

The Official **NAMM** Show Publication

UpBeat

DAILY



ARTIST APPROVED

If the show floor at The NAMM Show this year was any indication, NAMM, gear and Anaheim have been artist approved! As we say goodbye — and we'll see you at Summer NAMM from July 18-20 — we leave you with just a few of the hundreds of great artists that graced the stage and show floor this week.

1. Saxophonist Kirk Whalum performs during the Jazz Jam Friday night sponsored by JodyJazz, Legeré Reeds and Rovner Products. 2. Sarah McLachlan performs during the Yamaha All-Star Concert on the Grand Friday night. 3. Drummer Omar Hakim and keyboardist Rachel Z hang out on the show floor. 4. Orianthi, left, and Nexi Industries' Jeroen Bakker show off the guitarist's signature effects pedals set to be released later this year. 5. George Lowden, left, and singer/songwriter Ed Sheeran announce the formation of Sheeran by Lowden, a new range of acoustic guitars.

BEST IN SHOW



Join retail experts Matt Alemany, Mike and Leslie Faltin, Glenn Noyes, George Quinlan, Chris Tso and Jim Tuerk as they discuss the best products and companies they saw at The 2019 NAMM Show.

Best In Show
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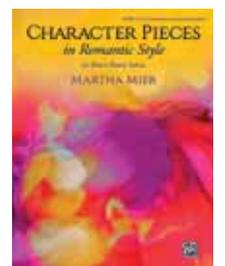
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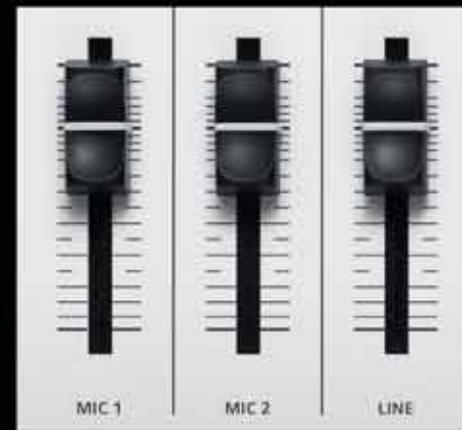
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NAMM Show News

NAMM International Coalition Meets



On Wednesday, NAMM's International Coalition welcomed industry association heads, as well as thought leaders from manufacturing, distribution and music education. These global leaders met to discuss compliance issues, developments in markets around the world and recent developments with the global phenomenon of El Sistema. This annual meeting is a regular highlight amidst the action-packed NAMM schedule.



Craviotto Snare Traces its Heritage

Craviotto's Heritage snare drum pays tribute to the founder and master drum builder Johnny Craviotto.

Competitively priced, Craviotto's 6-by-14-inch solid maple Heritage embodies Craviotto's craftsmanship, innovation and musical heritage.

Craviotto's one-ply, solid shell offers the range to go up or down a few sizes tonally without sacrificing body, tone and sensitivity. Craviotto added a new signature red inlay as a tip of the cap to the man and mentor who made solid shell drums what they are today.

🛒 Craviotto Drum Co. (craviottodrums.com)

Røde Firmware Update Makes Podcasting for Everyone

Røde Microphones has announced that the RødeCaster Pro will issue firmware update 1.1.0 in February 2019, which includes a more user-friendly interface and channel selection, plus multitrack recording. All existing customers will be able to update their RødeCaster Pro with multitrack recording, and all new units will feature the update.

The multitrack feature will record 14 tracks: A stereo 'live mix' track, as featured on the RødeCaster Pro since its release, a mono track for each of the four microphone inputs and a stereo track each for the USB, 3½-mm TRRS, Bluetooth and sound pad channels.

To activate multitrack recording, simply access the advanced settings in the hardware section of the RødeCaster Pro's touchscreen interface.



From there, a single switch engages multichannel mode for multitrack recording.

"The reception of the RødeCaster Pro has been exceptional," said Damien Wilson, Freedman Group CEO. "The RødeCaster Pro is a world-first — a complete game-changer that has revolutionized podcast production. People who have only dreamed of podcasting are now able to do so, thanks to the simplicity of the RødeCaster Pro. But for us,

launching the product was never the finish line. We continue to refine and improve the software features of the RødeCaster Pro, with the first significant upgrade being the addition of multitrack recording to the RødeCaster Pro's capability. Whether you choose to mix live or edit in post, the RødeCaster Pro is the perfect solution for every podcaster."

🛒 Røde Microphones (rode.com)



Zylia Unveils 2 Plug-ins

Zylia, the Poland-based manufacturer of multitrack audio recording technologies, has released the Zylia Studio Pro and Zylia Ambisonics Converter plug-ins for the Pro Tools digital audio workstation (DAW). Developed to address the needs of audio enthusiasts, the plug-ins accommodate specific characteristics of Pro Tools and enable use of the DAW with the Zylia ZM-1 microphone, along with the Zylia Studio Pro and Zylia Ambisonics Converter software.

"It's exciting to be announcing our new Zylia Studio Pro and Zylia Ambisonics Converter plug-ins for the Pro Tools at The 2019 NAMM Show, where so many industry pros gather to see the latest in music technologies," said Piotr Szczechowiak, chief operating officer at Zylia. "Pro Tools is an important tool for musicians and audio engineers."

Earlier this year, Zylia introduced a series of software releases for the Zylia ZM-1 single-mic: Zylia Studio (1.8.0), Zylia Studio Pro (1.4.0) and the Zylia Ambisonics Converter plug-in (1.1.1).

🛒 Zylia (zylia.co)

Mackie Celebrates 30 Years



Alex Nelson, president of Mackie, poses before the cake-cutting event commemorating 30 years in business.



Ciari's Ascender Travels with You

Ciari Guitars has launched the Ascender, an electric travel guitar. When fully deployed, the Ascender is a full-size, 22-fret, 24¾-inch scale, gig-ready electric guitar. It features a familiar soft "C"-style neck profile, Gotoh locking tuners for secure and reliable tuning, and Seymour Duncan '59 model neck and bridge humbucking pickups for a versatile tone with a bright attack. The Ascender features a traditional look, single-cutaway design and high-quality finish.

To fold the Ascender, users only need to

release a concealed lever which de-tensions the strings and unlocks the hinge, and then fold the neck away from the playing position — taking only seconds.

The Ascender can fit in a backpack for under-seat storage for stress-free, convenient guitar air travel. To play again, simply straighten the neck and return the lever to its concealed, locked position. This re-tensions the strings and locks the hinge. The Ascender models are built in Nashville, Tennessee.

🛒 Ciari Guitars (ciariguitars.com)

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Briefs



Genzler Offers Slanted Model

Genzler Amplification has added a slanted version of its Bass Array 210-3 bass cabinet design. This slanted version further enhances the benefits of the Bass Array concept, adding a new level of dispersion and projection, either when being used as a single enclosure or in combination with the other straight or slanted Bass Array cabinets.

Genzler Amplification
(genzleramplification.com)

Latch Lake Upgrades Facility

At the 2018 Summer NAMM show, Latch Lake Music won a “Best In Show” award, resulting in an overwhelming number of requests that tested the company’s Midwestern manufacturing facility.

“At times we had some difficulty meeting some delivery dates during the last half of 2018,” said Dave Roberts, chief operating officer at Latch Lake. “To make sure Latch Lake is performing on all cylinders, the company has made substantial investments in our manufacturing facility and have added a number of qualified members to our team who have the technical knowledge and skills to meet our unique standards. We’re back on track, poised to meet delivery dates and have the capabilities for plenty of future growth.”

INFO Latch Lake Music (latchlakemusic.com)



Enter Shure’s Drum Contest

Shure is calling all talented percussionists to enter Drum Mastery 2019 — the Shure drum contest open to amateur drummers from 44 countries who aren’t currently playing professionally. The grand prize winner will receive an all-expense paid trip to London, a drumming workshop with Ash Soan, a drumming masterclass at Metropolis Studios along with \$5,000 worth of Shure gear.

Drum Mastery 2019 will accept submissions from Jan. 24–April 15.

INFO Shure (drum-mastery.shure.com)



SJC, Vans Present Tour

SJC Drums has teamed up with Vans and Frank Zummo of Sum 41 to present the Loyal to the Craft Tour to cities along the West Coast and Texas. The free events will feature performances by local drummers, a workshop with Zummo and the opportunity to hear SJC’s story from the co-founder.

Each date of the tour will feature a pop-up shop with merchandise and gear on-site as well as a raffle for a custom SJC/Vans snare drum.

INFO SJC Drums (sjcdrums.com)



Korg Acquires Spector Basses, Plans to Continue Legacy

Korg USA has announced the acquisition of the Spector Bass Company. This news marks the next chapter for Spector, as Korg USA, known for its brand-building prowess, plans to take the company to new heights.

“We’ve been the distributor for four years, and we knew the history and potential of this iconic brand,” said Joe Castronovo, president of Korg USA. “We also knew we could drive the future growth and expansion of the brand as an owner. Once Stuart Spector decided the time was right to entrust us with the operation of his legacy brand, we worked out the acquisition and are now proud owners.”

Korg USA, based in New York, is now the worldwide headquarters for Spector

basses. All global sales, marketing, product design, logistics and financial operations will be based out of the Korg USA office, bringing increased efficiencies and expansion to the heritage brand.

Spector’s USA custom shop will remain in Woodstock, New York, where the shop has been making custom Spector basses for 27 years.

As the new owner, Korg USA plans to reinforce Spector’s legacy with new products, a creative rebranding project and exceptional global sales support, according to company officials. Korg USA is also focused on expanding Spector basses’ reach into untapped markets with new distribution partners around the world.

INFO Korg USA (korg.com)



Back row, from left, Mark Despotakis, Jeremy McQueary, Nick Averwater, Jamie Deering, Lindy Campbell and Tim Spicer. Front row, from left, Joel Menchey, Jeremy Payne, Stephanie Murphy and Melissa Ceo.

Joel Menchey Delivers Lecture

NAMM Young Professionals (NAMM YP), an organization for MI members under 40 years of age, featured Joel Menchey of Menchey Music as its guest presenter during its lecture event Friday afternoon.

During the session, Menchey shared his more than 20-year career journey and his takeaways from the challenges and successes he’s experienced — including how mistakes can be good for one’s career. After discussing a tumultuous time at Menchey Music in 2001, Menchey said, “That was one of the best things that ever happened to me. Going through that exercise was very humbling. I realized we didn’t know everything.”

Menchey shared lessons from his career during his presentation, many of which he credited to others in the industry, including NAMM Chair Robin Walenta’s slogan, “make it a great day.” Menchey’s tips for both the young and seasoned professionals

that attended the session included resourcefulness, knowing the customer, investing in the community, and constantly striving for success — but he first advised attendees to take part in groups like NAMM YP.

“The very first thing is doing what you’re doing right now: building a peer network. Early on, I did figure out even during that dark period [in 2001] that joining professional organizations like NASMD, RPMDA [and] NAMM Young Professionals was really a great first step. It was a great way to get involved. If you’re not doing that, I would definitely encourage you to do that,” Menchey said. “It sets a benchmark where you can compare your own business to, and you can learn from others and it’s definitely one of the best things we ever did when we joined a very focused, shared group where we could really hone in on best practices.”

INFO NAMM YP (nammyip.com)

Amptweaker Lets Players Customize

With the recent launch of its custom shop, Amptweaker has announced that pedal lovers can order fully custom Double Jr pedals. This system lets the player choose any two of Amptweaker’s Jr pedal lineup, pick the order of the pedals and have a custom two-button pedal built.

The website features a color-picker where customers can experiment with different custom combinations of paint and ink, allowing them to build their own personal one-of-a-kind pedal.

INFO Amptweaker (amptweaker.com)



Harmony Reimagines Originals

Harmony has announced four models to be released in 2019. The prototypes of three of the new models are making their debut at the show. They are the first reissues announced since Harmony was relaunched in 2018 by parent company BandLab Technologies.

The first is Juno, a single cut inspired by the Harmony H44, along with three reissues of the brand’s instruments: a H19 solid body and a H72 hollow body. The company revealed that they also have plans to reissue the H63 hollow-body guitar in 2019.

Meng Ru Kuok, CEO of BandLab Technologies, said of the Juno model: “Inspired by the classic Harmony H44, we’ve taken this much loved shape and evolved it with improved construction and new proprietary components to deliver the Juno. This reimagined guitar has been lovingly crafted for modern musicians.”

INFO Harmony Electric Guitars (harmony.co)





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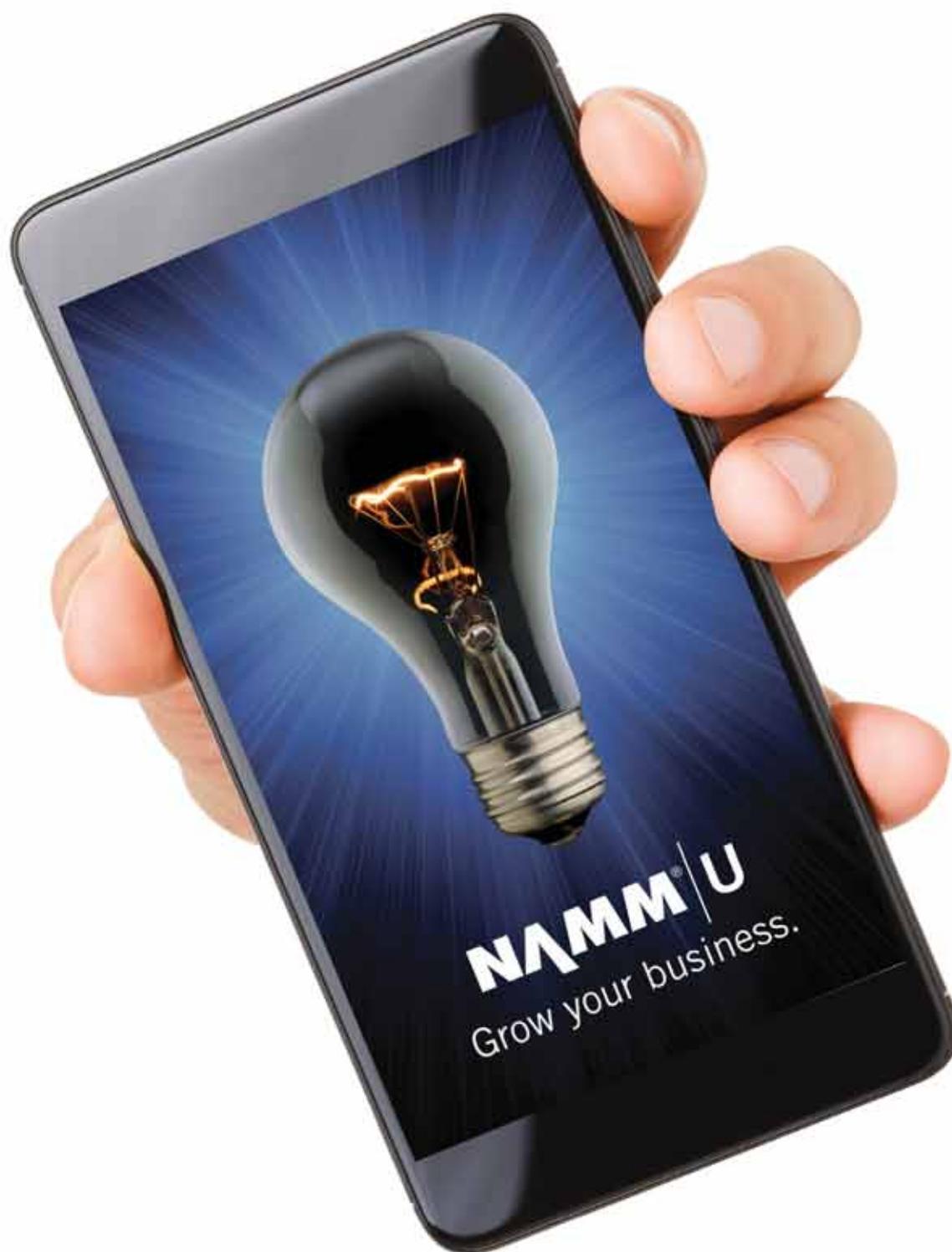
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APPOINTMENTS



From left, Barbara Wright, Bryan Bear, Keith Brawley, Monte Montefusco, David Pelletier and Kurt Listug.

Taylor Guitars Announces 4 High-level Promotions

Taylor Guitars has announced four executive promotions in sales and finance on the heels of a record year at the company. Music Industry veterans Keith Brawley, Bryan Bear, Michael "Monte" Montefusco and David Pelletier assume new roles in 2019 as the company prepares for its next growth phase.

"Taylor Guitars is a company that values successful industry leadership and experience," said Kurt Listug, Taylor's co-founder and CEO. "We think it makes for smarter business decisions, better policies for our dealers and distributors, and a more congenial workplace for our employees. The promotions earned by these individuals reflect their contributions to our success and their ability to help us grow the company in the future."

Brawley has been promoted to chief business development officer, Montefusco is now vice president of sales, Bear — who joined Taylor in 2009 — has been promoted to vice president of finance, and Pelletier, who joined Taylor in 2015, has been promoted to director of sales.

L-Acoustics Names Sugden Product Manager

Scott Sugden, formerly head of U.S. touring support at L-Acoustics, will assume the position of product manager, reporting to Jeff Rocha, director of product management.

"Scott is an outstanding individual who demonstrates a rare combination of both technical acumen and great communication skills, with a keen focus on the user experience, making him the ideal candidate to fill the key cross-functional role of product manager," Rocha said. "As a member of the L-Acoustics product management team, Scott will accompany the new product development process by liaising with key stakeholders across geographies and company functions to help L-Acoustics identify, capitalize upon and communicate new product opportunities."

Effective immediately, Marcus Ross assumes the role of head of application, touring, U.S. and Canada, reporting to Florent Bernard, director of application, touring. Ross will lead application support for all rental production projects in the U.S. and Canada.



Scott Sugden

RBI Appoints Inside Sales Rep

RBI Music has appointed Mark Petrocelli as inside sales representative in the company's Fort Worth, Texas, offices. Petrocelli's primary responsibilities will include overseeing all accounts west of the Mississippi, assisting national accounts such as Guitar Center and Sam Ash and working with an outside sales force on all RBI musical instrument brands.

"RBI Music has a rich history in our business," Petrocelli said. "I'm thrilled to be taking an active role in expanding the market for such iconic names as Toca Percussion, Odery Drums, Vintage Guitars and Rhythm Band Instruments. It's exciting to be involved in a growing company that offers quality products at an exceptional value and with the utmost integrity."

Petrocelli joins RBI after three-and-a-half years as national sales manager for e-commerce pro-audio retailer Spectrum Audio. His previous experience spans both the retail and manufacturing sectors of the MI market, where he gained skills working with such brand leaders as Promark, KMC Music and Guitar Center.



Mark Petrocelli

Richard McDonald Retires from Fender

Fender Chief Product Strategist Richard McDonald celebrated his last day at the company Dec. 7, 2018, after a 25-year run with Fender.

"Richard's unparalleled charisma, passion and commitment to the Fender brand and family have had an incredible impact on thousands of Fender employees and hundreds of products over the life of his illustrious career," said Andy Mooney, Fender CEO. "He will undoubtedly be missed, but we are thrilled for him and his family as he enters this well-deserved and exciting chapter of his life."

McDonald has worked in seven Fender locations, under five different CEOs and was part of the management team that helped engineer the move to Hollywood.

"It has been a privilege to work with the most esteemed brand in this industry and have my fingerprints be anywhere near Fender," McDonald said. "Now it is time to allow the amazing team we have built to continue on that legacy. I look forward to my next chapter filled with my wife, family, faith and health."



Richard McDonald

Sabian Adds B&O Models

Sabian has added new concert band and marching band models to its AAX line of cymbals, offering clean highs, a touch more dark, more tonal complexity and a whole new look. Both the medium-weight concert band and medium-heavy marching band models speak quickly and provide shimmering sustain, increased articulation and warm spread.

Additional hammering with a larger, rounder peen than was traditionally used for AAX also provides a wider range of tone, from dark to bright — and increased complexity.

"AAX was groundbreaking when we

introduced it in 1993," said Mark Love of Sabian.

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



Ortega Teams with Ben Woods on Signature

Ortega Guitars' Ben Woods signature models are designed to reflect Woods' unique mixture of classical flamenco and heavy metal guitar riffs. The guitar is built with fast arpeggios and intensive finger picking in mind. In comparison to the Flametal One, the new Flametal Two features an acoustic soundhole graced by Ortega's sig-

nature rosette. Other features include the solid Western Red Cedar top and built-in Fishman/Ortega Clasica blend pickup-system. A signature gig bag and electrostatic pickguard are included. The super thinline body features a florentine cutaway design and an Ortega Signature rosette.

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

TransAudio, Mutec Partner

TransAudio Group, U.S. distributor of pro-audio equipment, has added Mutec to its line of manufacturers. Mutec and CEO Christian Peters gained recognition in the 1990s for developing expansion cards for Akai samplers. Today, Mutec builds next-generation digital master clocks, audio re-clockers, interfaces, converters and distributors all made in Berlin.

"We're focused on working with manufacturers who build truly exceptional studio recording products," said Brad Lunde,

founder and president of TransAudio Group. "Mutec is in that class."

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



V-Class Bracing Powers Taylor's Small-body Guitars

Taylor Guitars has expanded the range of guitars outfitted with its V-Class bracing, adding multiple models in the Grand Concert body shape — a smaller-bodied guitar known for its physical comfort and intimate feel and sound. V-Class bracing will now be featured in Taylor's 300, 500 and 800/800 Deluxe Series Grand Concert gui-

tars, with a number of different wood pairings to choose from, including both 12-fret and 14-fret editions.

"With those compact dimensions, it feels like you have a more direct connection with the guitar because physically it feels closer to you," said Andy Powers of Taylor Guitars.

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

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Ibanez Introduces Two Basses

Ibanez's SR series bass guitars feature smooth and fast necks, lightweight bodies, outstanding ergonomics and excellent electronics. The SR650E and SR655E both feature an ash body, which offers superior tonal clarity and attack. The thin, sturdy and stable jatoba/walnut neck offers superior playability when combined with the extended neck joint, making the upper frets easily accessible.

Both models offer the Nordstrand CND pickups in a classic P/J combination (P neck pickup and J bridge pickup). This is a versatile setup that is indispensable for the working musician.

The flexibility of the pre-amp permits a massive modern sound that can accommodate everything from slap solos to slick R&B and raging metal.

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

Yamaha Releases PSR-E360 Portable Personal Keyboard

Yamaha has introduced the PSR-E360 portable personal keyboard. It features top-quality voices, interactive accompaniment styles that let the player be a one-person band and educational features to keep beginners interested. The PSR-E360 comes in two attractive wood-grain finishes.

The PSR-E360 is ideal for the young learner whose parents understand that a touch-sensitive keyboard — which responds to harder and softer playing with louder and softer notes — is necessary for properly engaging with music.

The dynamic response of the keys of the PSR-E360 is superb for a portable keyboard in this price range, allowing for expressive playing.

It includes more than 400 voices, offering a sonic array from pianos to synthesizers to orchestral brass and strings to guitars and drums. Accompaniment styles provide not only rhythms and drum beats but a fully voiced backing band that follows the player's left-hand chord changes.

MSRP: \$299.

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

Dixon Goes Hyperspace

Dixon has unveiled the Fuse Maple drum kit in Hyperspace Lacquer. Dixon Fuse Maple drums, which deliver an upscale look and sound, will be among the first to feature Dixon's new branding in 2019.

The Fuse Maple six-ply hybrid shell combines both maple and mahogany for a warm, controlled sound, while the outside features remarkable lacquer finishes highlighted by chrome low-mass lugs and mounting hardware.

"Fuse hits on all cylinders when it comes to premium look, sound and performance at the mid-level price point," said Jim Uding,



Dixon brand manager. "We're really excited that Fuse can be part of our new branding initiative, as it's a kit well in line with our values of exceeding all fundamental expectations of the price point."

[Dixon \(playdixon.com\)](http://playdixon.com)

Superlux Announces L401U

Superlux has introduced the L401U 1-inch large diaphragm USB microphone.

The Superlux L401U USB microphone is equipped with a 1-inch, ultra-thin gold-plated diaphragm capsule to ensure studio-grade recording quality in any stage, home or studio environment.

The plug-and-play design of the L401U large diaphragm USB microphone ensures compatibility with both Windows and Mac operating systems and supports the majority of available DAW software.

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



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Guitar Tones from Hell

IK Multimedia has announced the Dimebag Darrell CFH collection for AmpliTube.

The collection features models of the exact gear used by "Dimebag" Darrell Lance Abbott on Pantera's album *Cowboys From Hell*. Mac/PC users can enjoy nine new models, including two amps, two cabinets and five stompboxes.

Dimebag Darrell is considered one of the most influential guitarists of all time and



a legendary, genre-defining musician. IK Multimedia worked with Dimebag's long-time guitar tech, Grady Champion, to precisely model all of his guitar tones from the album, utilizing all the personal guitar effects, amplifiers and cabinets he used while recording. Available in a convenient desktop app and DAW plug-in, guitar-

ists now can play and record using the same gear and settings Dimebag did.

🛒 [IK Multimedia \(ikmultimedia.com\)](http://ikmultimedia.com)

V-Moda Adds Crossfade 2 Headphones

V-Moda offers the award-winning Crossfade 2 Wireless Codex Edition headphones. Building on the success of its original Crossfade 2 Wireless, the Codex Edition raises the bar by featuring three audio codecs for improved wireless audio quality and universal compatibility. Qualcomm aptX, Advanced Audio Codec and Sub-Band Codec now are available in all three colors: matte black, matte white and rose gold.

The Codex Edition headphones feature Qualcomm aptX for CD sound quality over Bluetooth on higher-end Android and MacOS sources. Plus, it offers two addition-



al codec options: AAC for best sound performance on iOS and many other devices, along with SBC for universal compatibility when aptX and AAC are not supported. The headphone audio codec in-use adjusts according to the paired device.

When devices are compatible with more than one codec, users are able to select which to use.

🛒 [V-Moda \(v-moda.com\)](http://v-moda.com)

Mackie Launches 2 Series

Mackie has introduced the MC series professional headphones and the CR-Buds series high-performance earphones.

The MC series includes two models — the MC-150 and MC-250. Both models have ultra-soft ear pads and headbands.

The CR-Buds series is available in two models — the CR-Buds and CR-Buds+. Both models have tangle-free cables.

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



Schilke Offers Signature Series Mouthpieces

Over the decades, Schilke has earned a reputation for producing some of the finest brass instrument mouthpieces in the world. Now, the company has launched the Signature series line of mouthpieces, which are highly customized to meet the exact specifications of select Schilke artists.

The first models in the series are trumpet and cornet designs created for Marc Geujon (principal of the Paris Opera), as well as Osamu Takahashi (principal of the Tokyo Metropolitan Symphony Orchestra). These unique designs offer new exterior profiles, while the cup and rim shapes are highly customized to the artists' specifications.

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



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Michael Kelly Expands Burl-tops

Michael Kelly Guitars has expanded its burl-topped instrument line.

The Burl 50 Ultra and the Burl 60 Ultra feature genuine, highly figured burl tops. Each instrument has a triple-step custom finish to bring out the depth of the burl.

The Burl 50 Ultra features the single cut-

away body shape and a traditional two single-coil pickup configuration.

The Burl 60 Ultra takes everything you love about a double-cutaway guitar and then ups the ante with the Epic 11 electronics mod, delivering 11 distinctive sonic options.

🛒 [Michael Kelly Guitars \(michaelkellyguitars.com\)](http://michaelkellyguitars.com)

D'Addario Launches Strings for Bajo Quinto, Sexto

D'Addario has introduced stainless steel string sets for Bajo Quinto and Bajo Sexto.

Innovated by duplicating popular gauges from D'Addario's phosphor bronze Bajo Quinto and Bajo Sexto sets, the new string sets feature stainless steel wrap wire for consistent, high-quality strings that have unprecedented tone and tuning stability.

The stainless steel Bajo Quinto and Bajo Sexto sets also deliver a bright tone and a magnetic response that is compatible with instruments that have electromagnetic pickups. Both string sets feature loop ends designed for Bajo Quinto and Bajo Sexto.

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



Gator Cases Puts Accessories in the Bag

Gator Cases' Transit series of gig bags now has matching accessory bags.

The GT-1610-GRY and GT-2412-GRY are both extremely spacious carry-on bags, ideal for multieffects pedals, MIDI controllers, drum machines, photo equipment and more. They are an ideal fit for the Gator BAK and LAK aluminum pedalboard series.

All of the Transit series bags include a rigid foam interior and adjustable internal padded dividers.



The padded handles and removable, adjustable shoulder straps allow you to choose how you wish to carry your gear.

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



Vintage Offers Classic Look

Vintage has added a color finish to its Historic series of guitars.

Available are the V440AQ Orchestra, V660AQ Drop Shoulder and V880AQ Parlour models, each sporting its own unique, gently curved body shape. New for 2019 is the distinguished open-pore aged finish, accentuating the time-honored

appearance of the range.

Evoking the traditional aesthetics of the earliest acoustic guitars, the Historic series instruments feature contemporary design features and innovations, ensuring each model sounds and plays like a modern instrument.

🛒 [Vintage Guitars \(vintageguitarsus.com\)](http://vintageguitarsus.com)



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IsoAcoustics Launches Stage 1

IsoAcoustics has introduced the Stage 1 isolators, the latest in the company's line of isolation solutions for loudspeakers, stage monitors, subwoofers and musical instrument amplifiers.

The Stage 1 isolators effectively eliminate the vibrational variables that touring musicians experience while playing onstage in a variety of venues and locations, giving them more consistent, clear live sound.



The isolators are packaged as a set of four, which either can be screwed directly to the bottom of an amplifier, loudspeaker, subwoofer or monitor.

🛒 [**IsoAcoustics \(isoacoustics.com\)**](http://IsoAcoustics (isoacoustics.com))

String Swing Wall Mount Hangs UkEs

With String Swing's adhesive ukulele wall mount, musicians can hang their ukules with ease. The mount was made for spaces that allow only temporary mounting options, like apartments and dormitory rooms.

The removable 3M Command adhesive strip offers quick installation and removal without marking walls. They are available in traditional wood blocks or brightly designed face plates.

🛒 [**String Swing \(stringswing.com\)**](http://String Swing (stringswing.com))



A Mic for Vocalists

Roswell Pro Audio's flagship condenser mic, the Colares, now is shipping.

Designed to deliver the sound of a revered vintage tube microphone, Colares' transformer-coupled JFET circuit topology produces musical harmonic saturation to enhance vocals and instruments. Its edge-terminated capsule captures detail and articulation, while its low-noise floor lets quiet sources be recorded without sonic artifacts.

Every Colares mic is hand-built, tuned and tested at Roswell Pro Audio's Northern California headquarters.

🛒 [**Roswell Pro Audio \(roswellproaudio.com\)**](http://Roswell Pro Audio (roswellproaudio.com))



Tracktion Makes DAW Engine Open Source

Tracktion has made its DAW engine open source with available commercial licensing.

During the past three years, the Tracktion team has been refactoring its DAW engine to make it more modular, composable, customizable and simpler to use for a wide range of audio applications. By making the engine open source with available commercial licensing, the company aims to take care of all the diffi-

cult and time-consuming aspects of developing audio apps, so third-party developers can focus on building great features and user interfaces. Running on all major operating systems, the codebase opens a world of opportunities, from focused audio apps to hardware solutions.

The Tracktion engine is provided in Juce module format, making it easy to set up and start creating projects.

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



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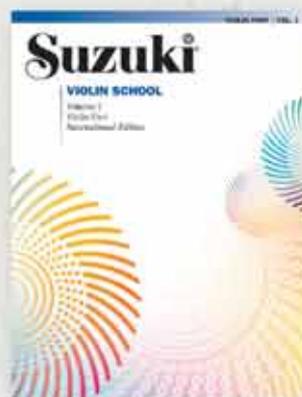
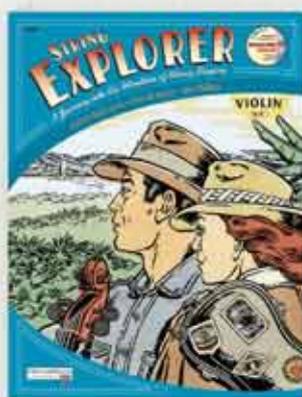
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Sono Keeps You in the Zone

Audient has teamed up with cab simulation pioneers Two Notes Audio Engineering to present Sono, an audio interface for guitarists.

Combining Audient's analog and digital conversion recording technology with the speaker-cab simulation from Two Notes, Sono is home to the ultimate valve guitar pre-amp. Featuring an onboard 12AX7 analog valve and three-band tone control alongside Two Notes' Torpedo power amp modelling and cab simulation, Sono provides a wide range of tonal options for guitarists — whether they're recording, practicing or gigging.

With near zero latency, Sono doesn't get in the way of creativity. Monitor mix allows blending between the guitar input signal and DAW playback, ensuring delay-free recording, playback and monitoring, enabling the artist to stay in the creative zone with none



of the latency problems you get when tracking with software.

In addition, Audient encourages Sono users to integrate their existing pedalboard. Alongside the more guitar-centric features, Sono is a powerful interface with two Audient console mic pres for studio-quality recordings and expandability up to 10 inputs via ADAT for recording drums.

[Audient \(audient.com\)](http://Audient (audient.com))

Gig Gear Bundles Up

Gig Gear has unveiled product bundles that pair its Two Hand Touch tablet harness with a set of its Gig Gloves.

The bundles are available in the following variations: one Two Hand Touch and one pair of Original Gig Gloves; one Two Hand Touch and one pair of Gig Gloves Onyx; and one Two Hand Touch and one pair of Thermo Gig Gloves.

These bundles provide AV techs and live event professionals with an affordable way to make their jobs safer and easier.

[Gig Gear \(gig-gear.com\)](http://Gig Gear (gig-gear.com))



Eliminate Technical Issues

Camelot is a cross-platform application for Windows, macOS and iOS. It lets users quickly set up and recall hardware instruments and VST/AU plug-in software instrument presets, external MIDI keyboards and MPE controller mappings, and attach PDF lyrics, chords and music sheets.

Camelot combines the benefits of hardware instruments with the adaptability of software solutions. The Ableton Link integration, as well as the MIDI Clock transmission, fills the gap between hardware and software in the clock sync territory.

The Camelot team now is working with the world's leading synth manufacturers to support more instruments and provide the best experience for live musicians.

Camelot aims to provide a simple and unified way to manage musical instruments



— despite being hardware- or software-based, despite the manufacturer and despite the operating system. Camelot wants to help musicians focus more on making music and dealing less with connection setup, MIDI programming and being worried about technical issues.

[Camelot \(camelotpro.com\)](http://Camelot (camelotpro.com))



Tsunami Enters Pre-amp Realm

Tsunami Cables has entered the amplification realm with its V-15 all-tube, two-channel pre-amp.

The all-tube design was inspired by the Ampeg B15 from the early 1960s and '70s. This bass guitar-focused pre-amp features a lunchbox style measuring 6 inches by 13 inches long and 3 inches tall. The pre-amp includes ¼-inch unbalanced inputs and outputs to run to an amp or FX.

[Tsunami Cables \(tsunamicables.com\)](http://Tsunami Cables (tsunamicables.com))

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dB Technologies

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Now in Booth #18219



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

Booth #11110



Fostex

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

Booth #11110



Hercules

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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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LEWITT

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.

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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

Hal Leonard Launches Book Series for Singers, Pianists

Hal Leonard has introduced the book series Vocal Sheet Music, which features authentic piano accompaniments and custom guitar chord diagrams tailored to each song's unique chord progressions and carefully crafted to provide a beautiful vocal performance.

Hal Leonard developed this new notation format based on consumer requests for more authentic arrangements of songs for vocalists.



These editions are perfect for singers who want to accompany themselves on piano or guitar, or for pianists who often accompany singers. The songs can work with either the guitar or piano accompaniments separately or with both played together.

The books feature popular songs from the vast catalog of copyrights available from Hal Leonard.

MSRP: \$19.99

Hal Leonard (halleonard.com)

Waves Offers Axis One, SoundGrid

Waves Audio has released the Axis One, a Waves-optimized computer, and the Waves SoundGrid mobile server.

Waves Axis One is a standardized computer, custom-designed and optimized to run Waves audio applications. Packed in a rugged rack-mountable case, it is a trustworthy turnkey solution for live sound, broadcast and the studio.

Axis One is designed to perform reliably and consistently under demanding circumstances, with maximum stability.



Through careful selection of components and extensive, rigorous testing, it has been optimized to match the needs of sound engineers using Waves software applications.

With its Waves SoundGrid connectivity, Axis One can act as the "brain" of a SoundGrid system, seamlessly interfacing with SoundGrid I/O devices and servers.

Waves (waves.com)



Martin Sails with Jerry

Martin Guitar's Sailor Jerry models pay homage to Norman "Sailor Jerry" Collins. Collins' artwork is featured on two acoustic instruments — the Homeward Bound guitar, which features a nautical theme, and the True Love guitar, which boasts a heart-and-floral theme.

Both models include wood inlays featuring Koa and Bubinga. The guitars were crafted with a technique known as sand shading, which is a way to bring a three-dimensional quality to wood without using artificial dyes or paints. Both the Homeward Bound and True Love guitars will be available in a limited run.

Martin Guitar (martinguitar.com)

HeadHunters Jingle Things Creates Tambourine Effect

The tri-purpose Jingle Things is an effects-stick design that is new to HeadHunters' Creations series.

With a 45-mm mallet head flattened on one side to accommodate two tambourine jingles — one to "slap" against the firm closed-cell foam of the mallet, the other free to jingle against it — Jingle Things also has a nylon bead embedded at surface level on the opposite side.

The stick portion of Jingle Sticks is non-tapered, dark in finish and features



HeadHunters' X-patterned dual-textured no-slip rubber grips.

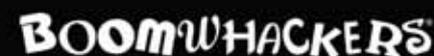
HeadHunters (headhunterssticksandcreations.com)



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The Gravity MA Drink holders, which come in both medium and large sizes, are simple and practical.

In contrast to other solutions on the market that attach to microphone stands, the MA Drink relies on plastic housing, not steel.

Unwanted transmission of sound vibrations through the stand that result from inserting or removing cups or bottles are reduced to a minimum, allowing the artist to focus entirely on the performance with their microphone or instrument.

Adam Hall Group (adamhall.com)



DiGiCo Enhances S-Series Desks

DiGiCo's S21 and S31 desks have gained enhanced functionality in the form of two new DMI cards: the DMI-AMM and DMI-ME.

The DMI-AMM allows up to 48 channels of automatic mic mixing on any S-Series console and works by automatically managing several live microphones in unpredictable dialogue situations.

Meanwhile, with the house of worship market steadily seeing more integration with personal monitoring, DiGiCo

will exhibit a ME solution that offers a 40-output interface to Allen & Heath ME-1 or ME-500 personal mixers, with multiple personal mixers able to connect to the DMI-ME via the ME-U Hub.

"At DiGiCo, we have always taken the approach of being able to interface our systems with all available protocols in the markets," said Matt Larson, vice president at Group

One Limited.

DiGiCo (digico.biz)



United Brands to Distribute Klang

Klang:technologies has appointed United Brands of Düsseldorf as its exclusive distributor to the German market.

United Brands is a respected event technology supplier and distributor responsible for the exclusive distribution of many high-quality brands, including DiGiCo and Adamson, in Germany.

"I work widely in audio production and have used Klang:fabrik for a number of artists," said Jens "Bubbes" Steffan of United Brands. "Currently, I'm mixing monitors for Persian artist Ebi on his world tour, and we're using Klang solutions. I love the cleverness and flexibility of the products."

Klang:technologies (klang.com)

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Steinberg Offers Absolute 4

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Customers who have activated Absolute 3 since Nov. 1, 2018, are eligible for a free, downloadable update to Absolute 4.

Steinberg (steinberg.net)





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Go Back to Your Roots

With the debut of the Gold-P6, Cort has introduced a parlor-size acoustic guitar that returns to the instrument's vintage sound, as well as its vintage stature.

Although the Gold-P6 is smaller in size, Cort has included several features that help to deliver a big, natural tone. This model has a deep body depth at $3\frac{1}{16}$ inches by $4\frac{1}{16}$ inches. The solid mahogany sides help provide depth with excellent dynamics. A Macassar ebony pyramid bridge further helps the Gold-P6 reproduce genuine acoustic tones.

True to the parlor style, the Gold-P6 has a

slightly wider nut width that makes it easier for finger-style playing.

The standard 19-fret, 25.3-inch scale provides plenty of range. Playability and tone also are enhanced by the Macassar ebony fingerboard and the Gold series' new neck profile with a rounded fingerboard edge for added comfort. The tight-fitting traditional dovetail neck joint is reinforced by the addition of a bolt, which maximizes the transfer of tone and enhances resonance. The neck has been reinforced with walnut inserts that provide added rigidity and stability.

🛒 Cort Guitars (cortguitars.com)

Light it Up with VocoPro

VocoPro's Pop-up Oke connects to a smartphone or tablet via Bluetooth, letting singers use YouTube or any number of karaoke apps to enjoy hours of karaoke



entertainment.

Singers also can use the onboard MP3 SD/TF player to perform with recorded MP3 tracks. The multicolor LED lights can be turned on or off and automatically will "dance" to the beat of the music, adding visual excitement.

VocoPro's innovative music link technology lets singers link two Pop-up Oke mics together and perform duets with twice the power and sound.

The Pop-up Oke features a portable design — ideal for small karaoke gatherings or road trips — and seven color LED lights. Shock-mounted professional condenser microphones reduce handling noise, and the unit comes with a user-replaceable lithium ion rechargeable battery.

🛒 VocoPro (vocopro.com)



Avantone Pro's CLA-200 Boasts High Output

Complementing its CLA-10 passive studio monitor, Avantone Pro has announced its CLA-200 studio reference amplifier — a classically designed Class A/B amplifier.

Avantone Pro's CLA-200 studio reference amplifier is a dynamic, high-output, high-resolution, full-range system built the old-school way. Working with Grammy Award-winning mix engineer Chris Lord-Alge, particular care was taken to create an amplifier in the traditional studio style, with generous VU meters, quality Japanese components and a toroidal transformer linear power supply.

Housed in a standard 2U rack-mount chassis, the amplifier itself can generate more than 200 watts per channel into an 8-ohm load.

The CLA-200 Studio reference amplifier is designed to be used in a studio environment requiring high-power output with no fan noise.

The CLA-200 studio reference amplifier is designed to be paired with CLA-10 classic studio reference monitors, yet works equally well with any passive studio monitor requiring serious dynamic range.

🛒 Avantone Pro (avantonepro.com)

Cabli System Helps Keep Spaces Tidy

Singular Sound has announced the Calbi, a cable management system.

The Calbi solves the issue of tangled cables while also increasing cable longevity, keeping you and your space clean and making dealing with cables more convenient. The first production run of the Calbi is slated to hold up to 30 feet of cable and takes only a couple seconds to wind up.

Singular Sound also announced a limited-edition run of its Footswitch+ dual-momentary footswitch.



This limited-edition model is covered in Deluxe California Shag, which gives the Footswitch+ a "groovy vibe" and cloud-like comfort underfoot.

🛒 Singular Sound (singularsound.com)



QES Offers Solid-tube Technology

The cornerstone of Quimper Electronic Systems (QES) is its Retrofrier brand that incorporates the proprietary solid-tube technology (STT), developed by company founder George Kay, into each of its products. The STT accurately produces tube tone and dynamics in an all-analog format, resulting in maximum tube-style compression and classic overdrive at any volume.

The Retrofrier Roadtripper Glow series features analog tube amp simulating pedals. A built-to-last solution for running direct while maintaining authentic tube-amp tone and dynamics, the Glow Series doesn't clip like a simple diode-based distortion or overdrive pedal. Instead, it uses an engineered overload technique found only in QES STT-based products. The Glow series includes the Warm Glow (electric), the AcoustaGlow (acoustic) and the Bass Glow (bass), each voiced for its particular instrument.

The Retrofrier Roadtripper MCM electric guitar amplifier also uses the proprietary STT, which accurately produces tube tone and dynamics in an all-analog format, using only 24 volts DC. The MCM boasts super-low-noise, real spring reverb using STT technology for thick and rich reverb.

🛒 Quimper Electronic Systems (quimperelectronic.com)



Breedlove Unveils Concertina

Breedlove's Discovery Concertina Sunburst acoustic guitar has a small-body shape and delivers a well-balanced sound with impressive projection.

This easy-to-play instrument is ideal for entry-level players who want to experience

the renowned balance, clarity and sustain of a Breedlove. This 18-fret instrument has a body length of 19.08 inches, with a solid Sitka spruce top, mahogany neck, back and sides and a Sunburst gloss finish.

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

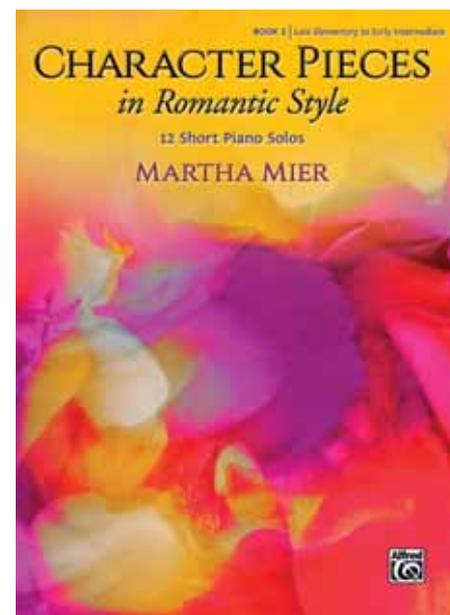
Alfred Introduces Romantic Style Song Books

Alfred Music has introduced Martha Mier's two-book collection, *Character Pieces in Romantic Style*.

Composers first began writing character pieces in the Romantic period as a personal, inward-looking form of musical expression. *Character Pieces in Romantic Style, Book 1* contains 12 pieces that emulate this art form and are carefully graded for students at the late elementary to early intermediate level.

Character Pieces in Romantic Style, Book 2 is for intermediate to late intermediate students.

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



Ibanez Adds Prestige Axe

Ibanez has introduced the RGR5220M Prestige series electric guitar, which features stainless steel frets for a bright tone, durability and smoothness, as well as a rigid five-piece maple/wenge neck, a wood grain fretboard, Luminlay side dots, cutting-edge pickups and a coil-tap switch.

The RGR5220M features a birdseye maple fretboard and an ash top with an African mahogany body.

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

Washburn Adds New Parlor Guitar

Extending the range and offerings of one of its most iconic guitar lines, Washburn has introduced a new parlor guitar, according to Vice President and General Manager Gil Soucy.

The Washburn P33S Royal Sapphire parlor guitar has a parlor-sized body that's extremely comfortable to play — be it on the living room couch or at the beach, in the studio or on stage. The compact size allows the player complete control in drawing out its rich voice. The solid spruce top, with a rosette inlaid in a breathtaking abalone and wood motif, is paired with a special hand-scalloped X-bracing pattern.

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

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Samson Debuts Headworn Mics

Samson has added two unidirectional mic packs to its headworn microphone lineup. The DE60x headset and SE60 earset microphone packs are ideal for live and broadcast vocal applications, presentations, houses of worship, theaters, fitness and more. Each mic pack includes four detachable adapter cables that allow the mic to work with the most popular wireless transmitters right out of the box.

The DE60x is a low-profile unidirectional headset microphone that combines a 7.35-mm miniature condenser mic capsule with a low-profile, double ear frame and adjustable mic boom. The SE60x is a unidirectional earset microphone that joins a 7.35-mm



miniature condenser mic capsule with a low-profile, single ear frame and adjustable mic boom.

🛒 Samson (samsontech.com)

Ernie Ball Expands Strap Line

Ernie Ball has expanded its line of guitar straps with several offerings, including an innovative pick-holding strap.

The Pickholder is a black polypro strap with an extended leather end to hold up to three standard-size picks on the lower front-end of the strap. Machine-stitched leather ends are embroidered on a comfortable 2-inch-wide black polypropylene webbing, providing added durability and strength. The strap length is fully adjustable from 41 inches to 72 inches for short or extra-long applications.



Other new products from Ernie Ball include Neoprene Polylock straps with an adjustable length of 46–54 inches. The ultra-durable, soft Neoprene strap material is offered in 2- and 3-inch widths. PolyLock ends securely attach the strap to your original electric guitar or bass strap buttons for a fast, safe and secure connection.

The Ernie Ball Stretch strap (41–72 inches long) is made of comfortable and stretchable elastic fabric that provides extreme comfort over traditional strap material.

🛒 Ernie Ball (ernieball.com)

Innovative Percussion Adds Mallets

Innovative Percussion has added two mallets to its She-e Wu series. These concerto models are made with plastic cores, which create a bright tone quality. The models are wrapped with a durable polyester cord and include top and bottom circle stitching, increasing the mallets' lifespan while providing superb clarity.

The She-e Wu series concerto models are the ideal mallets to speak above any ensemble in a concerto setting and are available with either natural birch or rattan handles.

🛒 Innovative Percussion (innovativepercussion.com)



RCF Unveils NX Series

Specifically designed to be the everyday tool for professional musicians, rental and production companies, RCF has introduced the NX series active two-way sound reinforcement cabinets.

Conceived as a complement to RCF high-powered systems like the HDL System or the NXL arrays, the NX cabinets feature much of the power and accessories of the TT+ series, including the rigging points and FIRPHASE technology.

Built as one of the most flexible speakers for deploying performance-quality sound, the cabinets are multifunction, multiply birch wood cabinets with a pole-mount cup for either standalone use or coupling with a subwoofer.

🛒 RCF (rcf.it)

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Waves Offers the Inspire Virtual Instruments Collection

Waves Audio has introduced the Inspire Virtual Instruments Collection, which contains Waves' expanding line of virtual instruments.

This collection includes 10 premium instruments suitable for the studio or live performance: legendary acoustic and electric pianos, realistic-sounding bass and cutting-edge synthesizers. Casual and professional musicians can pursue creative paths with this hand-picked palette of classic keyboard instruments, innovative synths and moving bass sounds.

The Inspire Instruments Collection includes a Grand Rhapsody Piano, which is a faithful model of the Fazioli F228 grand piano housed at London's Metropolis Studios; the Element 2.0 virtual analog synth, an analog-style polyphonic synth designed to deliver the warmth and depth of hardware synth classics; the Morphoder, offering the classic sound of the original Vocoder synthesizer for robotic vocal effects; and the Bass Slapper, a realistic-sounding slap bass virtual instrument.

Waves (waves.com)



Vic Firth Freestyles Drumsticks

The Avedis Zildjian Company has introduced the Vic Firth Freestyle series of drumsticks.

The Freestyle series offers an enhanced experience for drummers, letting them move up and down the stick, adjusting touch, feel and sound without any loss of control.

The Freestyle series of sticks draws inspiration from the world of freestyle longboarding and creates parallels to the flow and freedom of expression that a freestyle rider feels when riding on an extra-long deck. The sticks feature a massive overall length of 17 inches and an extra-long taper, resulting in more than double the area where a drummer can place their fulcrum. The Freestyle series is made from hickory and has a hybrid acorn tip with barrel edges. Freestyle is available in the most popular Vic Firth models: 7A, 85A, 5A, 55A, 5B.

"What makes the Freestyle series different from other long sticks on the market is the precisely balanced equation of overall length and extremely long tapers," said Andy Tamulynas, drumsticks and mallets category manager for Zildjian. "Taken together, these two adjustments effectively double the area of the sweet spot for the fulcrum, allowing drummers to alter their playing experience in a way that's not possible with any other stick."

Zildjian (zildjian.com)



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Large Power, Medium Size

The BassBoss MFLA medium format line array puts the power and performance of a large-format line array into a medium-format cabinet size and weight. Engineered with the focus on acoustics and physics to minimize the need for electronic correction, the MFLA delivers on the line-array promise with solid power.

A 3,000-watt RMS Powersoft amplifier provides the MFLA with high SPL capabilities and plenty of dynamic headroom. The comprehensive processing ensures consistent, undistorted high-SPL operation and reliability. All processing necessary for linear frequency response and phase coherent



operation are preprogrammed into the DSP, delivering dynamic resolution and detail along with precise control. The proprietary processing provides the ease of plug-and-play operation for very simple and easy set-ups. Multitiered limiters make the system virtually indestructible.

The MFLA line array's 15-mm Baltic birch cabinet features innovations in performance and practicality.

🛒 **BassBoss (bassboss.com)**

Genelec Announces Scholarship

Coinciding with its 40th anniversary year, Genelec recently announced the founding of the Genelec Dr. Ilpo Martikainen Audio Visionary Scholarship, offered annually to U.S. graduate students in the field of audio engineering who are members of the Audio Engineering Society.

The scholarship, in the amount of \$5,000, is being offered in association with the Audio Engineering Society Education Foundation to students who have a passion for advancing audio through innovation and technology development.

Applications for the inaugural scholarship now are being accepted through May 15. To apply and for more information, go to aes.org. The award recipient will be announced Aug. 1.

Martikainen was involved for many years in the Audio Engineering Society, including being presented with the AES Fellowship Award for significant contributions in the field of loudspeaker development in 1993, and in 2015 delivering the Richard C. Heyser Memorial Lecture in Warsaw, Poland.

🛒 **Genelec (geneleca.com)**



Dr. Ilpo Martikainen

Mad Professor Goes Versatile

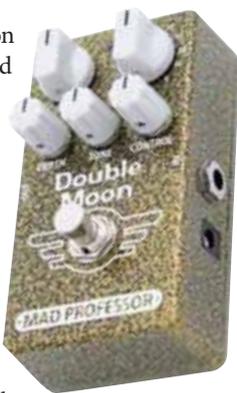
Mad Professor Amplification has released its Double Moon modulation pedal.

The Double Moon is a small, easy-to-use and versatile pedal for a wide variety of modulation sounds. True analog bucket brigade signal paths with a tone control makes the Double Moon ideal for today's guitar player.

The Double Moon pedal has 11 designed modes that will let players dial in not only all of the classic modulation effects but far beyond that. All of the sounds are easily reached from a rotary switch: three chorus effects, three dual chorus effects, three flanger effects, flanger+chorus effect and a vibrato.

"Double Moon has modulation effects from mild to wild, motionless to faux-Leslie type. It's all there with the added Tone control," said CEO Harri Koski.

🛒 **Mad Professor (mpamp.com)**



Los Cabos Drumsticks Reach Chile

Plug & Play Music and Technology has been named the distributor of the Los Cabos Drumsticks product line in Chile.

Plug & Play Music and Technology is a leading Chilean distributor and dealer of musical instruments, accessories, technology, pro audio and professional installation consultation.

According to the companies, both Los Cabos and Plug & Play hope to build on the success of Los Cabos Drumsticks in the South American market and look forward to introducing Los Cabos Drumsticks to the Chilean market.

🛒 **Los Cabos Drumsticks (loscabosdrumsticks.com)**

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Orange Redesigns Terror Bass

Orange Amplification has debuted the redesigned Terror Bass.

The external layout of the Terror Bass is based on the original with the addition of a clean switch. Inside it is a 500-watt hybrid bass amp with an all-valve pre-amp and a solid-state power amp giving it a sound akin to the Orange flagship bass amp, the AD200.

It offers more headroom and smooth clean sounds, as the Terror Bass allows bassists to back off some of the gain early in the input stage with a flick of the clean switch.

“It has the low end of the AD200, which



is fantastic,” said Orange Ambassador Steve Micciche. “It’s got a lot of growl to it, the high end is punchy and very clear, and it definitely keeps up with the AD200 as far as tone goes.”

Sergio Vega (Deftones/Quicksand) said, “The Terror Bass amp is cool because it adds a lot of warmth. It adds details, and it kind of allows me to shape what I’m doing and give the best possible presentation.”

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

JHS Named KAM Distributor

JHS has announced an exclusive partnership with KAM. Effective immediately, JHS is the sole distributor for the British audio and lighting manufacturer worldwide.

Established in 1987, KAM has focused on producing high-quality, live entertainment equipment, catering to DJs, live venues and touring entertainers. KAM’s 2019 catalog consists of DJ and audio equipment, including Bluetooth P.A. speakers, microphones and wireless systems. The company also specializes in visual and lighting hardware, including the LED Party



Bar, Moonglow and Derby bar lighting accessories.

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

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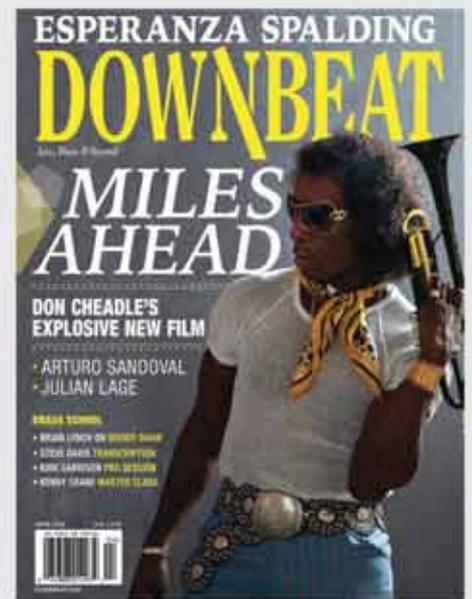
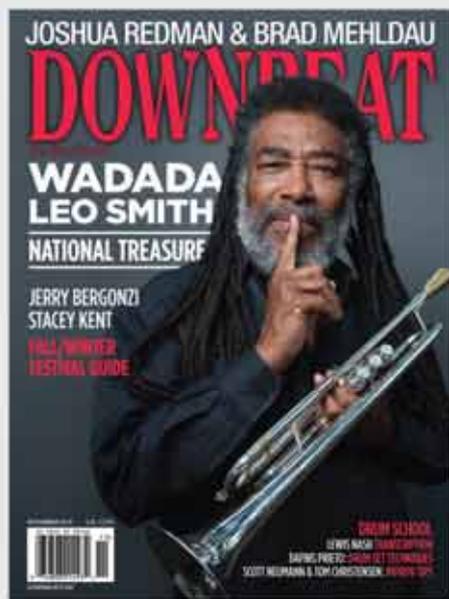
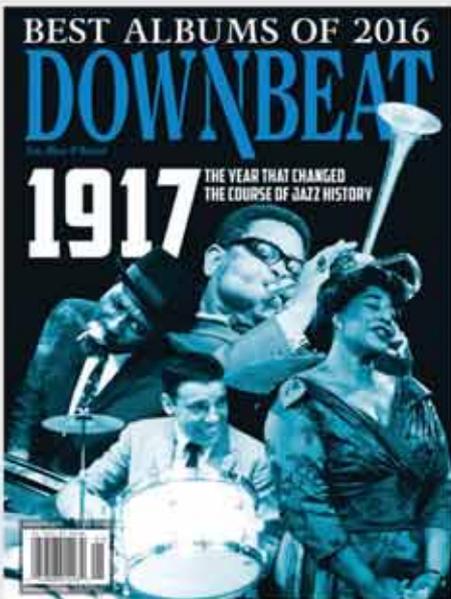
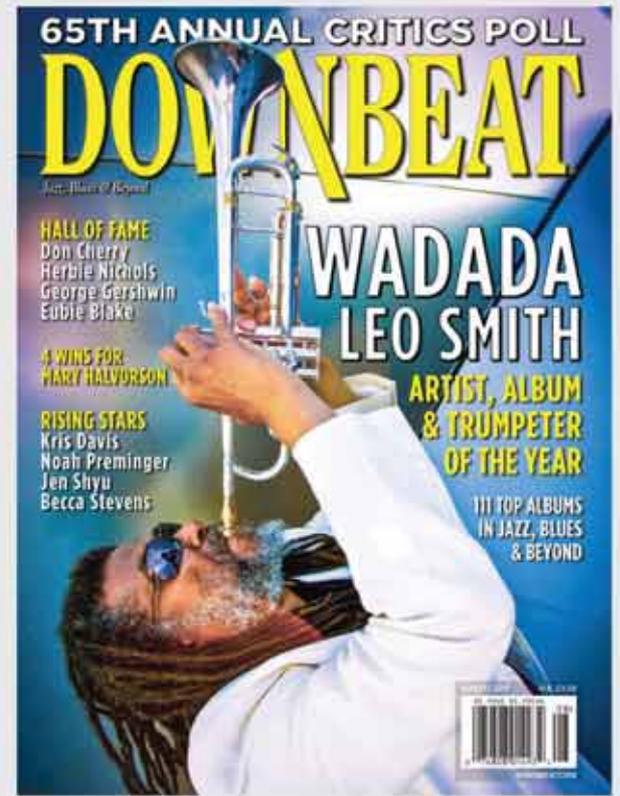
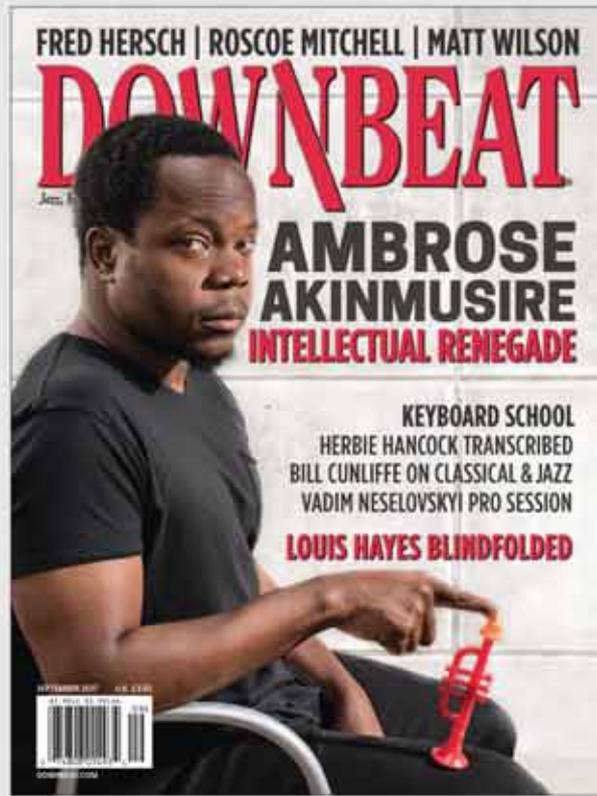

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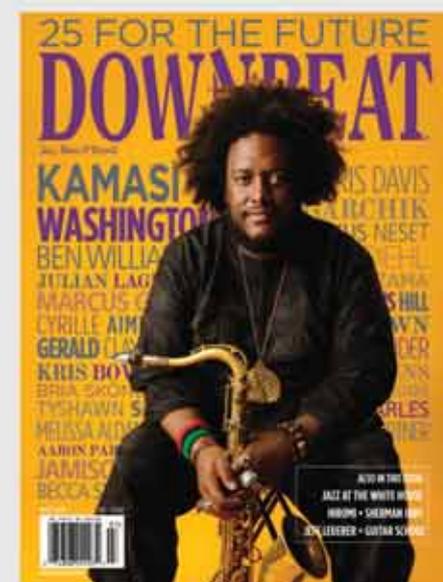
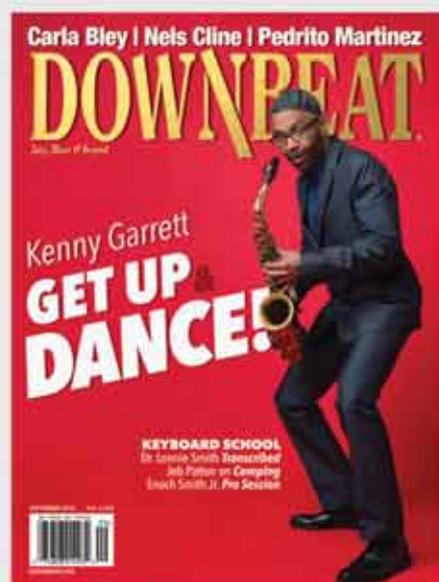
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AES@NAMM HIGHLIGHTS

SUNDAY, JANUARY 27, 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.

9 A.M. Condenser Microphones: An Anatomic Application Guide (Presented in Mandarin)

Bing Lin

Huntington A (Level 4)

Condenser microphones are a staple in any recording studio. This session explores the various physical aspects, such as diaphragm size and capsule termination, that define the performance and characteristics of condenser mics.

10 A.M. Portable Surround Sound Through HRTF (Presented in Mandarin)

Xiaowei Fan

Huntington A (Level 4)

Applying the concept of Head Related Transfer Function creates a possibility in which listeners with stereo headphones can enjoy surround or immersive content without the necessity of large playback systems. This session will define HRTF, as well as explore various potential problems in applying HRTF to surround content.

11 A.M. Setup Noise vs. System Measurement Battle

Bruce Olson

Huntington B (Level 4)

Are you always fighting a battle with getting the stage techs and lighting

guys to be quiet for measurements? This session explores tools that can assist you in making good measurements quickly in noisy environments.

Digital vs. Analog Level Control: A Discussion of Dynamic Range (Presented in Mandarin)

Zhaoquan Fu

Huntington A (Level 4)

In this session, various methods of digital level control will be reviewed and compared with analog methods.

12 P.M. Careers in Measurement & Optimization Panel

Charlie Hughes, Bruce Olson, James Anderson & Chris Tsanjouries

Huntington B (Level 4)

Our team of veteran system measurement and optimization experts describe their career paths and discuss with attendees the opportunities and specialities within the measurement and optimization field.

Essential Elements for Creating High Performance Acoustical Spaces

Bruce Black

Huntington A (Level 4)

In music and post-production sound, many rooms intended to be critical listening spaces are designed by

guesswork, “try it and see” experimentation or informed by dubious information picked up on the internet or as hearsay. In fact, rooms with exemplary acoustic performance can be designed and built repetitively, predictably and reliably, using the elements outlined in this presentation. These elements have been culled from Black’s experience designing dozens of post-production and music-recording rooms over the course of more than 10 years and study of the acknowledged masters over more than two decades.

1 P.M. Audio 101: Practical Science & Applications for Aspiring Audio Engineers

Greg Riggs

Huntington A (Level 4)

This presentation will review a number of acoustic and audio principles that serve as a technical foundation for any audio engineer’s skill set. These principles inform objective tasks, such as system design, troubleshooting and general operation, as well as creative tasks, such as microphone selection and placement, equalization and a host of back-pocket “tricks” for getting a specific sound or mix. Topics include: fundamental acoustics, microphone and speaker directivity, equalization filters, and a practical interpretation of the Potential Acoustic Gain equation.

2 P.M. Multi-mic Measurement (M3)

James Anderson

Huntington B (Level 4)

This class will review spatial averaging, off-axis monitoring and other multi-position measurement techniques. The benefits gained from moving beyond a single measurement position will be discussed.

Dynamic EQ with Parametric Filters

Duane Wise, Wes Maebe & Tom Marks

Huntington A (Level 4)

As graphic and crossover EQ fits a model for the receiving end of audio programming, parametric EQ is a more versatile model for fitting audio sources in the studio. This session will demonstrate that dynamics applied to parametric EQ bands is a powerful tool with many audio production applications.

3 P.M. Beyond System Alignment: The Art/Science Line

Chris Tsanjouries

Huntington B (Level 4)

The job is not over once the system covers everyone consistently. There are still the critical aesthetic decisions to make including imaging/timing choices, system curves and mixing choices along with what the system should sound like.

ESTA HIGHLIGHTS

SUNDAY, JANUARY 27, 2019

All ESTA sessions will be held at the NAMM U Education Center in the Hilton Anaheim on level 4. For the complete schedule, go to namm.org.

9 A.M. An Introduction to DMX512

Milton Davis

Hilton, Level 4, A3

After more than 30 years in existence, the industry-standard DMX512 lighting control protocol still offers challenges for users and designers. This course will dive deep into the history, technical background, application and standard practices needed to assemble a reliable DMX512 control network. Some of the topics to be covered include cabling, connectors, wiring topologies, end-of-line termination, addressing and the architecture of the protocol itself. In addition, attention will be given to common myths about the protocol referencing the ANSI standard and ESTA’s Recommended Practice for DMX512 (two ETCP renewal credits).

11 A.M. Power on a Shoestring

Kieran Illes

Hilton, Level 4, A4

With the latest LED technology, power requirements are being redefined in a way that could help your pocketbook.

But providing power for long video shoots can be challenging unless you have the right tools for the job. This seminar will demonstrate how to provide power for production videos on a shoestring budget (one ETCP renewal credit).

Intermediate DMX512 & Ethernet Networking

Kevin Loewen

Hilton, Level 4, A3

Entertainment networks consist of many different components, technologies and protocols working together. This session will offer an overview of how to install and operate small DMX512 and Ethernet networking systems easily and effectively, and discuss how to avoid the common pitfalls to avoid and eliminate that embarrassing “it worked in rehearsal” discussion with the show’s director (one ETCP renewal credit).

1:30 P.M. The Shocking Truth About Power Distribution

Richard Cadena & Alan M. Rowe

Hilton, Level 4, A4

This hands-on session will go over entertainment power distribution systems and how to utilize them safely and efficiently. Presented by ETCP (Entertainment Technician Certification Program) Recognized Trainers Richard Cadena and Alan M. Rowe, this session will discuss how these systems are used, and the hazards they present, in the music, theatrical and motion picture segments of the industry (four ETCP renewal credits).

2 P.M. Advanced Ethernet Networking

Scott Blair, John Huntington & Kevin Loewen

Hilton, Level 4, A3

While the entertainment industry has leveraged Ethernet standards and equipment from outside our industry, deploying them successfully on an entertainment network requires some thoughtful choices to address our “show must go on” industry. Learn how to make the best choice for your show, while experiencing a live demonstration on sniffing out common

networking problems specific to our industry (two ETCP renewal credits).

4 P.M. sACN: Universe Synchronization Explained

Scott Blair & Wayne Howell

Hilton, Level 4, A3

The Universe Synchronization feature was recently added to ESTA’s ANSI E1.31, lightweight streaming protocol for transport of DMX512 using ACN standard. Universe Sync lets the output of multiple universes of DMX512 data coming from a sACN controller be synchronized together. This eliminates issues, such as image tearing and out-of-sync strobes within arrays of LED fixtures across multiple universes. This lively, educational discussion, brought to you by Lighting&Sound America/PLASA and ESTA, will illustrate the challenges solved by Universe Sync, as well as explain how it works from both a user perspective and within the protocol itself. The recommended “best practices” approach in implementation for developers will also be discussed (one ETCP renewal credit).



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The NAMM Show

Education Sessions

Sunday · January 27, 2019

#nammshow



Best in Show

Frank Alkyer, Publisher of Music Inc. and UpBeat Daily magazines
Hilton, Level 2, Pacific Ballroom

8-9:30 am – Free breakfast served until 8:30 am, first come, first served. "Best in Show" closes out The NAMM Show with a fast-moving roundup of the biggest products, services and technologies on the exhibit floor. And with more than 7,000 brands, you'll want to find out what you might have overlooked. Join moderator Frank Alkyer as he leads a panel of music retail gear experts, who've scoured the far corners of the show floor to bring you their favorites. And exhibitors, make sure you're there, too. You might just be a "Best in Show" winner.

MUSIC RETAIL & BUSINESS

Marketing and Branding Secrets for the New Music Industry

Ari Herstand, Moderator,
Hunter Scott, Lafamos PR & Branding,
Andrew Leib, Red Light Management
ACC, Level 1 Lobby, NAMM Idea Center
11 am-12 pm

In the new music industry, promotional options are endless, with more blogs, social media platforms, streaming playlists and potential fans than ever before. This panel will explore how to create a compelling story and get media attention. They'll also look at new ways to build an effective release strategy and a lasting career.



AUDIO PRODUCTION

Don Lewis: Pushing the Limits of Modern Synthesizers

Don Lewis, Ikuo Kakehashi, John Chowning,
Ned Augustenborg
Hilton, Level 2, California Ballroom B
1-2 pm

The legendary Don Lewis will reflect on his years pioneering electronic music while providing unique and motivating insights for the next generation of visionaries. This is a must-see session for synthesists, instrument designers, programmers, electronic engineers and musicians. A Q&A and preview of an upcoming documentary on Lewis' life will also be featured.



EVENT TECHNOLOGY

sACN: Universe Synchronization Explained

Scott Blair, Wayne Howell
Hilton, Level 4, A3
4-6 pm

This lively, educational discussion will illustrate the challenges solved by Universe Sync, as well as explain how it works from both a user perspective and within the protocol itself. The recommended "best practices" approach in implementation for developers will also be discussed.



NAMM U ONLINE

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TEC TRACKS

All TEC Tracks sessions will be held in the NAMM U Education Center at the Hilton Anaheim.

11 A.M.

Getting From Song to Master

Wes Maebe

Avila A (Level 4)

Renowned British recording/mixing/mastering and live sound engineer Wes Maebe will explore the value of pre-production, the recording session itself, managing time, dealing with difficult artists, making the artist comfortable in a high-pressure environment, constructing a mix and managing mastering expectations.

The Future of Music

Craig Anderton

California Ballroom A (Level 2)

Twenty-four years ago, Craig Anderton predicted that on-demand music delivered online would replace physical media. At AES 37 years ago, he predicted the rise of EDM and the technology that would make it possible. What's next? Here's your chance to see the future.

Crafting a Hit

Chandra Lynn (moderator) & panel

California Ballroom B (Level 2)

A distinguished panel of top songwriters, producers and industry leaders, moderated by Chandra Lynn, will discuss their views on what elements need to come together for a hit song.

The Entreprenuer: Building Success Through Passion

Sean Giovanni

Avila B (Level 4)

Are you an aspiring audio engineer, producer, musician or artist who has struggled to navigate a path to success? Producer/engineer and The Record Shop studio owner Sean Giovanni shares his journey from entering a jobless market to operating a successful production company and helping artists reach the next level.

Pitching Your Music for Licensing

Josh Young

San Simeon (Level 4)

Josh Young, CEO of Atrium Music and multi-Emmy-nominated film editor, will discuss his perspective on what artists get his attention and which music he places the most and why. (Atrium Music receives more than 20,000 submissions a year.) He will also dive into topics such as how to prepare your music for submission, the elements of licensable music and what approaches to writing and recording put the odds in your favor.

12 P.M.

Meet the Creators Behind Your Favorite FX Pedals

Tiffany Christopher (moderator), Stan Cotey, Jeff Slingluff, Gregg Stock & Colt Westbrook

San Simeon (Level 4)

This panel will discuss new and classic stompboxes for the stage and studio.

Whether you're a musician, producer or live sound engineer, you'll hear from many of the top brand manufacturers and designers about how to make a guitar fly, swim, explode or just fill that tasty groove. Pedal guru Tiffany Christopher will moderate.

Maintaining Mental Health in the Music Industry

Mike Exeter

Avila A (Level 4)

Many engineers try to fight work pressures only to end up burned out and having to take time off. It's often not spoken about, yet it's something that needs to be recognized and managed. Grammy-winning rock and metal engineer/producer Mike Exeter (Black Sabbath) shares his experience and insight for maintaining sanity during the most difficult of times in the studio.

Understanding the MMA, F' Reel

Moses Avalon

California Ballroom A (Level 2)

Yes, there's finally a broadcast revenue stream for artists and producers, but how can you tap into it? Will it be like music rights societies of the past, where you have to be in a special pool to get paid? Will the new governing entity the Music Licensing Collective be democratic? For profit? For you? Or just another fat corporation getting rich off your work? Find out at this session. Artist rights advocate Moses Avalon asks the tough questions to a panel of industry veterans who've been on the collections side of the business for more than two decades.

Mastering the Changes

Maor Appelbaum

Avila B (Level 4)

There are lots of small changes happening that will have a big effect on tomorrow's audio mastering industry. Come out for a discussion with international mastering engineer Maor Appelbaum.

Keynote: Derek Smalls, Interviewed by CJ Vanston

Derek Smalls & CJ Vanston

California Ballroom B (Level 2)

Yes, it's the notorious bass player from Spinal Tap, Derek Smalls, dispensing the wit and wisdom of Spinal Tap in a shockingly live interview with musician and producer CJ Vanston. There's no telling where this will go, so better come early to make sure you don't miss the hidden gems and secrets from the dark side of the music business.

1 P.M.

Mind Over Music: How Your Brain Affects Every Single Note You'll Ever Play

Matt Starr

San Simeon (Level 4)

Speaker and career coach Matt Starr will discuss the importance of mindset in determining your level of success in

SUNDAY, JANUARY 27, 2019

the music industry. As a career coach to musicians around the world for close to a decade, Starr has identified the common roadblocks and challenges artists face and how to overcome them. He has recorded and toured with members of Kiss, Guns N' Roses and others.

Supplementing Your Music Income in Your Spare Time

Ant Cee

Avila B (Level 4)

Making ends meet for musicians in today's music industry can be tough to navigate. In this session, Ant Cee will discuss various new tools and strategies that any musician or professional in the music industry can use to earn additional money without taking a side job.

IP Issues for the Music Equipment Business

Mark Mizrahi

Avila A (Level 4)

Mark Mizrahi will discuss all of the major IP protection tools (utility patent, design patent, trademark, trade dress, copyright and trade secret) as they come into play in the music products and sound industry. He'll also explain the difference between these tools, their advantages and disadvantages and, of course, the relative costs of each, tailoring the discussion to real-world examples of IP registrations for music equipment.

Can Blockchain & Cryptocurrency Transform the Music Industry?

Jeffrey Weber, Nigel Rudlin, Matthias Röder, Nick Saponaro & Jesse Grushack

California Ballroom A (Level 2)

It's extremely difficult to clearly define what performers, songwriters, producers, publishers and labels own the rights to songs and recordings and how royalties should be split between them. There may be a solution. An international panel of celebrated experts, moderated by producer Jeffrey Weber, will provide a basic understanding of blockchain and cryptocurrency and how this technology can assist all performers.

Don Lewis: Defining Moments of the Synthesizer Revolution, Part 1

Don Lewis, Ned Augustenborg, Mark Vail, Bryan Bell & Dan Del Fiorentino

California Ballroom B (Level 2)

The legendary Don Lewis will reflect on his contributions during the pioneering years of electronic music while providing unique and motivating insights for our next generation of visionaries. A must-see session for synthesists, instrument designers, programmers, electronic engineers and musicians. A Q&A, along with a sneak preview of clips from the upcoming documentary on Lewis' life (TheBalladofDonLewis.com), will also be included in the program.

2 P.M.

Millionaire Mindset for Music Professionals

Jim DeCicco

San Simeon (Level 4)

Master the Gig Economy creator James DeCicco guides you to unlock your true potential for real wealth and freedom in this invigorating and informative session that may change your life. DeCicco uses the principles of NLP, metaphysics and modern business strategies along with street sense to reveal simple strategies to manifest a fulfilling, abundant and prosperous lifestyle in the gig economy.

Studio Psychology From an Engineer/Producer Perspective

Dom Morley

Avila A (Level 4)

When the clock is running in the studio and the pressure is on, it's important to maintain an atmosphere of creativity and a clear vision of the goals. There are subtle and not-so-subtle things that the engineer or producer can do to clear the path toward the goals of productivity, smoothing the waters from difficult personalities and transcending conflicts in the studio. Engineer and producer Dom Morley, who won the Record Of The Year Grammy Award for his engineering work on Amy Winehouse's *Back to Black* album, will lead the discussion.

Don Lewis: Defining Moments of the Synthesizer Revolution, Part 2

Don Lewis, Ikuo Kakehashi, John Chowning & Ned Augustenborg

California Ballroom B (Level 2)

Don Lewis takes a hands-on approach as he plays, shares and reflects on synthesizers he voiced and programmed. Joining Lewis will be Dr. John Chowning (composer and father of the digital synthesizer) and Ikuo Kakehashi (musician/instrument designer and son of Roland founder Ikutaro Kakehashi). A truly unique gathering for those interested in the development of such iconic instruments as the Roland TR-808, Yamaha DX-7 and the creation of Lewis' Live Electronic Orchestra. Additional clips from *The Ballad of Don Lewis* will also be included.

3 P.M.

Can-Do Musos

Dom Famularo, David Segal & panel

San Simeon (Level 4)

Join Can-Do Musos, The Global Voice for Disabled Musicians, as we celebrate our 5th Anniversary. We have 310-plus members from 34 countries. Co-founder Dom Famularo will emcee this function. We have new members on our panel telling their inspirational stories of overcoming adversity and how they did it. We will also discuss the recent success of becoming a 501(c)(3) non-profit organization.



The NAMM Show

Sunday · January 27, 2019

#nammshow

The Music Begins Here

SPECIAL EVENTS

Community Making Music Forum

ACC, Level 1 Lobby, NAMM Member Center

Presented by The NAMM Foundation, the Community Music Making Forum is the place to discover tips for hosting in-store music-making events and activities that will engage first-time and seasoned music makers.

Enjoy a live musical experience from the infectious Luongo Ukulele Ensemble and listen to interviews with members of the band.

11 am–12 pm



Ukulele Circle

ACC, Level 1 Lobby, NAMM Member Center

1–2 pm



Guitar Circle

ACC, Level 1 Lobby, NAMM Member Center

3:30–4:30 pm



WHAT'S NEW

Earth Harp

Arena Plaza

Installation artist William Close has created a new kind of musical space with his invention, the Earth Harp. See how 1,000 foot strings turn the ACC into a totally unique instrument.

9:40 am, 11:40 am, 1:40 pm and 3:40 pm

UP NEXT

Check out highlights from The NAMM Show online at NAMM.org.

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SCHEDULE

SUNDAY, JANUARY 27, 2019

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).



Best In Show, 8:30 a.m.



Thornton Cline, 1 p.m.



Laura B. Whitmore on marketing with video, 2 p.m.

BREAKFAST SESSION 8:30–9:30 A.M. Best In Show

Frank Alkyer, Music Inc. & UpBeat Daily magazines & panel
Hilton Anaheim Hotel, Pacific Ballrooms, Level 2

Don't miss out on your next best-seller! "Best In Show" closes out NAMM with a fast-moving roundup of the biggest products, services and technologies on the exhibit floor. And with more than 7,000 brands at The NAMM Show, you'll want to find out what you might have overlooked. Join moderator Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, as he leads a panel of music retail gear experts, who've scoured the far corners of the show floor to bring you their favorites. They'll present 24-plus picks that are sure to be a big deal in 2019 and beyond. And exhibitors, make sure you're there, too. You might just be a "Best In Show" winner.

10:30 A.M. Music Publishing: The Essentials, What You Need to Know

**Ron Bienstock,
Scarinci Hollenbeck**

Publishing is the most confusing area of the music and recording business. It can be daunting to navigate, and misinformation runs rampant. If you're like most musicians and

songwriters, you want straight talk and "the real deal." In this session, veteran music business attorney Ron Bienstock of Scarinci Hollenbeck will reveal what you must know about music publishing. Bienstock has represented such artists as Billy Joel, Living Colour, Goo Goo Dolls, Simple Plan, Dream Theater, Barrett Strong, Porcupine Tree, Leslie West/Mountain and Beth Hart, among many others. He'll give you the straight talk on music publishing and answers to your most pressing questions.

11 A.M. Marketing & Branding Secrets for the New Music Industry (Double Session)

Ari Herstand, acclaimed singer-songwriter, author and music industry blogger (moderator); Hunter Scott of Lafamos PR & Branding; & Andrew Leib of Red Light Management

As an artist, your promotional options are endless — with more blogs, social media platforms, streaming playlists and potential fans than ever before. So how do you focus your time and efforts strategically to build your brand and make a living writing and performing? This panel, moderated by music industry thought leader Ari Herstand and featuring panelists Hunter Scott of Lafamos PR

& Branding and Andrew Leib of Red Light Management, will explore how to create a compelling story and get media attention to have your music reviewed and featured. They'll also look at new ways to build an effective release strategy, along with bases you'll want to cover to ensure a lasting career. Herstand is an acclaimed singer-songwriter, music industry blogger, actor and the author of *How to Make It in the New Music Business*. A must-attend session for all artists looking to take their careers to new heights.

12 P.M. New (& Secret) Changes to Facebook & Instagram — & How to Get Results (Double Session)

Dan Shinder, Drum Talk TV
New changes to Facebook are and have been impacting your audience reach and engagement, yet there's no instruction manual to help you navigate these waters. Find out how to make the most of your Facebook presence in this session with Dan Shinder, founder and CEO of Drum Talk TV. Shinder has grown Drum Talk TV's Facebook page to more than 1 million active followers organically, with no paid or boosted ads. Here, he'll share his best tips to get maximum reach and

engagement, even — and especially — in lieu of these changes. He'll also explore changes to Instagram and how to get better results on the platform. Whether you're an artist, brand or music retailer, you'll walk away with new ideas.

1 P.M. Success Secrets for Independent Songwriters & Artists (Double Session)

Thornton Cline, award-winning songwriter (moderator) & panel

You don't have to wait years for commercial success as a songwriter or artist. You can create amazing opportunities for yourself by using nontraditional, unconventional avenues. Here, award-winning songwriter Thornton Cline will lead a panel of acclaimed songwriters, artists and producers. They'll reveal how they've created their own successes through bypassing traditional channels.

2 P.M. Beyond YouTube: Marketing with Video (Double Session)

Laura B. Whitmore, producer for BackStory Events and She Rocks Awards (moderator) & panel

There's no way around it: Video is critical to marketing your music, business or brand. In this

session, Laura B. Whitmore, producer for BackStory Events and the She Rocks Awards, will lead a panel of expert music-business professionals and artists, who will share the best methods to create a video and get it seen by the right viewers on the right platforms. You'll get practical, real-world tips to make the most of the time and resources you spend on video marketing, whether it's for YouTube, Instagram, Facebook or your website.

3 P.M. How to Monetize Your Music in TV & Film (Double Session)

Chandra Lynn, Glow Marketing (host), & Art Ford & Jesse James Felice, The World Song Network

Want to get your songs and music placed in movies and TV? Then check out this powerful session with industry insiders, and find out how to get exposure to the leading executives responsible for song placements. Music industry veteran Chandra Lynn of Glow Marketing will host Art Ford and Jesse James Felice of The World Song Network for a deep dive into independent music licensing, synchronization and procurement of major and indie artist music in feature films, television shows, video games and advertising.

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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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