

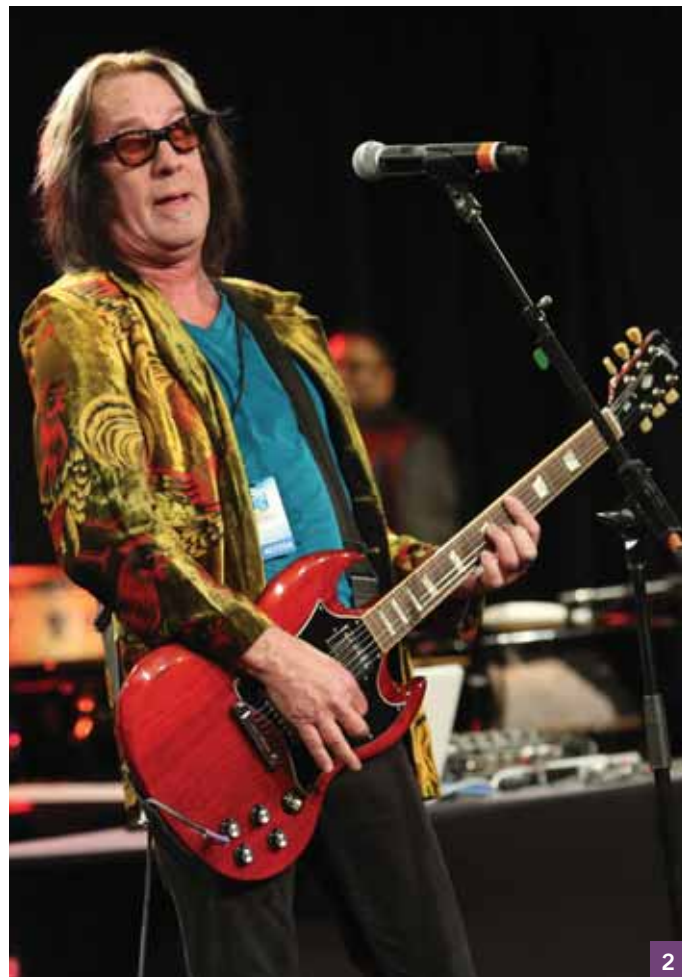
The Official **NAMM** Show Publication

UpBeat

DAILY



1



2



3



4

STAR CONVENTION



5

The NAMM Show always brings out the biggest names in the industry — from manufacturers to retailers and, especially, artists. Here were a few stars who came out to play!

1. Jonny Lang performs at the NAMM GoPro Stage Thursday night. (Photo by Jesse Grant/Getty Images for NAMM)

2. Todd Rundgren rocks the Anaheim Hilton after receiving the Les Paul Award during the 29th Annual TEC Awards. See story on Page 4. (Photo by Jesse Grant/Getty Images for NAMM)

3. Hal Blaine, center, was inducted into the TEC Hall Of Fame by drummers Jim Keltner, left, and Chad Smith. (Photo by Jesse Grant/Getty Images for NAMM)

4. Surprise guest Keith Emerson plays at Hammond Organ's 2014 Sound Soul Summit in the Hilton lobby on Friday night.

5. DJ Paul Oakenfold attending Media Preview Day Wednesday in the Idea Center. (Photo by Jesse Grant/Getty Images for NAMM)

6. Orianthi Performs at the Roland Booth Friday. (Photo by Jesse Grant/Getty Images for NAMM)



6

NOT REISSUED...REBORN



Level 3 - 302A Main Exhibit



ME-80
Guitar
Multiple
Effects

A woman with long black hair, blue eyes, and extensive tattoos on her neck, chest, and arms is the central figure. She is holding several black Neutrik connectors with gold pins. The background is plain white.

Passion and excellence

More than just connectors. We put 35+ years of experience and our passion into our products. Whether it's a rock band, stage lighting, or a broadcast studio – Neutrik offers innovative connector solutions, mating passion with perfection.

**NAMM 2014
Booth 6320**

NAMM NEWS TODAY

TEC Awards Honor Best in Audio

The 29th Annual NAMM Technical Excellence & Creativity (TEC) Awards presented honors in 30 categories on Friday night at



Todd Rundgren receives the Les Paul Award at the 29th Annual TEC Awards.

the Hilton Pacific Ballroom. The TEC Awards celebrate “the best in professional audio and sound production.”

This year’s recipient of the Les Paul Award was Todd Rundgren, who was honored for his achievements as a visionary musician, producer, engineer, video artist and tech pioneer.

In his acceptance speech, Rundgren said he felt “very humbled” by the honor, and rather than focus on his own accomplishments, he talked about Les Paul’s influential innovations. “He was, indeed, a Renaissance man,” Rundgren said. “He didn’t have any tech support. If something broke, he fixed it.”

This year’s inductees into the TEC Hall of Fame were audio engineer John Meyer and

drummer Hal Blaine.

Meyer, president and CEO of Meyer Sound Laboratories, delivered a philosophical acceptance speech that illustrated his commitment to achieving difficult goals. Blaine, who has logged more than 35,000 recording sessions, entertained the TEC audience with a joke-filled speech that showcased his trademark sense of humor.

The event was hosted by BT, and the house band was Larry Batiste & The 2Cold ChiliBone TEC Band.

In 2013 the TEC Foundation for Excellence in Audio was merged with the NAMM Foundation, the educational and charitable arm of NAMM. The TEC Awards were founded in 1985 by the publishers of Mix magazine.



VHT Powers Up Special 44 Amp

The new VHT Special 44 is the highest-powered amp in the VHT Special line.

The amp puts out 44 watts from a pair of 6L6 output tubes (it also accepts EL34 output tubes). For occasions when less power is required, the amp’s “watts” control can reduce the power down to less than 1 watt.

The Special 44’s preamp was designed to bring out the best in every effects pedal and multi-effects unit with enhanced clarity, detail and controlled tube compression. The high-quality, low-impedance buffered effects-loop can drive the most difficult pedals or multi-effects units without signal loss or tone degradation.

The treble, middle and bass controls are post-effects loop, so multi-effects users can plug directly into the effect return and still have plenty of post-effects loop tone-shaping flexibility, plus the ability to fine-tune the output stage characteristics with the depth, texture and presence controls.

MSRP: combo, \$649.99; head, \$549.99.

VHT Amps (vhtamp.com)

Gator’s New Band Instrument Cases Show School Spirit

Gator Cases has introduced its colorful new Spirit series of lightweight band instrument cases.

The cases are available for alto saxophone, clarinet, flute and trumpet and feature unique color combinations to match many popular university and collegiate teams.

Similar to Gator’s GL series, the Spirit series features a lightweight nylon exterior with a plush-covered, dense EPS foam interior. Each model includes a removable, adjustable shoulder strap and a comfortable, interlocking carry handle. A large front pocket provides storage for related accessories. The alto model includes a small mouthpiece storage pouch.

Each instrument model is offered in eight color varieties: red-white-blue, black-red, black-yellow, blue-white, blue-yellow, maroon-white, red-white and green-white.

Gator Cases (gatorcases.com)



MXL’s Scott Krueckeberg (left) and Ian Cohen showcase the anniversary mic.

MXL Showcases 20th Anniversary Mic

MXL hit the floor with its new lineup of products, including the MXL 2001-SE 20th anniversary edition condenser microphone. The microphone features a white-with-gold-sparkle grill and accents.

“We’ve taken some of our more popular and groundbreaking products over the last 20 years, and we’ve offered them in a special edition variety,” said Scott Krueckeberg, regional sales manager. “It’s just a way for us to take our original mic and celebrate how we got started and how far we’ve come.”

Also debuting at the show is the Mobile Media series, which is engineered to record high quality audio into mobile devices. MXL

produces electret and condenser microphones, long used for professional audio recording, and has engineered them for specific mobile uses. The series features a 3.5-mm headphone input jack and is compatible with most phones and tablets regardless of the device’s operating system.

“It is brand new to the industry,” Krueckeberg said. “We are really the innovators on the forefront of professional-grade audio in portable ways with iPhones and tablets and being able to use the device that’s already in your pocket to get pro-quality post-production equipment.”

MXL Mics (mxlmics.com)

Small Package, Big Peavey Sound

Peavey Electronics is introducing the MiniMega 1,000-watt bass amplifier head. The MiniMega features 1,000 watts of power and produces full and rich sound in a package weighing only 8 pounds.

Peavey’s proprietary KOSMOS C bass enhancement provides increased bass impact, while the exclusive psycho-acoustic low-end enhancement adds bass without overburdening speakers. The MiniMega contains

built-in compression and a four-band EQ with semi-parametric mids. It also includes an effects loop, gain control with crunch button and tuner output.

Peavy Electronics (peavey.com)



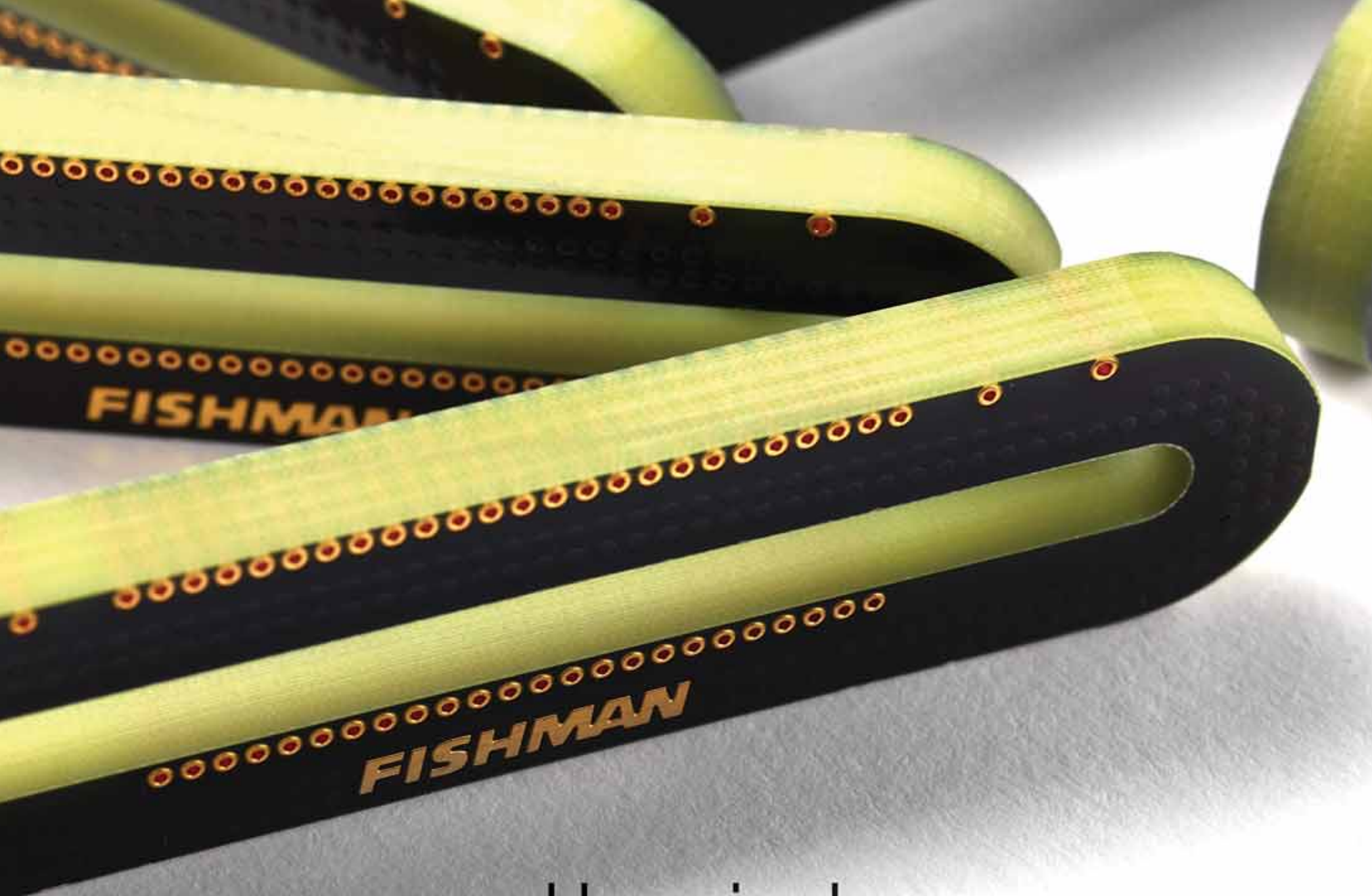
Channel Strip Made To Match JZ Microphones

JZ Microphones has expanded its product range with the JZ Track channel strip, produced by SPL in Germany.

JZ Track is a 1U mono unit pre-amplifier with de-esser, compressor/limiter stage, three-band EQ stage and output stage with metering. It is a complete solution to record vocals and instruments and is made to match the impedance of JZ microphones to enhance their unique characteristics and expanded harmonic range. The compressor can be linked with a second JZ Track compressor for stereo operation. JZ Microphones will offer an optional AD card with ADAT and SPDIF outputs.

“When JZ Microphones asked us to make a special channel strip for them, we were excited and proud at the same time,” said Hermann Gier, managing director of SPL. “Our Track One was the ideal starting grid for the JZ Track project. Besides changing the looks, we also did some nice refinements internally to give the JZ Track its individual sonic touch.”

JZ Microphones (jzmic.com)



Un-wind

The electric guitar pickup has been wound since 1934.

80 years later, we've unwound it.

Original and totally re-imagined, Fluence Multi-Voice pickups for electric guitars are free from the hum, noise and frustrating inductance issues that plague even the most coveted wire-wound pickups, revealing pure, uncorrupted and musical tone.

Unwind, you've waited long enough.

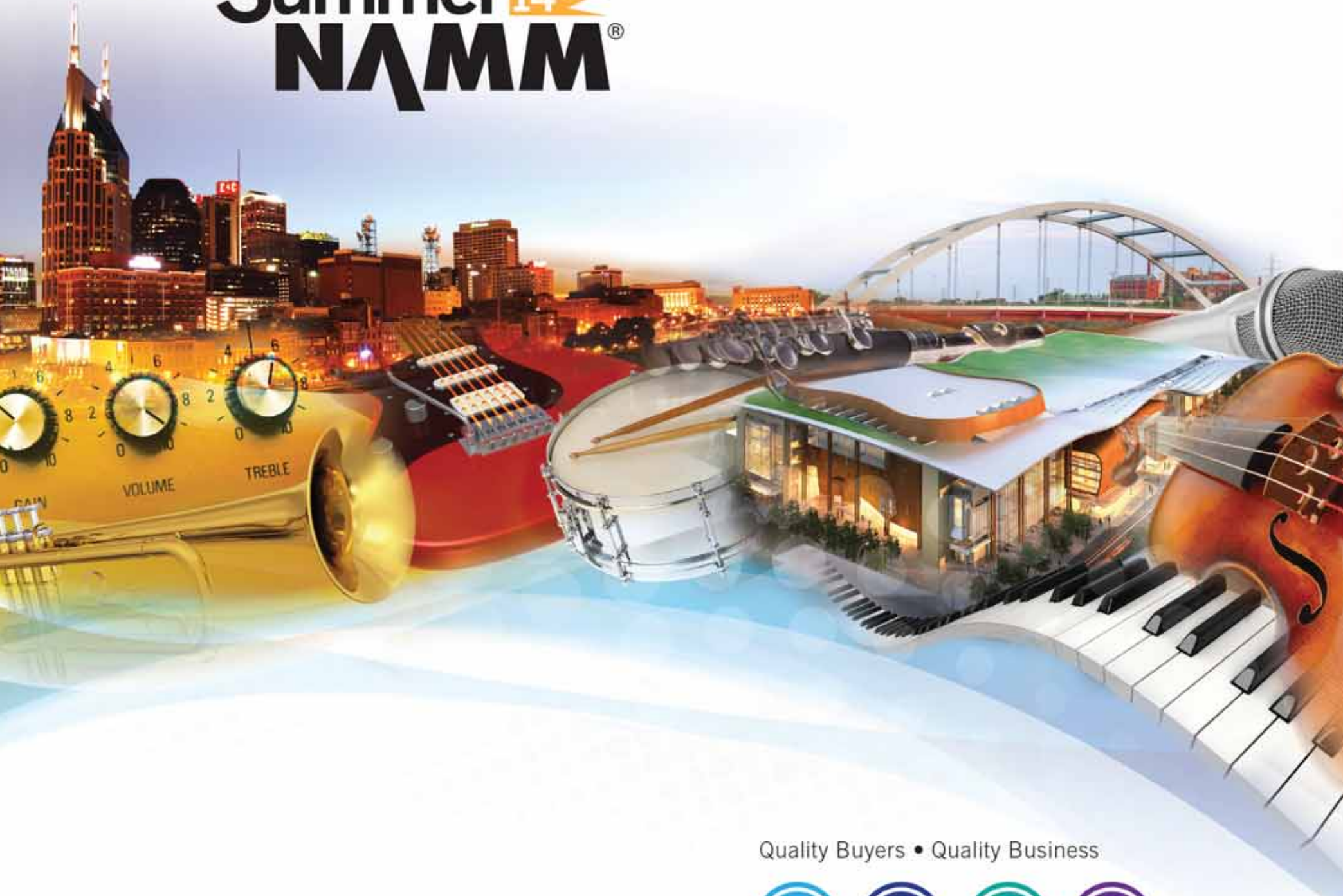
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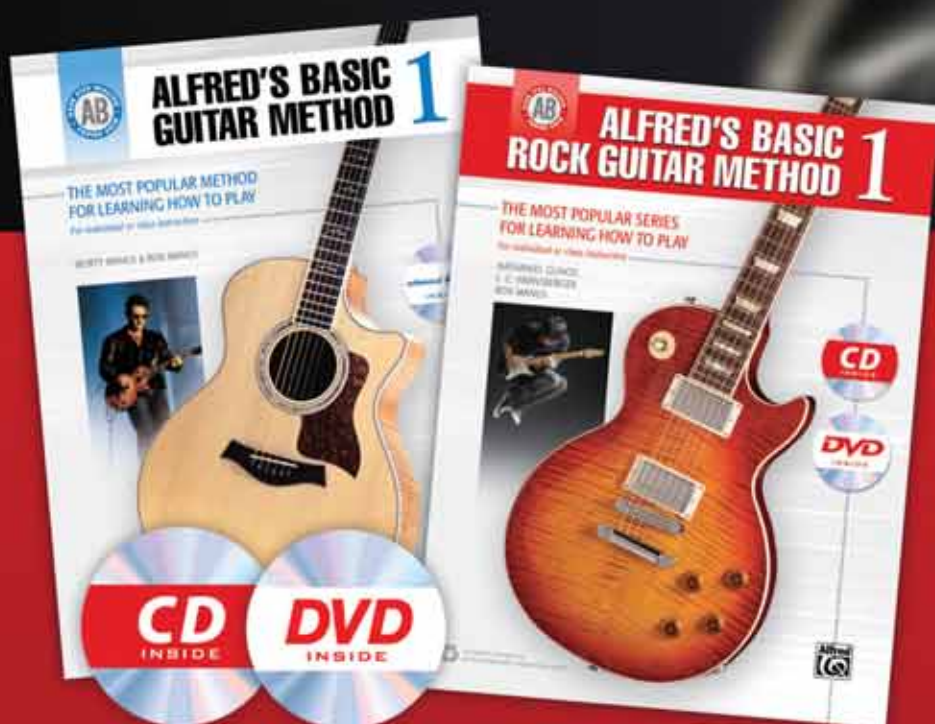
RULES.

· TO CREATE MUSIC ·

WE MUST

BREAK THEM.

— NADIA BOULANGER



Alfred's Basic Guitar & Alfred's Basic Rock Guitar

— *Trusted series for over 50 years* —

- New! Alfred's Basic Rock Guitar Volume 1
- Over 5 million copies sold
- 64 pages—25% more instruction than the competition



SHOW-ONLY SPECIAL!

Bring this ad to the Alfred Music booth (#4618) to receive an additional 5% discount on your Alfred's Basic Guitar & Alfred's Basic Rock Guitar order.

alfred.com/dealer

BRIEFS



ESP Guitars Teams With Hayden Amps

ESP Guitars has partnered with U.K.-based amp maker Hayden Amps and is now the brand's U.S. and Canadian distributor. ESP has worked with Hayden on developing its new HX amplifiers and will also be distributing the company's Hayden Dr. Green effects pedal line.

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

JamHub Hires Jon Francis

JamHub has named MI veteran Jon Francis its new head of music education outreach. Francis will teach ensemble and group lessons using JamHub's line of silent rehearsal studio products and develop educational content and methods.

📄 [\(jam hub.com\)](http://JamHub (jam hub.com))



CEntrance Shows New MixerFace

CEntrance is showcasing the HiFi-M8 DAC and amplifier for iPhone and the new MixerFace mobile recording interface based on the same portable technology.

MixerFace is a mobile recording interface that connects professional microphones with smartphones, tablets and laptops. It features two studio-grade microphone preamps and rich digital connectivity options. It is set for release in April 2014.

🛒 [\(mixerface.com\)](http://Mixerface (mixerface.com))

Arturia Updates Spark 2

Arturia's Spark 2 features a new look and feel to the powerful software engine that drives its Spark Creative Drum Machine and SparkLE Creative Drum Machine hybrid hardware/software instruments. The Spark 2 lets users add and subtract modules, create their own patch routings and assign up to six macro controls for immediate control.

🛒 [\(arturia.com\)](http://Arturia (arturia.com))



NAMM has elected eight new members to its board of directors. From left, NAMM's Joe Lamond with Blake Augsburger, Pat Averwater, Peter Dods, Todd Heid, Gabriela König, Sheryl Laukat, Liz Reisman, Tom Sumner and NAMM's Larry Morton.

NAMM Elects New Board Members

At the annual Meeting of Members yesterday, NAMM's voting members elected a new slate of nominees to the association's board of directors. The eight new directors joining the board from 2014–2017 are:

Blake Augsburger — Augsburger leads Harman Professional, a global manufacturer and marketer of professional audio, musician and lighting technologies. As executive vice president and country manager for the Americas at Harman International, he also plays a leading role in the company's consumer and automotive businesses. Augsburger holds a B.S. and M.S. in electrical engineering from Texas Tech University.

Pat Averwater — Averwater is president of Amro Music, a fourth-generation retailer specializing in pianos and school band instruments, based in Memphis, Tenn. He served on the boards of NAYMM (now NAMM YP) and the National Association of School Music Dealers. Averwater holds a degree in business administration from the University of Tennessee.

Peter Dods — Dods is CEO of Easy Music Center, a combo retail store, based in Honolulu. He is an advisory board member for the Alliance of Independent Music Merchants. Dods holds a B.A. in economics from the University of Pennsylvania.

Todd Heid — Heid is president and third-generation owner of Heid Music, a full-line and piano retail store based in Appleton, Wis. He serves on his local symphony board and is a member of the National Association of School Music

Dealers. Heid holds a bachelor of arts from St. Norbert College.

Gabriela König — König is CEO of König & Meyer, a manufacturer of stands and accessories for music, pro audio and multimedia, located in Wertheim, Germany. She is on the advisory board of Musikmesse Frankfurt, and a member of SOMM (Society of Music Merchants) and BDMH (Association of the Manufacturers of Music Instruments) in Germany. Gabriela holds an M.B.A.

Sheryl Laukat — Laukat is CEO of Cannonball Musical Instruments, a manufacturer of band and orchestra products, based in Sandy, Utah. She is a member of the National Association of School Music Dealers. Laukat holds a B.S. in music education from Weber State University.

Liz Reisman — Reisman is the owner of Creative Music & Arts, a retailer of band and orchestra instruments, located in Monroe, Conn. She is a current member and formerly served on the board of the National Association of School Music Dealers. Reisman holds a B.A. in english from University of California, Davis, and a M.S. in journalism from Northwestern University.

Tom Sumner — Sumner is senior vice president of Yamaha Corp. of America which is a member of the National Piano Foundation, the National Association of School Music Dealers, the Music Distributors Association and the SupportMusic Coalition. Sumner holds a B.A. from California State University Sacramento and an M.B.A. from Pepperdine University.

Get Your New Zildjian Swag

Zildjian recently launched new clothing items for 2014, including five panel hats in black and camo that feature a black embroidery patch with the classic Zildjian logo. Also included are a third classic flat-bill hat with a white embroidered Zildjian logo; a new classic black Zildjian tank; a white T-shirt with a camo Zildjian logo; and a Zildjian logo basketball jersey. Finally, Zildjian is offering two new specialty items: a Zildjian phone case and silicone wristbands.

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



Sibelius 7.5 Accelerates Workflow

Avid recently introduced the new Sibelius 7.5 music composition and notation software.

Designed for composers, arrangers, music publishers, students and educators, Sibelius 7.5 provides more ways to express, accelerate and promote creativity than previous versions.

“With Sibelius 7.5, composers can create professional scores more quickly and deliver higher-quality, inspiring content,” said Chris Gahagan, senior vice president of products and services at Avid. “Sibelius continues to provide the fastest, smartest, easiest way for professionals and students to write music.”

🛒 [\(avid.com\)](http://Avid (avid.com))



Big Sound

Audio-Technica invites NAMM attendees to stop by the John Lennon Educational Tour Bus to take their picture with a giant set of ATM-50x headphones and present their photos at the Audio-Technica booth to receive a free T-Shirt and a chance to win a set of ATH-M50x headphones. Shown above are Gary Boss (left), Audio-Technica's marketing director, and Brian Rothschild, executive director of the John Lennon Educational Tour Bus.

Corrections

MXR Mixup

On Saturday's cover, the wrong photo appeared with an article on the MXR Bass Preamp. Here is the correct photo of the MXR preamp. *UpBeat Daily* regrets the error. For more information, go to jimdunlop.com.



Schlagwerk Slip

Also in the Saturday edition, the wrong photo appeared with an article announcing that Kelly Percussion will be distributing Schlagwerk Percussion products in the United States. Here is the correct photo of the Schlagwerk cajon line. *UpBeat Daily* regrets the error. For more information, go to kellypercussion.com or schlagwerk.com.

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WMS420

Free yourself!

AKG's newest wireless system leverages our proven technologies and heritage in order to bring a highly flexible solution to the market. The WMS 420 was conceived to be equally suitable on stage for performers as well as being an ideal single channel solution for Installers and Houses of Worship due to its external antennas and outstanding gain before feedback. The complete WMS 420 wireless system consists of the SR 420 stationary receiver with detachable external antennas, HT 420 handheld transmitter and the PT 420 pocket transmitter. The SR 420 provides a wide frequency range and high S/N ratio. The HT 420 handheld transmitter is available with a patented D5 dynamic microphone providing maximum rejection against feedback, reduced handling noise and the famous AKG sound. Easy set-up and use are a hallmark of the robust WMS 420 wireless system.

- + Patented State-of-the-Art D5 dynamic capsule
- + Transmitter complete with charging contacts
- + 8 hours of operating time on a single AA battery
- + Dry or rechargeable battery
- + Detachable receiver antennas
- + Up to 8 channels coexistence in one band
- + Compatible with all AKG MicroMics
- + Low Battery Warning indicator

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BRIEFS

Line 6 Announces Relay V75-SC Super-Cardioid Microphone/Transmitter

Line 6 has announced the new Relay V75-SC 14-channel digital wireless handheld microphone/transmitter with super-cardioid dynamic capsule. Relay V75-SC isolates vocals

while rejecting stage noise, resulting in vocal clarity and articulation. "Discerning vocalists require a microphone that delivers pristine sound quality, even on loud or crowded stages," said

Max Gutnik, vice president of products, Line 6.

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



Waves Audio Offers WLM Plus Loudness Meter Plugin

Waves Audio has introduced the WLM Plus Loudness Meter, a multi-format loudness metering software solution.

The WLM Plus brings anticipated enhancements to the original WLM Loudness Meter plugin and features new correction and adjustment tools.

MSRP: Native, \$400; SoundGrid, \$600.

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



Samson's Reference Monitors

Samson's Resolv RXA 2-Way Active Studio Reference Monitors feature Samson's newly developed Air Displacement Ribbon Tweeters. These monitors produce smooth, natural mixes and are sold in 5-inch and 6-inch models. Resolv RXA monitors can be used in pairs to provide precise stereo imaging for recording, mixing, mastering and other multimedia applications.

The RXA 5 (70 watts, 50 Hz-27 kHz)



EKO Honors Founder With Limited Edition Guitar

EKO honored its founder, Oliviero Pigni, with a special handcrafted limited edition guitar. The solid-wood guitar features a sitka spruce top, rosewood back and sides, an ebony fingerboard and abalone binding and rosette.

In its 55th year, EKO is moving forward with a renewed catalog, a new vision and a new series of versatile Italian-inspired instruments.

🛒 [EKO Guitars \(ekoguitars.it\)](http://EkoGuitars.it)

PRS Rocks Out With New Product Launches



Rhett Smith plays the new signature guitar.

PRS debuted its new 2014 products during a press conference at its booth on Friday.

Among the debuts were acoustic models from the SE line and the Alex Lifeson

thinline signature acoustic guitar — named for the Rush guitarist.

Friend of PRS Rhett Smith demoed the guitar for the crowd. "The cool thing about this guitar is that it is a thin-line acoustic guitar, and its main goal is to be an excellent stage acoustic guitar."

PRS also launched the DG custom amp line. PRS artist David Grissom demoed the

amp, which features 30- and 50-watt models. "I wanted one amp that can consistently do it all," Grissom said. "And this amp is it."

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

Alfred Music Releases Gloria Estefan, The Band Perry and The Who Songbooks

Alfred Music has announced the release of several personality songbooks with piano, vocal and guitar arrangements. The titles include *Gloria Estefan: The Standards*, *The Band Perry: Pioneer* and *The Who: Sheet Music Anthology*.

Estefan's newest release, *The Standards*, captures the singer's interpretation of some of the world's most popular and timeless songs. With the companion songbook, pianists are able to explore the rich harmonies in each original arrangement. "Call Me Irresponsible," "Embraceable You" and more are

represented for piano, voice and guitar.

The Band Perry: Pioneer is the album-matching song folio that contains the piano, vocal and guitar sheet music for every song on The Band Perry's latest album, *Pioneer*.

Several of the keyboard-dominated songs from The Who's catalog are now available in piano, vocal and guitar arrangements on *The Who: Sheet Music Anthology*. Titles include "Quadrophenia," "The Acid Queen," "We're Not Gonna

Take It" and "My Generation."

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



Córdoba Guitars Launches Video Series

Córdoba Guitars has partnered with Elevated Media Productions, a Southern California-based video production company, to create a series of brief videos about each Córdoba product line.

"As a nylon-string focused company, we felt it was important to educate consumers on how our products and brand fit into the larger acoustic guitar market, and what characteristics define each series," said Córdoba President Jonathan Thomas.

Each video clocks in under two minutes and features interviews from Thomas, CEO and founder Tim Miklaucic, and designers

Kenny Hill, Edmund Blöching and Pepe Romero Jr.

📄 [Córdoba Guitars \(cordobaguitars.com\)](http://Cordobaguitars.com)



Washburn Contributes Guitars to GAMA Teaching Workshops

Washburn Guitars has signed on to contribute six WD10SCE acoustic-electric guitars in support of the Teaching Guitar Workshops program of the Guitar and Accessories Marketing Association (GAMA).

The purpose of the workshops is to help start classroom guitar programs across the

United States and Canada. Since its inception in 1995, the program has taught more than 3,000 school music educators.

The WD10SCE is a cutaway guitar with a Fishman tuner and preamp that makes it equally at home onstage or in the studio, bedroom or around the campfire. It features a solid Alaskan sitka spruce top and mahogany back and sides. A satin-finished mahogany neck supports a rosewood fingerboard with dot inlays.

📄 [Washburn Guitars; GAMA \(washburn.com; discoverguitar.com\)](http://WashburnGuitars.com)



"I really like the new Martin SP LifeSpan Acoustic Strings. With the torture my gear goes through on the road, it's nice to have strings that resonate so well, so consistently."

Hunter Hayes
Martin Ambassador

Martin & Co.
STRINGS
HEART | TONE | LEGEND

"They go hand in hand with the legendary Martin sound."

Martin LIFESPAN SP
ACOUSTIC GUITAR STRINGS

TREATED FOR SUPERIOR PERFORMANCE AND LONG LIFE

martinstrings.com
Visit us at NAMM Booth 5454



000-18E Retro

Why you fell in love with us in the first place.

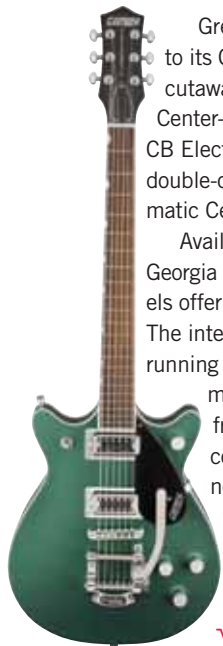
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EST. 1833

martinguitar.com

Visit us at NAMM Booth 5454

BRIEFS

Center-Block Advantage



Gretsch has added three guitars to its Center-Block series: the single-cutaway G5620T-CB Electromatic Center-Block, the double-jet G5655T-CB Electromatic Center-Block and the double-cutaway G5622T-CB Electromatic Center-Block.

Available in black, rosa red and Georgia green gloss finishes, all models offer the Center-Block advantage. The interior solid-spruce center block running the length of the guitar's body makes for a lively, high gain-friendly tone and delivers greater control over feedback. The three new dual coil Super HiLo'Tron pickups are voiced to produce a clean, high-end sparkle with robust low-end, low-noise performance.

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

More Web Hits

With the official, Jan. 24 start of the 2014 Hit Like A Girl female drumming contest, drummers, fans and the general public can now visit hitlikeagirlcontest.com to view videos of past winners and learn about this year's sponsors, prizes and celebrity judges.

The new site also features a selection of free, downloadable "Groove Essentials" play-along tracks courtesy of Tommy Igoe and Hudson Music.

[**Hit Like A Girl Contest**](http://Hit Like A Girl Contest (hitlikeagirlcontest.com))
(hitlikeagirlcontest.com)

Auralex Shows Off Range of ProPanels

Auralex Acoustics has established ProPanels, a line of fabric-wrapped acoustical absorption panels.

ProPanels are designed to provide an upscale look with the high-performance absorption qualities that reduce unwanted room reflections like slap and flutter echoes. The ProPanels improve the listening environment while affording tasteful aesthetics. ProPanels are an ideal sound absorption solution for the commercial or home recording studio.

ProPanels meet the class A fire rating and are available in a choice of two standard color and fabric options and 10 premium color and fabric options. ProPanel standard sizes include 2- by 2-foot, 2- by 4-foot, 4- by 8-foot and 4- by 4-foot wall panels (with beveled or straight edges) and 2- by 4-foot corner panels (with reverse-mitered edge).

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

Flannel-Inspired



LM has introduced the new Cabin Fever series of straps, which are inspired by comfortable flannel shirts. The straps are reversible, with plaid flannel on one side and leather on the other.

[LM \(lproducts.com\)](http://LM.com)



Shelia E. accepts her Icon Award during Friday morning's ceremony.

She Rocks Awards Honors, Inspires Female Musicians

The second annual She Rocks Awards, hosted by the The Women's International Music Network (WIMN), was held on Friday morning at the Anaheim Marriott.

This year's award recipients were West Music's Robin Walenta; Musicians Institute's Beth Marlis; Seymour Duncan's Maricela "MJ" Juarez; Gretsch Guitars' Dinah Gretsch; and Experience Hendrix's Janie Hendrix.

Percussionist and recording artist Shelia E. received the Icon Award. "Without a doubt, Sheila E. has been inspiring musicians from all walks of life with her exciting percussion performances for many years,"

said Laura Whitmore, founder of WIMN. "But more important than that, she has been inspiring girls to step behind a kit."

"One of God's greatest gifts is creating women," Shelia E. said. "And it just so happens that some people say, 'You play good for a girl.' But that's just not the case. We are all musicians, but we just happen to be female."

She also imparted some words of wisdom to the female musicians in the audience. "There's a lot of good, and you just have to move forward and believe in yourself," she said. "Anything, anything is possible."

[WIMN \(thewimn.com\)](http://WIMN.com)

D'Addario Highlights New Woodwind Accessories

D'Addario will be highlighting the new D'Addario Woodwinds line of reeds and mouthpieces at the show.

Moving forward, D'Addario will now offer two brands to cater to woodwind players. Rico will continue to stand as the ideal brand for new and young players. And the D'Addario brand will serve as a new, innovative addition.

"It's an important change for us because we are establishing D'Addario Woodwinds as the umbrella for everything we do with reeds and mouthpieces," said Robert Polan, D'Addario Woodwinds product manager. "Over the next several months, we are going to be putting out completely redesigned Reserve reeds

for clarinet and saxophones with all-new packaging and designs made on digital reed machines, along with the new Select Jazz, which was also made on the digital reed machines and features new packaging."

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



Robert Polan shows off the new D'Addario Woodwinds line.

TC-Helicon Announces New Book for Vocalists

TC-Helicon has announced the release of the new book *The Ultimate Guide to Singing: Gigs, Sound, Money and Health*.

The book covers everything from vocal technique and health to choosing a mic, running a sound system, mastering vocal effects, growing a fan base and achieving memorable vocals in live-performance and recording settings.

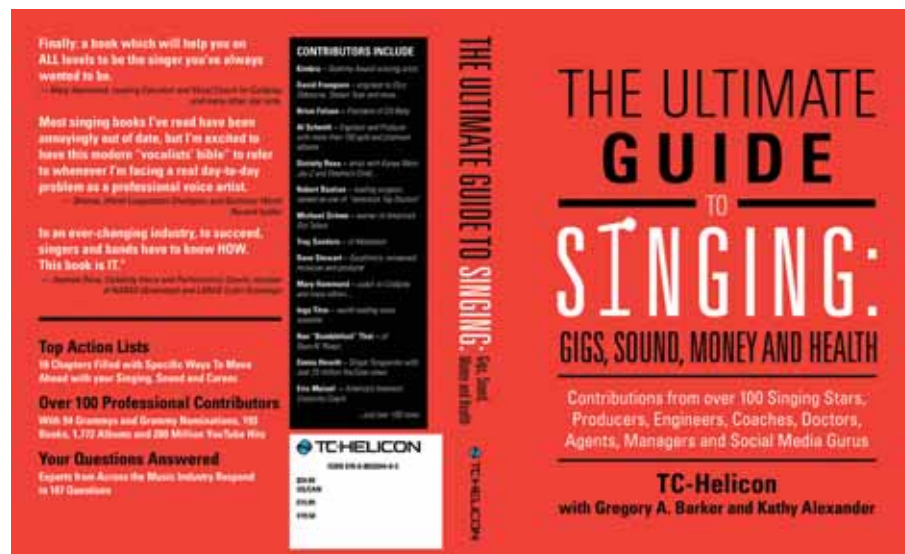
The contributors to the book include artists Kimbra, Beardyman and Joey

Belladonna, as well as doctors, surgeons, producers, coaches, technologists and social media experts.

Eighteen chapters are packed with information, and the book contains 187 frequently asked questions.

"In an ever-changing industry, to succeed, singers and bands have to know how. This book is it," said Jeannie Deva, a celebrity voice coach. MSRP: \$24.99.

[TC-Helicon \(tc-helicon.com\)](http://TC-Helicon.com)



Take the Test

Merida Guitars is doing a blindfold test at its booth down in Hall E. The company dares you to compare Merida's tone and touch, blindfolded, against some of the industry's most popular brands.



Breedlove Guitars Rolls Out Stage Dreadnought

The distinct full-bodied voice of the Stage Dreadnought acoustic guitar is built on the original Breedlove rounded dreadnought shape. Indian rosewood back and sides paired with a sitka spruce top provide a full sound with pronounced bass and midrange projection. Meanwhile, the electronics let players control their sound.

The Breedlove Dreadnought is slightly more rounded than traditional dreadnoughts and produces full, punchy and articulate tones. The Breedlove Dreadnought excels in an ensemble, yet it retains the refinement needed for vocal accompaniment. It also features a rosewood fretboard, ivory binding and chrome mini 18-1 tuners.

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

TRIGGER MODULE TM-2

HYBRID DRUMMING



Level 3 - 302A Main Exhibit



KT-10
Kick Trigger Pedal



NE-10 / NE-1
Noise Eater



Lanikai Offers Value-Priced Ukes

Lanikai has added to its technology-friendly UkeSB collection.

The new mahogany LMU series is USB-compatible, with both standard 1/4-inch instrument cable and Micro-USB outputs. The dual-output system is powered by Fishman's Kula ukulele preamp.

"Our new UkeSB models are perfect for a variety of recording and performance applications," said Leon Lewis, product manager. "Whether you're recording with your mobile device, processing sounds in the studio, or performing live, you can simply plug in and play without the worry of installing additional drivers or software."

The new UkeSB models feature all-mahogany construction, die-cast chrome tuners, pearl neck inlays, Aquila strings and a pearloid UkeSB headstock logo.

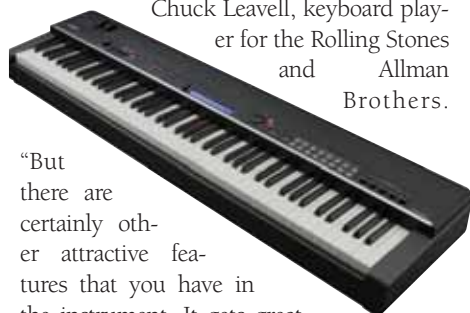
🛒 Lanikai Ukuleles (lanikaiukes.com)

Yamaha Gets Stage-Ready With New Models

The CP4 Stage features a selection of 45 voices from Yamaha's grand pianos (CFX, CFIIIS and S6), 47 vintage electric pianos with Virtual Circuit Modeling effects and 321 sounds based on Yamaha's flagship Motif synthesizer.

These sounds have been matched with an 88-note Natural Wood Graded Hammer action to provide the ultimate piano touch and response.

"I love this instrument because it has the best piano sound I've ever heard," said Chuck Leavell, keyboard player for the Rolling Stones and Allman Brothers.



"But there are certainly other attractive features that you have in the instrument. It gets great tine sounds, great reed sounds, it has strings and fantastic acoustic bass, so it's a very versatile instrument in such an incredibly small package."

The model's slim, lightweight design combines portability with style and features an easy-to-understand interface with large, lighted buttons for splits and layers.

MSRP: CP40, \$2,399; CP4, \$2,999.

🛒 Yamaha (usa.yamaha.com)



Adjustable Amp

The new Palmer FAB 5 Combo is a classic single-ended amplifier with an output of 5 watts. In conjunction with the built-in 10-inch Eminence Ragin Cajun speaker, it provides plenty of power and punch.

The all-tube circuitry uses a 12AX7 in the preamp stage, complemented by a 6V6 power tube and an EZ81 rectifier. The FAB 5 produces the distortion typical of Class A amps with harmonic overtones and responds precisely and directly to picking dynamics and the guitar volume controls. A boost control increases both the volume and distortion level for harder sounds.

Next to the footswitch socket, the amp has an 8-ohm output for connecting an external speaker cabinet and has a built-in power attenuator that reduces the volume.

🛒 Palmer (palmer-germany.com)

5 Demons

The Demon series from Schecter Guitar Research adds a classic, edgy feel to Schecter's guitar line.

The guitar comes with active Seymour Duncan-designed HB-105 pickups controlled by a three-way toggle switch, along with one master volume and one master tone knob. It features a black satin finish, maple neck, rosewood fingerboard and aged cream binding. There are five versions of the Demon series: Demon-6, Demon-6 FR, Demon-7, Demon-7 FR and Demon-8.

🛒 Schecter Guitar Research (schecterguitars.com)



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Musicians Institute Bringing Hollywood to NAMM

Come check out our booth at #4291 Hall C

We'll be offering a sneak peek at our Guitar Craft Academy and Summer Shot 2014 programs, along with special performances, fun contests with cool prizes, and a unique simulation of MI's state-of-the-art campus.



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Reverend Adds Warhawk RT Model

Reverend Guitars' new Warhawk RT comes equipped with two Revtrons pickups.

The model also features a raised center ridge that increases body mass, while the thinner wings increase resonance for a combination of sustain and harmonics.

The Warhawk RT comes in Metallic Copper Fire, Metallic Alpine Green and Reverend's 3-Tone Burst. Each color comes equipped with a rosewood neck and a Bigsby vibrato.

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

Reloop Introduces New Turntable Cartridges

Reloop's new turntable cartridge system was designed and produced in Denmark in cooperation with stylus manufacturer Ortofon.

The Concorde Black is a basic cartridge that comes with a large stylus and has low wear-out characteristics.

Other models in the Concorde series include the Green cartridge, which is specially designed to use with time-code records, and the Blue cartridge, which features a spherical stylus that guarantees strong tracking with ideal firmness and low friction.

Reloop's OM Black cartridge features head-shell mounting, low vinyl wear-out and sturdy construction, while the OM-GT cartridge system is appropriate for vinyl newbies.

[Reloop \(reloop.com\)](http://reloop.com)



Plan Ahead To Attend 2014 Summer NAMM

This year's Summer NAMM Show will be held in Nashville, Tenn., from July 17-19.

The show will be housed once again in the new Music City Center and will feature the latest music products and innovations — just in time for the busy fall and holiday selling season.

From the Retail Boot Camp and The Top 100 Dealer Awards to all the great NAMM U sessions scheduled, Summer NAMM is your opportunity to maintain the momentum you gained at the Winter NAMM Show so you can have a prosperous fourth quarter.

Mark your calendar — members-only housing and badge registration will open on April 2 at 8 a.m. PDT.

Just log in at namm.org/summer to claim yours.

[NAMM \(namm.org\)](http://namm.org)

Alfred Gets Jazzy With New Play-Along Series

Alfred Music has added to the Alfred Jazz Play-Along book series with *Freddie Hubbard & More Play-Along, Vol. 5* and *Freddie Hubbard & More Play-Along For Rhythm Section, Vol. 5*.

The main Play-Along book has parts for C, B-flat, E-flat and bass clef instruments. It includes a sample jazz solo written out for each instrumentalist to listen to, play and practice.

The sample solos are invaluable assets that make learning how to improvise easier. The accompanying data DVD lets the player slow down or speed up the tempo, mix and

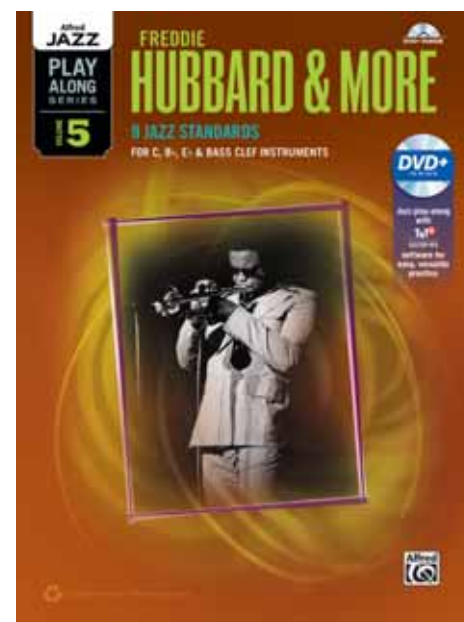
customize a demo or track, and loop a section for specific practice.

The demo tracks feature a pro rhythm section and horn player to provide examples of jazz articulation, interpretation and improvisation. In addition, each jazz standard has specific improvisation tips and suggestions.

The corresponding book for the rhythm section has written-out parts for piano, bass and drum set.

The instrument parts include comping suggestions and sample solos that teach improvisation.

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



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For more information about the National Association of School Music Dealers, call 972-233-9107, x204 or email office@nasmd.com

Koloa Updates Ukulele Line

Koloa has improved its line of ukuleles. The new ukes have revamped bracing and updated neck profiles and wood thicknesses for better tone and projection.

The new 300-series ukes have solid mahogany tops, backs and sides, with resonant matte finishes. The KU-300 soprano has a traditionally constructed fretboard that ends at the neck joint to allow the top to vibrate more freely. The tenor model, KU-340-CFE, has a cutaway as well as a Fishman Kula pickup with three-band EQ and LED tuner, making it ideal for amplified live performance. The remaining two models, the KU-320 concert and KU-340 tenor round out



the line.

The 500-series ukuleles are available in soprano, concert, tenor and baritone sizes. They deliver classic tone in all-solid mahogany instruments, with a thin matte finish.

🛒 **Koloa Ukulele** (koloaukulele.com)

Schilke Adds Trumpet Mouthpieces to Symphony Series

Schilke's Symphony series line has been expanded to include three new trumpet mouthpieces designed for pop and commercial styles.

The mouthpieces feature the Symphony series exterior profiles and rim contours with traditional shallow cup shapes and back-bores.

The three new high compression lead mouthpieces for trumpet are the S3, S4 and S5 models. Balanced with a comfortable feel, these mouthpieces deliver great sound,



projection and immediate response.

🛒 **Schilke** (schilkemusic.com)



Levy's Shows Luxurious New Models

Levy's Leathers has released the MSS17, a new luxury guitar strap.

The strap features garment leather and a soft foam core body with caramel-colored leather piping.

The addition to Levy's Signature series collection of guitar straps comes in burgundy, black, blue, brown, tan, red, dark brown and white.

🛒 **Levy's Leathers** (levysleathers.com)

Make Your Own Music Today

NAMM is hosting two recreational music making events to end the show on a high note — and help you incorporate them into your store's market-building activities.

Trombone Circle

Join us in the NAMM Member Center in Lobby B/C at 11 a.m. today for our first-ever trombone circle. Learn how to create a fun, musical experience for anyone at any age to jump into this unforgettable community lower-brass experience, sponsored by Conn-Selmer. The facilitator will be Chris Fower, education director at Warwick Music.

Ukulele Circle

Join us for our third annual Uke Circle today at 3 p.m. in the NAMM Member Center, located in Lobby B/C. No experience required. Ukuleles will be provided by Kala Brand Music.

📄 **NAMM** (namm.org)



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Hal Leonard Unleashes Banjo Bonanza

Hal Leonard has rolled out two new banjo book and CD packs: *The Clawhammer Cookbook* and *101 Banjo Tips*.

Folk aficionado Michael Bremmer is the author of *The Clawhammer Cookbook*. This book offers tools, techniques and recipes for becoming a well-seasoned player. It outlines ways to approach, arrange and personalize any tune, serving up a helping of old-time music.

101 Banjo Tips: Stuff All The Pros Know and Use is the latest book from banjo expert Fred Sokolow. He presents valuable how-to insight that can benefit banjo players of all



styles and levels.
[Hal Leonard \(halleonard.com\)](http://www.halleonard.com)

Behringer's Got the TOUCH

Behringer has introduced the X-TOUCH and X-TOUCH COMPACT, two new universal control surfaces that put the power of production software at the user's fingertips for maximum hands-on control.

The X-TOUCH features nine high-quality and touch-sensitive motor faders, eight LCD Scribble Strips for instant overview of track names and parameters plus eight rotary controls with LED-collars for on-the-fly parameter adjustments. Built-in Ethernet, USB and MIDI interfaces provide direct access to PC or Mac computers, a MIDI device and future X32 remote control.

The X-TOUCH COMPACT is equipped with the same motorized fader count as its

bigger brother plus a total of 16 rotary controls, and also features a Dual-Layer Mode for making lightning-fast transitions between DAW and instrument applications.

[Behringer \(behringer.com\)](http://www.behringer.com)



Yamaha Completes Neo Line

Yamaha has worked with renowned British brass band soloist Katrina Marzella to create the new design to its Neo line. The YBH-831S baritone provides optimal comfort and playing ergonomics.

The new model is the first custom-level Yamaha baritone horn with a four-valve compensating system. The YBH-831S represents the final addition to the Neo line of low brass instruments, a full range of horns intended to be used together to create a balanced tonal quality from cornet to tuba. MSRP: \$8,302.

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

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UpBeat

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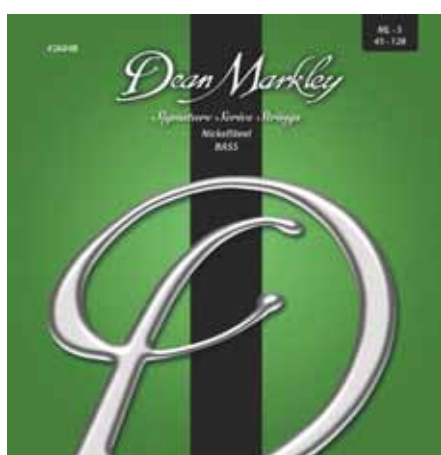
100-Percent Contact

Dean Markley's Signature series strings for bass guitar uses a nickel-plated steel slowly wound over a hex core with a unique core-to-wrap ratio. The series is available in an assortment of gauge sets for four and five string players.

By crafting the wrap wire over a hex core, the wrap wire is able to provide 100-percent contact with the core insuring maximum transfer of tone and sustain. The benefit of a unique core-to-wrap ratio helps guitarists bend strings easily while maintaining proper tension and staying in tune.

Nickel-plated steel provides highly magnetic tones by using a steel core and wrap. The wrap wire is electroplated with pure nickel. The steel allows for better output and durability, while the nickel provides a softer surface to the player's touch.

[Dean Markley \(deanmarkley.com\)](http://deanmarkley.com)



Soul Food Sound

Electro-Harmonix has added to its range of overdrive and distortion pedals with the Soul Food. The Soul Food's design features boosted power rails for extra headroom and definition. Uses range from a clean boost all the way to heavy amp saturation — all without adding coloration.

The control layout includes volume, treble and drive knobs. Volume sets the overall output level of the pedal, while drive adjusts the saturation and gain. The treble control pulls shimmering upper harmonics out without sounding shrill. With an internal switch, players can choose to run the Soul Food in high-quality buffered or true bypass modes to help keep a healthy effect chain. MSRP: \$83.74.

[Electro-Harmonix \(ehx.com\)](http://ehx.com)

MakeMusic Partners With Abbey Road Studios for Virtual Piano

MakeMusic and Abbey Road Studios have released the Garritan Abbey Road CFX Concert Grand, featuring the Yamaha CFX Concert Grand piano recorded in Abbey Road Studios' historic Studio One.

The Garritan Abbey Road CFX Concert Grand provides users three discrete microphone perspectives.

Classic captures the natural tonal character, clarity and nuance of the CFX while Contemporary produces



a bright and brilliant sound with definitive attack from the hammers. The Player perspective delivers the unique experience of playing from the piano bench in Studio One.

The CFX Concert Grand includes the powerful ARIA player and is designed to be an addition to music notation-based programs.

[Abbey Road Studios \(abbeyroad.com\)](http://abbeyroad.com)



Moku's Old-Timey Ukes Styled After 1930s

The new Moku Vintage series MV-20T tenor ukuleles are styled after the '30s era vintage ukes. They have an old-time sound and play just like grandpa's old uke. The 18-fret models are handmade and constructed of

solid sapele mahogany with an ebony nut, saddle and bridge pins. They also feature three-point headstock with hand inlaid abalone rosette and headstock logo.

[Moku \(mokuukes.com\)](http://mokuukes.com)

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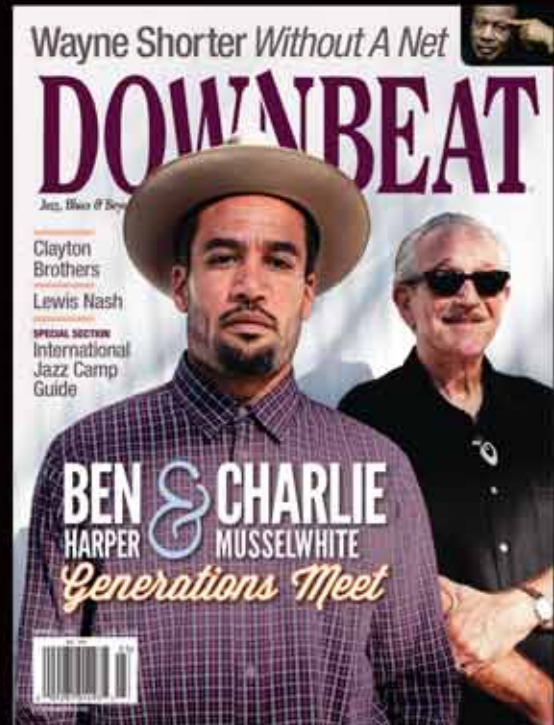
* 3 dB-A according to IEC 60268-1 due to Brownian motion (in simple terms: sound caused by the movement of air molecules ...)



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D'Addario Orchestral Offers String Set, T-Shirt Bundle

D'Addario Orchestral has announced its new string set and t-shirt bundle.

D'Addario's Kaplan string sets for viola, cello and double bass feature a wide tonal range and easy bow response for orchestral playing. The string sets are now available as a bundle with a t-shirt.

The string set sizes include long-scale viola, 4/4 scale cello and 3/4-size double bass. The t-shirt is available in a size large.

MSRP: Viola, \$209; cello, \$371; bass, \$417.25.

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



Hal Leonard Presents New Saxophone Play-Along Series

Hal Leonard has debuted the first four volumes of a saxophone edition to its Play-Along series.

The saxophone Play-Along series will help players learn songs quickly and easily by following the music, listening to the CD and playing along using separate backing tracks.

Each volume features eight songs by genre, in the style of famous players. The melody and lyrics are also included in the book.

Vol. 1 – *Rock 'n' Roll* features "I'm Walkin'"





by Fats Domino and "Shake, Rattle And Roll" by Bill Haley.

The second volume focuses on R&B and includes such songs as "I Got A Woman" by Ray Charles and "Respect" by Aretha Franklin.

The third volume delves into classic rock with Bob Seger's "Turn The Page" and David Bowie's "Young Americans."


Vol. 4 – *Sax Classics* features Sonny Rollins' "St. Thomas" and Jimmy Forrest's "Night Train." MSRP: \$16.99.

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



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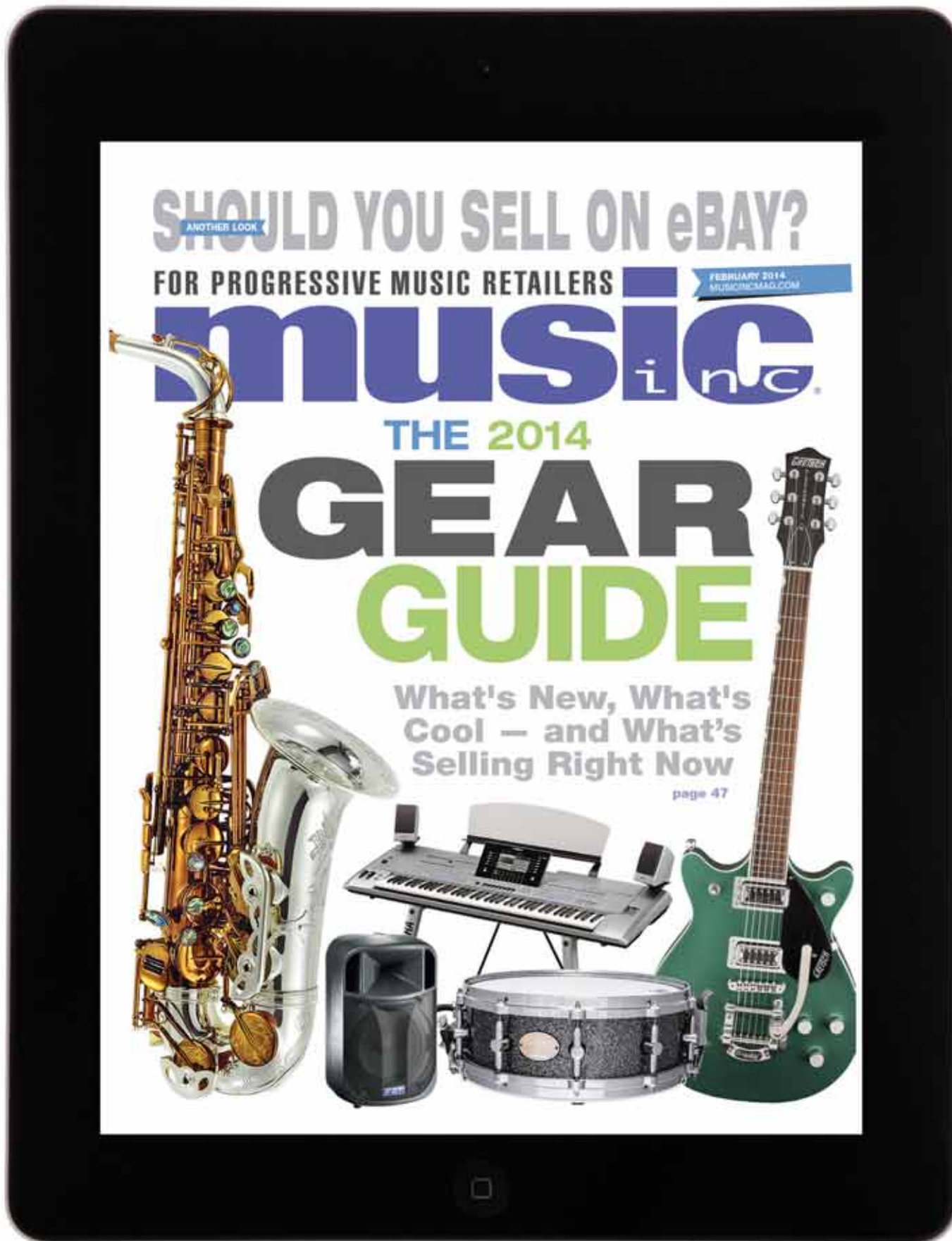


Winter NAMM Booth# 3090

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wdbiz.com

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Mapex Unveils New SONIClear Bearing Edge

Mapex Drums has unveiled its latest innovation, the SONIClear bearing edge, which will make it easier for drummers to tune their drums.

The SONIClear bearing edge is designed to let the drumhead sit flatter, which increases the contact between the drumhead and shell. This produces a stronger and more centered pitch and makes the drums remarkably easy to tune.



“Not a lot of effort has been made toward the improvement of the bearing edge on this level of set,” said Mike Robinson, director of marketing for KHS America.

“The player buying his first or second set definitely needs a tuning solution allowing them to be able to tune quicker and be able to play more. Specifically, players have had a difficult time tuning their drums and making them sound good because the apex of the edge is too far to the outside of the shell and they can’t get the drumhead to sit flat.

“The SONICclear bearing edge enables players to get a great sound even without much tuning experience. This is a truly significant breakthrough that all our customers will benefit from.”

🛒 [Mapex Drums \(usa.mapexdrums.com\)](http://usa.mapexdrums.com)



Lâg Gets Dark New Acoustics

Lâg Guitars has launched the limited edition Dark series of acoustic guitars in the United States.

This series is part of Lâg’s Tramontane line of acoustic and acoustic-electric guitars that feature fine woods and finishes, as well as proprietary pre-amp and pickup systems.

The series offers a sitka spruce top with a skull rosette and mahogany back and sides, adorned in an all-black, high gloss finish. A complementary mahogany neck with a French Satin black finish boasts fast action for electric players looking for a familiar feel.

Two models are available: dreadnought and dreadnought cutaway electric. Both feature Lâg’s all-new DirectLâg Plus pre-amp that includes an onboard tuner.

MSRP: \$299.99–\$329.99.

🛒 [Lâg Guitars \(usa.lagguitars.com\)](http://usa.lagguitars.com)

On-Stage Adds to Line of Speaker Stands

On-Stage Stands has introduced its latest speaker stand, the compact SSP7750.

The new stand joins the line of full-size speakers including the SSP7850, SSP7900 and the SSP7950. Light and compact, the SSP7750 is ideal for light-duty work in bars, clubs, hotels, churches and other venues where a small portable P.A. is routinely used.

The complete SSP7750 speaker-stand pack includes a pair of aluminum stands and a carry bag. An ergonomic knob adjusts stand height from 37 inches to 60 inches, while the folding tripod base maintains a low center of gravity. The 1-3/8-inch upper shaft is compatible with virtually all current pole-mount speakers, and the included 1-1/2-inch insert accommodates older models for a universal fit.

Like its full-size counterparts, the SSP7750 speaker stand features steel security pins, non-slip rubber feet and a theater black finish. It folds easily for transport and storage, fitting into the included bag, which has durable nylon material, an adjustable



shoulder carrying strap, two carrying handles and a heavy-gauge, two-pull zipper.

MSRP: \$121.99.

🛒 [On-Stage Stands \(onstagestands.com\)](http://onstagestands.com)

Win a Purple Ampeg V-4B Full-Stack

Ampeg is giving away a purple V-4B full-stack to celebrate the success of the new V-4B 100-watt All-Tube Head and matching 12-inch SVT Cabs.

For a chance to win the classic amp stack, snap a photo with the purple V-4B full-stack and post the photo to Instagram using

#AmpegPurpleV4B by the end of the show. In addition to posting the photo, entrants should follow Ampeg’s Instagram page and tag @Ampeg in their submission.

The giveaway begins on Jan. 23 and ends on Feb. 13.

🛒 [Ampeg \(ampeg.com\)](http://ampeg.com)



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www.superlux.com.tw

Grund Audio Shows GP Loudspeakers



Grund Audio Design has introduced the GP series of loudspeakers.

The GP series' lightweight, injection-molded enclosures are designed to provide easy transport and years of operation. They are ideal for a wide range of applications, including clubs, mobile DJs,

performing musicians, corporate AV, houses of worship and education.

The GP series has four models: the

GP-08, GP-10, GP-12 and GP-15. The loudspeakers are all two-way systems featuring a 1-inch compression driver mated with an 8-, 10-, 12- or 15-inch weather-treated low frequency transducer.

GP loudspeakers provide dynamic performance with speech intelligibility and natural music reproduction characteristics.

GP loudspeakers are self-powered and incorporate power amplifiers that range from 200 watts to 700 watts, delivering power for clear, natural audio output. They feature XLR microphone, CD player and line XLR inputs, making them a versatile loudspeaker solution for a broad range of applications. The loudspeakers feature individual volume controls for each input as well as master tone

controls for output.

"Our new GP loudspeakers are a versatile solution to a wide range of common sound reinforcement applications," said Frank Grund, president of Grund Audio Design. "With their lightweight, injection-molded enclosures, these loudspeakers offer exceptional value for any application where announcements, music and AV presentations occur — including corporate meetings, church picnics, small clubs and 'club date' musical engagements. Their self-powered design simplifies system cabling and their versatile input capability make them easy to use with excellent audio performance."

MSRP: \$279.95–\$479.95.

🛒 Grund Audio Design (grundaudio.com)



App For Drummers

Sabian has launched a drumming app designed to educate and inspire drummers. In addition to exclusive premium artist content — such as educational segments from Dom Famularo and Todd Sucherman — the app also lets drummers play loops in six music genres while swapping between Sabian cymbal models in real time.

Other exclusive content includes backstage interviews with Sabian artists and behind-the-scenes glimpses into photo and video shoots. The app will also let users view all Sabian cymbal models by category or series.

Available now at the Apple App Store, the app will also be available in the near future from Google Play.

🛒 Sabian (sabian.com)



Hosa Announces Mogan Elite ICE Earset Microphone

Hosa Technology has released the Mogan Elite ICE, an omnidirectional earset microphone.

The Elite ICE is designed to deliver full-frequency vocal reproduction. The earset microphone is ideal for broadcasters, theatrical performers, church worship leaders and other professionals.

At the heart of the microphone is a moisture-resistant, 2.5-mm omnidirectional capsule with -45 dB nominal sensitivity. The mic delivers full-frequency audio performance (20 Hz to 20 kHz) with a maximum SPL rating of 140 dB and high gain before feedback.

The earset mic has a discreet visual appearance, featuring the Invisi-Clear earpiece (ICE), which provides low visibility onstage by blending with the user's skin tone.

The Elite ICE ships with a beige boom to blend with a variety of skin tones. The system package includes a foam windscreen and a single cable clip and ships in an impact-resistant aluminum case.

"The Mogan Elite ICE earset microphone delivers exceptional performance that enables the mic to be right at home in a variety of high-end applications, including broadcast and theater," said Jose Gonzalez, Hosa's product manager.

"In addition to its stellar audio quality, the microphone's transparent earset is both very comfortable to wear and, from a visual perspective, blends seamlessly with any skin tone. The hypoallergenic earpiece is highly adjustable, and the boom mechanism facilitates precise positioning of the microphone's capsule.

"I genuinely believe this newest member of the Mogan microphone line will find its rightful place among numerous mission-critical audio applications."

MSRP: \$400.

🛒 Hosa Technology (hosatech.com)



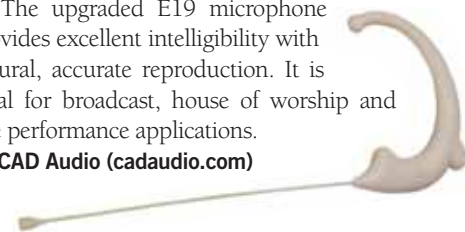
CAD Audio Upgrades Equitek E19 Broadcast/Production Mic

CAD Audio recently added upgraded features to the Equitek E19 broadcast and production miniature microphone.

The Equitek E19's miniature ergonomic profile, comfortable behind-the-ear design and field-replaceable cable have been updated and improved for ease of use, comfort and stability.

The upgraded E19 microphone provides excellent intelligibility with natural, accurate reproduction. It is ideal for broadcast, house of worship and live performance applications.

🛒 CAD Audio (cadaudio.com)



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Sunday
January 26, 2014

Featuring the 2014 TEC Awards!

This Morning's NAMM U Breakfast Session

Best in Show: The Next Big Thing

FREE Breakfast (First Come, First Served): 8 a.m.–8:30 a.m.

Main Session: 8:30 a.m.–9:30 a.m.

Hilton Anaheim Hotel, Pacific Ballrooms, Second Floor

Frank Alkyer, Publisher of Music Inc. and UpBeat Daily Magazines, and Panel

The NAMM Show features thousands of new products, and it's just about impossible to see them all. Don't miss out on your next big seller! This session spotlights six music retail gear experts, from Internet giants and independent powerhouses alike. These judges will reveal their picks for the best products and services at the show—gear that's certain to be a big deal in the year ahead. Listen in as their picks are presented live, so you know what to check out before you leave NAMM.

Today's NAMM Foundation Music Education Days Sessions

NAMM is pleased to host a variety of music educators and music industry students at the show, where they will meet, learn and network. Here are today's highlights...feel free to stop in.

9:30 a.m. THEY'RE BACK! Canadian Brass Returns

NAMM Foundation Lounge, Anaheim Hilton, Level 2, Cal. A/B

"One need not be partial to brass or even to classical music, to love Canadian Brass. After 40 years on stage, they've got the chops of virtuosos and the deadpan delivery of the best stand-up comics." Don't miss these phenomenal performers and a discussion about their first music teachers.

11 a.m. TI:ME Session "iPad Music Education Applications in the K-12 Classroom"

Anaheim Hilton, Level 4, Palos Verdes Room

Thomas Rudolph, Ed.D., Berklee School of Music

Strategies will be demonstrated for using the iPad in live performance, for teacher presentation, and for student composition and assessment.

1:30 p.m. The 2014 Best Tools for Schools Awards

Idea Center, Booth 5501

Come see what leaders in classroom music education have chosen at The 2014 NAMM Show as the most relevant and innovative products for school use.

Relive the Show Highlights Online



If you missed anything at the show or want to share your experience with your staff members, family and friends back home, check out our daily coverage at namm.org/thenamshow to view pictures, video highlights, daily recaps and more!

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SCHEDULE

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.



Music Inc. Publisher Frank Alkyer moderates Best in Show, 8:30 a.m.

BREAKFAST SESSION

8:30 A.M.

Best in Show: The Next Big Thing

Frank Alkyer, Publisher of *Music Inc.*

and *UpBeat Daily*, and panel

Hilton Anaheim Hotel, Pacific Ballrooms

Music Inc.'s Frank Alkyer moderates as six music retail gear experts reveal their top picks in four categories for the best products and services at the show.

10:30 a.m.

5 Product Trends for 2014

Mike Guillot,
Mississippi Music

The ability to identify product trends can be a defining factor in a music retail store's success. Purchasing guru Mike Guillot will explore five product trends to pay attention to in 2014.

11:00 A.M.

Make or Break Your Lesson Sign-ups!

Pete Gamber,
Music Inc. columnist

Pete Gamber is back and this time he is discussing how to use the phone to build your lesson program instead of hurt it.

11:00 A.M.

Trombone Circle

Member Center, Convention Center Lobby

Stop by to jam with a group of trombonists.

11:30 A.M.

Attract New Customers With Mobile Marketing

Ravi, Industry expert

Industry expert Ravi explains how music retailers can reach potential customers at the times when they are most likely to bite.

12:00 P.M.

What's Your Music Store Worth?

Robin Sassi, San Diego Music Studio

Robin Sassi, business law attorney and president and CEO of San Diego Music Studio, walks listeners through what they need to know when purchasing a music store and what to avoid when selling a music store.



Uke circle, 3 p.m.

12:30 P.M.

Practice Personalities for Adults: Effective and Efficient Ways to Practice According to Your Personality (Double Session)

Thornton Cline, Clientel Music with panel

Thornton Cline of Clientel Music and a panel of music educators will present nine adult practice personalities based on observations and interviews with more than 1,000 music students.

1:30 P.M.

2014 Best Tools for Schools Awards

Rick Kessel, Publisher of *School Band & Orchestra* magazine

Editors and guests of Timeless Communications host the announcement of the winning products in the annual Best Tools for Schools Awards.

2:00 P.M.

"The Live Room" with Gary Clark Jr. (Movie Short)

"The Live Room" is an exclusive video series that captures today's most innovative artists performing live recording sessions in the most iconic recording studios.

2:30 P.M.

"Turn It Up!" (Guitar Documentary Screening)

This feature-length film is a celebration of the electric guitar. Hosted by Kevin Bacon, it features exclusive interviews with guitar legends, from Les Paul to Slash to B.B. King.

3:00 P.M.

Ukulele Circle

Member Center, Convention Center Lobby
Jam with fellow uke enthusiasts.

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