

The Official **NAMM** Show Publication

# UpBeat

DAILY



# STARS @ NAMM!



Happy Sunday morning at NAMM! It's been a fine, furious weekend of gear, music and catching up with good friends. We've got one more day to sharpen our skills, see the next big thing and tie up a few loose ends. But in the meantime ... did you see any stars at the show? We did! Here are just a few.

1. Gerald Albright performs at the Cannonball booth on Friday. 2. Jason Mraz was the special guest of Joe Lamond, NAMM's president and CEO, during Breakfast of Champions on Thursday morning. 3. Bassist/producer Randy Jackson speaks at the Apogee booth on Thursday. 4. Cesar Rosas of Los Lobos performs during Media Preview Day on Wednesday. 5. Grammy-nominated and multi-platinum-selling producer, composer and DJ Matt Lange performs at the Pioneer DJ booth. 6. Verdine White and Earth Wind & Fire perform Friday during the Yamaha All-Star Concert on the Grand.

## BREAKFAST SESSION!



### BEST IN SHOW

Join Frank Alkyer and an all-star team of retailers as they discuss the best products they saw at The 2020 NAMM Show.

Breakfast Session  
Page 38



Schilke's Silky Flugelhorn  
Page 14



Vintage Gets Distressed  
Page 16



Mackie Redesigns Mixer Series  
Page 18



Alvarez's 8-String Bari  
Page 22



# KATANA MKII

The Evolution of a Modern Classic



# ACOUSTIC SINGER

Professional Bi-amp Design



WINTER NAMM SHOW 2020  
HALL A BOOTH 10702

[WWW.BOSS.INFO](http://WWW.BOSS.INFO)

 **BOSS**



**Still Handmade** BY

*Katie*

HD12-28

## Still the Standard.

Katie has been using her hands to expertly craft and assemble our guitars for over 4 years, because we believe it's the only way to create the perfect tone. And it's that legendary tone that has inspired music icons and passionate guitar players for generations.

Hear Katie's story and find your handcrafted HD12-28 at [www.martinguitar.com/handmade](http://www.martinguitar.com/handmade).

Visit Martin booth 5602.

**Martin & Co.**  
EST. 1833



# NAMM Show News

## Reverend Ups the ‘Watt-age’



Post-punk bass legend Mike Watt — the low-end drive behind The Minutemen and Firehose — chats with fans on Friday at the Reverend Guitars booth.



Trizzy Track performs at the Mackie SRM demo party Friday.

## Mackie Showcases Portable SRM Line of Speakers

Mackie showcased its new line of SRM V-Class loudspeakers at a demo party DJ'd by Trizzy Track on Friday.

To kick off the event, the Mackie team demonstrated the clarity of each model in the SRM line — the SRM210 V-Class, SRM 212 V-Class and SRM 215 V-Class — by playing tracks by singer-songwriters, full bands and EDM artists.

“This is a system I want to play on,” said Trizzy, who played a variety of tracks to showcase the SRM’s versatility.

The line is designed for use in medium-to large-sized venues with up 1,000 audience members. Each model is portable and can be controlled via the SRM Connect app.

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



DW Music Foundation Executive Director Michele Abrams and DW President and CEO Chris Lombardi discuss the new nonprofit initiative at a Friday press conference.

## DW Launches its Nonprofit

Friday evening, Drum Workshop opened its NAMM press conference in novel fashion. Instead of delving into a discussion of a new kits, there was an explanation of how to donate to the DW Music Foundation (DWMF), the company’s new nonprofit music education initiative.

DWMF Executive Director Michele Abrams and DW President and CEO Chris Lombardi detailed their plans for the future, and noted some early achievements.

“We’ve got some fantastic initiatives in 2020 for fundraising and that includes supporting existing partners that [DW has] been working with over the years, like Notes for Notes, The GRAMMY Museum, In Concert For Cancer, Alzheimer’s Foundation and Make-A-Wish Foundation,” Abrams said. “We recently sent some shakers to an orphanage in Haiti. It was joyful to see what a difference music could make for these kids.”

[DW Music Foundation \(dwmf.org\)](http://DWMusicFoundation.com)

## Allen & Heath Offers Product, Education

Allen & Heath has added to its product line with the introduction of SQ, dLive and the new Avantis. The company’s array of I/O hardware is also being featured, including dedicated solutions for Dante integration.

Additionally, a number of AES Academy live sound classes have been offered by the manufacturer at this year’s show, with veteran FOH and monitor engineer Michael Bangs hosting hands-on masterclass training offering insight into mixing techniques for festival, house of worship, broad-



cast and other live applications. A special “Modern Front of House Mixing” masterclass was presented by Parnelli Front of House Engineer of the Year Nominee Drew Thornton, FOH engineer for six-time Grammy Award-nominated pop singer Billie Eilish. Daily dLive certification courses rounded out Allen & Heath’s AES Academy training offerings.

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

## KHS Group Names Andy Wang CEO

KHS Group has appointed Andy Wang to the position of CEO. Wang takes the reins of the company from retiring CEO Karl Leong after a successful, tenured decade leading KHS Group global operations.

Wang has been a part of the KHS family for more than 18 years, joining the company in 2001 and serving in a variety of roles since that time.

“We are honored to have such an incredibly experienced, talented and pas-



sionate leader,” said Jerry Goldenson, president of KHS America. “His deep commitment to the important role of our industry in making music possible is undeniable.”

[KHS \(khsmusic.com\)](http://KHS.com)

## Neutrik Enters ‘Hall of Fame’

Neutrik USA has announced that the company’s XLR/¼-inch Combo connector has been inducted into the NAMM TECnology Hall of Fame, as voted on by a panel of audio experts, including authors, educators, engineers and other professionals. The award honors innovations that have made a significant contribution to the advancement of audio technology and production. The TECnology Hall of Fame induction ceremony was held yesterday at 4 p.m. in the NAMM Member Center.

Introduced in 1992, the Neutrik Combo connector was the first hybrid panel-mount connector combining a three-pole XLR receptacle with a mono or stereo ¼-inch phone jack. A radical innovation at its introduction and a main-



stay of audio equipment today, Neutrik’s Combo connector saves valuable real estate on today’s I/O-packed equipment and simplifies hookups with no compromise in quality.

[Neutrik USA \(neutrik.us\)](http://Neutrik.com)



# Córdoba

Discover Exciting, New Releases from Córdoba  
at Winter NAMM 2020

Room 205AB



Esteso



Friederich



15CFM



C5-CET Limited

Córdoba Music Group Is:

Córdoba



DeArmond™

HUMICASE™

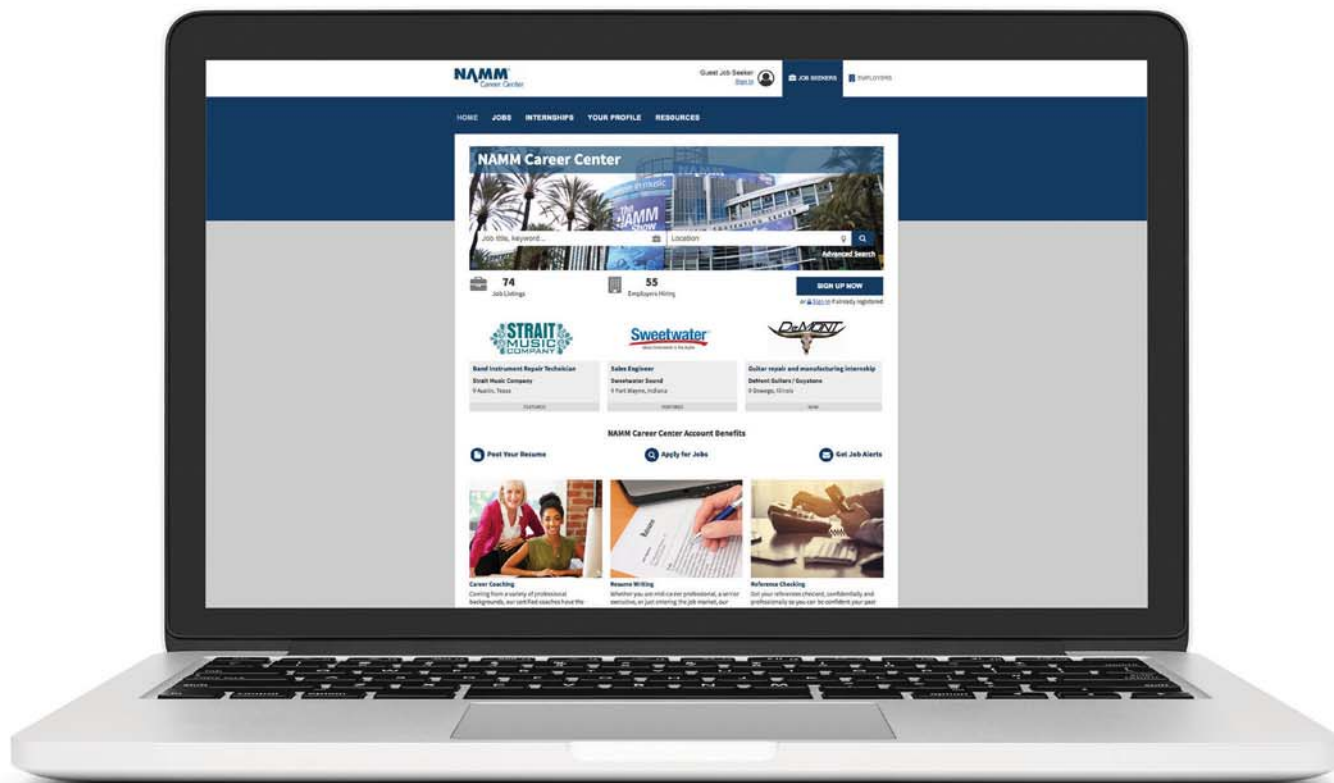


Aquila®



# NAMM Career Center

Connect with innovative employers and top-tier talent in the music products industry.



## Employers

- Effortlessly leverage the industry's vast talent pool
- Quickly post jobs online
- Manage incoming applications
- Browse resumes and set email alerts
- Bring awareness with featured banner ads

## Job Seekers

- Build a personalized profile and resume
- Set up custom job alerts
- Utilize advanced searching capabilities
- Connect with career coaches
- Stand out with expert resume writing services



Create your profile today at [jobs.namm.org](https://jobs.namm.org).



Visit us @ **NAMM Show**  
Adam Hall Group | Booth #11613



no matter what,  
your mix is under **control**

## **MONICON® XL** MONITOR CONTROLLER

Sound clarity and signal integrity are the most important factors for your work in the studio, so that you can record, edit and mix your tracks just how you want to. This is where the Palmer MONICON® XL comes in. It's configurable and allows you to route and regulate various sources to different outputs and monitors having even more control by using the mono correlation meter. You can even communicate with the musicians using the integrated talkback microphone, if you want to. No matter what, you are always in control.



**Palmer®**  
be true to your sound



[Palmer-germany.com/MONICONXL](https://palmer-germany.com/MONICONXL)

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





## Briefs



### Playtime Engineering Lights Up Blipbox After Dark

Playtime Engineering has introduced the Blipbox After Dark. It retains the innovative signal flow of the original Blipbox, yet nearly every aspect of the synthesis engine has been redesigned. An advanced multimode resonant filter gives every sound a rich, analog-like quality. Multi-tap stereo delay adds a lush quality to the output. New oscillator modulation schemes include enhanced Blipbox classics, plus all new schemes that utilize 256 custom wavetables.

🛒 [Playtime Engineering \(playtimeengineering.com\)](http://Playtime Engineering (playtimeengineering.com))

### Makai Adds to Limited Series

Lark In the Morning Wholesale has announced that Makai Ukuleles has added several new models to its Limited Series. The LC-95AW (concert body) and LT-95AW (tenor body) are crafted from Solid Aorous Rosewood with a new D-shaped soundhole in the upper bout. The aesthetically pleasing fingerboards are half maple and rosewood with Gold Grover Tuners with white tuner buttons. These models each come equipped with a Belcat UK-300T pickup with a built-in tuner. The ukes are designed in San Francisco.

🛒 [Lark In the Morning Wholesale \(dealers.larkinthemorning.com\)](http://Lark In the Morning Wholesale (dealers.larkinthemorning.com))

### RCF Expands HDL Range

RCF has made two additions to its HDL composite range, the HDL 50-A 4K and HDL 26-A.

The HDL 50-A 4K active three-way line array module is a higher-powered redesign for the original HDL 50-A, supercharged with 8,000 watts peak power (4,000 watts RMS). Equipped with two 12-inch woofers, four symmetrical 6 1/2-inch midrange and two 2-inch drivers, it offers excellent playback quality and enhances the SPL up to 143dB, with onboard FIRPHASE and RDNet networked management.

Occupying the same footprint as the HDL 6-A, the HDL26-A is an ultra-compact bi-amped two-way active touring system for small and medium-sized events. Because of the advanced transducers' design and the 2,000-watt Class D amplifier, it is capable of an extended bottom-end and a pristine sound.

🛒 [RCF \(rcf.it\)](http://RCF (rcf.it))



### CE Distribution Takes on Gotoh Pickups in U.S.

CE Distribution has been appointed U.S. distributor for Gotoh Pickups.

For decades, Gotoh has supplied high-quality pickups to guitar manufacturers around the globe. Classic Gotoh Pickups are all fashioned with Alnico magnets. A special technique is used to wax-pot these pickups to ensure stability at all levels of amplification. Gotoh Pickups utilize vintage-style materials and vintage winding standards.

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

# KAT Co-Founder Aims to Make Electronic Percussion More Expressive

During a Friday press event at the Hal Leonard booth, KAT Percussion co-founder Mario Decutiis detailed a decades-long journey to imbue electronic percussion with more flexibility and expressivity.

"When the MalletKAT first came out, it didn't have much expression. You hit it and played a note," Decutiis said about the instrument's first iteration in the mid-1980s. "So, I was working a gig in Manhattan, and going on the cruise ships. A saxophone player said, 'I feel sorry for you, man. Your instrument sucks. How do you bend notes? How do you add vibrato?'"

It was a definitive moment for Decutiis, as he set out to expand the possibilities of electronic pitched percussion. A distribution deal with Hal Leonard has been key.

The MalletKAT 8, which was among the new items Decutiis showcased during the event, features a three-octave range, 127 programmable setups, 512 high-quality sound patches and 47 drum sets. An updated version of the TrapKAT, dormant since the 1990s, also is available.



Mario Decutiis, co-founder of KAT Percussion, plays the TrapKAT XL during a Friday press event.

"Our goal is to get more people playing, and if that means that we need to bring them a cooler instrument and be more versatile, we're into it," said Dave Cywinski, Hal Leonard sales manager for drums and percussion. "When we looked at this oppor-

tunity, we said, this is too easy. So many schools in the country can't afford a \$10,000 marimba. But maybe they can spend \$2,100 and have something that's electric and covers timpani, vibes and marimba."

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

## PMC Marks 25th Anniversary with 3 Marketing Initiatives

The Percussion Marketing Council, which is marking its 25th anniversary in 2020, aims to promote drumming, expand the percussion market and bring together the industry through three new initiatives this year.

The new Get Your Sticks Together Drum promotion will offer 12 free drum lessons to a randomly selected student entered in the contest. A commemorative product giveaway will feature gear emblazoned with the PMC logo. One-hour lessons with a master drummer will offer an opportunity to have a private digital session with Rich Redmond, Gorden Campbell, Rick Latham or David Stanoch.

The new initiatives come as a companion to PMC's Drum Set in the Classroom, Drums Across America and other programs already in place.

"The whole mission is about creating new drummers, so it's expanding the market," said Yamaha's Stacey Montgomery-Clark, a member of the PMC's executive committee, during the organization's



Percussion Marketing Council Executive Committee member Karl Dustman speaks at the organization's Thursday event at the Hilton.

annual meeting at the Anaheim Hilton on Thursday. "That's important to a manufacturer and just creating awareness that you can drum — that you can get into drumming. That's what it's all about."

The percussion industry ranks as the eighth largest group within the overall music products industry. And the PMC is working toward expanding its reach.

"If we don't do this, no one else will," said Karl Dustman, a PMC executive committee member.

🛒 [PMC \(playdrums.com\)](http://PMC (playdrums.com))



## Cole Clark Humbucker Sounds Natural

Cole Clark is known for having one of the most natural plugged-in sounds available, with no more feedback than you get off a piezo system. A big part of this is due to the company's Patented Pickup System and the engineering of the guitar itself.

"We have noticed, over the years, that guitarists often add a soundhole pickup with a second output," said Miles Jackson, CEO of Cole Clark Guitars. "They put this output into an overdriven amp, loop the clean acoustic sound and solo over the top with the distorted sound. They also blend the two sounds or change between the sounds."

"The problem is, these soundhole pickups are not very good for this purpose and are in the wrong place — assuming the clean sound used is the acoustic sound, then the other sound is a distorted sound, most of the time. The best position for this, for most people, is the bridge position."

Cole Clark's Humbucker guitar is engineered with a Spanish heel, which stops bottom-end rumble, and a carved top to focus the sound. The guitar utilizes a double V-brace system. In the middle of this, Cole Clark uses a small, scalloped X-brace, which is exchanged with a piece of timber to mount the humbucker. The result is a guitar with a natural plugged-in acoustic tone, and a humbucking pickup that sounds the same as traditional guitars with humbuckers. The pickups each have a separate output.

🛒 [Cole Clark \(colecclarkguitars.com\)](http://Cole Clark (colecclarkguitars.com))

## Theo Wanne Adds Ambika 3

Theo Wanne has introduced the Ambika 3 Tenor Saxophone Mouthpiece. Featuring a deep tone, it's the company's darkest-sounding mouthpiece.

Built to complement Theo Wanne's Vintage New York Tone Master and Master Link Otto Link mouthpieces, the Ambika 3 has a full-bodied sound reminiscent of vintage 1940s mouthpieces, but with improved projection, ease of play and better dynamics. It has an extra-large chamber, flat baffle and deeply rounded inner side walls.

The Ambika uses real vintage-style hard rubber, just like the mouthpieces of the 1940s and 1950s.

🛒 [Theo Wanne \(thewanne.com\)](http://Theo Wanne (thewanne.com))





# LIKE NO AMP BEFORE.

## Black Spirit 200

NEW



**Hughes & Kettner**  
TECHNOLOGY OF TONE

### BLACK SPIRIT 200 FLOOR

- Hughes & Kettner's award winning Bionic Spirit Tone Generator built-in
- All features of the Black Spirit 200 Head plus two additional true-bypass pre-loops and adjustable Monitor-Input
- Fully programmable direct access to 128 presets additional input for foot switches and expression pedals, new direct 7 mode
- Real 200 watts power amp built-in
- High-quality, road-worthy aluminium die-cast housing




THE SOUNDMAKERS

# POLAR 10

## YOUR POLE POSITION IN SOUND >

POLAR 10, HK Audio's new columnar system, is an all-in-one sound reinforcement solution tailor-made for discerning musicians, DJs, entertainers, business speakers, schools and churches.

- System power: 2,000 watts
- Frequency response: 38 Hz to 20 kHz
- Max. SPL: 126 dB
- 10" Subwoofer
- Extra wide coverage angle (120°)
- 4-channel mixer: 2x Mic/Line, 1x HiZ, 1x Aux
- 3-band master EQ with semiparametric mids
- 24-bit DSP with 3 sound modes and 5 user presets
- Bluetooth 5.0 audio streaming 
- Transport covers included



# LINEAR 7

## NETWORKED AUDIO PRECISION >



THE SOUNDMAKERS

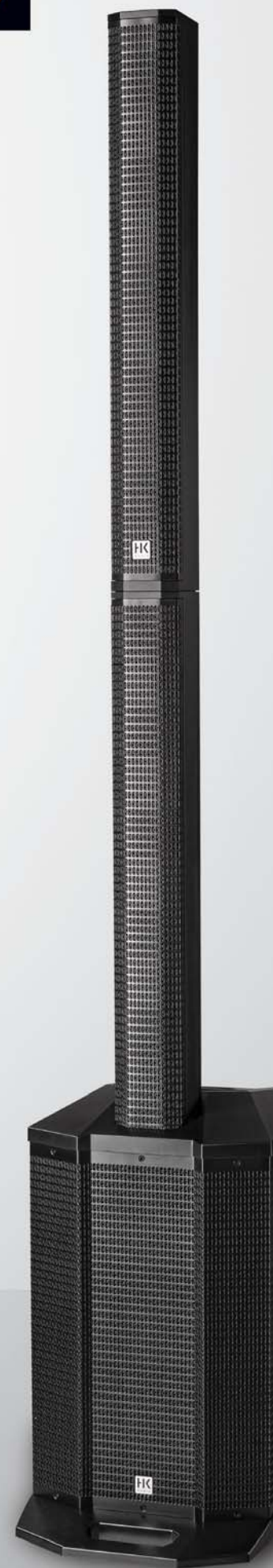
Engineered from scratch, the all-new LINEAR 7 series combines HK Audio's proven made-in-Germany quality with advanced, extremely user-friendly network intelligence. With the benefit of its professional-grade features, LINEAR 7 delivers ultra-precise audio performance and plenty of sound pressure. What's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

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

NEW



NEW



HK Audio and Hughes & Kettner are proudly distributed in USA & Canada by Yorkville Sound.  
www.yorkville.com  
(716)-297-2920

Engineered in Germany



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





# Summer NAMM

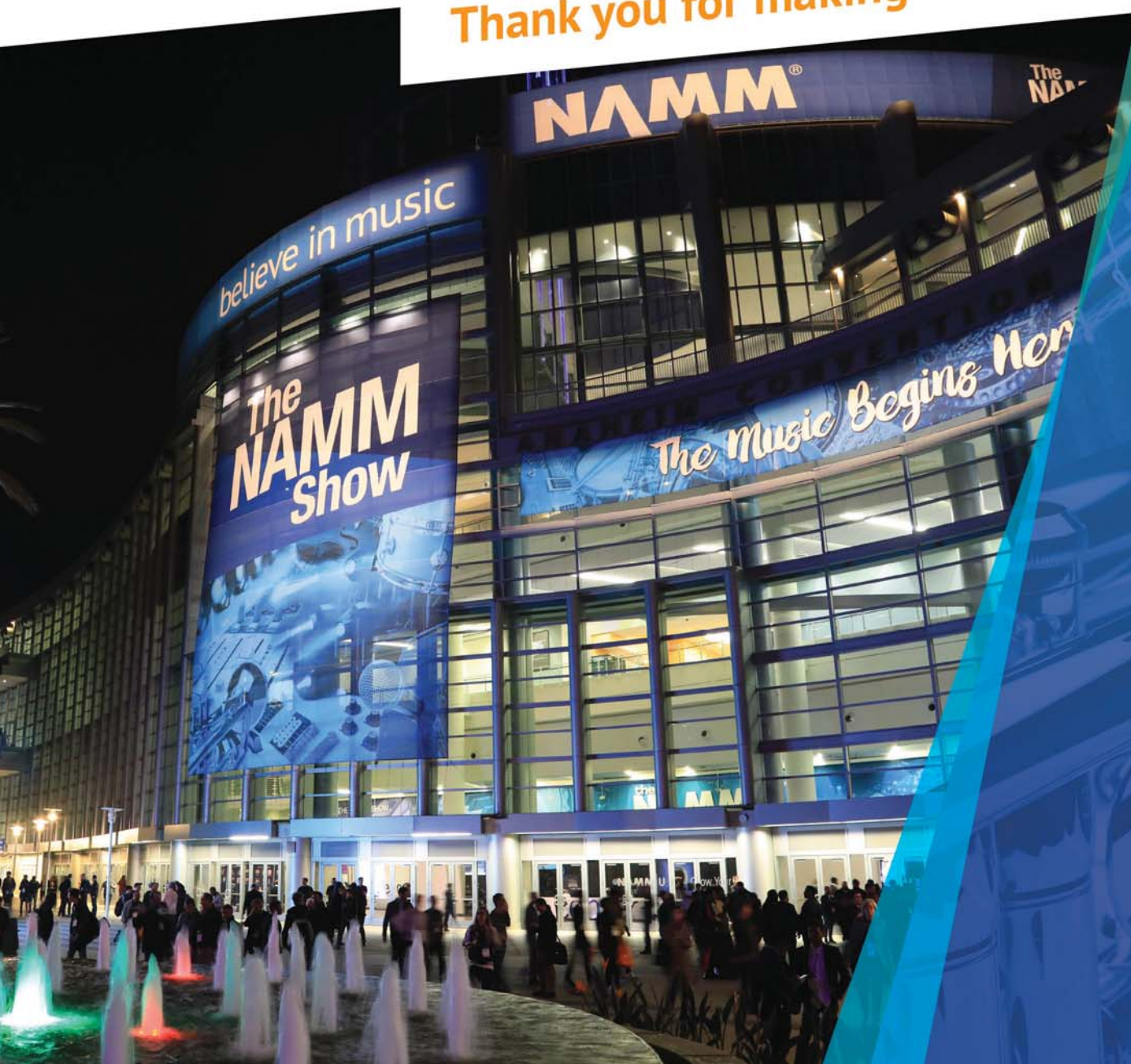
July 9–11, 2020  
Nashville

Register for badges and book your  
hotel beginning April 2020.

[namm.org/summer](http://namm.org/summer)

## See you next year!

Thank you for making The 2020 NAMM Show amazing.



# The NAMM Show

January 21–24, 2021  
Southern California

Register for badges and book your  
hotel beginning August 2020.

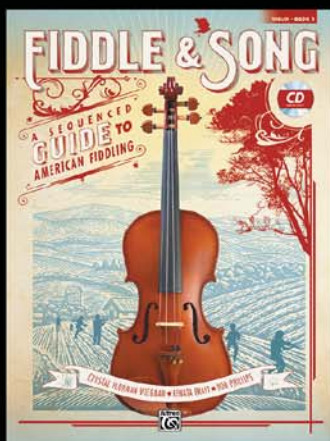
[namm.org/nammshow](http://namm.org/nammshow)



Growing your *business* . . .  
by growing *musicians*



AGES 7-9



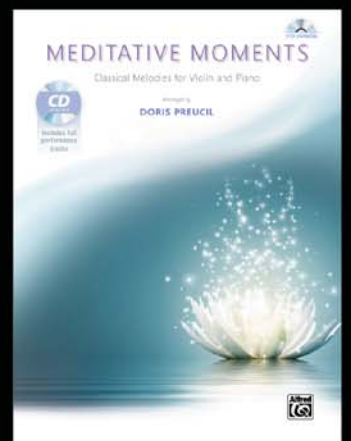
AGES 10-11



AGES 12-15



AGES 16-17



AGES 18+



**Alfred Music**  
LEARN • TEACH • PLAY

[alfred.com/dealer](http://alfred.com/dealer)



## Yamaha, Bösendorfer Name Piano Retailers of the Year

Yamaha and Bösendorfer pianos named their Piano Dealers of the Year Thursday night during a reception in the Anaheim Marriott.

Classic Pianos was named Bösendorfer Dealer of the Year and Cunningham Piano was named Yamaha Dealer of the Year by Yamaha Corp. of America. Bösendorfer is a wholly owned subsidiary of Yamaha.

“Classic Pianos and the Unis family epitomize what makes a great piano retailer,” said Travis Mitchell, director, piano channel sales of Yamaha Corp. of America. “They are active in their community, they are dedicated supporters of the arts, and they provide world-class customer service and support. Combine that with skilled and passionate employees who are well trained and love their craft, and you have a great recipe for success.”

With a family history of repairing pianos and a passion for the craft, Maurice Unis opened Moe’s Pianos in the mid-1970s, which quickly became Portland’s most recognized name in piano sales and service. In 2001, Maurice opened Classic Pianos with his oldest son, Brian. Since then, all three of the Unis sons have become involved with the business and have helped expand Classic Pianos to seven states, including locations in Portland, Oregon; Bellevue, Washington; Las Vegas; Albuquerque, New Mexico; Denver; Boston; and Anchorage, Alaska.

Cunningham Piano Company received honors as the Piano Channel Dealer of the Year for Yamaha pianos in the U.S.

“The Cunningham Piano Company team is having a huge impact on the overall marketplace to create more music makers, and to brand them with Yamaha,” said



The piano honorees, from left: Tony Falcetti, Yamaha's Chris Gilbert, Tracy Flater, Lamar Roach, Forrest Mitchell, Nick Falcetti, Taylor Unis, Brian Unis, Travis Mitchell, Cathy Unis, Maurice Unis and Yamaha's Tom Sumner and Garth Gilman.

Yamaha’s Mitchell. “They’re fully engaged in our institutional objectives, are hiring and training skilled staff, and are improving on their customer experience every year. It comes as no surprise that they have earned this national recognition as Yamaha Piano Channel Dealer of the Year.”

Cunningham Piano Company was

founded in 1891 by Patrick J. Cunningham, who spent his life hand-building his piano and offering other instruments to his clientele. Today, Cunningham Piano Company strives to offer the world’s finest selection of instruments, including the full spectrum of Yamaha pianos.

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

## Kravitz’s Tour Engineer Employs A-T

For many years, microphones from Audio-Technica have been an essential part of the setup employed by audio engineer Laurie Quigley on tour with Lenny Kravitz.

On Kravitz’s Here to Love World Tour, Quigley has employed the Audio-Technica third-generation 5000 Series frequency-agile true diversity UHF wireless system paired with the ATW-C6100 hypercardioid dynamic microphone capsule for Kravitz’s lead vocal. They had previously employed the second-generation 5000 Series.

Among Quigley’s other go-to mics is the Audio-Technica AT4050 multi-pattern condenser microphone.

“I first saw and heard an AT4050 around 25 years ago,” Quigley said. “I was sold instantly and replaced all my guitar mics



A-T’s Roxanne Ricks with Laurie Quigley

with 4050s shortly after. I have compared different mics over the years but have yet to find a better sounding or more reliable microphone. I believe there are close to 30 AT4050s on stage: 16 guitar channels, three bass channels, six choir channels, two Leslie bottom channels and spares. I also use all AE6100s on vocals, PRO 23s on the toms, AE2500s inside the kick, ATM23 on the top end of the Leslies and AT4047/SV on my OHs and cymbals.”

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

## Avolites Goes Immersive

Ed Shaw of Neico and motion graphics designer and musician Brett Bolton created an immersive projection mapping project dubbed SPLNTR in the heart of Las Vegas’ Art District at the CMXX Las Vegas in November 2019 with the help of some of the industry’s top brands, including Avolites, Group One Ltd., AG Light and Sound, X-Laser, GLP, Robe and Notch.

“We were looking for an alternative to a trade show that was more appealing to our clients and designers,” said Stephen Baird-Smith, sales manager for Avolites.

Shaw’s SPLNTR was an immersive experience where the visuals and audio were completely controlled by the individual as they moved through the building. The visuals were inspired by Shaw’s personal taste but also with the aim to show the audience something different.



The immersive experience was hosted in CMXX Las Vegas, a warehouse featuring white walls. The event was open to the public but was aimed at designers who not only wanted to see beautiful content, but also the power of the technology behind the scenes.

Avolites provided the main bulk of media control for the nine HD projectors needed for the installation. This included six Q3 media servers for the individual walls, another for the custom Notch content and two pre-production Ai servers dedicated to real-time generative graphics. X-Laser brought in its Skywriter HPX M-5 and M-10 lasers, and cabling and data networking was provided by AG Light and Sound.

**INFO** Avolites ([avolites.com](http://avolites.com))

## G7th Performance 3 Capo Garners Rave Reviews

G7th’s Performance 3 capo with Adaptive Radius Technology (ART) has received a variety of positive reviews.

In its August 2019 issue, *Premier Guitar* said: “The Performance 3 is one of the rare capos that makes me forget I’m even using a capo — which is kinda the point, right?”

*Acoustic Guitar* described it as “a valuable and versatile tool for players who want an easy-to-use

capo that will work excellently on all of their guitars.”

“I think this is a Swiss Army knife of capos,” said Tony Polecastro of Tony’s Acoustic Challenge. “I am typically leery if a capo claims to work great on everything, but I can tell you — this capo works great on everything!”

In its October 2019 issue, *Vintage Guitar* magazine said, “The G7th Performance 3 capo is the pinnacle of the device’s evolution.”

**INFO** G7th ([g7th.com](http://g7th.com))



## Fender Adds 3 Effects Pedals

Fender has introduced three effects pedals. The MTG Tube Tremolo brings the hypnotic sound typically found in vintage amps and places it in a stompbox based around a genuine, U.S.-made NOS 6205 preamp tube. It features level, intensity and speed controls, three different waveform modes via the Wave knob and a dedicated tap tempo that allows access to various note subdivisions.

The MTG Tube Tremolo is an all-original Fender circuit. The chassis is crafted from lightweight, durable anodized aluminum, and the Amp Jewel LED gives player’s pedalboard the classic Fender look.

Fender’s Tread-Light Wah Pedal contains a switchable under-treadle LED that allows for easy visibility on stage under any light. It features adjustable treble and a three-way top-mounted mid-frequency toggle for a variety of tonal options. External buffer can be switched to buffered or classic wah effect.

Fender’s Tread-Light Volume/Expression Pedal helps players cut through the mix by adding extra volume when needed or to add those extra expressive elements to tone. It features a switchable under-treadle LED that allows for easy visibility.

**INFO** Fender ([fender.com](http://fender.com))



## Sabian Crotales Deliver Clarity

Sabian has introduced new High and Low Crotales sets. The 13-disk sets provide purity and clarity, with matched fundamentals and harmonics. Tuned to A=442, both sets offer projection and sustain with pitch and intonation remaining clear throughout the duration of each note. Both sets are offered with mounting bar and stem and also with mounting bar, stem and sturdy base. A hardshell case

allows Crotales to be played from inside. It’s available separately.

**INFO** Sabian ([sabian.com](http://sabian.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





## Ashdown Built Pedals for Pros

Ashdown Engineering has introduced the Pro-FX, a 9-volt range of effects pedals built for guitarists and bass players.

The new line has been designed and engineered in the U.K. with electronics engineer Dave Green. Has been part of the team at Ashdown since 2006 and has been behind many of Ashdown's products in terms of electronic design.

Ashdown set out to produce an affordable range of pedals not only distinctive in look, but also full of tone and features.

The line includes ABM (Ashdown Bass Magnifier) Pro-FX range and the AGM (Ashdown Guitar Magnifier) Pro-FX range. The bass range has two sought-after pedals. The guitar range has three pedals.

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



## Schilke Offers Full Overtones

Schilke has released the 1041-FLC Flugelhorn. This instrument features a pure copper bell boasting a lush sound, full of overtones and warmth while maintaining an even and controlled feel throughout its range. Ideal for jazz and all-around use,



the 1041-FLC provides sound in a league of its own.

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

## Champion Wind Arrives

Barnes & Mullins has delivered the U.S. debut of Champion Wind's retail-focused Lubrication Station.

Comprised of a mix of Champion's Valve Oil, Slide-Eze, Bore Oil and Key Oil, the Lubrication Station offers a simple and handy way for retailers to display and restock these essential wind and brass consumables.

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



## Bittree Solves Problems

Bittree's ProStudio family has amplified the possibilities of professional sound quality and reliability in patching products for the musical instrument and pro-audio markets.

Bittree has also addressed in-studio, problem-solving with the 1x16 ProStudio PS1625QX pass-through panel, giving users easy, front-of-rack access to the I/O connections they need.

Designed for both permanent and mobile studio environments, the PS1625QX simplifies I/O access for applications as straightforward as connecting a microphone to a digital audio workstation or more complicated setups — like multi-microphone drum record-

ing sessions.

In essence, the PS1625QX addresses a common challenge in professional studios — providing convenient I/O connectivity, so that users don't need to squeeze behind racks or sort through tangled masses of cables to hook up their gear.

The PS1625QX is available with a flexible choice of high-quality connection types: 16 male XLR connectors; 16 female XLR connectors; 8 male and 8 female XLR connectors; or 16 female 1/4-inch TRS jacks.

A silkscreened diagram on the rear panel shows the unit's Tascam-standard pinout.

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



DIXON

**CORNERSTONE** embodies Dixon's commitment to drummers in the spotlight. On stage, in the studio or trending on social media, key quality features elevate your look, sound and performance in standout fashion.

**NEW FOR 2020!** North American Maple Shells and TMS tom suspension. The classic warmth of North American Maple is the most recorded drum sound on the planet, and Dixon's innovative Track Mount System (TMS) allows the isolated mounting of toms along with mics, smart phones, tablets and GoPro holders.

**Booth 7414.** [www.playDIXON.com](http://www.playDIXON.com)

# PLAY PRO

#PLAYDIXON



EXCLUSIVE DISTRIBUTOR

t: 1-800-727-4512

e: [info@stlouismusic.com](mailto:info@stlouismusic.com)

w: [www.stlouismusic.com](http://www.stlouismusic.com)



CTM42201NM Neo-Mint Satin  
Hardware and cymbals sold separately





**ddrum.**

**LUNA  
GUITARS**



THREE BRANDS • ONE PLACE

    [www.DeanGuitars.com](http://www.DeanGuitars.com) [www.LunaGuitars.com](http://www.LunaGuitars.com) [www.ddrum.com](http://www.ddrum.com)

See Us at NAMM **NAMM**<sup>®</sup>  
*believe in music*

Available by appointment in meeting room D3B.

To schedule an appointment, please contact [patrick@armadilloent.com](mailto:patrick@armadilloent.com)





## Vintage Gets Distressed

Vintage has added color-over-color, distressed finishes to its Icon V120 solid body electric guitars.

These two new additions to the Vintage Icon Series of electric guitars are available in Distressed Black-Over-Cherry Red and Distressed Gun Hill Blue-Over-Sunburst.

These new finishes work harmoniously to deliver a unified work of art.

Added features to this model include an offset heel for improved fretboard access and Wilkinson hardware, including a Wilkinson W90SK pickup.

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

## Roland Jupiter-X Series Evolves

Roland is showcasing the Jupiter-X, a new series of synthesizers that feature a diverse selection of sounds and advanced composition and performance features.

Jupiter-X combines classic Roland design with a new synth engine and the finest keyboard action to date. The compact Jupiter-Xm is available and equipped with a 37-note slim keyboard, while the flagship Jupiter-X (available in the U.S. in April 2020) features a full-size 61-note keyboard.

Flexible and deep, Jupiter-X's next-generation sound engine lets users tap into Roland's long history of genre-defining sounds and morph them together to explore unmapped sonic territory. Sought-after analog classics like the Jupiter-8, Juno-106, SH-101 and more are authentically repro-

duced, as well as digital machines like the vintage XV-5080 and modern RD pianos. Built for on-the-spot music creation Jupiter-X features an informative display and an array of large, comfortable knobs, sliders and buttons.

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



## PROFILE

### THE NEW SHAPE OF PERFORMANCE.

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

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

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



Alto

Soprano

**Vandoren**<sup>®</sup>  
PARIS

NAMM Booth 9723



## MusicMedic Adds Student Flute

MusicMedic has introduced The Wilmington Flute, a high-quality, affordable student instrument.

The Wilmington Flute, made in the same factory as Wilmington Clarinets with the same CNC machining, maintains the company's signature build quality.

MSRP: \$425

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

# UpBeat

DAILY

Vol. 67 No. 4 | The NAMM Show | Sunday, January 19, 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, Will Dutton

**CIRCULATION**  
Sue Mahal

**ACCOUNTING**  
Evelyn Hawkins

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

**Mahe 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.



UPDATED  
FOR *2020*

*The Original*

# U•BASS®

*played by the best.*



- Improved Output
- Improved Intonation
- New Fishman® EQ Voiced Specifically for U•BASS®
- More Dynamic Range with a Full 3-Band Active EQ
- Now Comes with Adjustable, Independent Saddle

*Classic*

**NAMM**  
BOOTH# 5006

View the complete selection of U•BASS® by Kala online at [UBASS.COM](http://UBASS.COM)







## Guild X-350 Offers Tonal Range

Guild Guitars has expanded its offerings with a take on the X-350 Stratford.

The new model features full hollow-body construction using an elegantly arched spruce top and spruce tone bar bracing, which gives the Stratford its iconic airy

tonality. The guitar's three Franz P90 single-coil pickups grant the guitar a world of tonal possibilities ranging from biting growls to airy chime.

MSRP: \$2,100  
[Guild Guitars \(guildguitars.com\)](http://www.guildguitars.com)



## Play Like a Rock Star

Yamaha's Sonogenic SHS-300 is a wearable keytar that empowers anyone to sound great playing along to their favorite song, even if they've never played an instrument.

The instrument is the little brother to the SHS-500, first introduced at the 2019 NAMM Show.

Like the SHS-500, the SHS-300 can be

played in the traditional way, but its jam function enables free-flowing performances without fear of hitting a wrong note. Musicians and non-musicians alike can enjoy a new level of interaction with the music they love.

MSRP: \$299  
[Yamaha \(usa.yamaha.com\)](http://www.usa.yamaha.com)

## Mackie Elevates ProFXv3 Series

Mackie has announced the complete redesign of its most popular analog mixer series, ProFXv3 Professional Effects Mixers with USB.

Now with Mackie's renowned Onyx mic preamps, GigFX Effects Engine, 2-by-4 I/O, 24-bit/192 kHz USB recording and a new modern design, these mixers are great for live sound in clubs, bars and venues, and are the perfect choice for home studios, content



creators and live streaming. Now included with the purchase of any ProFXv3 model is the industry-stand DAW, Pro Tools, plus the exclusive Mackie Musician Collection featuring 23 Avid plug-ins.

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

## Poputar 'Smart' Guitar Picks Kepma

Popmusic, a division of Shenzhen Culture Technology Co., Ltd, has selected Kepma guitars as its manufacturing partner for the award-winning "Smart" guitar design called the Poputar.

The Poputar is an app-enabled guitar and acoustic learning system for aspiring musicians. The system helps guitarists by showing them exactly where to put their fingers on the fretboard to form chords and pick notes in real time.

The app includes lessons, gaming and more to make playing more visually fun.

The Poputar is debuting at the Kepma booth. Kepma USA, is the exclusive North American distributor of Kepma guitars.

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



*Come See Our Newest Products!  
 Booth 7212 - NAMM 2020*



**RBImusic**  
 musical instrument distributors since 1961



**GROVER**  
 PRO PERCUSSION

**BOOMWHACKERS**

**Oderij**  
 love every beat.



*We Remember:  
 Alexis Castañeda  
 (1972 -2019)*

*Founder of Atempo Percusión*



*"Whatever you do,  
 work heartily, as for the  
 Lord and not for men"*

*Colossians 3:23*

800-424-4724 • [rbimusic.com](http://rbimusic.com) • [sales@rbimusic.com](mailto:sales@rbimusic.com)



**GATORCASES**

# GUARD IT WITH GATOR™

The award-winning **Transit Line**  
of bags just added two more

Model #GTK61SL-BLK, GTK61-BLK

Check out the new Transit Style 61 Note Keyboard  
cases at Winter NAMM 2020 Booth #6413



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

@GATORCASES    

# NEVER MISS A BEAT



**NEW COLORS** FOR OUR POPULAR  
**RIGHT HEIGHT™ LINE**  
WITH PATENT-PENDING **RIPCHORD™** TECHNOLOGY



[LEVYSLEATHERS.COM](http://LEVYSLEATHERS.COM)

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





## Fender Revisits HM Stratocaster

The limited-edition HM Stratocaster sports the same look and specs that helped the '88-'92 models compete with the hot-rodded Strat impersonators of the day.

Built in the same factory as the original, the HM (for Heavy Metal) Strat features a narrow C neck, with a 25.1-inch scale and a 17-inch radius, and a maple or rosewood fingerboard with 24 jumbo frets.

A Floyd Rose Special recessed bridge

keeps everything in-tune even after the deepest dive-bombs. The high-gain HSS pickup configuration delivers hot Humbucker tones in the bridge that can be split for more traditional Strat sounds when combined with the single-coil neck and middle pickups. The HM models are available in frozen yellow, flash pink, ice blue and bright white.

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

## DPA Highlights Choir Mic

DPA Microphones is showcasing its 4097 Core, Supercardioid Choir Microphone.

Designed for house-of-worship and choir applications, the 4097 provides the sonic qualities of the brand's 4099 Core Instrument Microphone, but is designed specifically to capture dynamic choir sound with both wireless or wired configurations.

The 4097 Choir mic also features DPA's flat off-axis super-cardioid pattern and, like all DPA microphones, has been designed to be one of the most natural-sounding solutions available.

As a result, the microphone has a very high-gain-before-feedback, and due to the off-axis characteristic, it makes the entire choir sound natural — Not only on-axis, but also from all angles.

This makes using multiple mics on the choir easy for the sound engineer.

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



## Ibanez Introduces Updated SR Premium Models

Ibanez has revamped its SR Premium series with the introduction of eight new models.

The SR5PBLTD is a limited model featuring a mahogany body with a poplar burl/birdseye maple top. Its 15-piece neck is made of panga panga, maple, paduak and purpleheart, topped with a figured birdseye maple

fretboard. Nordstrand Big Single pickups with special wood cover supply power, volume and clarity, that when paired with the Ibanez Custom 3-band EQ, offer a wealth of tonal versatility.

These models inject enticing new aesthetics into an already popular line of basses.

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

## D'Addario Secures Saxes with Padded Leather Strap

D'Addario Woodwinds has launched a Padded Leather Saxophone Strap.

This strap features soft-yet-strong materials for a mix of style and functionality. Each strap comes with gel padding for added support and comfort and quality leather for style and durability. The saxophone strap includes a secure adjuster to hold the position tightly during any performance and an ergonomic release button that helps players to quickly switch

instruments with security and ease.

The Padded Leather Saxophone Strap is available in black leather with nickel hardware or brown leather with brass hardware for soprano, alto, tenor and baritone saxophones.

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



# TOUCH • FEEL • PLAY

THE EVOLUTION IN TUNING

NAMM #3520



## TUNE-A-LELE™

The Ukulele Machine Head



### 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



[www.graphtech.com](http://www.graphtech.com) [info@graphtech.com](mailto:info@graphtech.com)



**Warwick**<sup>®</sup>  
CUSTOM SHOP  
MASTERBUILT • MARKNEUKIRCHEN • GERMANY

THUMB NT  
LTD 2020



The  
**NAMM**  
Show

**BOOTH #4636**

AVAILABLE AS 4-STRING AND 5-STRING MODEL

NECK WOOD WENGE WITH MAHOGANY STRIPES | FINGERBOARD WOOD WILD MAHOGANY | BODY WOOD HIGHLY FIGURED MAHOGANY BURL

PICKUPS ACTIVE MEC J/J WITH BRUSHED METAL COVERS

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

[www.warwickbass.com](http://www.warwickbass.com) [www.framuswarwickusa.com](http://www.framuswarwickusa.com)

[info@framuswarwickusa.com](mailto:info@framuswarwickusa.com) (629) 202 - 6790 [www.facebook.com/warwickframus](https://www.facebook.com/warwickframus)

Family Owned • Solar Powered • Sustainably Manufactured in a Green Environment





## Alvarez Unveils New 8-string Baritone Models

Alvarez Guitars has introduced the eight-string baritone ABT60CE-8BK and ABT60CE-8SHB.

Tools to jump-start a guitarist's creativity, these new eight-string baritones come in two finishes, black and shadowburst.

"We've had great success with our baritones, and an eight-string version is something our customers have been requesting for some time," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music.

🛒 [Alvarez Guitars \(alvarezguitars.com\)](http://AlvarezGuitars.com)



## Ernie Ball Music Man Adds to Palette

Ernie Ball Music Man has announced new colors for its 2020 instrument line.

The Cutlass RS and Stingray RS guitars pay homage to the cosmetic appeal of Leo Fender's original Music Man models. New Charging Green, Ghostwood and Maroon Mist colors have been announced. The James

Valentine guitar will be available in Shell Pink, TV Yellow and Classic Natural, while the Stingray Special four- and five-string basses will come in Maroon Mist, Tectonic Blue Sparkle, Firemist Silver, Ghostwood, Ghost Pepper and Burnt Amber.

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



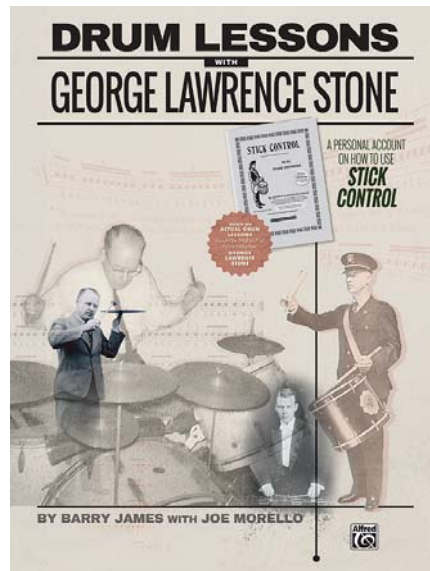
## Taylor Travel Model Gets Upgrade

Taylor's spruce-top, travel-size guitars, the BT1 and BT1e, get a wood upgrade this year to layered walnut back and sides.

These portable, inviting instruments have

also been outfitted with maple necks. They are offered with or without onboard ES-B electronics, which include a built-in tuner.

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



## Alfred Issues Companion to 'Stick Control'

Alfred Music has released *Drum Lessons with George Lawrence Stone: A Personal Account on How to Use Stick Control*.

By Barry James and Joe Morello, and based on recollections of their studies and conversations with George Lawrence Stone, this companion book to *Stick Control* contains a series of lessons and lectures on the art and technique of drumming as originally developed and taught by Stone.

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



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**





## Gator Helps Organize Cables

Gator Frameworks has introduced a new organizer for cords and cables, the GFW-Cablehanger. It's wall-mountable, allows quick cable placement and provides a sleek look for at home or in the studio.

The Gator Frameworks cable hanger organizer provides a storage solution for separating and holding connection cables of

various sizes and types, including computer cables, instrument cables, patch cables, XLR, MIDI and USB.

The hanging design helps prevent the risk of cable damage due to over-coiling or from kinks created when cables are left plugged into sources.

🛒 [Gator Frameworks \(gatorframeworks.com\)](http://Gator Frameworks (gatorframeworks.com))



## Cort Delivers KX300 with Red, Gold Accents

Cort Guitars has added the KX300 Etched electric guitar to its KX series.

The model features a double-cutaway body with new color finishes of etched black red and etched black gold.

Cort starts with a 15-millimeter solid

swamp ash top that is sand-blasted for an open-pore finish and then treated with either red or gold color accents on the matte black background to exude an organic vibe.

MSRP: \$899.99

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

## QSC Named Line of the Year

QSC has been named the Sound Reinforcement Line of the Year in the 27th Annual Musical Merchandise Review Dealers' Choice Awards.

MMR magazine states, "Our voters decided this year that QSC is delivering on their mission statement to be the leading and most trusted provider of high-quality professional audio/video systems. QSC understands that sound reinforcement isn't just about concert and club-thumping beats. Sure, their loudspeakers serve thousands—if not millions—of eager concertgoers in any given year, but

the California-based company taps into the entire world of live sound and entertainment, not just the world of dancehalls. For every venue that needs a new sound rig, there's a house of worship that needs one too, and for every DJ on the go, a presenter is scrambling for an audio solution. Weddings, parties, corporate get-togethers that are cool—QSC is serious about all kinds of

events, and that's why QSC takes home the DCA for 'Sound Reinforcement Line of the Year' in 2019."

📄 [QSC \(qsc.com\)](http://QSC (qsc.com))



## Reissued Santa Monica Shells Celebrate DW History

Drum Workshop has reissued the original collector's series all-maple shell configuration.

The DW Santa Monica shells offer a versatile sonic option and pay tribute to DW's 50-year, drum-making legacy.

Hand-crafted from select plies of North American hard rock maple at the California Custom Shop, the six-ply shells utilize slightly thicker 1/32-inch veneers, fit with six-ply reinforcement hoops, which offer a resonant, focused tone.

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



SEE US ON STAND 4802, HALL D

Hold your group together with

**ROTO SOUND**

Strinas

1958 PLAYED BY THE BEST FOR OVER 60 YEARS 2020  
ELECTRIC ACOUSTIC BASS

ROTO SOUND.COM

f t i



## V4 Icon Prepared to Rock

The Vintage V4 Icon bass looks and plays like it's been the owner's No. 1 instrument for decades. Modeled on original battle-worn bodies, the V4 Icon has been authentically pre-worn with its Eastern poplar body creeping through

two new finishes, Distressed Firenze Red and Vintage White to accompany the original Distressed Sunset Sunburst. The Vintage V4 Icon bass guitar is ready to rock.

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



## Reverend Delivers Retro-Cool Contender

Reverend Guitars has delivered the Contender, a flat-top, single-cut, set-neck guitar series.

The Contender features a classic retro look with a modern edge stemming from its

offset body and six-inline headstock. This elusive yet harmonious combination of vintage and new is the hallmark of Reverend designs.

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





# BLUEMOON

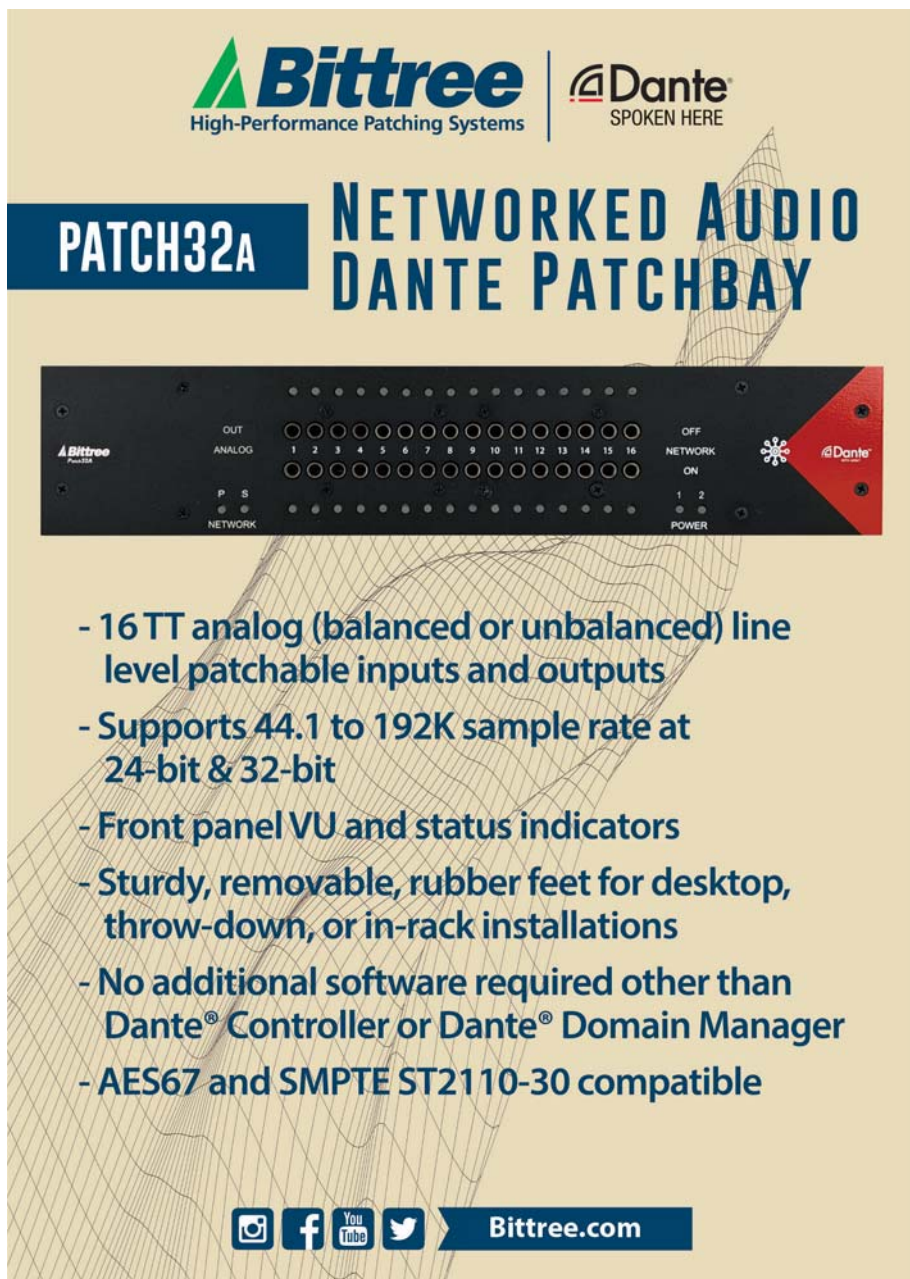


Multi Award-Winning, All-Solid Acoustic Guitars  
designed in the UK by Patrick James Eggle

find out more at: [faith.guitars](http://faith.guitars)







**Bittree** High-Performance Patching Systems | **Dante** SPOKEN HERE

## 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

Instagram Facebook YouTube Twitter [Bittree.com](http://Bittree.com)



## On-Stage Offers Dynamic Mics

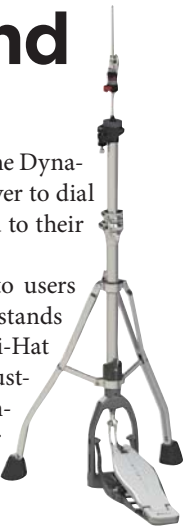
On-Stage will roll out its AS400v2 and AS420v2 dynamic microphones. Both mics are perfect solutions for miking vocal performances or public speaking engagements. The AS400v2 dynamic mic features a mute switch that can conveniently be turned on and off at the mic itself. The AS400v2 comes equipped with everything needed to connect to a mixer or public address system, including a 20-foot cable and a mic clip for

use with mic stands. The AS420v2 wide-range dynamic mic features a broad frequency response to produce a well-rounded amplified sound. Similar to the AS400v2, the AS420v2 also comes with everything needed to connect to a mixer or public address system, including the 20-foot cable and a mic clip for use with mic stands.  [On-Stage \(on-stage.com\)](http://On-Stage (on-stage.com))

## Dyna-Sync Hi-Hat Stand Delivers Quick Action

Tama has launched the Dyna-Sync Hi-Hat Stand. Based on the same direct-drive technology found in Tama's Dyna-Sync bass drum pedal, the hi-hat stand delivers the quick, responsive action. The stand incorporates several new features, as well as many popular features found on other Tama hi-hat stands, including a newly designed spring dampener, which reduces unwanted noise. It also incorporates the same footboard

angle adjustment found on the Dyna-Sync pedal, enabling the player to dial in the angle of the footboard to their preference. Other features familiar to users of the Iron Cobra hi-hat stands include the Quick-Set Hi-Hat Clutch, six-way tension adjustment and spring seat for controlling the angle of the lower cymbal.  [Tama \(tama.com\)](http://Tama (tama.com))



## EARTHBOARD IS THE DAISYCHAIN. REALLY.



**music EDITORS CHOICE NAMM 2019 NAMM Booth 2245!**

**Vintage Guitar APPROVED GEAR**

**PG AS SEEN IN PREMIER GUITAR**

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](http://earthboardmusic.com)  
magnetic and battery powered pedalboard system

QR Code | QR Code | YouTube

website \*combined with our Backup Boot accessory Rare Earth Music LLC Nashville TN

## Yamaha Clavinova Ensures Immersive Experience

Yamaha has introduced the Clavinova CVP-800 Series, a trio of premium digital pianos packed with realistic instrument voices and accompaniment styles sure to provide hours of musical enjoyment. At the center of each instrument is a TFT color touchscreen, including a new 9-inch screen on the CVP-809 and CVP-809GP, the largest ever found on a Clavinova. The touch panel is simple to navigate and makes operating a wide selection of functions quick and easy. The Music Finder Database on the previous generation has been replaced with a more versatile and powerful playlist feature, which lets song titles be stored with

attached registrations, song files and setups for instant recall.  [Yamaha \(usa.yamaha.com\)](http://Yamaha (usa.yamaha.com))



## Pearl's 930 Withstands Rigors

Boasting the same sturdy tubing and tier joints as their double-braced counterparts, Pearl's 930 series Single Braced Hardware is for the gigging drummer on the move. Using the high-function and durability of the 930 series stands, the Cymbal (C930S) Cymbal Boom (BC930S) and Snare (S930S) stands withstand rigorous gigging and play with dramatically reduced weight. "We have a lot of active gigging drummers here in-house at Pearl," said Raymond Massey, Pearl's director of research & development. "We wanted a series of stands that could take on the rigors of nonstop gigging without needing a drum tech to transport

them. Taking the 930 stands back to a single tripod bracing did the trick."  [Pearl \(pearldrums.com\)](http://Pearl (pearldrums.com))







## RD-88 STAGE PIANO & A-88 MkII CONTROLLER KEYBOARD



**WINTER NAMM SHOW 2020  
HALL A BOOTH 10702**

[WWW.ROLAND.COM](http://WWW.ROLAND.COM)

**Roland**





## Apogee FX Rack Dual Path V1.0 Now Available

Apogee FX Rack DualPath V1.0 Public Release is available to customers worldwide. Apogee FX Rack 1.0 with DualPath recording is an update of Apogee Control software 3.0 for Ensemble and Element Series interfaces.

With DualPath Monitoring DSP-Native technology, Apogee FX Rack plug-ins can run both on the hardware DSP in Ensemble Thunderbolt and Element Series interfaces, and as native plug-ins on Mac.

🛒 Apogee ([apogeedigital.com](http://apogeedigital.com))

## Waves Audio Introduces SuperRack

Waves Audio has introduced SuperRack, the next generation of plug-in processing software for live sound and broadcast engineers. It's a cutting-edge plug-in rack that lets users run up to 128 audio channels through multiple instances of Waves plug-ins with near-zero latency and offers endless customization options making it easy to tailor the application.

Waves SuperRack operates in a SoundGrid audio-over-ethernet network, processing audio on a dedicated SoundGrid DSP server, which moves plug-in processing from the host computer to an external DSP server to significantly increase plug-in count, minimize latency and enable the host and I/O devices to be far apart from each other while accommodating the most complex setups.

SuperRack is a natural extension for the mixing console, designed from the ground up for quick set-up time, flexible touch-friendly workspace and unlimited workflow customization.

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



## Blessing Delivers the Low Brass

Blessing has introduced the BEP1288 3-Valve Euphonium to its lineup.

"The BEP1288 3-Valve Euphonium slots perfectly in our offering between the BBH1287 3-Valve Baritone and the BEP 4-Valve Euphonium," said Phil Baughman, brand manager at Blessing. "As always, we're excited to provide a new euphonium

as a viable economical alternative to rent for the traditional dealer and educator."

The new model comes in the key of Bb with a .591-inch bore. It features stainless-steel pistons, a rose brass mouthpipe, a yellow brass body and nickel silver slides with a clear lacquer finish.

🛒 Blessing ([stlouismusic.com](http://stlouismusic.com))



## ADJ Packs a Punch

ADJ has added to its range of LED-powered par-style wash fixtures with the MOD STQ. This lighting tool offers a combination of punchy output, compact size and versatile design, making it ideal for a variety of applications.

The MOD STQ harnesses the power of seven 8-watt RGBW LEDs for a total output of 56W. Each quad-color LED features independently dimmable red, green, blue and white elements that can be mixed to deliver a wide palette of colors.

With an average LED lifespan of 50,000 hours, lamp replacements are a thing of the past, while the fixture's total maximum power draw of 57W makes it extremely economical to run.

🛒 ADJ ([adj.com](http://adj.com))

"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

# TOUCH • FEEL • PLAY

THE EVOLUTION IN TUNING

NAMM #3520

RAT:O<sup>®</sup>

SYNCHRONIZED TUNING TECHNOLOGY FOR BASS

## UNPARALLELED TUNING PERFORMANCE FOR BASS

Amazingly Intuitive, Precise Tuning  
4,5 and 6 String

E48:1

A36:1

D25:1

G23:1

US Patent 8,859,868



# 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](http://www.discoverguitar.com)



Teaching Guitar Workshops



Classroom Programs



Guitars For Vets



Community Programs



Guitar Ambassador Award



# The NAMM Show

#NAMMShow

Last Chance  
to Experience

## Boutique Guitar

SHOWCASE

ACC, Level 1, Hall D

## ENTERTAINMENT TECH

SHOWCASE

ACC, Level 1, Hall A

## INNOVATOR

SHOWCASE

ACC, Level 1, Hall E

## LOUDSPEAKER SYSTEM

SHOWCASE

POWERED BY LIVESOUND

Arena

## Lounge88

SHOWCASE

ACC, Level 3



SOFTWARE.NAMM

THE MUSIC SOFTWARE COMMUNITY Presented by NAMM & IMSTA

ACC North, Level 1

## SYNTH

SHOWCASE

ACC, Level 1, Hall B

Get Connected!

Search "NAMM Shows"

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

# PROFESSIONAL TRAINING HIGHLIGHTS

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

## **E** Mythbusting sACN and Art-Net on Your Lighting Network

Wayne Howell

9-11 A.M.

Hilton, Level 4, A4

Many show business professionals are utilizing ESTA's E1.31 - 2018, Lightweight streaming protocol for transport of DMX512-A using ACN (more commonly known as streaming ACN, or sACN) for live data control and Art-Net as a discovery management and RDM tool. At this session, many of the myths of using these two standards on an Ethernet control network will be debunked, and the best practices of utilizing these two protocols together will be reviewed. This session is moderated by Wayne Howell, the author of the Art-Net standard and a member of the ESTA Control Protocols Working Group.

## **E** Rigging Math

Eric Rouse

9 A.M.-1 P.M.

Hilton, Level 4, A3

Many riggers fear the math that's sometimes required to calculate loads for their rigging systems. This session will delve into the math and concepts that riggers use to determine loads on entertainment structures. We will calculate point loads and uniform loads, and look at how they create different reactions on structures. We will discuss the concepts used to determine bridle lengths and learn how to calculate load distribution and line tension. Last but not least, we will discuss the concept of indeterminate structures and how it should affect our thinking when designing the rigging.

## **E** OSHA 10: IATSE - Day 2 (Attendance is required both days)

Joe Aldridge, Kent Jorgensen, Eddie Raymond and Alan M. Rowe

9 A.M.-1:30 P.M.

Hilton, Level 4, A2

The IATSE Craft Advancement Program and the IATSE Training Trust Fund have developed an OSHA 10 course for the Entertainment and Exhibition Industries. This course takes all mandatory and chosen elective subjects and applies these laws to the broader entertainment workplace. This is a must for both crews and managers in the entertainment industry. All attendees must bring \$8 cash to cover the cost of the OSHA 10 cards issued by the Outreach Training Institute after the class is completed. Attendance is required both days. ETCP credits total 8.

## **TT** Music Competition Television Shows—An Insider's Perspective

Jeffrey Weber

11 A.M.-NOON

Hilton, Level 4, A5

Thinking of auditioning for those music competition TV shows like "The Voice," "Songland," "America's Got Talent" or

"American Idol"? With clients on every one of those shows, Grammy-award-winning producer Jeffrey Weber will arm you with all the information you need. Peek behind the curtain as Weber explores the hidden strategies of these music-based TV addictions.

## **AE** Live Console Training—Allen & Heath dLive Certification Course

Cookie Marengo

11 A.M.-2 P.M.

Hilton, Level 4, C2

This dLive Certification Course will provide students with a greater knowledge of engineering and mixing a live event or broadcast, signal routing concepts, IP connectivity and system networking. Earn CTS International Renewal Unit credit and connect with top industry veteran engineers and professionals. Presented by industry veteran Michael Bangs (Katy Perry, Eric Clapton, Aerosmith).

## **E** Wireless DMX512 Networking for the Lighting Tech

Paul Kleissler

11 A.M.-1 P.M.

Hilton, Level 4, A4

Wireless DMX512-A has become a technology of significant importance in our industry, allowing us to control entertainment products in locations that are not conducive to permanent control wiring. This class will cover practical techniques to set up and operate wireless DMX512 and Ethernet networks—a convenient technology that will make many projects easier and, in some cases, possible!

## **TT** Building a PR Campaign for Your Music Business or Project

Tom Brumpton

11 A.M.-NOON

Hilton, Level 4, A6

This session will explore the fundamentals of a successful PR campaign, considering the pitfalls to avoid, how to build a successful brand, the importance of a business-orientated attitude, building a story around the project and understanding the 24-hour news cycle in a changing media climate.

## **TT** How to Prevent Technology From Stifling Your Creativity

Julian Colbeck

11 A.M.-NOON

Hilton, Level 4, A7

As a former keyboardist for Yes, Steve Hackett, Charlie and other classic rock outfits, Julian Colbeck examines the notion that technology has somehow dumbed down songwriting and production. If true, what can we 'umble 'umans do to seize back creative control in an environment dominated by loops and auto correction.



SUNDAY, JANUARY 19, 2020

**A** A3E

**AE** AES

**E** ESTA

**PP** Pro Production

**TT** Tec Tracks

**TT High-Resolution Audio—Not Just for Audiophiles Anymore**

*Daniel Keller, Cookie Marenco Gregory Carlsson, Dan Mackta, Matty Karas and Rob Darling*

11 A.M.-NOON

Hilton, Level 4, A9

With more and more major online platforms offering high-resolution files for streaming, the market for high-fidelity audio is expanding dramatically. We gather experts in the field of high-resolution production, creation and distribution to discuss the current state of the market and its imminent future.

**AE Audio Careers: Studio Careers Panel—What Veteran Studio Owners/Managers Look for When Hiring**

*Alex Bartles, Mehdi Hassine, Keith Munson, Anthony Schultz*

NOON-2 P.M.

Hilton, Level 4, C7

Despite the growing number of home studios over the past decade, full-service recording facilities are still in existence and in need of interns and employees. This session will feature veteran studio owners/managers sharing what they look for when making hiring decisions.

**TT 15 Ways to Promote Your Music Career**

*Bruce Wawrzyniak*

NOON-1 P.M.

Hilton, Level 4, A5

The bad news: Social media isn't the be-all, end-all. The good news: There is a long list of actionable steps you can take to get yourself and your music out to a wider audience. The even better news is that activating these methods doesn't require the budget of a world-wide superstar. Hear from music industry veteran Bruce Wawrzyniak, president of Now Hear This, about strategies he has used successfully with performer clients across the country.

**TT Making Virtual Instruments Sound Real**

*Robert Venable*

NOON-1 P.M.

Hilton, Level 4, A6

Virtual instruments: We all use them, and now, award-winning producer/mixer/engineer Robert Venable (Twenty One Pilots, MuteMath, Kelly Clarkson) will teach you how to make virtual MIDI instruments sound more realistic and convincing. Take your productions up a notch with these tips and tricks!

**TT Accessibility Panel, Part 1**

*Ed Gray*

NOON-1 P.M.

Hilton, Level 4, A7

Join a panel of (mostly) blind musicians and producers as they demonstrate accessibility in a range of audio

products and update you on the state of product development and education for blind users! Building on a successful debut in 2018, they want NAMM attendees to get a sense of the excitement that's being generated by opening the on-ramp to music creation and education. All of these developments point to tremendous growth opportunities for developers, companies and schools.

**TT Audio Mastering: Transparency vs. Coloration**

*Maor Appelbaum*

NOON-1 P.M.

Hilton, Level 4, A9

The decision-making behind the mastering process can be a double-edged sword. You want to stay as faithful to the mix as possible, but in certain cases, the coloration is what gives the mix a new life. In what ways can we enhance the energy of the song and make it more engaging to the listener? Those topics will be touched upon and will include examples of before-and-after mastering. Mastering engineer Maor Appelbaum has mastered recordings for such artists as Yes, Faith No More, Meatloaf, Eric Gales and Starset.

**E An Introduction to Show Networking**

*John Huntington*

1-3 P.M.

Hilton, Level 4, A4

Standard computer industry networking technologies now form the backbone of control and audio/video distribution systems on shows today of nearly any size. Ethernet today is used to control lighting equipment, carry other protocols like DMX512, link video systems or transport audio. This basic session for beginners introduces networks and their applications on shows and offers an overview of the protocols that make modern networks work. Key topics like IP addresses, network topology and basic transport protocols will be introduced, and basic aspects of network operations will be demonstrated. John Huntington is a theater professor at College of Technology - New York City.

**TT Making Yourself More Commercially Viable**

*Roy Elkins*

1-2 P.M.

Hilton, Level 4, A5

Discover how to make yourself valuable in today's competitive session and live performance markets. Hear practical advice that you can put to work immediately after the presentation.

**TT Getting a Professional Sound in Your Own Setup**

*Wes Maebe*

1-2 P.M.

Hilton, Level 4, A6

Wes Maebe will discuss the pros and



**Today's Highlights**

Sunday · January 19

#NAMMShow

8-9:30 am  
**NAMM U Breakfast Session: Best in Show**  
Hilton, Level 2, Pacific Ballroom

8:30-9 am  
**Musicians' Chapel**  
Hilton, Level 4, A9

11 am-12 pm  
**Ukulele Circle**  
ACC, Level 1, Lobby, NAMM Member Center

**Summer NAMM**  
july 9/11 2020 nashville

1,500+ Brands • Retail Training Summit • NAMM U Breakfast Sessions  
NAMM Idea Center • TEC Tracks • Live Music • Top 100 Dealer Awards

Music City Center • Nashville, Tennessee

[namm.org/summer](http://namm.org/summer)

Join the conversation!  
#SummerNAMM

**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.



# PROFESSIONAL TRAINING HIGHLIGHTS

SUNDAY, JANUARY 19, 2020

All sessions will be held at the NAMM U Education Center at the Anaheim Hilton and run one hour unless otherwise noted.

**A** A3E    **AE** AES    **E** ESTA    **PP** Pro Production    **TT** Tec Tracks

cons of a project studio and professional setup, and how to get the best sound out of your hardware and software. He will also share some of his own techniques for nailing that critical sound.

## **TT** Accessibility Panel, Part 2

**Ed Gray**

1-2 P.M.

Hilton, Level 4, A7

A panel of (mostly) blind musicians and producers will demonstrate accessibility

in a range of audio products and update you on the state of product development and education for blind users!

## **TT** Gamification: The Future of Music Marketing in a World of Shrinking Attention Spans

**Hunter Scott**

1-2 P.M.

Hilton, Level 4, A9

This session will explore the many methods used by giants, such as Apple and Instagram, to those rolled out by record labels, promoters and independent artists, all with one common goal: Alter consumer behavior, increase customer engagement and make the process as effortless and enjoyable as possible.

## **E** A Standard for Suspended Loudspeaker Enclosures: Does It Work for You?

**Richard Nix**

1:30 P.M.-3 P.M.

Hilton, Level 4, A3

ANSI E1.8-2018, Entertainment Technology—Loudspeaker Enclosures Intended for Overhead Suspension—Classification, Manufacture and Structural Testing is a standard first published in 2005. It covers the requirements for enclosures intended for overhead suspension but addresses only the structural suspension characteristics of the enclosure, such as enclosure construction, component security and validation methods. Does it work for you? ESTA wants your input. Download the standard at [https://tsp.esta.org/tsp/documents/published\\_docs.php](https://tsp.esta.org/tsp/documents/published_docs.php), then participate in an open-forum discussion of the standard.

## **E** Situational Awareness: Securing Events in Extreme Situations

**Mark Herrera**

2-4 P.M.

Hilton, Level 4, A2

This session will give you the tools to augment your situational awareness to mitigate risk through guest service intervention. You'll learn to increase your observational capabilities of anonymous behavior and identify behavior patterns not conducive to your venue environment.

## **TT** How to Structure a Win-Win Sponsorship Deal

**Justin Emord, Nick Mason, Jonathan Moody, Justin Stadig, Nikki Stevens and Nicholas Mishko**

2-3 P.M.

Hilton, Level 4, A5

Want to discover what it takes to have a mutually beneficial sponsorship deal before signing a contract? Join Fender artist Justin Emord and his panel of artists and artist relations managers as they take you through everything you need to know from the perspectives of artist and company.

## **TT** The Business of Being a Freelance Studio Engineer

**Dom Morley**

2-3 P.M.

Hilton, Level 4, A6

Grammy-winning producer and mixer Dom Morley will discuss the entrepreneurial side of studio life. From project management to getting paid, he'll offer advice and tips for maintaining a career through the ups and downs of freelance life.

## **TT** Millionaire Mindset for Musicians

**James DeCicco**

2-3 P.M.

Hilton, Level 4, A7

Master *The Gig Economy* creator James DeCicco will guide you to unlock your true potential for real wealth and freedom in this invigorating and informative session.

## **TT** Composing Production Music for Television

**Steve Barden**

2-3 P.M.

Hilton, Level 4, A9

Is production music a perfect match for your skills and talents? This session will give you a brief overview of what production music is and the impact it is having in today's field of TV entertainment. The panel will discuss opportunities for composers entering the field, royalty streams as a writer and/or publisher, and how to become a publisher and run a music library.

## **TT** Creating a Professional Stage Plot for Live Shows

**CJ Burton and Dr. Carol Lynn**

**Curchoe**

3-4 P.M.

Hilton, Level 4, A5

A professional stage plot is the blueprint for a successful live performance. Discover best practices and smartphone applications to streamline and communicate your technical specifications to audio engineers, stage managers, venues and more.

## **TT** CandoMusos

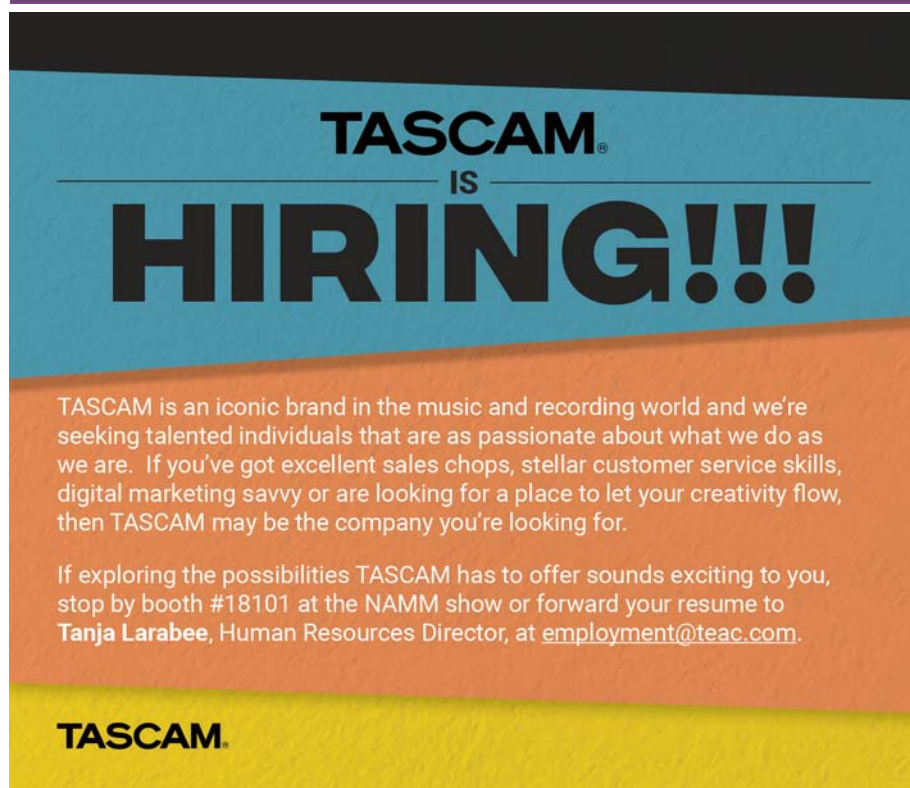
**David Segal**

3-4 P.M.

Hilton, Level 4, A7

Join CandoMusos, the global voice for disabled musicians, as it celebrates its fifth anniversary. The organization now has 300-plus members from 34 countries. Co-founder Dom Famularo will emcee this function. CandoMusos will have new members on the panel telling their inspirational stories of overcoming adversity and how they did it. The panel will also discuss the recent success of becoming a nonprofit organization and how to help even more talented disabled artists going forward.

## 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](mailto: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](mailto:team-recruiting@tagimaguitars.com)  
[WWW.TAGIMAGUITARS.COM](http://WWW.TAGIMAGUITARS.COM)



**Music To Your Ears?**

**Face Facts** - People continue to be one of the most valuable assets for any business. For a lot less than the cost of getting it wrong, we can help you get it right.

Interfacio provides a unique, industry-expert search and selection service. We have a proven record of finding and placing carefully selected and high-calibre individuals.

Industry professionals helping to develop careers and finding the right faces for the job. Contact us at the NAMM show to learn how we can help.

Find us on [Facebook.com/page.interfacio](https://www.facebook.com/page.interfacio), [LinkedIn](https://www.linkedin.com/company/interfacio) or follow us @interfacio

**interfacio**  
web : [www.interfacio.com](http://www.interfacio.com)  
email : [hello@interfacio.com](mailto:hello@interfacio.com)  
telephone : 1-800-578-0144

global media technology recruitment



**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](mailto:shendee@yorkville.com)

[www.yorkville.com](http://www.yorkville.com)



# MARKETPLACE

BETTER BASS SINCE '97  
ASHDOWNMUSIC.COM

**METERS**  
By Ashdown Engineering

AS MUSIC SHOULD BE HEARD  
METERSMUSIC.COM

HANDCRAFTED  
SOLID-SHELL  
**CRAVIOTTO**  
MADE IN MUSIC CITY, U.S.A.  
JOHNNY CRAVIOTTO  
FOUNDER

Live from Music City,  
U.S.A.

Craviotto Drums are  
Proudly Handcrafted  
in Nashville, TN.

[www.craviottodrums.com](http://www.craviottodrums.com)

**CROSSROCK**  
A CASE FOR THE MANY

info@crossrockcase.com  
[www.crossrockcase.com](http://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

**UGM192**  
ultra mobile USB-C 192kHz  
audio adapter for guitar  
and microphone

meet us at booth **15102**

For The Flair.  
NEW! Lanikai Quilted Maple Purple

**LANIKAI**

Real Ukuleles for Real Musicians.  
[LANIKAIUKULELES.COM](http://LANIKAIUKULELES.COM)  
Visit Booth #7820

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](http://www.mircweb.com) to become a dealer today!

**FUSION SOFT™**

**INEARZ™  
SPORT**

NAMM BOOTH ISLAND #7836  
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](http://AQUARIANDRUMHEADS.COM)



# MARKETPLACE

**BARI**

Original Reeds

★ Reeds

Elite Reeds

Hard Rubber Mouthpieces

Vintage Gold

WTII

**BARI**



Raptor    Elite    Raptor HR

Esprit BARI USA

Infinity

Hybrid

Raptor

Cyclone

Contact: ron@bariwoodwind.com or dawn@bariwoodwind.com  
www.bariwoodwind.com  
Booth #9229

bariwoodwind.com



**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.

RELEASE THE **KRAKEN!**

QUAD 21" POWERED SUBWOOFER



**BASSBOSS**

— music made physical

**Massive output.** tiny footprint.

- 12,000 W RMS amplification AT 240V; 8,000 AT 110V
- Extremely deep bass: -3dB at 25Hz
- Maximum SPL in excess of 147dB
- Four 21" woofers

Redefine "Volume" with far more deep bass from less space! Each Kraken supplies the output of 4-5 BASSBOSS double-18" subs from a fraction of the space. Exclusive, specially developed woofers offer extraordinary motor force. These newly-developed drivers provide exceptionally high output at very low frequencies, with extremely low distortion. Experience the Legendary Monster of the Deep!

WWW.BASSBOSS.COM/KRAKEN

RETIRE THE MILK CRATE.



GET WRANGLER.

CABLEWRANGLER.COM

COME SEE US AT BOOTH 2446

NAMM BEST SHOW

35th NAMM TEC NOMINEE



**Apex Tube Matching**

apextubematching.com

The perfect match. Everytime.





**ENKI**

ENKIUSA.COM



Gary Holt  
Exodus/Slayer

REVOLUTIONARY

AMG-2 EXV

**FLUID**  
AUDIO

Strum Buddy

HEAVY METAL

Edition

NAMM 2020 / North Level 2 / Booth 17622



www.FLUIDAUDIO.com



HUG

UKULELE

From Hawaiian Ukulele & Guitar



Come visit HUG Ukulele at Booth 1410 Hall E


Everyone Needs a HUG

www.hugukulele.com    hugukulele@gmail.com

Mahogany Electric




# 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



Finally, a small stand built like a TANK

STOP BY BOOTH 15521 TO SEE THE FIRST RELEASE OF THE 550 STAND SERIES



**LATCH LAKE**  
*micKing* Made in The USA

550 MINI ST



Strings, strings, and more strings!

**The Ohana 10-string "Tiple"**

Tenor Scale  
2-3-3-2 Courses  
GCEA Tuning

Visit us at NAMM HALL E - 2102

**Ohana**  
ukuleles  
Quality. Playability. Value.

ohana-music.com  
(562) 997-9080  
info@ohana-music.com

TK-35-10 Long Beach, California



**Prestige**  
GUITARS

**NAMM BOOTH #3321**

**PRESTIGEGUITARS.COM**

**RC WILLIAMS CO.**  
MUSICAL INSTRUMENT ACCESSORIES

**GET ROLLIN' TODAY**

Easily secures your instrument for transport.



**BASS BUGGIE**

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

Follow us on:  
f i y



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

**Make Money Renting School Band & Orchestra Instruments**





**Ask Us How at Booth 9924**

**ir**  
www.veritas-online.com



**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



# MARKETPLACE



**KEY LEAVES**  
Woodwind Care Products  
NAMM BOOTH #8752



KEYLEAVES.COM/DEALERS

Introducing **fly18**

Organize and protect your pedal arrangement with maximum functionality, portability, and style.



**WAGGI**  
Guitar Pedalboards.

Booth #3529 [www.waggi.co](http://www.waggi.co)

Distributed by 



**SUBSCRIBE NOW!**  
[downbeat.com](http://downbeat.com) 877-904-JAZZ USA 651-251-9682 INTL  
BOOTH 6907



**GET YOUR OWN COPY!**

**PREFER DIGITAL?**  
We've got it. Just select print, digital or both!  
VISIT [MUSICINCMAG.COM](http://MUSICINCMAG.COM) TODAY!

**SUBSCRIBE**  
Get great retailing ideas at your fingertips!  
Go to [musicincmag.com](http://musicincmag.com), and click the "Subscribe" button. It's FREE!

BOOTH 6907



Jaqueline Epcar, 12:30 p.m.



Adrian Bellue, 11 a.m. & repeats throughout the day

## APPEARANCES

SUNDAY, JANUARY 19, 2020

**10 A.M.**  
**GREG KOCH'S GRISTLE BREAKFAST**  
Fishman  
Booth 4810

**JON HAMMOND FUNK UNIT**  
Hammond USA  
Booth 8307

**DANIEL VON ZANGENBERG**  
Journey Instruments  
Booth 2311

**10:30 A.M.**  
**LAURENT BERNADAC, DIMITRY SCOPELLITI—BATTLE! ELECTRIC VIOLIN VS. ELECTRIC GUITAR**  
3Dvarius  
Booth 2526

**11 A.M.**  
**ADRIAN BELLUE**  
(repeats throughout the day)  
Furch Guitars  
Booth 2307

**DAISUKE KAWAI, KOEI TANAKA**  
(also at at 2:30 P.M.)  
Hammond USA  
Booth 8307

**TRAVIS LARSON**  
Fishman  
Booth 1178

**JON MOODY LIVE**  
Backbeat Technologies  
Booth 3724

**RUDY SARZO**  
Sawtooth  
Booth 6752

**TWO NEIGHBORS**  
Electro-Voice  
Booth 18824

**HUNTER WOLFE**  
BennVogel Guitars  
Booth 2246

**BOBBY MESSANO**  
Cordial  
Booth 7406

**11:15 A.M.**  
**AMERICA PAZ**  
(also at 3:15 P.M.)  
EBS Sweden AB  
Booth 5645

**DAVID BANDROWSKI**  
Deering Banjo  
Booth 2206

**11:30 A.M.**  
**VINNY APPICE**  
(also at 1:30 P.M.)  
Sawtooth  
Booth 6752

**MCKAIL SEELY**  
Sennheiser  
Booth 14108

**ARTURO MAWCINITT**  
Seymour Duncan  
Booth 4344

**MARCIN PATRZALEK**  
(also at 2 P.M.)  
Fishman  
Booth 4810

**12:30 P.M.**  
**JAQUELINE EPCAR**  
Sennheiser  
Booth 14108

**1 P.M.**  
**LIN BUCK**  
Electro-Voice  
Booth 18824

**STEVEN EAKLOR**  
Hammond USA  
Booth 8307

**SCOTT HENDERSON**  
(also at 3 P.M.)  
Xotic Guitars and Effects  
Booth 5028

**MARTIN GUITAR PRESENTS ANGELA PETRILLI**  
Fishman  
Booth 4810

**1:30 P.M.**  
**ARI AND THE ALIBIS**  
Sennheiser  
Booth 14108

**JUSTIN LEE SCHULTZ BAND**  
Cordial  
Booth 7406

**JEROME FREPPERT**  
Electro-Voice  
Booth 18824

**CHRIS POLAND**  
Stone Tone Products  
Booth 5529

**RUDY & ROBERT SARZO**  
Sawtooth  
Booth 6752



# Traynor

CLASSIC TONE. LEGENDARY VERSATILITY.

NEW  
FOR  
NAMM

[www.traynoramps.com](http://www.traynoramps.com)



## YCV4050

### 20th Anniversary Edition

- 40 Watt all-tube combo
- 12-Inch Celestion™ G12M-65 Creamback speaker
- Vintage/Modern mode switch
- Long Accutronics spring reverb



## BB115

### BigBlock 115 Bass Combo

- 400 Watt lightweight bass combo
- Speakon™ output allows full potential for 800 Watts
- Lightweight 15-inch woofer with defeatable tweeter
- Rear mounted in-line effects Loop



## YBA100

### All-tube 100-watt Bass Head

- 3 x 12AX7 and 4 x 6L6 tubes
- Individual tube bias adjust with indicator LED
- 6L6 power tubes can be swapped for EL34 tubes

## SHOWROOM #17206

ART

APPLIED RESEARCH AND TECHNOLOGY



[www.artproaudio.com](http://www.artproaudio.com)



NEW ART PRODUCTS ON EXHIBIT AT YORKVILLE SOUND'S SHOWROOM #17206



# SCHEDULE

SUNDAY, JANUARY 19, 2020

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



Leslie and Michael Faltin at 2019's Best in Show, scheduled this year at 8:30 a.m.



Laura Whitmore on how to launch music, 1 p.m.



Hunter Scott's marketing tips, 3:30 p.m.



Lacie Carpenter on the secret of her success, 2 p.m.

## NAMM U Breakfast Session 8-8:30 A.M.

**Free breakfast—first come, first served**

## 8:30-9:30 A.M. Best in Show

**Moderator: Frank Alkyer, Music Inc. & UpBeat Daily Anaheim Hilton, Level 2, Pacific Ballrooms**

What do you need to see before you leave The NAMM Show? What products, services and technologies are likely to be a big deal and drive the industry in the year ahead? Find out at "Best in Show," the popular closing NAMM U Breakfast Session. Frank Alkyer, publisher of Music Inc. and UpBeat Daily magazines, will host a panel of retail gear experts who've shopped the far corners of the exhibit floor to bring you their top picks. They'll reveal not only the biggest products at The NAMM Show but also sales tips and potential customers for this gear. Exhibitors, take note: You'll want to be at "Best in Show," too. In fact, you might just be a winner.

## 8:30-9:30 A.M. Musicians' Chapel

**Anaheim Hilton, Level 4, A9**

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

## 10:30 A.M. Monetizing Your Music 101

**Panel Discussion**

How do working musicians make a living? In this session, House of Blues Music Forward Foundation will explore that question, looking at how you can monetize your music, both live and recorded. Get new

business tips and strategies for generating revenue through publishing, performance, royalties and recordings. This panel will also discuss the roles of the songwriter, publisher, performer, record label and talent booker, as well as the benefits and challenges of live performances and internet streaming services as they relate to the monetization of music. Don't miss this opportunity to hear pro advice!

## 11 A.M. Ukulele Circle

**ACC, Level 1, Lobby**

## 50 Songs You Should Write (Double Session)

**Roy Elkins, Broadjam**

Want to make yourself more valuable as a songwriter, both commercially and creatively? Join Roy Elkins, music industry veteran and founder of Broadjam, and find out how to increase your odds and effectively create and market your songs. In this special double session, Elkins will draw from data and placement characteristics from more than 15,000 songs that have been successfully pitched in the music industry—data that doesn't lie. He'll also look at characteristics of the most commonly placed songs (they're not necessarily what you'd think), review writing methods and dive into genre exploration. A not-to-miss, enlightening session for any songwriter or artist.

## NOON How to Build a Huge Following on Social Media

**Dan Shinder, Drum Talk TV** Social media gives you the

opportunity to grow your audience and, more importantly, build a relationship between your brand and target market. For artists and bands, this means more ticket sales, music sales, gigs and butts in seats; for retailers and brands, this means more business, customers and market demand. Find out how to build a huge following on social media with Dan Shinder, founder of Drum Talk TV, which has attracted an audience of more than 1 million people, 100% organically—without boosting posts or buying likes.

## 12:30 P.M. How to Grow Your Fan Base With Facebook and Instagram Ads

**Ayana Webb**

Whether you're a musician, artist or music business, find out how to make the most of Facebook and Instagram advertising to grow your fan base. Join Ayana Webb, who has harnessed these tools successfully to build a web-based lesson business with more than 300 online paid students. She'll unpack how to narrow down to the best targeted audiences, create ads that grab attention and build a quality fan base that has the potential to become paying customers.

## 1 P.M. New Music Launch Checklist: How to Get Your Music Out There (Double Session)

**Host: Laura Whitmore** You've finished a new music project. Now, you face the daunting task of releasing it

to a noisy world with endless choices and distractions. What do you do next? Find out at this panel discussion of artists and industry execs, and get expert tips and advice for launching your new music. They'll look at timing, assets, launch strategy, social media, communication, budgets and much more. Hosted by marketer, entrepreneur and singer-songwriter Laura B. Whitmore, this panel will give you real strategies for sharing your music with the world.

## 2 P.M. Profile of a Hit Songwriter

**Moderator: Lacie Carpenter, songwriter**

Here, Nashville singer-songwriter, author and performer Lacie Carpenter will moderate a panel of successful hit songwriters and producers who will reveal the factors that made them the success they are today. This not-to-be missed session is based on interviews with hit songwriters from the newly published book *Profile Of A Hit Songwriter* by Lacie Carpenter and Thornton Cline.

## 2:30 P.M. Unleashing and Maximizing the Hit Songwriter in You

**Moderator: Thornton Cline**

**Anaheim Hilton, Level 4, A9** You've discovered you have a gift and talent for songwriting. Now, it's time to use every tool and opportunity available on this planet to create songs that reach hit status. Grammy- and Dove-nominated, platinum songwriter-author Thornton

Cline will moderate a panel of hit songwriters, who will reveal the tools and opportunities necessary to achieve ultimate success.

## 3 P.M. Insider's Tips: Licensing Your Music for Film and TV

**Jeffrey Weber**

Looking for insider advice to get your music licensed for film and TV? Join Grammy-winning producer Jeffrey Weber as he shares insights and lessons learned from his journey through licensing arrangements, from the point of interest to the receipt of a check. He'll look at how he overcame challenges of working with major film studios and the language of licensing.

## 3:30 P.M. Marketing Power Tips for the Indie Musician

**Hunter Scott, Trend**

Understanding the fundamentals of marketing and publicity is your No. 1 tool for having a lasting career in the music industry. In this session, Hunter Scott, head of marketing and publicity at Trend, a PR, branding and social media management firm, will discuss everything artists need to know about promotion in today's ever-changing landscape. This hands-on workshop will cover building a compelling media story, pitching journalists and bloggers, analytical tools available for strong social media growth and actionable tasks that can be used by musicians looking to grow their careers exponentially.



**D'Angelico**  
NEW YORK

ROOM #212AB

**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 – Jaius 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.

NEW FOR  
2020

**Excel**  
MINI DC



VISIT OUR ROOM #212AB FOR A CHANCE TO WIN AN ALL NEW D'ANGELICO GUITAR.



# SOUND TRAVELS



**SAMSON**

Expedition XP310w 300W Portable PA  
Booth 14116 | ACC North | Level 1

© 2020 Samson | [samsontech.com](http://samsontech.com)