

UpBeat

The Official **NAMM** Show Publication

DAILY



NAMM TIME!

Welcome to Anaheim — where it's time to participate in a music tradition like no other ... The NAMM Show! There's already buzz in every corner of the convention center with a huge number of new products geared to blow your ever-loving-music minds! The *UpBeat Daily* crew caught up with a few companies on the show floor yesterday. If this is any indication, we're in for a show for the ages!

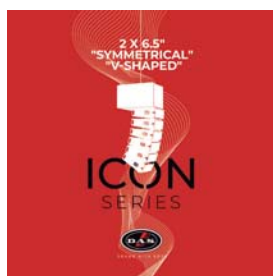
1. Korg's Joe Castronovo, left, and James Sajeva kick it old-school with the Arp 2600 reissue analog synthesizer. See story on page 6. 2. Team Alfred took a minute out of setting up to show off a few of the company's new offerings. From left, Billy Lawler, Jennifer Paisley-Schuch, Alex Ordoñez, Renee Cunning, Krista Hart and Jodi Anderson. See related story on page 84. 3. From left, Taylor's Kurt Lustig, Andy Powers and Bob Taylor celebrate their first show since Powers became a member of the ownership team back in August. See related story on page 96. 4. From left, Bo Radis, Nick Rinehart and Caleb Elling of L.R. Baggs highlight the Soundscape. 5. Ralph Goldheim, Arturia president of U.S. operations, shows off the lightweight, but powerful, Arturia KeyLab Essential 88.

BREAKFAST OF CHAMPIONS



Join Joe Lamond, NAMM president and CEO, and a cast of all-stars as they discuss the music industry at a true crossroads.

Breakfast of Champions
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DAS Unveils ICON Series
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ESI Offers Gigaport
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Prestige Goes Custom
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Amahi's Steel Tongue Drums
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 **Roland**


v-moda

 **BOSS**



HALL A BOOTH 10702

NAMM Show News



WELCOME TO THE NAMM SHOW

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

JOE LAMOND, NAMM PRESIDENT & CEO

CHRIS MARTIN, NAMM CHAIRMAN

This year, we build on our Crossroads 2.0 experience, showcasing the largest and most diverse exhibit floor in NAMM's history, including a record number of exhibitors with amazing new products that will drive the market in 2020.

We've also created more than 350 educational opportunities across the campus tailored to your specific needs, spanning music retail, music education, sound, entertainment technology, safety, nonprofit management, government policy and more.

Across the campus, the evenings will be filled with the kind of concerts, parties, dinners and networking events that make The NAMM Show so memorable. With so much to take in, we recommend you take a moment to plan your show. To ensure you don't miss the next big thing, please download the new NAMM Shows Mobile App, available for free at the App Store and Google Play. Browse the latest education and events schedule and engage with the new, enhanced show floor navigation. And, of course, ask our NAMM Bot or anyone on our NAMM Staff team, if you have any questions.

We've made several changes again this year to make your show experience as fun, safe and productive as possible. New badge-check procedures will speed up the process of traveling from hall to hall. We've also added food choices and rest areas to make the show more comfortable.

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

Thank you again for being here. We wish you plenty of success and fun during your industry's annual family reunion and in the year ahead!

Expand Your DJing Boundaries

Native Instruments has announced Traktor Kontrol S3, a four-channel controller for DJs ready to break into the world of four-deck DJing, adding a new dimension to the way they play and take their sets to bigger venues.

From layering beats, to weaving in a cappellas, performing with live vocalists and MCs, or playing back to back, the Traktor Kontrol S3 encourages flexible DJing that expands the boundaries of performance.



The S3 sees a continuation of the club-standard design language introduced to the Traktor hardware line last year, with upsized jog wheels, extended pitch and channel faders, and a clean-cut four-channel mixer section with full EQ, filter and mixer FX control.

🛒 [Native Instruments \(native-instruments.com\)](http://Native Instruments (native-instruments.com))

Samson Q9U XLR/USB Mic Boasts Versatility

Samson has announced the Q9U Professional Broadcast Dynamic XLR/USB Microphone. Featuring analog and digital connectivity with an XLR output and USB-C connection with 24-bit/96 kHz hi-definition audio resolution, the Q9U is an effective solution for achieving professional studio-quality audio for broadcasting, podcasting and streaming.

Equally suitable in a podcast studio, broadcast booth or recording rig, the

Q9U features a humbucking neodymium capsule that offers enough output to seamlessly integrate into a current setup without the need for any external gain devices. The analog XLR output lets

the microphone connect to any standard preamp, mixer or audio interface. The Q9U features an internal air-pneumatic shock mount that isolates the capsule from mechanical noise.

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



Ashdown's Studio Range Includes 4

Ashdown has launched its new Studio Range.

The Range consists of four combo amps, the Studio 15, Studio 12, Studio 10 and Studio 8 all named in relation to the size of speaker fitted inside. The models feature a lightweight design using responsibly sourced poplar-ply wood, providing a light-but-strong structure for the combo enclosures. Each unit has been tuned to its appropriate speaker capacities.

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

Cameo Presents Drop Series

Cameo has unveiled the Drop series of battery-powered, outdoor mini uplights for musicians, DJs and rental companies. A compact, mobile and highly flexible light source, the Drop series can be mounted in a variety of ways via a supplied mounting bracket or rubber feet, plus an additional tilt foot for upright application without an attached bracket.

A special feature of the Drop B1 is its integrated magnet so it can be attached to metal surfaces without any additional

equipment.

The Drop series is comprised of the Drop B1, Drop B4 and the Drop P4.

The battery-powered B-models feature an adjustable run time of up to 12 hours. To change the light output, the units include two diffuser lenses for flexible beam angle spread options. All models feature a built-in 2.4 GHz W-DMX receiver for wireless DMX and IR control or via the four touch buttons display.

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



Yorkville Rolls Out YXL Series

Pro-audio manufacturer and distributor Yorkville Sound has introduced the YXL series of versatile, full-range loudspeakers.

The YXL cabinets use a single driver and 90- by 60-degree horn with 1-inch throat and 1-inch compression driver. Constructed from strong polypropylene, YXL is poised to uphold Yorkville's reputation for reliability and durability. The cabi-

nets can be positioned upright or used as a monitor wedge.

Designed as an all-purpose speaker with the musician and DJ in mind, each YXL cabinet features three channels (two ¼-inch jacks and one XLR input). The cabinet supports Bluetooth streaming and EQ pushbutton controls for concert, club and monitor modes.

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



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M-25E



X-350 STRATFORD

X-175
MANHATTAN SPECIAL

STARFIRE I SERIES - STARTING AT \$499



DISCOVER EXCITING, NEW RELEASES FROM GUILD AT WINTER NAMM 2020

ROOM 205AB

Córdoba Music Group Is:



Briefs



Gator Designs Boom Stands for Broadcasters, Podcasters

Gator Frameworks has introduced a series of desktop-mounted microphone boom stands as a high-quality, 360-degree, clutter-reducing solution designed for broadcasters, podcasters, content creators, radio hosts and on-air personalities.

The series mounts to surfaces up to 2.17 inches in thickness and can be quickly adjusted and secured at the desired position.

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

John Bonham Sticks Are Back

Barnes & Mullins has re-launched the John Bonham Signature Drumstick by Promuco.

These hickory sticks are made to the same specification as John Bonham's original sticks from the 1970s and feature his acorn tip. Now, with full agreement from the Bonham family estate and Led Zeppelin license-holders, these sticks are back through the original British brand, Promuco.

Barnes & Mullins is seeking exclusive distribution in all territories. Back in 1964, the Professional Music Company started making drumsticks in Yorkshire, England.

[Barnes & Mullins \(promo.co.uk\)](http://promo.co.uk)

L.R. Baggs Soundscape Creates Voiceprint of Your Acoustic

After nearly three years of intensive research and collaboration with a team of PhDs, L.R. Baggs has introduced Soundscape.

Soundscape measures the response of your guitar and leverages the power of your smartphone to capture your guitar's one-of-a-kind voice. A

voiceprint is created and loaded to your Soundscape pedal, replacing your pickup's signal for an accurate sonic performance.

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



K&M Delivers Omega Travel Pro

Get ready for life on the road with the new 18820 Omega Pro keyboard stand from König & Meyer. With foldable legs, flat and compact travel sizes and practical carrying strap, it's a keyboard player's ideal traveling companion.

As with all Omega models, the two support arms adjust individually to accommodate varying sizes of keyboards and height adjustment occurs with two spring-loaded locking screws on the base tubes.

MSRP: \$329.99.

[König & Meyer \(connollymusic.com\)](http://connollymusic.com)

Yamaha Makes Playing Easy

Yamaha gave the media a preview of three of the products it's introducing at The NAMM Show at its Artist Services Studio in New York on Jan. 7.

Yamaha Corp. of America President Tom Sumner said the company aims to "create more music makers" and make playing easier for people who love music. Yamaha highlighted three new products prioritizing quality, transportability and ease of use.

SLB300SK Silent Bass

Yamaha's SLB300SK Silent Bass is an electric upright bass that lets a performer control their sound from the instrument itself. Its Studio Response Technology lets the SLB300SK model an acoustic bass played through different high-end acoustic microphones.

Yamaha had Charley Sabatino, a New York-based bassist, on hand to demonstrate and comment on the Silent Bass. "This is a game changer in my playing career, composing career, everything," Sabatino said. "Halfway through the first tune of a gig I forget I'm not playing a double bass. And I mean that."

NX Series

Yamaha also showcased the NX series of nylon-string acoustic-electric guitars featuring contemporary body styles and pre-



From left: Yamaha Corp. of America's Nate Tschetter, Roger Eaton, Ken Dattmore, Art Morin, Greg Macias and Tom Sumner.

amp and pickup systems. The NTX models (NTX1, NTX3 and NTX5) were designed to make it easy for electric and steel-string acoustic guitar players to access nylon-string sounds. NTX guitars have slimmer bodies, shallower neck profiles and narrower fingerboards than classical guitars, providing a more familiar playing experience, while 22-fret and 24-fret (NTX5) necks extend their range beyond that of standard nylon-string instruments. Dillon Kondor, a guitarist with experience playing on Broadway, demonstrated the NTX.

YC61 Stage Keyboard

Yamaha's YC61 Stage Keyboard combines organ sounds with sonic versatility and real-time control. The YC61 employs a Virtual Circuitry Modeling organ engine, which models the behavior of vintage electronics at the component level. Keyboardist Nicholas Semrad demonstrated the instrument, pointing out the range of sounds the YC61 places a player "one button away from" and terming it "New York-gigging-musician friendly."

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

Roland's V-Drums Acoustic Design Series Features 3 Kits

Roland has introduced V-Drums Acoustic Design, a new product category within the Roland electronic percussion lineup. V-Drums Acoustic Design presents a different kind of V-Drums experience, merging the classic look of acoustic drums with Roland's digital percussion technology.

The V-Drums Acoustic Design lineup includes three different kits. The premier VAD506 and VAD503 kits feature the TD-27 module, full-size kick and toms, and a digital snare and ride. The more affordable VAD306 kit includes the TD-17 module and

features kick, snare and toms with shallow wood shells.

The TD-27 module included with V-Drums Acoustic Design 5 series kits takes the organic experience even further. Fusing samples recorded in world-class studios with advanced behavior modeling refined over two decades, Roland's Prismatic technology produces drums that not only sound exceptional but also respond just like authentic acoustic instruments.

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



Korg's Arp 2600 Returns for a Limited Run

Korg is bringing the Arp 2600 back into production for a limited run. The reproduced Arp 2600 is a recreation of the three-oscillator semi-modular synthesizer that the company produced in 1970 with some added modern features.

This production of the Arp 2600 comes supplied with oscillators, envelopes, a filter and amplifier. It also features a ring modulation, lag and voltage processors, an envelope follower, audio preamp, a clock-able switch, noise source, and a sample and hold module.

This release adds a 128-note sequencer, USB and DIN-style MIDI connections, XLR audio outputs and an arpeggiator. The functionality of the included 3620 keyboard has been enhanced containing 49 full-size keys, aftertouch and portamento. It's duophonic, allowing two keys to be played at once.

"The original ARP 2600 quickly became the go-to synthesizer for a who's who of musicians across multiple genres, and the new Arp captures the experience, sound capabilities and immediacy of the original for a new era of musicians," said James Sajeva, director of music technology brands for Korg.

The Arp 2600 by Korg will be available in February 2020.

MSRP: \$3,899.99.

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

KMC Music to Distribute sE

Microphone manufacturer sE Electronics has appointed KMC Music to serve as its distribution partner in North, Latin and South America.

"KMC shares the same commitment to exceptional sales and customer service support that we do," said Ling Zou, sE Electronics' general manager. "Their sales professionals, product trainers, direct marketers and customer service team members are going to play a pivotal role in taking us to an entirely new level of success. We are excited to combine our resources into a single sales and marketing team that will bring new benefits to the deal-

ers and customers we both serve."

KMC Music President Mark Terry commented on sE Electronics. "Since its founding in 2000 by Siwei Zou, sE Electronics has grown into a world-renowned company led by a team of dedicated designers and engineers, and one of the few microphone manufacturers that operate their own factory," he said. "Blending vision, art and engineering into a line of microphones and Reflexion Filters, sE Electronics has become the gold standard for consumers and professionals who want to work with the very best."

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



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your sound
right round

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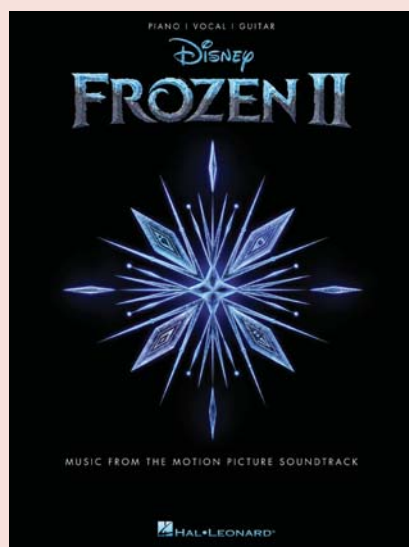
Sabian Expands FRX Line

Sabian has added two models in its frequency-reduced FRX line.

The line's new 10-inch splash and 18-inch Chinese cymbals give drummers a broader array of options when playing in settings where traditional cymbals could overpower the setting.

The 10-inch splash offers pristine, 100-percent pure splash tone. The 18-inch Chinese offers drummers a good amount of trash with the heat and textures drummers expect in a China, but with built-in EQ for control.

🛒 Sabian (sabian.com/frx)



Hal Leonard's 'Frozen' Folio Heats Up Sales

Hal Leonard has released matching folios to Disney's *Frozen II*, the sequel to the blockbuster movie that resulted in strong print music sales thanks to the soundtrack featuring the instant standard "Let It Go."

The *Frozen II* soundtrack is once again penned by the Academy Award-winning team of Kristen Anderson-Lopez and Robert Lopez. Robert Lopez worked directly with Hal Leonard's editors to approve all the arrangements in the songbooks. These souvenir folios also feature full-color scenes from the film.

🛒 Hal Leonard (halleonard.com)



Framus D-Series Idolmaker Now Available in Blackburst

The Framus D-Series Idolmaker is available in a Burgundy Blackburst Transparent High Polish.

The Framus Idolmaker debuted as a Custom Shop Masterbuilt model and was enriched some time later as the Teambuilt German Pro series. Thanks to its popularity, the Framus Idolmaker has also been available as a D-Series model since spring 2019.

The features of the Framus D-Series Idolmaker include a mahogany body with AAAA-flamed maple top, set mahogany neck with Tigerstripe Ebony fingerboard, Seymour Duncan SH-1n (neck) and SH-4b pickups.

🛒 Framus (framus.de/en)



Ibanez, Steve Vai Team Up on PIA Signature Model

Ibanez has unveiled a new Steve Vai signature model called the PIA, which stands for Paradise in Art, a name reflective of Vai's signature vision, style and musicianship. The guitar is appointed with several exclusive features, the most prominent is the petal grip. This grip is prominently displayed as it carries significant meaning, best explained by Vai himself.

"The petals signify the bond that two people have when they resonate together, and this is represented in the art of the guitar," he said. "The petals are also reminiscent of the Yin and Yang sign which is thought of as complementary — rather than opposing — forces that interact to form a dynamic system in which the whole is greater than the assembled parts. The petals are

also the most beautiful and attractive part of a flower and intended to signify a message of unity and companionship. It is the ethos that guided the artistic design of the guitar."

The rosewood fretboard is inlaid with an original design called the PIA Blossom, envisioned and designed specifically for this guitar. The PIA also features new, custom-designed DiMarzio pickups that give the guitar a suitable dose of that characteristic Vai sound, while also incorporating a new, distinctive voice. The pickups also feature a striking engraving pattern on the covers which is another detail that enhances the overall character of the instrument. Color options include Stallion White as well as limited Envy Green, Panther Pink and Sun Dew Gold finishes. Finally, the guitar is adorned with a special holographic headstock logo.

🛒 Ibanez (ibanez.com)

DAS Showcases Icon, E11even Series

DAS Audio has launched two new series, Icon and E11even Sound. The brand's other series will also be put to the test as DAS Audio America celebrates its 25th anniversary at the show.

DAS is introducing the Icon 206A and the Icon S15A subwoofer. The company will be displaying the inner-workings of the system with the cabinet skeletonized, revealing the technology inside.

The Icon 206A is a two-way, symmetrical, ultra-compact, lightweight, self-powered line array in a double 6.5 inch v-shaped configuration that provides a

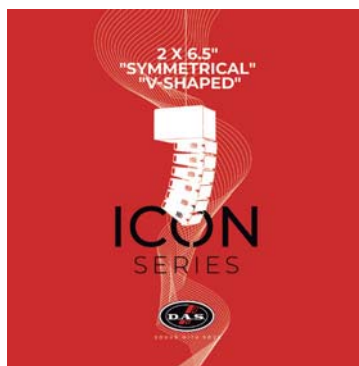
uniform 100-degree horizontal coverage. Additionally, the ICON S15A is a compact, self-powered, front-loaded bass reflex sub-

woofer that uses a single 15 inch, low-frequency transducer that provides long-excursion and minimizes distortion.

Another highlight is the introduction of E11even Sound by DAS. The systems have been specifically designed to cover all the needs of nightclub installations, bringing the sound back

to the forefront of the nightclub sensory experience.

🛒 DAS Audio (dasaudio.com)



Apogee Enhances Interface

Apogee's Symphony Desktop blends the professional-grade performance of Symphony I/O Mk II with the simplicity and portability of the Apogee Duet to deliver a new, enhanced desktop audio interface.

Featuring flagship AD/DA conversion and mic preamps, a dynamic touch-screen interface with single-knob control and hardware DSP with Apogee FX plugins and mic pre modeling, Symphony Desktop has been designed for the discerning professional artist, producer and engineer.

MSRP: \$1,299.

🛒 Apogee (apogeedigital.com)



ISP's Pedals Save Space

ISP Technologies has introduced the Decimator G Micro Decimator pedal. The Decimator G pedal is a full implementation of the Decimator G circuit with new patent-pending tracking improvements all in a small, micro pedal package.

When space is at a premium, the Decimator G is the answer. Now you can have the best noise reduction available in a micro pedal package with the full functionality of the larger G version of the Decimator pedal.

The Decimator G has a loop to insert noisy pedals or connect to the effects loop of

a guitar amplifier that has a series loop. The G version of the Decimator lets the noise reduction directly track the guitar output.

The advantage of tracking the direct guitar is the noise floor of the direct guitar output remains constant when you switch pedals or preamplifiers with different gain settings. This allows the Decimator G to eliminate the noise in a rig without any need to adjust its threshold setting for different gains and the corresponding noise floor changes.

🛒 ISP Technologies (isptechnologies.com)

ESP Guitars Celebrates 45th Anniversary

The ESP Guitar Company, the multi-brand instrument manufacturer based in Japan with subsidiaries and distributorships around the world, is celebrating its 45th anniversary this year.

"ESP's growth into becoming one of the world's top guitar makers has been based on our commitment to listening to and serving the needs of our customers," said Matt Masciandaro, president and CEO of ESP. "It's been an honor to be part of that process. ESP proudly offers high-quality instruments for every level of musician from beginner to professional."

📄 ESP Guitars (espguitars.com)





KORG

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wavestate uses proprietary wavesequencing technology to deliver a staggering collection of ever-evolving sounds, textures, and rhythms that are organic, and vastly explorable.

LIVE EVENTS DAILY AT THE
KORG USA BOOTH 8802, HALL B

thursday 1.16

11am Anthony Williams gospel demonstration

3pm Richard Devine ARP 2600 demonstration

5pm Robert "Sput" Searight & MonoNeon featuring GhostNote performance

friday 1.17

5pm Robert Glasper & Terrace Martin performance featuring wavestate

saturday 1.18

1pm Richard Devine & BT Arp 2600 performance

2pm Jack Antonoff exclusive Q&A



Alessia Daniele and Kelly Fernandes of Toss Out the Rules podcast, with Ming Chen of A Shared Universe Podcast Studio, Red Bank, NJ



THE BOARD FOR PODCASTERS



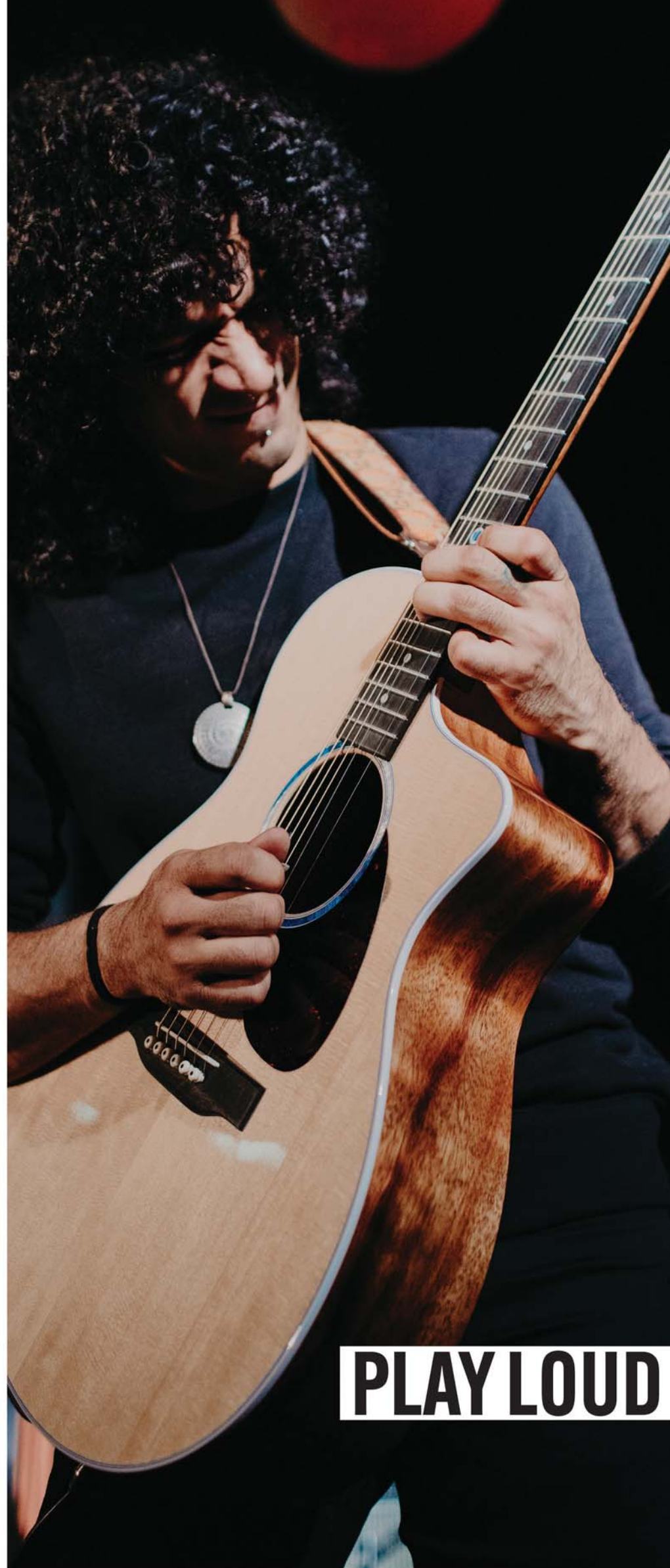
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PLAY LIVE



PLAY LOUD



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STEVE VAI

PIA



Ibanez[®]

The PIA is truly reflective of Steve Vai's signature vision, style, and musicianship.

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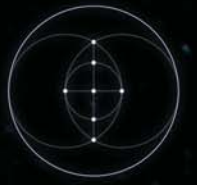
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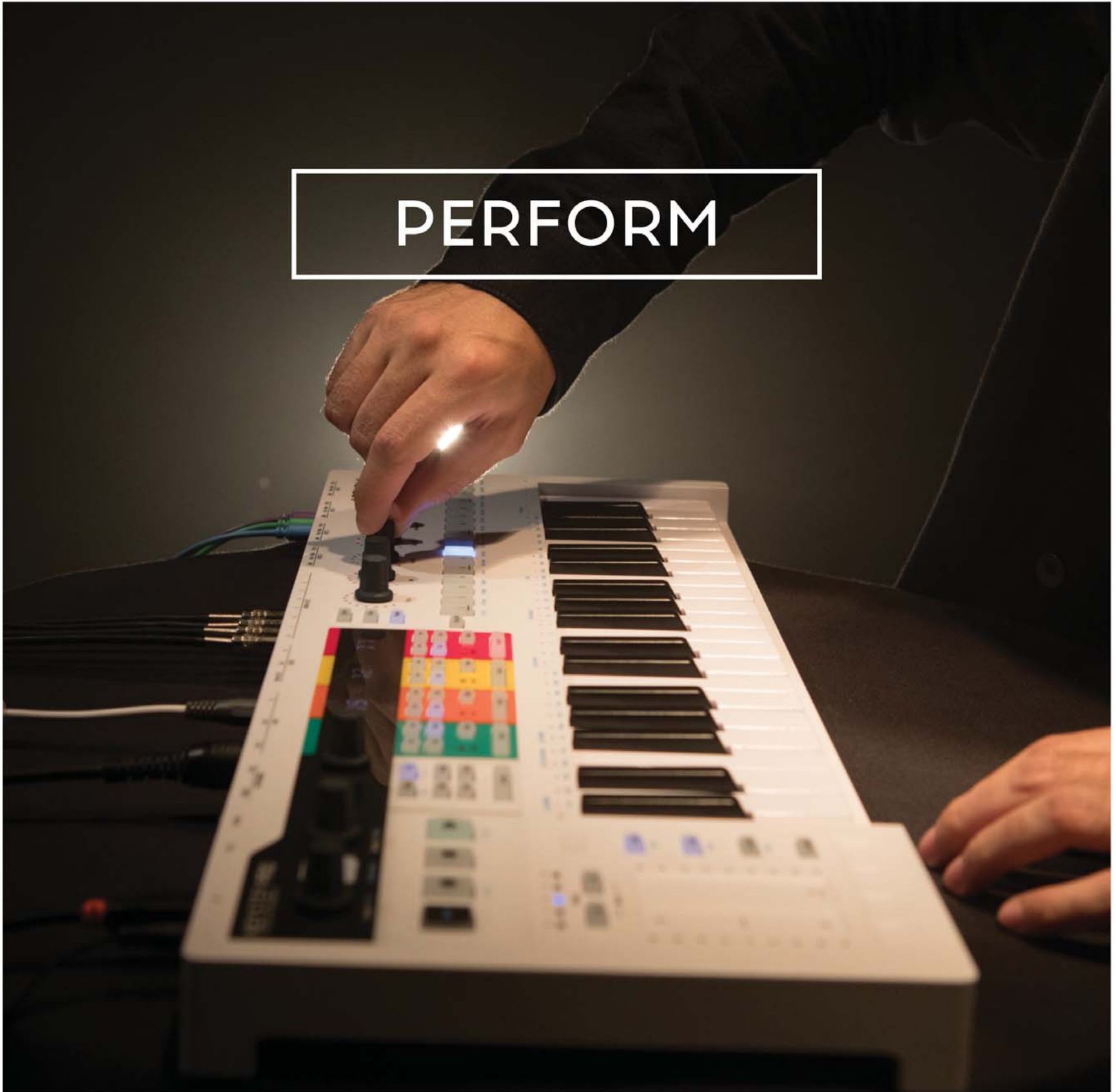
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Hall A - [Booth 11920](#)

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Vandoren Introduces New Classical Saxophone Mouthpiece

January 2020, Chicago, IL – After extensive research and development with American and European artists, Vandoren is thrilled to introduce the new Profile mouthpiece for classical saxophone. Currently available in a single facing for soprano (SP3) and alto saxophone (AP3), the mouthpiece is quickly catching the attention of today's leading classical saxophonists. "The Vandoren Profile mouthpieces are stunning," says Dr. Timothy McAllister, University of Michigan Saxophone

Professor and Soprano chair of the renowned PRISM Quartet. "The mix of projection, roundness, and response allow me simply to perform without worry or concern." "The new Vandoren Profile mouthpiece offers the same incredible control and evenness of sound as the Optimum series, but with more flexibility and a greater range of colors," says Dr. Geoff Deibel, FSU Saxophone Professor and member of the award winning h2 Quartet. "It allows me to fully express my personality in every musical situation."

The Profile features an elegant exterior design and tapered beak that combines to create a mouthpiece that boasts dynamic response, powerful projection, and an expansive color spectrum enabling classical saxophonists to shape their sound to fit the music of any era – past and present. The new Profile. A combination of the most famous mouthpiece attributes resulting in unparalleled artistic opportunities.

See them at NAMM Booth 9723

Vandoren Combats Counterfeit Products

January 2020 – Like every world-renowned quality product, Vandoren products are the victims of counterfeit. Vandoren takes this very seriously and continually works to refine their systems to protect retailers against the gradual loss of earning and consumer confidence that the sale of counterfeit product inevitably entails. In 2010 Vandoren launched a Fight Against Fake campaign, implementing authentication codes on each reed and reed box so that retailers and consumers could verify the authenticity of their reeds online. Effective Oct 2019, Vandoren began to implement the system on mouthpieces as well, starting with Black Diamond Clarinet mouthpieces.

"With the advent of technology, there has been an explosion of counterfeit products that have flooded the market," explains Emmanuel Tonnelier, General Manager at Vandoren. "From designer handbags to high-end golf clubs, nothing – including Vandoren reeds and mouthpieces – is off limits when it comes to counterfeiters. Vandoren has been diligent in fighting these attempts to take advantage of one of the most respected brands in the music industry. The Vandoren Fight Against Fake project is designed to help you spot counterfeit reeds and mouthpieces."

While Vandoren Black Diamond clarinet mouthpieces are the first to include authentication codes, the system will expand to include the whole range of mouthpieces during the course of 2020 and 2021.

Vandoren is the first reed manufacturer to launch such large-scale action against counterfeit products. The responsibility to eliminate counterfeit products from the market must be a shared responsibility between manufacturers, distributors, dealers, and consumers alike. To learn more about the Vandoren Fight Against fake campaign, visit <https://vandoren.fr/en/fight-against-fake/>

PROFILE

THE NEW SHAPE OF PERFORMANCE.

Over 100 years of artisan experience combined with the most advanced technology brings saxophone performance to a new level.

A new mouthpiece design that provides a round sound, great projection, and immediate response.

The new Profile. A combination of the most famous mouthpiece attributes resulting in unparalleled artistic opportunities.



Vandoren
PARIS

www.vandoren.com

Vandoren has developed a system to help the musician and retailer Fight Against Fake products.



Each box of reeds has a code in the form of XXX-XXX-XXX printed on the cellophane above the bar code.

Inside each box, every reed carries a marking in the form of XXXX-XXXX engraved on the table, above the Vandoren label.

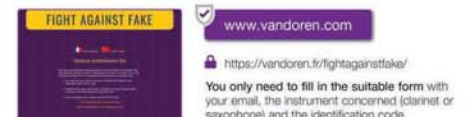
When looking at the mouthpiece, you will see two new engravings

MADE IN FRANCE under the Vandoren signature on the lower part

Identification code in the form of XXXX-XXX on the lower right side



Be authentic: Verify the authenticity of your reeds and mouthpieces



You only need to fill in the suitable form with your email, the instrument concerned (clarinet or saxophone) and the identification code.





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AT2035PK | AT2035, XLR Boom, ATH-M20x



AT2020PK | AT2020, XLR Boom, ATH-M20x



AT2020USB+PK | AT2020USB+, USB Boom, ATH-M20x



AT2005USBPK | AT2005USB, USB Boom, ATH-M20x

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

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AMPS IN THE MARSHALL COLLECTION.

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AMP ACTION AND VISIT US
IN THE MARSHALL ROOM.

210C

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HOURLY DEMOS

Hear our amps in action and learn more about the sound of Marshall.

DESIGN STORE STUDIOS

Check out our Studio Range display in bold new flavours.

+ MUCH MORE...

* Timings may alter so please check with Marshall Crew in room 210C each day for accurate details.



Marshall
RECORDS



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MECO

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ROOM: #17224
(ACC NORTH LEVEL 2)



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MODELS 206A AND S15A

16TH, 11:30 AM



ANNIVERSARY PARTY

16TH, 6:30 PM ANAHEIM HILTON

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(ACC North Level 2)

And more:

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BY DAS AUDIO

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Dial Up The Character



Vintage Warmth

Ultra Clean



HDI

High Definition Studio Direct Box

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14716 ACC NORTH





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hard rubber*



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jjbabbitt.com

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A woman with curly hair is shown in profile, wearing large over-ear headphones with the Shure logo on the ear cup. She is holding a black microphone mounted on a gimbal, which is attached to a smartphone. A thin green line runs diagonally across the image from the top left to the bottom right. The background is a plain, light-colored wall.

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7–9 pm

Hilton Level 2,
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Connect with your peers at a lively
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House of Worship Events

The NAMM Show
January 16/19 2020 ^{california}



Musicians' Chapel

8:30–9 am

Sunday, January 19
Hilton, Level 4, A9

Join an inspiring service connecting
industry professionals for a morning
of worship and celebration.



sound | studio | stage

TEC Tracks

Hosted by Worship Musician Magazine
Saturday, January 18
Hilton, Level 4, A9

12–1 pm

Mastering the Integration of Multitracks and Pads

1–2 pm

Mixing, Recording, Broadcasting and Podcasting

2–3 pm

Guitars, Effects, Amps, Modeling and IRs

3–4 pm

The Trajectory From Worship Leader to Worship Artist

4–5 pm

Equipping the Spanish-Speaking Church

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Throughout the 1970s John clung to his Promuco 'Trees' and together they created some of the most iconic and celebrated rhythms in rock history.

Now, Promuco are delighted to re-issue these legendary sticks crafted from Premium Hickory and made to the same dimensions and weight as Bonzo's highly prized originals.

PROMUCO
PERCUSSION



Fishman Debuts PowerTap

Fishman has introduced the PowerTap Infinity and PowerTap Earth pickup systems. These systems will empower acoustic guitarists to expand their playing technique with percussive elements and tactile dynamics. The innovative Tap body sensor adds a new dimension to the sounds captured and emanating from the pickup system.

The PowerTap Infinity pickup system combines the superior tone of the Matrix Infinity undersaddle pickup system with the Tap body sensor. The PowerTap Earth pickup system combines the warm, transparent sound of the Rare Earth humbucker with the Tap body sensor.

 **Fishman (fishman.com)**



Fender Releases American Ultra Series

Fender has launched the American Ultra series. An evolution of American Elite — Fender's premier electric series that launched in January 2016 — the Ultra series boasts modern features, state-of-the-art craftsmanship and nuanced design.

Luxurious and cutting-edge, this series offers outstanding precision, performance and feel with Ultra Noiseless pickups, along with Fender's fastest-playing necks.

These instruments were created for a wide range of today's highly skilled modern artists, session musicians and working guitarists. The series also offers a new body design and contours — a pivotal moment in Fender history, decades after the last significant alteration to the iconic Fender

Stratocaster or Telecaster body shapes.

"The American Ultra series is our most advanced series of guitars and basses for discerning players who demand the ultimate playing experience in precision, performance and tone," said Justin Norvell, executive vice president of Fender products.

 **Fender (Fender.com)**



AKG Launches DMS300 System

The AKG DMS300 professional digital wireless system combines signature AKG sound quality and rock-solid, license-free 2.4 GHz operation with advanced security features, extended battery life and the ultimate ease-of-use.

The DMS300 is available in two options: with a high-quality AKG handheld microphone or with a bodypack.

Combined with ultra-low latency, the DMS300 is easy for both singers and instrumentalists to use.

With signal security provided by AES 256-bit encryption, presenters can feel at ease in confidential settings.

 **AKG (akg.com)**



Graph Tech Offers Bass Ratio Machine Heads

Graph Tech Guitar Labs has launched its Bass Ratio machine heads for tuning on the fly. The Bass Ratio machine heads are each calibrated to a gear ratio, so each string feels and reacts the same to any tuning adjustment.

The Bass Ratio product line is comprised of seven sets of machine heads, allowing for customization based on number of strings and tactile preference.

"I didn't know tuning my bass could be a recognizably better experience. I love Ratios, and they're so smooth," said Nicole Row, bassist for Panic! At the Disco.

 **Graph Tech Guitar Labs (graphtech.com)**

PODCASTING LIVE

Check out our podcast studio with special guests and new products
Thursday–Sunday 11am–5pm Gator Booth #6413



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STANDS & ACCESSORIES FOR STAGE & STUDIO

ISO PADS FOR STUDIO MONITORS



DESK CLAMPS & MOUNTS FOR YOUR STUDIO MONITORS



HEADPHONE AND CABLE HANGERS FOR STUDIO ORGANIZATION



Smaller is Better

Breedlove's distinctive small body has a stylish soft cutaway option, turning a comfortable, unique guitar into a powerful voice for lead players as well as accompanists.

This concertina cutaway model delivers well-balanced sound and projection, and it has a solid Sitka spruce top and mahogany back and sides.

The instrument is ideal for players who want access to the renowned balance, clarity and sustain of a Breedlove. It comes complete with a gloss Natural Shadow burst top, elegant Stage Diamonds inlay and the Fishman Presys I.

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



IK Multimedia AXE I/O SOLO

IK Multimedia has unveiled AXE I/O Solo, an addition to its range of AXE I/O high-end guitar interfaces with advanced tone-shaping features.

Developed for guitar players who want to record outstanding sound on a budget, Axe I/O SOLO is a compact two-in/three-out USB audio interface offering high-end 24-bit, 192-kHz converters with a wide dynamic range.

Sporting patented Z-Tone technology with variable impedance control, selectable active/passive pickup circuits and a JFET channel for adding warmth and harmonics, Axe I/O Solo offers guitar players

unique ways to shape their tone.

The Amp Out allows users to incorporate real gear into a recording setup, and controller inputs allow for real-time software control, making it a great choice for guitarists.

Adding to its versatility is a Pure Class-A mic preamp with 48-volt phantom power, which allows for pristine microphone recordings.

Bundled with AmpliTube for immediate, out-of-the-box recording and processing, Axe I/O Solo is a complete, affordable solution for guitar players who want incredible tone for their tracks.

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



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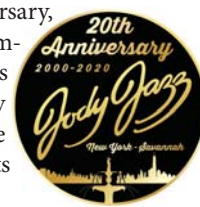
JodyJazz Celebrates 20 Years

The year 2020 marks the 20th anniversary of mouthpiece company JodyJazz, which was founded by Jody Espina.

To celebrate the anniversary, JodyJazz will offer special, limited-edition products and has developed a 20th Anniversary Logo that will adorn the packaging of all its products throughout the year.

JodyJazz mouthpieces are played by many of the world's leading saxophonists and are sold in more than 50 countries around the world.

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



UpBeat

The Official NAMM Show Publication

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PRESIDENT

Kevin Maher

PUBLISHER

Frank Alkyer

EDITOR

Daniel Margolis

ASSOCIATE EDITOR

Sam Tornow

CONTRIBUTING EDITORS

Dave Cantor, Ed Enright, Katie Kailus, Bobby Reed, Kasia White

ADVERTISING

Ritche Deraney, Billy Heschl, Kevin R. Maher

ART DIRECTORS

Žaneta Čuntová, Will Dutton

CIRCULATION

Sue Mahal

ACCOUNTING

Evelyn Hawkins

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

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



Córdoba Offers Luthier Select Series Guitars

Córdoba has introduced the Luthier Select series of nylon-string guitars, which are handmade by master luthiers in limited batches.

The series debuts two models, the Esteso and the Friederich. These instruments are crafted in the original techniques of their namesake luthiers: Domingo Esteso of Spain and Daniel Friederich of France.

The Esteso is available in solid European spruce or a red cedar top—both with a solid pau ferro back and maple sides lined by a striking flamed maple binding.

The Friederich features an elegant and graceful body shape crafted with a solid red cedar top and solid rosewood back, sides and binding.

The Friederich's seven-fan bracing balances the body for a rich, powerful tone.

[Córdoba \(cordobaguiteras.com\)](http://Córdoba.com)

Kyser Appoints New CEO

Kyser Musical Products has appointed Scott Attebery as CEO. Attebery succeeds former CEO Meredith McClung, who will remain active as president and owner of the company.

"Now is the perfect time to pass on the reins to the right individual who can create new opportunities for growth and drive results for the Kyser brand and beyond," McClung said. "With his combination of strategic vision and fresh perspective, I am confident that Scott is the right person to lead that charge."

McClung will continue to lead Kyser



Scott Attebery

alongside Attebery as the company ramps up its efforts toward a broader global business strategy, new opportunities for brand innovation and an expanded family of products.

"It is an honor to be named CEO of Kyser," Attebery said. "Meredith's strong leadership has set a tone of excellence for us to follow."

Attebery joined the Kyser team in 2018 as an executive consultant advising on functionality within the leadership team, efficiency issues and other topics.

[Kyser Musical Products \(kysermusical.com\)](http://KyserMusicalProducts.com)



Bourgeois Partners with Eastman

Bourgeois Guitars and Eastman Music have entered into a partnership to co-produce a series of guitars. Bourgeois will be responsible for design, materials selection, voicing, setup and quality control. Eastman will contribute manufacturing and sourcing capabilities and expertise in global distribution.

Dana Bourgeois will retain an ownership position in the company he founded, and he will remain as CEO. Christopher Fleming, chief operating officer, will continue to lead operations, with James Cook remaining as sales manager.

"Our entire team will continue to produce acoustic guitars of the highest quality in our Lewiston, Maine, workshop," Bourgeois said. "For many years to come, our partnership with Eastman will allow us continued control over product quality, quality of service and pricing."

[Bourgeois Guitars \(bourgeoisguitars.net\)](http://BourgeoisGuitars.com)

Remo Names Shen President

Remo has announced that Brock Kaericher has stepped down as president of Remo, Inc., and Robert Shen is now president, in addition to his role as president of Remo - Asia.

Kaericher will remain as chairman of the board and president emeritus while acting in an advisory role throughout the remainder of 2020. Ami Belli, owner and CEO, announced the transition during a recent shareholders' meeting and thanked Kaericher for his years of service, noting his unique relationship with her late husband, Remo Belli, founder and icon of the musical products industry.

Kaericher joined Remo in 1996, coming

from an executive background in the electronics industry, and was named president of Remo in 2000. During his tenure, Kaericher served on the NAMM board of directors and filled trustee positions on various boards of educational institutes.

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



From left, Remo's Robert Shen, Ami Belli and Brock Kaericher

"I didn't know tuning my bass could be a recognizably better experience. I love the RATIOS, and they're so smooth!"

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NAMM #3520

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Amazingly Intuitive, Precise Tuning
4, 5 and 6 String

E48:1

A36:1

D25:1

G23:1

US Patent 8,859,868

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LINEAR 7

NETWORKED AUDIO PRECISION >



THE SOUNDMAKERS

Engineered from scratch, the all-new LINEAR 7 series combines HK Audio's proven made-in-Germany quality with advanced, extremely user-friendly network intelligence. With the benefit of its professional-grade features, LINEAR 7 delivers ultra-precise audio performance and plenty of sound pressure. What's more, its remarkable efficiency also makes working life a lot easier for audio techs, musicians and venue operators.

- Powerful DSP platform with integrated, fully parametric 10-band EQ, delay and limiting, fully controllable by remote software
- Additional DSP Out for integrating non-networkable active speakers such as legacy HK Audio LINEAR series subwoofers
- 2,000-watt Class-D power amplifier
- State-of-the-art network technology affords total control over all DSP features at the FOH desk
- Preset buttons on the housing configure it for use as a monitor or PA speaker; subwoofer features practical cardioid presets
- Handy rigging and installation options



NEW

NEW




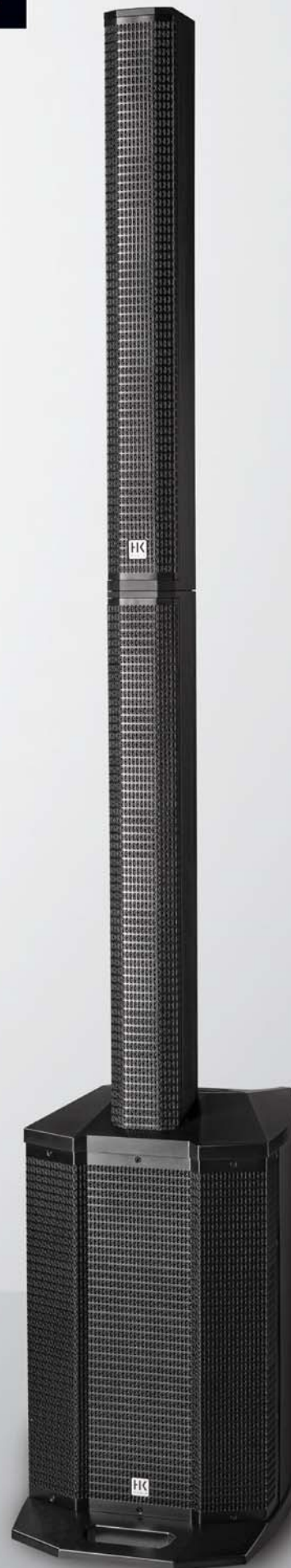
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Engineered in Germany



www.hkaudio.com
www.hughes-and-kettner.com



Line 6 Crafts Satisfying Practice Amp

Line 6 has introduced the Spider V 20 MkII amplifier for practicing guitarists.

The Spider V 20 MkII amp features an intuitive interface with color-coded controls and dedicated front-panel buttons that make it easy to plug in and begin practicing.

Sixteen new tonally diverse presets deliver sounds with all the character and vibe players demand, while the new Classic Speaker mode provides an exceptionally organic feel.

Each preset contains three effects that can be switched in and out stomp box-style using the dedicated FX buttons on the front panel.

The MkII delivers 20 watts of power through a custom 8-inch speaker. It also includes a 1/8-inch stereo headphone jack for practicing quietly.

MSRP: \$179.99.

🛒 [Line 6 \(line6.com\)](http://Line6.com)

PreSonus Marks 25

A quarter-century ago, two former high school and LSU School of Engineering classmates were inspired to found PreSonus, where they would aim to design audio products with professional sound quality and features, all at an affordable price point.

Over the following 25 years, PreSonus went on to release a steady succession of products, including DigiMax, an eight-channel microphone preamplifier with ADAT Lightpipe output; Central Station and some of the first multi-channel FireWire interfaces.



Today, PreSonus continues to develop its existing product lines while paving the way with innovative new lines.

“It’s hard to believe that a quarter-century has passed since we opened our doors and began developing audio and music products,” said Jim Odom, president of PreSonus. “On our journey, we have had the good fortune to work with some of the most talented individuals in our industry, both in product and channel development.”

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



Zoom Designs for Vocalists

Zoom has introduced the V6 Vocal Processor, the company’s first product designed specifically for vocalists. Packed with professional vocal effects and preloaded patches, a built-in looper and the company’s new Formant Pedal, the V6 can be used right out of the box or provide infinite customized sound creation.

Divided into three distinct effect sections and laid out ergonomically on two tiers, the V6 makes changing vocals as easy as the tap of a foot. The voice section features 12 voice effects ranging from unison to octave up/down to vocoder and includes a pitch correct effect.

The harmony section adds up to two backing vocals. With five harmony selection options, the V6 is designed to intuitively create the appropriate harmonic intervals based on the key selected.

Included with the V6 is the SGV-6 microphone, specifically engineered for vocalists. The SGV-6 is designed to isolate a singer’s voice by suppressing sounds from other instruments on stage.

🛒 [Zoom \(zoom-na.com\)](http://Zoom.com)

JJ Babbitt Names Rorie New President

Steven L. Rorie has joined the JJ Babbitt Company as president, effective Dec. 2, 2019. The announcement came from Rocco “Rocky” Giglio, retiring president and CEO.

“Steve has extensive knowledge and experience in the music industry,” said Giglio, who has had a strong working and personal relationship with Rorie for more than 25 years.

Rorie brings more than 35 years of music industry experience to his new position.

“I’ve always had a deep appreciation for what our industry does and its history,” Rorie said. “It’s not a big industry, but it’s important in the lives of many people. We

are part of something special.

“When you invest yourself in people,” Rorie added, “the returns far outweigh the effort.”

📄 [JJ Babbitt Company \(jbbabbitt.com\)](http://JJBabbitt.com)



From left, JJ Babbitt's Steven L. Rorie and Rocco Giglio



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**LIVE
APPEARANCES
AT KORG USA
BOOTH 8802
HALL B**



JACK ANTONOFF



LINDSAY ELL



GILBY CLARKE

THURSDAY 1/16

2PM-MAHO OKADA / *VOX TELSTAR*
4PM-LINDSAY ELL / *PERFORMANCE*

FRIDAY 1/17

3PM-SadGirl / *PERFORMANCE*

SATURDAY 1/18

2PM-JACK ANTONOFF / *Q&A*
4PM-GILBY CLARKE & FRIENDS
5PM-CHAR / *WORLD RENOWNED GUITARIST PERFORMANCE*



Yamaha Unveils YC61 Stage Keyboard

Yamaha has released the YC61 Stage Keyboard, an organ-focused instrument that combines the organ sounds of popular music with the sonic versatility and real-time control that today's musicians demand.

The YC61 employs a newly developed virtual circuitry modeling organ tone gen-

erator, which models the character and behavior of vintage electronics at the component level. Going beyond organ sounds, two comprehensive keys sections offer electric pianos, realistic strings and brass, analogue synths and more.

MSRP: \$2,499.

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

Audio-Technica Updates 3000 Series

Audio-Technica has updated its 3000 series frequency-agile True Diversity UHF wireless systems with the addition of a network port, which now allows network control and monitoring along with the same easy setup, versatile operation and richly detailed high-fidelity sound as standard 3000 series components.

The software package offers a broad range of control and management functions for networked receivers, grouped into

three tabs: device list, frequency coordination and monitor.

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



Allen & Heath Avantis Marks Latest Installment in Mixer Trilogy

Allen & Heath has unveiled the Avantis, a 96 kHz digital mixer and the third to be based on the company's XCVI FPGA engine.

Avantis puts Allen & Heath's next-generation technology in a 64 channel/42 configurable bus console, with twin Full HD touch-screens, extensive I/O options and processing from the company's flagship dLive mixing system.

Avantis is part of Allen & Heath's Everything I/O ecosystem, which means

that whether the user is an owner looking to build a compact system, or a rental company with existing Allen

& Heath stock, Avantis allows true flexibility by connecting to a wide range of audio expander hardware.

Avantis is also compatible with Allen & Heath's range of ME Personal Mixers and IP hardware remote controllers.

[Allen-Heath \(allen-heath.com\)](http://allen-heath.com)



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kysermusical.com



NAMM BOOTH #7011

Dansr Adds Super-Sensitive

Dansr has added Super-Sensitive Musical String Co. to the products it distributes.

Founded in 1930, Super-Sensitive consulted with artists like Igor Patzigorsky, Fritz Kreisler, Mischa Elman and luthier Frank Sindelar to develop a solid-core string known as the Red Label brand, the company's flagship string.

"We are excited to represent Super-

Sensitive," said Gary Winder, executive vice president of Dansr. "Super-Sensitive fits our mission of representing legacy

companies and supporting the families that have made these products such a success over the years.

It is our mission to serve the existing markets and expand sales in places not as familiar with this famous product line."

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





75

YEARS

Sennheiser has a BIG birthday in 2020.

Celebrate with us at booth 14108.



Charvel Expands Guitar Offerings

Charvel has announced the Pro-Mod So-Cal Style 2 models, as well as additional finishes and pickup offerings for Pro-Mod So-Cal Style 1 and Dimas Style 1 guitars.

The So-Cal Style 2 24 HH 2PT CM Ash features an ash body and is finished in either Black Ash with black pickguard and black hardware, or in Natural Ash with black pickguard and chrome hardware. These 2PT models are built with a Gotoh Custom 510 tremolo bridge for smooth action and enhanced sustain.

The So-Cal Style 2 24 HH HT CM offers an alder body and is finished in either Satin Black with black pickguard and black hard-

ware, or in Snow White with parchment pickguard and chrome hardware. It features a Charvel HT6 string-through-body hard-tail bridge with brass saddles, providing tremendous sustain with laser intonation.

Featuring an ebony fingerboard, the So-Cal Style 1 HH FR E comes in a Satin Orange Blaze finish with black pickguard and black hardware. The So-Cal Style 1 HH FR M offers a maple fingerboard and is available in Vintage White with parchment pickguard and chrome hardware, as well as in Satin Burgundy Mist or Satin Shell Pink with white pickguard and chrome hardware.

🛒 [Charvel \(charvel.com\)](http://Charvel.com)

Sadowsky Teams Up with Warwick

Roger Sadowsky of Sadowsky Guitars and Hans-Peter Wilfer of Warwick GmbH of Germany have teamed up to bring a full range of instruments and accessories to musicians worldwide under the Sadowsky brand name.

Sadowsky will remain the visionary behind Sadowsky Guitars, with Warwick taking on the tasks of manufacturing and worldwide distribution. The arrangement allows Sadowsky to remain close to the process while making available several lines of basses, strings and accessories at a wider variety of price points.

📄 [Warwick \(warwick.de\)](http://Warwick.com)
🛒 [Sadowsky \(sadowsky.com\)](http://Sadowsky.com)



Hartke Unleashes LX Series Lightweight Bass Amps

Hartke has announced two new lightweight powerhouses, the LX8500 and LX5500 bass amplifiers. These Class D amplifiers weigh less than 9 pounds, produce 800 watts and 500 watts of real continuous power and are paired with a rich-sounding, tube-driven preamp with Hartke Tone Stack EQ.

The LX series amps feature a Class A tube preamp that responds dynamically to

any playing technique or instrument. The Hartke Tone Stack EQ section is tailored to the bass guitar and provides players the ability to dial in a variety of tones for any genre. Shape and Frequency knobs provide detailed control of critical midrange frequencies, and the familiar bass and treble controls allow players to sculpt a distinctive modern or vintage tone.

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



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SKB Launches Sturdy Case for Kemper System

SKB Cases has released a case that accommodates the Kemper Profiler Stage system. Ideal for gigging musicians, the 3i-2015-7KPS iSeries Kemper Profiler Stage Case is waterproof, impact-resistant and features a custom interior that protects the pedalboard and other popular accessories, such as an expression pedal, cables or smaller pedals.

In addition to the 16½-inch by 3¼-inch by 5-inch pedal pocket, there is storage under the pedalboard, which measures 14 inches by 2 inches for other accessories.

All SKB iSeries cases are molded of ultra high-strength polypropylene copolymer resin, and feature a water- and dust-tight submersible design.

🛒 SKB Cases (skbcases.com)

VHT Unveils D-50H Head

The newest addition to VHT's line of affordable hand-wired guitar amps, the D-50H, is VHT's take on an extremely rare and iconic boutique amplifier.

Hand-wired on eyelet boards, like VHT's Special series amplifiers, the D-50H has three 12AX7 preamps and two Ruby Tubes 6L6GC output tubes.

The D-50H has a single input, a three-way bright switch, a mid boost switch and a jazz/rock voicing switch. Its unique tre-



ble, middle and bass controls provide a wide range of tone-shaping options — and a distinctive classic boutique tone.

The footswitchable overdrive section has drive and level controls, and the power amp section has a master volume control and a presence control.

The D-50H comes with a two-button footswitch to engage the preamp boost and overdrive functions.

🛒 VHT (vhtamp.com)



MOD Kits DIY Achieves Saturation

MOD Kits DIY has introduced The Saturator, an overdrive pedal kit that covers a wide range of gain effects.

The Saturator can transition smoothly from a massive clean boost to a warm, saturated and sustained distortion with the turn of a knob.

The soak knob, which dials in the amount of symmetrical soft clipping applied to the guitar signal, controls the saturation.

When fully counterclockwise, the signal is unaffected and clean. Rotating the knob clockwise will incrementally increase the soft clipping. The sound will morph from a clean signal to a heavy saturated overdrive sound and then into distortion territory.

🛒 MOD Kits DIY (modkitsdiy.com)



Martin Gets Out the Vote

Martin Guitars and artist Robert F. Goetzl have collaborated with David Crosby to produce a guitar aimed at encouraging young people to vote. This 16 series Dreadnought guitar is crafted with satin-finished sycamore back and sides for clear and transparent overtones with a punchy response, and a Sitka spruce gloss top for

balanced tone and projection.

"We are thrilled to team up with Martin Guitars to encourage young musicians and their fans to get involved in our civic process," said Carolyn DeWitt, president and executive director at Rock the Vote.

🛒 Martin Guitar (martinguitar.com)

📄 Rock the Vote (rockthevote.org)



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Kepma Offers Grand Auditorium

Kepma USA has launched the Elite series Grand Auditorium guitar models designed for the professional musician.

The Grand Auditorium models feature a body shape that produces a balanced, warm tone. This body shape allows players to get that signature sound, while the cutaway

allows for comfortable access to the upper frets for more playing versatility.

The combination of highly technical manufacturing processes and the use of the Plek machine for precision neck alignment results in an outstanding instrument.

🛒 [Kepma USA \(kepmausa.com\)](http://KepmaUSA.com)



Hawaiian Ukulele & Guitar Introduces First Collection

Hawaiian Ukulele & Guitar has debuted its first product line, the Hug ukulele exotic mango wood series. With beautiful styling, all-solid wood construction and high-quality resonance, the Hug ukulele captures the sounds of Hawaii and transports players to a sunnier state of mind.

Features include a fanned top-bracing pattern, a sturdy C-shaped mahogany neck, a mahogany bridge and an 18-fret fingerboard.

🛒 [Hawaiian Ukulele & Guitar \(hawaiian-ukulele.com\)](http://HawaiianUkulele.com)

Have P.A., Will Travel

Mackie's latest entry into the portable P.A. market is the SRM-Flex Portable Column P.A. system. Featuring an ultra-lightweight design, superior SRM series sound quality, a full-featured six-channel digital mixer and complete wireless control and streaming, the SRM-Flex is ideal for solo acts, small bands and DJs.

The modular design of the SRM-Flex features a 10-inch LF woofer in the molded cabinet base module, which also contains the 1,300-watt amplifier and built-in digital mixer. The three-piece tower houses a wide-dispersion array with 6- by 2-inch high-per-

formance HF drivers for clear, whole-room coverage. The modular tower design lets the user easily change the height of the mid and high frequencies to match the ear level of the audience.

The SRM-Flex has been meticulously tuned with precise acoustic measurement technology to generate clear sound.

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



Paoletti Releases Second Fortus Signature Model

Paoletti Guitars has released the Richard Fortus Signature Model #2, the second signature instrument created in collaboration with the acclaimed, versatile guitarist.

Fortus has been with Guns N' Roses for the last 18 years and performed with his new signature model on the latest leg of the

band's "Not In This Lifetime" tour.

The guitar, built with Paoletti Guitars' renowned chestnut wood, comes with an aged nickel pickguard, white croc-pattern Italian leather top and a roasted Canadian maple neck.

🛒 [Paoletti Guitars \(paolettiguitars.com\)](http://PaolettiGuitars.com)

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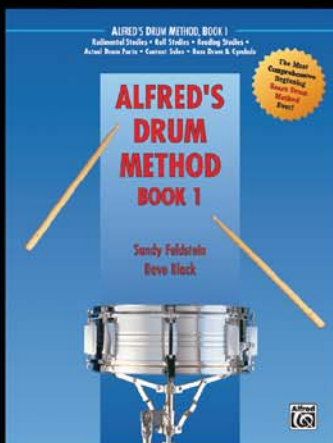
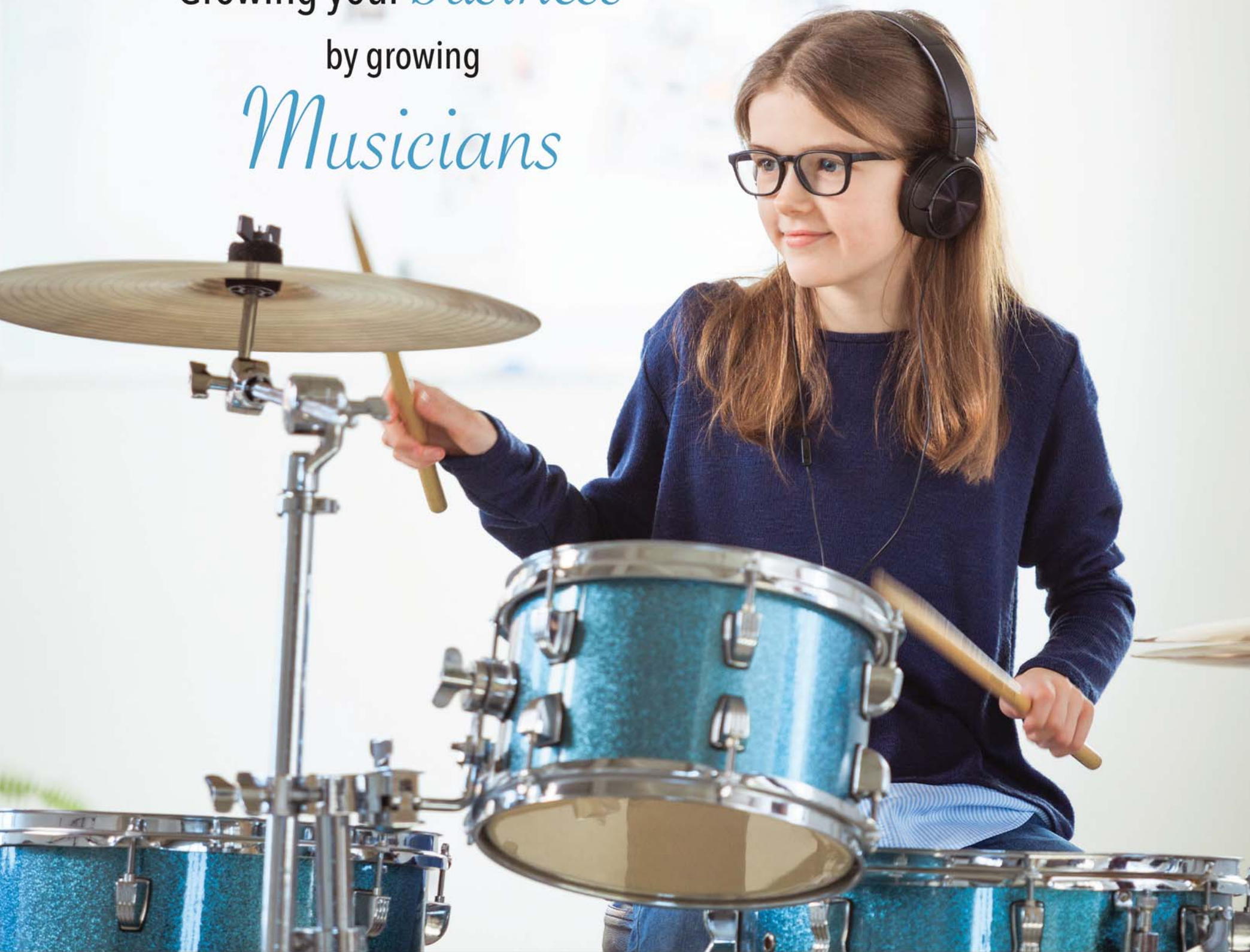
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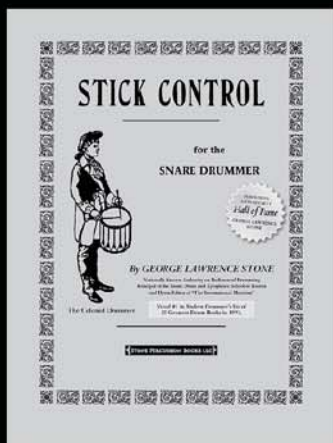
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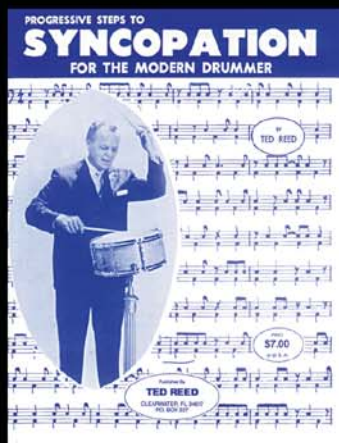
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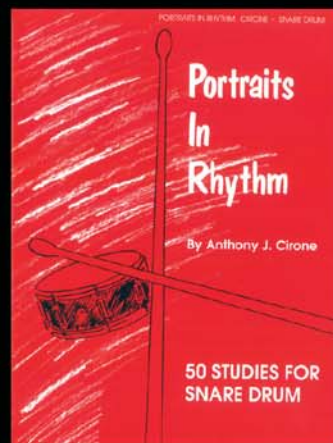
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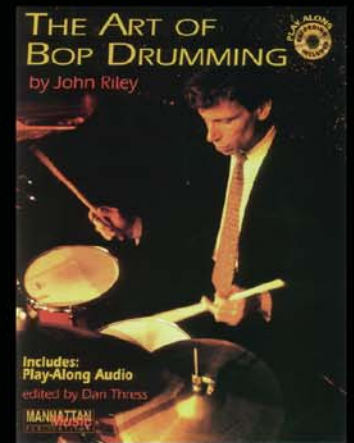
AGES 11-15



AGES 16-17



AGES 18-19



AGES 20+



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Ibanez Offers Innovative Fingerstyle Guitar Series

The Artwood Fingerstyle series from Ibanez consists of four guitars: two grand concerts, a dreadnought and a grand concert baritone. These guitars feature a solid spruce top, five-piece pau ferro/mahogany neck and either pau ferro or okoume back

and sides.

The series features an innovative two-pickup system. The guitars have an under-saddle pickup, and they also employ a special block contact pickup at the neck joint.

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

Fryette Delivers 2 Amps

Fryette Amplification has debuted the Deliverance 60 Series II and the Deliverance 120 Series II.

The Deliverance Series II offers a solo-volume mode and a totally transparent, low-noise effects loop, both of which can be controlled using a remote footswitch.

In addition, the more mode toggle switch, which activates an additional tube gain stage, now can be assignable to the solo-volume mode for additional tube gain boost on the fly. A newly added "bright" toggle switch function can also be set to operate manually, assigned

to the more mode or activated together with solo mode using the footswitch.

The Deliverance preamp section has a broad dynamic range, which accounts for its extra touch-sensitivity and superior guitar volume control response. In addition, clean and overdriven voicings can easily be dialed up using the Gain I/Gain II structure with a little icing via the effective presence and depth controls.

From there, working a player's guitar volume and tone controls will yield a range of voicings.

🛒 [Fryette Amplification \(fryette.com\)](http://fryette.com)





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Kawai Updates CA Series

Kawai has added two models to its Concert Artist series of hybrid pianos. The CA-79 and CA-99 boast substantial upgrades, including improved rendering sound technology.

The CA-79 and CA-99 feature Kawai's new Grand Feel III action, which delivers a firmer, faster, more authentic grand piano feel. Attributes include fully wooden keys, ebony- and ivory-touch key surfaces, let-off and triple sensor key detection. The CA-99 has an Onkyo-designed TwinDrive Soundboard Speaker System, and both models include 360-degree diffuser panels that expand the piano's projection.

🛒 [Kawai \(kawai.com\)](http://kawai.com)

Artesia Simplifies Recording

Artesia has unveiled the Reclouder, a high-resolution stereo field recorder.

Using the latest Bluetooth Mesh networking technology, music and content creators can link multiple Reclouder devices and record/sync several sound sources. Files can be uploaded immediately to the cloud via Wi-Fi for an AI-enhanced sound or for editing later in post.

Reclouder features single-button record activation. It also features a professional mic pre-amp for high-quality audio and is compatible with all microphones (studio/live/video). The Reclouder lets users record instantly on removable SDHC cards (up to 32 GB), and features unlimited device expansion for multitrack recording.

🛒 [Artesia Pro \(artesia-pro.com\)](http://artesia-pro.com)

The new modular stand system

Meet us at booth # 14516 in ACC North Level 1

Create your desired speaker or lighting stand system with flexible components. The large heavy steel base 26706 provides a firm footing while the integrated three threads allow distance rods to be mounted at various positions. The new extension rod 24623 rises to a maximum height of 94.5". An integrated base handle, convenient cable management and four felt-covered feet further enhance the stand system. An additional weight 26709 for the base provides for more stability and flexibility.

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Music Nomad Kits Protect Fretboards

Having a clean, conditioned fretboard will not only improve playability and string life but also prolong the health of the unfinished fretboard wood by keeping it from drying and cracking. Music Nomad's F-One Unfinished Fretboard Care Kit contains everything musicians need to clean and condition an unfinished fretboard: F-One fretboard oil, a fretboard brush and a two-in-one fretboard cloth.

The F-One oil uses a complex mixture of the finest ultra-refined tree and seed oils to clean, condition and protect a fingerboard. It does not contain any lemon oil extracts, waxes, petroleum distillates, silicone or water.

The innovative microfiber fretboard cloth has one side that is soft, for gentle applying and cleaning with the oil, while the other side penetrates and lifts dirt and grime buildup off the fretboard.

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

Shubb Debuts Capo Royale

Shubb Capos has introduced the Capo Royale series in gold and rose gold finishes.

"We here at Shubb have had many requests over the years for a gold Shubb capo with a durable finish," said Gary Mobley, sales manager/artist relations at Shubb.

"It's common knowledge that gold plating on metal tends to wear fast and isn't the most durable. Up



until now those requests have been on the back burner as we have been researching the right approach. Now we are happy to announce our Capo Royale series of capos in two distinct finishes, gold and rose gold. These capos are finished with a titanium base that looks and feels like actual gold, but will not wear down like gold."

MSRP: \$29.95.

[Shubb Capos \(shubb.com\)](http://shubb.com)



Pearl Expands Production Plan in 2020

Through an investment in its Nashville, Tennessee-based Music City Custom Shop, Pearl Corporation has unveiled an expanded drum production plan that will include new Solid Shell snare drums.

Beginning in 2020, Pearl will offer 40 varieties of Solid Shell snare drums, handcrafted from a choice of steam-treated North American maple, walnut, ash or cherry. Shaped from solid wood planks with an exclusive temperature-controlled molding process, each shell is scarf-joined and hand-milled to a smooth 8-millimeter thickness. Combined with solid maple reinforcement rings and a hand-rubbed natural finish, the distinctive tonal nature of the core-shell wood is set free for increased resonance and projection.

Music City Solid Snares are available in 14 by 5 inches and 14 by 6 1/2 inches in a choice of four wood types.

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



Warm Audio Bases Bus-Comp on Classic VCA Circuitry

The Warm Audio Bus-Comp is an all-analog, two-channel, stereo VCA compressor based on classic circuitry that has provided a silky smooth tone for decades.

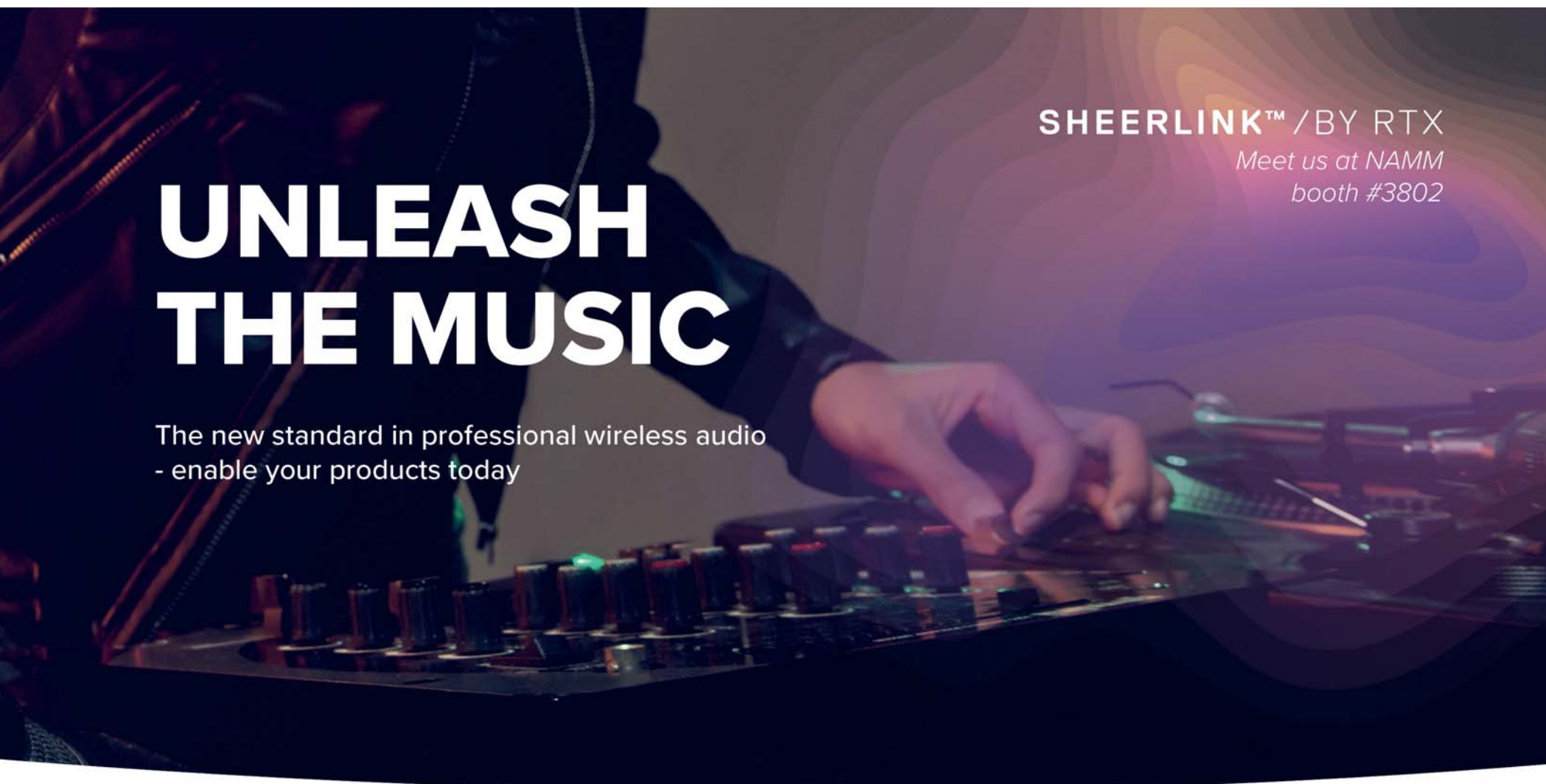
Stereo VCA compressors are masterful at controlling dynamics on many sources, but they have become widely known for their magic touch on stereo mixes.

The Bus-Comp performs well on stereo mixes, drum mixes, drum overheads, acoustic guitars, keyboards, piano,

orchestral instruments, voice-overs and an array of other sources. It works equally well for stereo use and on individual mono sources.

VCA compressors of this type have become widely loved for their ability to control dynamics effortlessly but also for the added tone and depth they provide to the audio signal that passes through them, even when no compression is applied.

[Warm Audio \(warmaudio.com\)](http://warmaudio.com)



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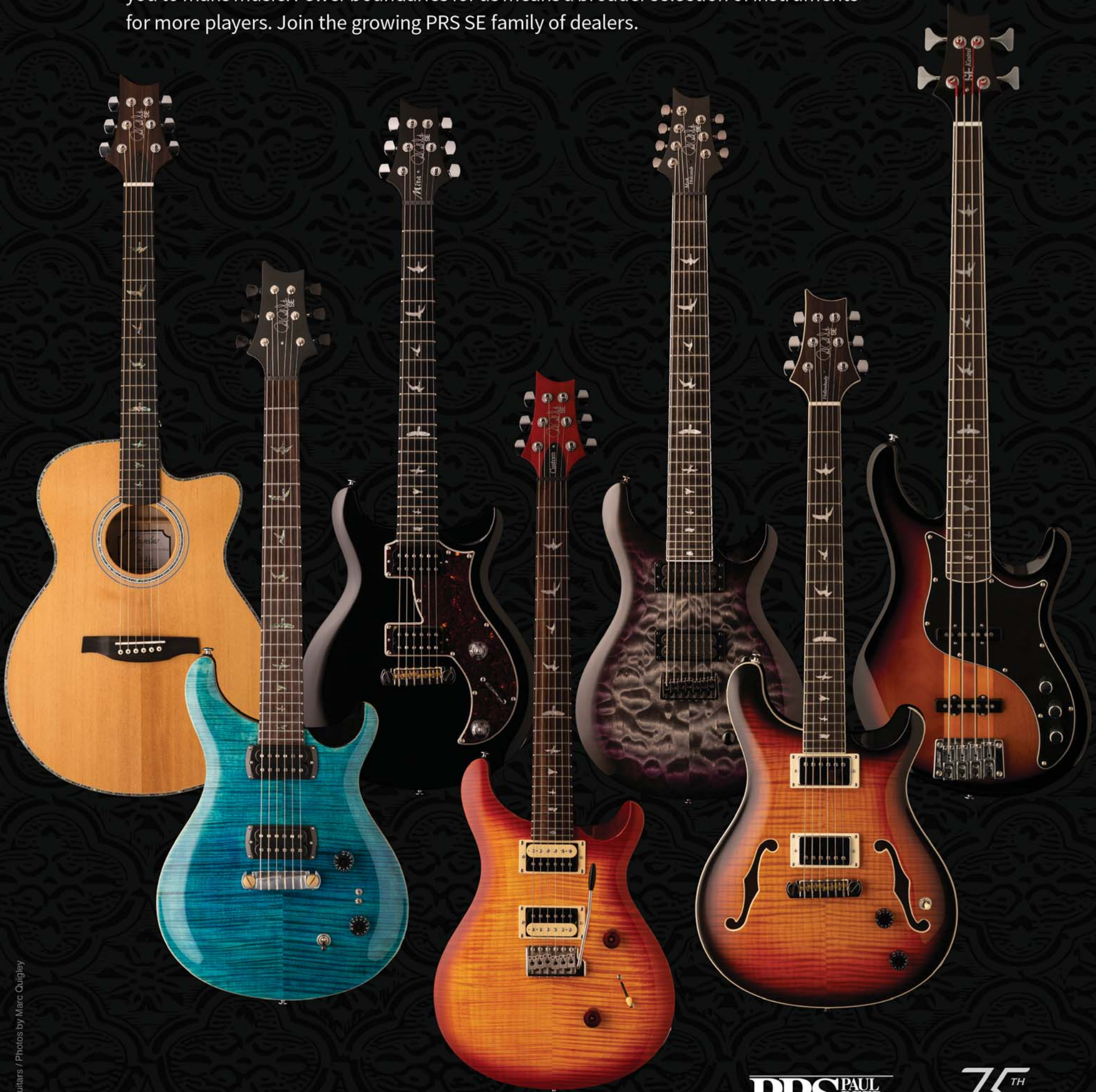
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Yamaha's Silent Bass Models an Acoustic Bass

Yamaha has unveiled the SLB300SK Silent Bass, the next generation of electric upright basses that lets the performer control their sound from the instrument itself with the press of a button.

The Silent Bass has been used onstage by notable performers who note its comfort and clear, rich and full upright sound. The original design of the Silent Bass gave musicians a true ergonomic feel by including all the touch points of an acoustic upright bass.

Studio response technology allows the SLB300SK to model an acoustic bass played through different high-end acoustic microphones, ranging from the clear, crisp sound of a dynamic microphone to the well-balanced timbre and warm low-frequency emphasis of classic and vintage vacuum-tube microphones.

The SLB300SK can be broken down

into an easily transportable instrument that can be packed into a TSA case without fear of being damaged en route.

It also allows the player take their powerful acoustic sound to places where they may have feared bringing an expensive, classic acoustic instrument.

"The SLB300SK is extremely portable and offers the best in microphone options that make it possible for players to use it every day and in any place," said Ken Dattmore, strings marketing manager at Yamaha.

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



Avlex Distributes Mipro PA Line

Mipro, a manufacturer of wireless audio solutions, has awarded Avlex exclusive distribution rights to the company's portable PA products. With this new addition to its already comprehensive Mipro lineup, Avlex is now the exclusive distributor of Mipro products in the U.S.

With two categories of portable PA systems, Mipro's wireless PA systems such as the MA-303SB or MA-808DB are ideal for performing musicians and DJs, as well as an easy-to-use solution for a wide range of other sound reinforcement tasks.

Additionally, the company's personal portable PA products, such as the MA-100SB compact, ultralight portable PA and the companion Act-32H handheld transmitter, are an ideal choice for tour guides, lecturers and a host of other similar applications.

Users will appreciate Mipro's Scan and Act sync technology's fast and easy wireless channel setup, integrated, retractable luggage-style handles and sturdy wheels for easy transport and the voice-over priority feature that mutes the music when a wireless microphone is in use.

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



Vintage Announces New Colors for V6 Icon Series Guitars

With a pair of Wilkinson WVS vintage-voiced Alnico V pickups and a Wilkinson double-coil pickup in the bridge position, the Icon V6 is one of the most versatile guitars in the Vintage Icon series. Offered with two distressed finishes with a twist, the Ultra-Gloss-Relic Laguna Blue and Ultra-Gloss-Relic Sunset Sunburst have been "relic'd" and then lacquered over for a smooth and glossy finish.

While visual appeal is important, the

hallmarks of any great instrument include playability, versatility and tone.

With staggered chamfered edge pole pieces, the single-coil voice is fat and shimmer, with the middle unit reverse wound with reverse polarity providing hum cancelling in switch positions 2 and 4, while the Wilkinson double-coil pickup in the bridge position provides high output and hum-cancelling performance.

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

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Rare Earth Music LLC Nashville TN



Key Leaves GapCap Secures Saxes

Key Leaves' GapCap is a care product that replaces traditional saxophone end plugs or end caps. GapCap has a coil spring wall to provide a perfect fit inside the saxophone neck socket, regardless of the instrument's make or model.

If the saxophone's case is loose-fitting, the GapCap screw expands to fill the gap inside the case and hold the saxophone in a safe, secure position. This reduces the risk of bent keys or a bent saxophone body that results from the sax bouncing around inside a loose-fitting case.

The flexible spring wall design of GapCap also provides shock absorption, decreasing impact force that can damage the instrument.

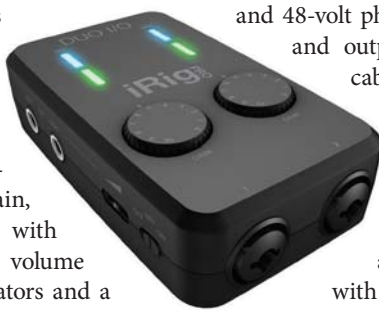
Players can also link a Key Leaves Vent Vine onto their GapCap. This is a great addition that helps protect valuable instruments and prevent the need for costly repairs.

🛒 [Key Leaves \(keyleaves.com\)](http://KeyLeaves.com)

IK Multimedia Connects

IK Multimedia has introduced the iRig Pro Duo I/O, a compact two-channel audio/MIDI interface that enables high-quality recording on the go with iPhone, iPad, Android devices and Mac/PC.

A sequel to IK's iRig Pro Duo, the new iRig Pro Duo I/O features updated mic preamps with increased gain, enhanced input gains with more ergonomic design, volume controls with level indicators and a new rubberized finish to better stand up to the road, as well as the addition of a USB-C cable to work with all of today's latest devices.



iRig Pro Duo I/O sports two analog combo inputs for connecting dynamic and condenser microphones and instruments, featuring Class-A preamps, adjustable gain and 48-volt phantom power; MIDI input and output via included breakout cables; and headphone and stereo balanced line outputs.

It runs on USB bus power, two AA batteries or an optional PSU, and includes Lightning, USB-A and USB-C cables to work with any device right out of the box. A direct monitor switch provides latency-free monitoring of a direct incoming signal for use with video or streaming apps.

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



Córdoba Adds Colors

Córdoba has introduced four colors to its family of 15 series ukuleles: Jade Green, Sapphire Blue, Granite Gray and Rose Red. The 15CFM adds exotic flamed mahogany and striking color options to Córdoba's all-time best-selling ukulele, the 15CM.

The concert size body and all flamed mahogany construction provide a full, rich sound. The appointments, like an abalone rosette and black body binding, set these instruments apart from other models in their price range.

Additional features include silver tuners with pearl buttons, premium Aquila strings and a sleek satin finish available in the same four colors: Jade Green, Sapphire Blue, Granite Gray and Rose Red.

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

ILIO, Delta Sound Labs Introduce Stream

ILIO has unveiled its partnership with U.S.-based Delta Sound Labs and the release of Stream, a time-based linear granulator for sound design, intricate delays and live performance.

Delta Sound Labs is an audio technology company made up of passionate artists and engineers focused on bridging analog and digital domains to create new FX and instruments for the music, film and gaming industries. Having specialized in designing Eurorack modules for quite some time, Delta

Sound Labs has brought its talents into the software world with Stream.

Stream provides new ways to granulate and manipulate samples or live audio sources with low CPU overhead.

Stream is a creative audio effect that boasts low latency, making it ideal for live performance. A few key features of Stream include tempo sync, capture, three envelopes, up to 16 granular voices, time stretching and MIDI buffer sequencing and re-pitching.

🛒 [ILIO \(ilio.com\)](http://ILIO.com)

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On behalf of Aspen, Center Point Stereo wants to thank all his friends, supporters, musicians, business partners, dealers and anyone who believed in his dreams. Meet Autumn Pittman, Aspen's daughter who will carry on the legacy.



Aspen Pittman
1948-2019

Visit our brand new website www.centerpointstereo.com
Center Point Stereo by Aspen Pittman Design.





Ohana Uke Offers New Take

The Ohana BKT-70G ukulele features a beautiful baritone body that offers a booming voice while its tenor scale maintains the classic GCEA ukulele tuning (as opposed to the DGBE tuning).

The BKT's baritone-shaped body allows for more projection, sustain and bass tones,

while the tenor scale of the neck maintains the same fingering as a traditional ukulele.

The elegant BKT-70G ukulele is an ideal fit for players who favor the tones of a baritone instrument yet prefer to play in the traditional GCEA tuning.

[Ohana \(ohana-music.com\)](http://ohana-music.com)

Roland Reveals TD-27KV V-Drums

Roland has introduced the TD-27KV V-Drums, a mid-level electronic drum kit.

Equipped with advanced digital trigger pad technology and the latest V-Drums sound engine, the TD-27KV brings drummers premium playability and expression at an affordable price.

The TD-27KV kit, based around the TD-27 module, features a host of next-generation technologies derived from the TD-50, Roland's Prismatic sound engine, which combines curated samples with advanced behavior modeling.

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



Blessing Gives Bonus

Blessing is offering dealers a Master Order Bonus until Feb. 29.

Dealers placing a 2020 Platinum Fall Dated Master Order will receive a free Blessing BTB1488OR trombone.

This Master Order promo with bonus BTB1488OR opportunity will be available during the 2020 Winter NAMM Show.

The BTB1488OR trombone has a .547-inch bore with an 8.5-inch bell diameter, open wrap options, clear epoxy lacquer, yellow brass lead pipe with yellow brass body, nickel-silver chrome-plated inside slide, rose brass outer slide and a large shank receiver.

[Blessing Brass \(blessingbrass.com\)](http://blessingbrass.com)



Taylor Builds 324ce

Taylor Guitars Builder's Edition 324ce, the most accessible model within the Builder's Edition collection, was designed to appeal to a broad range of players, including working musicians looking for a premium performance tool.

The use of Urban ash for the back and

sides illustrates a new urban forest initiative. Through a partnership between Taylor and West Coast Arborists, wood was sourced from salvaged trees that needed to be removed from municipal areas in Southern California.

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

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EHB1500-DEF

EHB1505MS-PLF

EHB1506MS-BIF

ERGONOMICS WITH EDGE **THE EHB SERIES**

With ultimate comfort and a lightweight design as the cornerstones of its construction, the EHB series brings the convenience of a headless bass to far more players. Reinvigorating the concept with a striking look, the series offers not only the benefits of an ergonomic, chambered body, but a multitude of player-focused features for that extra edge in performance.

BOOTH 4620

Ibanez[®]

Yorkville Sound Offers Bass-Heavy Elite Cabinets

Yorkville Sound has expanded the Elite family of powered speakers by introducing the EF215P, the only double 15-inch cabinet in the current Elite lineup.

The most bass-heavy full-range cabinet in the Yorkville catalog, the EF215P consists of two 15-inch speakers with a 3.5-inch titanium horn driver, dispersing at 60 by 40 inches. Housed in a bass reflex cabinet, the EF215P is designed to deliver big sound without modifications.

“The idea for the EF215P came from dealers we work with in Latin America and

the Caribbean,” said Jeff Cowling, Yorkville Sound’s vice president of sales and marketing. “Large-scale dance parties with thousands in attendance are commonplace, and there is a need for a tremendous amount of output. With the EF215P, the user can place one dual 15 cabinet on each side of the stage and let the music do all the work.”

The EF215P is the first of its kind to be powered. “As a standalone unit, the EF215P is Elite’s the most powerful full-range box,” Cowling said.

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



Ibanez Revamps AZ Premiums

Ibanez has completed a revamping of the AZ Premium lineup. The technical specifications remain largely unchanged from the previous generation’s, with features like basswood bodies, roasted maple necks, Seymour Duncan Hyperion pickups (HH or HSS configurations) and Gotoh hardware.

However, the aesthetics of the lineup

have been completely overhauled. With a variety of new finishes and top woods, the 2020 AZ Premium collection delves further into the realm of blending traditional designs with modern looks for five guitars with great playability, quality tone and exciting visuals.

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

Ashdown Sends in the Ant

With the changing needs of working bass players in mind, Ashdown has developed the Ant, a space-conscious, lightweight bass amplifier.

The Ant is a 200-watt amp that can sit comfortably on any pedalboard, or it can be plugged into any cabinet (minimum load: 4 ohms). Weighing just 915 grams, it is made entirely from aluminium but is built for durability.

The three-band EQ and Ashdown Shape



offer a wide variety of warm, articulate and dynamic tones.

A -10dB passive/active pad is available on the front end to tame high-output basses or signal processors.

The Ant also includes an on-board headphone pre-amp for use at home or on the road when a little quiet practice is required.

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

Alfred Completes Spanish Accelerated Piano Course

Alfred Music has released books 3 and 4 as follow-up volumes to the Premier Piano Express series, Spanish Editions.

Recently released for the first time in Spanish and with online media, Premier Piano Express is designed for students who need a faster-paced approach to piano study. Based on the concepts and music from Premier Piano Course, this all-in-one accelerated course integrates lesson, theory, technique and performance pages.

Books 3 and 4 continue the steady devel-

opment of artistry and keyboard skills that began in Books 1, 2 and 3. The book is organized into skills-based units that feature clear explanations of important musical concepts. Worksheets within each unit provide review and strengthen understanding.

Included with the book is a CD-ROM that contains audio performances on acoustic piano, as well as orchestrated accompaniments for selected pieces. Accompaniments are also available for download.

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



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Booth 17903



Danelectro's Vibrato Heaven

Danelectro's '64XT is a modern, authentic adaptation of the classic offset, reversed double cutaway guitar from the 1950s.

Finished in black, vintage cream, aqua, dark red and three-tone sunburst, the '64XT includes the company's "Coke-bottle" headstock, allowing straight string pull, which, with a precision-cut graph-

ite nut, ensures the Wilkinson vibrato bridge system returns to zero pitch every time.

The '64XT's features also include a single-coil pickup with large housing angled at the neck and a dual humbucking lipstick pickup installed at the opposite angle at the bridge.

🛒 [Danelectro \(danelectro.com\)](http://Danelectro.com)

ESI Launches Gigaport eX for DJs, Surround Sound

ESI has introduced the Gigaport eX, a 24-bit/192 kHz, USB-C audio interface with eight analog outputs designed for DJs and Surround Sound producers.

The introduction marks the beginning of ESI's high-end series of interfaces. With eight separate outputs, a compact size and a resolution of 24-bit/192 kHz, this portable device forms the basis for



playing powerful bass and filigree treble.

Gigaport eX is suitable as a complete source for 7.1 Surround setups.

All eight outputs can be controlled independently.

This makes the Gigaport eX ideal for use in film or multimedia applications.

For DJs, Gigaport eX offers many possibilities due to the multitude of connections.

🛒 [ESI Audiotechnik \(esi.ms\)](http://ESI-Audiotechnik.com)

Ashdown Newt Can Power a Combination of Cabinets

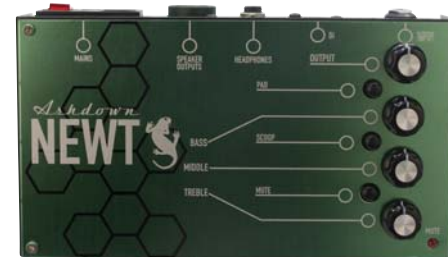
With many guitarists opting for a modeling option instead of taking a rig on the road, Ashdown has created the Newt, a 200-watt guitar amp that can fit on any pedalboard and power a combination of cabinets. With a minimum load of 4 ohms, it can power two 16-ohm cabinets or around 75-plus watts out of a single 16-ohm cabinet.

Weighing 915 grams, the Newt is capable of cutting through the mix or sitting behind the user for personal monitoring. It is made entirely from aluminum.

The three-band EQ and scoop setting

enable a range of tones for fine-tuning sound at the end of a signal path to suit the paired cabinet.

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



Ashly Audio To Announce 7 Models

Ashly Audio will unveil multiple speaker offerings during The NAMM Show.

Seven models will be announced at Ashly's booth, including column speakers, a passive subwoofer, passive all-weather speakers and passive all-weather speakers with built-in transformer.

Last year at NAMM, Ashly unveiled the mXa-1502 mixer amp, an integrated product made up of a digital audio mixer and a two-channel power amplifier. The company later announced 14 new products, including a software offering that allows for remote connections to Ashly products.

🛒 [Ashly Audio \(ashly.com\)](http://Ashly-Audio.com)







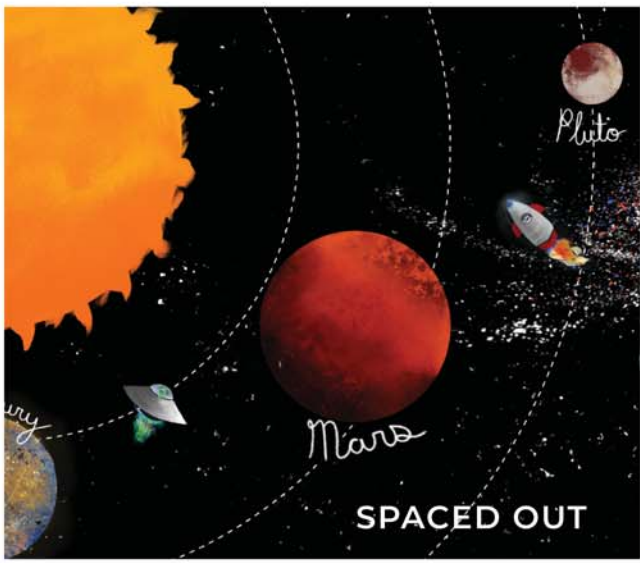
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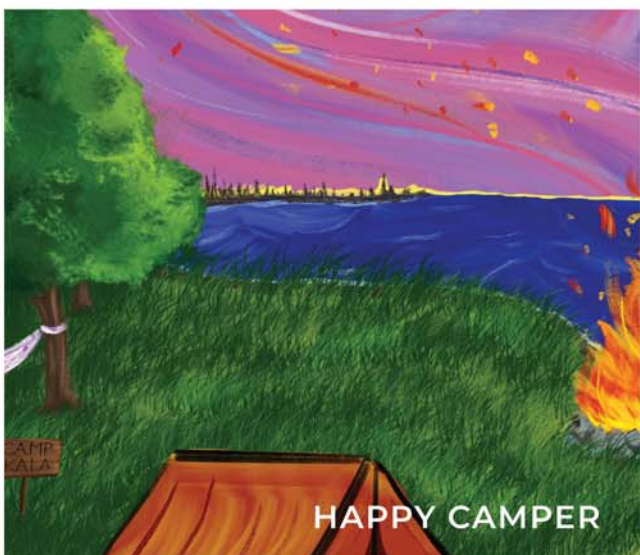
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Warwick Creates Learning Zone

Warwick Music Group is offering its pInstruments Interactive Learning Zone using Brass Tabs for pBone and pTrumpet.

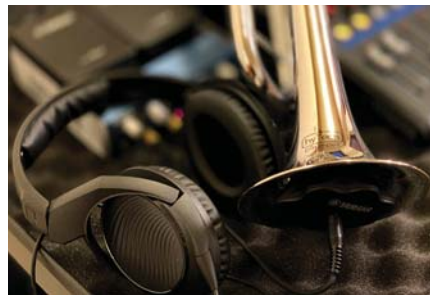
The silent play zone will enable trombone and trumpet players to play Brass Tabs with great contemporary pop, R&B and rock videos using a Yamaha Silent Brass rig specially put together by Warwick Music Group for its NAMM trade stand.

The informal notation mixes technology and Brass Tabs, allowing all players to join in with their favorite tunes in the original keys without having to worry about tricky key signatures or unfamiliar written notes.

Warwick Music Group's Brass Tabs were

developed in partnership with Little Kids Rock with its Modern Band Method and the innovative music educator Melissa Rutkelis from Chicago Public Schools.

🛒 [Warwick Music Group \(warwickmusic.com\)](http://Warwick Music Group (warwickmusic.com))



Hal Leonard Teams with Rush

Hal Leonard now represents the popular Canadian rock band Rush. The deal is a partnership with Anthem Music, a Canadian-based publishing company that represents Rush and other popular artists.

The first four books offered are *The Spirit of Radio: Greatest Hits 1974-1987* for Bass, Guitar and Drums; and *Chronicles* for piano/vocal/guitar.

The Spirit of Radio: Greatest Hits 1974-1987 collection features all 16 tracks on Rush's compilation album of the same name from 2003.

Chronicles, released in 1990, is another compilation of Rush's biggest hits, featuring songs from the band's first 13 studio albums and three live albums.

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

Tama Offers Sizzle Touch Drop Clutch

Tama has launched the Sizzle Touch Hi-Hat Drop Clutch, which provides drummers with an easy-to-use solution for greater control over their hi-hat sound.

The Drop Clutch's variable setting controls the amount of "sizzle" on the open hat sound. Setting the Drop Clutch to a more closed position creates a tighter sound, while the open position provides a setting for players looking for a greater "slosh" effect. The device also allows for running a closed hi-hat while playing.

Its easy on/off lever can be quickly engaged or disengaged as needed.

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



ESP Adds 30+ Models to LTD Deluxe Series

ESP Guitar has announced a major update to its catalog, with more than 30 models being introduced into the company's LTD Deluxe series.

The guitars are also known as the LTD 1000 series, based on their respective model numbers.

"LTD Deluxe became one of the best-selling guitars over the past 20 years by offering a winning combination of value-packed pricing and pro-level performance," said Matt Masciandro, president and CEO of ESP.

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

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B&C Expands DS Series with High-Energy Subwoofers

B&C Speakers has expanded its DS series of high motor strength subwoofers to include 4-inch coil motor options. The DS series represents the next level in professional subwoofers, using a longer four-layer aluminum voice coil. The result is more energy in the gap, higher sensitivity, lower distortion and better overall performance.

The 15DS100 and 18DS100 both feature a 37-millimeter long, 4-inch diameter (100 millimeter) copper-clad aluminum wire voice coil, a ventilated voice coil gap and an aluminum demodulation ring.

Both are rated for 1,500-watt AES power, -97 dB sensitivity and over 14 millimeters of Xvar excursion. Both models are available in

8 ohm or 4-ohm impedances.

These subwoofers are a step forward from similar models in the B&C range and are ideal for reflex and horn-loaded cabinets.

🛒 [**B&C Speakers \(bcspeakers.com\)**](http://B&C Speakers (bcspeakers.com))



Defender Doubles Down

Defender has doubled the stakes with the Micro 2 series, which provides space for two cable runs and ensures even greater protection with its newly developed 3D LaserGrip surface.

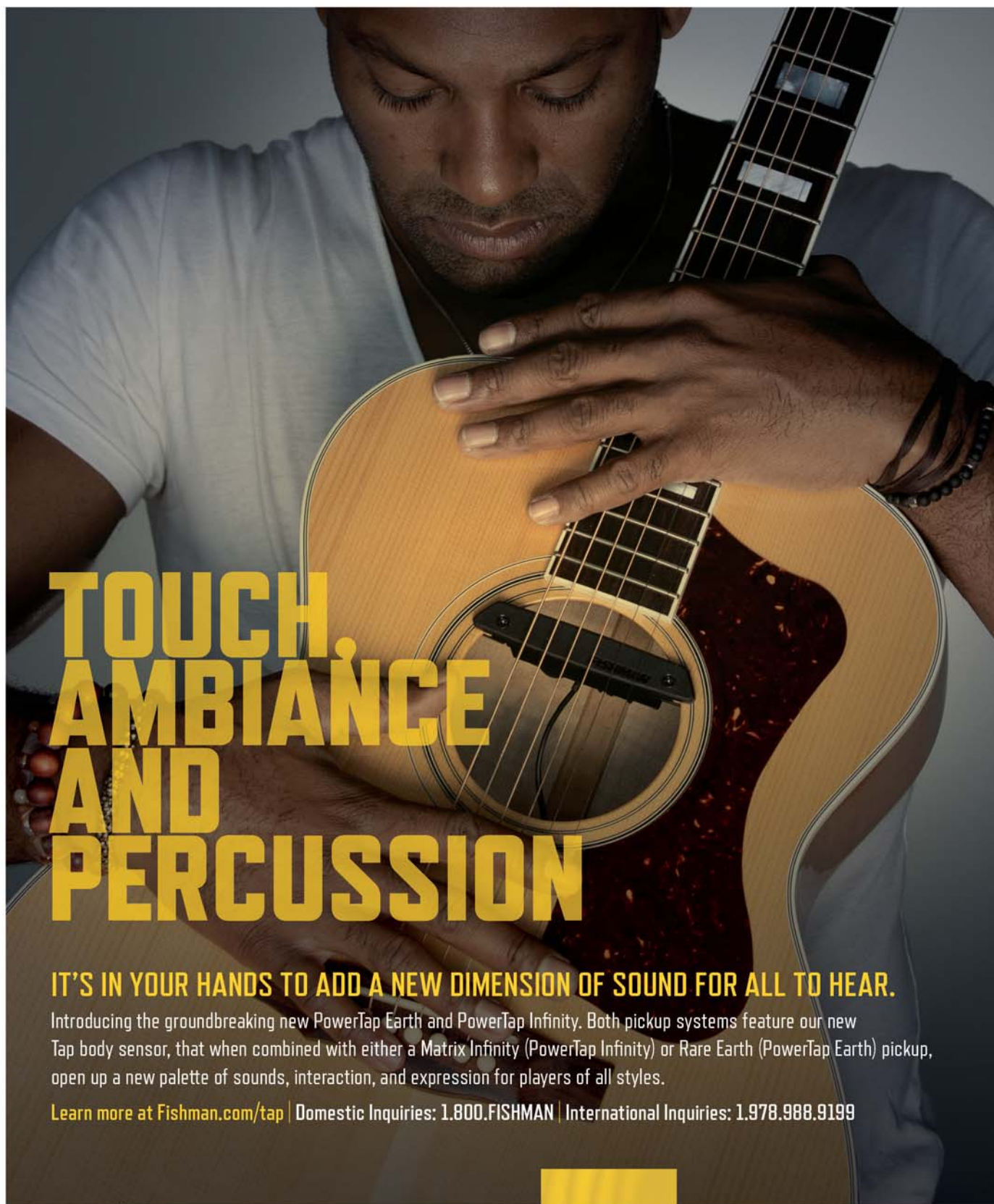
Produced from over 90 percent recyclable materials, the Micro 2 Cable protectors stand out because of their sustainability but also because they feature a reengineered, ergonomic design.

The larger and more spacious an area —

such as trade shows and malls — the higher the safety requirements are for both people and materials. As a result, Defender has developed the compact Micro 2 cable protectors for these instances. Built to withstand up to two tons per 7.8 by 7.8 inches, its two 1.4-by 1.2-inch cable runs protect power cables and water hoses from external influences.

Additionally, the Micro 2 features a innovative LaserGrip surface.

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



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D'addario Launches XT Strings

D'Addario opens a new era with D'Addario X, the company's most technologically advanced series of strings created for electric, acoustic, classical, bass and folk instruments. D'Addario XT, the first portfolio in the series, combines carbon steel cores and the company's most popular alloys for an extended life treatment on every string in the set.

D'Addario XT will be available for acoustic, electric, bass and classical guitar, as well as mandolin and banjo.

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



Yamaha Designs NX Series for Live Shows

Yamaha has released the NX series of six nylon-string acoustic-electric guitars, which feature contemporary body styles, along with proprietary preamp and pickup systems developed with the needs of concert performers in mind.

The NTX models allow electric and steel-string acoustic guitar players to add the warmth of nylon-string sounds to their tonal palettes. The NCX models are designed for experienced nylon-string players in search of superior amplified sound.

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

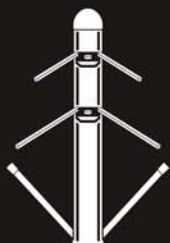
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Prestige Goes Custom with LTD

Prestige Guitars has launched its Ltd Custom Shop Guitar Line. In addition to Prestige's electric, acoustic and bass guitars, with the introduction of the Ltd Custom Shop Line it now offers interpretations of its models. Each interpretation is limited to under a dozen pieces, and is accompanied by a certificate of authenticity describing the details and quantities built.

Custom features include exotic woods, exclusive inlay options and Lace finishes.

"The process starts with our obsession in



sourcing the top tonewoods available, for use in each and every guitar we build," said Mike Kurkdjian, Prestige Guitars' president.

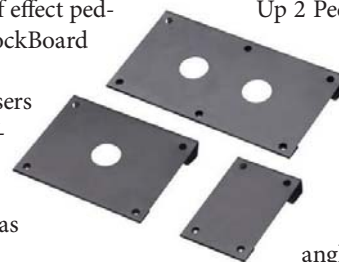
🛒 [Prestige Guitars \(prestige guitars.com\)](http://PrestigeGuitars.com)

RockBoard Rises Up

RockBoard's Step Up accessories increase the accessibility of effect pedals on the upper rows of RockBoard pedalboards.

The Step Up pedal raisers are available in three different versions, designed for one, two or three standard-size effect pedals, as well as a set.

The available products include RockBoard Step Up 1 Pedal Raiser, narrow



(14 by 8 by 2 centimeters); RockBoard Step Up 2 Pedal Raiser, wide (14 by 17 by 2 centimeters); RockBoard Step

Up 3 Pedal Raiser, extra-wide (14 by 25 by 2 centimeters); and RockBoard Step Up Set Pedal Raiser measuring in at 14 by 25 by 2 centimeters.

These pedal raisers are angled, made of metal and designed for professional use.

🛒 [RockBoard \(rockboard.de\)](http://RockBoard.de)

PreSonus Offers Easy, Compact Control

Designed with both solo artists and podcasters in mind, the PreSonus ioStation 24c audio interface and production controller delivers the tools needed for both audio recording and DAW control in a compact desktop design that will fit into any home studio. The interface/controller combines the recording capabilities of the Studio series USB-C 24-bit, 192 kHz audio interfaces with the functionality of the FaderPort USB production controller.

The ioStation 24c features two of PreSonus' XMAX Class A analog mic preamps, along with audiophile-grade, high-definition 24-bit, 192 kHz analog-to-digital converters for professional-quality recording and monitoring. The XMAX preamp is known for its high headroom, deep lows, smooth highs and rich overall sound.

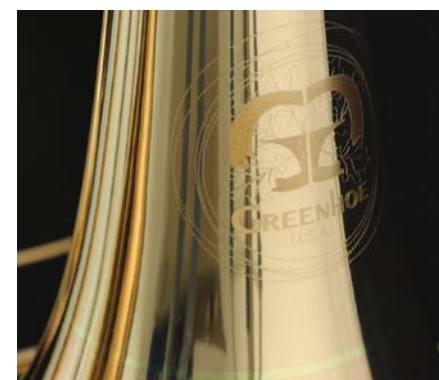
🛒 [PreSonus \(presonus.com\)](http://PreSonus.com)



Schilke GC2 Trombone Delivers Power, Precision

Featuring flexibility and precision in every register, Schilke's Greenhoe GC2 Tenor Trombone is the ideal trombone for commercial and jazz musicians. Designed alongside legendary trombonist Alex Iles, the GC2 offers a choice of bell materials with unique tonal properties, including the GC2-Y with a yellow brass bell for the classic sound with great power; the GC2-C with copper bell for greater tonal color, full of overtones; and the GC2-N with nickel silver bell for a big, impressive sound with terrific tone.

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



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Genelec Delivers The Ones

Genelec has announced its newly expanded The Ones series of Ultimate Point Source Monitors.

The 8351B and 8361A coaxial three-way monitors, alongside the complementary W371A Adaptive Woofer System, deliver The Ones' uniquely uncolored and neutral reference monitoring performance to a much wider range of room sizes, listening distances and SPL requirements.

The 8361A three-way coaxial monitor offers advanced acoustic performance, with high dynamic range, unrivaled directivity and imaging and a short-term SPL of 118 dB with peak levels even higher — at any listening distance up to 5 meters.

The 8351B revision offers increased SPL, additional room compensation EQs, equalized delay and enhanced HF response.

🛒 [Genelec \(genelecusa.com\)](http://Genelec (genelecusa.com))

ART Debuts Low-Noise Precision Phono Preamp

ART has introduced the Precision Phono Preamp for those seeking to connect their turntable to a P.A. or stereo system in one easy step. This standalone phono preamp interfaces both types of turntable cartridges, moving coil (MC) and moving magnet (MM), for a wide variety of audio systems.

The Precision Phono Preamp's extraordinarily low-noise amplifier allows connection to MC cartridges without picking up noise or distortion that transformers can exhibit. The audio is kept pristine with a low-cut filter to remove rumble and low frequency feedback, commonly undesirable for

DJs and home use.

Analog inputs on the Precision Phono Preamp are switchable between MM and MC. The unit changes both the gain and the cartridge loading to suit the selected cartridge. The front gain trim control with the signal present/clip LED allows the user to optimize the output for a wide range of cartridges.

"The ART Precision Phono Preamp is built for anybody with a high-end turntable," said Steve Hendee, Yorkville Sound's director of sales.

🛒 [ART ProAudio \(artproaudio.com\)](http://ART ProAudio (artproaudio.com))



Alfred Adds Movie Faves to Solo Series

Alfred Music has announced an addition to its popular Instrumental Solo series. The new folio is *Solos, Duets & Trios for Strings: Movie Favorites*.

Offering flexibility, *Solos, Duets & Trios for Strings: Movie Favorites* encourages playing in a variety of combinations. Featuring three written parts for every song, the arrangements are designed so that the top line is the melody, the second line creates a duet and the third line forms a trio.

Musicians can play solo parts alone or form small string ensembles by mixing and matching instrumentation.

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

BAE Audio Unveils 500 Series Format 73EQL

BAE Audio has announced the newest member of its renowned 1073 series: the 73EQL 500 series equalizer. Featuring the same Carnhill/St Ives transformers, inductors and Elma switches as its 19-inch rack brethren, the 73EQL delivers highly musical and authentic tone-shaping capabilities.

The 73EQL is the ultimate accompaniment to a BAE 1073MPL 500 series preamplifier. It also can act as a stand-alone EQ to complement just about any other input source. With a three-band EQ section and high-pass filter controls, the 73EQL is able

to shape nuances of sound sources while imparting the classic sound character of the 1073. This makes it the ultimate companion for on-location, studio recording, mixing or mastering applications.

"The 73EQL shares the same pedigree and workmanship of our classic 1073 lineup," said Mark Loughman, president of BAE Audio.

🛒 [BAE Audio \(baeaudio.com\)](http://BAE Audio (baeaudio.com))



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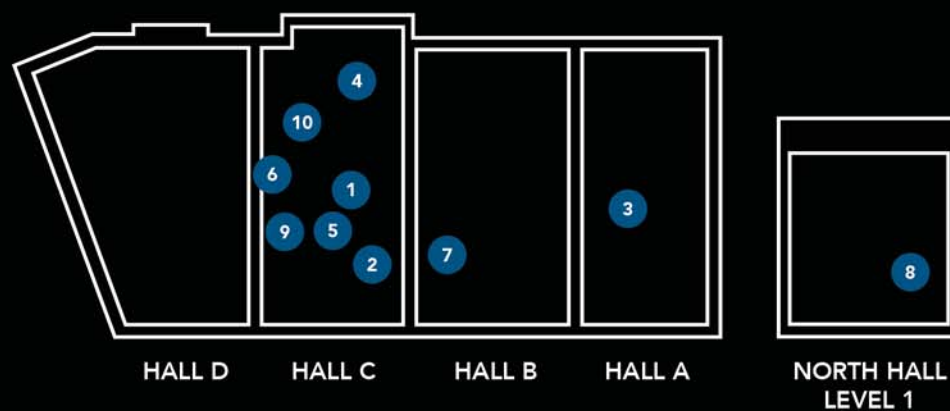
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2	QUIKLOK	BOOTH #7402	7	SUZUKI	BOOTH #8307
3	KURZWEIL	BOOTH #11113	8	SE sE Electronics®	BOOTH #14322
4	<i>Dream</i> Cymbals and Gongs	BOOTH #7239	9	<i>Lee Oskar</i>	BOOTH #6310
5	LAG GUITARS	BOOTH #6810	10	NATAL	BOOTH #6429

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Gizmotron sandberg 2 LATHOS MARLEUX BASS GIGARS BASS MAGAZINE

PJB, LaBella Sponsor Bass Contest

Phil Jones Bass and LaBella Strings will bring their Solo Bass Competition to NAMM for the first time. The contest will be held tonight at 7:00 p.m. at the Clarion Hotel, located just steps away from the convention center. The Solo Bass Competition has become an annual tradition each fall in New York in conjunction with The Lords of the Low End bass event. Ten bassists will be selected to compete for prizes that will be contributed by each of the sponsors. Judges scheduled to participate include Lee Sklar, Oskar Cartaya, Bakithi Kumalo and Jerry Watts. Passes for the event will be available at the sponsors' booths.

INFO Phil Jones Bass (pjbworld.com)

SWIM Sends Six to NAMM

The Smart Women in Music Fund (SWIM) has announced the six recipients of the 2020 NAMM Show awards program. The awards will provide emerging female leaders in the music products industry with a travel stipend to attend The NAMM Show.

The group will network with peers, have access to hundreds of professional development sessions, and have the opportunity for job shadowing with female industry leaders.

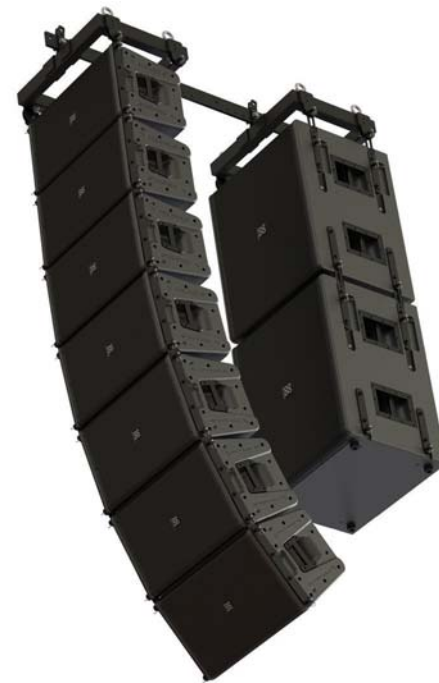
"The SWIM Fund was born out of a desire to reach and serve women who wish to expand their horizons and professional proficiencies, and who demonstrate ambition to enhance their leadership skills," said Robin Walenta, SWIM captain and president of West Music. "It's our sincere hope that the female leaders of tomorrow

will arise through this opportunity."

The 2020 NAMM Show SWIM Fund recipients are: Stacy Swanson, regional manager of lessons at Music & Arts; Jane Angel, lessons manager at Middle C Music; Kristi Jacobson, customer service manager at Alfred Publishing; Heather Mansell, marketing manager - Education at Yamaha; Alice Monk, communications and events coordinator at the UK's Music Industry Association; and Alexandra Bosier, B&O and printed music manager at Strait Music.

"At The NAMM Show, I will have networking opportunities with 7,000-plus brands that I may not have connected with before," Monk said.

INFO SWIM (smartwomeninmusic.org)



Hear Versarray Pro in Action

Following the success of the inaugural Loudspeaker System Showcase at the 2019 NAMM Show, Crest Audio, a Peavey Commercial Audio brand, is flying in for round two with its Versarray Pro powered line array system.

The Loudspeaker System Showcase offers NAMM Show attendees an opportunity to hear the Versarray Pro in the real-world environment of the Anaheim Convention Center Arena.

The 2020 NAMM Loudspeaker Showcase will take place near the pro-audio hall within ACC North over the course of today, tomorrow and Saturday.

INFO Peavey Commercial Audio (peaveycommercialaudio.com)

VocoPro Expands Plug-and-Play Wireless, Wired Conference System

VocoPro has announced its Digital-Conference-48-Extend system. VocoPro's Digital Conference Microphone system is a plug-and-play system that can be easily set up and operates in the future-proof 900 MHz band with 16 unique frequencies designed not to interfere with each other.

The design has been revised in the new V-2 Digital Conference Microphone base, which is capable of plugging in two more wired conference microphones. This will expand the system to support up to 48 Conference Microphones and is an innova-

tive way of mixing wireless and wired conference microphones, giving AV users the best of both worlds.

Features include mini XLR inputs on each transmitter to allow additional wired mics to be added and transmitted on a single channel; dedicated XLR output and volume control for each wireless channel on the receiver; 24-bit digital technology delivering a clean, professional-quality signal; and digital encryption for keeping content private and secure.

INFO VocoPro (vocopro.com)

Come See What's New!
Visit us at NAMM! - Booth # 7212



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#NAMMShow

Featured Education

The NAMM Show
 January 16/19 2020 california

● Music Retail & Business

Thursday, January 16, 2-2:30 pm
Hey, Alexa ... How Does Voice Search Impact My Business?

Mitch Joel
 ACC, Level 1, Lobby
 NAMM Idea Center

Friday, January 17, 8-9:30 am
Transformative Marketing: Strategies for the Next Decade

Ann Handley
 NAMM U Breakfast Session
 Hilton, Level 2, Pacific Ballroom

● Audio Production

Thursday, January 16, 10 am-12 pm
Control Room Academy Masterclass With WSDG's John Storyk

John Storyk
 AES Academy
 Hilton, Level 4, C5

Thursday, January 16, 11 am-12 pm
Keynote: Joe Solo on Your Future Success in Music

Joe Solo
 TEC Tracks
 Hilton, Level 2, Cal Ballroom A

Friday, January 17, 3-4 pm
THE FUTURE OF AUDIO DEVELOPMENT: Understanding Your Mind on Music

Doug DeAngelis
 A3E
 Hilton, Level 4, A7

January 16-17, 9:30 am-12 pm
Dante Working Knowledge, Hands-On

Dante Training
 Hilton, Level 4, C8/C9

● Entertainment Technology

January 15-16, 9 am-4 pm
Stage Electrics: Clean, Safe Power for Audio, Video and Lighting

Richard Cadena
 ESTA-Curated Sessions / Lighting & Sound America / PLASA
 Hilton, Level 4, A2

Friday, January 17, 1-2:30 pm
10 Years of Spectacular Creativity at Silent House

Cory Fitzgerald, Baz Halpin, Tamlyn Wright, Alex Reardon
 Pro Production by PLSN & FOH
 Hilton, Level 4, A5

● Educators

Saturday, January 18, 12-3 pm
Music Educator Showcases

Mark Despotakis
 Music Education Days
 ACC, Level 1, Lobby
 NAMM Member Center

Saturday, January 18, 12-1 pm
Technology and Curriculum Solutions for Music Educators

John Mlynczak
 Music Education Days
 Hilton, Level 4, C8/C9

● Students

Saturday, January 18, 4-5:30 pm
Careers in Music Summit

Joe Lamond, Jonathan Dely
 GenNext
 ACC, Level 1, Lobby
 NAMM Idea Center

Thursday, January 16, 10:30-11:20 am
Finding a Job in the Music Industry; What to Know Before You Begin

Troy Wollwage
 Hilton, Level 4, C11

● Policy

Thursday, January 16, 10-11 am
NAMM Policy Forum

Mary Luehrsen
 ACC, Level 1, Lobby
 NAMM Member Center

● Nonprofit

Thursday, January 16, 11 am-12 pm
Mapping a Successful Future: The Role of Strategic Planning

Laurie Schell
 ACC, Level 1, Lobby
 NAMM Member Center

Get Connected!

Search "NAMM Shows"

For the most up-to-date schedule of all NAMM Show education sessions and events, download the mobile app.





Amahi Introduces Line of Steel Tongue Drums

Amahi makes a foray into the non-stringed instrument market with the addition of a steel tongue drum line. The drums are available in 8-, 10- and 12-inch models.

The 8-inch drum is tuned to a C major diatonic scale, while the 10- and 12-inch

models are tuned to a D major pentatonic. Each drum is made from high-carbon steel and undergoes a two-step tuning process. All models are available in bronze, red, blue, teal and matte black.

🛒 [Amahi \(amahiukuleles.com\)](http://Amahi(amahiukuleles.com))

LD Systems Launches Maui Flagship Model

The LD Systems Maui 44 G2 has become the new flagship model of the Maui active column P.A. systems.

Featuring 1,500-watt RMS and 130 dB Max SPL, the powerful, compact Maui 44 G2 works great for solo musicians and small combos, DJs and entertainers, as well as for permanent installations. As a refinement of the Maui 44, the G2 relies on the sound advantages of a cardioid column system and enables even more controlled dispersion in the low-to-mid frequencies. The low end can operate in a cardioid configuration in

combination with a second subwoofer.

The subwoofer module houses a 15-inch neodymium woofer. The vertical array system consists of a total of a dozen 3.5-inch neodymium speakers along with four HF drivers coupled to a BEM-optimized waveguide for a homogeneous dispersion pattern.

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



Tama Offers Star Reserve Snare

The latest addition to Tama's Star Reserve snare drum series features a 5.5-inch by 14-inch, 1.5 millimeter hand-hammered brass shell.

The hammering process involves two different-sized ball-peen hammers. The middle portion of the shell is hammered with a larger size, while the smaller hammer is used toward the edge of the shell. This creates more flexibility along the middle of the shell and more rigidity at the edges.

"The hammering method used on this snare is actually the same process used to

make Japanese pots," said Yoshiki Sakato, Tama drum merchandiser. "The particular workshop we work with is in Osaka and has a very long and wonderful tradition. A craftsman meticulously works the pots with a ball-peen hammer via a traditional method that increases the strength of the metal and improves durability."

Overall, the hammering pattern diffuses sonic reflections, leading to a dry, airier tone. The 1.5 millimeter

custom Brass Mighty Hoops support a focused sound.

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



ART Gets Nuance in RP1 Mic Preamp

The RP1 Mic Preamp is ideal for users seeking a single-channel preamp to improve the performance of ribbon and dynamic microphones. This preamp brings out the nuances of a microphone before running audio into a recording interface or mixer through long cable runs.

With the RP1, the user can tailor the load on the mic through the variable impedance control. The low-cut filter allows the removal of wind noise and plosives before adding additional gain. The preamp circuitry inside is designed for low

noise and transparent operation.

Balanced output allows for long cable runs with ease. The preamp can be placed as close as possible to the mic before picking up any interference.

"We've tuned the unit specifically for ribbon and dynamic mics that require more gain, and we've added the ability to set up the unit using long leads for ease of use and without losing any fidelity," said Steve Hendee, Yorkville Sound's U.S. director of sales.

🛒 [ART ProAudio \(artproaudio.com\)](http://ART ProAudio(artproaudio.com))





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<https://austrian.audio>

MAKING PASSION HEARD



Vintage Expands Icon Series

The Vintage V59 Icons guitars are capable of providing a multitude of musical tones from a simple array of pickups and controls. Offered in distressed black and distressed sunburst, these two V59 series models feature double bound Eastern poplar bodies, and hard maple necks and fingerboards.

Guitar guru Trev Wilkinson is renowned for original hardware designs,

and while a pair of Wilkinson single coils deliver classic tones, his problem-solving designs are innovative throughout the Vintage range of guitars.

The Wilkinson WTB bridge eliminates tuning and intonation problems often associated with three saddle, fixed bridge designs.

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

Promark SPYR Mallets Boast Durability & Versatility

Promark Drumsticks has launched its SPYR line of durable mallets.

Designed in collaboration with renowned percussionists, designers and educators Kevin Shah and Tony Nuñez, the SPYR series is a comprehensive, foundational offering for high school- and college-level band directors seeking to outfit their marching corps or concert percussion section with quality implements.

wrapped marimba mallets, two unwrapped marimba mallets, four vibraphone mallets and 12 xylophone/bell mallets.



With the launch of SPYR, Promark Drumsticks has created a color-coded hardness scale to make it easy for percussionists to quickly select the appropriate mallet from their bag. The color-coded scale is used in the packaging, as well as the product itself.

Included in the SPYR series are six [D'Addario \(daddario.com\)](http://daddario.com)

Yamaha Enhances Speaker, Sub Line with Elegant White Finish

Yamaha has expanded the installation options for its powered DZR/DXS-XLF and passive CZR/CXS-XLF professional loudspeakers and subwoofers, adding a white finish version for each model.

The white cabinets fit a broader range of sound system requirements, especially in spaces where aesthetics are as important as sound coverage and performance, including houses of worship, museums and high-end retail or hospitality venues.

The DZR line of powered speakers, along with the DXS-XLF powered subwoofers, use

high-performance components and the latest DSP to provide superior audio.

The CZR series of passive speakers are ideal for installations using remote power amplifiers.

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



B.A.C. Introduces Paseo Models

B.A.C. Musical Instruments' custom shop has revealed powerful additions to its Handcraft series.

Designed in its Kansas City, Missouri, factory, the additions include the Paseo models of trumpets and trombones.

The Paseo Z72 trumpet features a hand-hammered, one-piece yellow brass bell,

blended with the B.A.C custom 1904 yellow brass lead pipe.

The other new offering, the Paseo W6 trombone, features a hand-hammered, one-piece yellow brass bell, a .500/.508-inch dual-bore hand slide and a Williams 6 mouthpiece.

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

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Positive Grid Sparks Creativity

Positive Grid's Spark is a smart guitar amp and accompanying app driven by intelligent technology to offer real-time Smart Jam accompaniment, Auto Chord detection and practice features for players of all levels.

Spark functions as a full-range, 40-watt combo amp and features a variety of tone-shaping options plus amp and FX modeling

built upon the company's BIAS engine.

Guitarists can play and practice using the Spark's Auto Chord feature to access millions of songs on streaming platforms like Spotify, YouTube and Apple Music. The Spark app automatically analyzes and displays chords for songs in real-time.

[Positive Grid \(positivegrid.com\)](http://positivegrid.com)

Percussion Marketing Council Launches 25th Anniversary Year

The Percussion Marketing Council welcomes all industry professionals to attend its meeting as it launches its 25th anniversary, as well as three market development growth initiatives. The meeting, which starts at 6:30 p.m. this evening, will be held in the Anaheim Hilton Vista Lounge, on the 14th floor.

A short presentation by the PMC

Executive Committee will kick off the event, which is open to attendees via advance RSVP at playdrums.com/NAMM. The three initiatives are "Lesson with a Master," live video lessons with celebrity artists; 25th anniversary commemorative-edition product giveaways; and "Get Your Sticks Together," free in-store drum lessons.

[Percussion Marketing Council \(playdrums.com\)](http://playdrums.com)



MusicMedic Motorizes Workbenches

MusicMedic.com, a resource for woodwinds repair tools and supplies, has introduced the MusicMedic Bench Motor.

This handy tool is designed for straightening hinge rods, and holding small parts for slotting, filing, buffing, sanding, wire brushing, drilling and more.

The MusicMedic Bench Motor features versatile positioning. By loosening one set screw, the Bench Motor can be rotated on the mounting base to three positions in a



180-degree range. The motor also can be taken right off the bench and onto another base. The variable speed control dial adjusts to speeds from 70 to 2,800 RPM with an available foot switch. It features a high-torque motor with smooth, quiet belt operation.

MSRP: \$764.

[MusicMedic \(musicmedic.com\)](http://musicmedic.com)



Recording King Releases G6

Recording King's G6 Cutaway Single 0 is a great guitar for performing songwriters, finger pickers or cafe players, thanks to its ideal body size, upper fret access and Fishman Presys electronics.

The Recording King G6 offers an array of attractive features that are useful to a wide variety of acoustic players.

The solid spruce top delivers traditional acoustic tone — clear and warm across the entire fretboard — with particularly comfortable access to the upper frets. A small-body instrument that can be played easily this high up the neck, at this price, will appeal to fingerstyle players on a budget.

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

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Capture Immersive Audio with DPA's 4560 Core

YouTubers, sound designers, podcasters and other content creators who want to capture authentic immersive audio for their projects can now do so with ease thanks to the 4560 Core binaural headset microphone from DPA Microphones.

At the heart of DPA's 4560 Core binaural headset is a pair of 4060 Core miniature microphones mounted on two ear hooks and sitting just outside the user's ear canal. This makes it possible to directly capture the sound heard by the person making the recording.

The ear hooks are attached to a flexible headset that is simple to fit, comfortable to

wear and easily adjusted to suit the dimensions of the user. Foam screens are supplied with the microphones to secure their position and offer damping of wind noise.

🛒 [DPA Microphones \(dpamicrophones.com\)](http://DPA Microphones (dpamicrophones.com))



Auralex Updates HoverMat

Auralex Acoustics has unveiled an updated version of the HoverMat — a portable acoustic barrier designed for use under drum kits, percussion setups and other instruments.

Based on customer suggestions and consultation with numerous drummers and percussionists, the updated HoverMat com-

bines Auralex's SheetBlok Sound Barrier with a nonslip durable fabric that's laminated to produce a sound barrier that improves acoustic isolation and clarifies a drum's tone.

The sturdy HoverMat is a great replacement for musicians' worn-out rugs.

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



Cort Introduces A5 Plus SC

Cort Guitars' Artisan single-cut bass guitar is now available in a non-multi-scale version for conventional playing style. The A5 Plus SC offers the same single-cutaway body shape with a more traditional scale length.

Central to the A5 Plus SC's design is its single-cutaway body shape, which not only improves the instrument's body-neck bal-

ance for comfort but also provides easy access to the high frets. The panga panga fingerboard produces a tight and coherent sound that pairs extremely well with the instrument's multilaminate neck-through-body construction.

MSRP: \$1,499.99.

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

On-Stage Offers Secure, Stylish Wall Mount Hangers

On-Stage has rolled out its GS8730 wall-mounted guitar hangers. The GS8730 series provides instant and safe access to guitars and basses in a space-saving design.

The EVA-padded yolk provides double protection for an instrument. The ample padding cradles an instrument's headstock while the weight-sensing automatic lock gates off access. To unlock it, a player simply lifts it up and away.

The hangers are available in five finishes: natural, black, cherry, mahogany and wal-

nut. They feature high-quality wooden components to complement any studio or music room.

A versatile, easy mounting kit and simple instructions for connecting to studs or sheetrock are included.

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



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Jordan Harbinger has been one of the world's top podcasters for more than 13 years, and he's learned a few things along the way—like how choosing the right mic for your voice can set your podcast apart.

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Check out Jordan's *top five tips every podcaster needs to know*:
BLUEDESIGNS.COM/JORDAN

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MOUSE

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with Rotating Head



Kyser Capo Nods to 40 Years

Kyser Musical Products has released the Milton Kyser Limited-Edition Acoustic Quick-Change Capo, or the Milton capo, in celebration of its 40th anniversary.

The capo pays tribute to company founder Milton Kyser, who revolutionized guitar performance with his invention of the Quick-Change capo while looking forward to a future of invention and expression through Kyser's East Texas handcrafting facility and its global stable of artists.

Available in an exclusive run of 2020 units and handcrafted in Texas, the Milton capo features several premium touches never before curated together on Kyser's flagship Quick-Change design. Features include a special powder-coated chrome finish, a Milton Kyser signature stamp and blackout



appointments, including a black boot, black rubber pad and black low-tension spring for seamless, in-tune performance.

The capo comes in a special keepsake box complete with a hand-numbered certificate of authenticity signed by Kyser's current owner and president: Milton Kyser's great-niece Meredith McClung.

[Kyser \(kysermusical.com\)](http://kysermusical.com)

Celestion Displays CDX14-2410

Celestion offers the CDX14-2410 1.4-inch exit, high-frequency compression driver. The CDX14-2410 is the latest of Celestion's ultra-low noise compression drivers, featuring a patented phase-plug design which, together with a unique deep-drawn diaphragm, results in more accurate sounding HF, exhibiting much lower distortion than many comparable devices already on the market.



Also featured is a diaphragm that has been deep-drawn for increased stiffness.

Designed and developed at Celestion's [Celestion \(celestion.com\)](http://celestion.com)

Cable Wrangler Says Goodbye to Tangled Cables

Cable Wrangler is a cable management system created to organize, store and transport a wide range of cords, cables and equipment.

Utilizing 12 custom-engineered heavy-duty Bungee Balls, Cable Wrangler's patented design can secure up to 100 pounds of gear.

Unlike boxes and cases, gear stored on a Cable Wrangler is visible and convenient to access, and tangled cords will become a thing of the past. There are no velcro strips to get hung up on carpets, no rubber bands to break and no clunky plastic ratcheting cable

ties. Constructed from polypropylene, the Wrangler can withstand life on the road.

[Cable Wrangler \(cablewrangler.com\)](http://cablewrangler.com)





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Gretsch Expands Electromatic

Gretsch has debuted several additions to its Electromatic Collection, including the G5260T Electromatic Jet Baritone with Bigsby, G5260 Electromatic Jet Baritone with V-Stoptail, G5222 Electromatic Double Jet BT with V-Stoptail, G5410T Electromatic Rat Rod hollow body single-cut with Bigsby and G5655T Electromatic Center Block Jr. single-cut with Bigsby.

The G5260T Electromatic Jet Baritone with Bigsby and G5260 Electromatic Jet Baritone with V-Stoptail models rattle foundations with dual Gretsch mini humbucking pickups that capture thundering lows while retaining a piano-like articulation and definition for intoxicating sonic size and width at every level of gain.

[Gretsch \(gretschguitars.com\)](http://gretschguitars.com)

Michael Kelly Adds Finishes

Michael Kelly Guitars has introduced four Satin Open Pore finish electric guitars. These instruments are expansions to the popular 50s and 60s guitar lines and include the 54OP Faded Black, 53OP Tobaccoburst, 63OP Faded Black and 63OP Trans Red.

The 54OP breaks from tradition in favor of a bolder look and tone, and the Sungkai bodied guitar features a striking Satin Open Pore finish and delivers a natural feel.

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



Dixon Unveils Enchanted Ash Lite Snare


Dixon Drums has added an Enchanted Ash Lite snare drum to its comprehensive lineup. This powerful snare drum will have an eye-catching Celestial Black Burst finish.

“We’re always thrilled to offer something new and unique to our lineup,” said Jim Uding, Dixon brand manager. “Dixon Enchanted Ash snare drums feature an artistic finish treatment called fractal wood burning that uses brass probes, an electrical current and a baking soda solution to burn a one-of-a-

kind pattern into each drum shell.”


MSRP: \$899.99.

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

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Kepma Guitars Gets Elite

Kepma USA has introduced the Elite series Orchestra model guitars, which are designed for players looking for a smaller yet full-body shape with a huge tone, in an instrument that’s comfortable to play.

These Elite series instruments feature a smaller-depth, double-contour orchestra body shape that produces a loud, balanced, warm tone — a rich bass response balanced with a clear midrange and sparkle at the top

end that plays like an electric.

The body shape allows players to get that deep signature acoustic sound in a slightly smaller, comfortable guitar that’s perfect for long sessions and sit-down jams.

The Orchestra models are ideal for players seeking a full acoustic feel in an electric playing experience. These guitars offer the best of both worlds.

[Kepma USA \(kepmausa.com\)](http://kepmausa.com)

GUITARISTS FIRST.



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SLASH



BRIAN MAY



JOE SATRIANI



IRIG PRO DUO I/O



AXE I/O SOLO



Z-TONE DI



Z-TONE
BUFFER BOOST



AMPLITUBE
BRIAN MAY



AMPLITUBE
JOE SATRIANI

Since 2002, IK Multimedia has been putting guitarists first with innovative products like **AmpliTube** amp & FX modeling software, our **iRig** line of mobile interfaces, and more.

And now, we're pushing guitar technology even further. We're proud to welcome **Joe Satriani** and **Brian May** to AmpliTube's Artist Collection series, putting their iconic gear in the hands of millions of guitarists world-wide.

The new **iRig Pro Duo I/O** gives musicians even more ways to record on the go with their mobile device.

And the new **AXE I/O SOLO** and **Z-TONE** series unleash powerful new tone-shaping options for guitar and bass, making recording great guitar tracks faster, easier and more affordable than ever.

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GUITAR WALL



Godin Guitars Heats up Radiator

Godin Guitars has launched the Radiator guitar as part of its high-quality electric lineup. Originality, tone and playability make up the main aspects of this rendition of the Radiator, along with a modernized design.

The matching body faceplate and headstock set the tone with their eye-catching looks, while string bends come to life thanks to the comfortable short-scale silver leaf maple neck. Equipped

with custom Godin humbuckers and twin volume and tone controls, this model also includes a chambered silver leaf maple body, rosewood fretboard and wrap-around bridge. The Radiator comes in three smooth finish options: Matte Black, Trans Cream and Bourbon Burst.

Godin's long-standing reputation of quality and vision is put on display with this new model — built entirely in Canada.

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

Ernie Ball Music Man Showcases Sabre Guitar

Ernie Ball Music Man has introduced the Sabre guitar. Featuring a lightweight Okoume body, a thick carved maple top and custom Ernie Ball Music Man humbucking pickups, the Sabre delivers dynamic sound with clarity and sustain.

The Sabre features a book-matched top adorned with natural binding that highlights the figured maple wood grain.

Crafted with a slender, contoured body and slightly wider nut width, the Sabre comes equipped with a figured maple neck and a choice of rosewood, ebony or maple fingerboard, Schaller locking tuners, a five-way switch and Ernie Ball Music Man's modern tremolo system.

🛒 [Ernie Ball Music Man \(music-man.com\)](http://ErnieBallMusicMan.com)



Daisy Rock Celebrates 20 Years

Daisy Rock Girl Guitars is celebrating 20 years of changing girls' lives since designing the first girl guitar in 2000, which was subsequently inducted into the Museum of Making Music in 2006. It all started when Tish Ciravolo turned her 2-year-old daughter's simple cloud drawing into a daisy guitar, then into a guitar company.

"Daisy Rock Girl Guitars' mission statement has always been 'doing whatever it takes to get more girls to learn how to play guitar and or bass,' and that is why over 500,000 new girls play both the guitar and bass since 2000," said Ciravolo, founder and president of Daisy Rock.

🛒 [Daisy Rock Girl Guitars \(daisyrock.com\)](http://DaisyRock.com)

Vintage V62 Icon Delivers Power, Clarity

On the outside, the Vintage V62 Icon series guitar creates the appearance of endless hours of studio wear-and-tear and mistreatment from constant touring. On the inside, the V62, now offered in a distressed black finish, lies a treasure chest of classic tones enhanced by the alder body and world-renowned Wilkinson hardware with an authentic aged appearance, including a pair of Wilkinson single-coil pickups delivering traditional tones combined with power and clarity.

The Vintage V62 Icon also includes the Wilkinson WTB bridge with modern upgrades that eliminate tuning and intonation dilemmas often found on other bridges with three-saddle, fixed bridge designs.

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



Guild Guitars' Starfire I Series Adds New Models, Colors

Guild has brought its Starfire design to a more accessible platform. The Starfire I family takes the iconic Starfire double-cut and single-cut body shapes into the modern era with new models and colors.

All Starfire I models feature the appointments any gigging or recording musician requires, including a Tune-o-matic bridge, premium Guild Vintage 18 open back tuners with 18-to-1 ratio, a 12-inch-radius rosewood fretboard and thin U-neck

profile, a traditional three-way toggle switch with dedicated volume and tone controls and push-pull coil splitting for each pickup.

An injection of rich, vintage tone is provided by Guild's HB-2 Alnico II humbuckers, giving these semi-hollowbodies a professional tone. The Starfire I GVT comes equipped with a Tune-o-matic bridge and Guild's vibrato tailpiece.

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



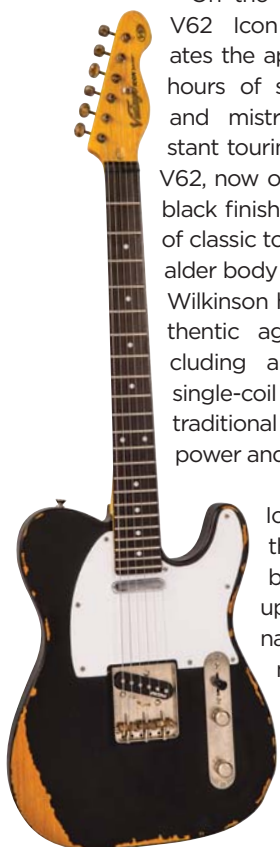
D'Angelico Reintroduces Tammany

D'Angelico Guitars has reintroduced the Premier Tammany — a noncutaway orchestra model. Rich in its midrange and crystal clear across the harmonic spectrum, the Tammany's curvaceous body shape emanates warm tone while its solid spruce top produces rich sustain.

The Tammany also offers exceptional comfort, with a slightly shallower upper bout depth and a slim profile on its satin-finished mahogany neck. Vintage-style appointments include antique hardware and a three-ring rosette.

It is available in Vintage Natural, Iced Tea Burst and Trans Black Cherry Burst.

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





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KEYBOARDS



Alfred Prints Mozart Sonatas

Alfred Music has released *Mozart: Piano Sonatas, Vol. 1*, a print music edition from Stewart Gordon, professor of keyboard studies at the University of Southern California's Thornton School of Music. It contains nine sonatas.

This Mozart folio provides all the tools necessary for stylistic performance. Gordon has aimed to capture the most accurate reflection of the composer's intent. This newly engraved edition contains helpful fingering suggestions and performance recommendations, including possible realizations for all ornamentation.

🛒 Alfred Music (alfred.com)



Roland RD-88 Boasts Portability

Roland has announced the RD-88 stage piano. Offering premium features in a light, streamlined design, the RD-88 is equipped with the 88-note PHA-4 keyboard.

The highly portable RD-88 provides exceptional feel and response with Roland's hammer action and ivory-feel keys.

A high-quality speaker system is integrated into the instrument's design.

The RD-88 includes a wide selection of instruments, including newly developed SuperNatural pianos and electric pianos. A curated collection of acoustic and electronic sounds are also on board.

🛒 Roland (roland.com)

Novation Adds More Versatility to Launchkey Mini

Novation has introduced the Launchkey Mini, which makes the Launchkey — a 25-mini-key portable MIDI keyboard controller for Ableton Live — more versatile, adaptable and playable than ever.

Featuring Novation's most responsive mini-keymech to date, new pitch and modulation touchstrips, a sustain pedal input and 16 RGB-backlit pads, Launchkey Mini is the perfect platform for expressive performance and color-matched clip launching. The fixed chord mode and arpeggiator help take melodic and harmonic ideas in new creative directions, enabling chords to be triggered from

single notes, and turning held chords into riffs, melodies and sequences on the fly.

Launchkey Mini's device control and intuitive integration with Live lets users step back from the screen and feel the beats. Users can start and stop playback and recording via the dedicated transport buttons, operate the mixer's mute, solo, volume, pan and send controls, and take instant control of Device Macros with eight rotary encoders.

It comes with virtual instruments and plug-in effects from

AAS, Softube, Spitfire Audio, XLN Audio and Klevgrand, plus membership of Novation Sound Collective. It has a MIDI out port for connection to hardware synths.

🛒 Novation (novationmusic.com)



Yamaha Upgrades P22 Upright Piano

Yamaha has upgraded its venerable P22 Upright Piano, a popular instrument with schools and music educators.

A redesigned music rack area lets the entire width of the P22 support sheet music, which is key for situations in which an instructor or student is juggling multiple pieces. A 75-degree incline and groove ensure that score sheets stay in place.

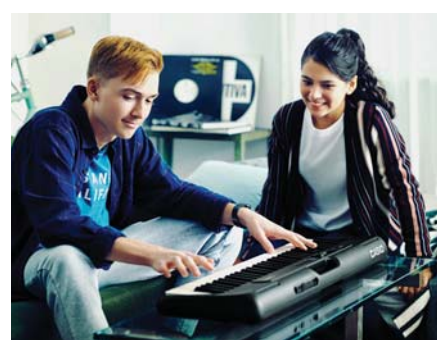
Like on pianos costing much more, the fallboard incorporates a soft-close mechanism to prevent dropping.

For the first time, the P22 can now be fitted with optional Yamaha SC2 Silent Piano technology, ideal for quiet practice or a lab where multiple pianos are located in the same room. When the center pedal is depressed and locked, the hammers stop just short of striking the strings even though the feel of the keyboard is completely unaffected.

Sound now comes from a high-quality digital tone generator featuring the voices of the world-class Yamaha CFX and legendary Bösendorfer Imperial concert grand pianos.

Housed in an unobtrusive control unit tucked under the bass range of the keyboard, the SC2 Silent Piano system can also record performances internally or onto a USB thumb drive.

🛒 Yamaha (yamahapianos.com)



Casio CT-S300, LK-S250 Models Go Anywhere

Revamped to hit a high note with music lovers of all ages, Casio's CT-S300 and LK-S250 electronic keyboards are ideal go-anywhere musical partners — like the original Casiotone models from the '80s.

Weighing just 6 pounds, the CT-S300 and LK-S250 offer a modern and ultra-portable design.

The slim chassis features 61 full-size keys and a built-in carrying handle. Each model has an easy-to-read LCD display and intuitive controls. Other features include built-in speakers, a 1/8-inch headphone output and a 1/8-inch audio input.

🛒 Casio (casiomusicgear.com)

Kawai Novus NV5 Hybrid Delivers True Piano Experience

Kawai America has announced the NV5, the latest addition to Kawai's premium Novus series of hybrid pianos.

The stylish upright model utilizes the same Millennium III keyboard action as that of Kawai's K series professional upright pianos, with high-precision optical sensors detecting the movement of each hybrid hammer. As with the first Novus instrument, the NV5 includes a real acoustic piano damper mechanism, preserving the physical connection between the keyboard and pedals to ensure an authentic playing experience.

The NV5 has been developed in collaboration with audio specialists Onkyo, with a powerful amplification and delivery system that incorporates Kawai's Twin-Drive soundboard technology, reproducing the sound of the Shigeru Kawai SK-EX concert grand piano. The NV5 supports Bluetooth MIDI and audio connectivity, and boasts a variety of convenient features that are accessible from the LCD touchscreen display embedded within the instrument's left cheekblock.

In addition to featuring full acoustic upright piano keyboard action, the NV5 incorporates a real upright piano damper mechanism. While there are no strings inside the NV5 to require physical damping, this unique feature replicates the true weighting of an acoustic piano damper pedal, while also mechanically easing the keyboard action's touch weight as the pedal is pressed.

🛒 Kawai (kawaius.com)



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DRUM PAD



Toca Goes for the Gold

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

Bathed in a clear coat and hand polished, the interplay of the various shades of gold and the sophisticated black nickel hardware erupts under stage lights.

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

Available in a 12½-inch tumba, 11¾-inch conga, 11-inch quinto and matching 7-inch and 8½-inch bongos, these Asian oak shells are outfitted with high-luster chrome hardware, matched top-grade natural bison heads and EasyPlay hoops — an ergonomic solution that doesn't compromise traditional tone or resonance.

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

Yamaha Configures Eclectic Kit

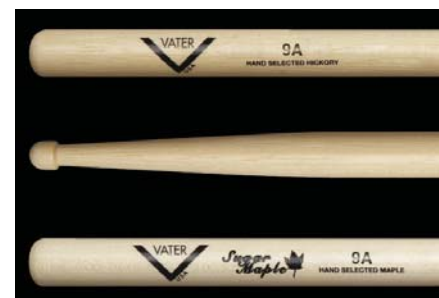
Yamaha has launched the Stage Custom Hip drum set, a compact version of its Stage Custom Birch kit. Ideal for an eclectic range of genres, this drum set was developed for a wide variety of drummers, including street performers, pub gig players, educators, hybrid players using DJ/electronic gear and home recording studio musicians. Additionally, this drum set is a great at-home practice solution with low-volume setups.

Designed in a one-box configuration, the Stage Custom Hip was developed with 100% birch six-ply shells and includes a 20- by 8-inch bass drum, offering a deep tonal low end as well as smaller footprint, a 13- by 8-inch floor tom/snare tom, 13- by 5-inch snare and 10- by 5-inch rack tom. Drummers can explore new sounds with the floor

tom snare in this one-of-a-kind drum set configuration.

Other features include steel triple flange hoops and a compact single tom holder for easy transportation. The series offers three finishes: Natural Wood, Raven Black and the new Matte Surf Green. MSRP: \$1,200.

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



Vater Renames 2451 Sticks as 9A Models

Vater has announced that Mike Johnston no longer has an affiliation as a Vater artist.

Vater released a statement that said, "While we are saddened with this change, we are very grateful and appreciative of Mike Johnston and everything he did as a Vater artist. The support that Mike, along with Amber Johnston, his staff, his student community and followers have given Vater over these years certainly doesn't go unrecognized or unappreciated, so we sincerely thank you all."

As a result, Vater has announced that its hickory and maple 2451 models will continue to feature the same design but will simply be renamed Vater 9A and Sugar Maple 9A. They will continue to be available through retailers around the world under the 9A designation. The sticks will feature the same specs, same quality, same hickory and maple options, just less ink on the label.

"As we pride ourselves in making high-quality and diverse products at Vater, we appreciate all of your support and thank you all for choosing Vater products — no matter where artists may end up from time to time," said Chad Brandolini, director of artist relations at Vater Percussion.

The 9A measures in between a 5A and 5B in the grip and features a smaller-sized barrel tip for great cymbal clarity.

🛒 [Vater \(vater.com\)](http://Vater (vater.com))

Slingerland **dw**

DW Acquires Slingerland Brand

Drum Workshop has announced the acquisition of the Slingerland drum brand from Gibson.

"No question, Slingerland is one of the great American drum brands. It's also near and dear to my father's heart. He played Slingerland, as did many of his friends and fellow drummers. The history is undeniable," said DW CEO Chris Lombardi.

Founded by H. H. Slingerland, the Illinois-based musical instrument manufacturer began producing drums in 1928 and has remained a favorite among vintage drum enthusiasts. The company's

most noted artist affiliations included greats such as Buddy Rich, Gene Krupa and Louie Bellson. Slingerland was family-owned and -operated for more than 60 years. During the '70s and '80s the name was procured by several different companies, including Gretsch. In 1994, Gretsch sold Slingerland to Gibson Musical Instruments, where it has remained until now.

"In recent months, we've been working really hard to put the Slingerland brand and that amazing 'drum essence' into the right hands," said Gibson CEO James "J. C." Curleigh.

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

Remo Sub Muffl Fits 16-inch Heads

Remo has expanded its External Sub Muffl Bass Drum System to include 16-inch bass drums. The Sub Muffl is a bass drum dampening accessory product that features a free-floating external design that works with all bass drumheads that don't feature external dampening.

Constructed with an external plastic profile and a slip-resistant dampening foam, the Sub Muffl allows the drumhead full contact with the bearing edge, enabling the head and drum shell to maintain their full character of sound with additional attack and subsonic lows, without the frequency manipulation of glued-on



dampening profiles. The dampening sections slip in and out of the tray for easy adjustability in the studio or in live-performance situations.

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

WTS Artistry Series Drums Offer Instant, Effortless Tuning

The WTS Artistry series drums have changed the game for drummers and retailers. Featuring Welch Tuning Systems (WTS) hardware, these high-quality drums allow for instant, effortless tuning. A system of pulleys and cables brings both heads into tune with the turn of a single handle.

With up to 90% less shell-mounted hardware than any other tuning system, WTS drums produce a resonant, clear tone. The high-end hardware of these drums complements the masterfully crafted shells.

🛒 [WTS \(welchtuningsystems.com\)](http://WTS (welchtuningsystems.com))



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SOUND ROOM

Blue Designs for Streamers

Blue has released the Yeti X, a USB microphone for professional music recording and content creation. The Yeti X features Blue VO!CE technology, which enables musicians and content creators to dial up professional vocal effects and custom presets at the push of a button.

A four-capsule condenser microphone array delivers superior focus and clarity, while the high-resolution LED metering provides real-time feedback for recording levels. A multi-function smart knob provides instant control over essential mic functions.

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



Yorkville Distributes Aston

After a three-year partnership in the Canadian market, Aston Microphones has named Yorkville Sound as its U.S. distributor.

"Aston's attention to product excellence, reliability and customer care mirrors the very foundation of Yorkville Sound," said Jeff Cowling, Yorkville's vice president of sales and marketing. "We are thrilled to bring our joined entrepreneurial spirit to the U.S. market."

Steve Hendee, Yorkville's U.S. director of sales, added, "As we've seen in Canada, Aston Microphones provides high-quality mics that are sought after by professionals and hobbyists alike. The product itself is well-paired with studio equipment such

as monitors and mixers in our family, giving retailers opportunities to bundle and upsell end-users with world-class studio solutions. Our team can't wait to hit the ground running."

"Aston's enthusiasm for trying new things is off the charts," said Ray Wilson, Yorkville's national sales manager in Canada, who has been instrumental in nurturing the Yorkville-Aston relationship. "In just three years, they named us Distributor of the Year, and international Canadian artists such as Drake, Jordan Honsinger and Ian D'Sa have used Aston on their recordings. A highlight was developing the Aston Stealth together."

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



Bittree Ships Patch32A

Bittree is now shipping its Patch32A Dante audio patchbay. Designed to streamline the integration of traditional analog and IP network-based audio

patching, the Patch32A provides an efficient and effortless ramp to instantly move 16 channels of analog audio onto and off of Dante networks.

The Patch32A serves as a natural bridge between legacy audio equipment and IP-based systems that use Audinate's Dante media networking technology, including the Dante platform's recently added AES67 and SMPTE ST-2110 interoperability. The Patch32A eliminates the complexity of analog and Dante audio patching by minimizing cabling, conversion equipment and associated costs for broadcasters, recording studios, post-production facilities, houses of worship, performance venues, large corporate offices, higher education campuses and other professional AV environments.

The Patch32A comes in a 1.5-rack-unit desktop form factor.

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



Harman Launches AKG Lyra USB Mic

Harman has announced the AKG Lyra, an Ultra HD, multimode USB microphone with acoustically transparent, 4K-compatible, Ultra HD-grade 24-bit/192 kHz audio resolution.

Lyra features the AKG Adaptive Capsule Array, which provides user-selectable capture modes that are optimized for any performance and makes it easy to deliver professional sound for any application. Plug-and-play operation helps creators of all experience levels get set up and start recording quickly.

An internal self-adjusting shock mount minimizes contact noise, while a built-in sound diffuser and AKG's proprietary Internal Element Overload Prevention automatically reduces noise, eliminates pops and improves signal levels.

 [Harman \(akg.com\)](http://Harman (akg.com))



Rode Shotgun Mic Boasts Compatibility

Rode Microphones has introduced the NTG5, the latest addition to its range of shotgun microphones.

Featuring an acoustic port design that provides superior progressive wave interference, ultra-lightweight construction and crystal-clear, broadcast-grade sound, the NTG5 is aimed at the professional user.

The NTG5's acoustic design delivers a natural, uncolored sound. The NTG5 features a short, super-lightweight aluminum body (76 gram), making it one of the most compact professional shotgun microphones available on the market.

 [Rode \(rode.com\)](http://Rode (rode.com))

MXL Provides Professional-Grade Live Streaming Audio

MXL Mics has launched its Overstream and Overstream Pro Bundles for live streaming and gaming. The bundles include a choice of either the 990 Blaze or 990 Blizzard condenser microphone with a desk-mounted, hinged-arm mic stand and an integrated all-in-one pop filter and shock mount. The Overstream Pro Bundle includes all the products within the Overstream Bundle with the addition of MXL's Mic Mate Pro XLR-to-USB audio interface.

Both the 990 Blizzard and 990 Blaze condenser microphones offer professional-grade studio design and deliver superior sound quality with a wide frequency response, tight high-end, and solid low- and mid-range production. The microphone's cardioid polar pattern helps reject any noise from behind, while the illuminated LED lights in the grille complement any modern streaming or gaming rig. The MXL 990 Blaze features glowing red LED lights in the mic

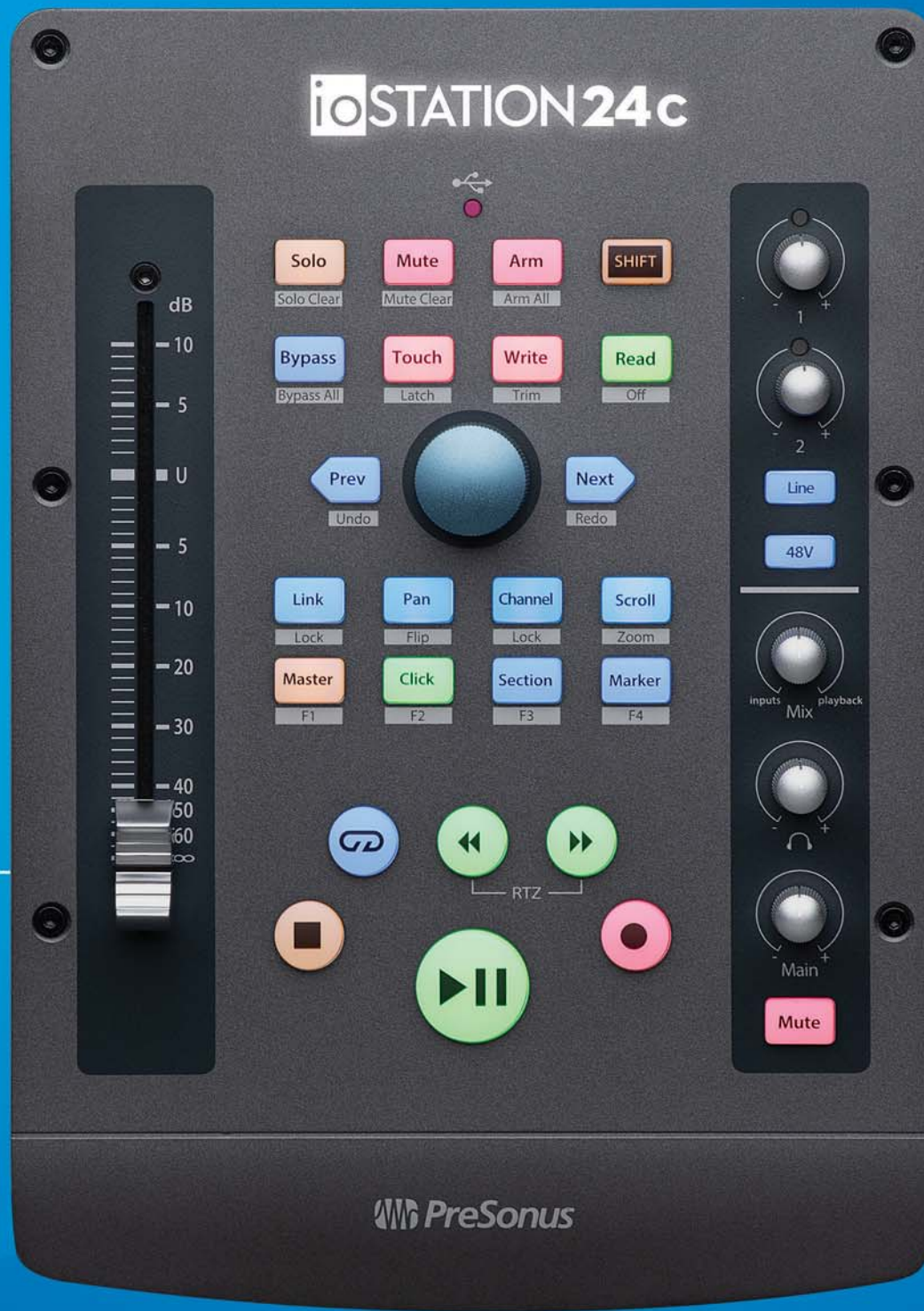
grille, while the MXL 990 Blizzard has glowing blue LED lights.

The included MXL-BCD Stand is a desk-mounted microphone stand with fully adjustable mic placement. It includes an integrated XLR mic cable while offering table clamp and swivel mount options for easy placement in any setup.

The MXL-SMP1 provides metal pop filters and shock mounts to dampen vibrations and eliminate plosives.

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





2 in 1

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Ernie Ball Expands Slinky Gauges

Ernie Ball has added new Slinky gauges to its famous Slinky line of electric guitar strings. These additional gauge combinations are the product of years of Slinky guitar player feedback from all over the world, across all genres of music.

Coming March 2020, the Turbo, Mondo, Skinny Top Beefy Bottom and Mighty Slinky guitar sets will feature the same bright and balanced tone that Slinkys are known for, but in new, never-before-offered combinations. Then, in July 2020, Ernie Ball will welcome three additional gauge combinations: Hyper, Magnum and Skinny Top Heavy Bottom 7-String Slinkys. All sets feature durable, nickel-plated steel wrap wire around a tin-plated hex core for that iconic Slinky feel and tone, and provide a balanced, comfortable feel across all the strings.

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

Hughes & Kettner Shows Spirit

Hughes & Kettner has unveiled the third amplifier to feature its analog Spirit tone-generating technology: the Black Spirit 200 Floor.

The Black Spirit 200 Floor combines the range of sounds and the immense power of the award-winning Black Spirit 200 head, and adds the practical switching and controlling functions of the Hughes & Kettner FSM-432 MK III MID Board, along with an array of new features. The result is a floor-based guitar amplifier offering the analog tone, feel



and power of a real amp alongside all the benefits and convenience of a fully programmable processor.

Designed to be set on stage at the foot of the player, the Black Spirit 200 Floor is housed in a rugged, roadworthy metal enclosure, making it perfect for a life on tour. With 200 watts of power on tap, the amp can easily keep up with any live band.

Connecting to traditional guitar cabinets, the P.A. and/or in-ear monitors is easy, thanks to its wealth of output options. 🛒 [Hughes & Kettner \(hughes-and-kettner.com\)](http://HughesandKettner.com)



Lee Oskar Harmonicas Get Low Down

Inspired by popular demand among enthusiastic harp players, Lee Oskar Harmonicas has introduced four lower-key major diatonic instruments in the keys of Low C, Low D, Low E and Low F#.

These harmonicas feature the same quality and design that the brand is known for across the entire Lee Oskar Harmonicas system, which has been manufactured in collaboration with the Tombo Musical Instrument company since 1983.

The Lee Oskar Harmonicas system now includes a total of 47 different harmonicas in four different models (the standard model and three other models with altered harmonica tunings), available in multiple keys.

Lower-key harmonicas allow users to play music a full octave lower than Lee Oskar's other harps.

MSRP: \$64.99. 🛒 [Lee Oskar Harmonicas \(leeoskar.com\)](http://LeeOskar.com)

On-Stage Debuts Woven GBU4100 Uke Gig Bags

On-Stage's GBU4100 series of ukulele gig bags offer 360 degrees of padded coverage with a highly durable woven outer shell, built to withstand the rigors of the road.

Setting the GBU4100 apart from other uke bags is its heavy-duty stitching and bolstered anchor points.

A rigid external edge piping retains the bag's shape so that a player's ukulele is always in the optimum internal position, surrounded by On-Stage's time-tested and abuse-absorbing padded armor enclosure.

Available in four different models, the

ukulele gig bags also boast both a rugged handle for briefcase-style handling and two adjustable backpack straps for hands-free transport.

Zippered pouches that are ideal for housing tuners, picks and other accessories round out the features of this lightweight bag.

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



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Booth #18219



dBTechnologies

VIO L212 is the first dBTechnologies full scale line array module designed for large format sound reinforcement applications. dBTechnologies is able to pack high sound pressure levels into one of the most compact and lightest 3-way active 2x12" line array systems.

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 #18519



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 #11113



Hercules

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

Booth #11113

KURZWEIL

Kurzweil expands its range of professional keyboards with the introduction of their new PC4, a new 88-note, hammer-action keyboard with 256 voices of VAST polyphony, 2 GB of factory sample content plus 2 GB of user-loadable space, a 6-operator FM Engine and more! Kurzweil — It's the Sound.

Booth #11113



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 #11113



nord

Nord introduces the Wave 2, a powerful 4-part performance synthesizer combining Virtual Analog synthesis, Samples, FM and Wavetable with an intuitive layer-focused interface. With 48 voice polyphony, innovative performance features and hands-on controls, the Nord Wave 2 offers outstanding sonic possibilities with advanced layering and tweaking on the fly. Come see the new Nord Wave 2 at Booth #11113.



RELOOP

Reloop was founded by a young group of music technology experts and ever since stayed at the cutting edge in terms of R&D. Reloop is featuring 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 #11113



studiologic

With hit products like the Sledge, SL line of controllers, and Numa Compacts; Studiologic delivers cutting edge technology, quick turn rates and huge margins. Come see Studiologic's complete line of pianos, synthesizers, controllers, pedals and pedalboards; and you'll see why Studiologic is AM&S' fastest-growing brand!

Booth #11113



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 #11113





Knilling Introduces European Step-Ups to Instrument Line

Knilling has added Anton Eminescu European-made step-up violins to its line of instruments. Handcrafted in Romania from Carpathian spruce and European maple in the atelier of a recognized master luthier, the Anton Eminescu step-up violins are now offered at a tiered price range.

“There is renewed interest from advancing players and dealers in affordable, high-quality European-made step-up instru-

ments,” said Lang Shen, product manager at Knilling. “Our Anton Eminescu violins feature high-level performance and the tonal character of European tonewoods, coupled with the consistency and stability of fine craftsmanship from skilled luthiers.”

Grand Master Model, \$3,495 MSRP; Master Guarneri Model, \$2,495; Soloist Model, \$1,995; and Artist Model, \$1,395.

🛒 [Knilling \(knilling.com\)](http://Knilling.com)

Waves Offers Plugins

Waves Audio has launched three distortion plugins: Waves Abbey Road Saturator, Berzerk and MDMX Distortion Modules.

The Waves Abbey Road Saturator is an analog-modeled saturation and distortion plugin developed with Abbey Road Studios engineers. Modeled directly from time-proven saturation chains at Abbey Road Studios, it provides amazing musical saturation and distortion. This plugin gives players flexible control over the Componder’s crossover frequencies, letting it focus on different ranges, depending on the source material. Lower settings will be at home on bass and kick drums,



while higher values will afford unmistakable shine to vocals. The added phase knob causes the saturation to work in parallel, dramatically altering the personality of the distortion harmonics.

Waves Berzerk is a plugin designed for wild, unhinged and creative distortion. It includes 10, all-original distortion shapes, advanced feedback, pitch, dynamics, sidechaining and M/S options for versatile experimentation. It also has a Go Berzerk button for randomized, unpredictable distortion madness.

Waves MDMX Distortion Modules include three distortion plugins based on musicians’ all-time favorites: Screamer, Overdrive and Fuzz.

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

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New from JodyJazz

DV PLATINUM Limited Edition

In celebration of our 20th Anniversary we are proud to offer the DV PLATINUM 20th Anniversary Limited Edition models. Production will be strictly limited to only 100 pcs each.



DV PLATINUM Tenor 7*

DV PLATINUM Alto 7



See us at NAMM Booth #8727



Parker, Abair Co-Host She Rocks Awards

The Women’s International Music Network has announced that SiriusXM radio host Lyndsey Parker and two-time Grammy-nominated saxophonist and vocalist Mindi Abair will be co-hosts of the 2020 She Rocks Awards. Recognizing women who stand out as role models in the music industry, the event takes place Friday at 7:30 p.m. at the House of Blues Anaheim.

This year’s honorees include Linda Perry, Gloria Gaynor, Suzi Quatro, Halestorm’s Lizzy Hale and many more.

📄 [She Rocks Awards \(sherocksawards.com\)](http://SheRocksAwards.com)



Tascam, iZotope Bundle Up

Tascam has bundled its black DR-10L Micro Linear PCM Recorder with a free full version of iZotope’s audio repair and noise reduction tool, RX Elements.

The DR-10L/RX Elements bundle brings a recording and editing workflow solution to live productions where noise and environmental distractions are common post-production challenges, such as weddings, on-location films and documentaries.

🛒 [Tascam \(tascam.com\)](http://Tascam.com)



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DEMO ROOM 201D



DAILY DEMOS ON THE HOUR • DEMO PARTY FRIDAY 5pm FEATURING @TrizzyTrack





Spitfire Updates Solo Strings

Spitfire Audio has announced a free update to Spitfire Solo Strings, which features single players performing at London's legendary AIR Studios. The acoustic performances were captured on 2-inch tape to join a long line of sample-based virtual instrument libraries for Native Instruments' Kontakt Player platform, also adhering to the Native Kontrol Standard extended plugin format for full compatibility with NI hardware, and now including the British music technology company's Solo Cello Total Performance patch alongside its highly intuitive Solo Violin patch.

Both the Solo Cello Total Performance and Solo Violin patches are included in Spitfire Solo Strings, making them effectively free to existing owners of this sample-based virtual instrument library. They also are available for purchase as separate sample-based virtual instrument libraries.

🛒 [Spitfire Audio \(spitfireaudio.com\)](http://Spitfire Audio (spitfireaudio.com))

Morley Sees 20/20

Morley has rolled out its complete 20/20 pedal line. This reinvented line includes 10 pedals, and the two pedals most recently released are the Distortion Wah and Power Fuzz Wah.

All 20/20 wah pedals include a new buffer that protects a player's tone. There won't be any volume loss due to what's in a player's chain or from long cables. Stand-alone buffer pedals can cost \$75 or more.

Each pedal is long-lasting and features a lifetime warranty that follows the pedal, not the owner. The pedals now come in



pedalboard friendly sizes. This new size is now the company's regular pedal size, and they'll have the same throw, sweep and feel as the company's classic Morleys.

The 20/20 wah pedals also feature the company's switchless activation. Users simply step on to engage and step off to bypass. Additionally, handy LEDs show when the wah is on or off. All 20/20 pedals have the company's patented Pedal Glow, helping players know exactly where their pedal is located on any stage.

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



SonoTone Offers Personal Touch

Having spent years developing the ideal guitar strings for himself, SonoTone founder P.K. Pandey now has made his boutique line of premium strings available to all.

With his proprietary manufacturing process in place, Pandey built relationships with materials suppliers and manufacturers in the U.S. — all of whom hand-process, quality test and package the strings domestically — ensuring that the strings would meet the standards of a professional sound engineer. Pandey maxes out at around 200,000 sets per year — the equivalent of what large-scale guitar string manufacturers can produce in a week.

Adding a further element of his personal touch, Pandey fields all inquiries regarding the strings himself, answering all questions and responding to comments from guitarists who purchase SonoTone strings, whom he considers his clients.

Pandey said, "At this point in the game, for me, there's no other way but to be involved with every single sale."

🛒 [Sono-Tone \(sono-tone.com\)](http://Sono-Tone (sono-tone.com))

Bass Profiler Amps It Up

With XT-B Bass Profiler by SIM1, a bassist has unlimited basses at their fingertips all with one pedal. It's not MIDI, and it's not sampling; it's an innovative piece of technology, which SIM1 has dubbed Smart Tone Shaping.

This makes the XT-B capable of learning or profiling the sound characteristics of a bass and modeling it to reproduce the sound of any other bass guitars — with no latency or digital artifacts.

With the XT-B, a musician can choose



their favorite bass profile among the presets included in the device — for example, a Fender Jazz 64 or a Höfner 500 violin bass.

Additionally, users can choose from a variety of iconic bass profiles by connecting a smartphone or tablet wirelessly to the XT-B via the included adapter and downloading the free SIM1 app. The XT-B allows a bassist to travel with only one instrument yet have a wide variety of sounds available.

🛒 [SIM1 \(sim-one.it\)](http://SIM1 (sim-one.it))

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The ICLive X Series provides a new level of flexibility with digitally steerable array modules and a matching subwoofer to ensure your sound is precisely scaled and positioned for performance.

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Next Level Neon


Starclassic
WALNUT/BIRCH
Reimagining a New Sonic Inspiration



Booth 4620

Propelling the **Starclassic Walnut/Birch** series forward with exciting new visuals, the lineup gets an infusion of vibrant color with two limited-run lacquer finishes, **Neon Yellow Oyster** and **Neon Orange Oyster**. Boasting a markedly edgy style complemented by **Black Nickel hardware**, these shells are methodically hand-painted to offer an expressive and unmistakably modern energy, designed to visually exemplify the bold yet balanced Starclassic Walnut/Birch sound.

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Taylor Announces 912ce

With its beveled armrest and cutaway, chambered body and fretboard edges, and 24 $\frac{7}{8}$ -inch scale length, Taylor Guitars' Builder's Edition 912ce is a powerful, comfortable acoustic instrument that handles exceptionally well and produces a precise, fast response like an electric guitar.

The Builder's Edition 912ce is a great instrument for leads and most genres, from rock to jazz to fingerstyle acoustic. It's also a solid choice for recording, and with its high-end appointments, it will both sound and look superb on stage.

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

P. Mauriat Launches Masters Series Soprano Saxophone

P. Mauriat has introduced the newest addition to its Masters series: the Master97S soprano saxophone.

"The Master97S brings a very new and different tonal color to our soprano saxophone line," said Craig Denny, vice president, sales and marketing at St. Louis Music. "Players will love the quality of sound and the way it feels in their hand. It's comfortable, and it feels like home right away."

The Master97S is a dual alloy saxophone, utilizing rose brass necks (both

straight and curved) and sterling silver octave pips.

This fully professional soprano sax also features extensive hand-engraving and Pisoni Pro 105 pads with synthetic resonators. The Master97S is finished in a honey gold lacquer and comes complete with the P. Mauriat soft-contoured trekking case and accessories.

[P. Mauriat \(pmauriatmusic.com\)](http://pmauriatmusic.com)



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The NAMM Show
January 16/19 2020 ^{california}
BOOTH #11610

Boss Unveils Katana-Artist MkII

Boss has announced the Katana-Artist MkII, the premier model in the Katana guitar amp lineup.

In October 2019, Boss introduced the Katana MkII series. Now, the flagship 100-watt Katana-Artist combo gets the MkII treatment with more tone variations, expanded effects and other core updates.

Also included are new hardware features only available on the Katana-Artist MkII, including a contour control, solo boost, external dual amp control and more.

The Katana-Artist MkII is the ideal stage amplifier, offering refined tones and premium features for pro players.

A key element to the amp's powerful sound is the 100-watt Waza 12-inch speaker, specially developed by Boss to

deliver brown sound tones inspired by the benchmark 25-watt British stack speaker from the 1960s.

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



Mackie Makes Additions to CR Series Monitor Line

Mackie has expanded its CR series of multimedia monitors, adding new models and a subwoofer to the line of compact nearfields.

New to the CR series is the CR3-X 3-inch, CR4-X 4-inch and CR5-X 5-inch, as well as the Bluetooth-enabled CR3-XBT 3-inch, CR4-XBT 4-inch, CR5-XBT 5-inch and CR8-XBT 8-inch models. Providing a bottom-end punch to the line is the new CR8S-XBT Bluetooth-enabled subwoofer.

A great upgrade for a user's desktop speakers, the CR series monitors deliver the performance one would expect from a Mackie studio monitor. Ideal for home studios, multimedia content creation, AV post-production, gaming, broadcasting and more, these monitors offer studio-quality sound in a compact package that's equally at home in a high-end project room or on a bookshelf.

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



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The
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BOOTH #4636



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Rotosound Introduces Ultramag Sets

Rotosound has launched the new Ultramag sets, a range of high-end electric bass guitar strings sets.

These Ultramag sets, made with Type 52 Alloy, showcase the company's push into a higher price-point bracket, enabling it to offer improved margins to dealers.

The sets initially will be available in four-string 40–100, 45–105 and five-string 45–130 gauges for electric bass guitar.

Rotosound materials expert John Doughty explained the science behind the strings by saying, "With a composition of



52 percent nickel and 48 percent iron, this highly magnetic string will certainly accentuate those middles and lows over their steel counterparts."

🛒 Rotosound (rotosound.com)

Protec's Micro ZIP Double Clarinet Case Can Travel

Protec has introduced the micro-sized ZIP Double Clarinet Case for B-flat and A clarinets, model BM307D. The case can easily slip into a backpack or shoulder bag, thanks to its small and mobile design.

The case's exterior features a sleek contoured ABS shell that is lightweight, scratch-resistant and protects against impacts. The soft velvet-lined interior safely fits most horn makes and models. With a custom zipper that allows for quick access, the case can

remain securely closed and is built to last.

Additionally, Protec has introduced a convertible brief, model C5 that transforms into a backpack featuring a temperature-stabilizing case storage section. With its lightweight modern design, weather-resistant exterior, and separate laptop and document compartments, the convertible bag is the ultimate carrying solution for smaller, sensitive instruments.



🛒 Protec Style (protestyle.com)

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PHOTO OF LZZY HALE BY JUDY WON



Bring the Party with You with the WiFiOke

VocoPro has launched the WiFiOke system — a convenient, all-in-one portable karaoke machine.

VocoPro's WiFiOke connects to Wi-Fi and makes it possible to use YouTube or other sites to stream thousands of songs online. No discs are needed to play the party's favorite karaoke songs.

WiFiOke boasts a sleek 14-inch touchscreen to navigate the menus and view lyrics on YouTube or other karaoke sites. It comes with two wireless microphones for group sing-alongs.

🛒 VocoPro (vocopro.com)

Nugen Audio Earns Trademark

Nugen Audio has earned an official trademark in China. The company's application for a trademark, which was fully authorized by the China Trademark Office on Oct. 7, 2019, was based on a recommendation from Nugen's Chinese distributor, Music Marketing, as a means of protecting the brand name and company IP. The trademark gives Nugen control over its brand for the next 10 years.

"We are very honored to have been awarded a Chinese trademark for our brand and IP," said Paul Tapper, CEO of Nugen Audio.

🛒 Nugen Audio (nugenaudio.com)



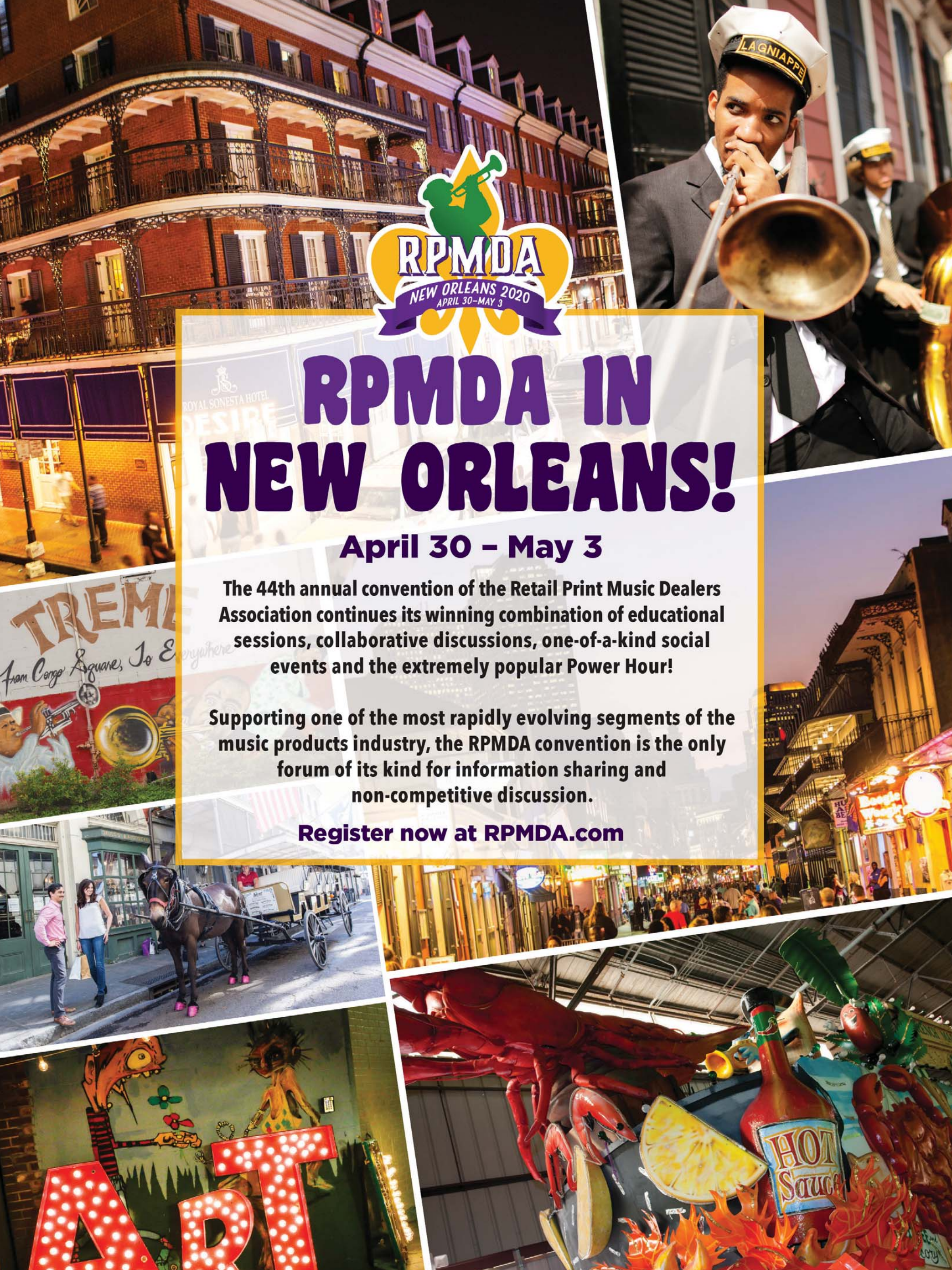
RPMDA IN NEW ORLEANS!

April 30 – May 3

The 44th annual convention of the Retail Print Music Dealers Association continues its winning combination of educational sessions, collaborative discussions, one-of-a-kind social events and the extremely popular Power Hour!

Supporting one of the most rapidly evolving segments of the music products industry, the RPMDA convention is the only forum of its kind for information sharing and non-competitive discussion.

Register now at RPMDA.com



ADJ's Allegro Z6 Promotes Artistic Potential

ADJ's Allegro Z6 is a versatile, motorized linear LED fixture with zoom. Offering powerful output, color mixing and an expansive feature set, it provides lighting designers with artistic potential for creating both static looks and moving effects.

The Allegro Z6 has six individually controllable, 30-watt quad-color 4-in-1 LEDs, which can generate a wide variety of vibrant colors by mixing the red, green, blue and white elements in different combinations of intensity. Each LED offers a lifespan of approximately 30,000 hours, effectively preventing the need for lamp replacement even



if the fixture is used for many years.

The unit also features a motorized zoom function, allowing the angle of the six independent light beams to vary between 4 degrees — great for tight beam effects — and 32 degrees — to create wide soft-edged washes. This allows for dramatic color washing, as well as mid-air beam effects.

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

Danelectro Vintage-Inspired Pedals

Danelectro's Eisenhower Fuzz and The Breakdown gain/boost are part of a new line of vintage-inspired stand-alone pedals that follow the Billionaire series released in 2018.

Unlike the Billionaire pedals, with their clean modern look, the Eisenhower Fuzz and The Breakdown look like they've been on a pedalboard since the late '60s. The aged cases and controls have a road-worn, smoke-stained look, and these pedals deliver memorable guitar sounds from that period.

The Breakdown has a large, status orange LED and a simple off-set, two-control layout.



While the volume control speaks for itself, it's also a master for the six-position break up rotary control, which ups the output from subtle to mild grit from positions 1-3 and really cuts loose from positions 4-6, pushing the amp's front end with high output akin to towering stacks at full tilt, without coloring the tone of the guitar.

Like The Breakdown, the Eisenhower Fuzz has silent switching, true bypass and a large status LED. The Eisenhower's tonal range is massive, from smooth neck pickup sonics to razor-sharp, edgy bridge delivery.

🛒 [Danelectro \(danelectro.com\)](http://Danelectro(danelectro.com))



JANUARY MEMBERS MEETING & PERCUSSION INDUSTRY GATHERING

GET INVOLVED WITH THE PMC - 25TH ANNIVERSARY YEAR



Join us to learn about the new programs connected to the PMC's 25th Anniversary 2020 year-long celebration and the new market development campaigns and programs.

This year's meeting will focus on special market development initiatives that include all Percussion Retailers, PMC Members and Percussion Consumers.

📍 ANAHEIM HILTON, VISTA LOUNGE (LEVEL 14)

DOORS OPEN: 6 PM | MEETING BEGINS: 6:30 PM

RSVP REQUIRED: www.PLAYDRUMS.com/NAMM



Grover Pro Adds 3 Products

RBI Music has introduced three additions to its Grover Pro Percussion line of high-quality products: sleigh bells, a red oak slapstick and a 360-degree multi-instrument mount.

A key feature of the sleigh bells is a hard rubber foot that allows a musician to silently pick up or set down the instrument, eliminating any unwanted bell sounds.

🛒 [RBI Music, Grover Pro Percussion \(rbimusic.com, groverpro.com\)](http://RBI Music, Grover Pro Percussion (rbimusic.com, groverpro.com))



Hosa Pro Guitar Cables Save Space

Hosa Technology has introduced the latest expansion to the Hosa Pro line of cables, Hosa Pro guitar patch cables.

It improves upon the previous patch cable version by incorporating a new pancake Rean connector that keeps the ruggedness of Hosa Pro and maximizes the limited space on pedalboards. These cables feature 20 AWG oxygen-free copper conductors for signal clarity, making them a significant upgrade over standard guitar patch cables.

MSRP: 6 inch, \$16.05; 12 inch, \$16.50; 18 inch, \$16.80.

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

NAMM@ NIGHT

Join us for events every show night!

The NAMM Show
January 16/19 2020 ^{california}

Thursday, 1/16

Yamaha Presents The NAMM Foundation Celebration for Music Education Featuring Sarah McLachlan
6–8 pm
NAMM Yamaha Grand Plaza Stage

Yamaha Presents NAMM Night of Worship Honoring Michael W. Smith
7–10 pm
Hilton, Level 2, Pacific Ballroom

Friday, 1/17

Yamaha All-Star Concert on the Grand 2020
6–8 pm
NAMM Yamaha Grand Plaza Stage

19th Annual Parnelli Awards
6–10 pm
Hilton, Level 2, Pacific Ballroom
(Tickets required)

Saturday, 1/18

Yamaha Presents Tower of Power 50th Anniversary Concert
6–8 pm
NAMM Yamaha Grand Plaza Stage

35th Annual NAMM TEC Awards
6–9:30 pm
Hilton, Level 2, Pacific Ballroom
(Tickets required)

Get Connected! Search “NAMM Shows”

For the most up-to-date schedule of all NAMM Show education sessions and events, download the mobile app.



Kirk Burgett, president and owner of Mason & Hamlin

Mason & Hamlin Introduces Concert Grand, 2 Piano Lines

Mason & Hamlin has introduced the VX Series CC-94 Concert Grand piano, as well as two new piano lines: the Artist and Classic series.

The VX series represents both new and original Mason & Hamlin innovations and designs, preserving the classic Mason & Hamlin sound with more fullness, res-

onance and increased projection and sustain. The new model includes a high-performance VX WNG action designed by Mason & Hamlin, composed of advanced composites and carbon fiber.

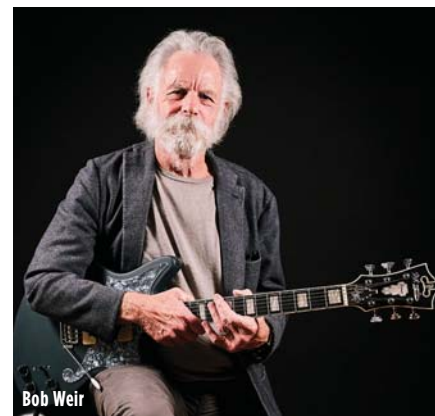
“The biggest difference you will notice with the new pianos in the VX series is the touch and sound,” said Tom Lagomarsino, executive vice president of Mason & Hamlin.

The Artist series pianos will be outfitted with proprietary Mason & Hamlin-designed carbon fiber and advanced composite WNG actions, featuring anodized aluminum hardware that delivers exceptional balance, response and design features typically associated with hand-built instruments.

The entry-level Classic series features WNG carbon fiber hammer shanks and flanges. The instruments are prepped, voiced and regulated by Mason & Hamlin.

The new Artist and Classic series pianos also will be available with PianoDisc Prodigy player systems.

🛒 [Mason & Hamlin \(masonhamlin.com\)](http://Mason & Hamlin (masonhamlin.com))



Bob Weir

D'Angelico Unveils Bob Weir Bedford

Following the success of his Deluxe Series signature model in 2019, D'Angelico Guitars has introduced the Premier Series Bob Weir Bedford Signature Model.

Now available in the accessibly priced Premier Series, the Premier Bob Weir Bedford features Weir's concept of a tonal powerhouse.

The guitar's electronics configuration consists of two Seymour Duncan-designed P-90s with a SC-101 single-coil nestled in the middle.

A standard five-way blade makes tone control easy, while an added blender pot blends the neck and bridge pickups (or all three pickups in the notch positions), resulting in a variety of tones. A six-point tremolo offers control over waves of vibrato. The guitar is available in a matte-stone finish.

“It really has more variety of tones than any guitar I can think of,” Weir said. “And the more sounds the instrument has, the more colors you have on your palette.”

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

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BOOTH #8727



Amphenol Connects Power

Entertainment@Amphenol has released the HPT Series Power Connectors and Accessories, an extension of the company's HP Series Power Connector line.

These additions bring a variety of improvements to the marketplace. The connectors have been designed to be fully

plug-compatible with the original and latest industry-standard products. They are UL-recognized and easier to use with a patent-pending, cable-clamp lock feature.

HPT Series Power Connectors are rated at 20 amps at 250 volts.

🛒 [Entertainment@Amphenol \(amphenolaudio.com\)](mailto:Entertainment@Amphenol)

Innovative Percussion Offers DT1 Mallet for Vibes

Inspired by the sound and look of a classic vibraphone mallet, Innovative Percussion's DT1 has been built for today's vibraphone performer.

The extended-length rattan shaft allows the performer to look and sound like a traditional vibraphone player when performing with four mallets and employing a wide array of techniques.

The pink, blended yarn creates a warm tone off the instrument, with clarity for solo and ensemble settings. The synthetic core provides an expressive sound throughout the entire range of the instrument.

Offering a traditional sound with a contemporary twist, the DT1 Drew Tucker signature vibraphone mallet delivers.

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

DAS Celebrates 25 Years

DAS Audio of America will celebrate its 25th anniversary during The 2020 NAMM Show. The company also will be launching two product lines: the Icon series and E11Even Sound by DAS Audio.

The 25th anniversary celebration will take place at the Hilton Anaheim inside the Avalon room today at 6:30 p.m. Those wanting to attend should visit the DAS Audio booth prior to 5 p.m. to acquire a pass.

“During our 25 years in the United States, we've been fortunate to take an active role in growing DAS Audio into a highly respected global loudspeaker brand that can be found

on tour and in leading facilities,” said Jaime Villegas, general manager of DAS Audio of America.

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



Takamine Debuts Peace Model

Each year, Takamine Guitars creates a special limited edition (LTD) model that is produced by hand at Takamine's design and manufacturing facility in Sakashita, Japan. This year's offering is the LTD-2020 Peace.

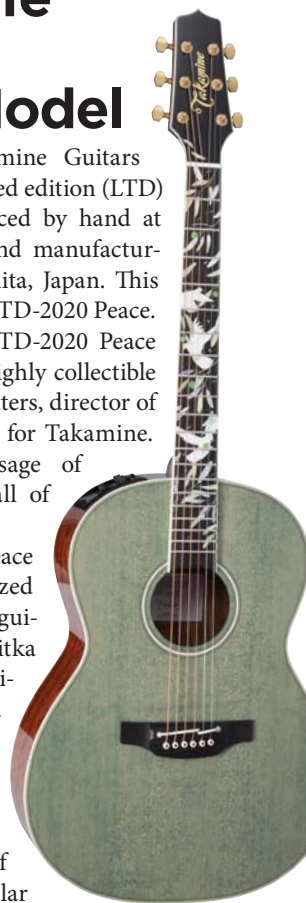
“The Takamine LTD-2020 Peace is more than just a highly collectible guitar,” said Tom Watters, director of product development for Takamine. “It imparts a message of peace that benefits all of humanity.”

The LTD-2020 Peace is an auditorium-sized acoustic-electric guitar that has a solid Sitka spruce top with a semi-translucent green tea finish.

The guitar's solid ovangkol back and ovangkol sides offer a full spectrum of tonal properties, similar to rosewood, but in a more sustainable tonewood.

The LTD-2020 Peace also includes a mahogany neck and an ebony fingerboard that is filled with hand-inlaid doves and olive branches.

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



Making the Guitar Part of Our Community

Join the Guitar & Accessories Marketing Association (GAMA) and make more guitarists

GAMA is a non-profit marketing group for manufacturers and suppliers that serve the guitar playing retail market

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INSIDE THE PEDAL MARKET FOR SUCCESSFUL MUSIC RETAILERS
music
FROM THE TOP
HOLAND'S JON-ICH MIA
PLUS: LAST-MINUTE STEERING BOOTS
PAGE 58

THE EXCELLENCE ISSUE FOR SUCCESSFUL MUSIC RETAILERS
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CHICAGO MUSIC EXCHANGE
MUSIC INC.'S DAILY RETAILER OF THE YEAR (PAGE 24)

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THE PROS
PAGE 18

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BOOTH 6907

ACCESSORIES

New Enki Case Carries 2 Guitars



Enki USA, maker of the AMG series of multi-purpose instrument cases, has introduced model AMG-2 EXV, a double electric guitar case designed specifically for Explorer, Flying V and ML shaped guitars.

The case fits two electric guitars up to 46 inches in total length and 18 inches in total width.

It provides the same protection and convenience features of

AMG series cases, but has been updated, making it the company's strongest case.

The case introduces the durable Enki Eva Insert Set, a polycarbonate latch and heavy-duty removable lid hinge system.

The AMG-2 EXV is designed as a road case for touring guitar players, whether they are on or off the stage.

"The development of new EXV case is in response to a massive number of players using Explorer and V-shape guitars, requesting we build a case to meet their needs," said David Cronk, CEO of Enki USA.

🛒 [Enki USA \(enkiusa.com\)](http://enkiusa.com)



D&A Bullhead Stands Fold Up

D&A Guitar Gear, designer and manufacturer of instrument stands and accessories, has introduced the Bullhead and Bullhead+ folding music stands.

The stands feature an ultra-stable and safe five-leg footprint. A simple, reversible snap-lock retention system converts from an adjustable sheet music holder to a well-balanced laptop or tablet holder.

Incorporated into the Bullhead+ design is a fold-out instrument support leg system to accommodate any instrument, so sheet music charts and instruments have just one destination.

🛒 [D&A \(dnaguitargear.com\)](http://dnaguitargear.com)



BaldMan Junk Hat Comes to Winter NAMM

BaldMan Percussion's The Junk Hat, showcased at NAMM Summer Session, has made its Winter NAMM debut.

Owners Danny Young and Mike McKee — both bald, professional drummers — launched BaldMan Percussion in August 2018, and the company's flagship product, The Junk Hat, quickly garnered attention.

After receiving a Summer NAMM Best In Show award, panelist Robert Christie said The Junk Hat has "lots of tonal possibilities."

Christie added, "These guys know percussion and know what drummers need. This is a really, really cool product."

Notable players such as Matt Chamberlain, Chris "Daddy" Dave and Saturday Night Live's Shawn Pelton are among the early adopters of The Junk Hat.

BaldMan Percussion will be running NAMM-only specials for retailers during the show.

🛒 [BaldMan Percussion \(baldmanpercussion.com\)](http://baldmanpercussion.com)

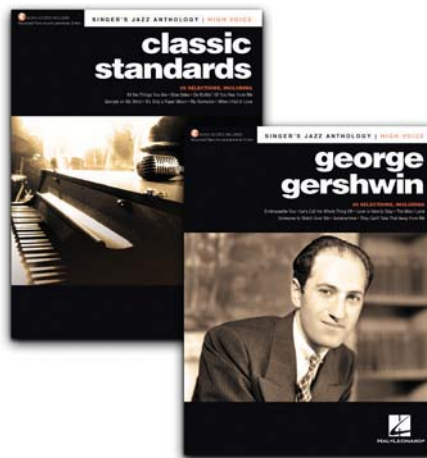
Hal Leonard Sings Jazz

For nearly 20 years, Hal Leonard's Jazz Piano Solos series has provided musicians with piano solo arrangements of popular jazz tunes, covering artists like Miles Davis and Duke Ellington, as well as styles like bebop and bossa nova. More than 50 books have been produced in the series and have helped thousands of musicians discover a love for jazz. Now, the editor of that series, Brent Edstrom, is editing a new jazz series targeted at singers: the Singer's Jazz Anthology.

Crafted for the aspiring jazz vocalist, the Singer's Jazz Anthology series features vocal lines with piano accompaniments. The singer's portion, matching the original sheet music, is paired with piano accompaniments arranged in an authentic yet accessible jazz style designed to enable the singer to sound like they're being backed by an accomplished jazz pianist. The accompaniments in the books can be embellished by personalizing rhythms or dynamics, and chord labels are provided for pianists who are comfortable playing their own chord voicings.

The Singer's Jazz Anthology debuts with four books in the series: *Classic Standards*, *Pop Standards*, *George Gershwin* and *Cole Porter*. Each book is arranged by Edstrom and is available in both high- and low-voice versions. Each publication includes access to professionally recorded piano accompaniments online, available for download or streaming.

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



Light as Air, Strong as Steel

The Air Carbon Series Acoustic Guitar Case from Crossrock Case Company is a dreadnought-style case that features the same attributes as the line's slogan, "Light as Air, Strong as Steel."

Crossrock put the Air Carbon Series Acoustic Guitar Case through extreme testing, including full barrels of water, a drop from 16-foot stairs, hammers and strength testing that included people jumping on and standing on the case. During each test, the guitar inside was kept completely safe.

Crossrock starts with a high-purity carbon fiber hard shell. This material has the added advantage of being very lightweight. Even with thick-density padding and heavy-duty latches, the case weighs only 6½ pounds. Crossrock added a TSA lock from Dupont Nylon, which assists with airline check-in.

The Air Carbon Series Acoustic Guitar Case features a soft, blue silk-like lining.

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

Levy's Adds 60 Straps to Lineup

Levy's Leathers has released 60 new strap models, including additions to its best-selling Right Height line and new Naturals series.

New color options have been added to the patent-pending and popular Right Height line with RipChord Technology. Introduced during NAMM Summer Session, the Right Height line lets musicians easily adjust their strap with a quick pull of the handle.

Levy's will also introduce a new Naturals series of vegan-friendly straps made with sustainable hemp and cork. The all-natural straps will feature artistically inspired designs along with surprise features for fans.

In addition to the new Right Height models and Naturals series, Levy's will



offer a new line of children's straps for the next generation of rock stars, and case straps for band and orchestra musicians looking to show off their personalities and school spirit with colorful and stylish instrument case straps.

🛒 [Levy's Leathers \(levysleathers.com\)](http://levysleathers.com)

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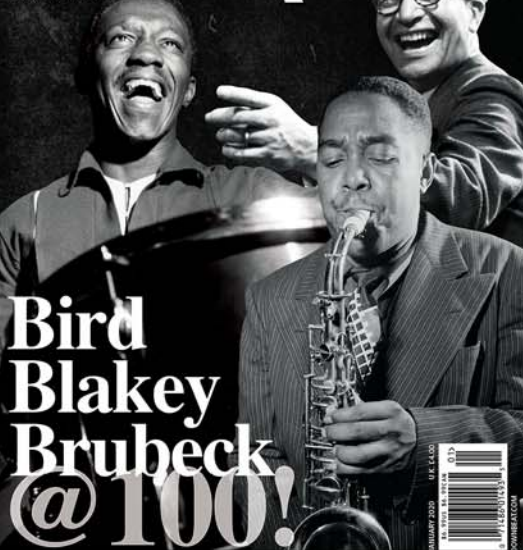
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The NAMM Show

#NAMMShow

Today's Highlights

Thursday · January 16

8–9:30 am
NAMM U Breakfast Session:
Breakfast of Champions
Hilton, Level 2, Pacific Ballroom

9:30–10 am
The 2020 NAMM Show Grand Opener:
U.S. Marine Corps Marching Band
Arena Plaza

10–11 am
NAMM Policy Forum
ACC, Level 1, Lobby, NAMM Member Center

10 am–6 pm
Loudspeaker System Showcase
Arena

10 am–6 pm
Innovator Showcase
ACC, Level 1, Hall E

Get Connected!
Search "NAMM Shows"

For the most up-to-date schedule of all NAMM Show education sessions and events, download the mobile app.

PROFESSIONAL TRAINING HIGHLIGHTS

All sessions will be held at the NAMM U Education Center at the Anaheim Hilton and run one hour unless otherwise noted.

E Planning a Safe Event

Eddie Raymond and Kent Jorgensen

9–11 A.M.

Hilton, Level 4, A4

People planning an event need a program that's designed to keep workers and audience members from harm and a specific response plan for all reasonably expected emergencies. These speakers combine more than 50 years of experience in the industry to talk about how to create those programs and plans.

E Electrical Theory and Trouble Shooting for Chain Hoists

Dave Carmack

9 A.M.–1 P.M.

Hilton, Level 4, A3

Presented by Columbus McKinnon. Three phase versus single phase? Why does it go up when I hit the down button? What is the difference between phase reversing and plug reversing? This session will cover the general electrical theory of chain hoists and common troubleshooting techniques to use in the field.

E Stage Electrics: Clean, Safe Power for Audio, Video and Lighting

Richard Cadena

9 A.M.–4 P.M.

Hilton, Level 4, A2

Discover best practices for setting up power distribution, how to safely meter power, how to test and troubleshoot it and how to monitor it during the show in this special two-day training. Presented by Richard Cadena, the class starts with circuit theory and covers power calculations, electrical safety, best practices, codes and regulations and more.

E Changes in the 2020 National Electrical Code

Steve Terry and Ken Wagner

11 A.M.–NOON

Hilton, Level 4, A4

Make sure you are up to date with the latest changes in the NEC Code. The 2020 NEC Code (NFPA 70) has significant revisions and new requirements. This session will cover what's new and how it will affect the entertainment industry.

TT Keynote: Joe Solo on Your Future Success in Music

Joe Solo, Ted Cohen and Matt Coleman

11A.M.–NOON

Hilton, Level 2, California Ballroom A

Record producer and industry thought-leader Joe Solo (Apple, Atlantic, Sony, Interscope) will deliver a concise, vital keynote on how to maximize your future success by harnessing tech, the widening music investor landscape and new global markets. Then Joe will lead a conversation with Ted Cohen and

Matt Coleman on music's future and how blockchain and AI will fit into your success.

TT What Makes Music Beautiful?

Yeuda Ben-Atar

11A.M.–NOON

Hilton, Level 2, California Ballroom B

Join producer and Ableton-certified trainer Yeuda Ben-Atar for an in-depth demonstration and discussion of what makes music beautiful from a philosophical and theory-based perspective. Dive into the world of repetition and make beautiful music.

TT Project Studio 3.0

Dan Daley, Will Sheff, Sadie Dupuis and Alex Skolnick

NOON–1 P.M.

Hilton, Level 2, California Ballroom A

First came the Portastudio, then software on computers. Now, the project studio is in its third generation, with the arrival of remarkably comprehensive pocket-sized production platforms. Artists and producers who use these systems will weigh in on how they're changing the game for making music.

A The Future of Game Audio: Music and Sound Design for Mobile Gaming

Doug DeAngelis, Brian Lee White, Brian Trifon, Joshua Mosley and Cody

Matthew Johnson

1–2 P.M.

Hilton, Level 4, A7

As the demand for mobile gaming continues to rise, new opportunities emerge for composers and sound designers to launch a career in this popular medium. A3E explores the tools and techniques that are specific to mobile gaming and surveys the landscape of opportunity for audio developers, musicians and sound designers.

A A3E WORKSHOP: Advanced Audio + Music Technology—Industry and Business Disruption: Findings and a Three-Year Forecast

Bill Kirwin and Bruce Guptill

1–2 P.M.

Hilton, Level 4, A6

Join this session for a first take and unveiling of A3E Research's recently launched survey to discover and discuss the findings of how Advanced Audio + Music Technologies are currently forecasted to further disrupt the MI industry.

E When a Good Buzz Is a Bad Thing (Getting the Buzz Out of Your Speakers)

Michael Matthews

1–2:30 P.M.

Hilton, Level 4, A4

Noise in your audio system is not only annoying but it can also create a serious

THURSDAY, JANUARY 16, 2020

A A3E

AE AES

E ESTA

PP Pro Production

TT Tec Tracks

safety hazard if the problem is handled incorrectly. This class will examine how electrical issues can cause audio interference and hum in the sound system and how to safely quiet the buzz.

PP 10 Years of Spectacular Creativity at Silent House

Baz Halpin, Tamlyn Wright, Cory FitzGerald and Alex Reardon
1-2:30 P.M.

Hilton, Level 4, A5

This session offers the rare opportunity to hear from all four partners of the venerable Silent House production company in this insightful look at their work and approach to production and design in today's music industry. Founded in 2010, Silent House is a full-service production company, providing production and design for television and live entertainment.

TT Smart Touring

Peter Sotos, Gabe Kubanda, Nicholas Mishko, Rob Owens and Alexandra Bruno
1-2 P.M.

Hilton, Level 2, California Ballroom A

Through the trials and tribulations of these expert touring artists, managers and tour managers, attendees will become aware of—and learn how to avoid—the common pitfalls and issues that arise during touring.

TT Producing Legacies

Dan Warren, David Prater and Robert Margouleff
1-2 P.M.

Hilton, Level 2, California Ballroom B

From the musical vision to mastering, these award-winning producers will share their expertise and experiences to help the aspiring artist avoid the pitfalls within their musical journey. Presented by Warren Media and Marketing / Family Beautiful Magazine.

E Lighting for EDM

Aron Altmark
1-2 P.M.

Hilton, Level 4, A4

EDM shows are endurance tests for lighting directors. They are usually busked for hours on end, and there is an art to the craft. Aron Altmark has been lighting the biggest EDM shows for several years, and in this session, he'll discuss his approach.

A A3E WORKSHOP: Essential Game Audio Skills

Joe Kataldo
2-3 P.M.

Hilton, Level 4, A6

In this one-hour workshop, Joe Kataldo, CEO of Mad Wave Audio, will demonstrate a variety of concepts and techniques used in game audio production. You will have a chance to learn about the differences between linear and interactive audio and how to create

assets that retain their low-end even on mobile.

A THE FUTURE MUSICIAN: Inside the Art of Generation Z

Doug DeAngelis, Sean Giovanni, Mikhail Trutvnev, Jacob Gordon and Karen Allen
2-3 P.M.

Hilton, Level 4, A7

Welcome to the next generation of recorded music, where YouTube subscribers and live-streaming audiences have shifted artists away from the traditional model of recorded music. This A3E session will empower every independent artist with the latest software and hardware tools to enhance your workflow, grow your fan base and elevate the quality of your internet content.

E Automation in Performer Flight

Paul Sapsis
2-6 P.M.

Hilton, Level 4, A3

Using the finest grades of rigging, technology and mathematics, riggers and technicians successfully navigate the difficulties and dangers of defying Newton's Law. This class will cover everything that can be packed into four hours: mechanical and control design, 2D and 3D math and vector analysis.

TT Sound Design in the 21st Century

Daniel Keller, Rick Allen, Francis Preve and Jim Stout
2-3 P.M.

Hilton, Level 2, California Ballroom A

An intimate conversation on the art and science of sound design, from transforming found sounds to creating entirely new sonic landscapes.

TT How to Prepare Your Music for a Successful Release

Kevin Bruener
2-3 P.M.

Hilton, Level 2, California Ballroom B

With thousands of new albums and singles being released every day, you need to plan for success. In this session, CD Baby's VP of Marketing Kevin Bruener, will reveal what he sees working and not working right now for the music CD Baby helps distribute every day.

E Power on a Shoestring (Lighting Your Video on the Cheap)

Michael Matthews
2:30-4 P.M.

Hilton, Level 4, A4

This session will examine how to utilize inexpensive light and power sources to put the focus on your music, not your lighting. We will start with low power lights and examine using house power, small generators and batteries. Electrical safety is a large part of this session.



The NAMM Show

#NAMMShow

Today's Highlights

Thursday · January 16

4-5 pm
2019 Top 100/Nonprofit Networking Reception
ACC, Level 1, Lobby, NAMM Member Center

4-5:30 pm
NAMM Live Welcome Reception
ACC, Level 1, Hall A, 10749

6-8 pm
NAMM Pro Audio Pool Party
Marriott, Level 1, Pool Deck

6-8 pm
Yamaha Presents the NAMM Foundation Celebration for Music Education Featuring Sarah McLachlan
Grand Plaza, NAMM Yamaha Grand Plaza Stage

6-8 pm
ESTA's Happy Hour for Behind the Scenes
Marriott, Level 1, Platinum Patio

7-9 pm
Yamaha Presents NAMM Night of Worship Honoring Michael W. Smith
Hilton, Level 2, Pacific Ballroom

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PROFESSIONAL TRAINING HIGHLIGHTS

SUNDAY, JANUARY 19, 2020

All sessions will be held at the NAMM U Education Center at the Anaheim Hilton and run one hour unless otherwise noted.

A A3E **AE** AES **E** ESTA **PP** Pro Production **TT** Tec Tracks

A THE FUTURE OF SYNTHESIS: Physical Modeling and Expressive Musical Instruments

Pat Scandalis, Jordan Rudess, Stephan Schmitt, Dr. Julius O. Smith III, Stefano Lucato and Roger Linn

3-4 P.M.

Hilton, Level 4, A7

Physical modeling synthesis is sound generation based on a mathematical model, where performers use gestures to interact with a real physical system

for emotional musical expression. This A3E session will showcase the latest physical modeling products for expressive musical performance.

TT Brand Partnerships

Michael Zimmerlich, Sean Giovanni, Gabe Kubanda, Emiko Carlin, Patrick Genovese and Jimmy Landry

3-4 P.M.

Hilton, Level 2, California Ballroom A

The endorsement relationship between the artist and a sponsoring organization has been changing. Brands are more selective in who they work with, and asking for free product is no longer going to cut it. This panel will address how to successfully pitch to brands and the symbiotic role that these partnerships play in an artist's career.

A A3E WORKSHOP: Ultimate Guitar (on Building a Successful Subscription Model)

Mikhail Trutnev, Sasha Smirnova and Jonathan Kehl

3:30-4:30 P.M.

Hilton, Level 4, A6

Ultimate Guitar and Musescore will hold an hour-long workshop on running successful digital companies in the music industry. During the workshop, you'll discover how to build powerful licensing partnerships with music publishers to help your company's music learning products and services succeed.

A THE FUTURE OF LIVE PERFORMANCE: Next-Generation Concert Experiences

Doug DeAngelis, Chip Miller, Vik Singh, Patrick Vosgimorukian and Ari Karczag

4-5 P.M.

Hilton, Level 4, A7

Producing full-length concerts for the YouTube and Insta-generation will require overcoming the juxtaposed challenges of diminished attention span and inflated expectations. This A3E session will showcase the latest technology to maximize your live performance experiences.

E New Technology in Lighting Design

Ford Sellers

4-6 P.M.

Hilton, Level 4, A4

In this dynamic panel discussion, Chauvet Senior Product Development Manager Ford Sellers will lead a discussion with industry insiders on the cool opportunities and unique challenges the new technology presents to designers. If you don't know how to use the technology, you're missing out on potential benefits.

PP Keynote: Kevin Lyman

Kevin Lyman

3-5 P.M.

Hilton, Level 4, A5

Kevin Lyman will once again return to NAMM as a keynote speaker. His session is sure to again be standing-room-only as he offers an informative and forward-thinking look at the state of the industry and the future directions he sees for young music artists and socially conscious brand engagements.

TT Recording Vocals Outside of the Studio

Ken Caillat, Hernan Rojas and Joe Chicarelli

4-5 P.M.

Hilton, Level 2, California Ballroom A

ArtistMax will present a session about what you can do to help get that killer sound at home—or at least get it as close as possible to what you can achieve in a professional recording studio.

A A3E WORKSHOP: GeoShred Hands-On Workshop for Artists

Pat Scandalis and Nick Porcaro

5-6 P.M.

Hilton, Level 4, A6

A hands-on workshop on how to use GeoShred. Topics include: performance techniques; creating presets that use the sting model; using MIDI/MPE to control GeoShred and using GeoShred as an AUv3 plugin in with routing hosts (AUM/AudioBus) and DAWs.

TT From Tangerine Dream to S-A-W

Oscar Caraballo, Johannes Schmoelling, Kurt Ader and Robert Waters

5-6 P.M.

Hilton, Level 2, California Ballroom A

Johannes Schmoelling, former member of Tangerine Dream, has joined with synth sound designer legend Kurt Ader and Berlin-based producer of electronic music Robert Waters to form the super synth group S-A-W. In this session, Oscar Caraballo, president of Sound Synthesis Club, will interview Schmoelling, Ader and Waters on their histories in electronic music and their latest album featuring iconic synthesizers.

TT Artist Management

Susan Short, Dan Warren, Randy Hoffman, Shannon O'Shea and Mike Gormley

5-6 P.M.

Hilton, Level 2, California Ballroom B

This discussion will examine the delicate details of managing multiple artists, cultivating a visual brand, and creating and maintaining a good creative flow and environment throughout a recording, as well as building a rapport and trust with the artist, handling managerial contracts and the creative process and how artist management has evolved over the years.

CLASSIFIEDS



TASCAM
IS
HIRING!!!

TASCAM is an iconic brand in the music and recording world and we're seeking talented individuals that are as passionate about what we do as we are. If you've got excellent sales chops, stellar customer service skills, digital marketing savvy or are looking for a place to let your creativity flow, then TASCAM may be the company you're looking for.

If exploring the possibilities TASCAM has to offer sounds exciting to you, stop by booth #18101 at the NAMM show or forward your resume to [Tanja Larabee](mailto:tanja.larabee@teac.com), Human Resources Director, at employment@teac.com.

TASCAM



Tagima
Made in Brazil

Tagima Guitars, the number 1 guitar maker in Brazil seeks territory business development partners, AKA Reps for New England, Upstate NY, NYC-Metro/NJ, Central Mid-West and Upper Mid-West territories.

If you desire to help retailers in the above territories expand their businesses visit booth Hall D-3714 to tell us about yourself.

Contact: team-recruiting@tagimaguitars.com
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global media technology recruitment



Sales Reps Wanted

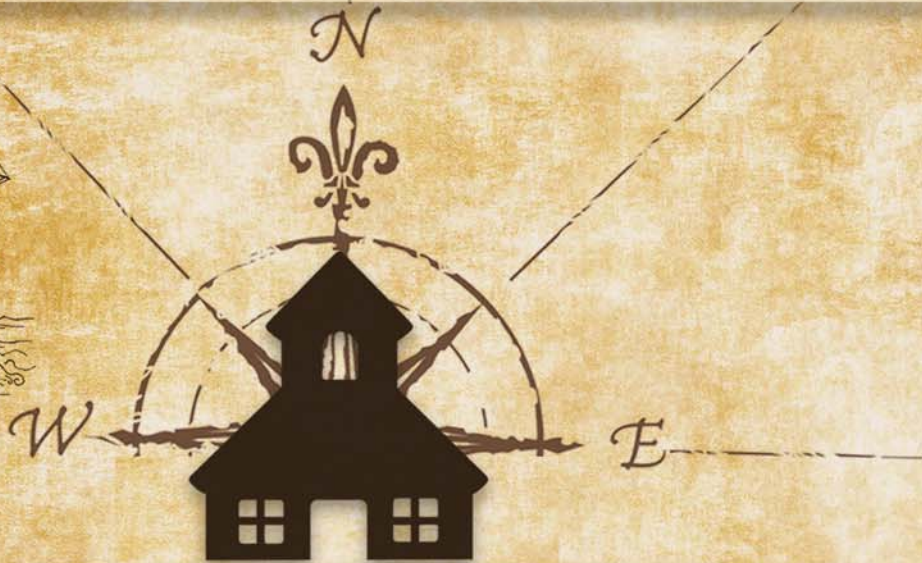
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NASMD 2020

NATIONAL ASSOCIATION OF SCHOOL MUSIC DEALERS

ST. PETERSBURG / TAMPA BAY, FL

MARCH 25th - 28th, 2020

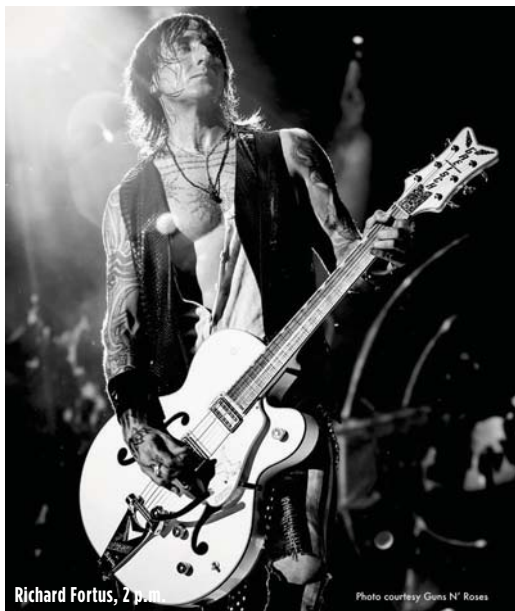


*IF A VIBRANT MUSIC
COMMUNITY IS THE TREASURE,
NASMD IS THE KEY!*



APPEARANCES

THURSDAY, JANUARY 16, 2020



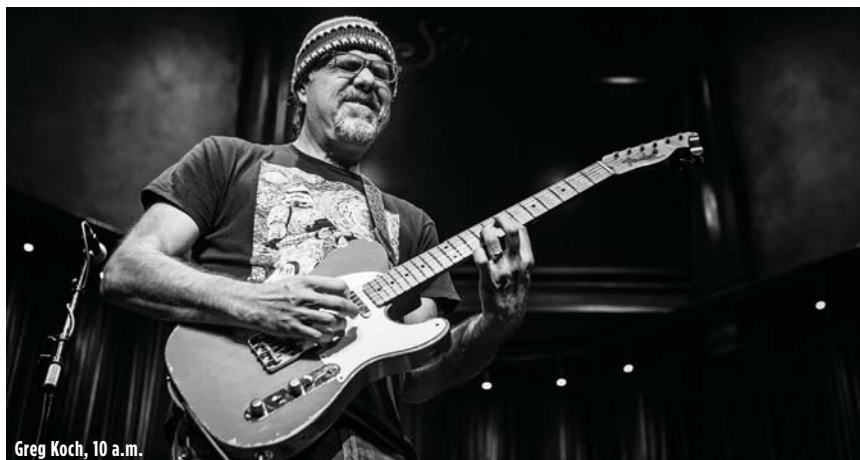
Richard Fortus, 2 p.m. Photo courtesy Guns N' Roses



Shelita Burke, 1:00 p.m.



Kurt Rosenwinkel, 5 p.m.



Greg Koch, 10 a.m.



Anthony Williams, 11 a.m.

10 A.M.
GREG KOCH'S GRISTLE BREAKFAST
 Fishman
 Booth 4810

NICK BLACK BAND
 Cordial
 Booth 7406

11 A.M.
ANTHONY WILLIAMS
 Korg
 Booth 8802

BERNADETTE & TEN THUMBS
 Journey instruments
 Booth 2311

PRESS TO MECO, D_DRIVE
 (also at 3 P.M.)
 Marshall
 Booth 210C

TRAVIS LARSON
 Fishman
 Booth 4810

11:15 A.M.
JONAS HELLBORG
 EBS Sweden
 Booth 5645

11:30 A.M.
MICHAEL ANGELO BATIO

(also at 1:30 P.M. and 4 P.M.)
Sawtooth
 Booth 6752

SACHI BRIGHNATION, FRANK OSGOOD
 Coast To Coast Computer
 Booth 17326

JODY ESPINA, HOWARD PAUL & GUESTS
 JodyJazz
 Booth 8727

NOON
DON ALDER ACOUSTIC
 Ernie Ball Music Man
 Booth 4320

THE CAMPBELLS
 Sennheiser
 Booth 14108

BRENT EASTON SAKAE
 Booth 8802

BAKITHI KUMALO, PETER COLLINS
 Cordial
 Booth 7406

SARAH LONGFIELD
 Fishman
 Booth 4810

RONNY NORTH
 Viper Guitars
 Booth 2944

1:00 P.M.
VINNY APPICE
 (also at 3:30 p.m.)
 Sawtooth
 Booth 6752

SHELITA BURKE
 Sennheiser
 Booth 14108

GASOLINE & MATCHES
 Blackstar
 Booth 8802

THOMAS MCROCKLIN
 Fishman
 Booth 4810

LARRY SEYER
 Hawaiian Ukulele & Guitar
 Booth 1410

1:15 P.M.
LAURENCE JUBER
 Seymour Duncan
 Booth 4344

1:30 P.M.
ANDY MCKEE SIGNING
 Ernie Ball Music Man
 Booth 4320

JASON RICHARDSON SIGNING
 Ernie Ball Music Man
 Booth 4320

2 P.M.
RICHARD FORTUS

Paoletti Guitars
 Booth 3920

MARCUS MACHADO
 D'Angelico
 Booth 212AB

NAHU OKADA
 Vox
 Booth 8802

DEVIN TOWNSEND
 Fishman
 Booth 4810

2:30 P.M.
ERIC STECKEL
 Seymour Duncan
 Booth 4344

JACK HIGGINBOTHAM, RICH HANNON
 PRS Guitars
 Booth 210AB

3 P.M.
CHRISTIAN KURIA
 D'Angelico
 Booth 212AB

MARCIN PATRZALEK
 Fishman
 Booth 4810

RICHARD DEVINE
 Korg
 Booth 8802

UNCLE UKE
 Hawaiian Ukulele & Guitar
 Booth 1410

3:30 P.M.
JASON RICHARDSON SIGNING
 Ernie Ball Music Man
 Booth 4320

4 P.M.
JONATHAN BUTLER
 D'Angelico
 Booth 212AB

LINDSAY ELL
 Vox
 Booth 8802

4:30 P.M.
DANIEL DONATO
 Seymour Duncan
 Booth 4344

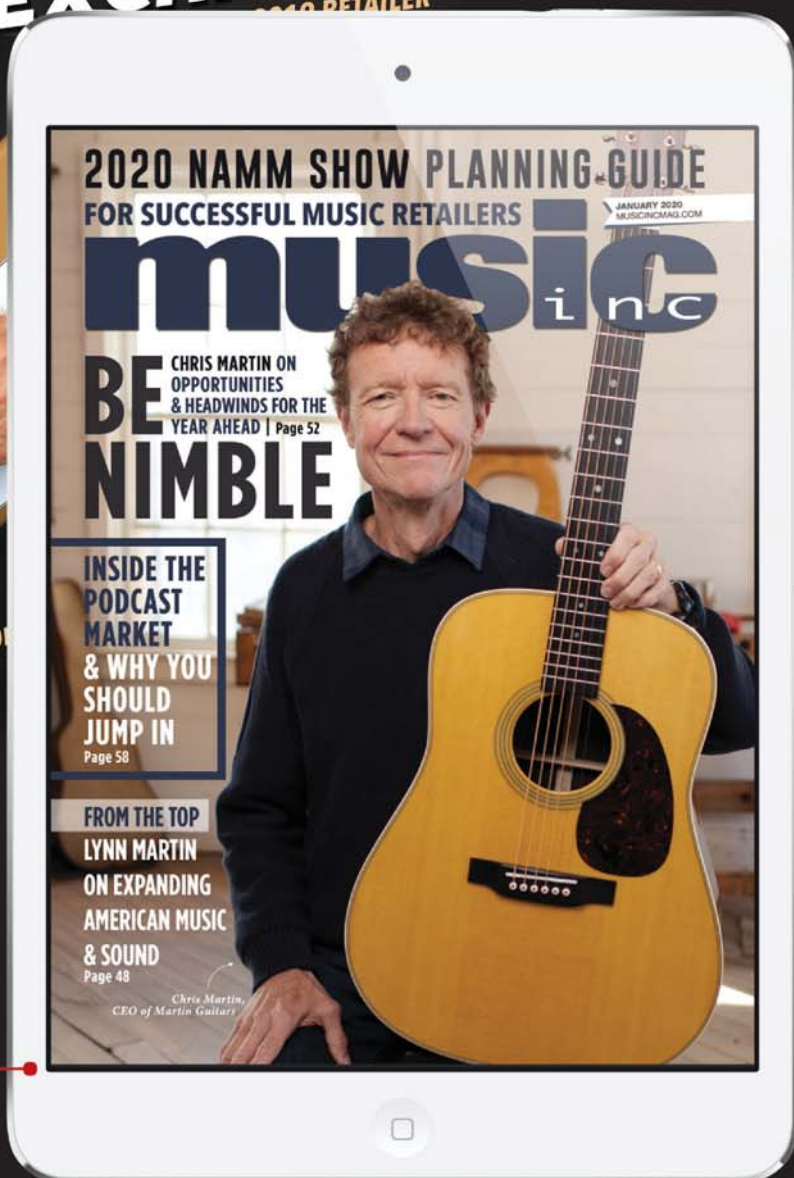
TIM PIERCE
 PRS Guitars
 Booth 210AB

5 P.M.
KURT ROSENWINKEL W/ OZMOSYS
 D'Angelico
 Booth 212AB

ROBERT "SPUT" SEARIGHT
 Korg
 Booth 8802



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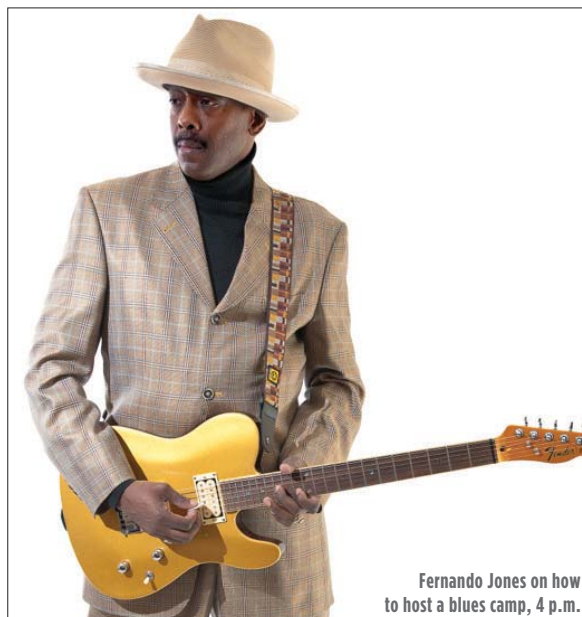
SCHEDULE

THURSDAY, JANUARY 16, 2020

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



Mitch Joel gives two panels, 11 a.m. & 2 p.m.



Fernando Jones on how to host a blues camp, 4 p.m.



Daniel Jobe and Alan Friedman on employees, 3 p.m.

recruit into your program. Join music-lessons-authority and industry veteran Pete Gamber for this powerful session and take control of your student retention today. He'll cover everything from how you communicate with students to performance opportunities to keep them motivated and engaged. Start building a program that people wouldn't ever think to leave, and stop the drop!

2 P.M. Hey, Alexa ... How Does Voice Search Impact My Business?

Mitch Joel

Forget typing. We can, and will, control everything with our voices. Nearly 30% of smart speaker owners now buy with them, and 30% of all internet searches are done without a screen. Amazon smart speakers (not including Google or Apple) already reach 15% of U.S. homes. This smart audio has a staggering implication for your business. Understanding and mastering smart audio is just as important today as a website and strong Google ranking. This might sound like "Star Trek," but it's a massive business opportunity for you. Join Mitch Joel, NAMM U veteran presenter, marketing visionary and best-selling author, for this insider's peek into the future of marketing, and find out what it means to your business now.

2:30 P.M. How to Amplify Your Visibility With Google Ads

Karly Osten

Google Ads can be your secret weapon for driving more

customers through the door and to your website. Are you making the most of this powerhouse marketing platform? Join Karly Osten of digital marketing firm Logical Position and take a deep dive into how Google Ads can stimulate more business. Discover the dos and don'ts of running your own Google Ads marketing campaigns and the best practices to keep your efforts on target and on budget.

3 P.M. Employee Vs. Contractor: Beware of How You Treat Your Workers

Alan Friedman, Daniel Jobe

Labor audits have surged since the recent California Supreme Court ruling, and, in many cases, classifying music teachers, repair techs and other employees as independent contractors can literally bankrupt your company. In this eye-opening half-hour, music industry accountants Alan Friedman, CPA, and Daniel Jobe, EA, of Friedman, Kannenberg & Co. will get you up to date on these changes and provide easy steps you can walk away with to make sure you're compliant.

3:30 P.M. The Bottom Line on Internet Sales Tax—Update

Alan Friedman, Daniel Jobe

If you have questions about online sales tax collection, you're not alone. 2018's Supreme Court ruling changed the game, and what you don't know about internet sales tax can put your music retail business in financial peril. Don't let this happen! Join music retail financial experts Alan Friedman, CPA, and Daniel

Jobe, EA, of Friedman, Kannenberg & Co. for the bottom line on how these changes will likely impact you. Friedman and Jobe will provide an update on these laws, as states continue adapting them, and offer a roadmap to help you stay on top of the shifting sales-tax landscape. (This session was originally presented at Summer NAMM and will feature new, updated information.)

4 P.M. How to Host a Successful Summer Blues Camp

Fernando Jones, Founder, Blues Kids of America

Want to bring new excitement and momentum to your lesson program? How about boost sign-ups and retention in the summer months? Look no further than Blues Camp. Find out how to get started with Fernando Jones, founder of Blues Kids of America and Blues Camp, Blues Ensemble director at Columbia College Chicago. Jones will cover how to market and brand your camp, establish partnerships with local thematic venues, organize ensembles by skill-set and host events to generate buzz leading up to the final showcase.

4-5:30 P.M. NAMM Live Welcome Reception

ACC, Level 1, Hall A, 10749

4:30 P.M. 5 Community Events for Every Music Retailer

Tim Pratt, Dietze Music

Looking for new events that drive business, connect with the community and create loyal customers? Join Tim Pratt of

Dietze Music to hear about creative and successful events he's hosted that have achieved all of the above—and more. Pratt will reveal how he built these events and forged priceless community relationships and how you can too. Find out how to collaborate effectively with such organizations as children's museums, charities, zoos and more, and what it means for your music store.

5 P.M. How to Hire Rock Star Teachers for Your Lesson Program

Jonathan Shue, Dusty Strings Music Store & School

In this session, Jonathan Shue, education director for Dusty Strings Music Store & School, will share his best practices, insights and advice to help you build a top-notch teaching team. Shue will also look at onboarding guidelines to position them—and your business—for success. This is a must-see presentation for anyone starting a lesson program or looking to reinvigorate an existing lesson business.

6-8 P.M. NAMM Pro Audio Pool Party

Marriott, Level 1, Pool Deck

Yamaha Presents the NAMM Foundation Celebration for Music Education Featuring Sarah McLachlan

Grand Plaza, NAMM Yamaha Grand Plaza Stage

ESTA's Happy Hour for Behind the Scenes

Marriott, Level 1, Platinum Patio

6:30 P.M. DAS 25th Anniversary Party

Anaheim Hilton (Invite only. Collect your invitation at the DAS Booth.)

Percussion Marketing Council Industry Gathering & Membership Meeting

PMC Executive Committee

This year's PMC Percussion Industry Gathering & Membership Meeting will launch the 25th anniversary celebration year and three new market development growth initiatives. A short presentation by the PMC Executive Committee will provide details on these initiatives, which are: Get Your Sticks Together, free in-store drum lessons, connecting retailers with new drum-studio students; Lesson with a Master, providing a live video lessons with internationally-recognized celebrity artists during International Drum Month in May; and the 25th Anniversary Commemorative-Edition Product Giveaways.

7-9 P.M. NAMM Young Professionals Social Gathering

Hilton, Pool Deck

Yamaha Presents the NAMM Night of Worship Honoring Michael W. Smith

Hilton, Level 2, Pacific Ballroom

9 P.M. D'Angelico Guitars Presents: Marcus Machado

Hilton, Level 1, Lobby D'Angelico Hilton Stage

READ IT YOUR WAY...

Don't miss UpBeat Daily—The Official Magazine of The NAMM Show 2020!

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THURSDAY, JANUARY 24, 2019

The Official NAMM Show Publication

UpBeat

DAILY

Let's ROCK!

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

1. Gator Cases' Crystal Morris shows off the Lightweight Transit series and three new straps from Levy's. 2. Andy Powers, Taylor Guitars' master builder, debuts the new Taylor Grand Pacific with V-Class bracing. (See page B.3.) 3. Yamaha spotlighted four of more than 50 new products being launched at NAMM during a media preview day in New York on Jan. 15. Yamaha executives on hand for the presentation were, from left, Dane Madson, Roger Eaton, Ken Clatmore, Nate Tschetter (seated), Dennis Webster and Tom Sumner. (See page B3-4.) From left, King's James Sabeva, Joe Castonovo, Diana Cecchini and Bill McGloine show off the minilogue xd. 5. Breedlove's Tom Bedell displays the custom Honeybee acoustic.

BREAKFAST OF CHAMPIONS
Join Joe Lamond, NAMM president and CEO, and some of the industry's most exciting professionals for this fast-paced conversation.
Breakfast of Champions Page 14

Chinese Authorities Seize Counterfeit Products
Counterfeits Seized Page 12

WILDLIFE Focuses Pouch
Page 42

Music Plays Anywhere
Page 10

FRIDAY, JANUARY 25, 2019

The Official NAMM Show Publication

UpBeat

DAILY

GEAR FEVER!

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

1. From left, Marko Gular's Mitchell Feldman, Chris Martin and Fred Crowne with the D-28 Martin Deluxe 2. From left, Major Music's Francesco Marabito, Sarsono's Jack Knight and Roger's Tom Beckwith during the Sarsono, Martin and Major Music's history-packed cocktail party. 3. Maestro's CEO and co-founder of Zoom Corp. Japan, delivers a message of "let's get better together" during the company's sales meeting Wednesday. 4. From left, King's Joe Calzone, Dave Calzone, Mike Upton and Leonard McCallum show off the Maestro Harvey Signature Series guitar. 5. Ed's Express' Diana Webb shows off the Ed's Signature Helios guitar. 6. From left, Solid Airline's Casey Taylor and Solid Airline's Casey Taylor. 7. From left, Solid Airline's Casey Taylor and Solid Airline's Casey Taylor.

BREAKFAST SESSION!
Roundtable the music industry with education expert Daniel Busha.
Breakfast Session Page 10

WILDLIFE Focuses Pouch
Page 42

Music Plays Anywhere
Page 10

Chinese Authorities Seize Counterfeit Products
Counterfeits Seized Page 12

FRIDAY, JANUARY 25, 2019

The Official NAMM Show Publication

UpBeat

DAILY

ARTIST APPROVED

BEST IN SHOW

BREAKFAST SESSION!
Roundtable the music industry with education expert Daniel Busha.
Breakfast Session Page 10

WILDLIFE Focuses Pouch
Page 42

Music Plays Anywhere
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Chinese Authorities Seize Counterfeit Products
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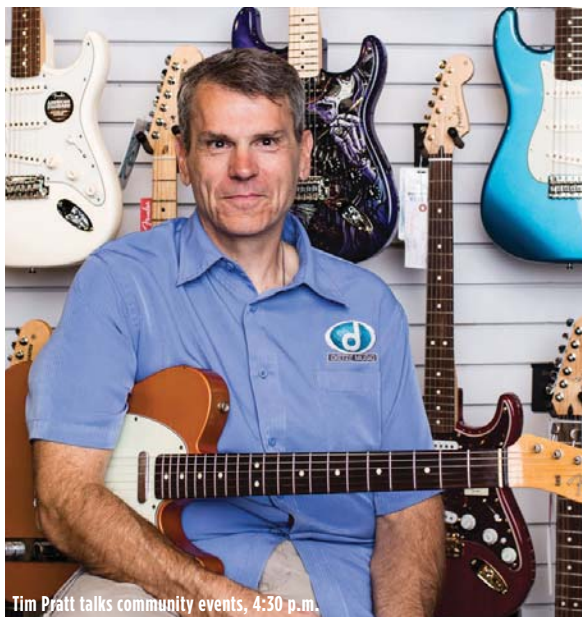
SCHEDULE

THURSDAY, JANUARY 16, 2020

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



Sarah McLaughlin will celebrate music education, 6 p.m.



Tim Pratt talks community events, 4:30 p.m.



Jonathan Shue on how to hire rock stars, 5 p.m.



Joe Lamond will speak about The Namm Show's crossroad theme, 8:30 a.m.

NAMM U Breakfast Session

8-8:30 A.M.

Free breakfast—first come, first served

8:30-9:30 A.M.

Breakfast of Champions

Joe Lamond, president & CEO of NAMM, & guests

Anaheim Hilton, Level 2, Pacific Ballrooms

The theme for The 2020 NAMM Show is crossroads. Like the blues song, crossroads refers to a mythical fork in the road, one we now face as we adapt to the blinding speed of change. Crossroads also represents a gathering place that links culture, technology and trade. And our own crossroads, The NAMM Show, serves as the gathering of all the musical communities, instruments, pro audio and entertainment technology—offering you a powerful glimpse into the future. In this special edition of Breakfast of Champions, join NAMM President and CEO Joe Lamond as he sits down with the biggest thought leaders in MI, sound and entertainment technology for up-close, one-on-one discussions. You'll want to be in the room when they reveal their unique paths

to success and perspectives to help you navigate your own personal crossroads.

9:30-10 A.M.

2020 NAMM Show Grand Opener: U.S. Marine Corps Marching Band

Arena Plaza

10 A.M.

NAMM Policy Forum

ACC, Level 1, Lobby, NAMM Member Center

Loudspeaker System Showcase

Arena

10 A.M.-6 P.M.

Innovator Showcase

ACC, Level 1, Hall E

10:30 A.M.

How to Turn Website Visitors Into Sales Opportunities

Frank Cowell

It's time to transform your website and marketing efforts into a lead-generating machine. Join Frank Cowell, digital marketing veteran and Digitopia CEO, as he shares a digital growth formula that he's developed during a 20-year sales and

marketing career. If you want to drive significant growth and more qualified leads for your music business, don't miss this session.

11 A.M.

7 Steps for Online Marketing Success (Double Session)

Mitch Joel

Want to create better online and social media content—and get customers hooked on your business? Find out how at this can't-miss double session with veteran NAMM U speaker and marketing visionary Mitch Joel. He'll share his practical approach to help you create more effective content and a successful marketing strategy. Stop wasting time chasing formats that don't fit your brand! Discover Joel's simple and fast process so you can figure out what will work for your business and get started right away.

NOON

5 Instagram Power Users—and What You Can Learn From Them

Mallory Nees, Reverb

When it comes to building your brand, creating a loyal fanbase

and driving sales, there's possibly no social media platform more effective than Instagram. But are you using it to its full potential? Join Mallory Nees, Reverb's social media strategist, as she offers pro tips for increasing engagement and impact on Instagram by highlighting examples from some of her favorite accounts.

12:30 P.M.

Networking: How to Do It and Why It's Essential

Moderator: Melissa Ceo, C.A. House Music

Want to up your networking game? Then start The NAMM Show with expert tips, advice and strategies at this fast-moving panel discussion, moderated by Melissa Ceo of C.A. House Music and NAMM Young Professionals (YP). She'll be joined by NAMM YP members and the leaders of their companies, including Jeremy McQueary and Mark Goff of Paige's Music and Jeremy Payne and Tom Tedesco of The Music People. They'll also look at the role of networking in the music products industry and how it influences the next generation of leadership.

1 P.M.

Proven Ideas to Increase Lesson Sign-ups in the New Year

A.J. Melcher, Ted Brown Music

In the first two months of 2019, Ted Brown Music boosted music lesson sign-ups by 13%, all without increasing its promotional budget. And in this exciting half-hour, Whitney Brown Grisaffi, Nathan Dalla Santa and A.J. Melcher of Ted Brown Music will show you how they did it—and what it means to your own lesson program. They'll reveal how to use the new year as an advantage to entice potential students.

1:30 P.M.

Stop the Drop! Retention Strategies for Lesson Programs

Pete Gamber, Lessons Guru

It's the new year, and you're excited about all of your new lesson sign-ups. That's awesome, but how many will still be taking music lessons in 90 days? Don't let this happen! Get expert strategies, proven tips and new ideas to retain the students you've worked so hard to

CONTINUED ON PAGE 116

D'Angelico
NEW YORK

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2020

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BEDFORD SH

PERFORMANCE SCHEDULE

THURSDAY, JANUARY 16TH

2:00 – Marcus Machado
3:00 – Christian Kuria
4:00 – Jonathan Butler
5:00 – Kurt Rosenwinkel
with Ozmosys
7:00 – Kurt Rosenwinkel
with Ozmosys
NAMM Hilton Stage
9:00 – Marcus Machado
NAMM Hilton Stage

FRIDAY, JANUARY 17TH

2:00 – Fabrizio Sotti & Jeff “Skunk” Baxter
3:00 – Daniel Donato
4:00 – Kurt Rosenwinkel
with Ozmosys
5:00 – Jairus Mozee
7:00 – Wimbish All-Stars
NAMM Hilton Stage

SATURDAY, JANUARY 18TH

2:00 – The Resilient
3:00 – Melanie Faye
4:00 – Erick Walls
5:00 – Brandon “Taz” Niederauer
7:00 – Brandon “Taz” Niederauer
NAMM Hilton Stage

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