 2, Pacific Ballroom

Stand-up comedian Demetri Martin will return as the host of the 34th annual NAMM TEC Awards. On the evening of the awards, winners in 31 categories of products and projects — for music making, live performances, video games, television and film — in the areas of Technical or Creative Achievement will be announced. Peter Frampton will be the recipient of this year's Les Paul Innovation Award. The show begins with a VIP-only reception at 6 p.m. (Must have ticket to enter.)

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SCHEDULE

SATURDAY, JANUARY 26, 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.

How to Win in the Age of Disruption

Scott Stratten, president of UnMarketing & best-selling business author

Hilton Anaheim Hotel, Pacific Ballrooms, Level 2

We're living in an age of disruption. Every week, it seems there's a new strategy, technology or social media that's a "must use" or game-changer for your music retail business or brand. But in this endless quest for the next big bright, shiny business object, it's easy to forget that while everything has changed, nothing is different. Trust, connection, consistency and service will always trump the next app to hit the market. In this inspiring and paradigm-shifting Breakfast Session, The NAMM Show welcomes Scott Stratten, marketing rebel and sales, branding and relationship expert. Stratten has transformed companies ranging from Microsoft to Pepsi with his radical insights on customer engagement. He'll share business strategies and stories from the eye of the disruption hurricane, drawing from not only his

own retail experience but also from what made him who he is today: A guy in the music business who got his start managing bands — and survived to tell the tale.

10:30 A.M. 5 Online Marketing Trends to Help You Increase Sales

Peter Malick & Kevin Moore, Inbound AV

The future is here, and there's never been a better time for the industry's music businesses to harness the power of online marketing. Music businesses can now make use of cutting-edge technology that, until recently, only the largest businesses could afford taking advantage of. Join Peter Malick, musician and CEO of Inbound AV, a marketing firm that specializes in the musical instrument, pro-audio and software markets. Malick and marketing automation specialist Kevin Moore will reveal how those in the music industry can increase their business' sales and customer engagement by taking advantage of five cutting-edge online marketing trends. Discover new ways to leverage

online technology to build your business, whether you're a music retailer or manufacturer.

11 A.M. Unlock Your Lesson Program's Full Potential by Abandoning Industry Norms

Michael Cathrea, Resonate Music School & Studio

Resonate Music School & Studio is one of the fastest-growing lesson operations in North America, hosting 1,000 music lessons per week and operating a 24-hour-a-day recording studio. Here, Michael Cathrea, co-founder and president of Resonate Music School & Studio, will offer unique insight into how he and his team built the business to that size in just six years. He'll offer practical takeaways you can apply to your own lesson business, covering operations, differentiating your program and the importance of letting go of industry norms and getting creative. Whether you have an established program or are just getting started, Cathrea will get you thinking differently about how to improve your lesson business.

11:30 A.M.

5 Things You're Doing Wrong on Social Media

Mallory Nees, Reverb

Why don't more people comment on your Facebook posts? How do you get more followers on Instagram? Are these social media accounts even driving traffic to your website? If you've asked yourself any of these questions, you're probably making one of the five big mistakes on social media. In this session, Mallory Nees, social media manager of music gear marketplace Reverb, will walk you through several mistakes you might be making on social media and how to fix them. Most of all, she'll show you how to make your social media marketing more effective today.

12 P.M.

How to Create Custom Promotions to Rock Your Bottom Line

Leslie Faltin, Instrumental Music Center

In this super-charged half-hour, Leslie Faltin of Instrumental Music Center will share her most successful, profitable and sales-generating promotions — and how they can separate you

from the pack. She'll also reveal her process for creating these promotions, so you can build your own for your market. Plus, Faltin will come armed with new examples she hasn't discussed before and touch upon commonly missed opportunities. Get inspired to create your own successful promotions now!

12:30 P.M.

Cost-effective Ideas to Grow Your Lesson Operation

Richard Berkman, Big Music

Big Music runs one of the hippest and most successful music lesson programs in the world. Recently, the company boosted student sign-ups by 15 percent, from 700 to more than 800 students — and did so without breaking the bank. In this session, Richard Berkman of Big Music will discuss the cost-effective strategies behind his lesson program's growth, and what they mean to your own lesson operation. He'll cover how to host successful holiday music camps, increase your student-to-teacher ratio, reduce

CONTINUED ON PAGE 100

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NEW
FOR 2019

PREMIER

BRIGHTON



PERFORMANCE SCHEDULE

THURSDAY, JANUARY 24TH

12:00 - The Spirit Fingers
1:00 - Fabrizio Sotti
2:00 - Tony Bruno
3:00 - Kerry Marshall
4:00 - Jonathan Butler
5:00 - Brandon Taz Niederauer
7:00 - Bob Weir and Wolf Bros
Private Event

FRIDAY, JANUARY 25TH

1:00 - Allan Harris
2:00 - Zane Carney
3:00 - Phony PPL
4:00 - Brandon Taz Niederauer
5:00 - Robert Randolph

SATURDAY, JANUARY 26TH

12:00 - Ruby Leigh Pearson
Lit'l Miss Country
1:00 - Adam Miller
2:00 - Chris Mazuera & Curt Henderson
3:00 - Melanie Faye
4:00 - Erick Walls
5:00 - Fabrizio Sotti

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