

UpBeat

The Official **NAMM** Show Publication

DAILY



EXPANDING THE BIG TOP!

Each year, The NAMM Show becomes **THE destination for more and more members of the music industry to meet.** The show has truly expanded with the inclusion of exhibitors focused on lighting, staging and audio as it applies to the rapidly evolving ecosphere in which music is played, recorded and performed. Here are a select few members of that ecosphere you can find on the show floor today!

1. Fender's Andy Mooney, left, and Justin Norvell proudly display the company's latest Acousti-sonic and Ultra Series models. **2.** Lag's Robin Tirado, left, and Thibaud Renard show off the new Lag Smart Guitars powered by HyVibe technology. See related article on page 4. **3.** Masahiro Iijima, founder and CEO of Zoom, presents the company's Zoom Creator Award to legendary drummer Steve Gadd. Gadd repaid the award by delivering a blistering set with his sextet at the Anaheim Marriott Wednesday night. **4.** Brenden Cohen, CEO of D'Angelico Guitars, highlights the company's latest solid-body guitar, the Deluxe Bedford SH. See related story on page 4. **5.** Ashly Audio CEO Jim Mack fine tunes the company's new speaker line in preparation for The NAMM Show explosion yesterday.



BREAKFAST SESSION!



TRANSFORMATIVE MARKETING: STRATEGIES FOR THE NEXT DECADE
Join marketing guru Ann Handley on a tour of what's working in the world of marketing for 2020 and beyond.

Breakfast Session!
Page 118



Toca Freestyles Djun-Djuns
Page 50



Presenting the pBugle
Page 64



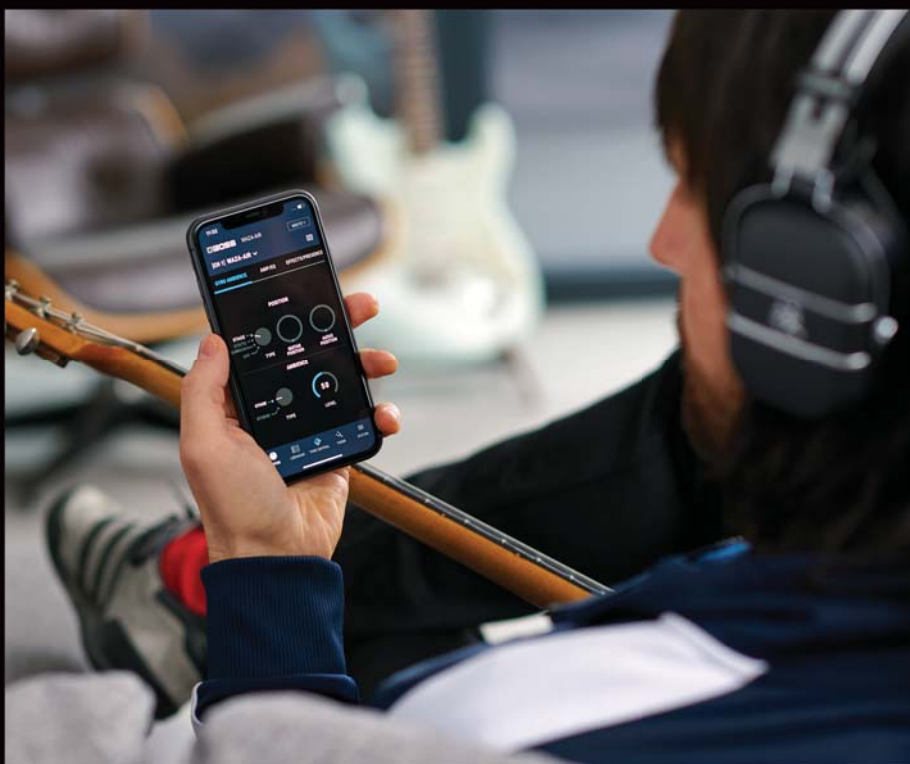
RTX Expands Sheerlink
Page 78



Mackie Bundles Solutions
Page 54

WAZA-AIR

Wireless Personal Guitar Amplification System



WINTER NAMM SHOW 2020
HALL A BOOTH 10702

WWW.BOSS.INFO

 **BOSS**

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



Recording • Live Sound • Guitar • Drums • Mobile Connectivity

Visit us at NAMM booth #8910

1-800-554-0626 • WWW.HALLEONARD.COM

NAMM Show News



Dave Lawrence, left, and Andy Wang

KHS Awards Yorkville Sound Distributor of the Year

During The NAMM Show, KHS CEO Andy Wang presented Dave Lawrence, brand/artist representative for Mapex Drums Canada at Yorkville Sound, with

the award for Distributor of the Year for increasing annual sales by 10 percent in 2019.

INFO KHS Music (khsmusic.com)

Radial Eliminates Audio Pops

Radial Engineering has launched the Hotshot 48V microphone switcher. Featuring both latch and momentary switching modes, the Hotshot 48V addresses a need live sound engineers, touring artists and other audio professionals have for a microphone switcher that eliminates the common occurrence of system-damaging pops in an audio signal when switching an active condenser microphone in a live or studio setting.

The Hotshot 48V works with both dynamic and condenser microphones, featuring one balanced XLR input and two independent XLR outputs. The versatile balanced input accepts both mic and line level sources, enabling the connection of microphones, an effects device, line level output of a vocal processor or any other device in the audio signal chain.



The Hotshot 48V's footswitch operates in either momentary or latch switching mode for live sound environments where there is a need to route audio, such as a microphone signal, discretely to a separate channel during a performance.

For example, by engaging the Hotshot 48V footswitch, a performing artist can redirect their vocal mic signal away from the main house system momentarily to the stage monitoring or in-ear system for discrete communication with band members or technicians.

Pressing the footswitch until it clicks engages the latch mode, which toggles routing of the signal between Output A and Output B with each click. An LED indicator on the front panel indicates which output is active.

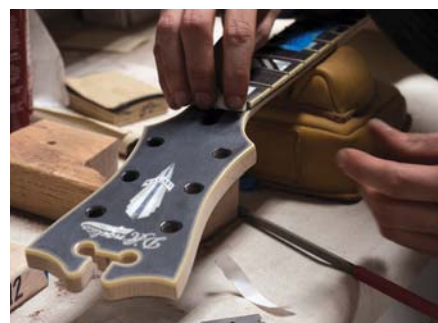
INFO Radial Engineering (radialeng.com)

D'Angelico Launches USA Custom Shop

D'Angelico Guitars has announced its first-ever USA Custom Shop.

The custom shop will be run by renowned luthier and longtime D'Angelico collaborator Gene Baker.

For the first time in brand history, custom solid-bodies and semi-hollows will be built to spec from an "a la carte menu" of exotic tonewoods, boutique electronics and an array of aesthetic details. Hand-



built, finished and set up in California, the USA Custom Shop instruments will be available in limited quantities starting in February.

INFO D'Angelico Guitars (dangelicoguitars.com)

Algam, Eko Join Forces

MI and pro-audio distributor Algam has announced the creation of a new company in Italy, AlgamEko.

After having successfully established itself in Benelux, China, Spain, Portugal, and most recently in the Nordic countries, Algam is continuing its expansion in Italy.

As its name clearly indicates, AlgamEko represents the alliance of two European companies in the MI industry — Algam, based in France, and Eko, an Italian firm.

This partnership comes at a time when Algam is growing thanks to strong expansion that is particularly linked to the strong development of Lag Guitars.

INFO Algam (algam.net)



From left: Benjamin Garnier, managing director of Algam; Stelvio Lorenzetti, CEO of Eko; and Gerard Garnier, president of Algam.



Jun-ichi Miki, CEO of Roland, with the Roland Jupiter-X — one of a variety of new products employing the new Zen-Core Synthesis System.

Roland Launches Zen-Core Synthesis System

Roland rolled out a host of new products and the company's new Zen-Core Synthesis System Wednesday afternoon during a pre-NAMM press conference at its booth.

The Zen-Core System serves as a new engine found at the heart of the company's latest electronic instruments. Through Zen-Core, Roland executives said it assures consistent sonic quality and expression regardless of the instrument in use. The platform also delivers a growing library of sounds that can be shared and

exchanged, letting musicians and producers focus on employing the hardware that best suits a particular setting, situation or workflow strategy.

With upcoming system updates, Roland owners of Fantom 6, 7 or 8 synthesizers, Jupiter-X Series synths and RD-88 Stage Pianos will be able to use the same compatible sounds across all models.

"The Zen-Core is an expandable, customizable synthesis system," Miki explained.

INFO Roland (roland.com)

DAS Audio Adds to its Event Line, Announces Partnership Speaker

DAS Audio unveiled several products on Thursday, including new additions to its Event line and a collaborative speaker with the lifestyle brand E11even Miami.

At the press event, DAS showcased the Event-26A and Event-115A speakers. These new additions to the company's Event series are notable for their size-to-sound ratio.

INFO DAS Audio (dasaudio.com)



The interior of the Event-115A subwoofer, shortly after its unveiling.

Córdoba

Discover Exciting, New Releases from Córdoba
at Winter NAMM 2020

Room 205AB



Córdoba Music Group Is:

Córdoba



DeArmond™

HUMICASE™



Aquila®

Briefs

Kawai SVP Brian Chung Retires

Long-time Kawai Senior Vice President Brian Chung announced his retirement at the Kawai Awards Reception held Thursday night. Chung spent 31 years in management roles for Kawai America Corporation and Kawai Canada Music.



"I am deeply grateful to the Kawai family, to my Kawai colleagues, and to Kawai dealers across North America for your support and friendship over the decades," Chung said. "It has been a tremendous privilege to be part of the evolving Kawai story — and to be your partner not only in furthering the Kawai brand but also in advancing the noble cause of music making across this country and beyond."

Following Chung's departure, Kawai will be led by a newly structured team of senior managers.

INFO Kawai (kawaius.com)

Ibanez Expands its AZ Prestige Line with AZ2202A

Ibanez has introduced a new model to the AZ Prestige Line. The AZ2202A is the first AZ to feature an all ash body paired with an AZ Oval C neck made of S-TECH roasted maple. The fretboard is also made from roasted S-Tech maple and features Luminlay side dots.

This particular tonewood combination delivers a full-bodied, warm tone with solid projection and presence. The electronics consist of Seymour Duncan Hyperion humbuckers wired to a five-way selector switch and the dyna-MIX10 switching system. The dyna-MIX10 system delivers 10 pickup combinations for various voicing options.

The guitar comes equipped with Gotoh Magnum Lock tuners featuring height adjustable posts and Gotoh's T1802 Tremolo bridge. The bridge ensures a smooth tremolo action and, in combination with the machine heads, stable tuning.

INFO Ibanez (ibanez.com)

Blackstar Sonnet Series Amps Capture Every Nuance of an Acoustic Instrument's Tone

The Blackstar Sonnet Series faithfully amplifies the natural response of an acoustic instrument, capturing every nuance of its tone and a player's performance.

Each model has two independent channels, microphone and instrument, with their own EQ and reverb level settings and a host of player-friendly features such as XLR and USB outputs. The addition of Bluetooth audio playback makes them the ideal solution for solo performers or duos.

The amps are powerful, light and compact and feature an adjustable tilt-back stand to project the sound for any performance. They include four simultaneous inputs: instrument and vocal mic inputs, MP3/Line-in and Bluetooth connectivity for wireless audio playback.

INFO Blackstar Amps (blackstaramps.com)

D'Addario Booth Features Live Performances

Check out the D'Addario booth this weekend for a slate of top-notch, live performances.

On Friday, Manuel Gardner Fernandes performs at 11 a.m., Nita Strauss Hurricane Kit Demo at 1 p.m. and Nita Strauss with Jen Majura at 1:30 p.m.

On Saturday, Andrea Gonzalez Caballero performs at 11 a.m., Evan Taucher performs at 11:20 a.m., Alex Skolnick and Aaron Marshall at 1 p.m., and Artur Menezes and RJ Ronquillo perform at 3 p.m.

INFO D'Addario (daddario.com)

Jammin' with Vandoren



Jerry Vivino (left), Danny Janklow and Troy Roberts perform Wednesday at The VandoJam, a Vandoren-sponsored event at the Hilton.

Gibson, Slash Team on First Collection

With a partnership that crosses over three decades, Gibson and Slash, lead guitarist of Guns N' Roses, have released the first-ever Slash Collection.

Slash and Gibson's luthiers worked in close collaboration at Gibson's headquarters in Nashville, Tennessee, to produce the line, which will include four Les Paul Standard electric guitars and two J-45 Standard acoustic guitars. The Slash Collection consists of the most influential Gibson guitars Slash has used throughout his career.

Each Slash Collection Les Paul Standard features a AAA maple top, a solid mahogany body and Slash's personal touches, including a C-shape neck profile, signature Gibson "SlashBucker" pickups, color coordinated hardware appointments, hand-wired electronics with orange drop capacitors and a vintage-style brown hardshell case. Slash's



"Scully" signature drawing is also featured on the back of the headstock.

Each Slash Collection Gibson J-45 Standard includes a custom Slash rounded C-neck profile, a fatter and more modern 16-inch fingerboard radius and a versatile LR Baggs VTC pickup for natural acoustic sound.

INFO Gibson (gibson.com)



SSL Rolls out Audio Interfaces

Solid State Logic (SSL) has launched its first-ever dedicated audio interfaces as part of its new personal studio range: the SSL 2 and SSL 2+. Both are USB-powered and include class-leading mic preamps, legacy 4K analog enhancement mode inspired by classic SSL consoles, studio-quality monitoring and an SSL Production Pack software bundle.

SSL has been designing mixing consoles and processing tools for the world's finest recording studios for more than four decades, and the new SSL2 and SSL2+ interfaces take this technology and know-how and places it in the hands of today's creatives and aspiring professionals. Designed to be at the heart of a project or personal recording setup, the SSL 2 personal studio is ideal for singers, songwriters or media producers, while the SSL 2+ collaborative studio provides expanded I/O for musicians working and recording together.

The two-in/two-out SSL 2 packs in two classic analog mic preamps together with 24-bit/192kHz conversion to capture every detail. The SSL 2+ feature set builds in a production hub for those wanting to collaborate.

INFO Solid State Logic (solidstatellogic.com)

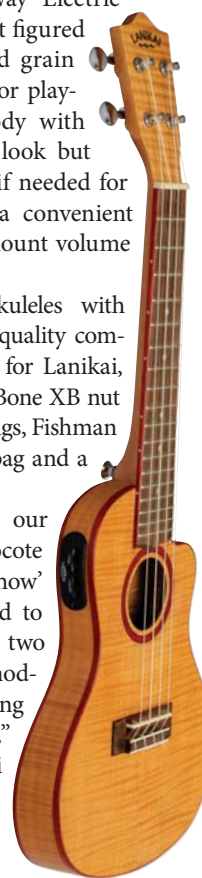
Lanikai Stokes the Flame

Lanikai has added two new ukuleles to its Flame Maple series. The Concert and Tenor Thin Body Cutaway Electric are each designed in select figured wood with triple matched grain and a wide neck profile for player comfort. The thin body with arched back has a sleek look but is surprisingly loud and, if needed for stage or recording, has a convenient active pickup with side-mount volume and tone controls.

The Flame Maple ukuleles with bloodwood binding carry quality components that are standard for Lanikai, including a Graphtech NuBone XB nut and saddle, D'Addario strings, Fishman pickup/tuner, padded gig bag and a limited-lifetime warranty.

"At Summer NAMM, our Thin-Line Figured Bocote ukuleles won a 'Best in Show' [award], so we are pleased to announce we are adding two Thin-Line Flame Maple models to our award-winning thin-line ukulele options," said Rock Clouser, Lanikai brand manager.

INFO Lanikai Ukuleles (lanikaiukuleles.com)



Nord Powers Up with Wave 2 Performance Synthesizer

Nord's Wave 2 is a performance synthesizer combining a layer-focused interface and advanced performance features with 48-voice polyphony and Virtual Analog, Sample, FM and Wavetable synthesis. With its dual OLED displays, intuitive controls and compact, 61-key platform with Aftertouch, the Wave 2 is the most versatile and powerful synthesizer ever produced by Nord.

Each of the Nord Wave 2's four layers offers Analog, Wavetable, FM and Sample oscillators.

The Wave 2 features an extensive range of morphable parameters. Its controls are

grouped to ease the creation of complex layered sounds and tweak them on the fly, while the new streamlined Nord Sample Editor 3 for Mac and Windows lets users easily map, loop and transfer samples to the Nord Wave 2.

A filter section with six filter types comes equipped with a full ADSR envelope and a dedicated LFO offers a choice of waveforms for each layer. The amp section also features a full ADSR envelope and a new Transient Attack mode. The Nord Wave 2 has both a classic arpeggiator and a polyphonic mode with editable patterns.

INFO Nord (nordkeyboards.com)

THIS ONE'S FOR THE CREATORS



Guitarist Kiko Loureiro
of Megadeth



INTRODUCING THE NEW ZOOM G11

Change is here. With 3X more processing power than its predecessor and a completely new user interface featuring touch-screen control, the G11 Multi-Effects guitar pedal is guaranteed to blow your mind.

Briefs

JodyJazz Acquires E. Rousseau Music Products

JodyJazz has acquired Rousseau Music Products, producer of the E. Rousseau range of saxophone mouthpieces and ligatures. E. Rousseau mouthpieces were designed and developed by legendary saxophonist and teacher Eugene Rousseau and are played by many of the world's foremost teachers and performers.

"I am honored and humbled to be able to continue the mission of Eugene Rousseau," said Jody Espina, president of JodyJazz. "Rousseau designed and created these legendary mouthpieces so that he and his students could achieve the sound and playability he knew was possible but didn't yet exist with commercially available mouthpieces."

[INFO] JodyJazz (jodyjazz.com)



B.A.C. Ressurrects Benge

B.A.C. Musical Instruments has announced production of the Benge Trumpet. After acquiring the Benge tooling and name, B.A.C. began constructing the trumpet under the supervision of John Duda, a second-generation Benge master craftsman. The Benge Trumpet by B.A.C. is modeled after the Chicago Benge and handcrafted in Kansas City. Elden Benge was the principal trumpet for the Detroit Symphony Orchestra and the Chicago Symphony Orchestra. Benge began designing and manufacturing trumpets around 1935.

The Benge by B.A.C. Trumpet features a .020-inch yellow brass, hand-hammered resno-tempered 3x bell, a .464-inch MLP bore, Chicago leadpipe, monel pistons, silver plating and the original Benge staff logo.

[INFO] B.A.C. Musical Instruments (coolisbac.com)

Alfred Music Expands Worship Essentials Series

Alfred Music has released follow-up editions in the *Worship Essentials* series by Carol Tornquist, including *Preludes for Worship*, *Offertories for Worship*, and *Postludes for Worship: Praise & Worship*.

The series offers a resource for church pianists that includes collections with accessible piano arrangements (late intermediate/early advanced) specifically for preludes, offertories and postludes.

[INFO] Alfred (alfred.com)

Manhasset Celebrates 85 Years

Manhasset Specialty Company is celebrating 85 years of producing music stands and accessories.

The Manhasset Specialty Company dates back to 1935, when inventor and musician Otto Lagervall set out to develop a better music stand. His first stands were produced using high-quality materials and workmanship, a tradition that still continues today. When the company was founded, Lagervall lived in Manhasset, New York, adopting the name of that city for his new company. During the 1940s, Lagervall moved the company to Yakima, Washington, where it continues to be headquartered today.

"Over the years, the company has introduced many new music stand designs and new accessory products that have become great sellers," said Dan Roberts, president and general manager of Manhasset Stands.

[INFO] Manhasset Stands (manhasset-specialty.com)

SCHEDULE CORRECTION:

In Thursday's edition of *UpBeat Daily*, two events were incorrect. A session on "Ten Years of Spectacular Creativity at Silent House" will be at 1 p.m. today, Hilton, Level 4, A5. A keynote address by Kevin Lyman will be at 3 p.m., Hilton Level 4, A5. Both events are being hosted by *PLSN* and *FOH* magazines. *UpBeat Daily* regrets the error.



From left: Martin Guitar Vice President of Product Management Fred Greene, guitarist Angela Petrilli, Martin Guitar CEO Chris Martin and Martin Guitar International Instrument Design Manager Rameen Shayegan.

Martin Debuts SC-13E

Martin Guitar gave its SC-13E model a flashy debut at the company's Jan. 15 press preview, cutting the conference room lights to feature the guitar in a performance of Jimi Hendrix's "Little Wing" by Rameen Shayegan, international instrument design manager at Martin, and guitarist Angela Petrilli.

The SC-13E has an offset body shape designed around a cutaway that swoops downward from the neck, allowing guitarists access to every fret.

In kicking off the preview, Chairman and CEO Chris Martin noted the current election year and spoke of collaborating with David Crosby on the company's D-16E Rock the Vote Special Edition guitar, which encourages people to vote. "That's the message," he said. "Make sure you're registered to vote. We're not telling you how to vote, just asking you to vote."

Martin also introduced a suite of other models including the upgraded X Series.

[INFO] Martin Guitar (martinguitar.com)

SKB Cases Give Tours Ahead of The NAMM Show

SKB Cases welcomed NAMM attendees to tour its facilities, located in Orange, California, on Jan. 15.

The company took visitors on a detailed tour of its state-of-the-art factory, highlighting its injection-mold process, coloring process, rotor-mold process and mold storage techniques.

Will Steven, product manager of the music pro-AV division of SKB, expressed his pride in being part of a company that can manufacture completely in the U.S. "We're really excited to be able to make cases in California," Steven said. "Events like these are great. They've allowed our company to come together. It's great to see industries that are separate from each other, too, coming together to see the facilities. It's shown us that you can use one case to solve a lot of different issues."

Steven also noted that SKB has worked on special projects, including providing materials for Hurricane Katrina disaster relief.

[INFO] SKB Cases (skbcases.com)



SKB's specially made case for The NAMM Show

Traynor Celebrates 20th Anniversary of YCV40 Amp

Traynor Amplifiers is honoring the 20th Anniversary of the classic YCV40 tube amp with the YCV4050.

The YCV40 was released in 2000 and went on to become the longest-running guitar amp series in Traynor's 56-year history.

Prior to 2000, it had been approximately 10 years since Traynor had released a guitar amp. The brand's return had to be more than nostalgia, but relevant to the market of the day. The name was still out there as enthusiasts were modifying their vintage Traynors.



As the years went on, the YCV40 design evolved into a series, with each amp having its own unique technical and cosmetic feature set. The YCV4050 20th Anniversary Edition is an accumulation of the most loved aspects offered by the YCV 40 culled from the last 20 years.

The YCV4050 includes a master volume control and the ability to switch between "vintage" and "modern" tones.

Designed and built in Canada, the YCV4050 contains a 12-inch Celestion

Creemback speaker and hand-selected 12AX7 and 6L6GC tubes.

[INFO] Traynor Amplifiers (traynoramps.com)

PRS Updates Mayer Model

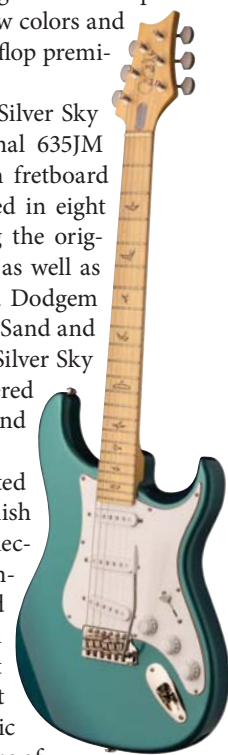
PRS Guitars has announced two updates to the John Mayer Silver Sky model, including a long-awaited maple fretboard option, two new colors and a limited run with a flip-flop premium finish.

The maple fretboard Silver Sky will maintain the original 635JM neck shape and 7¼-inch fretboard radius and is now offered in eight finish options, including the original Frost and Tungsten as well as the more recently added Dodgem Blue, Golden Mesa, Moc Sand and Orion Green. For 2020, Silver Sky models will also be offered in new Midnight Rose and Polar Blue colors.

The Silver Sky Limited Edition in "Nebula" finish is limited to only 500 pieces worldwide. This limited-edition is outfitted with a "flip-flop" finish that reflects hue and light differently at different angles. The polychromatic finish accentuates the lines of the Silver Sky's body.

"I'm so excited for this next step in the evolution of the Silver Sky," Mayer said. "With new body colors, a maple neck variant and a special limited-edition colorway, the spirit of this guitar feels stronger than ever."

[INFO] PRS (prsguitars.com)



Breedlove Gets Sustainable with Organic Collection

Breedlove Guitars has launched its Organic Collection, which includes four series of sustainably sourced all-solid-wood acoustic/electric guitars, featuring FSC-certified exotic tonewoods and its pioneering native Oregon myrtlewood.

Designed in Bend, Oregon — with four distinctive Breedlove body shapes available — the models in the Organic Collection offer thin UV finishes, Breedlove Natural Sound electronics and trademark playability. With no synthetic materials and less than half the glue of similar instruments, guitars in the Organic Collection are light, responsive and affordable — sounding like high-end U.S. models at a quarter of the price.

In the Signature, Performer and Artista series, torrefied European spruce tops deliver an aged sound, rich in classic tone and sustain, while resistant to changes in temperature and humidity. The Wildwood series will appeal to fans of folk, blues and Americana, with African mahogany tops imparting a warm, open midrange voice.

[INFO] Breedlove (breedlovemusic.com)

ADVANCEMENTS IN PREMIUM DESIGN

The RG Premium series is built for quality and performance. They're designed to be playable, dependable, but also to impress the player during every practice, show, and recording session. The new RG1120 series delivers this, plus a number of key upgrades resulting in guitars with...

Effortless Playability

Striking Wood Combinations

Amazing Tonal Variety

BOOTH 4620

Premium
Ibanez



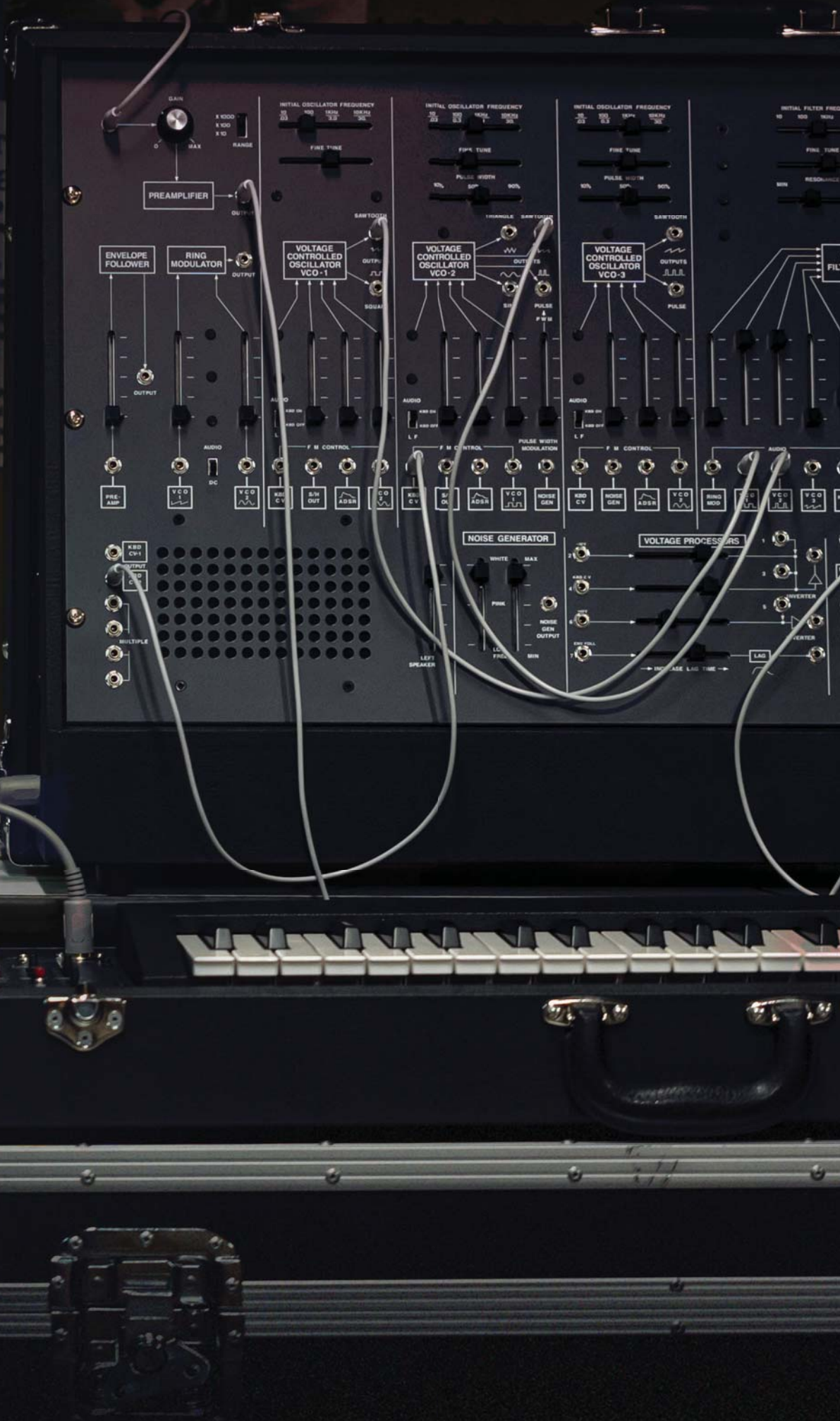


Welcome Back.

ARP 2600

SEMI-MODULAR ANALOG SYNTHESIZER

By KORG



KORG IS A PROUD SPONSOR OF

THE
ALAN R. PEARLMAN
FOUNDATION



alanrpearlmanfoundation.org

experience the ARP 2600 at Korg USA Booth 8802, Hall B

saturday 1.18 1pm ARP 2600 performance
by w/Richard Devine & BT



00L-X2E FIGURED MAHOGANY



D-X2E BURST

COME SEE THE ALL-NEW X SERIES.

GPC-X2E MACASSAR



Our best-selling guitars just got better. The solid wood neck, inlays, scalloped bracing, and wood patterns are all new, which makes these instruments look better, play better, and sound better than ever before. And with our new padded gig bag included, the value for your customers has never been better. Learn more at martinguitar.com/xseries.

Visit Martin booth 5602 to play!

Martin & Co.
EST. 1833



Austrian Audio Launches Hi-X

Austrian Audio has introduced the Hi-X (high excursion) headphones, marking the classic microphone manufacturer's first entry into the headphone market.

Comprised of the on-ear Hi-X50 and over-the-ear Hi-X55, the headphones are built upon Austrian Audio's microphone manufacturing reputation.

With a nod to its manufacturing heritage, all drivers — the heart of the headphone — are designed and engineered by Austrian Audio.

"When it was time to create our first family of professional headphones, we were determined to exceed the high targets we set ourselves and create something very special," said Martin Seidl, CEO. "Much like our coveted OC818 and OC18 microphones, the core comes from a proven Viennese team sharing a passion for excellence. We

will always ensure that we deliver an absolutely pristine sonic performance. Another key thing that we have learned over the decades is that headphones need to be as comfortable as they are reliable and excellent-sounding. We've designed a fresh take on an ultra-adjustable and wide-range headband for maximum comfort during the longest sessions — for the biggest engineers to the smallest bedroom producers. We're very proud to be showcasing these products as part of Austrian Audio's first-ever participation at a U.S. trade show."

The on-ear Hi-X50s are specifically designed for those requiring a portable and compact option, whereas the Hi-X55 circum-aural provides over-the-ear comfort. Both feature Austrian Audio's exclusive 44-millimeter Hi-X driver.

Austrian Audio (austrianaudio.com)



Korg Reimagines its Synthesis

Korg has announced the Wavestate. Featuring a dramatically expanded Wave Sequencing engine, the Wavestate delivers ever-changing sounds with extensive hands-on control.

In the early 1990s, Korg's Wavestation introduced the world to Wave Sequencing, transforming raw samples into patterns and sounds that no one had ever heard before.

The Wavestate is designed from the ground up for a new generation of musicians, producers and composers — taking cues from sources as diverse as modular synths, groove boxes and algorithmic composition. The Wavestate invites users to explore all the basics: filter, envelopes, LFOs and effects at their fingertips with dedicated front-panel controls. The compact form-factor with 37 full-size keys transports easily and fits neatly into any stage, studio or desktop setup.

Korg (korg.com)

ESP Expands, Updates Signature Series

ESP Guitars has expanded and updated its Signature Series models for several respected artists.

"Going into our 45th year, ESP remains a leader in Signature Series guitar and bass models," said Tony Rauser, ESP director of artist relations. "The iconic custom guitars we've made for influential players like

George Lynch, James Hetfield, Kirk Hammett, Stephen Carpenter and many others are the basis for the designs of their Signature Series models that musicians can buy and get the look, feel and sound of their musical heroes."

Nergal, the guitarist and frontman for Poland-based metal band Behemoth, has added the LTD NS-6 to his signature offerings. Available in Black Satin finish, the asymmetrical guitar based on the ESP Stream shape is a set-thru design and includes a pair of Fishman Fluence Modern Humbucker pickups with a push-pull control to activate the second voicing.

Longtime ESP endorsee Stephen Carpenter of Deftones has two updated Signature Series models being unveiled. His LTD SC-20 commemorative anniversary signature guitar is now being offered in a Sonic Blue finish, and the LTD SC-607

Baritone seven-string model will now feature a Purple Satin finish.

This guitar features Carpenter's signature Fishman SRC Fluence pickup set with push-pull control for the second pickup voicing. Alex Wade of metalcore band Whitechapel is getting an update to his Signature Series guitar with the LTD AW-7 Baritone, a seven-string model in open-grain black finish on a swamp ash body and a matching finished neck featuring stainless steel frets. The guitar includes a set of direct-mount, DiMarzio D-Activator pickups.

ESP Guitars (espguitars.com)



Shure Offers Superior Wireless Listening

Shure has introduced two new wireless listening products, the Aonic 50 Wireless Noise-Cancelling Headphones and Aonic 215 True Wireless Sound Isolating Earphones.

The Aonic 50 Wireless Noise-Cancelling Headphones are fully equipped with premium sound quality, long-term comfort, adjustable noise cancellation, and customizable Environment Mode that lets users decide how to interact with their surroundings via the ShurePlus Play app. The headphones meet Shure's standards for creating

high-quality and reliable products that create an immersive experience.

The Aonic 215 True Wireless Sound Isolating Earphones feature superior sound quality in a small package. The earphones are also equipped with environment mode that lets users customize how much of the outside world to let in with the free ShurePlus PLAY app for iOS and Android. All Aonic 215 True Wireless Sound Isolating Earphones come packaged with the True Wireless Secure Fit Adapter.

Shure (shure.com)



Audio-Technica Expands 3000 Series

Audio-Technica has expanded its 3000 series Frequency-agile True Diversity UHF wireless systems with the addition of a network port.

This port allows network control and monitoring along with the versatile operation and high-fidelity sound as standard 3000 series components.

Expanding on the functionality of the standard 3000 series wireless system, the network control and monitoring option lets the 3000 Series be compatible with A-T's proprietary Wireless Manager software, a Mac OS/Windows application for remote configuration, control, monitoring, spectrum management and frequency coordination of compatible Audio-Technica devices in sound reinforcement or installed sound applications.

Audio-Technica (audio-technica.com)

ddrum Brings Back Flagship Shells

The Dominion series by ddrum is back with the unveiling of the flagship Dominion Ash six-piece Shell Pack. These birch shell packs with ash veneer are affordably packaged and designed to be ready-to-play. Couple the shells with a matching snare with die-cast hoops and classic Dominion-style box lugs, and this kit not only catches the eye but is also tonally superior to others in its class.

Four finish options are available: Red Burst, Green Burst, Gloss Natural and Trans Black. The sharp 45-degree bearing edge produces excellent attack and sustain, as well as more harmonic overtones. Remo drumheads are included, with clear pinstripes for the toms, a reverse dot for the snare, and a clear Powerstroke P3 bass drum head with a resonant side and a 10-lug batter.



Each hoop is 2.3-millimeter triple-flanged with diecast, including on the snare drum. The integrated three-point tom suspension system offers secure support. Chrome hardware and classic Dominion-style box lugs provide added stability and help to ensure excellent tone.

ddrum (ddrum.com)

Last NAMM, Ashly showed you the tip of the iceberg.

This year, we've gone a lot deeper.

See new stuff you may have never expected from Ashly. Upstairs in the ACC North Hall.

ASHLY

Booth 17903



Roger

RSV 21 Quilt
Masterbuilt

The
NAMM
Show

BOOTH #4636

Sadowsky
Guitars • NYC



Framus & Warwick Music USA, Inc. • 1922 Air Lane Drive • Nashville, TN • 37210

www.framuswarwickusa.com www.sadowsky.com info@sadowskybass.de

(629) 202-6790 www.facebook.com/sadowskyguitars

8440159

ace Vintage Reissue Straps

by
D'Andrea USA



US Distribution:
OMG Music
info@omgmusic.com
800-675-2501

International Distribution:
D'Andrea USA
sales@dandreausa.com

NAMM
Booth
#4802



THE BEST THING TO HAPPEN TO SRM SINCE SRM

DEMO ROOM 201D



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





75
YEARS

Visit us at NAMM
Booth 14108

XS Wireless Digital An instant connection.

A good connection doesn't require being tied down. Wireless means no obstacles, no distractions, just effortless audio, every time. With the all new XS Wireless Digital Pedalboard Set, players can keep the tone they've crafted without being tethered to the pedalboard itself. Lose the cables but keep the connection.

An all new way to perform wirelessly.
An instant connection.

www.sennheiser.com/xsw-d



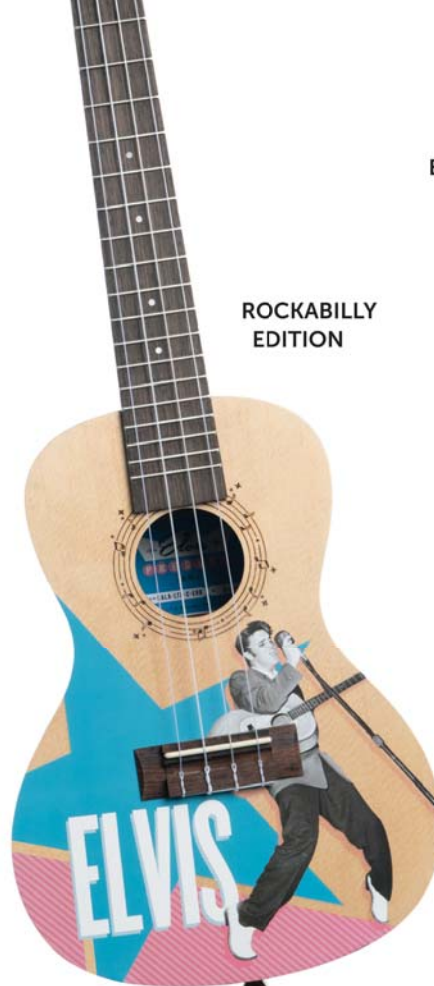
SENNHEISER



Elvis Presley

FROM THE BIRTH OF ROCKABILLY TO THE KING OF ROCK 'N' ROLL, ELVIS PRESLEY TRANSFORMED POPULAR MUSIC & CULTURE, LEAVING A LEGACY OF SONGS & FILMS KNOWN THE WORLD OVER.

EACH KIT PROVIDES YOUR CUSTOMERS WITH EVERYTHING THEY NEED TO START PLAYING ELVIS SONGS TODAY!



ROCKABILLY EDITION



BLUE HAWAII EDITION



VIVA LAS VEGAS EDITION



PRE-ORDER
NOW

MAP: \$99.99 each

Customers can collect all 3!
ROCKABILLY, BLUE HAWAII,
& VIVA LAS VEGAS

EACH KALA LEARN TO PLAY ELVIS SIGNATURE SERIES KIT INCLUDES:

- ✦ Kala CONCERT Ukulele with Original Elvis Artwork
- ✦ FREE Online Lessons of Classic Elvis Songs
- ✦ Kala Klipz Tuner + Access to the Kala App
- ✦ Learn to Play Elvis Quick Start Guide
- ✦ Beautiful, Full-Color Packaging for In-Store Display

KALABRAND.COM/ELVIS

ELVIS™ and ELVIS PRESLEY™ are trademarks of ABG EPE IP LLC
Rights of Publicity and Persona Rights: Elvis Presley Enterprises, LLC © 2020 ABG EPE IP LLC elvis.com

KALA
~ BRAND MUSIC CO. ~

NAMM
BOOTH# 5006

Nu:Tekt BUILD IT. TWEAK IT. CONNECT IT.

TRUE SYNTH DIY NTS-1 digital kit

PROGRAMMABLE SYNTHESIZER KIT

The first of its kind from KORG's DIY-focused Nu:Tekt brand, NTS-1 packs a powerful synth and multi-effects engine into a compact and highly portable form factor. Its DIY nature means it's also very customizable. Explore the possibilities!



Ask about
BADGESCAN
CONTEST
at Booth 2445
Friday 1/17 & Saturday 1/18

OD-KIT

NUTUBE OVERDRIVE KIT



An Overdrive pedal with Nutube. No soldering is required so even DIY beginners can build their very own effects pedal.

HA-KIT

NUTUBE HEADPHONE AMPLIFIER KIT



A great-sounding, battery-powered, tube-based headphone amplifier that you build yourself.

Visit Booth 2445 in Hall E
to see what's new and in the works from **Nu:tekt!**



ddrum®

**LUNA
GUITARS**



THREE BRANDS • ONE PLACE

    www.DeanGuitars.com www.LunaGuitars.com www.ddrum.com

See Us at NAMM **NAMM®**
believe in music

Available by appointment in meeting room D3B.

To schedule an appointment, please contact patrick@armadilloent.com



SHURE

TWIN:PLEX™ + AXIENT™ DIGITAL

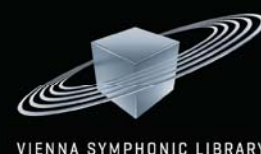
INTEGRITY YOU CAN HEAR.

Through sweat, noise, and heavy wear, the TwinPlex subminiature lavalier stands up to the toughest conditions to make every work a clear statement of quality. Integrate with the Axient Digital wireless system for unbeatable sound clarity that can take a beating.

TO LEARN MORE, VISIT US AT BOOTH #15608



Exclusive
Distributors



Exceptional Virtual Instruments and Audio Effects
Delivered Instantly to Your Customers

skuport

ILIO Product Portal

Let's talk!

Hall A, booth #11910

skuport.com



be inspired.

800.747.4546

sales@ilio.com

ilio.com

FROM THE CREATORS OF *THE ONE-AND-ONLY FLY RACKS*
COMES

"EVEN MORE WAYS TO FLY RIGHT"



IT'S NEVER BEEN EASIER TO SAFELY TRAVEL WITH ALL YOUR RACK GEAR!
WATERPROOF • SHOCK-RESISTANT • 100% MADE IN THE USA



NEW 20" 3U
3i-2424M103U

*starring
all new
fly rack
sizes*



NEW 20" 6U
3i-2424M146U

with veteran players



3i-2317M146U



3i-221710WMC



3i-231714GFX



3i-2217M82U



3i-231714WMC

and more, including new shallow fly racks—coming soon!

SEE THEM AT BOOTH 8303 • SKBCASES.COM/MUSIC

WIRELESS SIMPLIFIED

Take the mystery out of wireless microphones with the Audix Performance Series Wireless. Going from set up to performance is as easy as "Scan. Sync. Play!" Featuring intuitive menus, high-contrast LCD displays and RF/AF indicators, you can count on the Audix Performance Series Wireless for rock-solid, fantastic sound in even the most challenging environments. With our wide selection of handheld, instrument, headworn and lavalier options, we've got something for every wireless need.

Visit Audix at ACC North Hall booth #18401





BLUEMOON



Multi Award-Winning, All-Solid Acoustic Guitars
designed in the UK by Patrick James Eggle

find out more at: faith.guitars



Get Connected!

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

The NAMM Shows Mobile App allows you to:

- Bookmark your favorite exhibitors, education sessions and events
- Find an exhibitor's booth on the interactive show map
- Locate the nearest parking and food options
- Network with other attendees at the show
- Explore speaker bios and sessions



WIN PRIZES WITH NAMM QUEST

Build your virtual music career—and win awesome real-world prizes. Click on “games” in the NAMM Shows Mobile App menu, and scan this QR code to get started on your path to superstardom.



NO PURCHASE NECESSARY. Void where prohibited and outside US. Must be a legal US resident 18+ (19+ in AL and NE, 21+ in MS) at entry, attend The 2020 NAMM Show and download the free NAMM Quest App. Starts 1/16/20; ends 1/19/20. For prize details and official rules, see App.



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

#playoutloud

PLAY OUT LOUD

Connor Pledger
Moby Rich

Win a TouchMix-30 Pro



Mix the band on our TouchMix Virtual Stage and enter to win a TouchMix-30 Pro digital mixer.

[#iTouchMix Sweepstakes](#)

KS Series Active Subwoofers



See the full KS Series family featuring the all-new KS118 Active Subwoofer.

K Series TEC Hall of Fame Induction



Join us as K Series is inducted into the TEC Hall of Fame.

[Saturday, Jan. 18 | 4 pm | NAMM Member Center](#)

ACC NORTH | LEVEL 1 | BOOTH 14908

QSC | **PLAY OUT LOUD**

©2020 QSC, LLC. All rights reserved. QSC, the QSC logo and TouchMix are registered trademarks of QSC, LLC in the U.S. Patent and Trademark Office and other countries. PLAY OUT LOUD is a trademark of QSC, LLC.



FIND US IN HALL A
BOOTH 10820

All streams lead to Blue.

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.

That's why Jordan powers his podcast with the legendary broadcast-quality sound of Blue Microphones. From the handmade **MOUSE** to the acclaimed **BABY BOTTLE SL** and **ENCORE 200**, Blue has the perfect lineup of podcasting microphones to help you sound your best and build your audience.

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

If you want pro sound,
you need the right
microphone for the job.

JORDAN HARBINGER

The Jordan Harbinger Show

- Selected by Apple as a **BEST OF 2018** podcast
- Over **6 MILLION** downloads each month

MOUSE

Large Diaphragm
Broadcast Mic
with Rotating Head



EIGHT ON THE FRONT



With a barely measurable round-trip latency of less than 1 ms*, it's no wonder Quantum-series Thunderbolt™ audio interfaces have been called the “fastest audio interfaces on the planet.”

Quantum 2626 digs deep into PreSonus' 25 years of product design, taking some major inspiration from our greatest hits including the FirePod, FireStudio, and FireStudio Project, to bring the best of the PreSonus legacy and combine it with the best modern technology can deliver.

Blazing fast Thunderbolt speed—monitor through your favorite plug-ins. Eight transparent XMAX preamps (on the front!)—ideal for recording an entire drumkit or small combos. Plus, two headphone outputs, eight line outputs, and two balanced send and returns—and all at a price that may well surprise you. Visit www.presonus.com to learn more.

25 1995 - 2020
CELEBRATING
25 YEARS

 **PreSonus®**

* 192 kHz, 64 sample buffer in Studio One 4.5 on a MacBook Pro 2016, 2.7 GHz Intel Core i7 running macOS 10.12.5. Seriously, if it were any faster, the latency would be negative. ©2020 PreSonus Audio Electronics, Inc. All Rights Reserved. PreSonus is a registered trademark of PreSonus Audio Electronics, Inc. registered in the United States and/or other countries. "Thunderbolt" and the Thunderbolt logo are trademarks of Intel Corporation or its subsidiaries in the U.S. and other countries. All other trademarks are property of their respective holders.

OWN THE LOW END



Booth
304

The all-new **X SERIES SPECTRA BASS** models feature an offset body with larger upper horn for perfect balance and comfort, rock-solid through-neck construction, compound radius fingerboard and active 3-band EQ.

Jackson®

BOOTH
#12302

ANALOG SOUND
AT THE SPEED OF LIGHT.

LUNA

RECORDING SYSTEM

COMING SPRING 2020.



UNIVERSAL AUDIO

IRX SERIES
POWERED SPEAKERS
WITH BLUETOOTH

K361-BT / K371-BT
FOLDABLE CLOSED-BACK
HEADPHONES WITH BLUETOOTH

EON ONE COMPACT
ALL-IN-ONE RECHARGEABLE
PERSONAL PA



FOR ALL OF LIFE'S STAGES

At HARMAN, we're just like you: passionate musicians, producers, and content creators in pursuit of stunning sound. That's why we continually strive to develop the highest-quality, most intuitive tools for every step of audio production, from microphones to mixers, headphones to PAs. Come explore our newest products for making incredible-sounding music—including the JBL IRX powered speakers with Bluetooth and the JBL EON ONE Compact personal PA. At HARMAN, whether you're a rising star or a seasoned pro, we've got you covered.

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

VISIT US AT NAMM
BOOTH #14508
ON LEVEL 1 IN THE NORTH HALL



AKG

AMX

ES

CROWN

dbx

JBL
PROFESSIONAL

lexicon

Martin

Soundcraft

STUDER

élite

SERIES



MEET THE FAMILY



EF215P

- 2X15-inch-Powered Loudspeaker
- Yorkville Sound's most bass heavy full range speaker
- Completely redesigned next generation elite 1200 watt Front of House box
- Multiband DSP limiting with 4 preset playback performance modes
- Made in Canada

NEW
FOR
NAMM

SHOWROOM #17206

YXL SERIES



YXL10P

YXL12P

**GREAT SOUND.
GREAT PRICE.**

Introducing Yorkville Sound's
new line of high quality and
affordable powered cabinets

- 1000 Watts (Peak) 500 Watts (program)
- 3 channels plus Master level
- Bluetooth streaming
- 3 performance modes (Concert, Club, Monitor)

NEW
FOR
NAMM



Zoom Designs for Podcasters

Zoom has introduced the LiveTrak L-8 portable digital mixer and recorder, an ideal solution for podcasting and music recording on the go.

The L-8 combines a digital mixer with eight input channels and a multitrack recorder capable of recording up to 12 tracks simultaneously. It can be used as a 12-in, 4-out USB audio interface even while recording to the SD card. It will save a separate file for each input, so users will have the flexibility to edit and mix in post-production.

Podcasters can connect up to four pairs of headphones to the L-8's outputs. The L-8 has three independent monitor mixes, enabling different mixes to be sent to individual musicians, participants and performers. Sound effects are a necessity for podcasters, and the L-8 has six pads that can be used to play intros, sound effects and more.

Zoom (zoom-na.com)

Gator Isolates With Foam Pads

Gator Frameworks—the stand, hanger and accessories brand for music, audio, and video professionals—has released a series of three studio monitor isolation foam pads.

Each model (GFW-ISOPAD-SM, GFWISOPAD-MD, GFW-ISOPAD-LG) provides lift for better sound isolation and enhanced acoustics.

Available in small, medium and large, the studio monitor isolation foam pads improve acoustics by separating speaker enclosures from desktop



surfaces. The isolation pads also clean up sound by inhibiting sonic vibrations from resonating into your desk, thus improving clarity during mixing or playback.

All models are firmly crafted using high-density foam and are designed to fit up to 5-inch, 6½-inch and 8-inch studio monitor sizes. Removable, reversible foam pieces allow speakers to conveniently be tilted in a multitude of positions for desired sound.

Gator Frameworks (gatorframeworks.com)



Kawai Updates CN Series

Kawai America has announced the CN29 and CN39, the latest additions to the CN series of digital pianos and successors to the company's CN27 and CN37 models. The updated instruments have been developed in partnership with premium audio equipment manufacturer Onkyo, and feature new sound delivery and speaker systems.

The CN29 and CN39 combine Shigeru Kawai SK-EX and Kawai EX concert grand piano sounds with the class-leading Responsive Hammer III keyboard action to provide an authentic piano playing experience. Both models offer a variety of useful features, including built-in lesson songs and Virtual Technician sound adjustments, all accessible from an easy-to-use cheekblock control panel.

Kawai (kawaius.com)

IK Multimedia Celebrates 10th Anniversary of iRig Brand

IK Multimedia is celebrating the 10th anniversary of its original iRig guitar interface that helped define the mobile music-making category and launched an entire family of products.

Coinciding with the surging popularity of iPhones and the introduction of Apple's iPad, the first iRig was launched in 2010 along with the iOS version of IK's acclaimed AmpliTube amp and effects tone studio.

The original AmpliTube iRig was a pocket-sized interface that enabled guitar and bass players to connect to their mobile device to practice or record anytime, anywhere. It

was quickly followed by other products in the interface, keyboard-and-floor-controller, microphone and guitar amp sectors, and became an internationally recognized brand for accessible, easy-to-use music technology. It's reported to have sold more than 5 million units.

Since 2010, musicians worldwide have honed their craft using iRig products. They've been used by legendary musicians like Slash, by Grammy Award-winning producers like Steve Lacy and on stage by superstars like Dave Matthews.

IK Multimedia (ikmultimedia.com)



PREMIUM MUSICAL MERCHANDISE DISTRIBUTION



LYON & HEALY
CORPORATION

FIND US AT NAMM, HALL D BOOTH 3920

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



Vandoren Black Diamond Ebonite Family Expands

January 2020, Chicago, IL – The success of the Black Diamond BD5 mouthpiece for Bb clarinet, has led Vandoren to develop two new facings – The BD4 and BD7. The new additions enjoyed their debut at ClarinetFest 2019 in Knoxville, TN and officially went on sale in October.

“The BD4 mouthpiece plays with a depth of sound rich in colors and makes articulation very fluid,” says Artist Relations Manager David Gould. “Taking certain aspects from the BD5, this mouthpiece will appeal to those

looking for more focus and point in the sound. For musicians looking for a complex and powerful sound with a full upper register, the BD7 could be ideal.”

After its release in 2015, the Black Diamond Ebonite mouthpiece line quickly became a favorite of advanced students and professional clarinetists. The family features a unique internal and external design that offers the musicians a full sound, rich in depth and color. The family has expanded

to include options in Eb, Bass, Alto, German clarinet, and most recently the new BD4 and BD7 facings for Bb clarinet.

For more information, visit NAMM booth #9723 or email stephaniem@dansr.com.

Vandoren Artist-Clinicians Go to the Beach

June 2019, Chicago, IL – Nearly 30 Vandoren Artist-Clinicians (formerly called Regional Artists) assembled in Fort Lauderdale, FL this summer for the annual program summit. Every year, DANSR gathers these players and teachers from across the country to recap the successes of the previous school year, continue training, and discuss goals for the next school year. Last fall began the 5th year of the program and the meeting began with a surprise announcement to all the clinicians – “Regional Artist” is out, “Artist-Clinician” is in.

“What began as a very targeted outreach program in a few key regions quickly turned into one of the most active and sought-after outreach programs in our industry,” Brand Manager Michael Fenoglio explains. “It’s a testament to the hard work and commitment to music education by the DANSR partners and staff, and above all the Artist-Clinicians themselves. It was time to formally acknowledge how far we’d come. Simply put, there is nothing regional about the way our Artist-Clinicians play or teach. There is nothing regional about their artistry. This is a much more fitting title for what the program has become and what the VACs do for Vandoren and music education.”

Following the morning session, Vandoren General Manager Emmanuel Tonnelier and Laurent Sultan joined the meeting via live video feed. The two updated the group on current happenings with Vandoren France, new products, and ended by fielding questions from the VACs. It was the afternoon highlight for all.

The Vandoren Artist-Clinician (VAC) program provides free, educational clinics to band programs across the country every year. Since its inception in 2015, the program has organically grown to include close to 50 elite clinicians, reaching thousands of students every year. For more information on how you can host a Vandoren clinic, contact Rebecca Scholldorf at rebeccas@dansr.com

NEW BD4 & BD7

BLACK DIAMOND EBNITE

BD4 BD5 BD7

LATEST ADDITION TO Bb CLARINET MOUTHPIECES:

BD4 - Deep and focused sound
BD7 - Warm and broad sound

Eb Bb Bb 13 series Bb German Alto/Basset Horn Bass



Vandoren Artist-Clinician Training seminar, Ft. Lauderdale, FL

BLACK DIAMOND:
A COMPLETE RANGE
FOR CLARINETS

Vandoren
PARIS
www.vandoren.com

Line 6 Debuts POD Go Processors

Line 6 has introduced the powerful yet compact and affordable Pod Go guitar processors. Pod Go boasts a plug-and-play user interface and professional-quality amp, cab and effects models drawn from the HX family of processors.

The original bright-red Pod, with its iconic kidney bean shape, debuted in 1998 and was quickly embraced by a wide variety of users — including celebrity musicians, engineers and producers. Pod guitar processors have undergone continual evolution,



culminating in Pod Go.

“Pod wasn’t technically the first modeling product, but it sure appears to have had the most lasting impact,” said Eric Klein, chief product design architect of Line 6. “We strove to incorporate our newest and best amp models, effects and features without sacrificing what’s made Pod so easy and fun to use.”

🛒 [Line 6 \(line6.com\)](https://www.line6.com)

JodyJazz Goes Platinum

JodyJazz has introduced the DV Platinum 20th Anniversary Limited Edition models. In 2020, JodyJazz will celebrate its 20th anniversary, and to commemorate the milestone the company is offering these limited-edition mouthpieces.

The JodyJazz DV Platinum 20th Anniversary models are based on the company’s acclaimed DV series, featuring the patented secondary window design, with a platinum plating finish. They feature a special emerald green bite-plate inlay and are engraved with “DV Platinum”



on one side and “20th Anniversary” on the other. Each mouthpiece is engraved with its serial number on the shank.

Two models are available: the DV Platinum Alto 7 and the DV Platinum Tenor 7. Production will be limited to 100 pieces each. The mouthpieces come with a Rovner Platinum series ligature and cap, a deluxe leather pouch and a certificate of authenticity, and come packaged in a bamboo

wooden cannister.

🛒 [JodyJazz \(jodyjazz.com\)](https://www.jodyjazz.com)



Connect what moves you

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

Hosa
Connecting what moves you



Hosa Pro Series
Balanced Interconnect

Guild Adds 3 to Aristocrat Line

Guild Guitars has introduced three solid-body models to its Aristocrat line.

The M-75 Aristocrat was first introduced to the Guild line in 1954 and reissued in 2013. Because of its popularity, Guild is introducing the Aristocrat P90 in Vintage Sunburst with a carved spruce top, the Aristocrat HH in Trans Black Burst with a carved flamed maple top and the Aristocrat HH in Snowcrest White with a carved maple top.

These models feature a chambered body, rather than the M-75’s fully hollow body, for feedback resistance and a comfortable weight. Franz P90 pickups give the Aristocrat P90 a low, gritty growl.

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

UpBeat

Vol. 67 No. 2 | The NAMM Show | Friday, January 17, 2020

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, William 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.



V-DRUMS ACOUSTIC DESIGN

Go Deeper



WINTER NAMM SHOW 2020
HALL A BOOTH 10702

WWW.ROLAND.COM

 **Roland**



Faith Guitars Introduces Blue Moon Edition

Faith Guitars has launched the Neptune-shaped Blue Moon acoustic guitar. Continuing the British brand's well-established heavenly bodies naming convention, this new model is a Neptune baby-jumbo shape using all-solid-mango tonewood with a blue-burst finish.

Faith, the Patrick James Eggle-designed brand, will also be exhibiting several of its most popular models during NAMM, and is looking to expand in the North American market.

"Patrick Eggle and I have always been intrigued by the wonderful array of woods available in Indonesia," said Alex Mew, Faith Guitars' brand director. "We first experimented with an all-mango guitar a couple of years ago and really liked what we found. It's quite different in its tonal delivery to a spruce- or cedar-topped guitar. So, we were conscious that we needed to secure appropriate grade wood before testing the final body design. Patrick then settled on the stunning blue-burst finish."

🛒 Faith Guitars (faithguitars.com)

Ashdown Expands Cabinet Line

Ashdown has introduced three new bass cabinets, designed to be powerful yet lightweight.

The company took its Neo speaker back to the drawing board, designing a number of custom drivers featuring lighter neodymium to create the Blue Line Pro Neo speakers in 10-, 12- and 15-inch models.

The ABM-210H-Evo IV Pro Neo is a 300-watt, compact cabinet featuring a three-way variable high-frequency horn, selectable via the three-way rocker switch located on the universal Ashdown backplate on the rear of the cab. The cab is sealed to deliver powerful attack and clear



definition, as well as lower bass frequencies.

The ABM-112H-Evo IV Pro Neo has been designed to capitalize on a resurgence of 12-inch speakers in the bass market in recent years. Opting for a more vintage feel, but delivering a full range of frequencies, this speaker has been added to Ashdown's compact poplar ply enclosure with high frequency horn unit to be a versatile cab rated at 300 watts at 8 ohms.

The ABM-115H-Evo IV Pro Neo delivers a 15-inch speaker offering power and a wide range of frequencies. Rated at 300 watts at 8 ohms, the ABM-115H-Evo IV Pro Neo completes the series.

🛒 Ashdown (ashdownmusic.com)



Boss Adds to Acoustic Series

Boss has announced the Acoustic Singer Live LT, the latest addition to the Acoustic Singer amplifier series. Acoustic Singer amps deliver the finest performance in their class, with vibrant, high-definition tone and integrated creative tools for enhancing live performances. The Acoustic Singer Live LT is ideal for players with basic stage amplification needs, offering guitar and mic channels, independent effects, DI connectivity and more.

Biamplication is the gold standard for accurate full-range audio reproduction, and every Acoustic Singer model embraces this advanced approach. A custom woofer and dome tweeter are driven by independent power amps, providing the most clear and natural sound possible.

Precision cabinet construction further enhances definition and clarity, eliminating unwanted resonances and providing maximum projection on stage.

🛒 Boss (boss.info)

Tama Releases Limited-Edition Oyster Finishes

Following the success of its Starclassic Walnut/Birch series, Tama has released two limited-edition Oyster finishes. These five-piece shell kits are offered in either Neon Yellow Oyster or Neon Orange Oyster. The bold finishes are applied by hand in a labor-intensive process that adds an artisan quality to these popular drum kits. Black nickel drum hardware adorns each kit, which offers contrast to the bright neon finishes.

🛒 Tama (Tama.com)



TOUCH • FEEL • PLAY

THE EVOLUTION IN TUNING

NAMM #3520

RAT:O
TUNE-A-LELE MACHINE HEADS

TUNE-A-LELE™
The Ukulele Machine Head



new

UKULELES ARE SO DIFFERENT FROM GUITARS.

Yet, most ukes are equipped with heavy machine heads originally designed for guitar, with a 14:1 or 16:1 gear ratio!

No Wonder they are so hard to tune!

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

Tune-a-leles have zero back drive and zero backlash for best tuning stability!

NAMM #3520

graph tech
GUITAR LABS
The World's Nut & Saddle Experts



www.graphtech.com info@graphtech.com

Kepma, Bradley Clark Team For Supernatural System

Kepma USA and Kepma Guitars now offer the Supernatural Premium Pickup System—designed by Bradley Clark—on select Kepma Elite series instruments.

The Supernatural pickup system delivers the most natural acoustic sound to date for live performance with its design and engineering. Clark is the former CEO of Maton guitars and co-founder of Cole-Clark guitars, both based in Australia. With both companies, Clark's products were known for the exceptional performance of his pickup designs and associations with noted players including Tommy Emmanuel, Eric Johnson, Keith Urban, Jack

Johnson, Ben Harper and others.

The Supernatural Premium Pickup System ushers in a new level of natural acoustic sound for live performance, reproducing all of the nuance and acoustic character of the guitar when plugged into an amp or stage rig. The Supernatural system is comprised of two main sensors inputted into a preamplifier. The sounds are tuned to match the design, wood and performance of each Kepma Elite series guitar model, and the profiles are prestored into the pre-amp unit for recall.

🛒 **Kepma USA** (kepmausa.com)



Samson RS110A Has Bluetooth

Samson has announced the RS110A 300-watt 2-Way active loudspeaker with Bluetooth.

The RS110A offers versatile and convenient sound reinforcement to a wide range of audio applications. Easy to transport and set up, this powerful speaker features an onboard mixer with mic/line input options, Bluetooth audio streaming and a wireless USB port for connecting Samson XPD series wireless microphone systems.

MSRP: \$179.99.

🛒 **Samson Technologies** (samsontech.com)

P. Mauriat Unveils Pro Clarinet Series

P. Mauriat has added to its line of award-winning instruments with the debut of the P. Mauriat Professional Clarinet Series.

"This is the most exciting launch I have ever been a part of," said Craig Denny, vice president, sales and marketing at St. Louis Music. "These clarinets are exquisitely built and sound amazing. They have plenty of ping and achieve what clarinetists all search for: a pretty sound with projection to the back of the concert hall."

P. Mauriat clarinets come in four models and feature aged grenadilla wood. The 721 series is a 17-key clarinet with either nickel- or silver-plated keys, and the 821 series is an 18-key clarinet with either silver- or rose gold-plated keys.

All P. Mauriat clarinets utilize premium leather pads and blued steel springs.

🛒 **P. Mauriat** (pmauriatmusic.com)



Fender Presents Mustang Amp

The Fender Mustang LT50 incorporates what the company has learned during decades of producing quality sounding guitar amps. It's ideal for practice or performance, with 50 watts of power, a high-quality 12-inch speaker, a super-simple user interface, full-color display and a collection of presets.

🛒 **Fender** (fender.com)

CONNECT TO THE POSSIBILITIES



Made for
Apple iPad

Available in
the App Store



See & Hear The Most Exciting New Guitar Product of The Last 12 Months.

"With the debut of the iOS-compatible and super affordable TriplePlay Connect, it seems certain that many more players will jump on the TriplePlay bandwagon."

– **Guitar Player** (Editors' Pick)

"Fun and creatively inspiring... At [its] entry-level price point, the TriplePlay Connect is a useful compositional tool, and is a lot of fun to play!"

– **Recording Magazine**

"With the TriplePlay Connect controller, the dedicated app, your guitar, and a little imagination, the sky seems to be the limit."

– **Guitar Interactive**

"For guitarists who have always wanted to explore the capabilities of controlling new sounds with their guitars but were confused by guitar synth systems, Fishman's TriplePlay Connect offers the most affordable and easy-to-use solution available."

– **Guitar World** (Gold Award)

"The best guitar product of the last 50 years."

– **Couch Riffs Podcast**

"An impressive product that combines state-of-the-art hardware with powerful software to provide guitarists with a limitless set of creative possibilities... there is certainly no other solution out there that offers so much for so little."

– **Downbeat**

TriplePlay
ConnectTM
By **FISHMAN**

HALL D, BOOTH 4810

Fishman.com/connect | Dealer Inquiries: 1.800.FISHMAN | International Inquiries: 1.978.988.9199



Novation Upgrades Launchpad

Novation has announced the Launchpad Pro MK3, a significant upgrade of the Launchpad Pro, the Ableton Live grid controller. With the introduction of MK3, Launchpad Pro is now a great partner for hardware, combining deep Live integration with an intuitive built-in sequencer that can drive any MIDI instrument.

Made for Live, Launchpad Pro gets users closer to the Ableton Live workflow. With dedicated controls for clip and scene launching, transport, quantizing and duplicating, users will spend less time mousing and more time making music. There's on-device access to Live's Capture MIDI function for recovering those happy accidents, while dynamic scale and note modes ensure bass lines, melodies, chords and leads are perfectly in key. Chord Mode lets users explore, build and play complex chords straight from the grid.

🛒 [Novation \(novationmusic.com\)](http://novationmusic.com)

Guild X-175 Reunites with DeArmond Dynasonics

Guild's X-175 Manhattan Special guitar features classic white-top DeArmond Dynasonics and a sporty finish.

The precedent for hollow-body aesthetic and tone, the X-175 Manhattan Special looks as good as it sounds. With its gracefully sculpted and richly resonant hollow body, arched spruce top and rock-solid three-piece neck, the guitar exemplifies the quality building of the Guild Manhattan model of the 1950s and '60s.

The secret to this model's iconic tone lies in the authentic DeArmond Dynasonic

neck and bridge pickups, providing crystal-clear highs and a full, round low-end — the makings of the iconic tones of 1950s rockabilly and blues.

Complementing the variety of tones available from the X-175 is a Guild vibrato tailpiece for expressive playing. Other premium features include a fully bound body, neck, F-holes and headstock, mother of pearl block fretboard inlays and a hardshell case. The model is available in a special edition satin Malibu Blue finish.

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



Prestige, Townsend Collaborate

Prestige Guitars has collaborated with musician, songwriter and producer Devin Townsend to present The Signature Empath Acoustic Guitar. Curated by Townsend, The Empath is an acoustic instrument designed to express his compositions both live and in studio. Keeping true to Townsend's approach in composing music, The Empath is a detailed combination of classic design, comfort and sonic harmony.

The Empath Acoustic is a hand-built dreadnought cutaway guitar, featuring a torrefied Adirondack spruce top, Indian rosewood back and sides, and 3A-grade flame maple bevels on the arm rest, back and cutaway. Each Empath guitar is built with a hand-carved mahogany neck.

🛒 [Prestige Guitars \(prestigeguitars.com\)](http://prestigeguitars.com)

Galaxy Audio Acquires SPA

Galaxy Audio has expanded into the wireless fitness category with the acquisition of Special Projects Audio and Ansr Audio.

Special Projects Audio has become the fitness industry standard for waterproof wireless headset microphone systems. Its critically acclaimed EVO true wireless headset microphone features a rechargeable, sweatproof compact transmitter with an ergonomic behind-the-ear comfort fit.

Ansr Audio, Special Projects Audio's parent electronics manufacturing company, manufactures professional wireless systems, headworn wireless microphones, lapel wireless microphones and podium/conference microphones.

Special Projects Audio and Ansr Audio's offerings of high-performance fitness products will continue to be developed and expanded upon by Galaxy Audio, as the company continues to emphasize quality.

📄 [Galaxy Audio \(galaxyaudio.com\)](http://galaxyaudio.com)

Galaxy Audio acquires Special Projects Audio and Ansr Audio



THE WORLD'S MOST USEFUL LOUDSPEAKER

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.

No matter the size, shape, or type of venue, the ICLive X Series has your audio needs - and audience - covered.

Visit us at NAMM in booth #17907 and hear our speakers live at the Hilton Lobby Bar.



RENKUS-HEINZ



SINCE 1975, ESP HAS SPENT 45 YEARS MAKING THE GUITARS
AND BASSES THAT STAND OUT FROM THE CROWD. THANKS TO
OUR LOYAL CUSTOMERS, ARTISTS, DEALERS, AND DISTRIBUTORS
FOR MAKING ESP A GLOBAL LEADER IN 2020!

ESPGUITARS.COM  NAMM BOOTH 208A/B



ESP *Original*



ESP *E-II*

Ltd

Schilke, Reichenbach Collaborate

Designed in collaboration with Greenhoe performing artist Bill Reichenbach, the Schilke Reichenbach bass trombone mouthpiece features a medium cup, comfortable semi-round rim contour, modified bass backbore and new exterior profile. This mouthpiece offers an efficient and comfortable design, is full of color and is even in feel from the highest range through to the lowest pedal tones.

A portion of the proceeds from each Schilke Reichenbach mouthpiece is contributed to the Hearts of Music Fund, a charity established by Reichenbach that provides medical funding to musicians in financial need.

🛒 **Schilke** (schilkemusic.com)



No-Nonsense Alto Offered by MusicMedic

MusicMedic has introduced The Wilmington Alto saxophone.

The Wilmington Alto is a no-nonsense horn priced as a student-level instrument but can stand up against many professional models. It plays great and in tune, and is completely repairable. The Wilmington Alto is made by a small factory focused on continuous improvement in techniques and production. Until now, it has not been exported to the United States. Every single part of the instrument is made in this factory, so MusicMedic has a lot of control over the design and construction. The company has helped change the bore taper, tone hole locations and key design elements. It plays with a warm, clean tone



and has a big low end. The entire body is made of nickel silver, a factor in its resonant and rich tonal character. This material is very hard and resists denting and bending. The body is sandblasted inside and out for a satin finish and coated with clear lacquer.

🛒 **MusicMedic** (musicmedic.com)

MXL Hits The Golden State

The limited-edition Greetings From California microphone series features restyled versions of MXL's top-selling condenser microphones as it refreshes the MXL 770, MXL 990 and MXL Tempo USB.

The Greetings From California series features retro color combinations and detailing that harken back to traditional beach and surf culture.

For a limited time only, alternate versions of the MXL 770 will be offered in Sky Blue and Vintage White; the MXL 990 will be available in Coral and Surf Green; and the MXL Tempo, a USB-powered condenser microphone, will be offered in Surf Green.

🛒 **MXL Mics** (mxlmics.com)



D'Addario Debuts Venn

D'Addario Woodwinds has unveiled Venn, a series of reeds available in March 2020.

The Venn combines the stability, longevity and durability of a synthetic reed with the sound and feel of natural cane. To mimic the organic structure of cane, D'Addario reverse-engineered cane itself, layering different strengths of polymer fibers with resin and organic reed elements to make up the reed blank. The result is a different level of performance. Venn outlasts and outper-

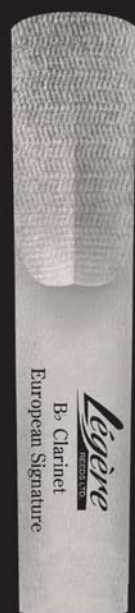
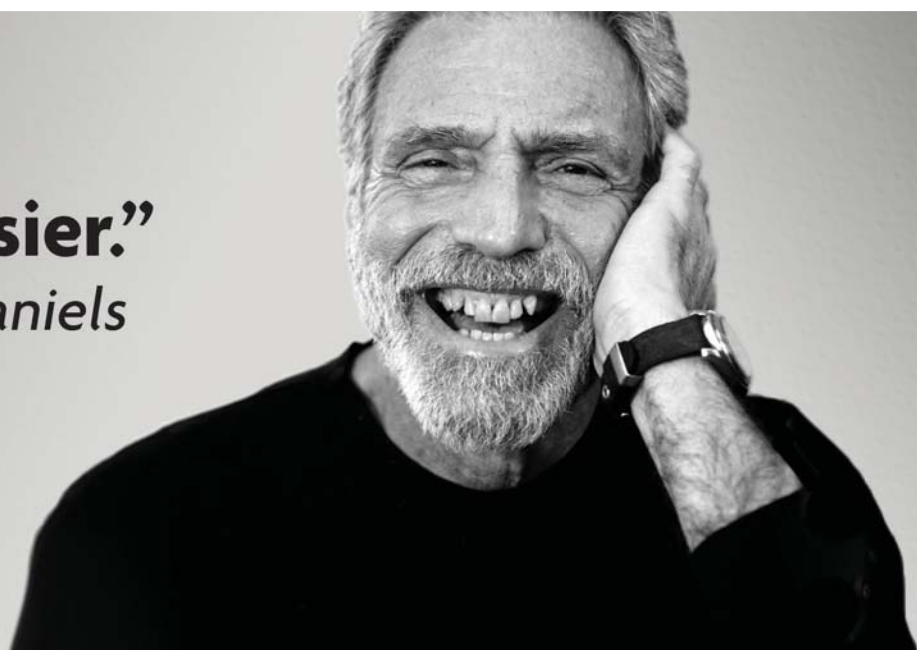
forms anything else like it.

Venn lasts up to 20 times longer than a cane reed and is resistant to splitting, chipping and breaking from use. Consistency is identical from reed to reed, in contrast to the variant in natural cane reeds. Venn requires no prep and is resistant to environmental conditions, including temperature, humidity and more. Venn will be available initially for B-flat clarinet, and alto and tenor saxophone in core strengths.

🛒 **D'Addario** (daddario.com)

"Life just got easier."

-Eddie Daniels



FREEDOM *to* PERFORM

Légère produces premium synthetic clarinet, saxophone, bassoon and oboe reeds. They are used by players in the most prestigious orchestras and on stages around the world. Légère reeds produce a warm, vibrant sound while remaining consistent and playable for a very long time.

Try Légère's premium cuts and find out why Eddie Daniels exclusively plays synthetic reeds.

Booth 8526

Légère[™]
REEDS LTD.

KORG

wavestate

wave sequencing synthesizer



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

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**



Yamaha Raises the Bar

Yamaha has rolled out the PSR-SX700 and PSR-SX900, two 61-key Arranger Workstation keyboards. These all-in-one instruments — which replace the PSR-S775

and PSR-S975, respectively — inherit content and features from the Genos digital workstation keyboard.

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

Gravity Designs for Pros

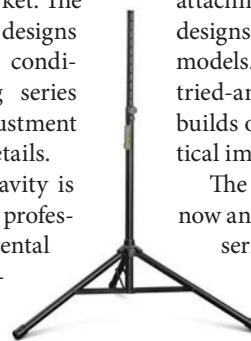
The Adam Hall Group's new Gravity Touring series is specifically developed for the professional rental market. The metal stands feature durable designs that withstand the toughest conditions. The Gravity Touring series also boasts captive metal adjustment knobs and other functional details.

The Touring series by Gravity is built to last, and aimed at professional customers from the rental and touring sector who naturally have high demands for their stands every day. Because of that, Gravity has focused on maximum stability, functionality and innovative details for the Touring

series. Features such as captive, full-metal adjustment knobs and effective boom attachment with just a ¼ turn allows the designs to stand out from comparable models. The Touring Series retains the tried-and-tested concept of a stand, but builds on it with many welcome and practical improvements.

The Gravity Touring series is available now and includes the TMS 4321 B Touring series tripod mic stand with standard boom; the TMS 4322 B Touring series tripod mic stand with telescopic boom; and the TSP 5212 LB Touring series speaker stand with auto lockpin.

🛒 [Gravity Stands \(gravitystands.com\)](http://gravitystands.com)



Steel Tongue Drums New for 2020

Brand New Amahi Steel Tongue Drums

6", 8", 10", and 12" Steel Tongue Drums are available in Blue, Red, Bronze, Black and Teal colors. Drums include a padded bag and pair of mallets.



DISPLAYS AVAILABLE

MAP: **\$69.00** **\$89.00** **\$129.00** **\$159.00**

6 INCH

8 INCH

10 INCH

12 INCH



CALL TODAY
(888) 262 8471
www.amahiukuleles.com



The NAMM Show
January 16/19 2020 california
Booth #2402



Vintage V6 Offers Distinctive Looks

The distressed finishes for the Vintage V6 Icon series guitars include Ventura Green and Firenze Red. While the Vintage design team are experts at aging guitars and hardware, the V6 Icons also feature problem-solving modern embellishments. These include a Wilkinson WVC vibrato bridge featuring a stagger-drilled block for improved intonation.

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

A-T Spotlights Studio Monitor Headphones

Audio-Technica is displaying its entire range of studio headphone solutions, including the complete M-Series and ATH-R70x professional open-back reference headphones.

Audio-Technica's M-Series consists of the following models: ATH-M70x, ATH-M60x, ATH-M50x, ATH-M40x, ATH-M30x and ATH-M20x professional monitor headphones. The M-Series professional monitor headphones deliver accurate audio and outstanding comfort.

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



HIGH PERFORMANCE BRANDS. HIGH PERFORMANCE RESULTS.

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



ALLEN & HEATH

Allen & Heath began in the first wave of great British mixer companies, starting life at the heart of London's swinging music scene in 1969. Over 50 years later, they continue to lead. Experience the award-winning SQ series, the flagship dLive Digital Mixing System, and the **NEW** Avantis.

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





Clearmountain's Plug-in Supports Windows 10

Apogee's Clearmountain's Domain plug-in, which launched in October for macOS, is now compatible with Windows 10. Windows users can take full advantage of Bob Clearmountain's personalized multieffects plug-in with more than 20 classic presets and soundscapes created from his most iconic recordings. Advanced tabs let users customize their own mix domain using Clearmountain's essential toolkit of custom spaces, convolution reverbs, delays, de-essers, pitch and EQ modules.

Clearmountain's Domain features easy-to-access presets recreated by Bob to emulate his classic mixes of iconic recordings by artists like David Bowie, Roxy Music, The Rolling Stones, Bruce Springsteen, Bryan Adams, INXS, John Fogerty and others.

While the classic presets help users easily recreate their favorite Clearmountain mixes, advanced views reveal Clearmountain's decades of expertise and empower users to create their own musical mix domain.

🛒 Apogee Electronics (apogeedigital.com)

Warwick Showcases Sadowsky Bass Series

In December 2019, the premiere of the Sadowsky bass series took place in Warwick's showroom located in Markneukirchen, Germany.

"Congratulation to Hans-Peter Wilfer of Warwick and Roger Sadowsky; two great companies got together to carry Sadowsky basses to a new level," said Dieter Roesberg, journalist at Gitarre & Bass. "From now on, Warwick is building under license and under full control of Roger Sadowsky to

the exact and original specifications of the Sadowsky Masterbuilt and the Metro series in Germany, in the most modern and sophisticated workshop worldwide with an unbelievable wood collection. Roger can now concentrate fully on his Sadowsky NYC instruments, made in Manhattan, while for the first time musicians all around the world can get their hands on the famous instruments. What a great idea."

📄 Framus & Warwick (warwick.de)

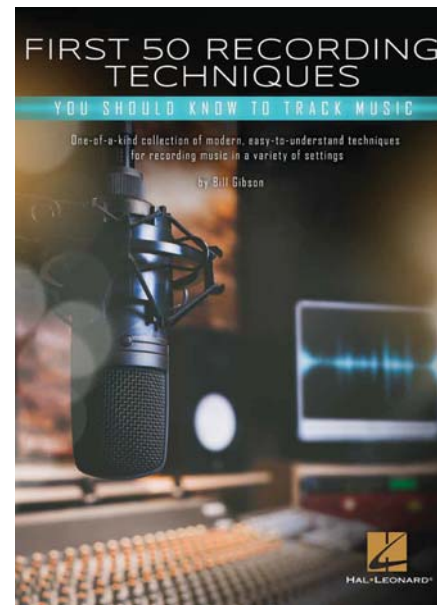


Ibanez Basses Go Headless

The Ergonomic Headless Bass line from Ibanez features headless construction and a specially designed body that allows bassists to maintain a similar playing position whether seated or standing. The contoured, ergonomic design and chambered body make for a lightweight, well-balanced and comfortable instrument that's built for long sets or practice sessions.

There is an extended relief cut on the back of the body behind the lower horn for easier upper-fret access. Also, the top half of the back of the body is slanted, which allows the bass to rest slightly closer to the player's body for better control and a more ergonomic feel. The EHB line is divided into EHB1000 series and EHB1500 series.

🛒 Ibanez (ibanez.com)



Hal Leonard Expands First 50 Series

In 2020, Hal Leonard is expanding the First 50 series beyond instruments with *First 50 Recording Techniques You Should Know to Track Music*. With ever-changing technologies, recording music can seem like a daunting task. *First 50 Recording Techniques* provides musicians with the necessary information and tools to capture sound that will yield positive results.

Written by Bill Gibson, topics covered in the book include: preproduction, room environments, interfaces and more.

🛒 Hal Leonard (halleonard.com)

NICK PERRI
(SILVERTIDE, THE UNDERGROUND THIEVES)

LAVA

CABLE™

Retro Coil

- 🔥 Made in the USA
- 🔥 Features an exclusive proprietary outer jacket
- 🔥 Unique Hybrid Elastomeric Polymer
- 🔥 Most rugged, light and durable coil cable available
- 🔥 Bright vibrant colors and color combinations

The NAMM Show
January 16/19 2020 california
BOOTH #11610

LAVACABLE.COM

ROOM: #17224
(ACC NORTH LEVEL 2)



PRODUCT LAUNCH:
ICON SERIES

*AUDIO DEMOS 11:30 AM,
3:00 PM EVERY DAY*

ELEVEN SOUND
BY DAS AUDIO

AND MORE:
ACTION 500
ALTEA 700
VANTEC SERIES
and
DASLINK GM 

*AUDIO DEMOS 11:30 AM,
12:30 AM, 3:00 PM, 4:00 PM
EVERY DAY*

25 YEARS OF
DAS AUDIO
AMERICA

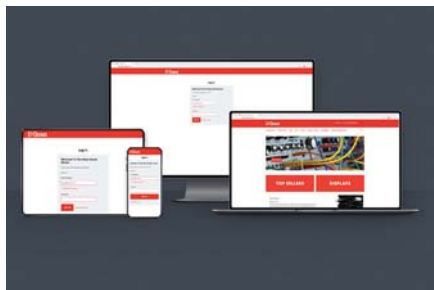


SOUND WITH SOUL

Submit and Review Hosa Orders Online

Hosa Technology has launched its online dealer portal, which gives Hosa official resellers, distributors and contractors the ability to review all pertinent details of their account, including billing, order status and shipment tracking.

Commerce runs quickly, and the need to access details in a timely fashion is more important than ever. Thanks to the fully integrated Hosa dealer portal, inquiries into stock and account details are always up to date. Customers will be able to avoid back-orders, confirm order status, review invoices



and find tracking information on one convenient site.

Perhaps the most beneficial feature is the ability for authorized dealers to place orders directly through the portal. This minimizes errors by eliminating the amount of times information has to be reinterpreted when placing orders via phone, email or fax.

INFO Hosa Technology (hosatech.com)

Graph Tech Reveals Ratio Tune-A-Lele

With Graph Tech's Ratio Tune-A-Lele ukulele tuners, players will enjoy a tuning experience that's as easygoing as the instrument itself. These tuners are not only light, they also offer a patent-pending gear-tuning technology made exclusively for the ukulele. With Ratio Tune-A-Lele, tuning the uke is as easy as a summer breeze, and the instrument is lighter and more balanced for a better playing experience.

A ukulele is lightweight, has nylon strings and a short scale. Technically and practically, guitar tuners don't work as well on a ukulele; the proof is in the tuning ratios.

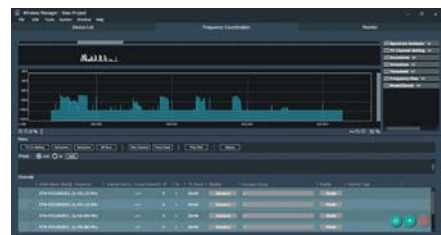
When the design team at Graph Tech set out to create tuners exclusively for the ukulele, it determined that the optimum tuning ratio for the uke is 6-to-1. That's the number of full rotations of the tuning peg it takes to advance the gear post one full turn.

Graph Tech Guitar Labs (graphtech.com)



electro-harmonix
NEW YORK CITY, USA

WWW.EHX.COM/9SERIES



A-T Releases Software

Audio-Technica has launched its Wireless Manager software, a Mac OS/Windows application for remote configuration, control, monitoring, spectrum management and frequency coordination of compatible Audio-Technica devices in sound reinforcement or installed sound applications.

With connectivity for A-T 5000 series wireless microphone systems and the new 3000 series featuring network control and monitoring, the software package offers a broad range of control and management functions of networked devices, grouped into three tabs: device list, frequency coordination and monitor.

Audio-Technica (audio-technica.com)



Aaron Ross, AP International Join Forces

Inventor Aaron Ross, along with manufacturer and distributor AP International, has released a five-string version of the Ray Ross bass bridge, featuring his proprietary saddle-less tone pin design.

Rather than utilizing a traditional saddle to provide a string break, the Ray Ross tone pin keeps the string completely straight from the bridge to the nut. This concept removes the kink from the string, providing increased vibrational energy through the strings and into the body of the instrument. The tone pin feature allows maximum transference to the instrument, so users can get the most out of the bass itself, not solely the tonal color of the bridge.

AP International (rayrossbridge.com)

ASHDOWN Engineering

BETTER BASS SINCE '97

DISTRIBUTED IN CANADA BY:
CONTACT INFO:
E-MAIL - SUPPORT@BJMUSICONLINE.COM
TEL - 1-800-268-8147

DISTRIBUTED IN USA BY:
CONTACT INFO:
E-MAIL - INFO@DAVITTHANSER.COM
TEL - 866-817-3822

BJ MUSIC

DAVITT & HANSER

BOOTH # 5620
WWW.ASHDOWNMUSIC.COM

METERS

By Ashdown Engineering

OV-1-B-CONNECT

DISTRIBUTED IN CANADA BY:
CONTACT INFO:
E-MAIL - SUPPORT@BJMUSICONLINE.COM
TEL - 1-800-268-8147

BJ MUSIC

Available on the
App Store

Get it on
Google Play

BOOTH # 5620
IGNITE YOUR TONE
WWW.METERSMUSIC.COM

Kyser Kicks Off 40th Anniversary

Kyser Musical Products is kicking off its 40th anniversary by commemorating the brand's 1980 incorporation and a storied history of growth from its humble East Texas roots to one of the foremost crafters of handmade capos and fretted instrument accessories in the world. This milestone year not only celebrates Kyser's longstanding commitment to empowering artists globally, but also recognizes that commitment as a core philosophy of the company's late founder, Milton Kyser.

Kyser is most widely recognized for inventing the Quick-Change capo, which revolutionized the possibilities of acoustic and electric guitar performance with its efficient and versatile design. From there, Milton Kyser created the Kyser Musical Products brand on a firm foundation of craftsmanship and community. In celebration of this anniversary and the founder's profound impact on the musical community, Kyser is releasing a commemorative Milton Kyser Signature Quick-Change Acoustic capo available in limited quantities of 2,020 units. Beginning in 2020, as part of its commitment to empowering future musicians for another 40 years, the company will present 40 of these capos to emerging artists, individuals and organizations who have demonstrated unique influence on today's music landscape.

INFO Kyser (kysermusical.com)



Remo Gets Colorful

Remo has expanded its line of Colortone drumheads to include marching tenor drum sizes in six colors, featuring proprietary Skydeep Imaging Technology for a visual appeal with powerful projection, tone and durability. The tenor drumheads are offered with the Emperor Crimplock configuration and are constructed with two-ply of high-strength Mylar film.

REMO (remo.com)

Toca Adds Nesting Drums

Toca has added a trio of Nesting Djun-Djuns to its Freestyle II Nesting Drum Series.

Ideal for young players, classrooms, drum circles and music-therapy sessions, these drums are available in 12-, 14- and 16-inch head diameters, which enable the smaller drums to nest within the larger instruments. Their durable PVC shells are lighter than wood counterparts and are easier to clean while projecting thunderous tones.

Toca has assembled an array of colors and bonuses to enliven the drumming experience for novice players. Freestyle II Nesting Djun-Djuns offer a choice of Toca's Woodstock Purple or Kente Cloth finishes and feature pre-tuned synthetic heads on both sides of the drum, which detach from the shell without having to fuss with tensioning hardware or rope.



When removed, the heads can even be played alone as sonorous frame drums, transforming each model into two completely different drums for the price of one.

Each Freestyle II Nesting Djun-Djun includes a pair of mallets and comes with a full carrying harness.

RBI Music (rbimusic.com)



PreSonus Blazes Trails

PreSonus' Quantum 2626 is the latest in the Quantum series of audio interfaces. The Quantum 2626 uses the blazing fast Thunderbolt 3 bus to achieve a barely measurable roundtrip latency, as low as <1 ms, enabling users to record and monitor with up to 24-bit, 192 kHz fidelity through their favorite plug-ins without leaving their DAW. High-quality converters on every analog input and output provide 115 dB of dynamic range to capture complex musical harmonics smoothly and naturally with no audible distortion.

The Quantum 2626 provides up to 26 inputs and 26 outputs, with eight of PreSonus' XMAX Class A analog microphone preamps, two instrument inputs to directly connect basses and guitars and six balanced line level inputs for a user's favorite synths — all on front-mounted combo jacks. The first two inputs are equipped with direct outputs and dedicated returns to patch in the user's favorite outboard gear. An additional 18 inputs and outputs are available via ADAT/dual SMUX and S/PDIF.

Users also get eight 1/4-inch TRS outputs that are DC coupled for sending control voltages, plus two balanced main outputs.

PreSonus (presonus.com)

BENGE

By B.A.C.

**ORIGINAL TOOLING
LEGACY TECHNICIAN
NEW TECHNOLOGY**

NAMM Booth #8532

B.A.C.

MUSIC

KANSAS CITY

coolisbac.com

orders@bacmusic.com • (816) 945-9133

@coolisbac

JOHN DUDA
Master Craftsman
Benge, 1971-1983

For every stage.

APPRENTICE • ARTIST • HANDCRAFT

Visit us at
NAMM Show
Adam Hall Group | Booth #11613




STAND YOUR GROUND

IN THE FIELD OF INNOVATIVE PREMIUM STANDS.

- ▶ Stands and accessories for stage and studio use.
- ▶ Professional functionality with innovative details.
- ▶ Ultra-durable construction, built to last.
- ▶ High strength precision tubing and die-cast zinc components.
- ▶ Soft-touch rubber-coated clamps and knobs.



DESIGNED & ENGINEERED IN GERMANY

 Gravity® is a registered brand of the Adam Hall Group.



gravitystands.com

K&M Offers Customization

König & Meyer has introduced its Modular Base Plate and Distance Rod system, offering a variety of speaker and lighting stand applications. Musicians can create their desired speaker or lighting-stand system by incorporating an array of flexible components.

The steel base provides footing while the threads allow distance rods to be mounted at various positions. This makes it a stand to set in a corner or use in small event spaces. An integrated base handle, convenient cable management and four felt-covered feet further enhance the new modular system.

🛒 **Connolly Music** (connollymusic.com)



Earthboard Enriches Experiences

Adding to the company's line of pedalboards and accessories, Rare Earth Music, the parent company of Earthboard Pedalboard Systems, has added REM Flat Patch Cables.

The most significant advantage to the new REM Flat Patch Cables is that they free up real estate on pedalboards to possibly add another pedal, as the company aims to enrich musicians' experiences.

The REM Flat Patch Cable is a high-quality, non-metallic, quarter-inch flat

cable, featuring a 90-degree angle connector and a flat, flexible wire.

"In keeping with our focus on a clean, non-messy appearance, the REM Flat Patch Cable is more low profile than standard patch cables, giving the Earthboard a sleek, neater look," said Kym Bradley, Rare Earth sales and marketing partner. "Another benefit is that we removed the possibility a metal connector accidentally lays on a rail and shorts the battery."

🛒 **Earthboard** (earthboardmusic.com)



K&M KÖNIG & MEYER
Stands For Music

The new »Omega Pro«
Foldable for incomparable stability and expandability on the road

Your perfect travel companion

Meet us
at booth
14516 in ACC
North Level 1

Stability, flexibility and ease of transport: these are the key features of the new K&M »Omega Pro« keyboard stand 18820. The spring-loaded clamping knobs on both columns allow easy and precise height adjustment. Thanks to the folding legs, a flat & compact profile makes the »Omega Pro« the perfect mobile 'travel companion'. Optional add-ons for the »Omega Pro« include holders for microphones, tablets, PC's, laptops and more.

🇩🇪 Made in Germany

5 5 year warranty

km-america.com



ISP Delivers Line Arrays

ISP's high-performance, small-format, two-way true line-array cabinets are designed with gapless summation of elements for improved audio quality.

The GLA Line Array system is now available in three performance levels—the GLA2806 with 48 degrees vertical pattern; the GLA2606 with 32 degrees vertical pattern; and the smaller vertical footprint of the GLA2406 with 32 degrees vertical pattern at only 30 inches tall. All GLA series models provide 100-degree horizontal pattern.

In the past, multi-box line array systems suffered from a gap between the individual elements of the line array that could cause response errors due to the spacing between the drivers.

In many designs, this causes both frequency and phase errors in the response, and the sound will change based on the seating position in the room.

🛒 **ISP Technologies** (isptechnologies.com)

Amahi Sports Soprano Line of Ukuleles

Now available, Amahi's newest line of colorful ukuleles includes the UK-110 Soprano.

Made from mahogany, these tiny ukes offer intermediate quality at an entry-level price. Each ukulele comes standard with Aquila strings, chrome guitar-style tuners and a padded gig bag. The instruments are available in six colors—green, red, purple, gold, blue and natural mahogany.

🛒 **Amahi** (amahiukuleles.com)



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

Packed to Sell

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

VISIT BOOTH #15308 NORTH HALL

audio-technica

Mackie Bundles Solutions

Mackie has launched four product bundles that are great starter kits or supplements to existing rigs for performers, producers, studio professionals and other content creators.

The Mackie Producer Bundle provides everything needed to get a home studio up and running with professional-quality sound. The Producer Bundle includes Mackie EleMent series condenser and dynamic microphones, Mackie MC-100 Professional Headphones, and Mackie's popular Onyx Producer 2-2 USB interface.

The Mackie Creator Bundle is a must-

have for content creators and podcasters. The Creator Bundle starts with Mackie's EM-USB cardioid condenser microphone, which connects directly to a computer via USB-C.

Mackie's new Studio Bundle includes all the tools users need to create and mix professional recordings and gives them room to grow.

The Mackie Performer Bundle is a great choice for vocalists, karaoke, solo artists and others who need straightforward mixing and reliable, great-sounding mics.

 **Mackie** (mackie.com)




Taylor Adapts V-Class

Design architect Andy Powers has adapted his award-winning V-Class architecture for Taylor's biggest, deepest body shape, the Grand Orchestra, and updated the guitar. For the new V-Class Grand Orchestra models, Powers leaned into the GO's naturally big, deep voice, combining V-Class with the guitar's huge lung capacity

to bolster the sonic horsepower even more.

In addition to improved sustain and intonation, V-Class enhances the touch sensitivity. Models include the 618e with figured maple back/sides and Sitka spruce top, and the 818e with Indian rosewood back/sides and Sitka spruce top.

 **Taylor Guitars** (taylorguitars.com)



FREE DRUM LESSONS
from PlayDrums.com

Whether you've been playing for a while, a beginning drummer, or just dreaming about being a drummer, you can win **12 FREE DRUM LESSONS** to build your playing chops.

Enter at www.PlayDrums.com/sticks with your contact info and the name of this music store!

1995-2020 **PMC** 25th ANNIVERSARY

A randomly selected winner will be awarded each month during the Percussion Marketing Council's 25th Anniversary celebration.

The success and ongoing development of the Percussion Marketing Council is a direct result of the support and commitment from all PMC members.

Complete rules available on the PlayDrums.com website.

PMC Giveaway Aims For New Drum Students

Kicking off the 25th anniversary for the Percussion Marketing Council, the drum industry's trade association is launching a monthly free drum lesson giveaway for consumers to bring drum-lesson students to music retailers. Beginning in February, each month a randomly selected student will receive 12 free drum lessons.

 **PMC** (playdrums.com)

Hug Ukes Balance Tones

The Hug ukulele mahogany series from Hawaiian Ukulele & Guitar proves that high-quality materials that are rich and resonant can also be warm and sweet.

Inspired by recent trends in the acoustic guitar market, the Hug ukulele mahogany series offers all-solid sapele construction and styling that's classically refined and sleek.

Hawaiian Ukulele & Guitar uses a fanned top-bracing pattern.

 **Hawaiian Ukulele & Guitar** (hawaiian-ukulele.com)



PODCASTING LIVE

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



**BOOM STANDS FOR
YOUR PODCAST MICS**

Model #
GFWMICBCBM3000

GATOR
frameworks

STANDS & ACCESSORIES FOR STAGE & STUDIO

**ISO PADS FOR
STUDIO MONITORS**



**DESK CLAMPS & MOUNTS
FOR YOUR STUDIO MONITORS**



**HEADPHONE AND CABLE HANGERS
FOR STUDIO ORGANIZATION**



gatorframeworks.com

@GATORCASES



Ohana Pineapple Uke Offers Rich Tone

Ohana's Pineapple Tenor PKT-25G ukelele features a large and unrestricted acoustic chamber.

This new tenor model is ideal for those who are more comfortable with the longer tenor scale length and larger body size, but who still want to have a little fun. Its all-solid mahogany construction provides a rich and balanced acoustic tone with plenty of projection. The PKT-25G comes with a distinctive crown-style headstock design, is equipped with Grover machine heads and is finished in a high gloss.

Having the right size and shape is a key component in designing a new instrument body, so Ohana took measurements of the standard pineapple soprano uke and the pineapple concert uke, then came up with optimal and proportionally matching shape and dimensions for the new pineapple tenor.

🛒 Ohana (ohana-music.com)



Morello Struts With Strat

Tom Morello's unique, powerful sounds — from gentle rhythms to screaming feedback, chaotic stutters and more — require a special Stratocaster. Fender's Tom Morello Soul Power Stratocaster, based on the modified Designer Series Strat used during his time in Audioslave, features an alder slab

body with binding and a Deep C-shape maple neck with 9½- to 14-inch compound radius rosewood fingerboard and 22 medium-jumbo frets. Other features include a Floyd Rose locking tremolo system and Seymour Duncan Hot Rails humbucker.

🛒 Fender (fender.com)

COMFORT AND QUICK-ADJUST

ADJUST YOUR STRAP ON THE FLY AND PREVENT SHOULDER FATIGUE



Dixon Expands Classic Wood Hoop Snares

Dixon Drums has expanded its assortment of Classic series wood hoop snare drums with a new hybrid snare featuring natural maple hoops.

The new Classic Maple Hybrid snare measures 5½ by 14 inches, has an elegant satin black shell, and offers a rich overall tone and tuning depth.

🛒 St. Louis Music (stlouismusic.com)



NEW COLORS FOR OUR POPULAR RIGHT HEIGHT™ ERGO STRAP WITH PATENT-PENDING RIPCHORD™ TECHNOLOGY



ADJUST WHILE WEARING



PULL DOWN TO TIGHTEN



PULL UP TO LOOSEN



Latch Lake Music Goes Mini

Latch Lake Music's micKing 550 mini is the first model in the new micKing series and is ideally suited for guitar cabs and other close-miking. Thanks to the fixed-tripod base, the micKing 550 mini is easy to set up and adjust. Over the coming months, Latch Lake Music will introduce a number of stands in the micKing 550 series.

With interchangeable leg lengths to suit a range of applications, this series is ideal for both commercial and home studios alike.

🛒 Latch Lake (latchlakemusic.com)

CHECK OUT THE NEW RIGHT HEIGHT MRHSS SERIES AT WINTER NAMM 2020 BOOTH #6413



WMG Invests in Artiphon

Artiphon, a music creation startup based in Nashville, Tennessee, has announced a \$2 million seed round led by Warner Music Group.

Artiphon's first product, the Instrument 1, is a multi-instrument designed for beginners and pros alike. Patented technology lets users play multiple instrument styles like guitar, violin, piano and drums on the same device. The Instrument 1 plugs directly into a broad range of software like Apple's GarageBand on phones, tablets and computers, extending the playability of music apps beyond the screen.

"Artiphon designs musical interfaces that adapt to the way you play, inspiring people to create music who might not pick up a classic instrument," said Mike Butera, founder and CEO of Artiphon. "You don't have to be a photographer to express yourself with photos and videos on Instagram, and now you don't have to be a trained musician to have fun playing and creating music."

INFO Artiphon (artiphon.com)

LD Systems' ICOA Series Delivers Bass

With the new ICOA series active coaxial P.A. speakers, LD Systems has introduced true all-rounders for full-range, satellite and monitor applications.

Thanks to its coaxial design with rotating, BEM-optimized CD horn and DynX DSP presets, the ICOA full-range systems are flexible. This is due to the highly accurate bass reproduction from the horn-loaded woofers, making the active ICOA loudspeakers a strong choice



for musicians, bands and entertainers, as well as mobile DJs.

Additionally, each ICOA model can be used both vertically as a satellite and horizontally as a stage monitor. The BT versions enable wireless Bluetooth streaming to play entire songs or backing parts from a smartphone or tablet.

The ICOA series active coaxial P.A. speakers include 12- and

15-inch versions.

Adam Hall (adamhall.com)

Artesia Strikes Deal with EF Note

Artesia has been named the exclusive distributor for EF Note Japanese Drum Company, an organization that's taking a new approach to electronic drum kits. With more than 20 years of experience, the EF Note engineering team, which previously worked for Roland, has extensive knowledge and involvement with the evolution of the high-end drum market during the past two decades.

Artesia will market and distribute two new kits, the EF Note 3 and the EF Note 5. The EF Note 5 offers a true playing experience with a pleasing physical touch and superior sounds with the newly developed Tru-Aco sound technology.

EF Note's new Elise sensing processor



captures a drummer's every intention from each drum stroke.

Weighted, simulated cymbals with Tru-Motion Hi-Hat technology featuring multiple optical sensors respond to a player's high-speed footwork and stickwork.

INFO Artesia Pro (artesia-pro.com)



Seagull Adds S6 Classic Black

Seagull Guitars has added the S6 Classic Black A/E acoustic guitar to its S6 series lineup.

The S6 Classic Black A/E features an intense black semi-gloss top and black-washed back and sides, and boasts a sound that will resonate with players to their core, thanks to its vibrant solid cedar top and wild cherry body. The guitar features a solid tone via its onboard Fishman Sonitone preamp system, as it amplifies the already naturally crisp and dynamic sound.

Other features include a silver leaf maple neck, rosewood fretboard, and optional gig bag or Deluxe Tric case.

Seagull Guitars (seagullguitars.com)

GIRL GUITARS WERE OUR THING ... BEFORE GIRLS PLAYING GUITAR WERE A THING

DAISY ROCK
GIRL GUITARS

20th
Anniversary

20 YEARS
40 NAMM SHOWS
500K GIRL GUITARISTS & BASSISTS
10K MAGAZINE INTERVIEWS
16 TV INTERVIEWS
3 MUSEUM INDUCTIONS
1 TED TALK
— ONE VISION —

DAISYROCK.COM

IK Multimedia Unveils Satriani Artist Collection

IK Multimedia, in partnership with rock icon Joe Satriani, has introduced the Joe Satriani artist signature collection. It lets users play, practice and record using precise models of the guitarist's amps and pedals, created alongside Satriani himself.

IK's Dynamic Interaction Modeling technology was used to capture every nuance and character of Satriani's rig — including a few of his personal pedals and amps — delivering an ultra-realistic sound.

Available in convenient desktop app and plug-in for any DAW, AmpliTube Joe Satriani features stompboxes and amps, including various pedals (Satch Wah, modeled after a Vox BBW Wah; Satch Dist, modeled



eled after an '80s Japanese-made BOSS DS-1; Satch Overdrive, modeled after an '80s Japanese-made BOSS OD-1; Tube Overdrive, modeled after an '80s Chandler Tube Driver; Satch Octave, modeled after a Fulltone Ultimate Octave; and Boston 100, modeled after an '82 Scholz Rockman) and amplifiers (Satch VM, modeled after Satriani's Marshall JVM410HJS signature head; and Satch SJ50, modeled after a '93 Peavey 5150).

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

Mighty Bright Showcases BrightFlex Clip-On

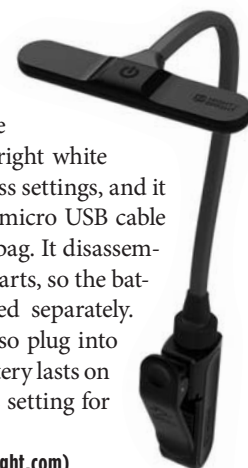
Mighty Bright has introduced its newest clip-on music light, the fully rechargeable BrightFlex.

Created to replace Mighty Bright's original industry-standard Orchestra Light, the new BrightFlex is even more indispensable, with a compact design that provides a broad field of light via its streamlined lighthead. Ideal for working musicians on the road, this two-in-one light — with a battery bank capable of providing at least a 50 percent charge to a standard smartphone — is also perfect for backstage, travelers, artists or for anyone who needs bright portable light and

backup power.

The BrightFlex's eight LEDs provide up to 90 lumens of bright white light in three brightness settings, and it comes with a 13-foot micro USB cable and a lightweight gig bag. It disassembles easily into three parts, so the battery bank can be used separately. The BrightFlex can also plug into any USB port. The battery lasts on the highest brightness setting for up to eight hours.

🛒 [Mighty Bright \(mightybright.com\)](http://mightybright.com)



Switchcraft Couples Durability, Tech

Switchcraft has released the SD104QA four-channel Dante Output box, helping users to easily connect four balanced XLR outputs to their Dante or AES67 network.

Since 1946, Switchcraft products have been known for their durability, and this new Dante box combines that approach with the latest technology. A solid aluminum box with rugged rubber corners pro-



TECTS the Switchcraft XLR connectors outside and electronics inside, while maintaining a compact and lightweight form factor.

To ensure professional audio quality, the XLRs are EDS protected and unbalanced, compensated with a high 7dBu output level. The device can be powered by POE or a standard external power supply.

🛒 [Switchcraft \(switchcraft.com\)](http://switchcraft.com)

PJB Offers Lightweight Cub II

Phil Jones Bass's PJB Bass Cub II is the updated version of the Phil Jones Bass Cub. The Bass Cub II features 110 watts of tone in a shoebox-sized package.

Phil Jones Bass has developed a new amplifier design, which features far greater transient attack from improved loudspeaker cone acceleration, greater dynamic range and lower harmonic distortion. An upgraded power supply provides a rock-solid stable voltage and current to feed the amplifier.

Additionally, the Bass Cub II provides a wider and smoother frequency response using the company's Chrome-Dome technology. This will provide increased head-



room and speed to capture every nuance of bass playing — from gentle fingerstyle to hardcore slapping. Two channels can accept two instruments or one microphone.

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



DIXON

SAN654EA
Electric Blue
Burst.



WHERE THERE'S SMOKE...

#PLAYDIXON

SNARE DRUMS LIKE YOU'VE NEVER SEEN OR PLAYED!

Enchanted Ash (20-ply) and Enchanted Ash Lite (7-Ply) feature an artistic technique called fractal wood burning which uses brass probes and an electrical charge to burn a one-of-a-kind pattern into each drum.

Booth 7414. www.playDIXON.com



EXCLUSIVE DISTRIBUTOR

t: 1-800-727-4512

e: info@stlouismusic.com

w: www.stlouismusic.com

SAN654EAB
Celestial Black
Burst.





Vintage Offers Powerful V100 Solid-Body, Distressed Guitars

Beneath these new distressed finishes, the Vintage V100 solid-body electric guitars feature Wilkinson-designed hardware and pickups.

Now with six in the series, these guitars

— available with distressed black over sunburst and distressed gold-top finishes — offer high levels of specification and distinctive looks.

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

Studiologic, Camelot Pro Bundle Up

With Studiologic's new Camelot Pro bundle, Sledge and Numa Compact 2x owners can try the live performance management software for three months at no charge, and then receive a full license with a 40 percent discount.

Camelot Pro makes it easy to create and organize songs with drag-and-drop functionality. Users can create scenes that recall any program sound from Studiologic instruments, use templates to simplify the creation of songs and scenes, and save and recall presets for complex synthesizer configurations comprised of numerous hardware and software constituents.

Camelot Smart Maps enable remote control of Studiologic instruments and make MIDI programming easy. There's no need

to know the MIDI implementation chart — Smart Maps can do that job. Plus, with Camelot and the latest Studiologic firmware, the Numa Compact 2x can adjust each part level, recall a sound for each part and control the extra parts available on channels 3 and 4.

🛒 [Studiologic \(studiologic-music.com\)](http://Studiologic (studiologic-music.com))



1000 ways to clear the fog on brass accessories

Download the Denis Wick App

- Free advice
- Free video clinics
- Free Denis Wick 2020 catalog
- Free Denis Wick Radio



CE Distribution Releases JJ E83CC Tube

CE Distribution has released the JJ E83CC tube, a high-quality dual triode that rivals the NOS version.

The JJ E83CC stays true to the original design with its signature thick-frame grid and boxed plate. The rigid frame allows for tighter tolerances and closer construction, resulting in lower noise and increased stability. The JJ E83CC is a great choice for high-fidelity amplifiers, as well as guitar amps and studio equipment. The JJ E83CC has the same pinout and amplification factor as a standard 12AX7.

🛒 [CE Distribution \(cedist.com\)](http://CE Distribution (cedist.com))

Yamaha Sax Marks a Milestone

Yamaha has launched the YBS-480 Intermediate Baritone Saxophone, the company's first new baritone in 35 years.

The YBS-480, an updated design of the popular YBS-52, is a testament to Yamaha's focus on improving design and production techniques to carry this model for another 35 years.

Current model Yamaha intermediate baritone saxophones are used by thousands of schools in the United States and around the world. They are sought after by scholastic marching, jazz and concert band programs.

The YBS-480, which improves the intonation of the horn, features a redesigned bore and neck modeled after the 62 Professional model Yamaha saxophones. Yamaha also added the ability to use a detachable peg, so that the larger baritone saxophone is accessible to players of all sizes.

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

It's Time



TAMA[®]



BERGERAULT

MARCHING AND CONCERT PERCUSSION



Dedication, hard work, and detail are the cornerstones of every accomplished concert musician. It's this same mindset that drives **TAMA | BERGERAULT** to craft and deliver the very best in concert percussion instrumentation. The mark has been set with an inspired lineup that supports the individual artistry and unique musical character of the contemporary concert percussionist.

BOOTH 4620

2020 FORESIGHT

See what's coming as the new decade begins



The New YC61 Stage Keyboard



Visit us at the Marriott Marquis Ballroom

Check out our live performance schedule at Yamaha.io/NAMMSchedule

Follow us @YamahaMusicUSA





Pearl Pedals Pack Power

Pearl's Eliminator Solo bass drum pedals deliver all the speed and performance of the original Eliminator, but now in a single cam option.

The Eliminator Solo Black features the focused feel of the circular Black Linear Action Cam. Its slightly-weighted feel and resistance-free footboard deliver traditional feel, power and speed with less muscle fatigue.

The contrasting Eliminator Solo Red delivers a lighter, fluid feel thanks to the Radical Progressive Action Cam. Best suited for the high-speed play, its sharp angle increases rebound for a lightning fast, accurate stroke.

"Sometimes, the simplest solution delivers just the right answers," said Glen Caruba, Pearl's vice president of sales and marketing. "Eliminator Solo pedals are built for reliable play without worrying about added adjustment or customization. Simple, powerful [and] fast, just what the working drummer needs."

The pedals feature a multi-surface beater.

🛒 Pearl Drum (pearldrums.com)

Casio Expands Celviano Grand Hybrid Piano Lineup

Casio America has introduced the newest members of the Celviano Grand Hybrid family — the GP-310 and GP-510.

Celviano Grand Hybrid pianos combine the advantages of digital and acoustic pianos while delivering the performance of a grand piano in tone, keyboard quality and playing response.

Like their predecessors, the GP-310 and GP-510 feature full-length Austrian spruce

piano keys, using the same materials and processes as those in C. Bechstein grand pianos. They also offer an enhanced touch response algorithm that allows for an even more accurate response. Players will feel enhanced controllability with a softer touch.

Other notable features include an enhanced harpsichord tone, equalization options and concert play mode.

🛒 Casio (casiomusicgear.com)



Relish Delivers Trinity with Pickup Swapping System

Swiss guitar company Relish has unveiled a solid-body model, the Trinity. Produced in cooperation with PT Cort in Surabaya, Indonesia, Relish is aiming to make its patented instant Pickup Swapping System available and more affordable for the global guitarist community.

A standard in all Relish instruments since 2018, the system allows regular humbucker-sized pickups to be accessed from the back, and quickly plugged in and out. Mounting frames with pre-soldered connecting points and strong magnets on both the frame and the body ensure easy handling and high resilience.

"We want to share the groundbreaking pickup swapping revolution with a larger part of the guitarist community," said Silvan Kueng, co-founder and CEO of Relish Brothers AG.

🛒 Relish (relish.swiss)



Takamine Adds 2 Deluxe Models

Takamine Guitars has unveiled deluxe versions of two of its iconic acoustic-electric guitar models — the EF341DX and the 12-string EF381DX.

"The EF341SC and EF381SC might be the guitars that are most closely associated with Takamine over the past 20-plus years," said Tom Watters, director of product development for Takamine. "Their distinctive

black finish and stage-ready features have been the reason why so many players, from Bruce Springsteen to Jon Bon Jovi to many other iconic performers, have chosen them for studio and stage. The new EF341DX and EF381DX offer musicians a slightly more upscale version of these popular guitars with deluxe features."

🛒 Takamine Guitars (esptakamine.com)



proco

DEFINING PROFESSIONAL

W.I.E.M.S.

WIRELESS IN-EAR MONITOR SYSTEM

The NAMM Show
 january 16/19 2020 california
 BOOTH #11610

www.procound.com

ENGINEERS FIRST.



TOM LORD-ALGE



MARCELLA ARAICA



GAVIN LURSSSEN



**iLOUD
MICRO MONITOR**



iLOUD MTM



**iLOUD MTM
WHITE EDITION**



**T-RACKS SUNSET SOUND
STUDIO REVERB**

Since 1999, IK Multimedia has been putting engineers first with innovative products like **T-Racks** mixing and mastering software, **ARC System** room correction software, and our iLoud line of studio monitors.

Now, we're pushing studio technology even further. We're excited to announce the new **T-RackS Sunset Sound**

Studio Reverb, bringing the acoustics and vibe of one of LA's most iconic studios to engineers everywhere.

And with our new **iLoud MTMs**, IK has taken portable studio monitoring to a whole new level, with linear phase sound, powerful bass and built-in ARC auto-calibration, all in a monitor small enough to fit on your desktop.

IK MULTIMEDIA. MUSICIANS FIRST.

Visit IK Multimedia at NAMM booth 17202

IKMULTIMEDIA.COM



DISTRIBUTED BY

 **HAL•LEONARD®**

MXL 990

Studio Condenser Microphone



The World's Most Popular Studio Condenser Microphone



(800) 800-6608
sales@mxlmics.com
www.mxlmics.com

BOOTH NO.
14302



MOGAMI
THE CABLE OF THE PROS™

Exceptional Sound Quality Without Compromise

Why Sell **MOGAMI** in Your Store?

- Phenomenal Customer Satisfaction
- Good, Better, Best Hierarchy - CorePlus, Gold, Platinum

- Top Sellers Retail Priced from \$24.95 to \$69.95, at Fantastic Margins



VISIT BOOTH NO.
14102

MOGAMI
THE CABLE OF THE PROS™

www.mogamicable.com | (800) 800-6608 | sales@mogamicable.com



Limited-Run RG Premium Models Unveiled by Ibanez

Ibanez has introduced a limited-run RG Premium. The RG6PPBFX features an American basswood body, poplar burl top and a wizard neck constructed from 11 pieces of maple, walnut and purpleheart with luminescent dot inlays along the side. An ebony fretboard with EVO gold frets

offers note clarity, complementing the sustain generated by the neck and body wood combo.

The electronics feature Bare Knuckle Aftermath Humbuckers, wired to a coil-tap switch for greater tonal flexibility.

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

Warwick Introduces the pBugle

The pBugle by Warwick is a new American-style bugle designed to help revolutionize the teaching of brass music, especially to children wanting to join a marching band or drum corps. Light, robust and affordable, pBugle is a medium bore, B-flat trumpet without valves. Manufactured in recyclable, long-life ABS plastic, it is the most affordable way for children and others to begin an authentic trumpet journey.

Costing less than a mute or a mouthpiece, children can learn about brass through playful exploration and develop authentic, beginner brass skills without the



complication of learning to use valves.

Available in red, pBugle is easy and intuitive to hold and enables the beginning student to start their musical journey.

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



ESP Adds to LTD Series

ESP Guitars has announced several new bass models in its LTD series.

With its sculpted and contoured body, LTD F series basses appeal to players in heavier musical styles like thrash metal. ESP has added to the series with the LTD Deluxe F-1004 and F-1005 (five-string), offering the F shape in a flamed maple top in See Thru Black finish.

The new F series basses are the first from

ESP to offer Fishman Fluence Bass Soapbar active pickups. These pickups offer multiple voicings with coil splitting via a push-pull volume control, as well as a balance control and two-band EQ with a three-way mini-switch for voice 1, voice 2 (mid-cut) and voice 2 (mid-flat).

The F-1004 and F-1005 are neck-thru-body designs and have 24-fret necks.

[ESP Guitars \(esp guitars.com\)](http://esp guitars.com)

ART Delivers USB Dual Pre II, USB IV Digital Interfaces

ART has introduced the USB Dual Pre II and USB IV digital interfaces. They are 192 KHz-capable digital interfaces for connecting a computer to a wide variety of audio systems.

The USB Dual Pre II and USB IV take instrument or mic level signals and convert them with a 32-bit ADC, containing sample rates from 44.1 kHz to 192 kHz for com-

puter input. USB audio is converted using a 32-bit stereo DAC to analog audio.

Custom transformers remove ground loops and other system noise between the digital and analog audio systems.

The USB IV is a four input, four output 192 kHz capable digital interface.

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

NAMM
Foundation®

GRAND RALLY for MUSIC EDUCATION

PRESENTS
Bobby McFerrin
with Gimme5

SATURDAY • JANUARY 18

HILTON • LEVEL 2
CAL BALLROOM C/D

DOORS OPEN
9 AM

NAMM
Foundation®

ANAHEIM • CALIFORNIA

GRAND RALLY
FOR MUSIC EDUCATION

The
NAMM
Show
JANUARY 18, 2020

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

9 AM The Legacy Ukulele Ensemble
and the Langley Ukulele Ensemble

9:30 AM Winners of the 'A Cappella
at NAMM' Contest

That Classic Sound Of 3-Ply Maple Shells by WFLIII Drums®

DESIGN BY BILL LUDWIG III



Jazz 3 piece Natural Maple



William F. Ludwig III

See all the latest from WFLIII Drums at NAMM 2020 and learn about special new dealer opportunities, retail support programs and instore appearances.

BOOTH 7432

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



WFLIII DRUMS
THE SOUND OF GENERATIONS®
Chicago Kansas City

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

©2019 WFLIII Drums & Percussion, LLC | WFLIII, WFLIII Drums, III, William F Ludwig III signature, "The Sound of Generations", and Badge are Registered trademarks of WFLIII Drums & Percussion, LLC.



Roland A-88MKII Supports MIDI 2.0

Roland has introduced the A-88MKII, an 88-note MIDI keyboard controller for studio and stage. The latest in a long line of professional MIDI controllers from Roland, the A-88MKII is supremely playable, with modern creative tools for today's musicians and producers. Slim and ergonomically designed, the A-88MKII comes equipped with a weighted-action keyboard, plus cutting-edge features like USB-C connecti-

ty and RGB-lit controls. It's also MIDI 2.0 ready, making it the first Roland instrument to support the new MIDI standard.

When it comes to MIDI controllers, playability often seems like an afterthought. The A-88MKII breaks that mold with rigid, wooden construction and the 88-note PHA-4 keyboard found in Roland instruments.

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

Michael Kelly Unveils Triple 50 Electric

Michael Kelly Guitars has released the Triple 50 electric guitar, which takes the classic two single-coil pickup configuration and adds a third single-coil pickup.

The custom-designed Rockfield pickups are enhanced with the Super Six wiring mod. While still retaining the true sounds of the Michael Kelly 1950s line, the Super Six wiring mod offers players a wider variety of tones accessible through the mini toggle switch, which activates the middle pickup.

At home, on stage or on the road, it's the ideal guitar for a range of genres.

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



Fryette LXII Evolves Classic Tube Amp Design

Fryette Amplification introduces the LXII, a single-space, all-tube, 50-watt-per-channel stereo power amplifier.

The Fryette LXII Tube Stereo Power Amplifier has been used on tour by Chris Traynor of Bush, Pete Anderson of Dwight Yoakam's band, and Stephen Carpenter and Chino Moreno of The Deftones.

The LXII's default linear response mode provides a full-range, flat-response signal from a player's amp to their speaker cabinet. Engaging the front panel, presence and

depth buttons activate user-adjustable sonic enhancements that bring color and life to a player's tone. In addition, the presence and depth controls can be activated remotely using the rear panel control jack, which can also be driven from the control out function.

The Fryette LXII represents the evolution of classic tube amplifier design with a patented transformer technology that lets it fit in a 1U rack space housing with high reliability and quiet operation.

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

Knilling Introduces Mirage Violin Cases

Knilling has introduced Mirage Violin Cases. Elegant and high-tech, these cases are ideal for students and players seeking a refined, lightweight, stylish and modern look.

"The Mirage line of polycarbonate violin cases are a contemporary and refreshing new offering from Knilling," said Lang Shen, product manager of Knilling Strings. "We're proud to offer an appropriate and attractive case to complement Knilling's advanced and upper-end instruments."

The Mirage cases feature a rigid and durable textured polycarbonate shell that provides superior yet lightweight protection,



with black leather valance and dual matching snap latches. Reinforced detachable subway handle and strap rings, a padded handle and backpack harness allow for easy transport. The interior is fully lined with a matching blanket and adjustable neck yoke.

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

S2

McCARTY 594s

RECREATING VINTAGE

Designed to capture the heart of the core McCarty family of instruments and stay true to the unique spirit of the S2 Series, these new solidbody electrics deliver vintage-inspired appointments with the precision of PRS's modern manufacturing techniques and trusted craftsmanship.



© 2020 PRS Guitars / Photos by Marc Quigley

PRS PAUL
REED
SMITH
GUITARS

Room 210 A/B

25TH
ANNIVERSARY



Charvel Debuts Pro-Mod DK22

Charvel has introduced the Pro-Mod DK22 electric guitar.

Delivering standout style and full-spectrum tone, the Pro-Mod DK22 SSS 2PT CM features a sculpted shredder's cut heel and scalloped lower back bout for comfortable and unencumbered upper fret access. The

baked neck has a hand-rubbed satin urethane finish on the back for sublime playability and Luminlay side dots to guide the way along the fretboard. The DK22 is available in Electric Blue, Gloss Black and Pharaohs Gold with chrome hardware.

 **Charvel** (charvel.com)

Learn Chords with Cards

Lord of the Chords is the only music theory card game for two to four musicians that will teach hours of music theory in minutes of play — with puns and lots of fun.

Players take turns drawing note cards to form chords in an active key signature. The first to complete three chords is the Lord of the Chords. To add to the fun, punny cards change up the tempo: "I'll Be Bach" allows players to draw a card from the discard pile, "Chord Block" steals cards from other play-



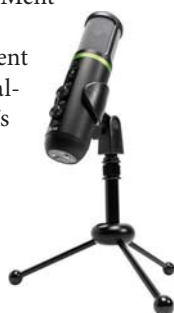
ers as they're about to complete their chords, while "More-zart" allows players to draw more cards.

 **Lord of the Chords** (lordofthechords.com)

Mackie Enters the Mic Market

Mackie has entered the microphone sphere, introducing its new EleMent series microphones.

Like all Mackie gear, EleMent series mics combine professional-caliber performance, and Mackie's famed rugged reliability and value. The series consists of three models: the EM-89D Live Vocal Dynamic, EM-91C Large-Diaphragm Condenser and EM-USB USB Condenser microphones. The EM-89D dynamic microphone features a cardioid polar pat-



tern and is primarily designed for stage use, but also makes a fine addition to a studio microphone collection. Every studio needs a quality large-diaphragm condenser microphone, and the Mackie EM-91C's audio quality and classic cardioid polar pattern makes it suitable for a wide variety of applications. And with the Mackie EM-USB condenser microphone, you can get down to recording quickly.

 **Mackie** (mackie.com)



Ernie Ball Launches New Petrucci Models

Ernie Ball Music Man has introduced a new 2020 lineup of John Petrucci signature guitars.

The Petrucci Majesty guitar features a flamed maple shield seated in a lightweight okoume body. Ernie Ball Music Man is also introducing the Purple Nebula Majesty,

its three-piece neck constructed from two strips of Honduran mahogany and a center strip of flamed maple, which is visible through a translucent burst finish. And the 2020 JP15 features a lightweight okoume body with a figured maple top.

 **Ernie Ball** (ernieball.com)

THE SOUND OF THE UNDERGROUND



FAT RAT

STOCK FAT MOSFET STOCK

DISTORTION FILTER VOLUME

RAT

The NAMM Show
 january 16/19 2020 california
 BOOTH #11610

Free RAT T-Shirt rebate
 in every purchase*
(excluding the RAT2) *while supplies last
ratdistortion.com



jj Babbitt



The FL Otto Link

**Vintage Sound.
Quick Response.
Powerful.**

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



Features 24K gold plating

jj Babbitt
jjbabbitt.com

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

Visit us at booth #9921

BAND ROOM



B.A.C. Presents Plaza Model Trumpet, Trombone

B.A.C. Musical Instruments has introduced the newest addition to the Handcraft series, the Plaza model trumpet and trombone, named after the Country Club Plaza development in Kansas City, Missouri. The Plaza model Handcraft trumpet features a .460-inch bore with a 4.75-inch yellow brass, one-piece, hand-hammered bell, a B.A.C. Custom B25 leadpipe and a

.345-inch venturi. The instrument has a yellow brass, dual radius main tuning slide and a bright finish. The Plaza model Handcraft trombone has a large-bore, .547-inch yellow brass handslide and a .562-inch F-wrap. It features an 8.5-inch yellow brass, hand-hammered one-piece bell, .451-inch venturi and a nickel gooseneck.

🛒 **B.A.C. Musical Instruments (coolisbac.com)**

Vandoren's Profile Offers Powerful Projection

After extensive research and development with American and European artists, Vandoren has introduced the Profile mouthpiece for classical saxophone, available in a single facing for soprano (SP3) and alto saxophone (AP3).

"The Vandoren AP3 and SP3 Profile mouthpieces are stunning," said Timothy McAllister, University of Michigan saxophone professor and soprano chair of the renowned Prism Quartet. "The mix of projection, roundness and response offer everything I wish for in a mouthpiece, in addition to a stability of intonation."

The Profile features an exterior design and tapered beak that allows for comfort and flexibility.

🛒 **Vandoren (dansr.com)**



JodyJazz Appeals to Dark Side

JodyJazz has added a new series to its range of premium saxophone mouthpieces. The new HR* Custom Dark series offers a beautiful, warm, dark, traditional and vintage-sounding mouthpiece.

The first model to be introduced is the HR* Custom Dark Tenor mouthpiece.

"The new HR* Custom Dark is the darkest-sounding hard rubber mouthpiece in the JodyJazz lineup," said JodyJazz President Jody Espina. "With rounded side walls and a large, open, round chamber, the HR* Custom Dark still delivers plenty of projection with a surprising ease of altissimo. Like all JodyJazz mouthpieces, its incredible free-blowing response is due to a superior facing curve and expert hand-finished tip rail, baffle and table."

The regular JodyJazz HR* series is

renowned for its warm and beautiful sound and has long been among the company's most popular and best-selling models. The new HR* Custom Dark builds on that legacy but introduces a number of important new design features. The HR* Custom Dark Tenor offers more warmth, which comes from the company's proprietary Chedeville Hard Rubber from which the mouthpiece is constructed. This exclusive hard rubber formula, which was developed for the company's Chedeville classical mouthpieces, imparts more warmth and beauty in the sound due to its purity and density.

The new HR* Custom Dark Tenor is truly a brand new sound option in the JodyJazz line-up and is ideal for players who want to shape their own sound.

🛒 **JodyJazz (jodyjazz.com)**

Schilke Teams with Takahashi

Following the release of Schilke's Most series trumpet and cornet mouthpieces, the company has introduced the Most Flugelhorn series. Designed alongside world-renowned Schilke artist Osamu Takahashi and additional members of Most — a trumpet ensemble comprised of renowned players in Japan — this signature line of flugelhorn mouthpieces offers a unique feel with exceptional tone, ideal for all settings and music genres.

🛒 **Schilke (schilkemusic.com)**



Yamaha Strives for Excellence

Yamaha's Generation III Chicago and New York Artist model trumpets represent the latest and most advanced in its Xeno Artist model trumpet lineup.

Not only are these models intended to meet the critical demands of today's top trumpet players but they also serve as aspirational models for those seeking to reach the apex of their performance potential.

Since the launch of the first generation of Xeno Artist model trumpets in 2005, Yamaha has continued to optimize the design of the instrument to enhance the

playing experience of the performer. This quest for innovation embodies the Japanese philosophy of *kaizen*, which literally means "to improve," and for Yamaha instrument design, it has come to represent the pursuit of perfection.

The new Generation III trumpets exemplify this philosophy with a redesigned two-piece construction valve casting, along with unified parts, such as the water-key set-up and tuning slide radius. These design alterations create an improved sound throughout the range.

🛒 **Yamaha (usa.yamaha.com)**



Hunter Offers Professional Oboe

Hunter Musical's HOB6449WB oboe features a heavy-duty bell designed for professionals. Musicians who play it can produce a warm, reedy and rich tone, and feel the ease of blowing.

Silver-plated keys and the special outward shape will attract player's eyes. All the professional mechanisms and trills are standard on this model.

🛒 **Hunter Musical (huntermusical.com)**



BOOTH 7002

Swing by our booth to see our latest innovations



**D'ADDARIO
XT STRINGS**



LOKNOB



**MIC STAND
ACCESSORY
SYSTEM**



**BACKLINE
GEAR TRANSPORT
PACK**



Renkus-Heinz Delivers New Live Sound Solutions

Renkus-Heinz, manufacturer of professional loudspeakers, is showcasing the scientific advantage of digitally steerable solutions at The NAMM Show, highlighting two cutting-edge offerings—the Direct Control series and the ICLive X series.

“Renkus-Heinz has taken a cutting-edge approach to digitally steerable loudspeakers over the past few years,” said Matt Czyzewski, president of Renkus-Heinz. “We’re making it easier than ever to install, configure and provide steerable sound for all environments.”

The first product in the Direct Control series is the DC12/2, an ultra-compact, steerable self-powered column array that offers clarity, intelligibility and control of Renkus-Heinz digitally steered line arrays to smaller spaces. The ICLive X series is the latest evolution of the medium-format, steerable line array. The versatile ICLive X module can be arrayed for jobs at houses of worship, theaters and stadiums.

🛒 [Renkus-Heinz \(Renkus-heinz.com\)](http://Renkus-Heinz.com)

Ashdown Rootmaster Offers Less Weight, New Look

Ashdown has introduced the Rootmaster Evo II range of bass guitar amplifiers touting less weight and a new look. The amps come in 300- and 800-watt models, becoming the latest additions to the company’s popular Rootmaster range. The Rootmaster Evo II range remains true to its predecessor, delivering workhorse reliability and great tone at an affordable price. Each model offers bass amplifier heads, cabs and combos with



improved features and finish, coupled with a dramatic reduction in weight.

The Rootmaster’s pre-amp now includes a passive and active input jack socket.

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



Schecter Presents PT Pro

Schecter Guitar Research has introduced the PT Pro series. Armed with distinctive-looking Schecter USA Z-Plus pickups, the tone on the PT Pro is clear, punchy and amazingly detailed. The alder body resonates richly and brightly. The warmth-inducing roasted maple neck has 22 frets, a 14-inch radius, 25½-inch scale length and

thin C-neck shape.

The PT Pro has a stunning quilted maple top and is available in either Transparent Blue Burst, featuring a roasted maple fretboard, or Transparent Purple Burst, which features an ebony fretboard.

MSRP: \$1,299.

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



Alfred Goes to the Museum

Alfred Music has added two prequel volumes, *Book A* and *Book B*, to Catherine Rollin’s best-selling series, *Museum Masterpieces*.

In *Museum Masterpieces*, composer Rollin has created musical expressions of some of the great works of art found in museums throughout the world. The paintings that inspired these pieces are displayed on a four-page color insert at the center of the book along with historical notes about each painting.

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



EXTERNAL
BASS
DRUMHEAD
SYSTEM

SUB MUFF'L



The Sub Muff'l® is a bass drum muffling system that features a free-floating external design that works with all bass drumheads that do not have external dampening.

- Free-floating external design
- Additional subsonic lows and increased attack
- Available sizes 16", 18", 20", 22", 24"

THANK YOU, STEVE



STEVE GADD. ZOOM CREATOR OF THE YEAR.

If we're lucky, once in our lifetimes we'll be graced with a person who is so unbelievably good at what they do...so perfect...that they make our collective hearts skip a beat.

That's Steve Gadd. A one of a kind, once in a lifetime Creator.

SOUND ROOM



PreSonus Studio One 4.6 Includes New Amp, Plug-In

PreSonus has released Studio One 4.6, the latest version of its recording and production software, including its recently updated third-generation Ampire State Space Modeling amplifier and effects plug-in. The update also introduces version 2.0 of PreSonus' Exchange online content-sharing space.

Studio One 4.6 features a redesigned browser with new view options for even more intuitive navigation, including a new PreSonus Shop tab, allowing users to explore content. The browser now has a new gallery view, enabling users to navigate in a more visual way.

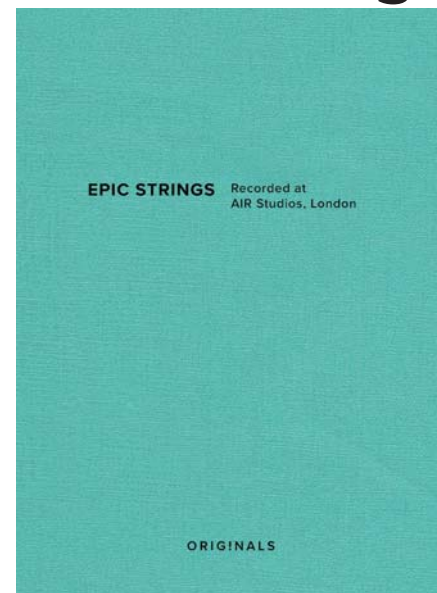
🛒 [PreSonus \(presonus.com\)](https://www.presonus.com)

Spitfire Captures Grand Strings

Spitfire Audio has announced Epic Strings, a symphonic-sized string section inaugurating its latest series of OrigInals. The wallet-friendly yet essential cinematic ingredients for any professional or budding professional composer and music-maker were captured for superlative sampling in the Spitfire way at Air Studios.

As a symphonic-sized, 60-strong string section of London's best players professionally recorded in Lyndhurst Hall at London's legendary Air Studios, Epic Strings serves up 11 articulations, including: Live, incorporating shorts and longs into a single playable patch proffering ease of writing; Short; Short Ostinato; Short Octave; Pizzicato; Long; Long Octave; Long Slow; Long CS; Long CS Octave; and Long CS Slow — alongside three signal settings. They are: Room, a combination of tree, ambient and outrigger mics; Close, which adds definition to the room signal; and Stretch, a stretched version of the room, creating an ambient, synth-like texture.

Clutter-free and focused, the easy-



to-customize Epic Strings includes reverb, release and tightness controllers, together with simple sliders for level and dynamics adjustment, and a large knob for additional control of the three aforesaid controllers.

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



Performance Improved for Cubase 10.5

Cubase 10.5 is the latest version of Steinberg's music production system, combining sophisticated audio/MIDI tools with superior audio quality to deliver an advanced DAW.

The lineup of Cubase 10.5 picks up where Cubase 10 left off with an array of additions and improvements to performance and workflow, including several exclusive features that aren't included in Cubase Artist and Cubase Elements, including spectral comparison EQ. This new mode in the channel EQ lets users compare the spectral components of two audio signals in order to adjust and bring balance to the mix.

Import Tracks From Projects is another completely revised feature, making track import from other Cubase projects simple. Additional track types — such as Group, FX and Folder Tracks — can be selected and imported, as well, while the Auto Map function aligns imported tracks with the same name as existing ones.

Users of Pro, Artist and Elements can now export timecoded MP4 video.

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

Lynx Debuts New Connectivity for Aurora(n), Hilo Interfaces

Lynx Studio Technology has debuted the DB-ADAT daughter board for the Aurora(n) range of converter/interfaces along with the LT-TB3 Thunderbolt 3 interface for both the Hilo and the Aurora(n) converter/interfaces. The LT-TB3 LSlot module allows the Aurora(n)

and Hilo to have direct connectivity to Thunderbolt 3-equipped devices without the need of Thunderbolt adapters.

The DB-ADAT is the latest in a series of configurable connectivity options available for the Aurora(n) A/D and D/A.

🛒 [Lynx Studio Technology \(lynxstudio.com\)](https://www.lynxstudio.com)



EZ Promises Absorption

Designed by Peter D'Antonio, an acoustic researcher who established RPG Diffusor Systems (now RPG Acoustical Systems), EZ Acoustics Signature series features ProFoam wall panels and matching ProCorner foam units, which score a noise reduction coefficient of 1, promising total absorption across the audio spectrum. Both the ProFoam and ProCorner reflect EZ Acoustics' driving philosophy of doing more with less. They're designed with a variable depth air cavity, which spaces most of the foam away from the mounting surface.

🛒 [EZ Acoustics \(ezacoustics.com\)](https://www.ezacoustics.com)

Applied Acoustics Goes Analog

Applied Acoustics Systems has rolled out Ultra Analog VA-3 — an all-new version of its analog synthesizer for Mac OS X and Windows.

Ultra Analog VA-3 is a two-voice, two-oscillator-bi-filter-plus-effects analog synthesizer with advanced editing options that achieves a sweet balance between familiarity and flexibility. Ultra Analog VA-3 ships with 1,000-plus presets taking full advantage of its state-of-the-art analog components.

New features include the home view, which presents a distraction-free and laid-back browsing and tweaking experience, and two-voice multitimbral, which offers two independent timbres, stacked or split, to create performance-friendly, texture-full and spacious sounds.

"This new version is all about adding new dimensions to the classic analog

sound," said Eric Thibeault, product designer at Applied Acoustics Systems. "Ultra Analog VA-3 is now multitimbral. Combining two independent Ultra Analog synthesis engines opens up a whole new world in terms of content. We've also added per-layer macros that allow sound designers to make sound variations an integral part of the design process. A huge

effort has been put into the factory library to exploit all these new possibilities. Each and every sound was fine-tuned to provide a consistent gain-stage, unity-gain effects, better dynamics

and compelling, MIDI-controlled sound transformation assignments. We're positive that you'll enjoy this new version of Ultra Analog."

The Ultra Analog VA-3 plug-ins run on Windows and Mac OS X.

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





▶ NEUMANN.BERLIN

STUDIO MONITOR KH 80 DSP

Hear the Difference
Booth 14108



SMALL. CLEVER. NEUTRAL.



I haven't heard a better monitor in this price range and physical size.

AMAZONA.DE



(...) voices are projected in front of the listener with an almost 3D-like stability and presence, (...)

SOUND ON SOUND MAGAZINE



This monitor offers a perfection and love for detail similar to those we know and have come to appreciate in Neumann microphones.

SOUND & RECORDING MAGAZIN



Whoever is in the market for nearfield monitors should definitely audition Neumann's KH 80 DSP!

BONEDO.DE



When we heard the first piece of music over the KH 80 DSP, we couldn't believe our ears!

SOUNDCHECK MAGAZIN



Stereo imaging und depth is extremely precise, (...)

PROSOUNDNETWORK.COM



NEW: THE KH 750 DSP SUBWOOFER



- Space-saving design
- Integrated flexible 2.0/0.1 Bass Manager
- The perfect complement to the KH 80 DSP
- Optional iPad®-App to setup, align and operate in a system with KH 80 DSP

Cheer up! Beginning band just got easier!



Getting clarinet and saxophonists started certainly has its challenges. Those first few lessons can be frustrating for both students and directors. One thing that should never get in the way is equipment.

Introducing JUNO reeds from Vandoren.

A reed designed for beginners by Vandoren – the professional's brand of choice – at the same price as most entry-level reeds!

Show your schools you're in this for them and introduce them to JUNO by Vandoren.



Available for all clarinets and saxes in three cards, boxes of 5 or 10 and the convenient educator bulk pack in strengths of 2 to 3 1/2

Vandoren®
PARIS



NAMM Booth 9723



Vintage Icon Bass Goes Fretted

Delivering stunning vintage tones and the iconic look of an instrument that's seen decades of playing, Vintage has announced that its VJ74 Icon distressed bass guitar now is available in a fretted version with a Sunset Sunburst finish. It partners with the popular fretless version, which already is available.

With a body that's constructed from

lightweight, eastern poplar and aged Wilkinson-designed, nickel hardware and pickups, the sonic delivery offers players wide tonal capabilities — lows, mids and high-end — for a variety of playing styles. The Vintage VJ74 provides bassists with a comfortable playing experience.

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



D'Addario Makes Giggling Easy

D'Addario Accessories has launched the Backline Gear Transport Pack.

The new pack is the ultimate solution for players on the move. With more than eight specialized storage and transport compartments built in, the Gear Transport Pack makes getting everything to the gig — and keeping it safe along the way — painless.

Its heavy construction, water-resistant zippers and comfort-padded contact points mean users can arrive confident, comfortable and ready to play.

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

B&C Debuts DCM414

B&C Speakers' DCM414 midrange compression driver builds on the DNA of the DCX464 coaxial compression driver.

The DCM414's high-temperature polymer ring radiator diaphragm covers 300 Hz to 6,000 Hz with an unheard of 113.7 dB sensitivity.

Its 100-millimeter voice coil handles 220 watts thanks to an aluminum body optimized to remove heat. All this energy emerges from a 1.4-inch exit and the most compact form factor available.

Brand-new materials and thousands of



hours of modeling and testing result in lower distortion at higher SPL than has ever been possible before.

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

Yamaha THR-II Series Expands Desktop Amplifier Concept

Originally introduced in 2011, the founding THR series from Yamaha represents an amplifier category offering guitarists features they need when they aren't on stage or rehearsing, in addition to superior sound and responsiveness at any volume.

The THR-II series expands upon this concept by delivering three times as many realistically modeled tube-amp sounds as the original THR10, new wireless features, more power and a refreshed,

stylish design that complements any home décor. The THR30II Wireless includes stereo line outputs for additional flexibility.

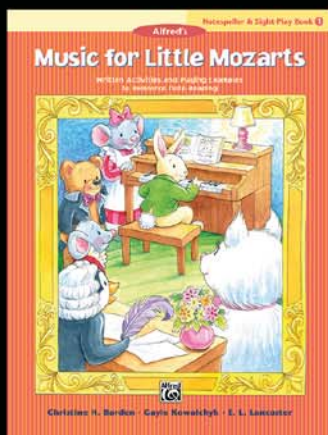
THR-II amplifiers employ virtual circuitry modeling technology to deliver the tone, feel and nuances characteristic of boutique tube amplifiers. The new amps provide 15 different amp tones, three modeled microphone sounds for acoustic-electric guitars, three bass amp models and three flat voicings for use with other instruments.

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

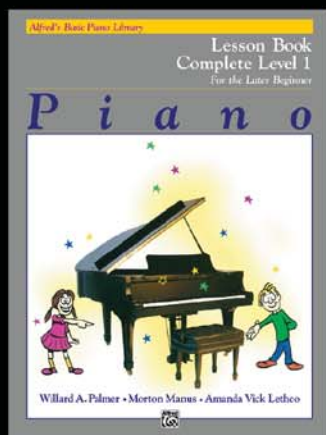




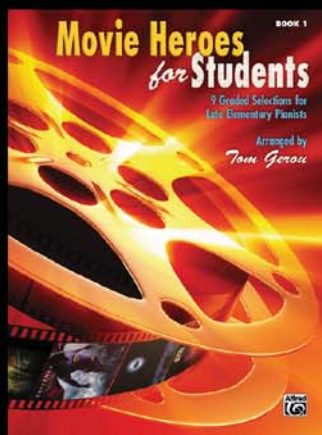
Growing your
BUSINESS
by growing
MUSICIANS



AGES 4-6



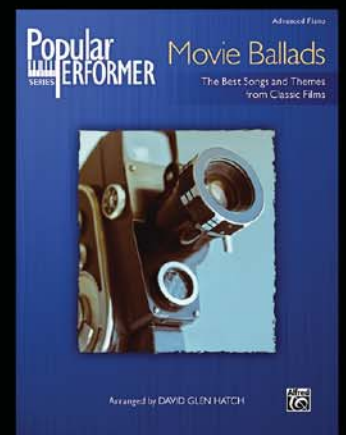
AGES 7-10



AGES 11-13



AGES 14-17



AGES 18+



Alfred Music
LEARN • TEACH • PLAY

alfred.com/dealer

LIVE SOUND



DPA's 2028 Vocal Microphone Allows All Vocalists to Shine

DPA Microphones has introduced the 2028 vocal microphone.

The 2028 mic delivers DPA's renowned natural sound, which allows all types of vocalists to shine. Perfect for everyone from indie artists to international touring singers, the 2028 is ideally suited for live stage performances, broadcast and pro AV applications.

"We have seen a need for an excellent vocal microphone that has the sonic qualities of our d:facto 4018 series, but at a lower price point," said René Mørch, product manager at DPA Microphones. "At only \$700, this mic is an overachiever — it performs significantly better than anything else in its price range."

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

RTX Extends Sheerlink Family

RTX has announced the next step in its Sheerlink family of wireless audio solutions.

Products developed using the Sheerlink platform from RTX ensure a high level of quality while also providing the freedom of wireless.

Sheerlink is targeted to the global market of semi-professional and professional audio device manufacturers that demand high audio quality and radio resilience in their product offerings. Built around the Sheersound audio codec from RTX, Sheerlink product solutions push the limit of technology and provide superior audio quality for wireless systems, including support for either mono or stereo in high-definition audio.

RTX has further extended the Sheerlink platform with support for dual



microphones and multicast functionality — one transmitter with multiple receivers. In addition, radio resilience has been improved even further to provide adaptability in environments with dense radio interference, ensuring a no-drop-out audio experience.

Designed for perfect interoperability within the music performance environment, Sheerlink is highly configurable to meet all product requirements, whether the focus is on connections or usability.

🛒 [RTX \(rtx.dk\)](https://www.rtx.dk)



JBL Adds Eon One Compact

Harman has announced the JBL Eon One Compact portable P.A. system. The latest addition to the JBL Eon One range of portable P.A. systems, the Eon One Compact is an ultraportable, all-in-one P.A. system with Bluetooth that delivers high-quality sound for hours on end.

Its 8-inch speaker produces the loudest output and best bass response in its class, and the swappable, rechargeable battery lasts up to 12 hours. Weighing less than 18 pounds with a built-in carrying handle, the Eon One Compact is easy to take anywhere. A variety of inputs for microphones, instruments and more, plus a four-channel mixer with onboard Lexicon effects and dbx EQ provides ultimate flexibility. Bluetooth connectivity makes it easy to stream music and link multiple speakers, and a handy mobile app for Android and iOS provides intuitive control.

🛒 [JBL \(jbl.com\)](https://www.jbl.com)

Artesia Xkey Family Grows

Artesia has added the Xpad, the latest member of the Xkey family.

Artesia's Xpad is made up of 16 RGB (light up red, green, blue) pads and six pad banks, with six programmable rotary encoders and six assignable buttons, enabling musicians to navigate and set all parameters. The product has the same appearance and mobile, slim design as its older sibling, the Xkey. Great for any mobile applications or where space constraints are an issue, Xpad is packed with features to enable mobile musicians to custom control their instruments.

In addition to production applications,

the velocity and pressure-sensitive pads are great for playing virtual instruments live on stage. Plus, the pads offer after touch that adds new levels of expression.

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



Lectrosonics' D Squared Sets Standard

Lectrosonics' D Squared digital wireless microphone system uses the company's fourth-generation digital architecture for flexibility, ultra-fast setup, studio-quality audio and ultra-low latency. The system includes the DSQD four-channel digital receiver, DBU digital belt pack transmitter and DHu digital handheld transmitter.

System features include 24-bit, 48 kHz digital audio, two-way IR sync, three levels of encryption and a tuning range from 470-608 MHz. The new D Squared system sets a new standard for enhanced audio quality, flexibility, low latency and compact size.

"The D Squared digital wireless microphone system represents a new era for Lectrosonics and for our customers," said Karl Winkler, VP of sales and service for Lectrosonics.

The DSQD digital receiver is a four-channel, half-rack design with high-resolution color display, analog or Dante digital outputs and rear BNC antenna ports with loop-thru buffered BNC outputs to another receiver. The DSQD is compatible with the latest Lectrosonics all-digital transmitters, including the DB series and DHu and the stereo DCHT.

🛒 [Lectrosonics \(lectrosonics.com\)](https://www.lectrosonics.com)



Dynacord Broadens Sonicue Scope

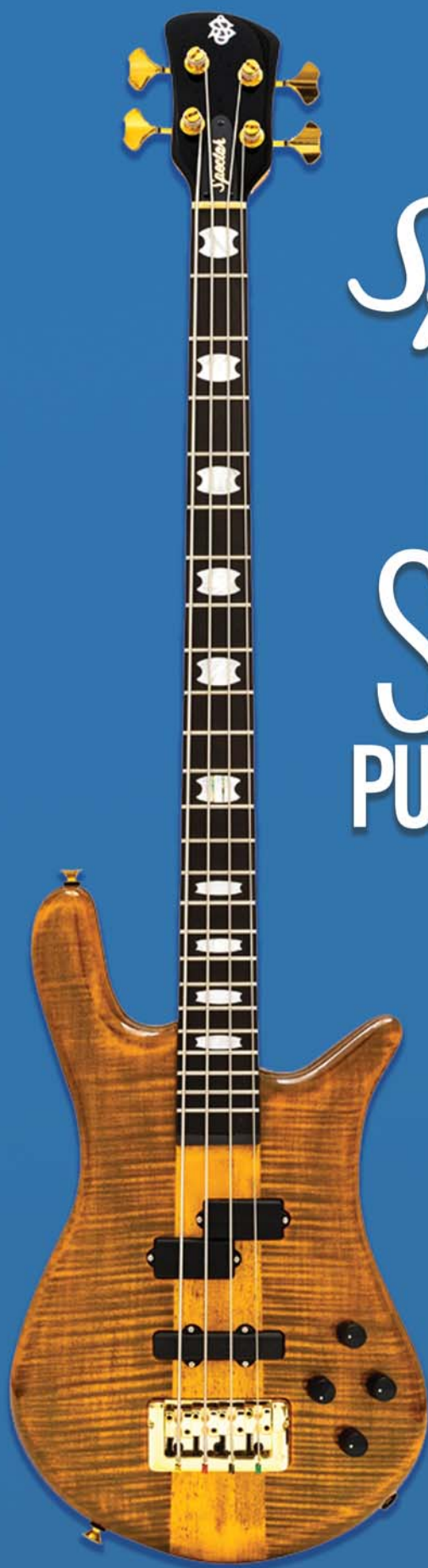
Dynacord has extended the scope of its Sonicue sound system software with an update, which makes it suitable for smaller systems and day-to-day applications.

With version 1.1, Sonicue now supports Dynacord L and C series amplifiers, and includes an update to its Electro-Voice

loudspeaker settings library, featuring almost all current commercial, portable, install and concert sound models.

Sonicue addresses the entire sound system and encapsulates Dynacord's core design philosophies of simplicity, clarity and transparency.

🛒 [Dynacord \(dynacord.com\)](https://www.dynacord.com)



Spector EURO SERIES: PUSH FORWARD

Bass
Guitar Magazine

Best Bass of 2019



FORWARD ONSTAGE • FORWARD IN THE MIX • FORWARD BY DESIGN

For over 40 years, our basses have been the favorite of many players because of the comfortable, curved body design and modern looks. But it's also the famous "Spector growl" that separates ours from other basses. By look, by feel and by sound, Spector basses push you forward.

WWW.SPECTORBASS.COM

COME SEE WHAT'S NEW FOR
2020 AT BOOTH #8802,
HALL B

LIVE NAMM PERFORMANCES BY:
DOUG WIMBISH • FRI. JAN. 17TH AT 1^{PM}
NIGHT VERSES • FRI. JAN. 17TH AT 2^{PM}
ISSUES • SAT. JAN. 18TH AT 12^{PM}

IN THE KORG USA SOUND ROOM, BOOTH 8802, HALL B

AKG Announces K371 Headphones

AKG K371 professional studio headphones strike the perfect balance between professional-grade quality and consumer-friendly fit, comfort and portability. Combining cutting-edge performance, AKG's Reference Response Curve tuning, extended frequency response and supreme comfort in a closed-back, over-the-ear, folding design, the K371 headphones are perfectly suited for life in the studio or on-the-go. Content creators and musicians need headphones that deliver uncompromising



fidelity and performance while standing up to their mobile lifestyles. Artists, producers and discriminating audiophiles can trust K371 headphones to reproduce natural, balanced audio, precisely as intended.

The K371 features best-in-class sensitivity, best-in-class frequency response of 5 Hz to 40 kHz, largest-in-class titanium-coated 50-millimeter drivers and pure oxygen-free copper voice coils for the utmost acoustic precision, delivering authoritative bass, articulate midrange and pristine highs with detail and clarity.

AKG (akg.com)



Godlyke Brings Back Maxon

Godlyke has released the limited-edition Maxon 40th anniversary OD808-40K Keeley-modified overdrive pedal.

Originally released in 1979, the Maxon OD808 was designed to emulate the warm, natural sound of an overdriven tube amp and was arguably the first pedal of its kind.

Initially released by Maxon in the Japanese market, the OD808 circuit was then licensed by Ibanez and released worldwide as the TS808 Tubescreamer.

Godlyke (godlyke.com)

Javier Reyes, Fishman Team Up

Guitarist Javier Reyes has created a signature six-, seven- and eight-string pickup set. Available sounds for the bridge pickup are Voice 1 with a thick low-end, low-mid-range growl and aggressive upper-mid; Voice 2 with a searing lead tone with organic treble and harmonics; and Voice 3 with single coil-clear, open tone. Sounds for the neck pickup include Voice 1 with a fat, bubbly neck pickup tone, round and smooth top-end and potent individual notes; Voice 2 with a Fluence-exclusive neck tone, warm and lively lows and low-mids, taking on an



almost hollow-body jazz box character; and Voice 3 with a single coil-clear, open tone.

Fishman (fishman.com)

Gruv Gear Partners with HomingPIN

Gruv Gear has announced an alliance with UK-based HomingPIN, creator of a product of the same name that allows customers to be reunited with their lost luggage or item.

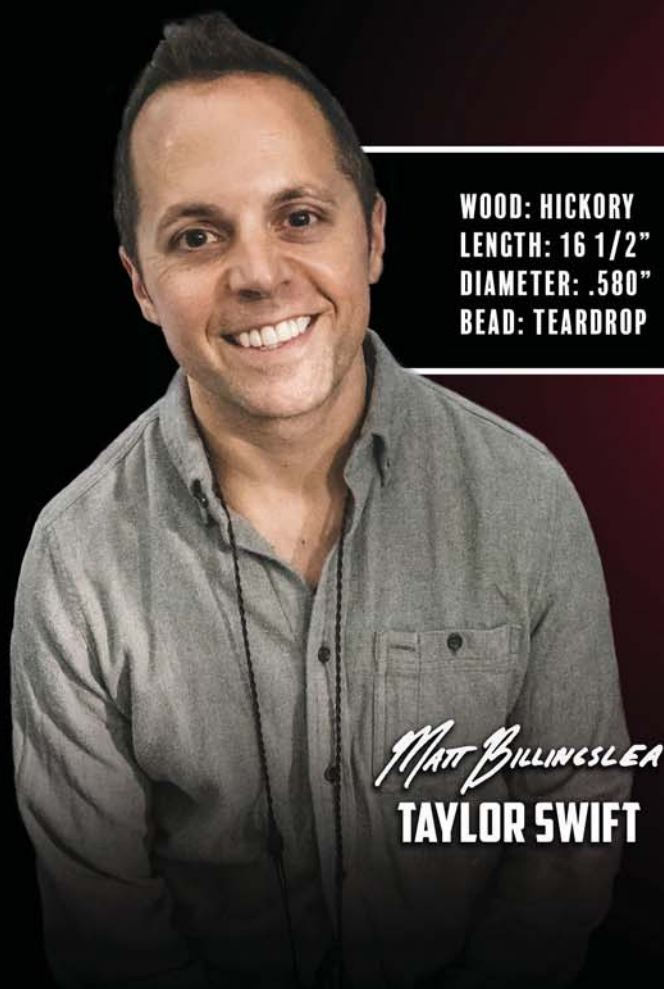
The technology relies on a recovery tag with an alphanumeric code, which is attached to an item and lets airport personnel and fellow travelers easily report and alert the owner when their item is found.



"We were looking for a reliable asset recovery technology to offer our customers, many of which are world-touring artists," said Gruv Gear President Jay Baldemor.

Gruv Gear, HomingPIN (gruvgear.com, homingpin.com)

NEW SIGNATURE PRODUCTS FOR 2020



WOOD: HICKORY
LENGTH: 16 1/2"
DIAMETER: .580"
BEAD: TEARDROP

Matt Billingslea
TAYLOR SWIFT



WOOD: HICKORY
LENGTH: 16 1/8"
DIAMETER: .565"
BEAD: SMALL BARREL

Shannon Forrest
TOTO



Innovative Percussion Inc.



Cympad Delivers Undertones

Cympad has introduced Undertones, a trio of cellular foam devices designed to improve the sound of bass drums and floor toms while offering an extra layer of protection from unwanted drum and pedal movement.

The system features specially designed discs for floor tom legs and bass drum spurs, as well as a pad for acoustic and electronic bass drum and hi-hat pedals.

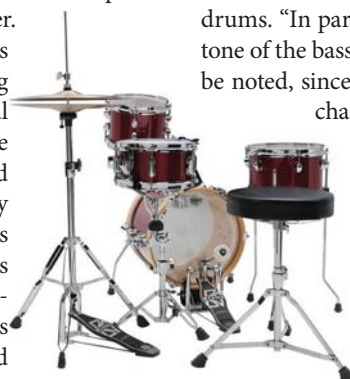
The pads de-couple and isolate the drums from the floor, adding significant sustain and low-end to their sound. The combination of spur and pedal pads is effective in enhancing the sound of bass drums and rack toms on bass drums equipped with mounted tom holders. In addition, the underside of Undertones features a proprietary non-skid material that helps anchor the drums and hardware on a variety of surfaces, and reduces the need for drum rugs.

🛒 [Cympad \(cympad.com\)](http://Cympad.com)

Tama Unpacks Ultra-Compact, Versatile Club-Jam Flyer Kit

Tama has released its smallest complete kit ever, the Club-Jam Flyer. The latest entry into Tama's assortment of space-saving designs offers an economical footprint with a high degree of versatility, punchy sound and value. The 14-inch by 10-inch bass drum anchors the setup, resting atop a bass drum lifter for proper positioning. The kit also includes a snare drum, floor tom and rack tom, which enables it to cover a wide array of music styles.

"This drum kit boasts impressive volume, balance and sound for its size," said



Yoshiki Sakato, merchandiser for Tama drums. "In particular, the rich volume and tone of the bass drum and floor tom should be noted, since full-voiced instruments are challenging to build in these sizes. The new Club-Jam Flyer fundamentally alters the concept of the ultra-compact drum kit in that the size doesn't require compromising on sound."

Club-Jam Flyer allows the player to utilize full drum strokes without being overpowering, making this a full-featured solution for any coffee shop gig.

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



Craviotto Features Private Reserve Drums

Craviotto aims to push the sonic soundscape with handcrafted, solid-shell construction for its line of Private Reserve drums.

The company has built its reputation on offering hand-crafted, steambent, one-ply, solid-shell snare drums and drum sets using hand-selected North American tonewoods such as maple, cherry and walnut.

Craviotto's master craftsmen continue to offer artists, studio engineers, producers and drummers new soundscapes found in Craviotto's Private Reserve product line.

Private Reserve drums are made by hand from highly figured, rare or exotic wood species. Each Private Reserve drum offers something out of the ordinary. The drums are built to be both visually and sonically pleasing.

🛒 [Craviotto Drums \(craviottodrums.com\)](http://CraviottoDrums.com)

Lark Acquires Major Music Supply

Lark in the Morning has acquired Major Music Supply, which since 2006 has been supplying independent music stores with quality instruments at affordable price points. In addition to Major Music Supply's lines of Makai Ukuleles, Revival and Verano Guitars, and Adagio and Vivace Violins, Lark will be offering parts of its extensive collection of world music instruments to music stores again.

"Tons of music stores used to have the Lark in the Morning catalog available for

their customers who were looking for something different, but we haven't produced a wholesale catalog in about 10 years," said Eric Azumi, CEO.

"At least twice a week I have a music store owner asking if and when we're going to have the Lark catalog available again," said Michael Mulqueen, head of sales for Major Music Supply, who will work on the Lark in the Morning Wholesale Division.

📄 [Lark in the Morning \(dealers.larkinthemorning.com\)](http://LarkintheMorning.com)



ARTURIA®
YOUR EXPERIENCE • YOUR SOUND

REVOLUTION

Hall A - Booth 11920

PIGMENTS 2

Polychrome Software Synthesizer

Our addictive software synth Pigments just updated to version 2. Impressive new features, sample playback and granular synthesis, new presets, and refined performance. Get ready to add a whole new level of color and depth to your music.

ACOUSTIC GUITARS



Alvarez Introduces Brad Davis Signature Guitar

Alvarez Guitars has expanded its handmade line of Japanese guitars with the addition of the DYM70BD, designed specifically for Grammy-winning guitar virtuoso Brad Davis.

"We are truly honored to count Brad Davis as a friend and Alvarez player," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. "The DYM70BD is a guitar we designed with his input, and it responds

amazingly well for players looking to capture his sonic character of fast-paced blues and roots music."

The Alvarez DYM70BD utilizes perfectly seasoned tonewoods from the Yairi factory and a AAA Sitka spruce top with solid East Indian rosewood back and sides to capture the tonal colors and volume suitable for Davis' music. The DYM70BD is made with all the Alvarez's expertise.

🛒 **St. Louis Music** (stlouismusic.com)

Michael Kelly Unveils 2 Basses

Michael Kelly Guitars, the boutique-within-reach guitar brand, has released the Dragonfly 4 Forte Port Java Ebony and Dragonfly 5 Forte Port Java Ebony acoustic/electric basses.

These newly designed models are the latest additions to the Dragonfly acoustic bass guitar line and include Michael Kelly's exclusive offset soundhole and side-port Port Technology with integrated Fishman electronics.

Dragonfly 4 Forte Port Java Ebony and Dragonfly 5 Forte Port Java Ebony acoustic basses offer striking good looks and a rich bass tone, perfect for gigs, worship services and campfire jams. The signature abalone and pearl dragonfly inlay is eye-catching and distinctive. The Java Ebony top and body pair with the 34-inch scale length for each instrument to bring warmth and body to each song. The Fishman Presys Plus Bass electronics for each instrument offers plug-in-play in any



situation. The Standard C neck profile is familiar to today's players.

🛒 **Michael Kelly Guitars** (michaelkellyguitars.com)



Taylor K26ce Boasts Sustain

The new, all-koa K26ce from Taylor Guitars showcases design architect Andy Powers' redesigned Grand Symphony, which features V-Class bracing and a soundport cutaway.

The guitar also incorporates shorter scale length (24⁷/₈ inches) and light-gauge strings. It has a high-fidelity, symphonic sound that radiates evenly in different directions and creates an immersive, reverb-like effect with remarkable sustain.

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



Recording King Series 7 Tenor Guitar Evokes Dirty 30's Style

Recording King's mid-20th-century vibe continues with the introduction of the Dirty 30's Tenor Guitar.

Featuring enhanced sonic benefits from RK's exclusive CrossLap bracing and bone nut and saddle, this comfortable 23-inch-scale tenor guitar is sure to introduce the joy of playing tenor to a new audience.

Players have been asking Recording King designers for years to release an affordable tenor guitar in the Dirty 30's style. For 2020, the Recording King Series 7 Tenor guitar will give jazz, folk and old-time guitarists, as well as contemporary players, a high-value, mojo-packed,

great-sounding tenor.

The tenor guitar, generally tuned CGDA, has long been a staple of old-time players and has continued to pique the interest of mainstream musicians looking to augment their sound.

Recording King's Series 7 Tenor Guitar has a familiar body size, with the same retro aesthetic as other Dirty 30's models. The 23-inch scale makes it easy to navigate the entire fretboard, and the bone nut and saddle ensure resonance at all string-contact points. RK's exclusive CrossLap bracing results in an extra-responsive top.

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

Guild Rolls Out Jumbo Junior

Guild has added the Jumbo Junior Reserve Maple to its Reserve series. The Jumbo Junior Reserve Maple features flamed maple back and sides, exotic padauk binding and rosette, pearl block inlays and a natural satin finish.

Whether on the couch, in the studio or on the go, the Jumbo Junior's compact design lets users have a Guild by their side at all times. Fun and comfortable to play,

the Jumbo Junior's warm tone and surprising volume will inspire many memories, group sing-alongs and weekend jam sessions.

Featuring a solid Sitka spruce top and arched flamed maple back and sides, the Jumbo Junior offers Guild's classic aesthetic for those who love the look of a jumbo, but might not love the size.

🛒 **Guild Guitars** (guildguitars.com)

Ohana Guitar Hits Low Notes with Ease

Designed with Ohana baritone ukulele players in mind, the Ohana Baritone Tenor Guitar ATG-70 is built 2 inches wider in body, 2 inches longer in length, 2 inches longer in scale and with a 12th fret at the body.

The guitar is constructed with a slotted headstock. Tuning remains congruent with the baritone ukulele, with strings in DGBE.

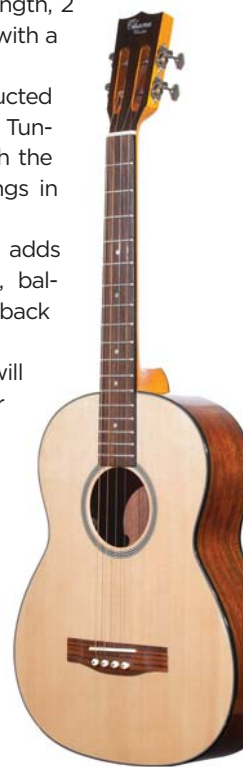
A solid spruce top adds brightness and projection, balanced by the mahogany back and sides.

This new tenor guitar will make any baritone player feel right at home. A high gloss finish and Grover-gear tuners make this instrument fun to play and aesthetically pleasing.

Tenor guitars, also known as four-string guitars, come with steel strings and are typically tuned DGBE. Ohana designed its ATG-70 Baritone Tenor Guitar so that it's proportional to the baritone ukulele.

For comparison purposes, the Ohana Tenor Guitar has a scale length of 21 1/2 inches and a lower-bout width of 12 1/2 inches, whereas the Ohana Baritone measures at a scale length of 19 1/2 inches and a lower-bout width of 10 1/2 inches. The ATG-70 has the same nut width as the baritone ukulele.

🛒 **Ohana Music** (ohana-music.com)



Discover the Comfort in Exploring Your Sound

Ready-made for performers, the revamped AEG series employs features and specifications to support creators on stage and off. Multiple new models, including the Solid Spruce top AEG200, deliver a variety of gig-ready options that offer great value and a variety of useful tones for gigging guitarists.

AEG

Ibanez
BOOTH 4620

A slightly thicker body adds just enough depth for noticeably improved projection and tone. A new preamp offers streamlined two-knob tone shaping and an easy-to-read LCD tuner.





Van Halen's Guitar Tone Offered by EVH

EVH has announced the 5150III 50S 6L6 head and 5150III 50S 212ST cabinet.

The EVH 5150III 50S 6L6 head is the perfect amp for players who want Eddie Van Halen's touring tone, arena volume and performance in a compact package. Three channels of road-tested sound work for any playing style — crisp cleans, chunky overdrive, tight distortion and searing leads, while newly added independent dual-concentric controls allow for gain and volume level matching.

Tweaked to meet Van Halen's touring requirements, this 50-watt head delivers a full-spectrum of tone. Channel one powers crystal-clear clean tone; channel two features increased gain for greater sustain and is revoiced for improved low-mid frequency definition; channel three also has improved range for the low control and increased liquid gain. Channels one and two each have dual concentric gain/volume controls with shared EQ. Channel three has its own gain, volume and EQ controls.

🛒 EVH (evhgear.com)

Simmons Designs Kit for Advanced Drummers

Simmons has introduced its SD1200 Mesh-Head Electronic Drum Kit, a performance kit for the advanced drummer. The SD1200 comes with the Simmons Signature Sound Library, an expansive 764-sound collection of coveted drum kits and snares.

The new kit includes a responsive 12-inch, dual-zone snare; two 8-inch and one 10-inch dual-zone toms; and a 6-inch kick drum.

The dual zones enable players to trigger alternate voices.

Users also receive a 12-inch, two-zone crash cymbal and a 14-inch, triple-zone ride cymbal with a choke function for dynamic effects. A variable pedal controls the 12-inch



dual-zone hi-hat to get smooth semi-open sounds, edge accents, splash and more.

An expansion kit adds the option for another dual-zone crash cymbal and floor tom.

🛒 Simmons (simmonsdrums.net)



Orange Teaches Rock Guitar

Orange Amplification has launched its Rock Guitar Courses, which enable students to take accredited online guitar exams. All of the Orange courses link into respective online guitar exams provided by online-musicexams.org and are recognized by Ofqual — the U.K. government's education authority.

The courses are split into three stages — Foundation, Intermediate and Advanced — which are equivalent to grades one through eight. Lessons feature downloadable course materials and offer new and returning guitarists the skills and knowledge necessary to pass exams.

Students can choose the way of studying that suits them best: on their own, with a teacher or via the website with guided video instructions. Easy-to-follow lessons can be accessed by either a monthly subscription to all three courses or a one-off payment, which gives entry to the preferred course.

The downloadable course materials and online lessons have been developed by a team of qualified guitarists and teachers.

📄 Orange Amplification (orangeamps.com)



MyMon makes it easy to adjust a mix directly from an iOS or Android mobile device.

🛒 Waves Audio (waves.com)

Waves Launches MyMon App

Waves Audio offers the MyMon Personal Monitor Mixing App for the eMotion LV1 Live Mixer. This iOS/Android app gives musicians on stage direct control of their monitor mix, letting them adjust input levels, mute, pan, apply post-mix EQ and link channels to custom single-fader groups.

As a stage musician, the monitor mix is an important part of a performance. A bad monitor mix can ruin an entire show.

MI's Latest Overnight Success!

Visit Us
At NAMM!
Booth 7212

RBImusic
musical instrument distributors since 1961



All it took was decades of building relationships, supporting dealers, musicians and educators, and continuous hard work. RBI has become a sought-after brand, trusted and recognized nationwide.

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

Rhythm Band
INSTRUMENTS

BOOMWHACKERS



GROVER
PRO PERCUSSION

Vintage
GUITARS

FRET King
Trev Wilkinson

Basso
STRAPS

BIG JOE

AUROS

Unify Plug-In Helps Users Craft New, Creative Sounds

ILIO has announced its newest partnership with U.S.-based plugginguru.com and the release of Unify, a new multi-plugin instrument to layer, play and combine AU, VST and VST3 plug-ins. Unify is a new type of instrument that lets users layer, play and combine AU, VST or VST3 plug-ins to create new, inspiring and outrageously creative sounds. Not only can users load their

own plug-ins, but Unify also ships with its own built-in library of virtual instruments and audio effects, including 350-plus stock patches. Unify ships with its own Guru Sampler of six synths, including well-known open source virtual instrument Dexed from Digital Suburban and OB-Xd from discoDSP.

🛒 [ILIO \(il.io\)](http://il.io)

Keith McMillen Offers Retail Demo Synth

Keith McMillen Instruments has released its K-Synth, a new USB plug-and-play hardware synth for standalone in-store demonstrations of its line of hardware MIDI and MPE controllers.

K-Synth gives retailers, dealers, distributors and product demonstrators the ability to demonstrate the Keith McMillen Instruments line of MIDI controllers on the showroom floor in a simple, intuitive and tamper-proof setting.

The simple interface works to bring the expressive control of BopPad, QuNeo, QuNexus, K-Board, 12 Step, SoftStep2 and



K-Board Pro 4 to life. The K-Synth is plug-and-play, immediately recognizing the KMI device that is connected to it. The K-Synth supports all the KMI controllers with five presets.

🛒 [Keith McMillen \(keithmcmillen.com\)](http://keithmcmillen.com)

Boss Rolls Out Waza-Air

Boss is showcasing the Waza-Air wireless personal guitar amplification system, a wearable, over-ear sound system for guitarists. Melding Boss' premium amp, effects and wireless technologies with dynamic 3D sound and natural amp-in-room tone, Waza-Air delivers a unique guitar amplification experience.

Playing guitar through traditional headphones offers a less-than-satisfying experience that lacks the depth and dimension of playing a real amp in a real room. Waza-Air changes all of that, restoring the natural dimension, resonance and moving-air feel to provide an engaging and inspiring monitoring environment for the player.



An integrated gyro sensor tracks head movements as the user plays, driving sophisticated 3D algorithms that produce an immersive sound-field with extraordinary spatial realism.

Waza-Air's advanced ambience setups provide three realistic environments to play in. Surround mode places the amp in a virtual room, providing an immersive experience like playing in a recording studio.

Static mode provides natural spatial localization, where the combined amp and room sound continually changes depending on where the user moves their head.

Stage mode places the user center stage.

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

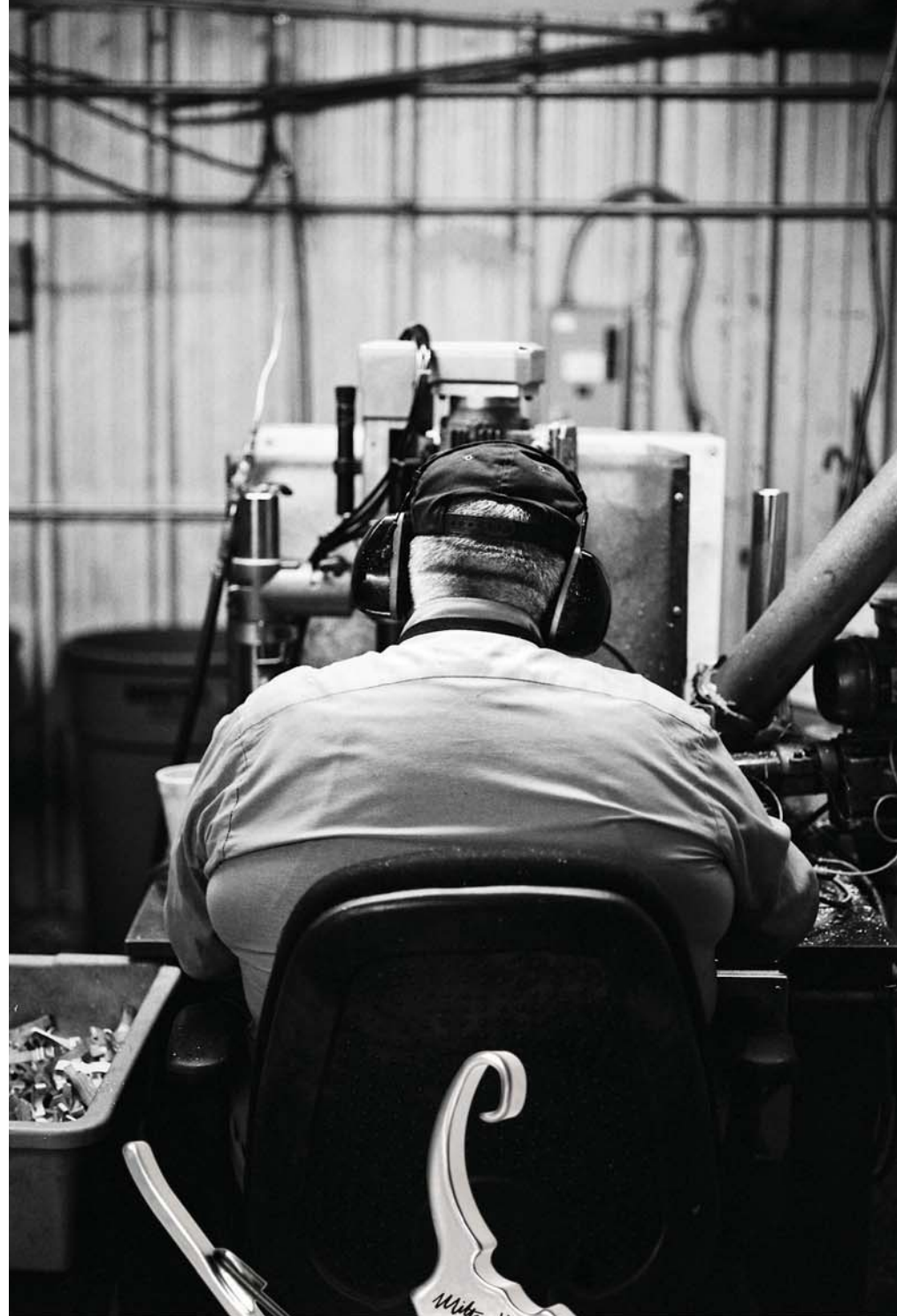
Blessing Offers Screw Bell French Horn

Blessing has introduced the Performance Series Double French Horn BFH1461ND. The Performance Series Double French Horn with string linkage offers accessibility and value for the aspiring student.

"The BFH1461ND offers professional features for an affordable price," said Phil Baughman, brand manager at Blessing. "The screw bell option allows for greater mobility and fits in a smaller case for easier transport."

It comes with a Blessing MC French Horn Mouthpiece and a Blessing C1461FRD lightweight compact screw bell case.

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



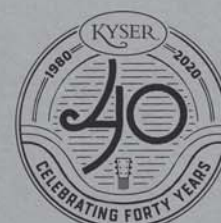
A Legacy in The Making

Celebrating 40 Years of Craftsmanship

Introducing the Milton Kyser Signature Acoustic Quick-Change Capo

MADE IN THE USA *Since 1980*

kysermusical.com



NAMM BOOTH #7011

PEDALBOARD



Boss SY-1000 Delivers Experience

Boss is showcasing the SY-1000, an advanced synthesizer and modeling processor for guitar and bass.

The SY-1000 features a newly developed Dynamic Synth and refreshed versions of historic Boss/Roland instrument

modeling and synthesizer technologies. Featuring a cutting-edge sound engine, high-speed DSP and evolved GK technology, the SY-1000 delivers an organic playing experience.

🛒 **Boss** (boss.info)

Strymon Iridium Gives Access to 3 Amp Types

Processing effects developer Strymon has announced the availability of Iridium, a tube-amp and impulse-response cabinet modeler in a pedalboard-based format that connects directly into a recording interface or P.A. system. Iridium provides quick, easy access to three iconic amplifiers and nine cabinets that complement the tonality of the amps and contribute lush room ambience.

Strymon's Matrix Modeling process captures all the subtleties and tonal qualities of each amplifier — from the unique composition of each tone stack to component values, bias levels, corner frequencies and tube stage gain.

Taking three iconic tube amps with distinct characters, Strymon has mathematically modeled every aspect of their circuitry with absolute precision to deliver the response, feel and inspiring experience of playing through the original amps at their best.

Each amp — round, chime and punch



— has been hot-rodded to provide an extended range of tonal options. Based on a Fender Deluxe Reverb, the sound of the round amp is clean, bright and mid-scooped, with plenty of headroom. The chime amp is based on the Brilliant channel of a Vox AC30TB, the amp that defined the guitar sound of the British Invasion. The powerful punch amp is based on a Marshall Plexi.

🛒 **Strymon** (strymon.net)



Morley Adds 3

Morley has announced three new audio solution devices, including the Morley Hum X, the Morley Hum Eliminator and the Morley Line Level Shifter. Each device is designed to fix specific issues related to ground hum, noise, unbalanced cables and/or signal voltage.

The Morley Hum X is a ground filter used to prevent ground hum. Users can simply place the Hum X on the power plug of the offending device and noise will be eliminated. It's for use on devices with a current draw of 6 amps or less.

The Morley Hum Eliminator is a two-channel isolation transformer device that breaks the ground loop between two offending pieces of gear. Users can place it on cable connections to get rid of hum. It also converts between unbalanced/balanced connections and converts between 1/4-inch and XLR connector types.

The Morley Line Level Shifter is also a two-channel isolation transformer device, but designed to increase or decrease signal voltage back and forth between -10 dBV and +4 dBu. The Line Level Shifter also converts between unbalanced and balanced signals, and converts between 1/4-inch and XLR connector types.

🛒 **Morley** (morleyproducts.com)

Step Up Your Volume with Xotic

Xotic's compact Volume Pedal uses a high-quality audio potentiometer to retain a player's tone throughout the entire frequency spectrum. All pedals are 100 percent hand-wired, point-to-point with cloth-covered wire to ensure quality connections and superior tone.

The compact, super-durable aluminum die-cast enclosure is two-thirds the size of most volume pedals, perfect for smaller boards and travel rigs. Additionally, it features a tuner-out to use with tuners.

The Xotic Volume Pedal has no strings



attached, literally. The nylon pivot bushing and rack pinion design creates a super-smooth volume sweep under players' feet that is highly durable, unlike string-operated volume pedals that are prone to snapping and breakdowns.

The pedals are available in two options, 250K or 25K.

Players can choose the XVP-250K in Gold Metallic for passive instru-

ments or the XVP-25K in Hammertone Red for active instruments and placement in an effects loop.

🛒 **Xotic** (xotic.us)



Mad Professor Unveils Super Black Pedal

Mad Professor Amplification has released the Super Black pedal.

Fender Blackface amps (1963-1968) are widely considered to be the most recorded amps in the history of music. The Mad Professor Super Black has the Blackface tone in a pedal format. The whole amp signal path is replicated inside. Users can easily give their amplifier that '60s Fender glory.

By plugging the Super Black pedal straight into the return jack of the amp's FX loop, players can bypass the pre-amp of the amp and get the sound of a full Blackface amp signal path. Super Black amp-in-a-box pedal will deliver the chimey clean tone that Fender Blackface amplifiers are known for. "Plugging in the Super Black is like striking gold in a studio or live stage when tone seeking," said Jyrki Rahkola, the designer.

🛒 **Mad Professor Amplification** (mpamp.com)

Teisco Expands Pedal Line with New Overdrive, Distortion

Teisco has released two new drive pedals: the Teisco Overdrive and Teisco Distortion. These pedals combine Teisco's signature bold visuals with a twist on classic tones, bringing the brand's analog collection up to five pedals.

"We're very excited to introduce these new stompboxes to the Teisco family," said Randall Couvillon, senior manager, channel sales. "Their striking designs, tone and value will resonate with longtime Teisco fans and serious tone hunters new to the brand."

The Teisco Overdrive and Teisco Distortion offer boutique quality at an accessible price point with plenty of controls, thanks to their switchable modes and the



Distortion's independent gain boost. They feature all-analog circuitry, high-gloss designs, tough zinc alloy enclosures and a textured base plate.

🛒 **Teisco** (teisco.com)

Marshall

DESIGN STORE STUDIOS

CHECK OUT OUR STUDIO RANGE IN
BOLD NEW FLAVOURS. ROOM 210C.

MARSHALL.COM

**PLUG-IN TO THIS YEARS
AMP ACTION AND VISIT US
IN THE MARSHALL ROOM.**

210C

- **LIVE PERFORMANCES**

Getting loud with PRESS TO MECO and D_DRIVE
at 11am and 3pm Thursday to Saturday.

- **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



PRESS TO
MECO

Described as "genre-bending" with "creative
hooks, arresting melodies and bulking riffs",
Press to MECO bring their three part harmo-
nies and full-fat tone to the Marshall Room.



D Drive

With their self-styled 'Driving Rock', Japanese
instrumentalists D_Drive mix hard rock and
metal with intricate melodies to create thrilling
live performances that are not to be missed.



Big D Goes Top-Shelf with New Models

Big D Guitars, the small shop behind the Whiskey Barrel Top Custom T-Style Guitar, is rolling out new designs. After initially tapping Jack Daniel's for authentic Tennessee materials, Big D Guitars is now expanding its top shelf to include barrel tops from renowned Kentucky distilleries, including Maker's Mark, Jim Beam and Wild Turkey.

From a rustic start to a smooth finish, each unique handmade guitar is produced in the U.S. The Whiskey Barrel Top Custom T-Style Guitar is the brainchild of Big D Guitars founder Derek Lenard, a luthier with nearly 20 years of experience.

Each Whiskey Barrel Top Custom T-Style Guitar has an aged white oak neck.

🛒 [Big D Guitars \(bigdguitars.com\)](http://BigDGuitars.com)

Tama Launches Sonic Stainless Steel, Bold Spotted Gum S.L.P. Snare

Tama has added two snare drums to its S.L.P. series. The S.L.P. Sonic Stainless Steel snare drum features a stainless-steel shell that delivers brightness, projection and a cutting tone.

Warm and balanced, with clarity and projection, the S.L.P. Bold Spotted Gum snare drum offers a complex, versatile snare tone. The shell delivers a full, warm sound lending itself to a variety of playing styles. Steel Mighty Hoops provide



solid tuning and a robust attack with added wooliness from the Spotted Gum shell.

Finally, the shell itself displays a beautiful, natural grain pattern.

"The S.L.P. Sonic Stainless Steel's greatest advantage is its bursting attack and roar," said Yoshiaki Sakato, drum merchandiser for Tama.

"The S.L.P. Bold Spotted Gum boasts an amazing tuning range. The shell material offers a crisp sound."

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



Traynor Offers Bass Tube Amp

Traynor Amplifiers, a Yorkville Sound distributed brand, has delivered the YBA100 100-watt bass head.

"A 100-watt tube bass head is a rare commodity in today's music instrument retail landscape," said Jeff Cowling, vice president of sales and marketing at Yorkville. "Traynor has developed the YBA100 as an accessible amp for bass players seeking versatility in one lightweight package."

The stock YBA100 ships with four hand-selected and tested power tubes, delivering a classic smooth tube tone. For players looking for a more aggressive bass sound, the stock 6L6 tubes can be changed to any high-quality EL34 tube set and be re-biased in the field, making the YBA100 essentially two amps in one.

The YBA100 has been designed for the working musician. LED indicators show proper tube function and status. When a tube fails, the YBA100 will lock out the problem tube and its partner, allowing the amp to operate on the active tubes.

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

Evo Makes Recording Easier

Created by Audient, Evo delivers a new level of user experience with one focus: to make recording easy.

With the rise in podcasting, streaming and gaming, alongside the continuing rapid expansion of home recording, the Evo concept is designed to address the affordable audio interface market with a new range that offers an intuitive user experience, with application-specific features and stunning aesthetics.



"We believe technology shouldn't get in the way of the creative process; it should enhance it and be accessible to all, no matter their skill level or art form, and Evo is here to help make great-sounding recordings as easy and effortless as possible," said Andy Allen,

marketing director at Audient. "One of Evo's most unique features is Smartgain, which automatically sets the gain levels."

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

THE POWER TO DO IT ALL || ALL IN ONE

Your studio centerpiece has arrived. Pro Tools® | MTRX Studio

let's you streamline your workflow with an all-in-one I/O, monitoring, and routing solution. Stay locked in to your creative flow and connect all of your gear to a single interface, for better efficiency in a small footprint.

Sounds like your studio suite just got sweeter.

Hear more at **Booth 15502**



BT-Pro V2 Pairs with Mobile Devices

Radial Engineering has launched the BT-Pro V2, a high-resolution Bluetooth-enabled stereo direct box designed to wirelessly pair with mobile devices such as tablets and smartphones.

The BT-Pro V2 provides seamless and reliable distribution of music playback in a wide range of environments, including gyms and exercise facilities, dance studios, corporate presentations and front-of-house playback systems.

Featuring two balanced XLR outputs for stereo connectivity, the BT-Pro V2 addresses one of the most common complaints with Bluetooth streaming direct boxes: poor Bluetooth reception and connectivity from exposed external antennas, which can easily be damaged or broken, rendering the unit useless.

To address this, Radial engineers designed the BT-Pro V2 with a powerful internal antenna circuit housed in a 14-gauge steel outer shell with a plastic insert. This design eliminates the need for an exposed external antenna while delivering solid and reliable Bluetooth reception up to 50 feet.

In environments such as dance studios or gyms, where multiple Bluetooth devices might be streaming different audio programs at once, multiple BT-Pro V2 units can be used for discrete, clear audio distribution from each device.

Radial Engineering (radialeng.com)



Palmer Delivers Charging

Musicians can keep microphones, in-ear monitors, effect pedals and other battery-powered devices operational at all times with the professional 19-inch Palmer BC 400 AA battery charger.

The micro-controlled BC 400 charges up to 16 AA or AAA batteries at the same time — or a combination of each.

The Palmer 19-inch quick charger monitors the charging status of each individual battery, identifies defective batteries and protects against overcharging and short-circuiting.

The built-in multi-voltage power supply facilitates worldwide use.

Adam Hall (adamhall.com)



Bittree Highlights ProStudio

Bittree is showcasing its entire ProStudio series of front-programmable audio patchbays at The NAMM Show. Addressing a void in the market for reliable, professional-quality patchbays at an affordable price, the ProStudio line makes Bittree's quality and engineering accessible to everyone from hobbyist musicians to top-tier studio engineers.

Included in the series is the ProStudio 4825F, the first patchbay designed specifically for pairing with the transportable 500 series modular chassis. Fitting perfectly on 500 series racks or under computer monitors in fixed or temporary installations, the PS4825F comes in a 2x24 configuration, with DB25 rear connectors for interfacing, and Avid ProTools and Tascam gear.

Bittree (bittree.com)



Apogee Creates Symphony

Apogee has introduced the Symphony I/O Mk II 8x8 MP and Symphony I/O Mk II 16 MP Connect series of audio interfaces to deliver symphony-quality sound with robust, high-performance AD/DA converters and Apogee's Advanced Step Gain Architecture mic preamps.

Using cutting-edge components and a simplified, optimized analog circuit design, Apogee engineers placed more AD/DA converters and mic preamps on a single module board. The result is a single Symphony I/O Mk II with up to 32 high-quality mic preamps at a competitive price.

Apogee (apogeedigital.com)

Your Sphere of Influence Just Grew Exponentially

With the additions of our newest product groups, you can go out and conquer the world...

Or at best, grow your business.



We are proud to welcome Super-Sensitive Musical String Company and Smith Mallets to join our already prestigious family of Vandoren, Denis Wick and Jones Double Reeds. Now one-stop shopping for the very best brands is easy and efficient.

For more information

Contact Stephanie Murphy at
stephaniem@dansr.com or call
888-707-4455, ext. 119

OR

Contact Alicia Felmy at
aliciac@dansr.com or call
888-707-4455, ext. 116



Black Lion Audio Pays Tribute to Vintage Vibes

Black Lion Audio has released its Eighteen channel strip — an homage to the classic Melcor sound, delivering the best of vintage sounds to today's recordings.

The Eighteen channel strip features a mic preamp with Cinemag input and out-

put transformers and two BLA1831 discrete op-amps, as well as a passive program EQ with a custom Cinemag inductor. The Eighteen has a punchy midrange with a buttery-smooth top and bottom end.

🛒 **Black Lion Audio** (blacklionaudio.com)

Craviotto Relocates to Nashville

Craviotto has relocated its headquarters to Music City. The company continues to handcraft heirloom-quality, one-ply, solid-shell snare drums and drum sets from the finest materials available.

Leading the production effort, along with Johnny Craviotto's handpicked team of master craftsmen, is industry veteran, Sam Bacco.

"We are honored to have Sam Bacco at the helm," said David Victor, Craviotto



vice president. "Sam brings a tremendous amount of knowledge and expertise to Craviotto. As an accomplished musician, esteemed collector, historian and sought-after industry craftsman, Sam understands the Craviotto solid shell difference, Johnny's legacy, and our path moving forward."

📄 **Craviotto Drums** (craviottodrums.com)

Snark Super Tight Tunes Up

From the Snark range of designs, the Snark ST-8HZ Super Tight Chromatic All-Instrument Tuner continues to be one of the world's best selling clip-on tuners.

Headstock tuners came to popularity in the mid-'90s, with Snark jumping into the market with tuners designed for any instrument with a headstock, whether it's electric, acoustic, classical, bass, banjo, mandolin, ukulele, violin or upright bass.

The Snark ST-8HZ Super Tight Chromatic All-Instrument Tuner continues that tradition with high-speed

chip technology that immediately recognizes separate notes and strings with accuracy. The ST-8HZ offers two Super Tight tuning modes.

Musicians can use the conventional fast-response auto note display with stable and accurate graduation or engage the Hertz Tuning button for pinpoint, precision accuracy within the tuner's Hz frequency scale, calibrated between 415 to 466 Hz.

The ball-joint housing of the high-resolution LCD screen allows a full 360-degree rotation.

🛒 **Snark** (snark.com)



Hal Leonard Releases Berklee Books

Berklee Press has introduced a collection of top new instructional book releases aimed at the modern musician: *Creative Strategies in Film Scoring*, *Creating Commercial Music*, *Jazz Guitar Improvisation Strategies*, and *Triads for the Improvising Guitarist*.

Creative Strategies in Film Scoring presents a framework of creative decision-making to produce the best music for film, TV and other mediums. *Creating Commercial Music* aims to educate musicians on creating commercial music for a given marketplace. *Jazz Guitar Improvisation Studies* provides aspiring jazz guitarists with the



groundwork to immerse themselves in the language of jazz improvisation. *Triads for the Improvising Guitarist* teaches guitarists how to understand the basis of all harmony: triads.

🛒 **Hal Leonard** (halleonard.com)

IK Multimedia Accessorizes

IK Multimedia has entered the professional guitar accessories market with two new products featuring the company's patented Z-Tone variable-impedance, advanced tone-shaping circuit derived from its range of Axe high-end guitar interfaces.

Z-Tone Buffer/Boost is a guitar/bass pre-amp pedal adding Z-Tone tone shaping to any player's live rig. A buffered signal preserves instruments' tone when using pedalboards or long cable runs, a boost control provides added volume and drive, and both balanced and unbalanced outputs offer added flexibility.

Z-Tone DI is a studio-quality active DI

box that lets users add Z-Tone tone-shaping to line-level sources like mixers and interfaces. It features a -20 dB pad for an extended operating range, adjustable input and output gain, balanced and unbalanced outputs, and a link-out signal-splitter to send a copy of the original signal to amps and pedals.

Both products also feature an active/passive pickup selector. They are housed in a sturdy metal chassis for extreme reliability and durability, and are designed and manufactured in Italy in IK Multimedia's own state-of-the-art facilities.

IK Multimedia (ikmultimedia.com)



Jensen Adds C12K-2 Speaker

Jensen Musical Instrument Speakers has introduced the C12K-2, a 100-watt, 12-inch ceramic speaker that provides a modern British voice in a vintage American package.

The high-powered speaker features a low-end punch with a warm, rich mid-range and smooth, articulate highs.

Not only is the C12K-2 capable of handling high levels of overdrive and distortion, but it's also capable of achieving clarity and detailed response with those sounds.

Jensen Speakers (jensentone.com)

Maloney Covers Cellos

Maloney StageGear has introduced the Cello Cover.

Like other covers in the line, the Cello Cover is reversible from silver to black. Musicians can use the silver heat-reflective side when outdoors to block the sun's heat and UV rays. They can use the black side indoors to keep gear dust-free or obscured and inconspicuous when positioned on stage while other ensembles are performing.

The Cello Cover includes an attached pocket to keep a bow nearby and protected. The cover is made from durable polyester with an acrylic coating, has reinforced edges and is water-repellant. At 49 inches in height and 29 inches in width at bottom, the cover will fit most standard-size cellos. The bow pocket measures 30 by 2 inches and has a velcro flap closure.

Maloney StageGear (maloneystagegearcovers.com)

VHT Gives Clean Boost

Handwired on a vintage-style eyelet board, the VHT D-Boost FET clean boost pedal replicates the FET input circuitry found in the most coveted boutique-style amplifiers.

It's a true clean boost pedal, with enough clean boost to significantly overdrive your amp. It can also enhance detail, clarity and harmonic complexity at more moderate level settings.

The D-Boost can be powered by an internal 9-volt battery or external 9-volt power supply.

VHT (vhtamp.com)



AUSTRIAN AUDIO

OC818 MICROPHONE

**BRAND NEW
HIGHLY ACCLAIMED
OC818 LARGE CONDENSER
MICROPHONE**

<https://austrian.audio>

MAKING PASSION HEARD



SOS EDITORS' PICK
GEAR OF THE YEAR 2019

L-Acoustics Updates Kara

L-Acoustics has announced the Kara II modular line source, with the addition of Panflex, giving Kara four-in-one directivity. One box handily covers any audience geometry.

Kara II morphs to fit any design, offering consistent coverage and SPL distribution with precise focus in four different directivity patterns: 70- or 110-degrees symmetrical and 90-degrees asymmetrical, steering to either the left or right. In its 70-degree configuration, Kara II packs a full 2 dB more than in 110 degrees.

"Kara has been a perpetual best seller for a reason," said Christophe Combet, director of sound system design and R&D at L-Acoustics. "Its lightweight, diminutive form factor and strong, consistent SPL distribution make it the perfect tool for a plethora of events or permanent installs."

🛒 **L-Acoustics** (l-acoustics.com)



Pearl Honors 20 Years of Philharmonic Snare

Pearl launched the Philharmonic series of concert snare drums 20 years ago. During the development of the Philharmonic series, Tom Freer, Pearl performing artist and percussionist with the Cleveland Orchestra, was a guiding force behind the musicality and practicality of the SR500 Triad Silent Strainer design. In recognition of Freer's continuing contributions to the concert snare drum line, Pearl is commemorating the Philharmonic series' 20th anniversary with the release of the Tom Freer Limited Edition 5-millimeter cast bronze snare drum.


The thick cast bronze shell is plated in black nickel and hand engraved with a vintage floral pattern design and includes Freer's signature around the badge. A newly refined and enhanced SR505 Triad




Silent Strainer redefines convenience with more precise fittings and operation, including a quick release assembly plate that maintains snare adjustment positions while making head changes.

Contemporary gold-plated STL lugs are an update to the traditional tube lug and offer true swivel nut performance for effortless head seating and tuning. Gold-plated die-cast hoops and stainless steel tension rods round out the features.

🛒 **Pearl** (pearldrums.com)






A CELEBRATION OF SOUND

HDM 45-A

Active Two Way Speaker



FIRPHASE Technology

One of the most powerful speakers in its category, the HDM 45-A provides a clear, accurate sound. Made of lightweight and durable composite material, it boasts a thunderous 2,200W two-channel amplifier with RCF Precision Transducers. The HDM 45-A offers working DJs and musicians professional sound designed for maximum performance and reliability.

Hear it at NAMM. Learn more at RCF-USA.com. Follow us at [#RCFUSA](https://twitter.com/RCFUSA)

BOOTH 18110
ACC North, Level 2

DEMO LOUNGE 203B
Hear Our Newest Audio Technology

ANAHEIM ARENA
Loudspeaker System Showcase

New from JodyJazz

HR* CUSTOM DARK

The new JodyJazz HR* CUSTOM DARK series offers a beautiful, warm, dark, traditional, vintage-sounding mouthpiece. Made from our exclusive Chedeville Hard Rubber.



JodyJazz
HR* CUSTOM DARK Tenor



See us at NAMM
Booth #8727

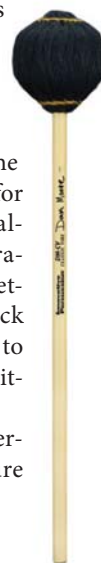
IP Mallet Summons Classic Vibes

Innovative Percussion has introduced the DM-CV vibe mallet, designed to harken back to the origins of the jazz vibraphone mallet.

With its short rattan shaft, the classic vibe mallet allows for a palm-dampening, two-mallet technique with a classic vibraphone sound. The large synthetic core wrapped in a blended black yarn activates the bar, helping to achieve that classic sound with little effort.

This mallet expands the offerings in the Dan Moore signature line of products.

🛒 **Innovative Percussion** (innovativepercussion.com)



Old Blood Noise Offers Blackcap

Old Blood Noise Endeavors is offering a harmonic take on its Whitecap dual asynchronous tremolo pedal. The Blackcap retains the analog tremolo side of the original and takes the highly functional digital tap side into the realm of harmonic tremolo.

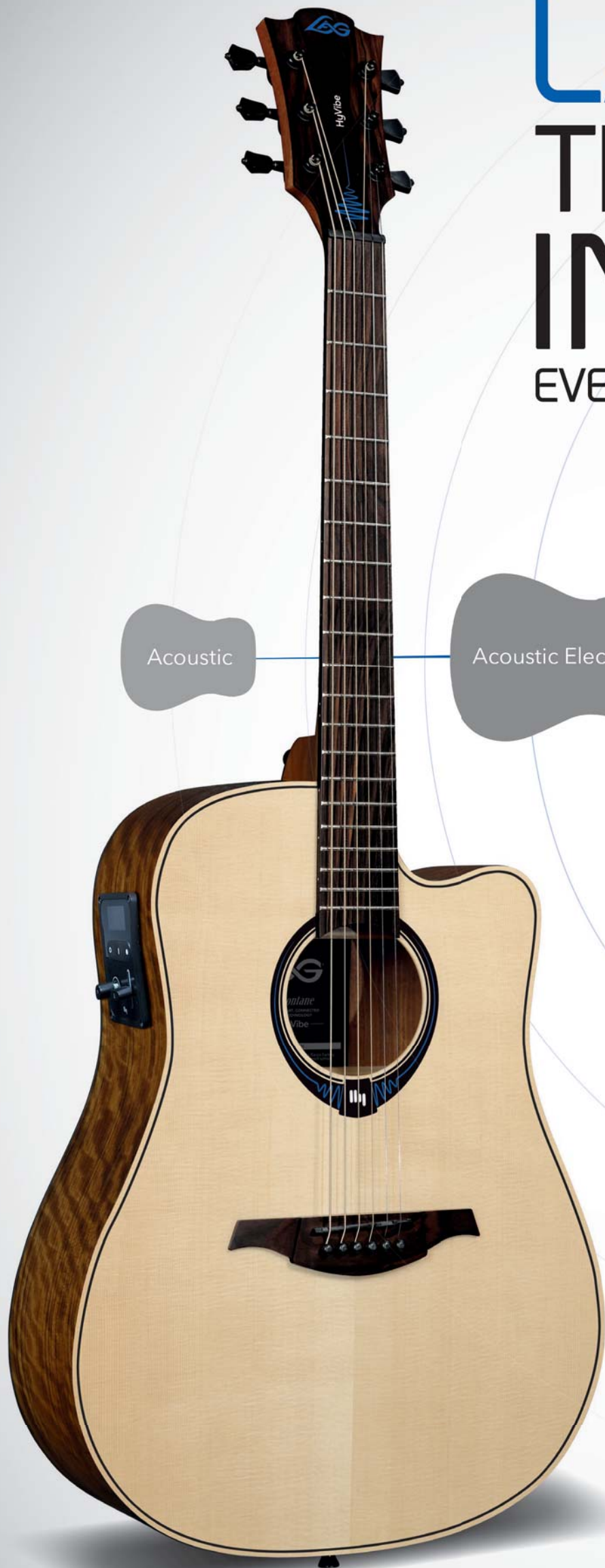
The Blackcap can turn volume up and down, but it also can crossfade between highs and lows. Mixed in parallel or series with the amplitude modulating tremolo, it's a new aural experience. Other features of the Blackcap include a volume boost, a harmonic digital tremolo, tap tempo and five selectable waveforms.

🛒 **Old Blood Noise Endeavors** (oldbloodnoise.com)

LÂG/HYVIBE

THE GREATEST INVENTION

EVER SEEN ON AN ACOUSTIC GUITAR



Acoustic

Acoustic Electric

Smart Guitar



A looper recorder



Multi-effects processor



A bluetooth speaker



A mobile application



Tuner, EQ, metronome, USB



A standard jack output



High quality lutherie

www.lagguitars.com

LAG
Smart Guitar powered by

HyVibe

VISIT US: HALL C / BOOTH 6810

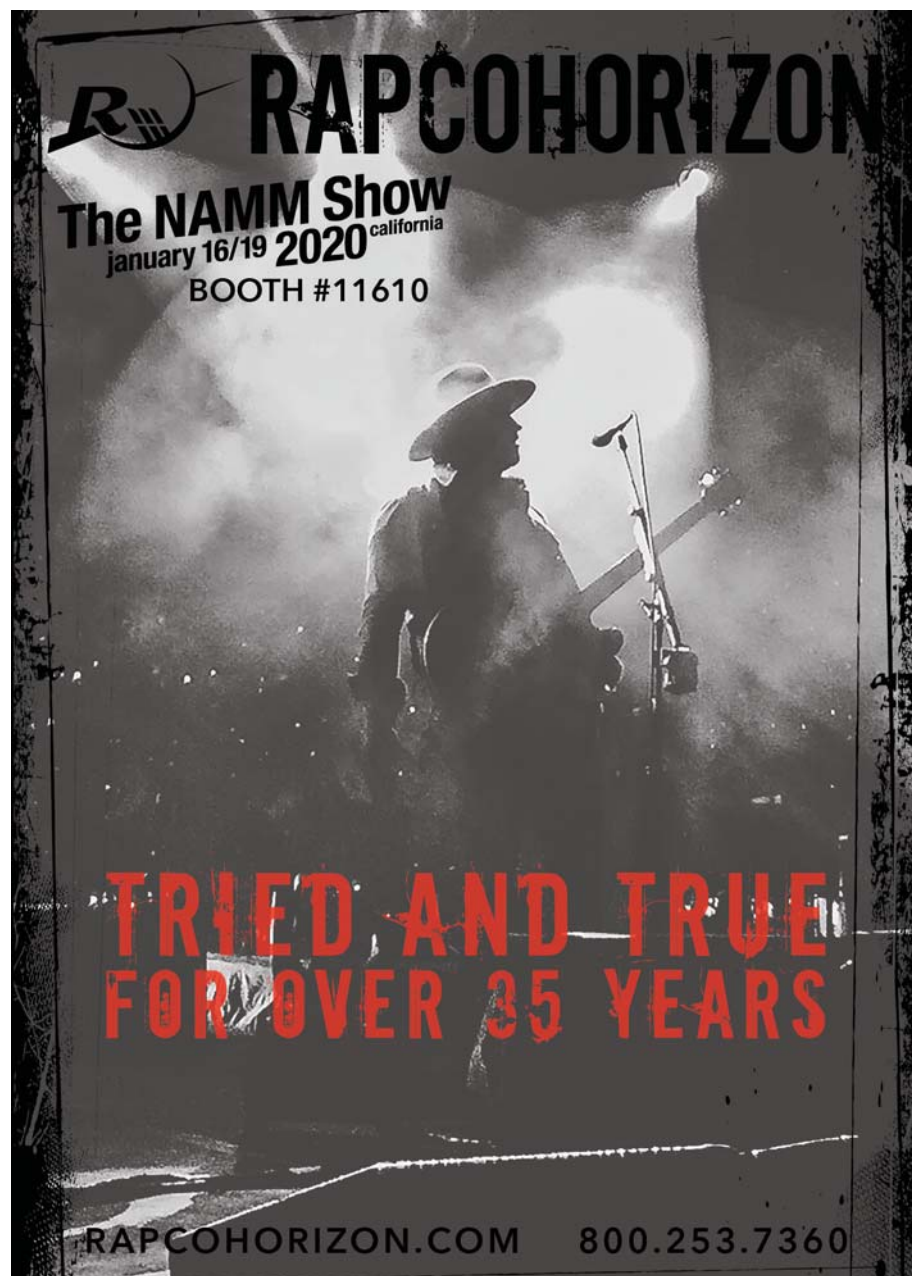
DESTINATION TONE



POD[®] GO

LINE 6[®]

© 2020 Yamaha Guitar Group, Inc.
Line 6, the Line 6 logo, and POD are trademarks or registered trademarks of Yamaha Guitar Group, Inc. in the U.S. and/or other jurisdictions.



RAPCOHORIZON

The NAMM Show
January 16/19 2020 ^{california}
BOOTH #11610

**TRIED AND TRUE
FOR OVER 35 YEARS**

RAPCOHORIZON.COM 800.253.7360

Auralex Acoustics Makes Updates

Auralex Acoustics has an updated version of its MetroFusor, an acoustic diffusion device that easily can be wall-mounted with the Auralex EZ-Stick Pro peel-and-stick tabs or Tubetak Pro liquid adhesive. The updated MetroFusor includes a more durable finish and is available in 2-foot-by-2-foot panels.

Diffusion scatters sound evenly so that harsh reflections are minimized without reducing the amount of acoustical energy in the room. Adding diffusion to a room will con-

trol sound energy without making the room sound too dry or dead.

MetroFusors introduce surfaces of varying, scientifically designed shapes, sizes and angles, evenly spreading the sound in three dimensions.

They are an excellent tool to take acoustical control of a room without removing the acoustical character that the room exhibits. Also, Auralex expects to release a new version of its Q'Fusor in the second quarter of 2020.

 **Auralex Acoustics** (auralex.com)




Ernie Ball Straps Get New Designs

Ernie Ball has announced the newest editions to its Classic Jacquard strap line. The Polypro guitar strap is now available in 15 new Jacquard designs featuring embroidered leather ends with durable yet comfortable polypropylene webbing.

Designs include Tangerine Nightmist, Taos Fire Red, Midnight Blizzard, Pink Paisley, Redbird Rising, Winter Rose, Blackjack Red, Olive Canvas, Albuquerque




Blue, Peace Love Dove, Alpine Meadow, Premier Paisley, Kaleidoscope Pink and Kaleidoscope Blue. The strap length measures 41 to 72 inches.

 **Ernie Ball** (ernieball.com)

Celestion Displays Ruby

Celestion will show the Celestion Ruby as the newest in its line of alnico magnet guitar speakers. Bringing the Celestion alnico vibe with its dampened attack, the Ruby features a richly musical vintage warmth, with mellow highs and a smooth, sophisticated midrange.

Celestion's latest alnico magnet guitar speaker has been purpose-built to create smooth, warm vintage tones. The Ruby is ideal for use with mid-powered amps.

 **Celestion** (celestion.com)



Morley Adds to 20/20 Pedals

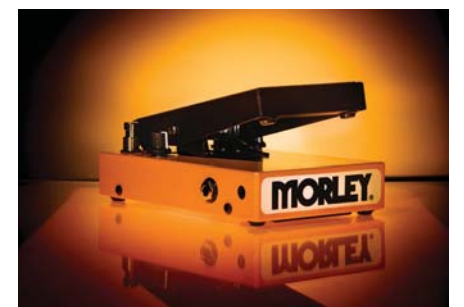
Morley, maker of wah, volume and switching devices, has added four new pedals to the 20/20 lineup. In total, the new line will include 10 pedals. Three were released in August: Bad Horsie, Power Wah and Power Wah Volume. Debuting now are Wah Boost, Wah Lock, Lead Wah and Volume Plus pedals.

All 20/20 Wah pedals include a new buffer that protects, improves and delivers tone. Users won't experience volume loss due to what's in their chain or from long cables. Standalone buffer pedals can cost \$75 or more, but is included in every Morley wah.

All 20/20 pedals now feature a lifetime warranty that follows the pedal, not the owner.

Each 20/20 pedal also is now pedal-board-friendly at just 6.85 by 4.5 by 2.75 inches. This new size is now Morley's regular pedal size, but they will have the same throw, sweep and feel as classic Morleys.

Additionally, all 20/20 Wah pedals include Morley's switchless activation. Simply step on to engage and step off to



bypass. Handy LEDs show what's on or off. All 20/20 pedals will include Morley's optical circuitry, which is intended to be durable and not wear down or get scratchy over time. Optical Wah pedals are once again available in Europe, as well as worldwide.

All 20/20 pedals have glow-in-the-dark details. The Pedal Glow makes sure you know exactly where your pedal is located on any stage. All 20/20 pedals that use switches are silent switching to prevent a pop coming from your amp.

 **Morley** (morleyproducts.com)



CELEBRATING
8 YEARS

THE 2020 **SHE** ROCKS AWARDS

JANUARY 17, 2020
HOUSE OF BLUES ANAHEIM

GLORIA GAYNOR
LZZY HALE
TAL WILKENFELD
LINDA PERRY
SUZI QUATRO
BEATIE WOLFE

SUZANNE D'ADDARIO BROUDER
EBONIE SMITH · MYRNA SISLEN
TARA LOW · JUDY SCHAEFER

OPENING: D_DRIVE

**HOSTS: MINDI ABAR &
LYNDSEY PARKER**

WITH JENNA PAONE

DIVINITY ROXX · KAT DYSON

DRIN ELLIOT · QUEEN CORA COLEMAN

CELEBRATING WOMEN IN MUSIC

PLUS: PERFORMANCES • GUEST PRESENTERS

SILENT AUCTION • RED CARPET • DINNER

GIFT BAGS • SURPRISES & MORE

YES, MEN ARE WELCOME, TOO!

NAMM BADGE NOT REQUIRED

GET TICKETS: SHEROCKSAWARDS.COM

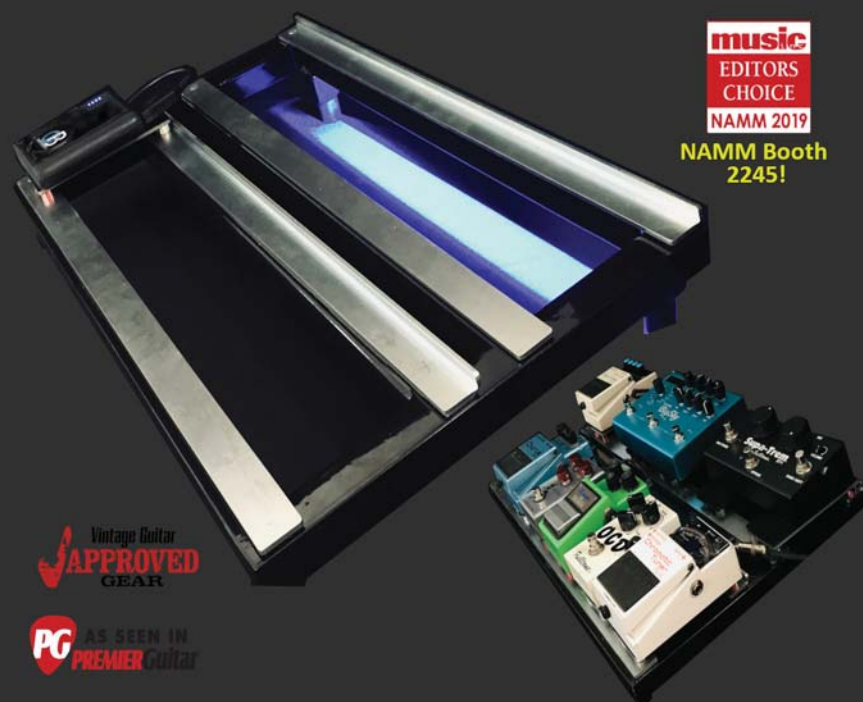
PHOTO OF LZZY HALE BY JUDY WON



THANKS TO OUR SPONSORS



EARTHBOARD IS THE DAISYCHAIN. REALLY.



The EARTHBOARD Pedalboard System is 100% battery powered, or is powered by the Power Station (3000 mA) adapter.* You decide. We are all about **portability and flexibility**. Each effects pedal is secured to rails magnetically with **Gravity Boots**. There are two models, a single or double row system. Seeing is believing - **Come see us at NAMM booth 2245!**



earthboardmusic.com

magnetic and battery powered pedalboard system



YouTube

website

*combined with our Backup Boot accessory

Rare Earth Music LLC Nashville TN

Mackie Unveils Additions to MC Series Headphones

Mackie has expanded its MC series headphone line with the new MC-350 and MC-450 professional headphones.

Both models offer full-range 20 Hz to 20 kHz frequency response, boast Mackie's classic rugged design and feature premium, real leather adjustable headbands and conforming ear pads to provide an ergonomic fit for hours of comfort.

Like Mackie's established MC-150 and MC-250, the new MC-350 headphones feature a closed-back design for superior sound isolation, making them a great choice for mixing, studio recording, focused critical listening and personal listening when you want to avoid back-



ground noise and leakage. The MC-350's precision-tuned enclosure delivers accurate bass, enhanced high frequency detail and a wide soundstage.

Their 50-millimeter transducers provide plenty of low end. Impedance is rated at 32 ohms and sensitivity at 97 dB.

MC-450 headphones employ an open-back design for an even wider, deeper soundstage, reduced ear fatigue, high headroom, smooth midrange and exceptional detail and clarity. They're a great choice for audiophiles who want natural sound and for those who are mixing in a quiet environment.

Mackie (mackie.com)



Jackson Expands Pro Series Line

Jackson has expanded the Pro series line with new models, including the Pro Dinky DK Modern Ash, as well as new finishes for Pro series and X series models.

The versatile Pro DK Modern Ash HT6 and HT7 feature a fixed bridge with a Graph Tech Tusq XL nut and Gotoh locking tuners, while the Pro DK Modern Ash FR6 and FR7 offer a Floyd Rose 1000 series double-locking bridge system with Gotoh tuners.

The Jackson Pro Soloist SL3M comes in a nostalgic '80s throwback Rainbow Crackle finish with a matching pointed six-in-line headstock and black hardware. The Pro SL3M's other features include a resonant basswood body, through-body maple neck with scarf joint and graphite-reinforcement rods, 12-to-16-inch compound radi-

us bound maple fingerboard with 24 jumbo frets and black piranha tooth inlays.

Melding modern materials and construction with molten metal style, the Jackson X series Soloist SL3X DX Crackle features explosive Gold Crackle and Silver Crackle finishes. A contoured basswood body and neck-through-body construction ensure ergonomic comfort during long sets, along with monstrous sustain and smooth playing all the way up to the 24th jumbo fret. The X series Soloist SLX DX Swirl models offer agile playability and purebred Jackson DNA with a budget-friendly price. The newly added SLX DX in Satin Red Swirl and Satin White Swirl feature black ink-like swirls through the red and white finishes.

Jackson (jacksonguitars.com)

Elk OS Is Open for All

Elk Audio Operating System is the audio operating system from Elk (formerly known as Mind Music Labs) that lets users run existing VST and other plug-in formats on hardware instruments and audio devices in real-time with ultra-low latency.

In the upcoming weeks, a beta version of the Elk Audio OS will be made available under a dual licensing model (open-source and commercial), but currently, the Elk Audio OS SDK and documentation are available and free for anyone to start using. Also available online at elk.audio is an Elk Audio OS Development Kit for Raspberry Pi that includes a custom Elk Pi Audio Hat. The Elk Pi Hat alone is one of the most advanced pro Audio Hats in the market with down to 1-millisecond latency, multichannel and support for Raspberry 4 coming soon.

Elk Audio OS is officially endorsed by Steinberg, owners of the VST format, is supported in the VST3 SDK and is fully com-

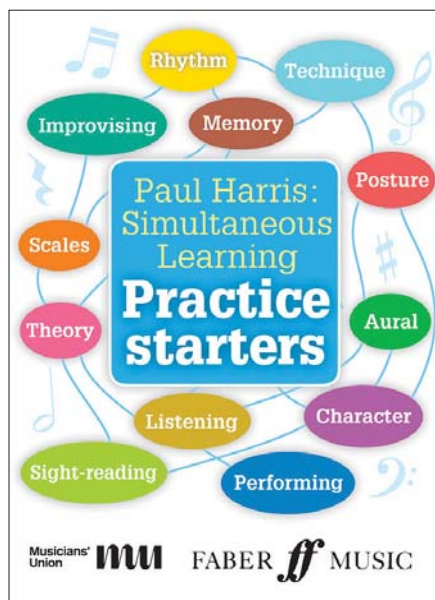


patible with plug-ins written in Juice, making Elk an ideal solution for companies and makers interested in developing new digital hardware instruments.

"When working with Elk Audio OS on the Retrologue, we immediately recognized something that could be a game changer," said Steinberg's Florian Haack. "[It] opens up new possibilities and new ways of working."

Elk Audio (elk.audio)

www.craviottodrums.com



Alfred Music, Faber Launch Learning Cards

Alfred Music, along with Faber Music, has released *Paul Harris: Simultaneous Learning Practice Starters*.

These learning cards are a fun, imaginative way to kick-start music practice sessions and lessons. Simply pull out a card, follow the instructions and start making music. The cards connect and develop all areas of musical learning, including scales, aural skills, theory, listening, performing and more.

Each pack includes 52 cards.

🛒 Alfred (alfred.com)

TRX Handcrafts Drumline Cymbals

TRX has introduced the Drumline series marching cymbals, representing a new direction for the custom cymbal company. Available in 18-, 20- and 22-inch pairs, Drumline series cymbals feature a bright, powerful sound along with TRX's proprietary Diamond finish for a striking visual presentation. TRX Drumline cymbals are the only cymbals developed for use by DCI, WGI, HBCU and other drumlines that are



designed and handcrafted by authentic Turkish cymbal masters.

🛒 TRX (trxcymbals.com)



Schecter Delivers Banshee GT

Schecter Guitar Research has introduced the Banshee GT series. The reimagined Banshee shape features a mahogany body combined with a flamed maple full-radius top and is decorated with a GT racing stripe. It's hot-rodged with a set of EMG 81/60 active pickups, master volume, three-way pickup lever and master tone controls.

The Banshee GT is armed with a Floyd Rose Special Hot Rod bridge that features stainless steel appointments, push-in trem-

olo arm, brass tremolo block, brass spring claw and Floyd Rose noiseless springs.

Featuring a three-piece maple, ultra-thin neck, carbon fiber reinforcement rods, 25.5-inch scale, 24 extra-jumbo frets and a 14-inch fretboard radius, the Banshee GT is the ultimate riffing machine.

The Banshee GT is available in Satin Charcoal Burst, Satin Trans Blue, Satin Trans Red and Satin Trans Purple.

🛒 Schecter Guitar Research (schecterguitars.com)

Peavey Sponsors Speakeasy

Peavey Electronics is the debut sponsor of the first-ever NAMM Vista Program Speakeasy at The 2020 NAMM Show. Catering to members of NAMM NVP, the NAMM NVP Speakeasy will set up shop within the Hilton Anaheim, adjacent to the Anaheim Convention Center. The exclusive space is open at designated times on Friday, providing a unique opportunity for the world's top buyers to network and enjoy the retro vibe.

For Peavey, sponsoring a speakeasy is a welcome change of pace. The engaging yet laid-back atmosphere allows for meaningful connections among some of The NAMM Show's most influential supporters.

The NAMM NVP Speakeasy will open exclusively to NVP buyers during happy hour on Friday from 5 to 7 p.m. During this time, only NVP buyers with the exclusive password will gain access to the speakeasy, where snacks and drinks will be served.

From 7 to 10 p.m., the speakeasy will be open to NAMM Show attendees who will still need to provide a password and will be able to purchase drinks.

Overall, the NAMM NVP Speakeasy will be an intimate venue for NVP buyers, and unlike some speakeasies, photos will be encouraged. Peavey will set up a swag table and announce a hashtag.

📄 Peavey (peavey.com)

TOUCH•FEEL•PLAY

THE EVOLUTION IN TUNING

NAMM #3520

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

NICOLE ROW
BASSIST FOR PANIC! AT THE DISCO

RAT:O
SYNCHRONIZED TUNING TECHNOLOGY FOR BASS

**UNPARALLELED
TUNING PERFORMANCE
FOR BASS**

Amazingly Intuitive, Precise Tuning
4, 5 and 6 String



US Patent 8,859,868

graph tech
GUITAR LABS
The World's Nut & Saddle Experts



www.graphtech.com info@graphtech.com



Cort Designs Acoustic-Electric

Cort Guitars' Cut Craft implements cutting-edge acoustic design concepts with traditional materials and old-world master craftsmanship for an acoustic-electric guitar that defies categorization. With the Cut Craft, fingerstyle players will benefit from an acoustic-electric that's specially designed and crafted for maximum performance.

One of the guitar's standout features is the 25-to-25½-inch multiscale length, which conforms to the movement of the

hand up and down the neck. The player's wrists and fingers naturally follow the layout of the frets from the low to the high register of the fingerboard. Unlike a traditional cutaway, the Cut Craft's cutaway bevel and body bevel are meticulously laid out to not only provide comfort for the player's picking arm but also to retain the acoustic properties of the body.

MSRP: \$2,149.99.

🛒 Cort Guitars (cortguitars.com)

Focusrite Expands Pro Team

As part of its long-term strategic business plan, Focusrite has announced several new appointments to its sales force representing its pro division, which includes the RedNet range of Dante-networked audio converters and interfaces, Red interfaces and ISA mic pre-amps.

The new hires include Dave Rieley as U.S. and Canada sales manager, Peter Tilley as Western U.S. sales manager, Michael York as Central EMEA sales manager and Anthony Wilkins as EMEA sales manager.

Rieley will be responsible for managing Focusrite Pro business throughout the U.S. and Canada. He joined Focusrite Pro a year ago as the Western region sales manager and is already making positive changes to



From left, Focusrite's Anthony Wilkins, Dave Rieley, Peter Tilley and Michael York

U.S. channel programs.

Prior to joining Focusrite two-and-a-half years ago, Tilley spent several years in sales at Guitar Center, tasked with both selling and providing sales training.

York recently joined Focusrite from Avid in the U.K. and is excited to serve the brand in the Central Europe territory, including Germany, France and Benelux.

Wilkins joins the Focusrite Pro team from Aspen Media, distributor of audio and control products for broadcast, live, post-production and recording companies.

📄 Focusrite Pro (pro.focusrite.com)

Breedlove
Sound Better. Play Better. Play More.

The Organic Collection

*Sustainably Harvested
All Solid Woods for
Superior Sound.*

*Torrefied European Spruce
Tops for Aged Sound,
& Durability.*

*Natural-Sound Electronics
with Sound Hole Controls.*

*Revolutionary value.
Starting at \$499.*

PRESERVING THE WORLD'S FORESTS NEVER SOUNDED BETTER.

Experience the Organic Collection at Winter NAMM Booth #2503
Learn more at Breedloveguitars.com | 877.800.4848

Chedeville
Life Without Limits

Introducing the New
Chedeville and
Kaspar Barrels
for Clarinet

Chedeville.com

SEE US AT NAMM
BOOTH #8727

**Toca Expands
Freestyle II**

Toca has expanded its range of light-weight, low-maintenance Freestyle II percussion instruments to include new tomtoms, doumbeks and bongos. All three are ideal for young players, elementary classrooms and curious beginners.

Freestyle II drums feature PVC shells that are easy to clean and tough enough to withstand the most dynamic playing. A protective rubber bumper hugs the bottom edge of each drum, cushioning the shell.

🛒 RBI Music (rbimusic.com)

On-Stage Announces AS800

On-Stage has unveiled its AS800 FET condenser microphone. Ideal for both home recording setups as well as commercial studios, the AS800 captures everything from soft vocal whispers to thundering kick drums with detailed clarity.

With an attractive price point, the AS800 makes a perfect audio recording companion for both beginner and professional podcasters on a budget.

🛒 On-Stage (on-stage.com)



Key Leaves Dries Pads

When spit happens, woodwind pads can become a noisy, sticky mess. The new Spit Sponge pad dryers from Key Leaves remove the moisture left on pads and tone holes that swabs miss, extending pad life and keeping instruments clean and corrosion-free.

Spit Sponge is a unique dual-texture pad dryer with an ultra-absorbent top to clean delicate pads, while the bottom has micro-texture grooves to trap and remove gunk that grows on tone holes.

The universal Woodwind Size Spit Sponge can clean a flute, clarinet, oboe or bassoon. The Saxophone Size Spit Sponge



has an easy-fit shape to care for large sax pads and hard-to-reach places like the G-sharp tonehole or between key guards.

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

Lee Oskar Gets in Tune, Adds Hawaiian Tremolo

Complete with 13 chromatic tones, the Lee Oskar Harmonicas Pitch Pipe is useful for singers and choirs, as well as for tuning guitar, ukulele, violin and other types of instruments. The pitch pipe is designed to either be held in your mouth hands-free, so that your instrument can be adjusted with both hands, or held by both hands.

Lee Oskar Harmonicas has also intro-

duced its much-anticipated Hawaiian Harmonica, a 21-hole tremolo that is made with the same exacting standards and superior craftsmanship as all of the instruments in the Lee Oskar Harmonicas system.

The Hawaiian-style tremolo creates a rich and soothing sound that expresses the natural beauty of the Hawaiian Islands.

🛒 [Lee Oskar Harmonicas \(leeoskar.com\)](http://leeoskar.com)



HK Audio Unveils Linear 7

HK Audio is showcasing its Linear 7 family lineup for the first time in North America.

Linear 7 is the latest, most advanced range in HK Audio's German-made Linear series, which also includes Linear 3 and Linear 5.

The five speaker models that make up the Linear 7 launch portfolio — including four mid/high units and one subwoofer — feature the most powerful and functional feature sets of any Linear product to date.

🛒 [HK Audio \(hkaudio.com\)](http://hkaudio.com)



Godin Announces Session HT

Godin Guitars has launched the Session HT guitar as part of its high-quality, solid-body lineup.

With a hardtail bridge for increased sustain and tuning stability, an optimized finish for enhanced tonal deflection and a H-S-S pickup configuration, the Session HT is made to take users to new levels of

creativity and expression. This model also comes with a silver leaf body, maple neck and Indian laurel fretboard and is available in three finish options: Matte Black, Trans Cream and Bourbon Burst.

The Session HT guitar is assembled in the U.S. from parts handcrafted in Canada.

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



**Switchcraft®
Pro Audio**



NEW!! 4-OUTPUT Dante® BOX SD104QA

- 4 Analog Balanced XLR Outputs
- Runs on POE or 48V DC Power Supply
- Rugged and Lightweight Chassis
- Professional Sound Quality with 7 dBu Output Level
- Made in Chicago



Visit Switchcraft at Booth 10829 in Hall A
www.switchcraft.com

Consistently Excellent since 1946

SEE US ON STAND 4802, HALL D



GUEST APPEARANCES
DOUG WIMBISH - FRIDAY 17 JANUARY - 3.00PM
JAMES LOMENZO - SATURDAY 18 JANUARY - 1.00PM
BILLY SHEEHAN - SATURDAY 18 JANUARY - 1.00PM

19⁵⁸ PLAYED BY THE BEST FOR OVER 60 YEARS 20²⁰
 ELECTRIC ACOUSTIC BASS

ROTO SOUND
 ROTOSOUND.COM
 f t i

Road Hog
TOURING CABLES
ALWAYS ON TOUR WITH

Buckcherry

MEET & GREET @
The NAMM Show
 january 16/19 2020 ^{california}
BOOTH #11610



Palmer Adds 2

The Adam Hall Group has announced the Palmer Monicon XL studio monitor controller.

The Monicon XL is the flagship of the Palmer Monicon series and represents the new Palmer design language that will shape the brand's overall appearance in the future.

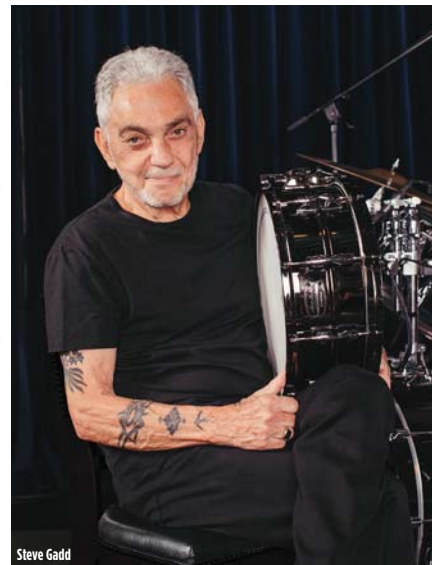
Equipped with many professional functions, the Monicon XL is the tool of choice for a perfect mix in both professional studio environments and home studios. The clearly structured control interface and innovative console design is divided into two levels, facilitating flexible table positioning and



comfortable work.

The Adam Hall Group has also announced the availability of the active 5-inch studio monitor Studimon, featuring a ferrite custom subwoofer.

 **Palmer** (palmer-germany.com)



Steve Gadd

Yamaha, Gadd Team on Snare

Yamaha has launched its Steve Gadd Signature Snare Drum, commemorating a relationship of more than 40 years with renowned artist Steve Gadd. During the past couple of decades, Gadd has worked with the Yamaha research and development team to improve and maintain the quality of the company's drum series, most notably the revamping of the Recording Custom drum set.

 **Yamaha** (usa.yamaha.com)

Evans Upgrades to UV2


Evans Drumheads first introduced its UV-cured coating in 2016 with the release of UV1. After its success, Evans has met the demand for a two-ply head with the same coating treatment, and so UV2 was born. UV2 creates a deep, punchy, articulate tone with lots of attack. Between the coating and the reinforced film, this will be one of the most durable heads available. The UV2 is exceptional at medi-



um-to-high-volume situations.

"I love them," said Larnell Lewis, drummer of Snarky Puppy. "My engineer loves them. [They are] easy to tune up, and [provide an] interesting contrast between these and the other Evans heads I use."

The UV-cured technology can also be found in a range of Bass Batter heads, as well as the 14-inch Hydraulic Coated Snare heads in red, black and blue.

 **D'Addario** (daddario.com)


ADJ Offers Variable Zoom

ADJ has expanded its range of professional moving head luminaires with the launch of its Vizi Wash Z37. This high output LED-powered wash fixture is a versatile lighting tool designed for professional touring and one-off event production, as well as permanent installation in large nightclubs, concert venues and houses of worship.

The Vizi Wash Z37 features variable motorized zoom, allowing for a beam angle of between 10 and 60 degrees. This wide zoom range means that the same fixture can be used to saturate large areas of a stage or crowd with vibrant color washes. The fixture can also be used to create strikingly sharp mid-air beams, with the ability to



add further impact using the unit's variable speed strobe and pulse effects.

 **ADJ** (adj.com)



The Value of Membership

Joining NAMM is more than just a membership. It's a community that helps you grow your business year-round. The benefits you receive when you join NAMM include:



NAMM Trade Shows

Staying Ahead of the Curve

Discover the latest products, explore industry-best education, network with peers and partners, and experience exciting entertainment in both Anaheim and Nashville.



The NAMM Community

It's Where You Belong

Participate in community opportunities, including Make Music Day, the NAMM Fly-In and NAMM Young Professionals, as well as share ideas and best practices through a variety of NAMM channels.



Education

Big Ideas, New Inspiration

Explore recordings of educational sessions on NAMM U Online as well as newsletters, helpful articles and videos year-round to help you grow your business.



Advocacy

Impacting the Next Generation

NAMM's advocacy efforts include annual events and year-round promotion to speak out on behalf of music education. NAMM's reach also extends around the world with international support of music research and programs.



Endorsed Service Providers

Save Time and Money

With NAMM's group buying power, members have access to discounts on shipping, consumer financing, insurance and more!

Stop by the NAMM Member Center in Lobby A/B to learn more and enter to win a free year of membership for 2020. One membership will be given away daily! One entry per day, per company.



NO PURCHASE NECESSARY. Void where prohibited. For prize details and official rules, visit namm.org/membershipsweepstakes

MARKETPLACE

CROSSROCK
A CASE FOR THE MANY

info@crossrockcase.com
www.crossrockcase.com

**LIGHT AS AIR,
STRONG AS STEEL**

THE AIR CARBON™
ACOUSTIC GUITAR CASE

Winter NAMM 2020 — Booth 5622

Available Models: Classical · Dreadnought · Acoustic-OM · Banjo




Introducing ISP's ULTIMATE NOISE REDUCTION SYSTEM
HUM EXTRACTOR + DECIMATOR

- HUM EXTRACTOR
ELIMINATES 60CYCLE HUM
- DECIMATOR
DOWNWARD EXPANDER
- DECIMATOR
DYNAMIC FILTER
- TOTAL TRANSPARENCY

KEEP YOUR PERFECT TONE
ELIMINATE ALL THE NOISE

PATENTS PENDING

www.isptechnologies.com



MADE IN U.S.A. **ISP Technologies**
Intelligent Signal Processing

For The Depth.
NEW! Lanikai Bass Ukuleles



LANIKAI
Real Ukuleles for Real Musicians.
LANIKAIUKULELES.COM

Visit Booth #7820

The New Classic.
A fresh look on our original electrics.

LaBella.com



LaBella
ELECTRIC
9/42
EXTRA LIGHT
9 11 16 24w 32 42
NICKEL ROUND WOUND
HRS-XL / 6 - STRING SET

E. & O. Mari Inc. / La Bella Strings. Wound with American wire. Made in the U.S.A.

UGM192
ultra mobile USB-C 192kHz
audio adapter for guitar
and microphone



meet us at booth **15102**

ESI

**THE 1st
PODCAST FOR
MUSICAL
INSTRUMENT
RETAIL**

*The Music
Retail Show*

Listen on
Apple Podcasts

Listen on
Google Podcasts

The Music Retail Show is proudly produced by MIRC, the nations largest wholesaler of USED guitars. If you need brand name inventory for your music store, go to www.mircweb.com to become a dealer today!

MIRC **THE MUSIC RETAIL SHOW**

FUSION SOFT™



**INEARZ™
SPORT**

NAMM BOOTH ISLAND #7636
info@INEARZ.COM

MOTORSPORT CUSTOM IN-EAR MONITORS

Soft silicone in ear monitor.
Low profile for extreme comfort.
Hard acrylic strain relief plate.
Bluetooth option available.
Detachable cable option.

**AQUARIAN™
DRUMHEADS**



**SUPER Practice
makes SUPER Perfect.**
Aquarian SUPER Practice solutions

BOOTH #7828 AQUARIANDRUMHEADS.COM

MARKETPLACE

"The Real Stand Out"
Cooperstand
 Pro Instrument Stands

NEW!! Pro-CB Cello/Bass Stand
 Hi-Strength 13 Layer Laminated Birch

US Patent #8.147.870

2020 Winter NAMM Hall E Space 2204

Folds Up Small!! Fits In Gig Bags!!

A Stand Worth Taking

Compact, Support!! For Larger Instruments!!

www.cooperstand.com

NAMM BEST SHOW 2010 NAMM BEST SHOW 2017 music EDITORS CHOICE Summer NAMM 2019



BEATER FIXER

14 TOOLS

DRUM MULTI-TOOL

GROOVETECH

888-909-8665 / GROOVETECHTOOLS.COM

BOOTH 1601



RETIRE THE MILK CRATE.

GET WRANGLER.

CABLEWRANGLER.COM

COME SEE US AT BOOTH 2446

NAMM BEST SHOW 2019

NAMM TEC 35th NOMINEE



ENKI
ENKIUSA.COM

Gary Holt
 Exodus/Slayer

REVOLUTIONARY

AMG-2 EXV



DV12-MKII
 12" POWERED LOUSPEAKER

BASSBOSS
 music made physical

Unbelievable output.
 Indescribable sound.
 Full range output to 45 Hz (+-3dB).

NAMM LOUSPEAKER SHOWCASE
 Anaheim Arena Booth A1

15 MINUTE DEMO-LITIONS
 Thurs. 10 AM | Fri. 5 PM | Sat. 12:40 PM

Pro Audio Showcase Demos
 11:00 AM | 2:00 PM | 5:20 PM Daily

WWW.BASSBOSS.COM/DV12



Apex Tube Matching
apextubematching.com

The perfect match. Everytime.

Horrible
 The worst
 Not even close
 Nope
 Ehh...
 Maybe
 Fair
 Alright
 It'll work
 Decent
 Pretty good
 Good
 The Perfect
 Satisfactory
 Adequate
 Okay
 Yikes
 No way
 Unacceptable
 Wrong



FLUID
 AUDIO

www.FLUIDAUDIO.com

FX50
 5" Coaxial
 studio monitor

NAMM 2020 / North Level 2 / Booth 17622



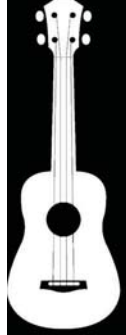

HUG
UKULELE
 From Hawaiian Ukulele & Guitar

Come visit HUG Ukulele at Booth 1410 Hall E


HUG Ukulele, where Quality meets Culture.

www.hugukulele.com hugukulele@gmail.com

Mango Collection

MARKETPLACE



Winkler Woods
MADE in HAWAII

Offering Hawaiian exotic woods such as koa, mango and Japanese tonewoods, as well as large quantities of old growth Sitka spruce wood recently discovered in a new area!

Booth # 2004
info@winklerwoods.com www.winklerwoods.com



Satisfy your hunger for a quality baritone with a cutaway and EQ.

The Ohana All Solid Marcy Marxer Model

Visit us at NAMM **HALL E - 2102**

Ohana
ukuleles
Quality. Playability. Value.

ohana-music.com
(562) 997-9080
info@ohana-music.com

BK-35CGE Long Beach, California



INEARZ AUDIO
WE CUSTOMIZE PERFECTION™
NAMM BOOTH ISLAND #7636
info@INEARZ.COM

ZEN™ PATENTED UNIVERSAL FIT IN-EAR MONITORS

The only monitor with fatigue reducing ADEL technology. Four driver version rivals sound quality of eight drivers due to the pneumatic relief provided by the ADEL membranes.



Prestige
GUITARS

NAMM BOOTH #3321

PRESTIGEGUITARS.COM

Finally, a small stand built like a TANK

STOP BY BOOTH 15521 TO SEE THE FIRST RELEASE OF THE 550 STAND SERIES



LATCH LAKE
mic King
Made In The USA

550 MINI ST

Stop scrambling around for your mutes. Get your Artist Model at a **new lower price!**

All New Artist Model

New materials, latching mechanism, lighter weight and proudly made in the USA!



THE MUTE CADDY

info@themutecaddy.com - 626-940-5770 - www.themutecaddy.com



BARI
Bari Woodwinds, Inc.

If you like playing a hard rubber mouthpiece you'll love playing a Bari Hard Rubber **Raptor!**

ron@bariwoodwind.com
dawn@bariwoodwind.com
www.bariwoodwind.com

Booth #9229

Available in Alto Sax and Tenor Sax



Make Money Renting School Band & Orchestra Instruments

Ask Us How at Booth 9924

vir
www.veritas-online.com



Gator Expands Transit Series with Keyboard Bags

Gator has expanded its Transit series of gig bags to accommodate keyboard musicians. The Transit series now features a line of high-quality gig bags that fit most 61-key keyboards.

Available in regular and slim sizes, the Transit keyboard bag is the keyboard musician's go-to for style and protection.

The Transit keyboard bag has the same quality requirements of all Transit series bags, including thick, foam padding throughout the interi-

or frame of the bag, as well as padded, adjustable hook-and-loop straps to hold keyboards in place during transport.

The keyboard bag includes stowaway backpack straps with a concealable zipper pocket to allow for easy carrying and organization without sacrificing style.

The Transit keyboard bag also has a large exterior accessory pocket, a removable shoulder strap and a fixed carry handle.

 **Gator** (gatorcases.com)



IK Multimedia Offers iCloud MTM in White

IK Multimedia has added a white color option for its iCloud MTM, a compact reference monitor designed for the modern professional and home studio.

iCloud MTM delivers accuracy, power and bass with 100-watt RMS power and a 40 Hz to 24 kHz frequency response for a firm, balanced and defined low end. IK's DSP expertise was leveraged to offer an ultra-flat frequency response and a truly linear phase response, a premier feature.

The symmetrical MTM (midrange-tweeter-midrange) design provides point-source performance for superior imaging, even at close distances, so users can cre-



ate mixes that will translate across multiple playback systems, with no ear fatigue. The design's controlled sound dispersion enhances the transparency and neutrality by minimizing the impact of room acoustics.

 **IK Multimedia** (ikmultimedia.com)

Rhythm Tech Debuts Djembe Featuring Switchable Snare

Rhythm Tech has introduced what the company calls the world's first djembe featuring a built-in snare that can be turned on or off with the flip of a single lever.

The 12-inch Rhythm Tech Palma Djembe Selvato is a high-quality PVC djembe that delivers warm highs, punchy mids and booming lows. Its top-tuning hardware makes tuning easy with a standard drum key, eliminating the need for special wrenches. The Palma Djembe Selvato is enhanced by a comfortable, player-focused positioning of the rim.

The Palma Djembe Selvato provides a

wide range of sonic soundscapes from a single instrument. Featuring a brown-and-black swirl finish, the Palma Djembe Selvato is available for immediate delivery to all Rhythm Tech dealers.

The internal snare provides percussionists with new options. The exclusive snare on-and-off selector empowers players to go from traditional djembe to modern backbeat with a quick flip of a switch. Its topside drum-key tuning makes head changes and tuning easy, and its quality PVC shell delivers added projection and stronger attack.

 **Rhythm Tech** (rhythmttech.com)

Synergy Unites Lighting, Video in Same Interface


Avolites' Synergy software control system is essentially a free V12 upgrade that offers lighting designers full visibility and control over lighting and video components.

Synergy lets users quickly pull control of pre-created screen surfaces and layers into a Titan-based lighting console or create surfaces in an Ai media server from within the console interface. All operations occur seamlessly using Avolites' proprietary Titan Net protocol and take place on whatever hardware the user is running, from Titan USB interfaces all the way up to the Sapphire Touch console, and from Ai software licenses



all the way up to the Q4 media server.

The software's new Lightmap feature lets users stream Ai video color data through any color-mixing fixture group, to instantly integrate them into a larger video canvas. As a result, everything from high-resolution LED screens to LED fixture groups can be controlled from a single user interface without the requirement to create and arrange fixtures in the media server or create ArtNet merges.

 **Avolites** (avolites.com)

RC WILLIAMS CO.
MUSICAL INSTRUMENT ACCESSORIES

BASS TRANSPORT SIMPLIFIED

Easily maneuver over most terrain whether indoor or outdoor.

BASS BUGGIE™

Follow us on:
f i y

RCWilliamsCompany.com | 913.912.1083

©2019 RC Williams Company, LLC. Designed and manufactured by RC Williams. All products made in the U.S.A.

BOOTH #9049

KEY LEAVES

Woodwind Care Products

NAMM BOOTH #8752

Tools Schools BEST SBO 20 19

NAMM BEST SHOW

music PRODUCT EXCELLENCE AWARD 2019

KEYLEAVES.COM/DEALERS

Unlock your musical potential
through instant, effortless drum tuning.

WTS

Artistry Series™

High-Quality Drums
Revolutionary Hardware

The first line of drums integrating the revolutionary WTS drum tuning hardware! A system of pulleys and cable brings both heads into tune with the turn of a single handle. **No drum key required!**

music EDITORS CHOICE
Summer NAMM 2019

Become a dealer today! **NAMM Booth 7044**
sales@WelchTuningSystems.com | www.WelchTuningSystems.com | #LiveInTune

Introducing **fly18**

Organize and protect your pedal arrangement with maximum functionality, portability, and style.

WAGGI
Guitar Pedalboards.

Booth #3529

www.waggi.co

Distributed by **Le** REMASTERED

The NAMM Show

#NAMMShow

Today's Highlights

Friday • January 17

8–9:30 am

NAMM U Breakfast Session: Transformative Marketing: Strategies for the Next Decade
Hilton, Level 2, Pacific Ballroom

10 am–6 pm

Synth Showcase
ACC, Level 1, Hall B

10 am–6 pm

Lounge 88 Showcase
ACC, Level 3

12–1:30 pm
SupportMusic Coalition on Music Education Advocacy
Hilton, Level 4, A9

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 industry professional training sessions will be held at the NAMM U Education Center at the Anaheim Hilton.

E Making Magic With Technology: How the Latest Tech Helps Elevate the Art of Stage Lighting

Richard Cadena, Susan Rose and Daunte Kenner

9-10:30 A.M.

Hilton, Level 4, A4

Today, our stages are loaded with technology. How has that elevated the art of lighting the stage? What are the pitfalls? What are the advantages? Join Daunte Kenner (Lil Wayne, Chris Brown, Mary J. Blige) and Susan Rose (Ringo Starr, Louise Mandrell) for a discussion about their use of technology in stage lighting.

AE Measurement & Optimization: Subwoofer Arrays

Charlie Hughes

10-11 A.M.

Hilton, Level 4, C6

Due to the long wavelengths involved, it's possible to effectively steer low-frequency energy where desired by positioning subwoofer cabinets and inserting signal delay. Multiple array configurations and the resulting low-frequency directivity patterns will be explored.

PP Everything Is for Broadcast (Co-presented by ESTA)

Stan Crocker and Seth Robinson

10-11:30 A.M.

Hilton, Level 4, A5

During their tenure as lighting designers for the Apple Music Festival, Crocker and Robinson developed some simple methods to capture live shows for broadcast without hurting the live experience. They will reveal some hard-earned secrets.

TT The Power of Podcasting!

Larry Milburn, Fela Davis, Lij Shaw, Chris Graham and Matt Boudreau

10-11 A.M.

Hilton, Level 2, California Ballroom A

Join hosts from some of the top podcasts in the industry as they take you from inception to launch and beyond. Hear their insights about navigating the world of sponsorships.

A A3E Workshop: Digital Data Exchange (DDEX) Standards Explained

Mark Isherwood

11 A.M.-NOON

Hilton, Level 4, A6

This A3E Workshop will serve as an introduction to Digital Data Exchange's standards and provide information on current music metadata trends as well as the latest developments in DDEX's cross-industry cooperation.

E Show Power Equipment Distribution Basics

Leonard Miller

11 A.M.-12:30 P.M.

Hilton, Level 4, A2

This session from LEX Products offers a

basic understanding of cable and cord types, connectors, and permanent and portable power distribution devices used in entertainment applications.

E More Than Pretty Pictures: Moving Lights and LEDs on the Concert Stage

Richard Cadena, Susan Rose and Daunte Kenner

11-12:30 P.M.

Hilton, Level 4, A4

It used to be that lighting designers were limited by the capabilities of moving lights and static lights with gels. Today, the sky is the limit, and with pixel-mapping, macros and effects engines, lighting designers now have tools that are virtually unlimited in their creative use.

TT Keynote: Michael Boddicker on the Future of Synthesis

Michael Boddicker

11 A.M.-NOON

Hilton, Level 2, California Ballroom B

Come to this unique keynote by Michael Boddicker, founder of Synthplex, and experience an inspired look at new synthesis, immersive composition, acoustic realization and the blurred lines of the synthesist's job description.

PP For Musicians and Managers: How to Work With Designers

Stan Crocker and Bobby Grey

11:30 A.M.-1 P.M.

Hilton, Level 4, A5

Merging the artistry of the music with the creativity of the right design team can lead to some of the most engaging and innovative visual experiences for audiences. Designers Stan Crocker and Bobby Grey will discuss how designers and musical artists can best collaborate to realize the musicians' vision of their work and bring to life the experience they want to give their audience.

AE Microphone Academy with Royer Labs: Ribbon Mics

John Jennings

NOON-2 P.M.

Hilton, Level 4, C7

Ribbon microphones hear sound more like the human ear than any other microphone type. Jennings will explain how ribbon mics reproduce sound so naturally, with sound samples, photos and videos. Learn more about what ribbons do and get tips on how to use them effectively in various settings.

TT The Producer and the Creative Process

Daniel Keller, CJ Vanston, Wes Maebe, Erik Zabler and Brian Moncarz

NOON-1 P.M.

Hilton, Level 2, California Ballroom A

This panel will focus on the creative process and foundational elements of music production. Topics will include building a rapport with the artist; interpersonal

FRIDAY, JANUARY 17, 2020

A A3E

AE AES

E ESTA

PP Pro Production

TT Tec Tracks

dynamics; the importance of pre-production and best practices within the pre-production process; creating and maintaining an immersive environment and a good creative flow throughout a recording; and more.

E Don't Fall Off the Stage—How Standards Are All Around Us

Tim Hansen and Karl Ruling
12:30-1:30 P.M.

Hilton, Level 4, A2

This session will focus on ANSI E1.46, Standard for the Prevention of Falls from Theatrical Stages and Raised Performance Platforms, but it will also point out some other factors that can help us do our work safely.

A The Future of EDM Production: Musician vs. Technologist

Brian "BT" Transeau, Dark Intensity, DJ Kue and Morgan Page
1-2 P.M.

Hilton, Level 4, A7

Producing trendsetting EDM requires a mastery of the dance floor, and a mastery of the intricate features of the DAW and plug-ins. This A3E session will link the musical instinct with the technical tricks of the trade to explore both sides of the skills behind great dance music. Come hear this panel of top EDM producers and leading DAW developers.

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. He'll share tips about his approach.

PP One on One With Michael Strickland, 2020 Parnelli Visionary Award Honoree

Michael Strickland
1-2:30 P.M.

Hilton, Level 4, A5

Join Michael Strickland, founder and chairman of Bandit Lites, in a one-on-one conversation about how he went from borrowing the high school's lighting gear at 12 years old and began working with rock acts such as The Beach Boys, Paul Revere and The Raiders and Frankie Valli and The Four Seasons to establishing an industry-leading production company with more than 400 employees based in multiple locations in the U.S., Europe and Asia.

TT When Loud is Not Loud: What You Need to Know

Jonathan Wyner, Maureen Droney, Stephen Marsh, Mindi Abair, Robin Reumers and Alex Kosiorek
1-2 P.M.

Hilton, Level 2, California Ballroom A

With streaming dominating the music listening landscape, companies such as Apple, YouTube, Spotify and others each have their own measurement standards and loudness targets. This session will explore how we determine best practices to preserve the artistic intent of the content's creators.

E Standards—Why You Need Them

Karl Ruling and Richard Nix
1:30-2:30 P.M.

Hilton, Level 4, A2

ESTA has been accredited by the American National Standards Institute to write American National Standards for more than 20 years. Many of the standards published concern the safety of members of the entertainment industry, the venues in which events take place, methods of working safely and the various types of equipment used.

A The Future of Mobile Technology: Mobile Music in a 5G World

Doug DeAngelis, Matt Miller, Zhao Yitian, John Ivers and Scott Carter
2-3 P.M.

Hilton, Level 4, A7

At ten times the speed of the current 4G protocol, the next generation of mobile music is poised to bring an array of new experiences to the consumer. Higher fidelity audio streams flowing at ultra-fast speeds will open the door for real-time mobile music collaboration with multiple players. Augmented and virtual reality concerts will come to life.

AE Live Console Training—Allen & Heath Festival Mixing Masterclass

Mike Bangs
2-4 P.M.

Hilton, Level 4, C2

An innovative, fast and flexible workflow has positioned the Allen & Heath dLive series consoles as the go-to console for many festival FOH and monitor positions. Get hands-on training and learn how to best approach quick changeovers in the high-pressure festival environment on the dLive in this AES Academy Festival Mixing Masterclass.

TT Finneas O'Connell on Recording Billie Eilish and More!

Steve Baltin and Finneas O'Connell
2-3 P.M.

Hilton, Level 2, California Ballroom B

Journalist Steve Baltin will interview Grammy-nominated singer/songwriter Finneas O'Connell.

E Talking Tech: How to Communicate Your Stage Lighting Design to Technicians

Richard Cadena, Susan Rose and Daunte Kenner
2:30-4 P.M.

Hilton, Level 4, A4

The NAMM Show

#NAMMShow

Today's Highlights

Friday • January 17

5-6 pm
All-Industry Drum Circle
ACC, Palm Court

5:30-6 pm
Roomful of Pianos
ACC, Level 3, Lounge 88

6-10 pm
The 2020 She Rocks Awards
House of Blues Anaheim
400 Disney Way #337, Anaheim, CA

6-10 pm
19th Annual Parnelli Awards
Hilton, Level 2, Pacific Ballroom

6-8:30 pm
Yamaha All-Star Concert on the Grand 2020
Grand Plaza, NAMM Yamaha Grand Plaza Stage

Join the NAMM Quest!
Build your virtual music career—and win awesome real-world prizes. Click on "games" in the NAMM Shows App menu, and scan this QR code to get started on your path to superstardom.

NO PURCHASE NECESSARY. Void where prohibited. For full rules, see NAMM Quest Mobile App.

NAMM QUEST
APP GAME
★ 2020 ★

PROFESSIONAL TRAINING HIGHLIGHTS

FRIDAY, JANUARY 17, 2020

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

A A3E **AE** AES **E** ESTA **PP** Pro Production **TT** Tec Tracks

If you're in live event production, you understand the importance of communicating your vision to take it from conception to reality. What is the best way to do that? There are a number of CAD programs, visualization tools and design aids on the market. Daunte Kenner (Lil Wayne, Chris Brown, Mary J. Blige) and Susan Rose (Ringo Starr, Louise Mandrell) will talk about their favorites.

A The Future of Audio Development: Understanding Your Mind on Music

Doug DeAngelis, Dr. Scott Miles, Dr. David Rosen, Dr. Leesa Sklover and Vasily Filatov
3-4 p.m.

Hilton, Level 4, A7

As medical science advances, we learn more each year about the effects of music on the brain. Is it possible to turn that scientific research into revenue for recording artists? A3E explores new territory with a panel of neuroscientists, whose latest technology offers analysis and feedback on the emotional impact of your compositional skills and production techniques.

AE Measurement & Optimization: SPL Measurement & Logging with Smaart

Chris Tsanjoures

3-4 p.m.

Hilton, Level 4, C6

SPL data creation and logging is quickly becoming a priority for venues around the U.S. This session discusses requirements for gathering this data and how it is viewed and managed within the Smaart platform.

E A Map to Projection Mapping

Nick Comis

3-6 p.m.

Hilton, Level 4, A2

This session offers tips on how to not get lost in projection mapping. Discover techniques in content creation, media play back, projector selection and what surfaces to project on to. Nick Comis will walk through his workflow for projection mapping projects of various sizes.

TT (Unconventional) Home Studio Design

Dan Daley, Dave Malekpour, Dennis

Scheyer and John Storyk

3-4 p.m.

Hilton, Level 2, California Ballroom B

To paraphrase the famous question once posed by a game-show host: Where's the oddest place you've ever made a record? Streaming has vastly increased demand for music, and spaces once never considered for recording are now used for just that, from tiny studio apartments to Airstream trailers.

A A3E Workshop: Optimizing Your Audio Workstation's Architecture for Maximum Creativity, Presented by Intel Technologies

Andreay Kudryavtsev

3:30-4:30 p.m.

Hilton, Level 4, A6

Join this Intel A3E Workshop session for a deep dive into ideas and integrations that will enhance your audio and content production system's architecture (both mobile and desktop). Attendees will learn about the most critical piece of the audio workstation (after the CPU)—storage.

AE Microphone Academy: Audio Test Kitchen

Ian Hlatky, Alex Oana

4-6 p.m.

Hilton, Level 4, C7

Audio Test Kitchen is a free online resource aiming to change the way we audition microphones. They've partnered with top pro audio manufacturers to provide the most comprehensive gear comparison platform ever. At the core of what makes Audio Test Kitchen such a valuable resource is the elimination of the many variables in typical mic shootouts.

E Speaking AHJ

Ken Wagner and Michael Matthews

4-6 p.m.

Hilton, Level 4, A4

A good working relationship with the local Authority Having Jurisdiction (AHJ) is essential for every production. However, they are rarely from the entertainment industry and often do not understand our lingo and the way we work. This session will go over how our industry differs from others, the allowances we are given National Electrical Code and specific pitfalls that frequently cause misunderstandings between entertainment electricians and AHJs.

A The Future of Machine Learning: Data Analytics for Musicians

James Lewin, Jonathan Bailey, Pouria Assadipour, Rene Meredith and Sam Estes

4-5 p.m.

Hilton, Level 4, A7

The effects of AI on composition and music production currently are both embryonic and limitless. It is clear that

humans have embraced AI for their consumption of music, allowing streaming services to use predictive data analytics to guide their musical taste.

TT Get 'Tusked'—With Fleetwood Mac

Bobby Owsinski, Ken Caillat and Hernan Rojas

4-5 p.m.

Hilton, Level 2, California Ballroom B

This session will explore the tell-all book behind the scenes of Fleetwood Mac's most anticipated album, "Tusk." The presentation will include audio clips from the album, plus never-before-seen photos and videos, and talk about what it was like to work with one of the world's most iconic bands of the '70s and '80s.

A A3E Workshop: Music and the Brain: The Neuroscience of Musicians and Their Fans, Powered by Secret Chord Laboratories

Jonathan Bailey

5-6 p.m.

Hilton, Level 4, A6

The Secret Chord Laboratories (SCL) team is presenting an hour-long workshop to discuss their neuroscience research on music production (improvisation), music perception (popular music enjoyment) and how insights from these fields are influencing music technology development today. SCL's interdisciplinary philosophy leverages knowledge from music neuroscience, music information retrieval, machine learning and music theory to unlock the mysteries behind the transformative power of music.

TT Studio Design Open Forum

Sean Giovanni, Eddie Veale and Carl Tatz

5-6 p.m.

Hilton, Level 2, California Ballroom A

In the modern age of the recording industry, how and where we make records continues to evolve. With massive change often comes massive challenges, such as limitations with a pre-existing space, equalizing a room or improving monitoring conditions. Bring your questions for this panel as they share insights on finding solutions to common issues in a wide range of recording facilities.

TT Pensado's Place—Live!

Herb Trawick, Dave Pensado and Special Guests

5-6 p.m.

Hilton, Level 2, California Ballroom B

It's a Friday-evening party with a live version of "Pensado's Place," and you're invited. Show hosts Dave Pensado and Herb Trawick will welcome an all-star panel featuring some of the hottest audio talent in the industry. Along with the interview, there will be a Q&A, plus free goodies for attendees. Then they'll top it all off with a post-show hang with fun, music, all-star guests and you.



PATCH32A

NETWORKED AUDIO DANTE PATCHBAY



- 16 TT analog (balanced or unbalanced) line level patchable inputs and outputs
- Supports 44.1 to 192K sample rate at 24-bit & 32-bit
- Front panel VU and status indicators
- Sturdy, removable, rubber feet for desktop, throw-down, or in-rack installations
- No additional software required other than Dante® Controller or Dante® Domain Manager
- AES67 and SMPTE ST2110-30 compatible


Bittree.com

THE WORLD'S BIGGEST BAND AND ORCHESTRA RETAIL SUMMIT

NETWORK - WITH BAND AND ORCHESTRA RETAIL PEERS
ACQUIRE - KNOWLEDGE & SKILLS TO GROW YOUR BUSINESS
SUPPORTIVE - WE'RE ALL IN THIS TOGETHER
MEANINGFUL - CONNECTIONS WITH OLD FRIENDS AND NEW
DEVELOP - PROFESSIONALLY AND PERSONALLY
TO IMPROVE YOUR BUSINESS



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!*



GUITAR WALL



Godin Acoustic Offer Classic QIT

Godin Guitars has launched its Metropolis Classic QIT guitar as part of its acoustic lineup. The Godin Metropolis line of acoustic guitars is synonymous with high standards of quality and design. Meeting those same criteria, at a competitive price point is the Metropolis Classic QIT.

The Classic dreadnought body shape will make you feel right at home with its solid mahogany back and sides and solid

spruce top — all producing a tone that is equally warm as it is loud. Other build and design components include the distinctive Metropolis pickguard, mahogany neck with Richlite fretboard, ebony bridge, custom Metropolis inlay at the 12th fret and Custom Godin Electronics.

This new model is offered in a natural semi-gloss finish and includes a deluxe Godin-branded TRIC case.

Godin Guitars (godinguitars.com)

Schecter Brings Banshee Bass Series

Schecter Guitar Research has introduced the Banshee bass series. Inspired by the original Banshee guitar, Schecter has taken this original design and turned it into a short-scale P bass. This model comes equipped with the Schecter Diamond QPA pickup, lightweight vintage tuners, Graph Teck Black Tusq XL nut, dual-action truss rod and high-mass bridge that allows for string through or top load set up.

With a 30-inch scale, thin C-neck, 16-inch fretboard radius and 20 narrow jumbo frets, this bass feels as good as it looks. Paying homage to the original Banshee guitars, the Banshee Bass is available in all the original colors: Olympic White, Vintage Pelham Blue and Carbon Grey.

Schecter Guitar Research (schecterguitars.com)



Reverend Delivers Roundhouse

Reverend Guitars has delivered the Roundhouse. Its carved-top and set neck make this a first for Reverend Guitars.

Lightweight and balanced, but with a heavy tone, the Roundhouse reimagines the classic single cutaway. Featuring Reverend's HA5 humbuckers, flame maple top, and a tune-o-matic stop-tail bridge, the Roundhouse is available in violin brown, transparent black and transparent turquoise.

This model has no pickguard and a pau ferro fretboard.

Like all Reverend Guitars, the Roundhouse has a korina body, a boneite nut and locking tuners, Reverend's Bass Contour Control and a dual-action truss rod.

Reverend (reverendguitars.com)

Gibson Names Luthier Sergio Villanueva Head of Custom Shop

Gibson has appointed Sergio Villanueva as head of the Custom Shop. Villanueva spent the last five years at Taylor Guitars.

"I am excited to bring Sergio into the Custom Shop for this leadership position at such a pivotal stage for Gibson," said

James Curleigh, Gibson CEO. "Sergio is a respected luthier who will bring a renewed sense of artistry and operational excellence to the Custom Shop. He is the perfect fit to lead our Custom Shop team into the future."

Gibson (gibson.com)



Dean Expands Select Series

Dean Guitars had introduced the Cadi Select Quilt Top Floyd Ocean Burst electric guitar.

Beyond its quilt-top finish with matching headstock, this Cadi is designed for musicians by musicians, as evident through the selection of professional-grade components. With a splash of sophistication that can shred, the Cadi Select Quilt Top Floyd Ocean Burst is a top-tier instrument that players can afford.

The start of a new decade has presented Dean with an opportunity to update designs with new features. The Cadi Select Quilt Top starts with a Cadillac body style made of mahogany with a quilt maple flat top and set-through neck construction.

Like other new Select Series models,

this Cadi features an easy-access satin neck made of three-piece mahogany for ease of playing and endurance. On this model, the V-shape, 22-jumbo fret neck at a 24 3/4-inch scale is supported by a dual-action truss rod and has a 12-inch radius with an ebony fretboard and Pearloid block inlays. The five-ply body and headstock binding and single-ply neck binding add a refined touch.

As its name implies, the Cadi Select Quilt Top Floyd Ocean Burst offers a Floyd Rose 1000 tremolo bridge and a corresponding Floyd Rose R3 nut at 1 11/16-inch nut width.

The Floyd Rose system locks the strings in providing tuning stability. Grover tuners at the headstock assist with precise tuning.

Dean Guitars (deanguitars.com)



D'Angelico Debuts Solid-Body Flagship

D'Angelico Guitars has debuted a new version of its flagship solid-body with the introduction of the Deluxe Bedford SH, a three-pickup, semi-hollow spin on the off-set Bedford.

Featuring a modern f-hole design on the upper bout, the Bedford SH integrates an acoustic element into its three-pickup electronics configuration. The combination of two Seymour Duncan Five-Twos in the neck and middle positions followed by a Seymour Duncan SM-1b mini-humbucker in the bridge creates a full-bodied tonal profile, while a five-way blade makes tone selection easy.

On the Rose Gold option, a player-friendly, six-point Wilkinson tremolo offers waves of vibrato. Available in matte black, matte wine and matte rose gold, only 50 pieces each will be available worldwide.

D'Angelico Guitars (dangelicoguitars.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

Member benefits include:

- Gain exposure at consumer events outside of our industry
- Network with some of the best minds in the business
- Support advocacy efforts that result in more players

Join GAMA and help us create more guitar players, of all ages.

GAMA
GUITAR & ACCESSORIES MARKETING ASSOCIATION
DISCOVER GUITAR

www.discoverguitar.com



Teaching Guitar Workshops



Classroom Programs



Guitars For Vets



Community Programs



Guitar Ambassador Award

Schecter Guitar Teams with Nick Johnston for Signature HSS

Schecter Guitar Research has introduced the Nick Johnston Signature HSS guitar. Keeping the Diamond Nick Johnston single coils in the neck and middle position, Schecter has added a Diamond 78 humbucker to the bridge position and a coil tap to go between that fat humbucker sound and the single-coil tone that is true to Johnston's sound.

With Schecter locking tuners, roasted maple neck, 22-X jumbo frets and an ebony fingerboard, this is a next-level guitar in the Nick Johnston series.

The model is available in Atomic Green, Atomic Snow and Atomic Frost.

MSRP: \$1,149

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



Bari Becomes Elite Provider

After extensive research, Bari Woodwinds has found a new formula for another Bari synthetic reed.

The Elite reed is Bari's most responsive and resonating reed to date, according to company officials. It has been designed to deliver projection and focus while playing evenly through all registers and give reed

players the ability to hit subtones more easily.

Bari's synthetic reeds are scraped to shape on proprietary, custom-designed shaping machines. This technology ensures every synthetic reed is made with an extremely tight tolerance range for consistency and performance.

🛒 [Bari Woodwinds \(bariwoodwind.com\)](http://BariWoodwinds.com)

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**, 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

WWW.TAGIMAGUITARS.COM

Focusrite Acquires Martin Audio

Focusrite has acquired Martin Audio and associated companies, a U.K.-based designer and manufacturer of high-performance loudspeaker systems for the touring and installation markets.

This development follows on the heels of Focusrite's acquisition of Adam Audio but has been a consideration for Focusrite founder and Chairman Phil Dudderidge for years.

Martin Audio will continue to operate from its headquarter offices and factory in High Wycombe, England, under the leadership of Managing Director Dominic Harter.

"Martin Audio has been uniting audiences through great sound for almost five decades," Harter said. "Our continued success has been down to a clear, well-executed strategy with over 60 new products launched over the last four years and double-digit growth each year. In Focusrite, we have an industry neighbor of the finest pedigree — a



From left: Philip Dudderidge, Dominic Harter and Tim Carroll

global leader in its own right.

Their culture mirrors our own and, getting to know the team, I sense a strong similarity with the deep-rooted values of our own Martin Audio family. Focusrite is the perfect partner to help Martin Audio continue the innovations that have driven its success.

So it is with great pride and enthusiasm that we take this next step, a momentous occasion as the Martin Audio brand enters its 50th year. Working with [Focusrite CEO] Tim [Carroll], Phil and the Focusrite team, I look forward to seeing all our staff and the wider family grow together, continuing to bring our unique optimized sonic experience to more and more audiences across the globe."

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



RME Debuts New ADI-2 DAC FS

RME, the German manufacturer of digital audio solutions, has launched the ADI-2 DAC FS.

The latest edition of the ADI-2 DAC USB audio converter and headphone amp features RME's proprietary SteadyClock FS technology. SteadyClock FS offers low jitter and high jitter immunity for performance in all clock modes and high-quality analog conversion so users can hear their mix as the truest reflection of the source.

The benefit for the user is improved performance of the D/A converter and enabling end-users to optimize their recordings and mixes.

New additions to the unit include

improved signal-to-noise ratio providing end-users with the clear audio along with an additional headroom of 2.5 dB and an extended infrared remote control.

"The new ADI-2 DAC FS features slight revisions that make it the perfect, flexible tool for everything from home listening to studio recording and playback," said Derek Badala, director of sales Americas at Synthax, distributor of RME. "Customers also demanded a more functional remote, so RME now includes a more enhanced remote that customers will really like namely adjusting features like parametric EQ, loudness and bass/treble."

🛒 [Synthax \(synthax.com\)](http://Synthax.com)

It's All In The Mix

Maybe it's time for a brand new sound.

Industry professionals helping to develop careers and finding the right faces for the job.

Chief Operations Officer, Pro Audio – USA West
Technical Training Manager, Audio Networking – Latin America
Regional Sales Manager, Sound Reinforcement - Japan

Contact us [here at the NAMM show](#) to learn how we can help.

global media technology recruitment

web : www.interfacio.com
email : applications@interfacio.com
telephone : 1-800-578-0144

Sales Reps Wanted

Yorkville Sound, leading manufacturer and distributor of pro audio systems, musical instruments and amplifiers is looking to hire sales representatives for a variety of US territories.

Please send resume to
shendee@yorkville.com

www.yorkville.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



APPEARANCES

FRIDAY, JANUARY 17, 2020



Bootsy Collins, 3 p.m.



Mike Watt, 2 p.m.



Robert Glasper, 5 p.m.



Yvette Young, 2:30 p.m.

10 A.M.
TRAVIS LARSON
Fishman
Booth 4810

11 A.M.
**PRESS TO MECO,
D_DRIVE**
(also at 3 P.M.)
Marshall
Booth 210C

**MICHAEL ANGELO
BATIO**
(also at NOON, 1 P.M.
and 2:30 P.M.)
Sawtooth
Booth 6752

CAT MCDONALD
Wood Violins
Booth 8548

**MIRANDA AND
HEAVEN FROM MOON
FUZZ WITH
FRANK OSGOOD**
Coast to Coast Computer
Booth 17326

**MARTIN GUITAR
PRESENTS CRAIG
THATCHER**
Fishman
Booth 4810

11:15 A.M.
PASCAL MULOT
EBS Sweden AB
Booth 5645

11:30 A.M.
DEMETRIO SCOPELITI
Shandong Sunsmile
Booth 4027

MACKENZIE SOL
Sennheiser
Booth 14108

NOON
DAVID MCGRAW
Sakae
Booth 8802

JARED JAMES NICHOLS
DR Handmade Strings
Booth 4214

RONNY NORTH
(also at 4 P.M.)
Viper Guitars
Booth 2944

MARCIN PATRZALEK
(also at 5 P.M.)
Fishman
Booth 4810

ANDY MCKEE SIGNING
Ernie Ball Music Man
Booth 4320

12:15 P.M.
POLIANA MAGALHAES
EBS Sweeden AB
Booth 5645

12:30 P.M.
DAVID BAKER
Seymour Duncan
Booth 4344

JEN MAJURA
Fishman
Booth 4810

**FABRIZIO SOTTI,
JEFF "SKUNK" BAXTER**
D'Angelico Guitars
Booth 212AB

NINA STOREY
Sennheiser
Booth 14108

1 P.M.
SARAH JOANNE DRAPER
Fishman
Booth 4810

HENRIK LINDER & FRIENDS
(also at 4 P.M.)
EBS Sweden AB
Booth 5645

R.J. KANEAU
Hawiiian Ukulele & Guitar
Booth 1410

ANDY TIMMONS
Xotic Guitars and Effects
Booth 5028

LLOYD WALLACE
Viper Guitars
Booth 2944

DOUG WIMBISH
Spector
Booth 8802

1:30 P.M.
VINNY APPICE
(also at 3 P.M.)
Sawtooth
Booth 6752

**ARI AND THE
ALIBIS**
Sennheiser
Booth 14108

DARIO LORINA
Seymour Duncan
Booth 4344

**BUTCH WALKER
SIGNING**
Ernie Ball Music Man
Booth 4320

2 P.M.
**JEFF LOOMIS
SIGNING**
Ernie Ball Music Man
Booth 4320

NIGHT VERSES
Blackstar, Spector
Booth 8802

**FABRIZIO SOTTI,
JEFF "SKUNK" BAXTER**
D'Angelico
Booth 212AB

MIKE WATT
Reverend Guitars
Booth 5649

MARK WOOD
Wood Violins
Booth 8548

2:30 P.M.
DILANA
Sennheiser
Booth 14108

**PAUL GILBERT
SIGNING**
Ernie Ball Music Man
Booth 4320

NICKO MCBRAIN
British Drum Company
Booth 7410

**JASON RICHARDSON
SIGNING**
Ernie Ball Music Man
Booth 4320

YVETTE YOUNG
Seymour Duncan
Booth 4344

3 P.M.
AUDIBLE
Electro-Voice
Booth 18824

DEAN BROWN
Xotic Guitars and effects
Booth 5028

**BOOTSY COLLINS RADIO
STATION**
DR Handmade Strings
Booth 4214

DANIEL DONATO
D'Angelico
Booth 212AB

SADGIRL
Vox
Booth 8802

DANI USERO
Flight Ukulele
Booth 1510

4 P.M.
**ROB CHAPMAN & JARED DINES
SIGNING**
Ernie Ball Music Man
Booth 4320

JAVIER REYES
Fishman
Booth 4810

**JARED JAMES
NICHOLS &
TOBY LEE**
Blackstar
Booth 8802

**KURT
ROSENWINKEL W/
OZMOSYS**
D'Angelico
Booth 212AB

4:30 P.M.
LARI BASILIO
Seymour Duncan
Booth 4344

**STEVE MORSE
SIGNING**
Ernie Ball Music Man
Booth 4320

MICHELLE WILLIS
Sennheiser
Booth 14108

4:45 P.M.
**JEFF "SKUNK"
BAXTER**
D'Angelico Guitars
Booth 212AB

5 P.M.
DJ KRISTAVAL
Electro-Voice
Booth 18824

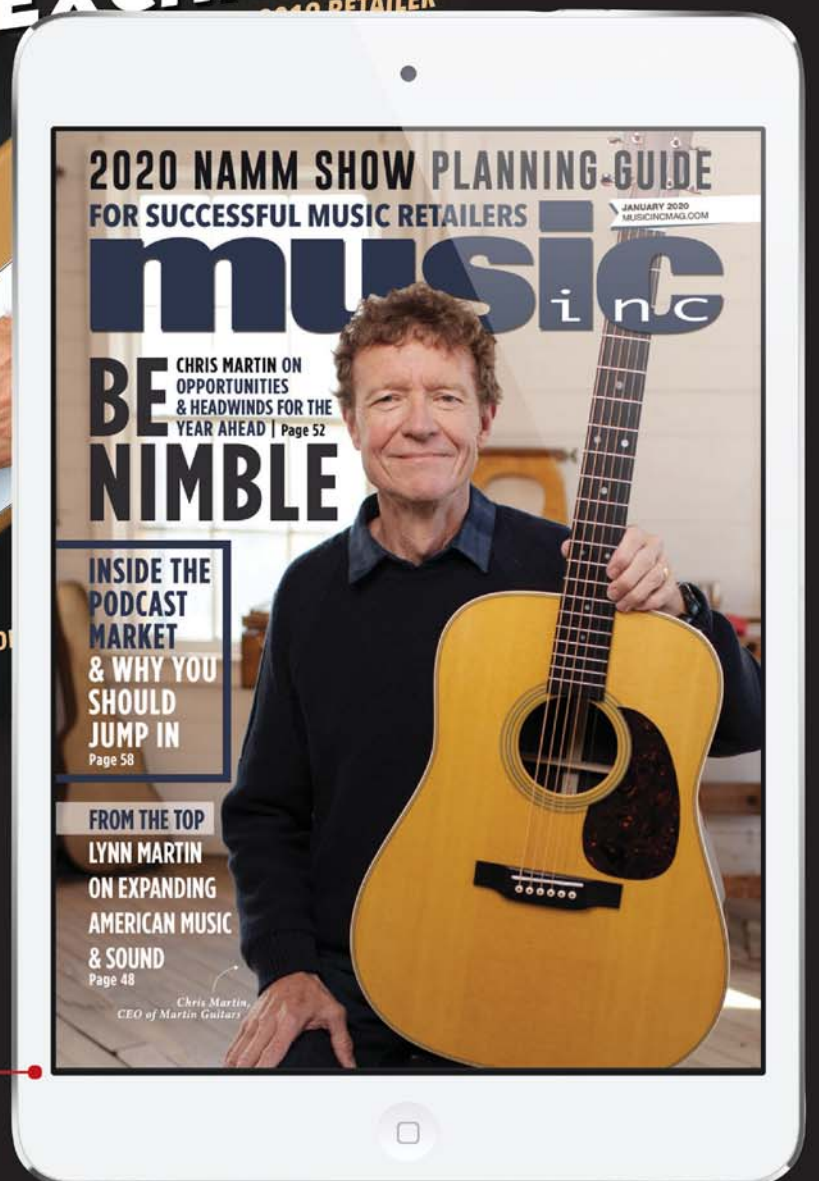
MARCUS EATON
Sennheiser
Booth 14108

**ROBERT GLASPER &
TERRACE MARTIN**
Korg
Booth 8802

JAIURS MOZEE
D'Angelico
Booth 212AB



**GET
YOUR
OWN
COPY!**



SUBSCRIBE

Get great retailing ideas at your fingertips!

Go to musicincmag.com, and click the "Subscribe" button. It's FREE!

PREFER DIGITAL?

We've got it. Just select print, digital or both!

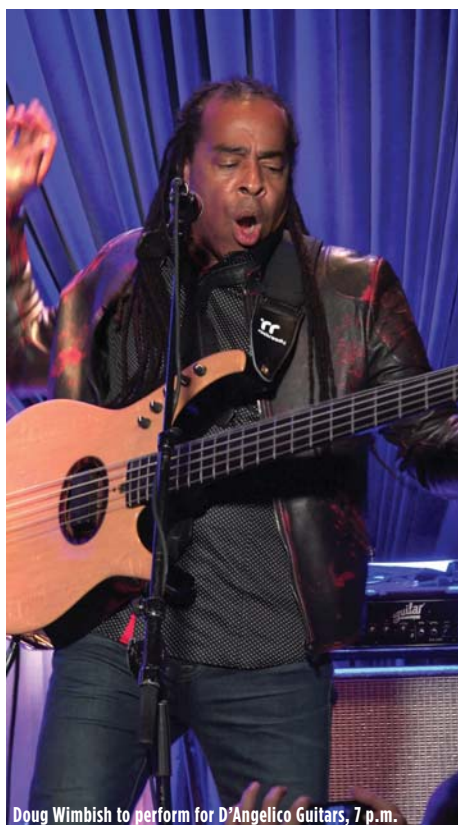
VISIT MUSICINCMAG.COM TODAY!

SEE US AT BOOTH 6907!

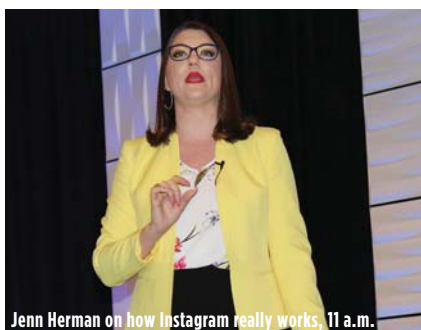
SCHEDULE

FRIDAY, JANUARY 17, 2020

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



Doug Wimbish to perform for D'Angelico Guitars, 7 p.m.



Jenn Herman on how Instagram really works, 11 a.m.



Lyndsey Parker to co-host the She Rocks Awards, 6 p.m.



Justin Norvell will give the NAMM YP keynote, 4 p.m.

they pass along to you? Find out at this exclusive double session, moderated by Robin Walenta, president of West Music, past NAMM chair and co-founder of Smart Women in Music (SWIM). Walenta will host an all-female panel of music retail leaders and NAMM Dealer of the Year winners, including Gayle Beacock of Beacock Music, Cindy Cook of The Candyman Strings & Things, Tracy Leenman of Musical Innovations and Lori Supinie of Senseney Music. Together, they'll share their best advice to help you take your business to new heights. This session is presented in collaboration with SWIM and Women@NAMM.

2 P.M. How to Create Effective Videos for Social Media *Jen Herman, Instagram Expert*

Videos are an integral component in promoting a music business. And if you want to discover the latest best practices, join marketing expert Jenn Herman for this session on video marketing. She'll look at how to create effective promotional videos, online posts and more for your website and social media, drawing on techniques and hacks she's discovered with her clients—and as a leading Instagram blogger. Jenn will also discuss helpful content-creation gear and tools to take your videos to the next level. If you're too busy to learn all the ins and outs of video content creation,

this presentation will be invaluable. If you're a professional marketer, get ready to up your game!

2:30 P.M. How to Expand Your Reach Via Podcasting *Bruce Wawrzyniak, Now Hear This Entertainment*

Approximately 90 million Americans listen to a podcast every month. Some 41% of them have an annual household income of more than \$75,000. You're probably well aware of the explosion of podcasts but unsure where to start with your own. Exhale. Harness the power of this medium, become the authority in your space and control the message you want to get out—to your current customer base, potential new buyers and beyond. This session, hosted by veteran podcaster Bruce Wawrzyniak of Now Hear This Entertainment, will send you out the door ready to press record and publish, and even equip you to get the word out about your own company's podcast. Common myths about podcasting will also be dispelled during this from-concept-to-launch presentation.

3 P.M. School Music Superstars Talk Rental Growth *Moderator: Gayle Beacock, Beacock Music*

If you have a school music

business, large or small, you don't want to miss this session! Gayle Beacock of Beacock Music leads a fast-moving panel of music retail stars who will weigh in on how they've found new business-growth opportunities in school music and rentals. They'll look at everything from opening new and satellite locations to untapped revenue streams to acquiring businesses and more. Don't miss the chance to hear from veterans who've found growth when it didn't seem likely—or possible.

3:30 P.M. Tackling the 8 Most Common Reasons Students Quit Lessons *Don Russo, Freeway Music*

Student retention can make or break a music lesson business. Do you have a strategy to minimize dropouts in your own program? Here, Don Russo of Freeway Music will reveal his process for safeguarding a lesson program to ensure high retention. He'll cover basic protocol for any exiting student. Then, he'll focus on the eight most common reasons students leave and how to address each circumstance. Russo will also dive into the importance of hiring the right staff and how to train them so they can mitigate exits. Enjoy more students—and more profit.

4 P.M. NAMM YP Keynote Session (Double Session) *Justin Norvell, Fender*

Join Young Professionals (YP) as they welcome Justin Norvell, executive vice president of Fender Products as its NAMM Show keynote speaker. Whether you're new to the industry or a seasoned veteran, NAMM YP welcomes all to its annual NAMM Show keynote. Expect an insightful discussion on leadership, career development and the role of mentorship in the music industry. This special double session will also include a social hour to follow for networking and building connections at the NAMM Member Center. NAMM YP is a group of young music products industry professionals focused on the future of the business by providing opportunities to connect, learn and grow.

5 P.M. 5 Digital Marketing Trends to Take Advantage of in 2020 *Larry Bailin, digital pioneer*

It's 2020, and you're operating in a new business climate that looks nothing like five years ago. Are you prepared? In this special close-out to Friday at the NAMM Idea Center, Larry Bailin, a digital marketing pioneer, top Google partner and

NAMM U Breakfast Session presenter, will highlight the five most important digital marketing trends everyone in the music industry needs to take advantage of in 2020. He'll show you what's hot and what's not across search, social, video and more. Discover best practices for success and where to invest your marketing dollars for maximum return in this fast-paced, one-of-a-kind, not-to-be-missed session.

All-Industry Drum Circle *ACC, Palm Court*

NAMM Young Professionals Networking Reception *ACC, Level 1, Lobby, NAMM Member Center*

6-10 P.M. She Rocks Awards *House of Blues Anaheim*

19th Annual Parnelli Awards *Hilton, Level 2, Pacific Ballroom*

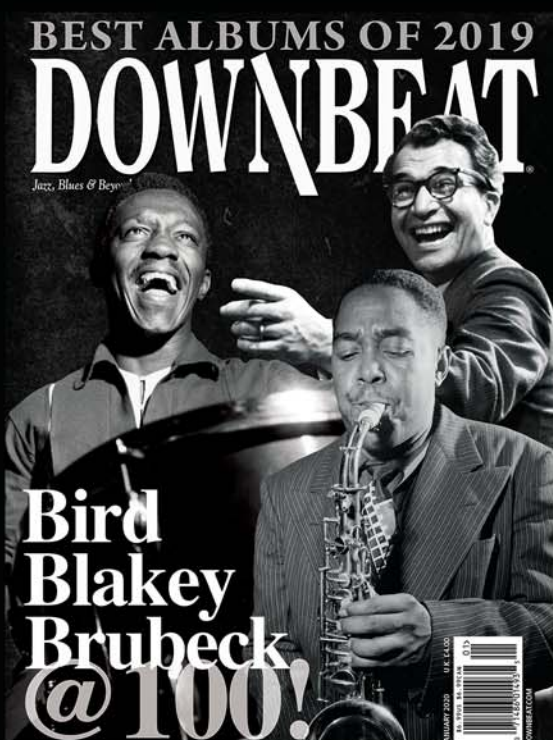
6-8:30 P.M. Yamaha All-Star Concert on the Grand *Grand Plaza, NAMM Grand Plaza Stage*

7 P.M. D'Angelico Guitars Presents: Doug Wimbish All-Stars *Hilton, Level 1, Lobby, D'Angelico Hilton Stage*



COVERING THE BEST IN JAZZ, BLUES & BEYOND

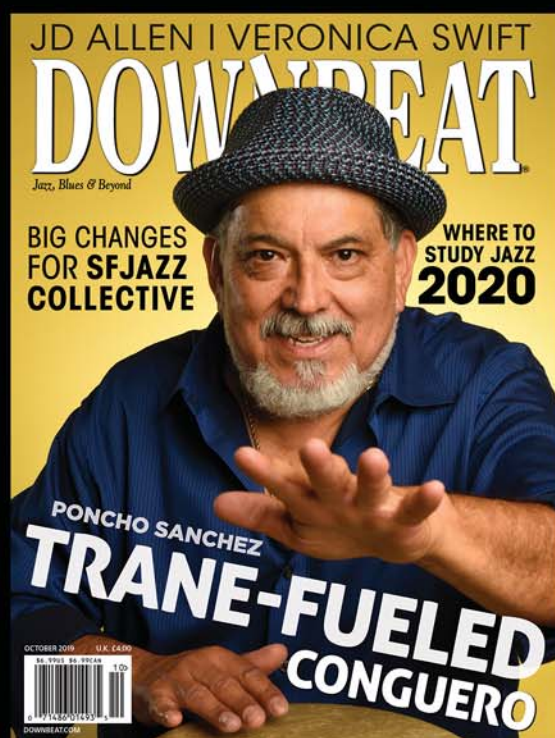
CARRY DOWNBEAT IN YOUR STORE



TO ORDER DOWNBEAT
FOR YOUR STORE:

CONTACT

SUE MAHAL
630-941-2030
SUEM@DOWNBEAT.COM



SEE US AT BOOTH 6907!

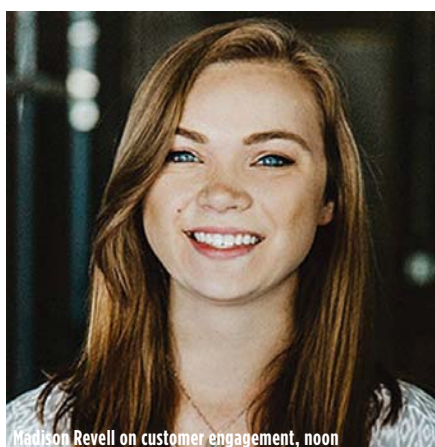
SCHEDULE

FRIDAY, JANUARY 17, 2020

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



Ann Handley will speak at the Breakfast of Champions, 8:30 a.m.



Madison Revell on customer engagement, noon



Sebastian Fabal on leveling up online sales, 10:30 a.m.



Mindi Abair to co-host the She Rocks Awards, 6 p.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 Transformative Marketing: Strategies for the Next Decade

Joe Lamond & Special Guests

Anaheim Hilton, Level 2, Pacific Ballrooms

Modern marketing and social media are fast-paced and always-on, but is fast really the best path to drive marketing transformation at your business? Is real time, right now going to deliver the best results and marketing experiences to your customers? Marketing guru Ann Handley is here to tell you “no!” Because always-on is exhausting. Because fast and frenzied is unsustainable. Because you have a business to run. And in this NAMM U Breakfast Session, Handley will be your tour guide for effective marketing in 2020. She'll reveal why the companies seeing the most success in marketing and social media are those that slow down, do less and obsess over

key areas. Most of all, she'll share how you can be more strategic to fuel your own marketing success. Are you ready? Join Handley and find out why you are!

10 A.M.-6 P.M.
Synth Showcase

ACC, Level 1, Hall B

Lounge 88 Showcase

ACC, Level 3

10:30 A.M.
7 Hacks to Boost Your Online Sales

Sebastian Fabal, Reverb

Selling online lets you connect with customers all over the world, move inventory beyond what's popular in your region and, most importantly, find new revenue for your business. But are you doing everything you can to make the most of this channel? Join Reverb's Sebastian Fabal, who works with the company's top sellers, to discover the secrets of the most successful retailers selling online. You'll leave this session with actionable tips that you can start implementing today to boost your sales online.

11 A.M.

How Instagram Really Works and How to Create Successful Content (Double Session)

Jen Hermann, Instagram Expert

Looking to increase your sales, customers and fans using Instagram? In this special double session, Jenn Herman, a globally recognized Instagram expert and the author of “Instagram For Business For Dummies,” will cover what you need to know about how Instagram works. She'll dive into how content is prioritized and help you get a better understanding of how and when your content is shown on the social media platform. She'll share insights into content strategies to help you create content that ranks higher and gets more engagement. Jenn will also show you how to tailor your posts, descriptions and hashtags to leverage Instagram in your favor. A must-attend session for anyone looking to level up their marketing and branding.

NOON

How to Keep Customers Engaged With Your Website

Madison Revell, Inbound AV

You've invested time and resources into your website, so why are customers leaving without going beyond your home page? Join Madison Revell, lead designer for marketing firm Inbound AV, as she shares the essentials of designing a positive user experience on your website and achieving greater online success. This informative, energetic session will explore visual web elements that resonate with customers and how design can be used to best influence customer behavior. Take control of your website today!

NOON-1:30 P.M.
Support Music Coalition on Music Education Advocacy

Hilton, Level 4, A9

12:30 P.M.
Makeup Lessons Solved!

Tyler Marolf, TeacherZone

Are makeup lessons among your biggest headaches in

running a music lesson business? If so, there are exciting ways to use technology to track makeups and even do away with the makeup lesson altogether. In this session, Chris Bates and Tyler Marolf of TeacherZone.com and Los Rios Rock School will look at different ways lesson programs from around the world successfully handle makeups. You'll not only discover the latest strategies and best practices, but also important leadership principles to reduce stress and chaos in your lesson business. Find out how to create a better culture, increase student retention and make your teachers happier.

1 P.M.
Lessons Learned: NAMM Dealers of the Year (Double Session)

Moderator: Robin Walenta, West Music

How do NAMM's Dealer of the Year winners view the state of the industry, along with new and emerging opportunities? How do they face the universal challenges of retail, and what essential wisdom and ideas can

CONTINUED ON PAGE 116

D'Angelico
NEW YORK

ROOM #212AB

NEW FOR
2020

Excel

STYLE B & EXL-1
THROWBACKS

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

**Artist panel discussion to follow each performance.

VISIT OUR ROOM #212AB FOR A CHANCE TO WIN AN ALL NEW D'ANGELICO GUITAR.

Guaranteed to
raise a **Smile**



LX8500 800W Bass Amplifier
Booth 6410 | Hall C

© 2020 Hartke | hartke.com

Hartke