

# UpBeat

The Official **NAMM** Show Publication

DAILY



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# MARKET DRIVEN

Expect records to fall this morning as The NAMM Show 2016 kicks off. "We're seeing a record number of exhibiting companies, especially in the growth areas of technology and boutique handcrafted instruments," said Joe Lamond, NAMM president and CEO. The *UpBeat Daily* crew will be catching up with many of these record setters during the show. Here are a few we visited before the show started!

1. The Harman team shows off a plethora of new products for the show. 2. From left: Yamaha's Roger Eaton, Hitoshi Fukutome and Tom Sumner take a break at a NAMM preview event in New York City with three of the more than 100 new products Yamaha is launching at NAMM. (See related articles on pages 8, 34 and 70.) 3. Zoom's Charlie Lederer and Micah Eberman highlight the new ARQ Aero RhythmTrak. (See page 4.) 4. From left: Roland's Crispijn Smals, Jay Wanamaker and Niko Spanos gear up Tuesday to launch the new Roland Accessory Division. (See page 56.) 5. Godin's Simon Godin and Mario Biferali show off a few models that feature Seagull's new branding, which is being debuted at the show.

## BREAKFAST OF CHAMPIONS

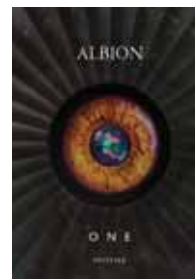


Join NAMM's Joe Lamond and a bevy of game changers for this year's opening NAMM U Session this morning.

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Spitfire's Albion 'Legacy'  
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# BREAKTHROUGH



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[Roland.com/Accessories](http://Roland.com/Accessories)

# NAMM SHOW NEWS

## Martin System Preserves Tone

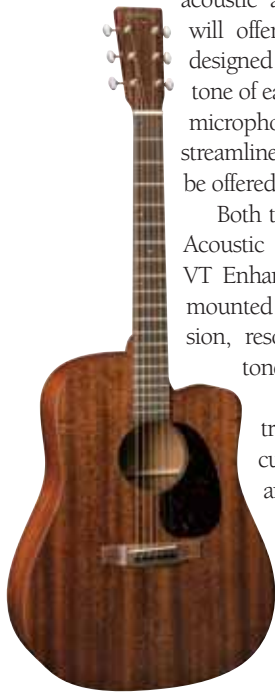
Martin Guitar has released a new pickup and preamp system. The Aura VT Enhance acoustic amplification by Fishman will offer Aura Acoustic Imaging, designed to preserve the acoustic tone of each instrument with studio microphone quality. In addition, the streamlined Matrix VT Enhance will be offered on select models.

Both the Aura VT Enhance with Acoustic Imaging and the Matrix VT Enhance feature a bridge plate mounted transducer to add dimension, resonance and body to the tone of the guitar.

The systems are unobtrusive with no control holes cut into the side of the guitar and also easy to use with Volume, Tone and Enhance Blend controls mounted inside the soundhole. Fishman's new Enhance Transducer is designed to capture the longitudinal energy of the guitar top while

resisting the transverse energy that manifests in string squeak, body handling noise and parasitic feedback.

 [Martin Guitar \(martinguitar.com\)](http://martinguitar.com)




## Morton Manus Passes Away

Morton Manus, president of Alfred Music, passed away on Jan. 9 after a battle with cancer.

Born in New York in 1926, Morton joined his father in the family business in the late 1940s. The company flourished under Morton's leadership and expanded internationally with offices in Australia, Germany, Singapore and the U.K. Morton authored and edited hundreds of titles in Alfred Music's catalog, and he and his wife, Iris, supported many music scholarships, competitions and organizations.

"Over the years, Morty was always the voice of calm and reason when things were changing in our industry," said Richard Rejino, executive director of RPMDA. "He understood the value of human relationships in all that we did, and he made good on the promises he made. Our industry is better for the legacy he leaves behind, and I am a better person because I knew Morty Manus."

"We all saw the passion [Morty] had for the music industry," said Carol Wilbur, past president of RPMDA. "Alfred Music is a glowing testimony to his lifelong achievement of excellence in music education."

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



NAMM's Mark Goff (left) and Joe Lamond

## Welcome to The NAMM Show!

On behalf of the NAMM Board of Directors, Executive Committee and staff, we'd like to thank you for being here. It's our sincere hope that the things you see and do this week will leave you inspired and better equipped to succeed in the year ahead.

As our world has become more connected through technology, NAMM's trade shows and the benefits of coming together at these events have evolved, too. The products and exhibits remain the stars of the show, but more and more of our members tell us that the robust educational offerings and peer-to-peer networking opportunities available only at NAMM are also a big part of their decision to come to Anaheim.

This year's NAMM U schedule is just incredible, with sessions on all of the issues you've said are important to you. We believe the essential outcome for our members from this year's show will be inspiration and passion — possibly the

two most important ingredients for success in a rapidly changing world.

The NAMM Show is the engine that drives your association's yearlong work on behalf of the industry. And our unique Circle of Benefits business model means that revenues derived from NAMM's trade shows are reinvested back into the industry to promote music and grow the market. Our exhibiting members, and the buyers who come to meet with them, deserve heartfelt thanks from the industry, the music education community and, perhaps most important, the millions of people — especially kids in school — who benefit from these efforts to bring music into their lives.

Mark Goff  
NAMM Chairman

Joe Lamond  
NAMM President and CEO

## XP800 Portable P.A. Joins Samson Expedition Series

Samson has added to its Expedition series of portable P.A.s with the introduction of the Expedition XP800.

The XP800 provides 800 watts from its lightweight eight-channel powered mixer and two 8-inch speakers. For enhanced portability, the XP800 offers a speaker-locking design that lets the system and all its components be packed up and transported as a single unit weighing just over 40 pounds.

The XP800 is ideal for education, business and house of worship settings, offering quick setup and easy operation to users with limited P.A. experience. Other features include Bluetooth compatibility for wirelessly streaming music and a USB wireless port for the optional Samson XPD USB Digital Wireless Systems. For more professional applications, the XP800 features monitor

outputs for expanding your signal to active speakers and 16 selectable high-quality digital effects. Four mic channels make the system perfect for live performances and DJs.

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



## Fender American Elite Models Have Noiseless Pickups

Fender has added several models to its American Elite series. All models include the company's new fourth-generation Noiseless pickups, which combine vintage-style sound with effectively noise-free performance.

The American Elite Stratocaster features Fender's timeless style, but is an entirely new breed of guitar designed for 21st century players who push the envelope. With more than a dozen new innovations, each guitar is a true performer with eye-catching style, exceptional feel and versatile sound.

The Left-Handed American Elite Stratocaster features three noiseless single-coil Stratocaster pickups, S-1 switching for added tonal versatility, a compound profile neck, a redesigned contoured neck heel and locking short-post tuning machines.

The American Elite Stratocaster HSS Shawbucker combines a powerful Shawbucker open-coil humbucking bridge pickup with the Noiseless pickups.

The American Elite Telecaster is the original solidbody electric guitar reimagined for modern players who want cutting-edge performance with timeless visual style.

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


## Zoom ARQ Makes Tracks

Zoom has debuted the ARQ Aero RhythmTrak. The ARQ lets music producers create drum patterns, sequences, synth sounds and loops; launch clips; and control MIDI. Performers can detach ARQ's wireless Bluetooth Ring Controller to get out of the booth and in front of the audience.

ARQ can be used as a diverse standalone instrument. The Base Station houses 468 drum and instrument sounds, dozens of digital effects and a powerful sound engine that includes 70 "one-shot" sampled waveform sounds, as well as a comprehensive synthesizer to create one-of-a-kind sounds.

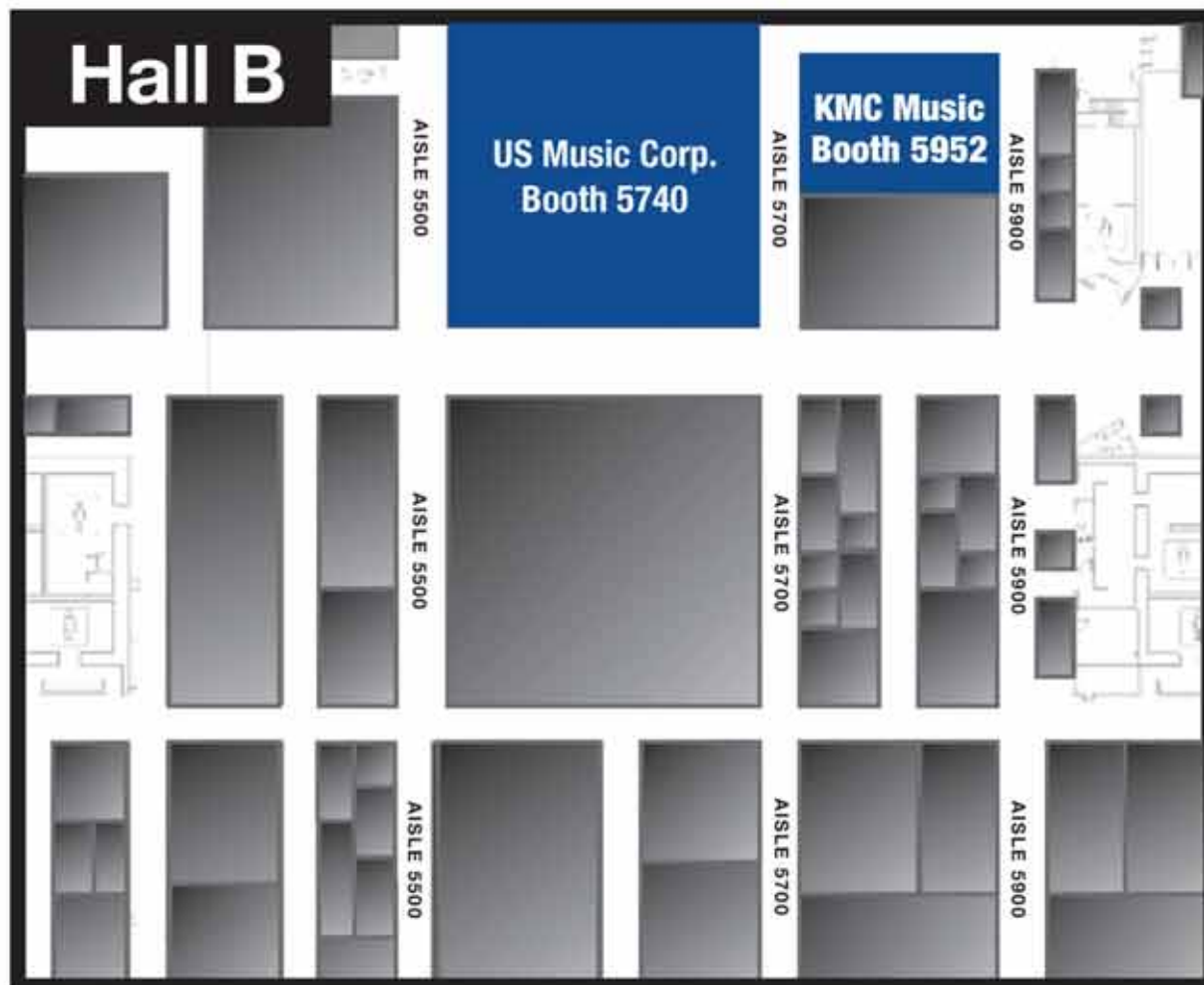
The Ring Controller communicates with its Base Station, as well as computer- and iOS-based DAWs, via wireless Bluetooth LE. It has 96 velocity- and pressure-sensitive pads with aftertouch, and a built-in three-axis accelerometer that generates MIDI control messages to change sounds and effects in real time.

MSRP: \$599.99.

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



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## BRIEFS



### Willcox Guitars Hosts Drawing, Performances

Willcox Guitars is hosting an array of events at its NAMM booth.

On Friday at 5:45 p.m., the company will hold a drawing to win a Willcox Atlantis widebody ElectroAcoustic guitar or a Willcox Saber VL bass (winner's choice). Willcox will be taking entries for this free drawing at the booth all day Thursday and Friday up to the drawing. Winners must be present at the drawing to win.

Additionally, Willcox artist endorsers will play at the booth all four days of the show. Performers will include Marc Cooper, Anthony Terrezza, Paul Hanson, Mark Corradetti, Josh Seguin, Brockett Parsons and simulcast appearances from Virgil Donati. More specific performance times are available at the booth.

[Willcox Guitars \(willcoxguitars.com\)](http://willcoxguitars.com)

### Cannonball Celebrates 20th Anniversary

Cannonball Musical Instruments is celebrating its 20th year with two limited-time anniversary models.

The Big Bell Stone series anniversary edition features a specially designed and hand-engraved "Celtic Knot." It is laser-engraved with a 20th Anniversary insignia above the bow-to-body ring. Other features include Blue-sodalite semi-precious stones, a blue hand-painted neck octave key logo, iced black nickel-plated body and polished black nickel-plated bow, bell and keys.

The Vintage Reborn series anniversary edition features a specially designed and hand-engraved "Mountain Waterfall." It is also laser-engraved with a 20th Anniversary insignia above the bow-to-body ring.

[Cannonball \(cannonballmusic.com\)](http://cannonballmusic.com)

### New Location for NAMM Idea Center

Looking for the NAMM Idea Center?

This year, to provide more space for NAMM Idea Center sessions, NAMM has created a new complex in the convention center lobby — one that's centrally located, filled with natural light and even offers an attached networking area.

Free, business-boosting educational sessions will take place every 30 minutes.

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

### UpBeat Daily's New Booth

If you're looking for the *UpBeat Daily* booth, we've moved! Stop by and see *UpBeat*, *Music Inc.* and *DownBeat* magazines at booth 5272.

[UpBeat Daily \(upbeatdaily.com\)](http://upbeatdaily.com)

# Yamaha To Launch 100 Products

With more than 100 products set to launch at The NAMM Show, Yamaha Corp. of America held a preview day in New York on Jan. 11 to highlight four product introductions with major implications for their respective product categories.

"What are we doing here?" asked Tom Sumner, senior vice president. "If you look at musical instrument retail sales, they're very flat: only about 1 percent growth over the last 12 months. Depending on what you're looking at, 1 percent, 2 percent. Very small growth. We believe as a 100-percent focused music and sound company that we need to have really strong vibrant growth in the music industry. So, at The NAMM Show, Yamaha is launching over 100 new products."

On the keyboard side, Yamaha highlighted the Disklavier ENSPIRE, the eighth generation of the company's reproducing piano.

Demonstrated by jazz singer and pianist

Tony DeSare, the ENSPIRE is set to offer owners new ways to listen, learn, play and record the piano.

"When I came in to try out the new ENSPIRE, the first thing that caught my eye is that there is no control box," DeSare said. "Everybody knows that design is so important. It's one thing to have great functionality, but unless you have a seamless user interface, it's not going to be as powerful."

"With ENSPIRE you have a UI [user interface] that you can use with an iPhone, iPad, Android ... anything with a Web browser. And unlike previous models, everything you need to do is on this one screen."

Yamaha also showcased a new top-of-the-line synthesizer, the Montage, which includes the Super Knob — a macro control for new creative options.

In guitars, Yamaha is launching the Rev-Star, the first completely new line of solid-body

electric guitars from Yamaha in a decade.

In B&O, Yamaha added four new models to its electric violin line. Four years in the making, the new violins are player-driven to deliver light, responsive instruments with a rich, hollow sound.

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



Nate Tschetter demonstrates the 88-key Montage8 synthesizer as Tom Sumner looks on.

## BOSS Adds Waza Amp

BOSS has added the Waza Amp, an all-new professional guitar amplifier with companion speaker cabinets.

The 150-watt Waza Amp Head comes standard with the ultimate high-gain tone that's been sought after by rock guitarists for decades.

Driven by Tube Logic, the amp provides four independent channels, custom voicing options via two Tone Capsules and many other advanced features. One Tone Capsule is built into the Waza Amp Head that features the legendary brown sound, and there's a user port for adding an optional second Tone Capsule for future expansion.

The Japanese term "Waza" embodies the highest level of art and technique, achieved only through years

of tireless dedication to one's craft. Like the Waza Craft pedal series, the new amp and cabinet carry the Waza name and symbol to represent the pinnacle of BOSS' technical knowledge, design wisdom and master craftsmanship.

First introduced with the Roland Blues Cube amplifier series, the Tube Logic design has received praise from top players around the world for its rich, responsive and authentic tube tone. In the Waza Amp Head, Tube Logic has been used to create a highly versatile multi-channel guitar amp for pro players, with a special focus on the ultimate high-gain "modded" tone.

The Waza Amp Head features four independent channels: Clean, Crunch, Lead 1 and Lead 2.

[BOSS \(bossus.com\)](http://bossus.com)



### System Blue Crafts Brass, Percussion

System Blue has crafted a professional and traditional brass and marching percussion series.

System Blue's Professional Marching Brass series is built with an eye on the advanced elite player. The line features two uniquely styled trumpets, the SB10 and SB12, with .459 and .464 bore sizes.

The Professional Percussion Marching series instruments are durable, and have a dry, clean voice that projects in any venue or situation.

[System Blue \(systemblue.org\)](http://systemblue.org)



## Kala Unveils Elite Ukulele Series

Kala has unveiled its 2016 lineup of California-made Elite ukuleles.

Kala's Elite USA Ukulele Series are all hand-built at the Kala custom shop in Petaluma, California. The Elite line consists of the Classic Satin Series, the Classic Series, the Artist Series and the Elite Series. All are available in soprano, concert and tenor sizes.

Specifications include all solid Hawaiian koa, Honduran mahogany neck, Indian rosewood fingerboard (Classic and Artist series), heel cap and bridge, Graphtech Tusq nut and bone saddle, Kala flourocarbon strings and UV-cured finishes.

The Elite Series features premium-figured Hawaiian koa with ebony fingerboard, bridge heel cap and headstock overlay. All models come with a Kala Elite hard case and a Music Nomad Humilele humidifier included. A notable design feature is the fingerboard spacing of 1½ inches, which is wider than most ukuleles. This increases the string spacing to give the fingers more room to maneuver.

In addition, Kala is offering premium upgrade options that will include maple, koa, ebony and purpleheart binding as well as paua abalone and other features.

[Kala \(kalabrandmusic.com\)](http://kalabrandmusic.com)

## Kyser Launches Rosewood Quick-Change

Kyser's new Quick-Change capo features a dark rosewood design. It's the same tried-and-true, American-made Quick-Change capo that musicians know, but it has a natural-polished, rosewood-style finish.

"Trees categorized as rosewood are strong, durable and stable," said Max Lintner, executive business development manager for Kyser. "Rosewoods take an excellent polish, and they are the best wood for guitars and fretboards. We are excited that we've created a Quick-Change capo in a rosewood grain finish that reflects each of these elements."

MSRP: \$24.95.

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





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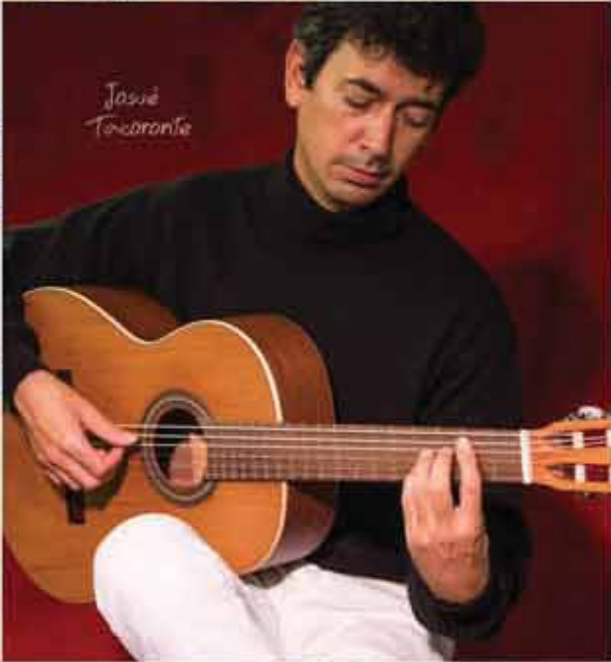
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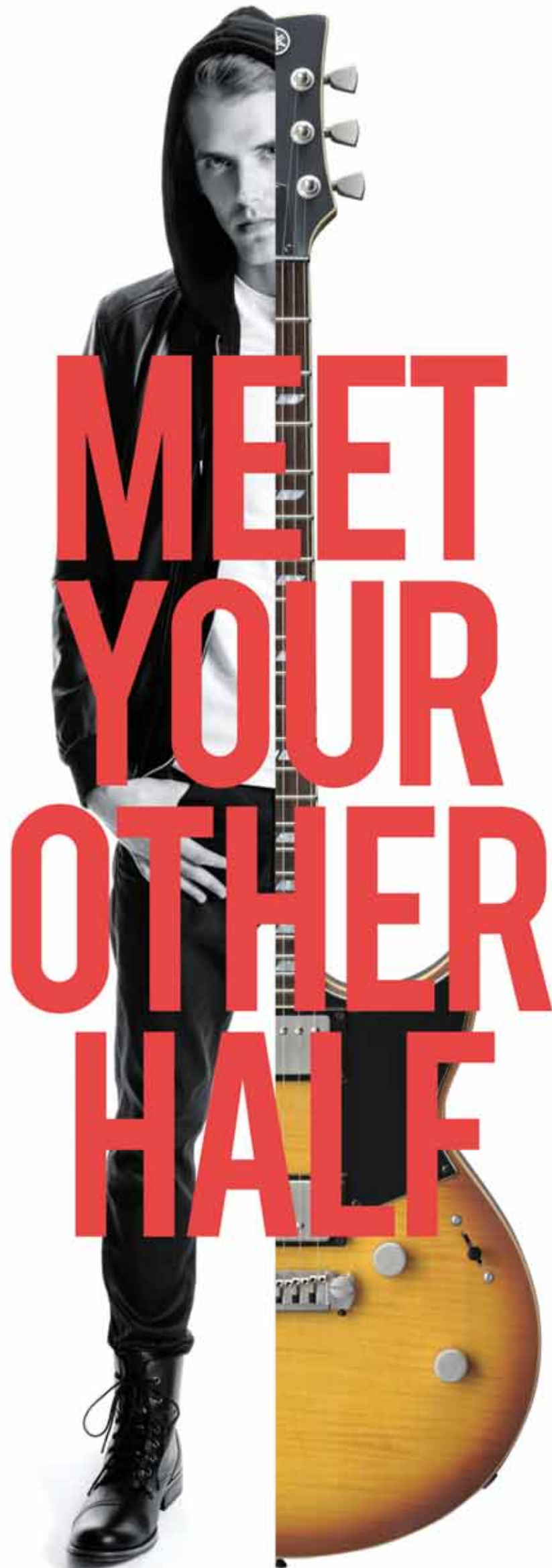
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## RELOOP

The new Reelap Mixtour is an ultra-portable, yet sturdy all-in-one DJ controller with audio interface, designed for djay 2 (iOS/Android) and djay Pro (Mac) by Algoriddim. The Mixtour is designed for all DJ's that want to have the unlimited flexibility with a small compact footprint.



## Fostex

The latest in a 30+ year heritage of renowned studio headphones, the new Fostex TR series headphones are sturdy, comfortable, sound great, come with both straight and coiled cables, and include both regular and extra-cushioned ear pads.



## LEWITT

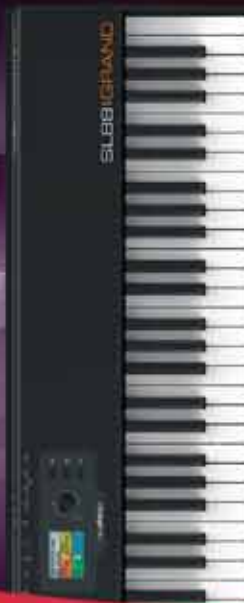
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A woman with long dark hair, wearing a black halter top and light blue jeans, is DJing. She has large black headphones around her neck and is adjusting a knob on a Denon DJ MCX8000 controller. The controller is a dual-deck unit with two turntables, a central mixer, and various buttons and faders. The background is dark with colorful stage lights in shades of purple, blue, and red.

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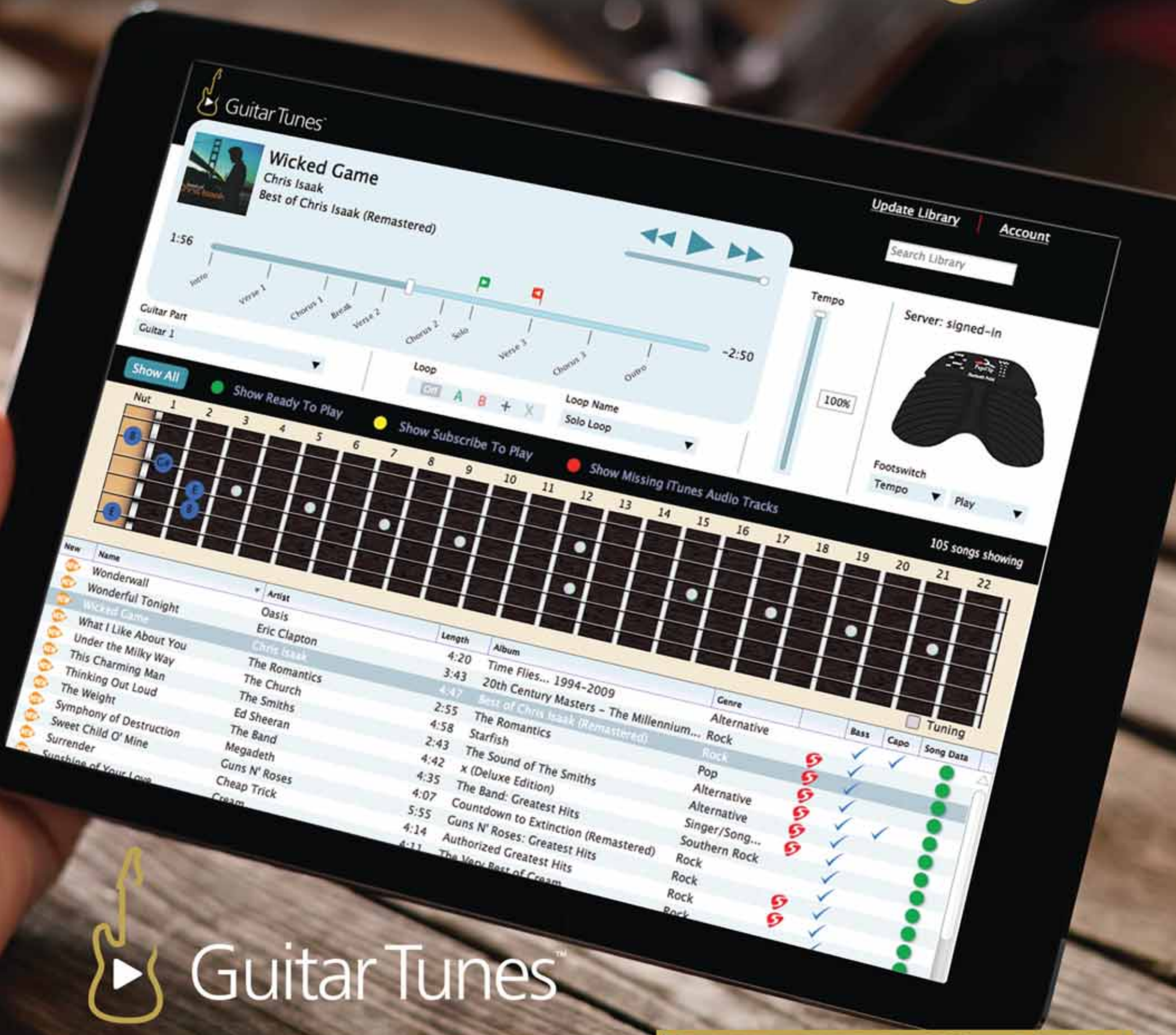
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**HALL D #3254**

# SOUND ROOM

## CAD Debuts New CADLive Wireless Systems for 85th

As part of the company's 85th anniversary, CAD Audio has released the new CADLive 4000 and 3000 wireless systems.

To provide frequency agility and RF stability, the CADLive 4000 digital system operates in the 902 and 928 MHz bands and the CADLive 3000 system operates in the 500 and 600 MHz bands. Both include proprietary CAD ScanLink technology with Infrared transmitter setup to precisely scan, select and link to the optimum channel in any RF environment.

The CADLive 4000 and 3000 utilize True Diversity operation to minimize multipath interference along with CADLock Automatic Tone Encoded Squelch to eliminate unauthorized transmissions in the signal path. Receivers and transmitters are equipped with a high-definition LCD display.

🛒 [CAD Audio \(cadaudio.com\)](http://CAD Audio (cadaudio.com))



## New Shure Mic Offers Dual-Diaphragm

After seven years in development, Shure has unveiled the KSM8 Dual-Diaphragm Cardioid Dynamic Vocal Microphone. The KSM8 is the world's first-ever dual-diaphragm dynamic handheld microphone, offering unprecedented vocal reproduction from the purest cardioid polar pattern achieved to date.

Crafted for vocal reproduction and sound-reinforcement control for live performance in professional venues, the KSM8 features the purest cardioid polar

pattern that Shure has developed to date. The ability to virtually eliminate proximity effect and master off-axis rejection is powered by the patented Dualdyne cartridge technology within the KSM8. The standard of design and durability of the KSM8 is present in every aspect of the microphone. A dent-resistant, hardened carbon-steel grille design lined with hydrophobic woven fabric provides exceptional plosive and wind protection.

🛒 [Shure \(shure.com\)](http://Shure (shure.com))

## D.A.S. Launches Vantec

D.A.S. has launched the Vantec series of portable systems. Consisting of four models available in both powered and passive configurations, the new series incorporates 12-inch and 15-inch powered two-way systems, a double 15-inch powered three-way system employing a dual-band configuration and a single 18-inch powered subwoofer system.

The Vantec series is equipped with the new F series loudspeakers from D.A.S. The new M-28 compression driver features a FEM (Finite Element Modeling) optimized motor, phase-plug and diaphragm. Attached to the D.A.S. designed CD-horn, the assembly provides brilliant high frequency reproduction and optimum control of dispersion with 90 degrees by 50 degrees coverage angles.

The Vantec 12A is a 12-inch bi-amplified system powered by a two-channel amp providing 1,500 watts of continuous power. Performance-wise, the cabinet offers a frequency response of 60 Hz to 20

kHz and a maximum peak SPL of 135 dB. For those needing wider frequency response, the Vantec 15A equipped with a 15-inch F series woofer and offers a 45 Hz to 20 kHz frequency range. The Vantec 215A is equipped with twin 15F woofers for applications requiring higher SPL overall and a more powerful bass response.

🛒 [D.A.S. Audio \(dasaudio.com\)](http://D.A.S. Audio (dasaudio.com))



## No Strings Attached With Samson's AirLine 88

Samson invites guitarist, bassists and stringed instrumentalists alike to say goodbye to belt-packs and attachment cables with its new AirLine 88 Guitar Micro Transmitter UHF Wireless System. This frequency-agile UHF wireless system offers high-definition sound, premium reliability and a 300-foot operating range.

Designed to be an extension of your instrument rather than a separate component, the AirLine 88's AG8 plug-in transmitter lets you rule the stage with confidence. The AG8 features a dual-position connector that can be quickly set to fit both Fender and Gibson-style guitar output jacks. Offering 12 hours of operation on a single AA battery, as well as mute and

variable gain control for seamless on-stage adjustments. It also provides low frequency clarity ideal for bass guitars. It's also a wireless solution for acoustic-electric guitars, electric violins and accordions.

The AirLine 88 system also includes the rack-mountable CR88 Wireless Receiver, which provides 16 selectable channels for interference-free performance no matter where you are. The receiver's True Diversity design minimizes dropouts, while tone key technology prevents RF bursts when your transmitter is muted or out of range.

The system is available in multiple frequency bands, all outside of the 600MHz band that is set for upcoming auction by the FCC.

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



## Epifani Introduces New AL Series

Epifani introduced its AL Series combos and extension cabinets. The series combos and extension cabinets feature the first-ever solid-aluminum hybrid enclosure. Using specially

engineered wood baffles and high-performance ceramic drivers, the AL series are lighter than neo-based traditional cabinets. The aluminum enclosure provides super rigidity, which allows for enhanced output.

The AL series is the first to utilize solid-aluminum for the main enclosure shell. Aluminum's malleability also lets Epifani craft a slightly bowed, trapezoidal structure for the combos that results in improved frequency response and power output without introducing unwanted tonal coloration. Extension cabinets use a bowed, rectangular shape for best coupling to the AL combos.

🛒 [Epifani \(epifani.com\)](http://Epifani (epifani.com))



## A-T Offers Two New Digital Wireless Transmitters

Audio-Technica introduced two new desk stand and boundary microphones compatible with System 10 PRO Rack-Mount Digital Wireless Systems and Stack-mount Digital Wireless Systems: the ATW-T1007 System 10 Microphone Desk Stand Transmitter and the ATW-T1006 System 10 Boundary Microphone/Transmitter.

The ATW-T1007 System 10 Microphone Desk Stand Transmitter is designed to work

with phantom-powered, condenser gooseneck microphones with a 3-pin XLRM-type output.

The ATW-T1006 System 10 Boundary Microphone/Transmitter pairs with any System 10 PRO or System 10 digital wireless receiver to provide clear, natural sound quality with reliable 2.4 GHz wireless performance.

MSRP: \$559.

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







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*See the FG180-50 and the new FG800 Series — and over 40 more new Yamaha products — at the Marriott Marquis Ballroom.*



NEVER STANDING STILL



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YamahaCorpUS

# Yamaha Unveils Technologically Advanced Disklavier ENSPIRE

Yamaha has introduced Disklavier ENSPIRE, the eighth generation of Disklavier pianos that replaces the E3 series and offers an immersive new user experience.

With three system variations (CL, ST and PRO) spanning 14 models ranging from 48-inch uprights to a 9-foot concert grand, Yamaha has given consumers more options.

A new streamlined design eliminates the control box of previous generations, while an intuitive app enables Disklavier ENSPIRE to be controlled seamlessly by Apple iOS and

Android devices, as well as PCs and Macs.

The easy-to-use and intuitive controller app provides direct access to over 500 built-in songs and more than 6,000 performances that can be downloaded directly to the instrument from the Yamaha MusicSoft online store.

Exclusive high-quality streaming radio and video services are also available — from the Monterey Jazz Festival or the Newport Music Festival, even an Elton John concert on your big screen TV, while the piano

performance is received “live” (or on-demand) on the Disklavier ENSPIRE.

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



## D'Addario Nickel Bronze Strings Allow Acoustic Clarity

D'Addario has expanded its acoustic string line with the new uncoated Nickel Bronze series.

Nickel Bronze strings feature a combination of nickel-plated phosphor bronze wrapped around a high-carbon NY steel core, engineered to bring out the tonal characteristics of any guitar.

The nickel-plated wrap wire gives a guitar clarity, resonance and projection, as well as balance and harmonically rich overtones. Beyond the heightened sound characteristics, players can also expect improved tuning stability and higher break resistance, thanks to the NY Steel core, which was also featured in D'Addario's NYXL electric guitar strings.

With Nickel Bronze, D'Addario has built a guitar string designed to let musicians explore new acoustic possibilities. They are available in extra light, custom light (.011-.052), light (.012-.053), light top/medium bottom (.012-.056) and medium (.013-.056) gauges. MSRP: \$17.60.

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

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## UpBeat

DAILY

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## Vandoren Introduces V21 Saxophone Reeds

After experiencing the overwhelming success of the V21 Bb Clarinet reed, Vandoren has expanded the line to include alto and tenor saxophone. Utilizing a unique conical design, the V21 provides players with a beautifully dark, focused sound with an easy yet full-bodied response in all registers,

including altissimo. These qualities make it the perfect reed for students and professionals currently on Traditional reeds that are searching for even more depth and warmth in their sound without sacrificing reed-response.

“For musicians looking for something darker than Traditional reeds but with slightly less resistance than the V12, the V21 could be the reed they’ve been searching for,” adds Michael Fenoglio, Vandoren Product Specialist. “With its warm, even tone and incredible

response, the V21 will be a game-changer for saxophonists of all levels across the country.”



For more information, visit **NAMM booth #3112** or **Vandoren.com**.

## V21 Saxophone Reeds Earn High Praise

In December, 2015 Vandoren officially introduced the new V21 saxophone reeds to the U.S. Receptions were held at Lincoln Center and the brand new Los Angeles Vandoren Musician’s Advisory Studio to celebrate the launch. Top artists were in attendance to try the new reed and they’ve been overflowing with positive feedback ever since.

“The V21 for saxophone is a game-changer,” said New York based saxophonist, Allen Won. “Not only do they sound great, but each played immediately right out of the box!”



Michael Skinner, David Bixler, Adam Kolker, Allen Won, and David Gould at the New York V21 reception

“Being a freelance saxophonist in Los Angeles, I need a reed that will give me versatility, response, color and consistency,” added UCLA Professor Doug Masek. “The V21 provides all of that and more, allowing me the freedom to perform in a variety of situations without having to change reeds for every performance.”

“We are so pleased by the initial response from the new V21 reeds for alto and tenor saxophones,” said David Gould, Artist Relations Manager and head of the New York City Vandoren Studio. “We really got to see the reed’s versatility in action when Allen Won, David Bixler, and Adam Kolker tried them out. Follow that up with a luncheon with the likes of Scott Robinson, Roxy Coss, and Lucas Pino among others, I’d say we had an amazing day!”

For more information, visit **NAMM booth #3112** or **Vandoren.com**.

# The Future for Woodwinds Has Arrived



### V21 for Saxophones

The highly popular V21 clarinet reeds are now available for alto and tenor saxophones. Utilizing a unique conical design, the V21 reed provides players with a beautifully dark sound with an easy yet full-bodied response across the range of the instrument.

### Clarinet Mix Cards

The new Vandoren Clarinet Mix Cards are the best way for players to find their ideal clarinet sound. The card also includes a free V21 reed! Now the clarinetist can decide on their favorite cut and come back to your store to buy a whole box.





## JodyJazz Adds Bari Model to JET Series

JodyJazz has added a baritone model to its JET range of saxophone mouthpieces. The new JET Baritone saxophone mouthpiece is available in 6-, 7-, 8-, 9- and 10-tip openings.

It has a clean, focused sound with strong projection, cut and bark and yet can be played with a warm, versatile feel. This free-blowing, easy and fun-to-play mouthpiece captures the full range of tonal qualities of the instrument.

The JodyJazz JET Baritone is excellent for

rock, funk, blues, smooth jazz, Latin music, reggae, ska or big band.

"It's so much fun to solo on the JET because you can cut through and be heard," said Jody Espina, company president and founder. "If you like the baritone sax sounds of Doc Kupka of Tower of Power, Ronnie Cuber, Bruce Johnstone, Nick Brignola, Jeff Coffin of Dave Mathews, Roger Lewis of the Dirty Dozen Brass Band or Jason Marshall, then you are sure to love the new JET Baritone."

🛒 **JodyJazz** ([jodyjazz.com](http://jodyjazz.com))

## Black Lion Audio Releases Auteur MKII Preamps

Black Lion Audio has released the Auteur MKII preamp line.

Building on the reputation and performance of the original Auteur design, the Auteur MKII boasts a re-vamped gain stage that results in higher gain, lower noise, lower distortion and an extended frequency response. The newly re-designed Auteur MKII retains the unique sonic combination of clarity and warmth of the original design. The preamp offers versatility — enhancing drums, adding silky

polish to vocals and making guitars soar.

No matter the application, the Auteur MKII provides professional results. The preamp is available in dual-channel one-half-rack and 500 series formats, both with updated specifications including a 10 Hz to 30 kHz frequency response.

The Auteur MKII is a two-channel preamp that features high-speed input stages for capturing detail and nuance, and Eddor transformer-coupled output stages that impart a nice touch of vintage vibe. It also features up to 65 dB of gain.

🛒 **Black Lion Audio** ([blacklionaudio.com](http://blacklionaudio.com))

## Hughes & Kettner's Meister Family Expands

Hughes & Kettner's best-selling TubeMeister lunchbox amp family has added two wild new bigger brothers: the TubeMeister Deluxe 20 and the TubeMeister Deluxe 40.

The new TubeMeister Deluxe models benefit from a comprehensive overhaul — tonally and physically. They are kitted out with a range of new features that customers have demanded.

The Deluxe models' boutique tones are inspired by the most-loved channels of Hughes & Kettner's TriAmp Mark 3 flagship. They also include the new Red Box AE DI output, which offers guitarists the ultimate FRFR amp sound experience for stage and studio.

The first-ever tube amps to contain such FRFR technology, the Deluxe models are also crammed full of Hughes & Kettner's standard features like Tube Safety Control

(which constantly monitors and biases the amps' tubes) and a real power soak, which allows players to enjoy the goodness of fully cranked all-tube tones at living-room levels.

🛒 **Hughes & Kettner**  
([hughes-and-kettner.com](http://hughes-and-kettner.com))



## Triad-Orbit Expands IO Quick-Change Line

Triad-Orbit's line of IO quick-change couplers has added the IO-RL. Designed to retrofit with lighting industry standard C-stands, IO-RL delivers effortless, quick-change device mounting to millions of existing C-stands.

The IO-RL is Triad-Orbit's first full-size quick-change coupler built specifically for film, photo and video lighting support. IO-RL enables instant hardware swaps, replacing the tedious threaded screw and hole connections between lights, modifiers and stands.

IO-RL provides a faster, more secure, hassle-free method of connecting speed flashes,

lights and modifiers to stands and booms with zero spin out. A Triad-Orbit IO-RL Quick-Change Coupler is composed of two parts: the IO-RL coupler body and the IO-H5 hex head (IO-H5).

🛒 **Triad-Orbit** ([triad-orbit.com](http://triad-orbit.com))



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## Schecter Distributes Wylde

Schecter Guitar Research will now distribute Wylde Guitars — the creation of guitarist Zakk Wylde — via its distributor network covering more than 70 countries, which also includes handling fulfillment of the guitars in the United States.

“We are extremely proud to be working with Zakk and Wylde Audio on this endeavor,” said Marc LaCorte, Schecter’s executive vice president.

The first offerings from Wylde Audio, including the Odin, War Hammer and Viking models, are set to debut at The 2016 NAMM Show. Zakk has already been putting the prototypes through their paces at recent Black Label Society shows.

“I’m very excited for the launch of Wylde Audio,” Wylde said. “For me, it’s the next logical step. You start as a player, manager, VP of team operations, then team owner. I’ve surrounded myself with super talented people to make this vision become a reality and having Schecter on board as our distributor is going to allow me to bring Wylde Audio’s boutique quality of craftsmanship to the next level.”

**Schecter** ([schecterguitars.com](http://schecterguitars.com))

## Musiquip Becomes SFM

Musiquip, a distribution, sales and marketing company dedicated to delivering products, services and support to the U.S. musical instruments industry, had amalgamated with SFM, its Canadian sister company. The united companies will operate as SFM in both the United States and



**sfm**

Canada. Building on the SFM brand’s history and reputation in Canada, the move streamlines the company’s MI business activities in both countries, and offers its suppliers a single, cohesive distribution solution for accessing the North American market in its entirety.

“This change is a logical step in the

progression of our business,” said John Kelley, general manager of the new SFM MI business unit. “When we first set out to serve the U.S. market through Musiquip, we operated somewhat independently of the rest of our company. Over the years, personnel, resources, and procedures have grown increasingly interconnected. Internally, we’ve been approaching our MI operation as a single division with a North American scope for some time, rather than two separate companies split by a geographic border. This branding change allows us to formalize what has been a very natural development.”

**SFM** ([sfm.ca](http://sfm.ca))



## TRX Offers Special Editions

TRX’s Special Edition Series cymbals offer professional sound and appearance at an affordable price. The Special Edition Series is a new class of cymbals for modern drummers of all ages and abilities. The handcrafted, hand-hammered, B20 Bronze cymbals feature a full, rich tonal spectrum and a deluxe, two-tone finish. They are recommended for a wide variety of contemporary musical genres and playing situations.

TRX Special Edition cymbals are available in three box sets. Set 1 includes 13-inch hi-hats, a 16-inch crash and 20-inch ride. Set 2 features 14-inch hi-hats, a 16-inch crash and a 21-inch ride with a free 18-inch crash. Set 3 will include 15-inch hi-hats, 16-inch and 20-inch crashes and a 20-inch ride with a free 18-inch crash.

The Special Edition line also includes an 8-inch and 10-inch splash, 12-inch and 18-inch china and an 18-inch stacker (vented) effects cymbals.

**TRX** ([trxcymbals.com](http://trxcymbals.com))

## Tri-Technical Systems POS Software Now Available

Tri-Technical Systems has released version 11 of its AIMsi point of sale (POS) software. AIMsi v11 is EMV ready, therefore in compliance with the fraudulent liability shift, which went into effect on Oct. 1, 2015.

Tri-Tech’s website solution, Active-e, was also upgraded and is now mobile-enabled so that a retailer’s website will be automatically optimized and displayed, depending upon the device a visitor is using. Another new feature, popular with repair and service departments, is the ability for customers to view the status of service tickets and approve estimates

online. A complete list of enhancements in the AIMsi v11 and Active-e upgrade can be viewed at [technology4retailers.com](http://technology4retailers.com).

AIMsi is a complete point of sale (POS), inventory management, accounting and business software application. The software offers retailers not only a way to control inventory, manage customers and track sales, but also offers fully integrated custom add-on modules, such as Repair and Service tracking and Lesson/Appointment Scheduling and Billing.

**Tri Technical Systems**  
([technology4retailers.com](http://technology4retailers.com))

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

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# St. Louis Music Acquires Hamilton Stands

St. Louis Music has acquired Hamilton Stands. Hamilton is one of the oldest MI brands in the United States, having been founded in Hamilton, Ohio, in 1883.

"I have known and sold Hamilton stands since I first started working in the music business," said Mark Ragin, St. Louis Music's president and CEO. "The Hamilton brand is synonymous with quality and has a long history of design innovation."

That innovation includes inventing the first folding music stand and the first neck suspending guitar stand. Recent designs include the System X wind

instrument stands and the System X keyboard stand.

"For sometime I have sought a strategic buyer who would recognize the value of the Hamilton brand and be positioned to leverage our products into their deserved place in the industry," said Bill Carpenter, owner of Hamilton Stands since 2006. "I look forward to a long and mutually rewarding relationship with St. Louis Music and Mark Ragin."

Carpenter will continue with Hamilton, leading strategic sourcing and product design initiatives.

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

## Switchcraft Adds Pocket-Sized DI Box

Switchcraft recently added a pocket size DI Box to its line of AudioStix products.

The DI Box and AudioStix products have been in production for approximately a decade. Applications include musical instrument connections and audio presentation interfaces. The new 314DI direct instrument box is designed to be a

smaller version of Switchcraft's SC800CT Passive DI Box. It is lighter weight and fits easily in guitar cases, tool boxes and pockets.

The 314DI converts the unbalanced output of active guitars, keyboards and other musical instruments with the line-level output to a balanced microphone level signal. This signal can be connected to audio consoles, microphone preamplifiers and more. The 1/4-inch feed through connector allows for connection to multiple devices such as an amplifier and a tuner, two amplifiers and many more combinations.

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



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## IMS Distributes New Fans

IMS Technologies has joined forces with BLOWiT Fans to bring the company's on-stage fans to music products retailers.

"I'm impressed with IMS Technologies' business model of bringing innovative products at great values to market and that they are focused on raising funds to directly help cancer patients — a subject that is dear to me," said James Abell, BLOWiT Fans inventor and president.

"James has designed a great product, and I'm honored that he was willing to entrust it to us as a sales arm," said Jeff Millar-Sax, IMS founder.

BLOWiT Fans are low-profile and can



clamp onto drum hardware or microphone stands. One model includes a built-in drumstick holder and is currently on tour with well-known drummers.

🛒 [IMS Technologies \(imstechnologies.net\)](http://IMS Technologies (imstechnologies.net))

## WAM Session Today at 11 a.m.

Women's Audio Mission (WAM), a San Francisco-based nonprofit dedicated to the advancement of women in music production and the recording arts, will present an all-women music producer panel today at 11 a.m. in Room 202A of the convention center.

Women's Audio Mission trains over 1,200 women and girls every year in the only professional recording studio in the world built and run entirely by women. WAM will present a panel on "The Evolution of the Music Producer," featuring a lineup of veteran music producers who

will discuss how the role of "music producer" has evolved over time.

Panelists will include Sylvia Massy, an award-winning producer, artist, writer and educator who has worked with the Red Hot Chili Peppers and Johnny Cash; Merrill Garbus, the indie artist and producer behind the innovative musical project tUnE-yArDs; Asma Maroof (DJ Asma), producer and tour DJ for MIA; and Terri Winston, founder and executive director of Women's Audio Mission.

📄 [namm.org](http://namm.org)



## Your Talent—Our Connections

 Hosa Technology

Visit us at Winter NAMM Booth #5590 or  
online at [www.hosatech.com](http://www.hosatech.com)

## Dixon Debuts New Artisan Finishes

The design of Dixon's flagship series, Artisan, focuses on players who have reached a professional milestone in their skill and deserve a kit with the highest quality craftsmanship, and also an instrument with a high level of customization that lets them achieve a signature sound and look. This year, Dixon has debuted a range of new finishes.

"After all the attention that Gregg Bissonett's Sea Foam Green Sparkle received last year, we wanted to keep the stunning finishes coming," said Jim Uding, Dixon brand manager. "Players really value the range of choices available to them in Artisan, and we want to make sure those choices continue to expand. We take great pride in the fact that Dixon is a true full-line drum brand and what we're doing at the high end with Artisan resonates from the top down." Some of the new Artisan finishes include an Artisan limited maple, Satin Natural Cordia with bronze hardware and an Artisan maple/bubinga, Blue Lagoon Lacquer.

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



## Mi-Si Air Amplifies

Mi-Si Electronics Design has designed the Mi-Si Air, a new amplification system for guitars and ukuleles based on MEMS microphone technology.

Players with a strap button can amplify their instrument with Mi-Si Air. Neither under-saddle nor sound-

board transducers are involved, meaning no holes, glue, saddle preparation, balance problems or piezo distortions. Mi-Si Air is battery-free, and players have up to 14 hours of play time after charging Mi-Si Air for 60 seconds.

🛒 [Mi-Si Electronics Design \(mi-si.com\)](http://Mi-Si Electronics Design (mi-si.com))

 Air





# Welcome to the New Era

See Montage – and over 40 more new Yamaha products – at the Marriott Marquis Ballroom.



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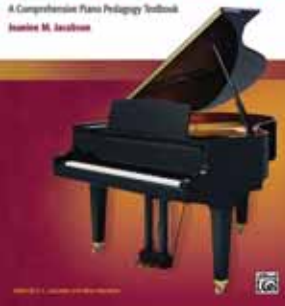


YamahaCorpUS

## Alfred Music Adds Second Edition to Piano Teaching Title

Alfred Music announced the availability of the second edition of Volume 1 of the pedagogy textbook series, *Professional Piano Teaching, Volume 1* (2nd Edition) has been revised and expanded to include chapters on teaching adults and teaching familiar music. It provides an in-depth look at how to effectively teach elementary-level piano students.

**PROFESSIONAL PIANO TEACHING**  
A Comprehensive Piano Pedagogy Textbook  
Ernie M. Jacobson



Divided into 14 chapters, this book presents a wealth of information on teaching principles and skills and provides the step-by-step means to apply them. *Professional Piano Teaching, Volume 1* has long been a staple for piano pedagogy programs worldwide and has also been successful with private pi-

ano teachers wanting to expand their piano teaching knowledge.

Topics covered through the course of the text include the art of professional piano teaching; principles of learning; beginning methods; teaching beginners and elementary students; teaching rhythm and reading; teaching technique and musical sound development; elementary performance and study repertoire; and developing musicality in elementary students.

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



## Ernie Ball Announces NeverRust

Ernie Ball NeverRust string technology uses a proprietary plasma plating process that provides rust and corrosion resistance — up to 300 percent greater than traditional sets.

Available on select Ernie Ball electric and acoustic string sets, including Slinkys, NeverRust technology is an exclusive plating process derived from research and development by Ernie Ball President Brian Ball and his engineering team to eliminate the potential for rust and corrosion on traditional guitar strings. Manufactured in the United States, Ernie Ball's NeverRust plating technology also eliminates the use of harmful chemicals and hazardous byproducts, resulting in a more environmentally friendly manufacturing process.

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

## NAMM Museum Celebrates Beauty of Bass in Hall E

The NAMM Museum of Making Music celebrates the sounds and instruments of the low register with *LOW: The Power and Beauty of Bass* on display at the museum's Carlsbad, California, location through July 2016.

Get a sneak peek of this installment at the museum's booth outside the Hall E lobby, where you'll discover a variety of vintage bass instruments, including a 1917 Holton helicon, a Gibson bass mandolin from 1912 and a 1935 Rickenbacker electric upright bass. Musicians will perform in the booth between 11 a.m.–3:30 p.m. throughout the show. Meet and hear bass luminaries, such as Victor Wooten and Katie Thiroux.

Also, visit LeMobile mobile recording studio, which is celebrating its 40th year. This is the first time LeMobile has come to The NAMM Show, so don't miss your opportunity to tour this iconic vehicle (complete with the legendary, impeccably maintained Neve 8058 console) and meet Guy Charbonneau, the man behind it all.

The NAMM Museum will also celebrate the 2016 TECnology Hall of Fame inductees on Saturday at 4 p.m. (Room 202A), recognizing audio products and innovations that have contributed to the advancement of audio technology.

📍 [NAMM Museum \(museumofmakingmusic.org\)](http://museumofmakingmusic.org)

## Retail Up! Introduces New Lessons Scheduling, POS, Website Features

Retail Up! has introduced additional features to its software, including Cloud-based POS and lessons scheduling, customized websites, free version upgrades and WorldPay discounts.

For salespeople wanting to sell on the floor or on the road, POS in the Cloud offers dealers the ability to complete transactions remotely or over the counter, hosted in Retail Up!'s enterprise-level cloud system. This eliminates the need for servers in-store — saving retailers

thousands in equipment and maintenance costs. With integration to QuickBooks, Sage and now Microsoft Dynamics, stores can have both their POS and accounting accessible at multiple locations.

The Retail Up! website platform offers store branding, flexible pages, easy-to-update websites, consolidated social media feeds and pre-built data.

🛒 [Retail Up \(retailup.com\)](http://retailup.com)

Over the last 48 years, countless customers the world over have found the secret to sounding great.

**At NAMM, you can too.**

Turn to page 82 to learn how.



The Serious Alternative  
for the Audio Professional



CDC six is the latest in the digital console line up from Cadac, featuring 64 inputs and 48 configurable busses all accessed via a 23.5" 16:9 optically bonded touch screen.

The screen displays the innovative and widely acclaimed "high agility" user interface developed from the CDC eight, which provides a workflow that is fast and logical without the restrictions imposed by hardware-centric designs.

With a unique combination of an exceptional user interface, legendary Cadac mic-pre's, state-of-the-art DSP and FPGA processing with incredibly low latency, the CDC six makes an exceptional proposition for those who do not want to be limited by either audio or creative compromises.

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16 INPUT - 16 BUS - 8 OUTPUT

## digilive 16R

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- 2.1 output channel



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

Soundking group - Soundking, 1996 Sound King

# Recording King EZ Tone Guitars Sport Thin Finish

Recording King has introduced the EZ Tone series of guitars in sought-after shapes with an ultra-thin finish.

The EZ Tone series uses one of the thinnest poly finishes combined with finely tuned action for guitars that resonate freely to deliver classic acoustic tone that's not choked by a thick finish and

easy playability to reduce finger fatigue.

The EZ Tone guitars are available in two configurations: EZ Tone guitars are built with solid spruce tops, mahogany back and sides, a thin-profile mahogany neck and an ultra-thin finish; EZ Tone Plus guitars upgrade players to an all-solid version, with the same comfortable neck and resonant finish.

EZ Tone guitars are available in dreadnought, 12-fret 000, single 0 and new mini-dreadnought (EZ Tone Road) shapes. EZ Tone PLUS guitars can be had in dreadnought, 12-fret 000 and single 0 versions.

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



## Rocktron Unveils Mainline Power Amp

Rocktron has introduced the Mainline Power Amplifier. It provides an amazing tube amp feel in a solid state power amp with a new front-end circuit that emulates the sought-after sensation found in tube amps.

With LA Custom designed filtering, the sweet spot in tube emulation has been achieved. Combine that with carefully derived tone controls and the Mainline decisively stays away from typical hi-fi amp flat response commonly found in rack power amps, a game changer in terms of both sound and feel.

The Mainline Power Amplifier features additional circuitry providing an instrument/line level switch. The instrument input lets you run pedals (or a pedalboard) directly into the amp without having to utilize a separate preamp. The line input allows use of a preamp in combination with the Mainline power amp providing plenty of flexibility with the Mainline.

The Mainline provides 300 watts of power; 150 watts per channel when used in stereo, or 300 watts mono bridged into an 8 ohm load.

🛒 **Rocktron (rocktron.com)**

Ampeg Artist signings Friday and Saturday at 12 and 3pm. Upstairs outside demo room 209A/B



## LEGENDARY HISTORY. MODERN DESIGN.

The original Ampeg B-15 is the most sought-after and widely recorded bass amp in history. The all-tube tone of this flip-top wonder has inspired countless bassists since the '60s. Ampeg's current Portaflex line features a range of compact, modern high-powered heads and a ton of mix-and-match cabinets to build the ultimate Portaflex rig. But, what about that amazing all-tube tone? Meet the all-new PF-20T and PF-50T. These all-tube heads deliver everything you love about authentic Portaflex tube tone in compact designs built for the modern player. And, since they are the most affordable all-tube Ampeg heads ever created, more players than ever can bask in the glory of all-tube tone.



THE ROUND SOUND  
ampeg.com

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## D'Addario Humiditrak Monitors Conditions

D'Addario has introduced Humiditrak, a new climate-monitoring system designed to decrease environmental damage to musical instruments with real-time temperature and humidity updates via Bluetooth.

By placing the small Humiditrak device in any case or musical instrument, real-time condition updates can be viewed from the system's free smartphone application. When Humiditrak detects that an instrument is in dangerous conditions, a push notification is sent to the player's phone, allowing them to take action before damage occurs.

MSRP: \$78.95.

🛒 **D'Addario (daddario.com)**

## Vandoren Makes V21 Reeds for Alto, Tenor Sax

After experiencing the success of the V21 reed for B-flat clarinet, Vandoren has expanded the line to include alto and tenor saxophone reeds.

Utilizing a conical design, the V21 provides players with a dark, focused sound with an easy yet full-bodied response in all registers, including altissimo. These qualities make it the ideal reed for students and professionals currently on Traditional reeds that are searching for more depth and warmth in their sound without sacrificing reed-response.

"For musicians looking for something darker than Traditional reeds but with slightly less resistance than V12s, the V21 could be the reed they've been searching for," said Michael Fenoglio, Vandoren product specialist. "With its warm, even tone and incredible response, the V21 will be a game-changer for saxophonists of all levels across the country."

🛒 **DANSR (dansr.com)**





# FEAR NOT, DRUMMER



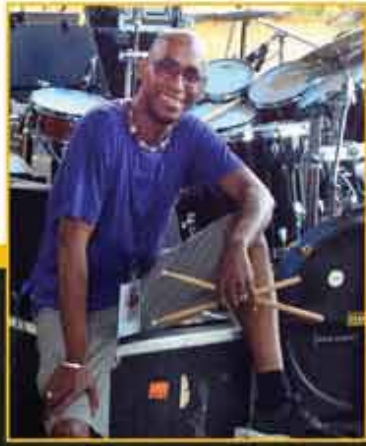
## HARDCASE IS HERE.

Once the well-kept secret of British touring drummers, Hardcase has quickly become the trusted favorite, and #1 drum case in Europe. Now true peace of mind is available to drummers throughout the United States. If you've got snares, cymbals or full kits worthy of protection, you'll appreciate not just the armored roadworthiness of built-in-Britain Hardcase, but the smart appointments that clearly demonstrate Hardcase knows drums, drummers and the realities of gigging and touring.

### BOOTH 4634



Will Calhoun



Omar Hakim



Gavin Harrison  
Photo by Paul Demuth



Nicko McBrain



Ian Paice

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## ART Introduces New Microphone Line

Applied Research & Technology (ART) has revamped its microphone line with the introduction of several new models, including the C-Series large-diaphragm, side-address studio condenser FET microphones, which are available in three versions. The flagship of the line is the all-new ART T4 high-performance, multi-pattern tube microphone. The ART microphone line update also includes the AR5, a high-performance active ribbon microphone, as well as the new D7 large diaphragm dynamic mic. [ART \(artproaudio.com\)](http://artproaudio.com)

# Arria.Live Simplifies Live Sound Systems

Arria Live Media Inc., a developer of digital media technology, has introduced Arria.Live technology.

Arria.Live technology embeds an audio processing engine in every endpoint (including microphones and speakers) and connects them together over a standard Ethernet network. Because these endpoints are smart, they identify themselves by name and can be directly controlled on an iPad without the complexity of signal routing.

"Our church sound system is run primarily by volunteers," said Jim Copfer, technology leader at Crossridge Church in Sherwood, Oregon. "Arria.Live allows them to set up the praise band almost instantly. And since the sound system is so much easier to use, the quality of our worship services has taken a huge leap forward."

Arria.Live technology offers true plug-and-play connectivity for audio systems.

[Arria Live Media \(arrialive.com\)](http://arrialive.com)



## Gretsch Adds to Streamliner Collection

Gretsch has added new models to its Streamliner collection. The additions include:

- G2622T Streamliner Center-Block Double Cutaway with and without Bigsby and left-handed. It is available in Flagstaff Sunset and Torino Green.

- G2622 Streamliner Center-Block Double Cutaway and left-handed. It comes in Walnut Stain and Flagstaff Sunset (left-handed).

- G2655T Streamliner Center-Block Junior Double Cutaway with Bigsby. It is available in Black and Walnut Stain.

- G26255 Streamliner Center-Block Junior Double Cutaway. It comes in Flagstaff Sunset.

- G2420T Streamliner Single Cutaway Hollow Body with Bigsby. It is available in Flagstaff Sunset and Gold Dust.

- G2420 Streamliner Single Cutaway Hollow Body. It is available in Aged Brooklyn Burst.

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

## MK Guitars Features Live Art

Michael Kelly Guitars is incorporating specially commissioned art in its booth. Visitors can check out the art inspired by the new guitar models premiered at the show as well as watch as new art is being continually created by an onsite artist.

The MK brand is back in the hands of its original founding family. The company has been busy retooling its entire line after buying the brand back from Hanser Music Group last April. Their focus is being the guitar brand that puts boutique instruments within reach.

To celebrate that core value and this important reset, Michael Kelly has commissioned a number of artists to create art that creatively underscores each guitar on display. Each helps to tell the story of the guitar while also highlighting MK's boutique

approach.

"Participating Michael Kelly dealers from around the world will receive many of the art projects," said company founder Tracy Hoelt.

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



# evolution

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**SEE US AT NAMM BOOTH #4456**

# Universal Audio Welcomes New Plug-ins

Universal Audio has announced three new direct developer plug-ins for UAD hardware and Apollo interfaces: the Brainworx bx\_digital V3 EQ Collection, Sonnox Oxford Evolution and the exclusive Marshall JMP 2203 guitar amplifier. All three plug-ins will be released as part of UAD Software v8.5 in early February.

Developed by Softube exclusively for UAD-2 and Apollo interfaces, the Marshall JMP 2203 plug-in is an emulation of the flexible 100-watt amplifier used by everyone from Iron Maiden to Jeff Beck. All Marshall plug-ins include UA's Unison technology. Apollo users' guitar pickups can experience the same impedance load as if they're plugged into a vintage Marshall amp.

The Sonnox Oxford Evolution, developed by Sonnox, is a frequency-dependent envelope shaper that can add presence or distance to drums, piano, guitar and any other percussive content. With separate



transient and sustain sections, the Evolution can radically modify the sound of sources, boosting sustain for added ambience or cutting it for quick, precise gating. Providing a balance between flexibility and ease of use, the Evolution offers greater control of presence in a mix than an EQ or compressor.

The Brainworx bx\_digital V3 EQ Plug-In Collection is a dramatic reimagining of the bx\_digital V2 EQ plug-in, a mastering EQ and M/S (mid/side) processor and useful tool for many top mixing, mastering and post-production engineers.

**Universal Audio (uaudio.com)**

## Riversong Creates Smaller Model

In response to requests for a smaller body guitar, Riversong will offer its new Grand Auditorium (GA) body shape. The first release will be on the Tradition CDN SE Performer and Tradition 2 Performer.

Riversong spent time developing a new bracing system that transfers energy throughout the body. Its unique build construction minimizes stress while maximizing resonance. The CDN SE P GA features Flamed Chillakwian Maple and Sitka Spruce with Maple neck and Walnut fretboard, while the Tradition 2 P GA features Black Walnut back, Lutz Spruce top and Walnut fretboard with maple leaf inlays.

**Riversong Guitars (riversongguitars.com)**



**Andy Snitzer plays JodyJazz**

Hear the DV Series on his latest CD *American Beauty*

**JodyJazz DV Series:**  
 DV Baritone 7", DV Tenor 7",  
 DV Alto 8", DV Soprano 7"

**New Recording American Beauty**  
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 and everywhere music is sold

**See us at NAMM Booth #3317**



## IK Multimedia Offers T-RackS Mic Room

IK Multimedia has introduced T-RackS Mic Room, a powerful microphone-modeling module (for Mac or PC) that gives producers the power to process and "re-mike" their physical microphones to sound like some of the most popular studio microphones of all time. With a collection of over 20 classic and contemporary models to choose from, its selection covers a diverse array of microphone types, from condensers to dynamics to ribbons.

Each of Mic Room's microphone models has been meticulously recreated to offer a high level of accuracy and detail. The mics also offer the true frequency response, nuanced character and specific sound of their physical counterpart.

**IK Multimedia (ikmultimedia.com)**

**Violet**  
**PREMIUM EUROPEAN STUDIO MICROPHONES**

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## Play. Sing. Share. Repeat.

The incredible selling potential of the Portable Grand series of Yamaha digital pianos just got an upgrade. For the home enthusiast looking to try their hand at music making, the DGX-660 has a new microphone input with effects, new *You Are the Artist* titles from [yamahamusicsoft.com/xg](http://yamahamusicsoft.com/xg) and a new way to share music with an iPad. Utilize the optional UD-BT01 Bluetooth adapter or the UD-WL01 WiFi adapter to wirelessly connect an iPad and open your customers to a world of Yamaha music apps like NoteStar, Visual Performer and Chord Tracker. Come see the new DGX-660 NAMM display at the Marriott Marquis Ballroom and place an opening order with your Yamaha District Manager today!

*See the DGX-660 – and over 40 more new  
Yamaha products – at the Marriott Marquis Ballroom.*



Optional Yamaha UD-WL01



Pictured with optional LP-7A pedal unit



SHARING PASSION & PERFORMANCE



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## Samson Z Series Features Low-Profile

Samson's new Z Series premium headphones are comprised of four distinct models: the flagship Z55 Professional Reference Headphones, the Z45 Professional Studio Headphones, and the Z35 and Z25 Studio Headphones.

Across the board, the Z Series headphones feature lightweight components with a low-profile, over-ear fit and a stylish look. The entire line features ample cushioning for maximum comfort, highlighted by the genuine lambskin ear pads on the Z55 and Z45 models. Sonically, the headphones achieve wide, yet balanced and detailed sound fields ideal for critical studio monitoring.

Their closed-back design provides effective sound isolation for recording by limiting unwanted background noise and signal bleed.

"The Z Series helps bridge the gap between the artist and their audience by delivering the articulate detail and sonic depth of their tracks," said Sean Meagher, director of marketing

 **Samson (samsontech.com)**



## Secret to Angus Young's Legendary Sound Revealed

With the aid of inventor Ken Schaffer and Young himself, SoloDallas introduced the Schaffer Replica which captures the long-lost effect that helped define the sounds of Aerosmith, Eddie Van Halen, Bob Weir, Fleetwood Mac, Keith Richards, David Gilmour and many others.

Last year, Schaffer brought Fil Olivieri, founder of SoloDallas, to visit Young at the Warehouse Studio in Vancouver, in the midst of sessions for AC/DC's latest "Rock or Bust" album. Olivieri presented Young with The Schaffer Replica GT #001, the very first unit produced. Young was so impressed by the attention to detail and tone quality of the device, he ended up using it

all over "Rock or Bust." It's AC/DC's first album since 1983 to employ "the Schaffer Sound" and has been used on their "Rock or Bust" world tour.

The first production run of The Schaffer Replica sold out almost immediately, and the newest version has subtle improvements without compromising Ken Schaffer's vision.

It is available as a tower (a virtual doppelganger of the 1970s unit) or as a stomp box. It received the Editors' Pick in the June 2015 issue of *GuitarPlayer*, where its qualities are described as "some kind of magic."

 **SoloDallas (solodallas.com)**

## StompLight's Bright Idea

Michael Ahern, the inventor of the first stage lighting effects pedal, announced that StompLight debuted on the crowdfunding Kickstarter website on Nov. 21.

"StompLight will change the way that artists and musicians perform, rehearse and record music," Ahern said. "StompLight's patented design and integrated LED lighting promises musicians, DJs and theatrical performers fantastic stage lighting with the convenience of a single effects pedal."

StompLight was made for musicians and performers and produces dozens of lighting effects including a color organ mode, color wheel mode, and strobe light mode. StompLight houses a built-in microphone with adjustable input gain and is ideal for acoustic musicians, live bands or live DJs.

 **StompLight (stomplight.com)**



# SILENTSTROKE

## PRACTICE PAD



A durable single ply mesh drumhead with a soft spring-like feel and great response. Also has a protective rubber bottom for non-slip and non-scratch tabletop use. CHECK IT OUT AT NAMM BOOTH 3440.


### AVAILABLE ACCESSORIES



## Waves Audio Debuts Greg Wells Plug-in

Waves Audio is now shipping the Waves Greg Wells PianoCentric plug-in, part of the Waves Signature Series. Like its sister plug-in, MixCenTric, the PianoCentric plug-in was created in collaboration with multiple GRAMMY-nominated producer, songwriter, musician and mixing engineer Greg Wells.

This user-friendly one-knob plugin provides direct access to the customized tools, signal flow and piano processing techniques perfected by Wells, an accomplished pianist and piano aficionado. The Greg Wells PianoCentric plug-in is a quick solution for processing and shaping your piano or keyboard recordings, with options varying from gorgeous full-range piano to lo-fi filtered sounds.

 **Waves Audio (waves.com)**



## CONSIDER IT THE 78 BOUTIQUE PEDALS YOU DON'T HAVE.

When we designed the G5n, our goal was to create the finest collection of guitar effects ever offered in one package. From "FunkSauce" to "Texas Toast", to "Carlos" and "Heavensent", the G5n delivers new innovative tones sure to please the most discerning guitarist.

## Marshall Introduces CODE Series of Modeling Amplifiers

Marshall has introduced its CODE series of modelling amplifiers, which includes the CODE25 combo (25 watts, one 10-inch speaker), the CODE50 combo (50 watts, one 12-inch speaker) and the CODE100C combo (100 watts, two 12-inch speakers).

The series also includes the CODE100H 100-watt modelling head and the CODE412, a 100-watt angled cabinet with four 12-inch speakers. All four amps feature Marshall's classic black, white and gold look with a sleek contemporary aesthetic. All four also offer 100 user-editable presets and an array of preamp, power amp and cabinet models that sound and react exactly like the originals.

The CODE25 combo features include an eight-character display screen, 14 preamp models, Acoustic Emulation and four power-amp models with programmable presence and resonance. The CODE50 modelling combo has the same features as the CODE25 but with a graphic display screen. The CODE100C modeling combo has the same features as the CODE50 but with Series FX loop.

🛒 **Marshall** ([marshallamps.com](http://marshallamps.com))



## New Boulder Creek Bass Travels

Boulder Creek recently released the Travel Bass which features Boulder Creek's Suspended Bracing System, making it possible for the bass to produce fat, full sustain, richness of tone and playability. The bass is aimed at those who want a smaller package without sacrificing sound quality.

The Travel Bass's Dual Port System lets you hear more of what you are playing while the increased soundboard area produces greater projection. The absence of a center

soundhole reduces or cancels out feedback issues while still maintaining a warm bass sound.

The Travel Bass is also very versatile with its longer scale.

It comes with Aquila strings. Tonewoods consist of a solid Spruce top and Mahogany back and sides. The bass comes configured with Boulder Creek's UK-300T Preamp and Tuner.

🛒 **Boulder Creek** ([bouldercreekguitars.com](http://bouldercreekguitars.com))

## Kala Adds Baritone Travel Uke to Thinline

Kala Brand Music has added the Baritone Travel Ukulele to its Thinline series. The travel ukes, first introduced in 2009, feature select solid spruce tops, precisely engineered arched backs and thin bodies that produce a big sound despite the instrument's size.

All Thinline Travel ukes come with a heavily padded gig bag with embroidered logo. Other features include mahogany back and sides, mahogany neck with rosewood fingerboard and bridge, die-cast chrome

tuners with black buttons, silver nickel frets, satin finish, truss rod and GraphTech Nu-Bone XB Nut and saddle.

The body depth is a 2 1/2 inches, making it comfortable to play and very portable. The overall length is 30 1/2 inches and the body length is 14 inches. In addition to the baritone other models in the Thinline series include soprano, concert and tenor sizes. They are also available in cutaway models.

🛒 **Kala Brand** ([kalabrand.com](http://kalabrand.com))

## Soundtoys 5 is All-in-One

Soundtoys has launched Soundtoys 5, an effects collection that includes the entire line of Soundtoys plug-ins in one package.

Soundtoys 5 is an upgrade to the Soundtoys line of effects plug-ins, adding the new Soundtoys Effect Rack, Little AlterBoy and PrimalTap retro delay plug-in.

The release offers an iLok-optional licensing option and two activations per license — letting users work from both a studio computer and a laptop.

A main feature of the Soundtoys 5 is the Effect Rack, a multi-effects processor that provides a single place to browse the entire Soundtoys effects catalog. It also lets users mix, match, tweak and save combinations of Soundtoys effects.

The Effect Rack's global controls — input and output trim, wet/dry mix, temp and a "Recycle" control — make it possible to create effects that would otherwise require routing.

The Effect Rack ships with over 200 factory presets covering a wide range of effects, from basic saturation and coloration to delays, chorus, filters and modulation.

MSRP: \$499.

🛒 **Soundtoys** ([soundtoys.com](http://soundtoys.com))



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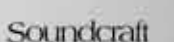


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Visit AKG and Harman Pro Brands in Booth 7800



## ReedGeek Expands Universal Line With G4, DoubleGeek Tools

ReedGeek has added two models to its "Universal" line of reed tools: the ReedGeek G4 and the DoubleGeek. In addition to the ReedGeek Universal tool's features, both the G4 and DoubleGeek implement two elongated and curved rail bevels, which are designed to profile rails and re-contour the spine of both single and double reeds. The DoubleGeek focuses on the specific needs of

the double reed player, but is compatible with all reeds. Both tools include a black diamond wear finish, which provides a refined cut on both natural cane and synthetic reeds. The ReedGeek DoubleGeek offers a threaded, removable handle.

🛒 **ReedGeek** ([reedgeek.com](http://reedgeek.com))



## Spitfire Audio Announces ALBION 'Legacy' Library

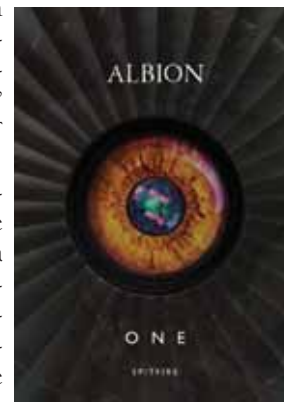
Spitfire Audio has announced the availability of ALBION ONE — an all-new incarnation of its all-conquering ALBION 'legacy' library for Native Instruments' industry-standard KONTAKT platform.

The sample-based virtual instrument library is a 109-piece orchestra accompanied by a percussion section, dynamically-layered loops and an enormous so-called 'Steam' synthesizer. With all-new sample content for 2015 and attractive cross-grade options for original ALBION VOLUME #1 'legacy' owners, ALBION ONE

is a milestone marker in Spitfire Audio's story.

ALBION ONE offers composers a quick, CPU-light sketching and mockup tool, it provides an ability to create immersive widescreen tracks in an instant and it offers hobbyists and students a way into orchestral-led music-making via the trademark 'Spitfire Way' where the odd string squeak, 'fruity' note, and an abundance of 'room' make musical sense when writing scores and compositions, rather than taking the normalised or 'dry' approach to sampling.

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



## Auralex Adds to ProPanel Line

Auralex Acoustics recently introduced a number of solutions based around its ProPanel Fabric Wrapped Acoustical Absorption Panels, including ProPanel Cloud panels and all-in-one ProKits. ProPanel Cloud panels are designed to hang horizontally from a ceiling to help control and reduce sound reflections. ProKits are all-in-one, cost-effective acoustical treatment packages engineered to control excess mid- and high-frequency reflections in the room.

The simple and elegant ProPanel mix cloud system is configurable in three sizes: 4- by 4- foot, 4- by 6-foot and 4- by 8-foot. A ProPanel Cloud installation is composed of 2- by 4-foot by 2-inch ProPanels in a frameless design and includes mounting hardware. ProPanel Clouds are available in Obsidian or Sandstone.

Based on the Auralex Class A fire-rated,

fabric wrapped fiberglass ProPanels, ProKit-1 and ProKit-2 acoustical treatment packages provide absorption performance with high build quality, great aesthetics and low odor.

The included panels cover more surface area than competing offerings, a more effective resolution to your room's acoustical problems.

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



## Lennon Bus to Audition Singers

The new project Audio Rhythm Theory, featuring Police drummer Stewart Copeland and Public Enemy bassist/bandleader Brian Hardgroove, will hold open auditions for vocalists on the John Lennon Educational Bus on Friday at 10:30 a.m.

Attendees will be able to audition in person on the Lennon Bus. In addition, vocalists can pre-audition on video by singing to tracks uploaded by Audio Rhythm Theory to Whole World Band, the online music video creation platform, and can participate simply by downloading the free app from the Apple App Store or from [wholeworldband.com](http://wholeworldband.com).

Stewart Copeland formed The Police in 1977 by recruiting Sting and Andy Summers, and also spent 20 years as a successful film and TV composer working for directors such as Francis Ford Coppola and Oliver Stone.

Record producer and multi-instrumentalist Hardgroove is on hiatus from hip-hop group Public Enemy. He's worked with Steven Tyler and Joe Perry (Aerosmith), Burning Spear and Marc Anthony.

WholeWorldBand is a free app that lets users create and share collaborative music videos.

📄 **Lennon Bus** ([lennonbus.org](http://lennonbus.org))

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## Grund Audio Design Announces LC Series Subwoofers

Grund Audio Design has announced three new subwoofers designed for use with the company's LC Series column line arrays — completing the company's offerings in this product class.

The LC-2SA, LC-5SA and LC-8SA subwoofers are all powered systems that incorporate a 2.1 amplifier designed to drive both the subwoofers and stereo satellite column array loudspeakers. The LC-2SA uses a 12-inch LF transducer, while the LC-5SA has a 15-inch transducer and the LC-8SA offers an 18-inch transducer.

The LC-2SA subwoofer features a 1,200-watt Class D amplifier, while the LC-5SA and the LC-8SA employ 1,600- and 1,800-watt Class D amplifiers, respectively. All

three subwoofers include onboard DSP capabilities that provide programmable loudspeaker management settings and optimize the column array/subwoofer combination for a variety of environments, ranging from corporate presentation spaces and houses of worship, to education and DJ.

**Grund Audio Design**  
(grundaudio.com)



## Fishman Collaborates With Leading Artists

With its new Signature series, Fishman R&D has collaborated with three leading artists to recreate the voices in their musical imaginations.

Each set of Fluence Signature pickups incorporates two unique voices that each player had been searching for, and may have achieved across multiple instruments, but are now available at the flick of a switch.

Greg Koch's Gristle-Tone set includes a full assembly that incorporates two pickups, volume and tone pots, and a 1/4-inch output jack with USB input for the integrated lithium-ion rechargeable battery pack. The set also includes a completely assembled, prewired, drop-in control plate

with three-way switch and push-push voice selector button.



Like all Fluence pickups, Deftones guitarist Stephen Carpenter's signature set is multi-voice. Carpenter said Voice 1 is "like the original Modern Fluence sound that I love, but tweaked a bit in the midrange." About Voice 2, he said, "This is my custom voicing with some tone and gain tweaks to give it that extra heat and edge."

Fishman has also collaborated with heavy metal and country guitarist Devin Townsend to create the multi-voiced Fishman Fluence Transcendence pickups.

**Fishman (fishman.com)**



## Yamaha DGX-660 Adds Mic Input, Wireless

Yamaha has updated its digital piano lineup with the introduction of the new DGX-660, which now includes a microphone input with digital vocal effects.

The 1/4-inch microphone input on the DGX-660 lets players sing along while playing the piano and record the entire performance to USB audio, complete with inspiring digital vocal effects like reverb and chorus. An optional wireless UD-WL01 accessory allows streaming of audio and MIDI over Wi-Fi between an iOS device and the DGX-660, providing connectivity to the world of Yamaha music apps for iPad, such as NoteStar and Chord Tracker.

**Yamaha (usa.yamaha.com)**

## Roland Rolls Out Premium Music Accessories

Roland's new line of music accessories boasts more than 100 different products, including audio and MIDI cables, keyboard stands and carrying bags, lifestyle gear and more. All the accessories carry the official Roland brand, and many more selections will be added over the coming months.

"With the launch of our new accessories line, we have an exciting opportunity to enhance our core products and the great Roland brand," said Niko Spanos, director of global marketing, Roland Accessories Division. "Our company is forever linked to quality and innovation, and Roland's premium accessory solutions follow in those same footprints."

**Roland (rolandus.com)**



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"When I play a new Iron Cobra, I find myself a lot faster, a lot more fluid. There's a quicker response. The new beater head is an amazing design. It has a really good attack and a really good feel to it. The pedal easily becomes an extension of my own body. I forget that there's anything between me and the drum."

- **DAVE LOMBARDO**  
*Dead Cross*



"What I really love about this new version is that it's basically been taken to the next level.

The swiveling action of the Swivel Spring Tight makes it feel so natural. It's even faster, it's smoother and it's more solid. It's so streamlined, I'm able to play with more power with less effort."

- **RODNEY HOLMES**  
*Rodney Holmes Trio / Jim Weider*



"Due to the new Speed Cobra upgrades there's a lot more durability, a lot more speed and there's a lot more smoothness. Another upgrade that I like is they adjusted the bass drum mounting plate on the master side of the pedal. In addition they widened the base plate, which means the whole pedal is a bit more stable."

- **NICK PIERCE**  
*Unearth*

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## CAD Audio Celebrates 85th Anniversary

To celebrate its 85th Anniversary in 2016, CAD Audio announced the release of a number of new product introductions including the CADLive Wireless Systems and D88 Kick Drum Mic, the classic A77 Dynamic Mic and the U37SE Special Edition USB Mic, along with a series of events to mark this special year.

CAD Audio originally took shape as the Astatic Corporation, founded in 1931 by C.M. Chorpene and F.H. Woodworth, two ham radio operators with a passion for clean, clear audio transmissions. This passion led them to the development of the highly acclaimed D-104

mic, revolutionary in its ability to perform without static.

CAD (Conneaut Audio Devices) Professional Microphones was initially formed as the Pro Division of the company to serve the emerging recording and live sound markets in the early 1980s, segments not served by Astatic. Initially, CAD introduced a servo circuit console and processing product.

Capitalizing on innovative engineering and home-grown capsules/diaphragms, CAD emerged as a leader in recording microphones. [CAD Audio \(cadaudio.com\)](http://www.cadaudio.com)



## Gold Tone Unveils Manditar

Gold Tone has expanded its "Folkternative" instrument line with the F-6 and F-12 Manditar, which are designed for guitar players and provide a mandolin-style tone.

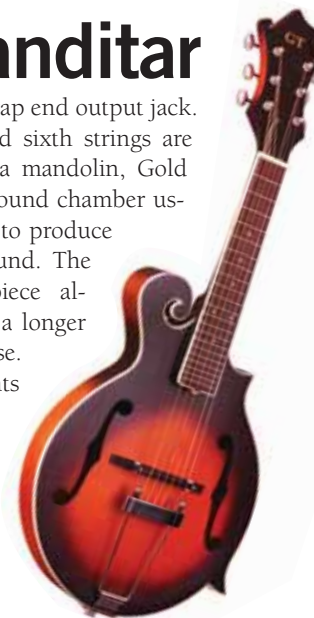
Gold Tone has made popular six-string mandolin-guitar hybrids for years, but the compact mandolin-scale length of 13 3/4 inches made the execution of some chord positions difficult. The new F series offers an increased scale length of 15 inches, and it features a radius fingerboard, which has a comfortable feel, allowing for easier execution of barre chords and other intricate fingering positions.

These instruments produce a tone with the higher pitches of an F-style mandolin. The piezo pickup is sandwiched between

the bridge using a strap end output jack. Because the fifth and sixth strings are pitched lower than a mandolin, Gold Tone increased the sound chamber using a Mandola body to produce a more balanced sound. The arch-top style tailpiece allowed the design of a longer scale for fingering ease.

These instruments have the F-style tobacco sunburst finish, and they come with a semi-hard foam case.

[Gold Tone \(goldtone.com\)](http://www.goldtone.com)



## Casio Debuts CELVIANO Grand Hybrid

Casio America announced two new, groundbreaking digital pianos — the CELVIANO Grand Hybrid GP-500BP and GP-300. Designed to combine the advantages of digital technology with the traditional sound and feel of acoustic pianos, the new Grand Hybrid pianos deliver an experience like that of a grand piano including the tones, keys, and playing comfort.

Casio's new AiR Grand Sound Source recreates the complex, multi-faceted sound

of an acoustic piano. Every aspect, including sympathetic string resonance, damper resonance, key-off response, and mechanical sound has been reproduced.

It includes recreations of three legendary grand pianos, each with a rich history: the Berlin Grand, known for its elegant, clear sound and melodic color; the Hamburg Grand, which delivers gorgeous, versatile tone with evocative string resonance; and the Vienna Grand, which provides a stately and expressive sound with a wide tonal palette.

[Casio America \(casiomusicgear.com\)](http://www.casiomusicgear.com)



## String Swing Expands Stagehand Helps Drummers Keep Sticks Handy

String Swing has released the Stagehand Drum Stick Holder, designed for drummers who want to keep their drumsticks within easy reach during live performances. Produced in-house on Swing String's precision CNC automated bender, the Stagehand Drum Stick Holder requires no screws or clamps, securing with a simple twist of the wrist. The tension-fit design prevents the unit from moving, even when bumped or lifted. The stand works with microphone, music and cymbal stands ranging from 1/2 to 1 inch in diameter.

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



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**Tonight, 7:00 – Night of Worship @NAMM**  
Hilton Pacific Ballroom

**Tomorrow, 6:00 – Yamaha New Product Happening**  
Marriott Platinum Ballroom. By invitation only



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## St. Louis Music Debuts Blessing Standard Series

Blessing instruments have been given a heavy amount of focus since joining the St. Louis Music family. For 2016, Blessing unveiled its new line of brass instruments, designed specifically for the student and rental markets: The Blessing Standard Series.

"The Blessing Standard Series is perfect for traditional retailers who have any size rental pool," said Craig Denny, vice president of band and orchestra at St. Louis Music. "Blessing Standard models are offered in-store only, as opposed to online, which is essential for competitive balance."

Blessing Standard Series offers a full range of brass instruments: trumpets come



in silver-plate and lacquer finishes with a ML .460 bore size and feature stainless steel valves and matte finished top and bottom valve caps. A trombone with a small .500 bore size features chrome-plated yellow brass inner and outer slides and a brushed brass bell. Blessing offers a single and double French horn, both featuring a standard bore size, and the double featuring a Kruspe wrap and an unbeatable student price. Blessing's baritone completes the series, featuring a small British-style .504 bore with stainless steel pistons.

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

## Two Voices Are Better Than One

Samson has introduced its Stage 200 Dual-Channel Handheld VHF Wireless System. Ideal for home karaoke, live presentations, education, houses of worship and other dual-performer applications, the Stage 200 system provides high definition sound and reliable wireless performance.

The Stage 200 system's SR200 rugged metal receiver is designed for maximum durability. Its back panel provides two 1/4-inch outputs, as well as a balanced XLR out, for excellent setup versatility. The 1/4-inch outputs send each channel separately, while the XLR sends a mix of both. Front panel volume controls on each channel let you find the perfect blend between two performers.

The two SH200 Handheld Transmitters each feature a Samson Q6 Dynamic

Microphone capsule, providing crisp, clear vocal reproduction. These transmitters offer an exceptional battery life of up to 10 hours via two AA batteries, while their 200-foot operating range provide ample freedom for any presenter or performer duo.

Continuing Samson's commitment to creating reliable wireless products that make it easier for performers everywhere to cut the chord, the Stage 200 offers fixed frequency operation for instant set up. Simply plug in the receiver and turn on your transmitters to experience quality wireless performance.

The Stage 200 system will be available in two frequency bands (region dependent) to support up to four performers simultaneously.

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



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## Seymour Duncan Releases Apollo Jazz Bass Series

Seymour Duncan has released the Apollo Jazz Bass Linear Humbucker for 4 and 5-String, which uses Alnico 5 magnets and is available in bridge and neck models for 4- and 5-string, with two size options for the 5-string neck (70 mm or 74 mm). They can be purchased in matched sets or individually. All models offer better string-to-string balance than traditional Jazz Bass single coils, and are completely noiseless.

Hand built in Santa Barbara, California, Apollo Jazz Bass pickups use hand ground Alnico 5 rod magnets and are vacuum wax potted for squeal-free performance.

🛒 [Seymour Duncan \(seymourduncan.com\)](http://SeymourDuncan.com)



## Supro Covers Keep Your Amps Safe

Protect your U.S.-designed and built Supro amp from the knocks, bumps and drizzle of everyday life on the road with Supro's new amp covers.

These smart looking, snug fitting, lined black leatherette covers feature a handle cut-out, classic white piping and the legendary Supro logo. The VC10 cover fits the Tremo Verb 1 by 10-inch. The VC12 cover fits the Royal Reverb 2 by 10-inch, Coronado 2 by 10-inch, Dual Tone 1 by 12-inch and Saturn Reverb 1 by 12-inch. The VC15 covers both the Thunderbolt and Thunderbolt + 1x15 Supro amps.

Supro have also introduced the single Tremolo Footswitch with tremolo and the Tremolo/Reverb Dual Footswitch.

🛒 [Supro \(suprousa.com\)](http://Supro.com)

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- Made in Canada

# LD Systems Rolls Out CURV 500

LD Systems has released the CURV 500 Series array system.

The German Design Council has bestowed the German Design Award 2016 to the CURV 500 System for its overall concept. A winner in the compact systems category, the CURV 500 combines mobility, sound perfection and ease-of-use in a fully scalable system. The speaker columns can accommodate up to four modular, curve-shaped array satellites. The result is a clear, three-dimensional sound similar to the sound of the large line arrays. The system can also be configured for a wide range of applications: from a solo performance at a party to sound system applications in small halls.

With the Entertainer Set, the Power Set and the visually discreet AV Set, three basic configurations are available, which can be extended and individualized at any time.

Housing options are available in black and white. The system is based on the SmartLink adapter, and up to four satellite speakers can effortlessly be fitted into each other by means of a click mechanism.

[LD Systems \(ld-systems.com\)](http://www.ld-systems.com)



# Ultimate Support Updates Stands

Ultimate Support's GS-1000 Pro guitar stand and hanger feature improvements to the yoke mechanism from the previous designs. The new models have been engineered to improve their performance with unique and asymmetrical guitar designs. The new dual-spring yoke design, the updates to the indentation shape, and the new Santoprene coating allow the yoke mechanism to shape itself more quickly, safely and effectively.

[Ultimate Support \(ultimatesupport.com\)](http://www.ultimatesupport.com)



# Jl Strings Cello Boasts Solid Woods

The new J. Neumann Series CT-16 cello outfit is crafted from solid woods and is priced affordably for the beginning cellist. The CT-16 has a solid spruce top, solid maple back and sides, ebony fingerboard and pegs, carbon fiber tailpiece (with built-in fine tuners) and comes shop adjusted from the company's workshop. The outfits are equipped with a wood bow and padded bag.

[Jl Strings \(jlstrings.com\)](http://www.jlstrings.com)

# Amptweaker Introduces the TightMetal ST Distortion Pedal

Amptweaker introduced the TightMetal in 2011 and since then the pedal has become popular for practioners of metal world-wide, many using them as pre-amps while touring. The new TightMetal ST adds several popular features found on its siblings, FatMetal, TightRock and FatRock, including a high gain switch to select vintage or modern high gain distortion.

Amptweaker's proprietary SideTrak loop is only on when the TightMetal ST is off allowing the player to alternate clean effects, or another distortion pedal, with a single



stomp. This eliminates the typical stomp-box tap-dance. The rear effects loop works only when the pedal is on, so you can patch a delay or chorus, or even an extra EQ or boost for further tweaking. It can be set Pre or Post distortion, making this pedal a simple but powerful centerpiece for your pedalboard.

Standard Amptweaker features include LED illumination of controls, 14-gauge steel housing and true-bypass switching.

[Amptweaker \(amptweaker.com\)](http://www.amptweaker.com)



Bob Breithaupt  
BB-1/BB-2

Jimmy DeGrasso  
JD-1

Sheila E.  
SE-1

Marcus Gilmore  
MG-1

Chris McHugh  
CM-1

Ed Soph  
ES-1/ES-2

Chad Wackerman  
CW-1

Joey Waronker  
JW-1/JW-2

Nir Z  
NZ-1



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2.4 GHz Digital Wireless Systems

**ATW-T1007**  
MICROPHONE DESK STAND TRANSMITTER



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BOUNDARY MICROPHONE TRANSMITTER



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PROFESSIONAL MONITOR HEADPHONES



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MONITOR HEADPHONES



**AE2300**  
CARDIOID DYNAMIC  
INSTRUMENT MICROPHONE



**ATM230**  
HYPERCARDIOID DYNAMIC  
INSTRUMENT MICROPHONE

# NEW AT NAMM

STOP BY BOOTH **6740** TO LEARN MORE



Audio-Technica brings its stunningly clear, high-resolution sound quality and elegant design to a broad range of new audio tools for the professional. We welcome two new transmitters to our System 10 family of digital wireless products: ATW-T1006 boundary mic and ATW-T1007 microphone desk stand for goosenecks. For a limited time, we're offering the critically acclaimed ATH-M50x in a matte-gray color. And we're introducing two high-SPL dynamic instrument mics, AE2300 and ATM230, along with the E-Series line of in-ear monitors. Stop by booth 6740 and see what's new.



## Hosa Patch Cables Connect Synthesizers

Hosa Technology has introduced the CMM-800 series unbalanced patch cables.

Available in various lengths, Hosa's patch cables are suitable for connecting synthesizer modules equipped with 3.5-mm Tip/Sleeve (TS) inputs and outputs.

Featuring nickel-plated plugs for durability and efficient signal transfer, CMM-800 series patch cables stand up to the needs of today's electronic musicians. Audio chains can be disconnected and reconnected as often as necessary without ever worrying about the strength of the patch being made. The slim design of the plugs enables Hosa's unbalanced patch cables to fit in any patch panel without interfering with other cables or controls.

Hosa's unbalanced patch cables are available in sets of eight multi-color cables to simplify identification during use. The CMM-800 series unbalanced patch cables are available in 6-inch, 1-foot, 1 1/2-foot and 3-foot lengths.

"We're confident the superior construction and compact housing design of the CMM-800 unbalanced patch cables will make them vital solutions in modular synth setups," said Jose Gonzalez, Hosa Technology's product manager.

🛒 [Hosa Technology \(hosatech.com\)](http://Hosa Technology (hosatech.com))

## Recording King Tricone Boasts Extensive Engraving

Recording King has introduced the Blues King resonator.

Based on Recording King's classic tricone resonator, and more than five years in the making, the Blues King features extensive



hand-engraving by designer Greg Rich. Aficionados and collectors will love the detailed and surreal scenes of classic Mississippi Delta blues and New Orleans Mardi Gras combined with angels and demons offering deliverance or irresistible temptations in exchange for players' souls.

Rich calls this his tribute to music's classic "bluesman meets the devil" theme. "In my opinion, [the Blues King] is the most highly engraved tricone in history," he said. "I couldn't count the hours that I have put into this piece. It has to be in the thousands."

It's finished in a matte nickel with a satin patina that shows all of the detail in the engraving.

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

## AKG Introduces MicroLite Wearable Mics

AKG has introduced the MicroLite series of miniature wearable reference microphones. Suitable for broadcast, theater and conference applications, the MicroLite series includes lavalier, ear-hook and headworn options, all of which provide exceptional comfort and flexibility. The LC81 MD is one of the smallest cardioid lavalier microphones on the market. It features a diameter of 4.8 mm, a length of 10 mm and a weight of 2 grams. The LC82 MD omnidirectional lavalier microphone has a diameter of 3 mm and a length of 6.5 mm, making it one of the smallest omnidirectional microphones

in the world.

Similar to their lavalier counterparts, the EC81 MD and EC82 MD ear-hook microphones provide additional options for exceptional wireless sound. The EC81 MD and EC82 MD are engineered for accurate, specific placement. Each microphone offers a flexible ear-hook and adjustable boom length for guaranteed comfort, while users can choose between a cardioid (EC81 MD) or omnidirectional (EC82 MD) model. For those who prefer an even more stable fit, the HC81 MD and HC82 MC headworn microphones deliver unparalleled sound in both cardioid and omnidirectional formats, respectively.

🛒 [AKG \(akg.com/pro\)](http://AKG (akg.com/pro))

## New Yamaha Flutes Feature Refined Designs

Yamaha has introduced its next generation of flutes with the release of the 200, 300 and 400 series Standard and Intermediate models.

By introducing improvements to every facet of the manufacturing process, Yamaha addresses the demands of flutists who want both an instrument that produces a consistently accurate sound and pitch along with a build quality that will last for years.

Improvements to the design elements and construction improve pitch, durability and accuracy in each of the models, enabling students to easily learn skills and techniques on an instrument that is both dependable and affordable.

"Yamaha has truly responded to the players — the students, the band members, the session players and the dealers who give us feedback," said Brian Petterson, marketing manager, Yamaha Corp. of America. "Each of these people contributed to the mission of creating the best possible flutes that have personal value as much as performance."

The Yamaha 200, 300 and 400 series flutes feature pointed key arms for a more consistent and precise seal. Improvements in the manufacturing process provide more reliability and increase player comfort, as well as improving the tactile appeal.

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



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Since 2005, you've known us as Musiquip, a company dedicated to delivering world-class brands, friendly service, and unmatched support to the MI industry in the USA.

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## SKB Releases New Guitar, Bass Cases

Previously manufactured exclusively for Fender, Strat/Tele guitar and Precision/Jazz bass cases are available now from SKB. The 1SKB-66PRO rectangular electric guitar case accommodates Stratocaster- and Telecaster-shaped models, while the 1SKB-44PRO electric bass case fits Precision- and Jazz-style basses.

Manufactured at SKB's Mexico factory, both case models are vacuum formed of

durable lightweight ABS plastic with molded-in stacking ribs for added strength and durability. Cases include the same patented fiberglass reinforced TSA-locking trigger latches found on the i-Series injection-molded flight cases. A comfortable rubber over-molded cushion grip handle is placed in the right location for balanced transport.

🛒 **SKB (skbcases.com)**



## ENGL Amps Go Acoustic

ENGL has released its first-ever acoustic amp, the ENGL A101. This amp was designed and built-in cooperation with Schertler. The A101 has a completely new and improved effect module. The ENGL A101 is a 150 watt all-round acoustic amplifier. This amp is not only for acoustic guitars, but also for vocals and all other acoustic instruments. It's even possible to connect instruments with higher outputs to it, such as keyboards. This makes it a great tool for smaller gigs and even makes rehearsing wherever you are a new and impressive experience.

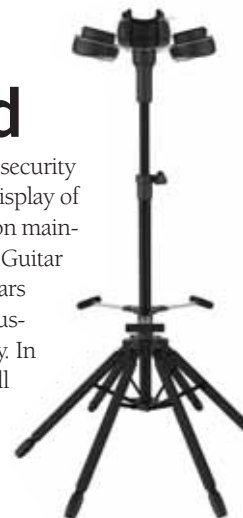
🛒 **ENGL (englamps.de)**

## D&A Guitar Gear Unveils HYDRA Triple Guitar Stand

D&A Guitar Gear has released the HYDRA triple guitar stand, which expands its D&A Starfish floor stand series. The HYDRA improves upon the design of the five-legged Starfish by adding a sixth leg, making it virtually fall-over-free. The HYDRA also incorporates D&A's Headlock technology, with triple locking heads that feature clear bulletproof gates to prevent instrument slippage and to keep the aesthetics of the instrument free and clear. The HYDRA comes shipped in a trapezoidal carton with a dense foam inner

core that ensures safety and security of the product. The graphic display of the product on the outer carton maintains branding fidelity. D&A Guitar Gear was established three years ago by RKS founder and industrial designer Ravi K. Sawhney. In the United States, HYDRA will be distributed to dealers via D&A's new MI rep team.

🛒 **D&A Guitar Gear (heydna.com)**



## Schilke P5-4 Piccolo Trumpet Turns 50

Schilke's P5-4 piccolo trumpet turns 50 years old this year. This instrument has dominated the piccolo trumpet market for five decades. It's still produced by hand one-at-a-time at the Schilke Music Products factory in Melrose Park, Illinois. It is available in three models: the P5-4, P5-4BG and P5-4MA.

🛒 **Schilke (schilkemusic.com)**





## Discover Your True Performance Potential

Introducing the **new** YTR-9335NYSII and YTR-9445NYSII Xeno Artist Model "New York" trumpets. Designed with input from top orchestral trumpet players from around the world, these new B $\flat$  and C trumpet models ensure the highest levels of quality, craftsmanship and tone control for the performer who's striving for perfection.

*See the New York trumpets – and over 40 more new Yamaha products – at the Marriott Marquis Ballroom.*



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# GUITAR WALL

## 7 Yamaha RevStars Evoke Vintage Motorcycle Styling

Yamaha has debuted the RevStar lineup of solid-body electric guitars. All seven models exude a hip, sexy vibe reminiscent of the cafe racer style of motorcycles that influenced 1960s Tokyo and London.

To celebrate its 50 years of guitar manufacturing, Yamaha designed the RevStar series with attention to detail, seeking input from professional guitarists and other experts from around the globe. Stunning colors and finishes complement the sleek body contours, while handwound pickups and materials match each instrument's character. Yamaha engineers designed a proprietary Dry Switch to enhance the tone of six guitars in the series, offering the versatility of a coil split and helping to deliver a roaring tone that distinguishes RevStar from the rest of the pack.

"Reflecting the raw power, high-performance aesthetic of vintage street-racing motorbikes, RevStar guitars are meticulously crafted to sound as good as they look," said Armando Vega, marketing manager, electric guitars, Yamaha Corp. of America. "We spent years perfecting these models, making certain that RevStar guitars include the right balance of engineering, technology and innovation that will inspire players who seek to go beyond the ordinary."

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



## Ernie Ball Premieres StingRay, Cutlass Guitars

Ernie Ball Music Man's new StingRay and Cutlass guitars models, are re-imagined from classic Music Man designs first introduced in the 1970s. The Cutlass and StingRay marry the classic design of early Music Man aesthetics with the engineering of modern Ernie Ball Music Man guitars.

"Our StingRay and Cutlass guitars are adaptations of original Music Man designs from the 1970s and as such represent an

important part of the company's design legacy that we are proud to bring back to today's guitarists," said Sterling Ball, CEO of Ernie Ball. "They were built for players of all styles of music, feature unique, original body designs and offer an extraordinary level of performance at their price point."

MSRP: \$1,499.99.

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



## Michael Kelly Guitars Teams Up With Lindy Fralin for Mod Shop 55

Michael Kelly Guitars has recently rolled out the Mod Shop 55, a customized version of its 1955 model with updated electronic modifications and Lindy Fralin pickups.

The Mod Shop 55 features a quilt maple top, a swamp ash body, genuine flame maple bindings and bolt-on construction. The

rosewood fretboard features a compound 1/2- to 16-inch radius and a scale length of 25 1/2 inches. It has 22 frets, dot inlays and is topped off with a 43 mm standard bone nut and a 1950s headstock. MSRP: \$699.00

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

## ESP Expands Premier-Level Guitar Brands

ESP Guitars has introduced new guitar and bass models in the ESP Original, ESP USA and ESP E-II series.

All ESP Original guitars are crafted by hand, one at a time, at the ESP Guitars Custom Shop in Tokyo, Japan. The ESP Arrow is offered in a Black Andromeda finish. The Horizon-I returns to the ESP line in a Deep Candy Apple Red finish, with the new Horizon-II NT being offered in black and the new Horizon-III available in Pearl White Gold.

The ESP USA series are made at ESP's U.S. factory in North Hollywood, California. The USA M-II NTB is a neck-thru-body design in Sapphire Black, Pearl White and Cobalt Blue finishes, with high-end components, such as EMG Metalworks 81/85-X pickups.

ESP E-II are guitars and basses made in ESP's exclusive Tokyo factory, and replaced the former "ESP Standard" series in 2014. Now, ESP has debuted the E-II Arrow-7, a seven-string version of the Arrow design.

More additions to the ESP E-II series include the Stream G, a guitar that takes advantage of the curves of the Stream design.

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




## Paul Reed Smith Unveils CE 24 Bolt-On-Neck Guitar

The CE 24 brings the bolt-on platform back to the main PRS lineup with significant updates, pairing PRS's traditional body combination of the mahogany back and maple top with a bolt-on maple neck and rosewood fretboard. The neck sports a Pattern Thin carve and satin nitro finish. The CE 24 also features PRS 85/15 pickups for an extended high and low end. The electronics consist of a volume and push/pull tone control with 3-way toggle switch.

Introduced in 1988, the original CE has been out of the PRS lineup for nearly a decade.

"After 30 years of guitar making, we've learned a lot, and we have used all that knowledge to update our original CE bolt-on model. Most notably we updated its sound by adding our new 85/15 pickups which have more musical high end than the original HFS pickups, and we also made it slimmer so it is very comfortable to play," said PRS founder Paul Reed Smith.

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




## Prestige Adds 'Premier Spalt' to Premier Line of Solid Body Guitars

Prestige Guitars has launched the Prestige Premier Spalt, the latest addition to the company's 2016 lineup. The guitar rounds out Prestige's Premier Line, which features three solid body models with naturally finished, highly figured "AAA" Maple tops. The Heritage Premier series is a development of the Heritage Series of solid body electrics and the top of the Prestige line.

The Premier Spalt features a combination of solid carved "AAA" Spalt Maple top and natural finish. Each Premier Spalt

features a slab of solid, highly figured spalted maple for its 3/4-inch carved top. The balance of the body is solid Mahogany. The neck consists of three pieces of solid mahogany, with the center piece reverse-grained for stability. The C-Shaped neck starts with a 1 11/16-inch TUSQ XL Nut and maintains a 14-inch radius throughout the length. This is topped off with an ebony fingerboard, featuring mother-of-pearl and abalone fret markers and jumbo Nickel-Silver frets.

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



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**BOOTH 4634**

## dbx Adds Signal Processing Modules

Seven additions have been added to dbx's 500 Series of signal processing modules.

Suitable for studio, live sound and mobile recording applications, the 500 Series modules and PowerRack 500

Series chassis are compact, portable and highly modular.

The dbx 540 features a Class A tube preamplifier, switchable phantom power and a super fast in-line optical compressor.

The dbx 565 features a dual-channel multi-frequency-band optical compressor, Linkwitz-Riley 4th-order crossover slope,

master level display with VU meter, gain reduction LED, independent compression, attack and release controls, and a circuit bypass switch.

The new 555 five-band parametric EQ, the 570 high-Z input and the 590 phase manipulator join the current dbx 500 Series in offering a full range of processing tools for recording and live sound.

Also new are the PowerBlock3 and PowerRack3, both of which feature power sources designed to house up to three 500 Series modules. The rear panel sports three slots of balanced XLR inputs and outputs along with three slots of unbalanced 1/4-inch inputs and outputs. A 48-volt phantom power switch is located on the front of the rack for easy access.

🛒 [dbx \(dbxpro.com\)](http://dbx.com)



## Roland FP-30 Offers High-End Sound in Compact Design

Roland has introduced the FP-30 Digital Piano, which combines premium sound and feel with Bluetooth wireless connectivity.

Roland's SuperNATURAL Piano technology delivers an authentic piano sound and the detailed articulation and response to satisfy the most advanced players. Completing the authentic experience is the 88-note PHA-4 Standard keyboard, which inherits

the progressive hammer action, escapement and Ivory Feel keys found in Roland's high-end home pianos. The FP-30 is equipped with a powerful stereo audio system for rich sound. Dual headphone outputs enable two people to listen at once, and 1/8-inch and 1/4-inch jacks offer compatibility with all types of headphones and earbuds.

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



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The **3i-2217-103U** and **3i-2217-124U** Fly Racks have a pullout handle and convenient wheels for easy transport. The iSeries Fly Racks are half the weight of a Rolling Shock Rack and under 62 linear inches, eliminating oversized fees – the money saving solution when flying or shipping delicate equipment.

[www.skbcases.com/music](http://www.skbcases.com/music)

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## D'Addario Woodwinds Adds Soprano, Tenor Sax Reserve Reeds

D'Addario Woodwinds has expanded its Reserve Saxophone Reed line with the addition of reeds for soprano and tenor saxophone.

The success of the D'Addario Reserve Alto Saxophone reeds triggered requests for the completion of the Reserve Saxophone Reed Line. Reserve Soprano and Tenor Saxophone reeds each feature seven strengths, ranging from 2.0 to 4.5, including a special 3.0+ (3.25) quarter strength.

Each Reserve reed is made using D'Addario's Digital Vamping Process, which precisely measures and cuts every reed to tight tolerances.

Reserve Soprano Saxophone Reeds are available in a 10-box. Reserve Tenor Saxophone Reeds are available in a five-box. Both reeds will also be offered in packs of two.

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



## Yamaha Brings Recording Custom Kits, Snares Back

Yamaha has collaborated with drummer Steve Gadd to reintroduce Recording Custom kits, retaining the best features of the previous Recording Custom kit while incorporating the latest innovations to produce an optimized sound.

Yamaha Recording Custom series snare drums will also be available in a variety of metal shells, including brass, stainless steel and aluminum with sizes to complement all performance styles. The new Recording Custom series snare drums include Gadd's signature 10-strand snare wires in the 14- by 5 1/2-inch edition for maximum sensitivity, producing a more natural tone with greater dynamics.

The Recording Custom series drum sets include 100-percent birch shells, 30-degree bearing edges and a combination of the classic Yamaha sound with the latest improvements in manufacturing.

The high-tension lugs are now weighted to enhance subtle lower frequencies and "ghost notes" and give sensitivity to dynamics.

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



# The Return of a Classic

## The CE 24

Returning after nearly a decade, the CE 24 is back and better than ever. With a satin nitro maple neck and our 85/15 treble and bass pickups, the CE 24 offers our traditional bolt-on feel with a sound all its own: resonance and punch with great clarity.

*Paul Reed Smith*



The CE 24 bolt-on returns to the PRS lineup. Get full specifications and hear the CE 24 in action at: [www.prsguitars.com/CE24](http://www.prsguitars.com/CE24)

**PRS** PAUL REED SMITH  
GUITARS

Room 210A

## SONOR Revives Original Teardrop Finish for Vintage Series Drums

With the success of the Vintage series, SONOR has resurrected one of the original Teardrop series finishes.

The Red Onyx Pearl is now available for all Vintage series configurations and components.

The Vintage series is designed to be as close as possible to the look, feel and sound of its predecessor, the Teardrop drums. SONOR combined its knowledge of modern drum building with the look and

sound of vintage drums to create an instrument that will hold up to today's modern playing.

The drums are available in two powerful, three-piece preconfigured shell sets. One has a 20- by 14-inch bass drum, a 12- by 8-inch tom and a 14- by 12-inch floor tom. The other set has a 22- by 14-inch bass drum, a 13- by 8-inch tom and a 16- by 14-inch floor tom. A selection of add-on drums and snare drums are available.

Like the original Teardrop drums, the Vintage series features hand-selected premium German beech shells with rounded bearing edges.

🛒 **SONOR** ([sonorusa.com](http://sonorusa.com))



## ESP Expands LTD Guitar, Bass Models

ESP Guitars has expanded its LTD series with more than 80 new guitar and bass models.

LTD's new offerings include additions to their artist Signature Series. Glenn Tipton of Judas Priest is a new ESP artist, and his LTD GT-600 is based on the ESP Viper shape. Other new Signature series artists to ESP include Alan Ashby (Of Mice & Men) with the LTD AA-600, Mille Petrozza (Kreator) with the E-II MK-1 and the LTD MK-600, Marco Mendoza (Dead Daisies) with the LTD MM-4 FM and Ted Aguilar (Death Angel) with the LTD TED-600. ESP-playing legend George Lynch is debuting two LTD models with the GL-200 Sunburst Tiger and the Burnt Tiger.

The LTD 400 series has long been respected for its combination of high quality and value, and are designed for serious touring and recording work with professional components and sturdy construction. Some additions and updates in this range include the EC-401FR, EX-401, EX-401FR, M-400 Maple, M-400 Rosewood, MH-401FR QM, MH-401NT, MH-427, MS-400, TE-401, TE-401FM, TE-417, V-401 and Viper-401. Likewise, the LTD 200 series represents an excellent value for all musicians, and new/updated models include the EC-200, F-200B baritone, plus many more.

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

## Hal Leonard Expands 'First 50' Series

Due to the popularity of the initial entries in the *First 50* series, Hal Leonard has introduced the songbooks *First 50 Songs For Bass*, *First 50 Songs For Harmonica*, *First 50 Songs You Should Play On Ukulele*, *First 50 Songs You Should Strum On Guitar*, *First 50 Songs You Should Fingerpick On Guitar*, *First 50 Songs You Should Play on Banjo* and *First 50 Songs You Should Play on Mandolin*.

The *First 50* series provides easier arrangements that are appropriate for young

beginners or adults returning to an instrument after some time away. The books offer creative song lists that include titles new players will want to play.

"The feedback we've received from retailers is that they appreciate having these handy collections available," said Jeff Schroedl, executive vice president at Hal Leonard. "The titles are easy add-ons to instrument sales or perfect up-sells after a student has taken a few lessons at their store."

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



## CE Distribution Announces Apex Tube Matching

CE Distribution has announced Apex Tube Matching — a new proprietary state-of-the-art power tube matching system.

Apex Tube Matching is performed entirely in-house on our brand new custom-built tube matching system using our custom-designed software testing and matching methodology. The Apex Tube Matching systems are robust and accurate, measuring current and voltage to provide

the best possible matching.

These systems are a result of years of planning, design, prototyping and testing, resulting in the best tube matching available by CE Distribution.

🛒 **CE Distribution** ([apexmatching.com](http://apexmatching.com))



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# ALL HANDS ON DECK



## **NEW!** AXIS Digital Mixing System

Mackie is diving head first into the world of professional production and installation with the launch of the DCI6 control surface for its popular DL32R 32-channel digital mixer.

AXIS delivers a scalable system with all the benefits of digital and all the benefits of industry-leading wireless mixing designed from the ground up as an integrated system. With 32 remote-controllable Onyx+™ mic preamps and 16 outputs paired with massive built-in DSP, the AXIS system is ideal for medium and large channel count applications. The system relies on Dante® for communication between the DL32R mixer and DCI6 control surface, enabling additional networking capability for professional applications.

The combined AXIS Digital Mixing System is ready for demo in Mackie's second floor demo room (209 A/B).

VISIT DEMO ROOM 209 A/B



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BROUGHT TO YOU BY THE MUSIC LINK

## Auralex Introduces MudGuard v2 Microphone Shield

Auralex Acoustics introduced its updated MudGuard v2 Microphone Shield, which isolates mics by eliminating external noise bleed and filtering out external overtones. This design is engineered for maximum effectiveness using Auralex Studiofoam to reduce excessive room ambience and off-axis sound.

The Auralex MudGuard v2 is a patent-pending multi-radii convex shape and is designed to direct any unwanted and off-axis acoustic energy away from the microphone. The non-perforated, solid back on the MudGuard v2 allows for maximum sound isolation by blocking sound from the recording environment, through the shell, to

the microphone. It features and uses include an internal convex shape that minimizes sound energy focusing on the microphone, decreases to external noise while filtering unwanted overtones, reduction of excessive room ambience and off-axis sound for increased microphone isolation.

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



## Conn-Selmer Enhances French Horns

Conn-Selmer recently added the newly enhanced versions of the Conn 10D and 11D horns.

The enhanced 10DE and 11DE versions feature many updates from the original, including a newly configured "F" branch, an adjustable finger hook, two pull rings on the front slides, two water keys on the back of the instrument, and vintage-style valve caps.

These horns are available in both fixed and detachable bell versions, as well as available in both yellow and red brass.

🛒 [Conn-Selmer \(conn-selmer.com\)](http://Conn-Selmer.com)



## Heil Sound Celebrates '50 Years of Maximum Rock & Roll'

Heil Sound is celebrating its golden anniversary in 2016 with the campaign "50 Years of Maximum Rock & Roll." The yearlong celebration will include a podcast series of interviews with company founder Bob Heil, highlighting the history of the company and its innovations.

Founded in 1966, the company was first known as Ye Olde Music Shoppe, a music store located in Marissa, Illinois. In addition to offering repair services, the store branched

out into amateur (ham) radio and live sound systems. Eventually the shop was supplying full sound system packages for venues, festivals and bands.

Since 2006, Heil Sound has been manufacturing dynamic microphones. Its PR35 vocal mic is used by many high-profile artists, and the PR30 and PR40 are staples in concert sound, as well as broadcast and studio use.

🛒 [Heil Sound \(heilsound.com\)](http://HeilSound.com)

## LUCAS NANO Line Expands

HK Audio's LUCAS NANO family of portable crossover PAs has expanded with the LUCAS NANO 608i, a high-end, all-in-one system with an iPad-enabled wireless mixer and Bluetooth streaming built in.

The eight-channel digital mixer integrated into the LUCAS NANO 608i's subwoofer can be controlled in two ways: either on the 608i itself using conventional knobs, or wirelessly via a free dedicated iPad app, which opens up an array of wireless mixing options.

Signals are easily shaped with professional-grade features, such as fully parametric 'drawable' EQs, compressors and high-quality reverb programs. All adjustments can be made in the sophisticated Expert mode or in the intuitive Easy mode, and then stored.

Weighing in at just 16.3 kilograms, LUCAS NANO 608i's discreet profile, full-range

sounds and tremendous flexibility allow it to be utilized as a slim mono column, a classic stereo setup or as a twin stereo system.

The LUCAS NANO 608i is ideal for solo musicians, small groups and entertainers. The LUCAS NANO 608i is also ideal for monitoring electronic drum kits, home use and for DJs, who will enjoy the system's Bluetooth streaming capabilities.

The LUCAS NANO 608i is distributed in North America by Korg.

🛒 [HK Audio \(hkaudio.com\)](http://HKAudio.com)



NAMM BOOTH 6320

ELIMINATE

CABLES

KEEP PURE SOUND



**XIRIUM PRO**  
DIGITAL WIRELESS AUDIO SOLUTION

Designed as a cable replacement system, providing audio signals to and from devices without long or complicated cable runs, XIRIUM PRO delivers studio quality audio with extremely low latency. XIRIUM PRO offers audio professionals tremendous versatility, ease of operation, FCC license-free audio that is ideally suited to a myriad of live sound applications. For more information visit [www.xirium.us](http://www.xirium.us)

**NEUTRIK**

## MusicNomad Introduces Work Mat

Music Nomad Equipment Care has added the Premium Instrument Work Mat to its lineup of equipment-care products. The instrument work mat is designed for guitar and other musical instrument maintenance tasks. The 36- by 17-inch biodegradable TPE material is safe on all finishes, is odorless and contains no rubber, PVC, lead, latex, dioxins or chloride. The closed-cell construction makes the mat chemical- and bacteria-resistant to further protect prized instruments. The textured surface prevents small items from moving about.



The company's Cradle Cube, sold separately, is a five-angled, soft-gel-covered block that supports and stabilizes the neck of stringed instruments while repair and maintenance is done. "Ever since the Cradle Cube was introduced, our retailers have been asking us about a work mat to make a complete setup," said Rand Rognien, product developer and owner.

When done, the mat rolls up for easy storage.

The Premium Instrument Work Mat retails between \$14.99–\$16.99. The Cradle Cube retails between \$19.99–\$22.99.

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



## Levy's Offers Distressed Leather Gig Bag

Levy's Leathers has introduced seven new models of leather gig bags. The LM18B-DBR model is a distressed leather gig bag with leather binding. The bag features 1-inch open foam

padding and is lined with crushed velvet, as well as a sale bag pocket, a string pocket and heavyweight 2-inch cotton shoulder straps.

🛒 [Levy's Leathers \(levysleathers.com\)](http://Levy'sLeathers.com)



## Alvarez Unveils Jazz & Blues Series

Alvarez has unveiled a new series of guitars for 2016 with its Jazz and Blues Series.

Blues players will appreciate the acoustics in the series, including the Delta 00 and the Blues 51, which features an arched rosewood back. Both models are vintage-style in design, with back shifted bracing, V profile necks, wider finger spacing, classic bridge designs and traditional "teardrop" sunbursts.

For jazz and electric blues musicians, the AAT models are versatile archtop guitars with superb build quality and feature Duncan Designed pickups. The AAT comes in a variety of options, including a single and double cutaway semi acoustic with mahogany center block and a single cutaway hollow, deep body.

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

## Tracktion Launches BioTek Synth

Tracktion has launched the BioTek Organic synthesizer. Built on the new Acktion platform, the virtual instrument combines an advanced synthesis engine with an array of sampled sounds from natural, urban and mechanical environments.

The single-screen user interface, dominated by a powerful XY controller and a number of soft controls that change function based on the particular patch in use, provides the flexibility of a modular synthesizer. Despite its wide range of sounds and complex control options, BioTek is easy to use.

"The quality and range of the sounds, as well as the way they interact with the synthesizer in organic and sometimes very twisted ways, is uniquely addictive," said composer Mike Wall. "All of the patches are so carefully crafted that the mash-ups make sense in surprising and unexpected ways."

MSRP: \$150.

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



**S**  
MEDIUM RIDE  
20"/51 cm

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FROM THE FIRST FAMILY OF CYMBALS

Zildjian is proud to introduce a new modern cymbal voice developed after an intensive two year research and design project. Introducing the S Family – a versatile collection of bright and expressive cymbals built with a balanced frequency response, making it suitable for a variety of musical styles. The S Family will redefine your expectations of what a B12 alloy cymbal can deliver.

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Please come see us at NAMM at Booth #2940 or visit [zildjian.com](http://zildjian.com)



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COMPOSER  
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COMING IN 2016

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VISIT [WWW.SPITFIREAUDIO.COM](http://WWW.SPITFIREAUDIO.COM)

OR BOOTH #5910 IN HALL B



## Synthygy Debuts VR

Synthygy and Vixano have introduced the Synthygy Ivory II VR, a portable synthesizer unit. The compact design makes it small enough to sit nicely on a controller keyboard.

Synthygy's detailed piano sample sets are paired with the award-winning Ivory II virtual piano engine.

The presets for pianos, inputs, mixes and sessions enable users to power up and play in seconds. The front panel interface is angled upward for prime visibility, giving the player easy access to all presets and major controls. Additional full control of the Ivory II interface is available through any Wi-Fi or hardwired ethernet device, such as a tablet, laptop, desktop or smartphone.

"The Synthygy Ivory II VR is a dream come true for me and a lot of musicians," said Joe Ierardi, Synthygy president. "For the first time, the most critically acclaimed virtual pianos can be played from a compact, road-worthy device at full resolution, with superb performance and with no sonic compromises."

🛒 [Vixano \(vixano.com\)](http://Vixano.com)

## Alfred Music Announces New Educational Classroom Resources

Alfred Music has released new elementary classroom resources: *Celebrate with Sound!*; *Hear It, Read It, Write It!*; *The Music Center Handbook*; *Music Class Playlist*; and *Rockin' the Radio*.

*Celebrate with Sound!* offers an educational way to celebrate the holidays with chants, body percussion and classroom instruments.

*Hear It, Read It, Write It!* provides 30 step-by-step sequential lessons for developing musical skills.

*The Music Center Handbook* includes ideas for 15 do-it-yourself learning stations in the music classroom.



*Music Class Playlist* features 36 engaging listening lessons from various musical styles.

Students will rock out to songs like Katy Perry's "Roar," The Beatles' "She Loves You," and Journey's "Don't Stop Believin'" with Mari Schay's age-appropriate, skill-building arrangements for Orff and classroom percussion, with *Rockin' the Radio*.

New classroom educational resources from Alfred Music range in price from \$19.99-\$29.99 and are available at music retail stores and online retailers.

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



## Audio-Technica Unveils New E-Series

Audio-Technica has debuted its E-Series Professional In-Ear Monitor (IEM) Headphones. E-Series headphones are compatible with A-T's M2 and M3 in-ear monitor wireless systems.

The ATH-E70 is the flagship in-ear monitor model in the E-Series. Its accuracy and detail allow precise balancing of the mix, making it the ideal choice for monitoring on stage and ENG mixing in the studio. Offering high-resolution audio and an accurate sound stage, this model is designed for sound professionals who demand the best. The ATH-E50 features excellent isolation that ensures confident, comfortable stage performance. This model also excels at providing a consistent reference in every sonic environment. The ATH-E40 has a proprietary dual phase push-pull driver design which improves fidelity and efficiency.

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

## KMC Fired Up for NAMM

Energized by the introduction of brands and products, KMC Music will be a key presence at The NAMM Show.

Major introductions will be made from Washburn, Warwick, Hagstrom, Oscar Schmidt, Framus, DigiTech and QuikLok. New models from Paiste and Supro are also expected. Manuel Rodriguez Guitars, Aalberg Audio pedals, Rhythm Tech, Hit Man and Aclam will all make their debut as part of the KMC Music family of brands.

"NAMM 2016 marks our return to the main show floor, and we want our dealers to

know that we're on the floor for a reason — to introduce dozens of new products from dozens of new brands, backed up by a year-long series of dealer programs that are going to help dealers grow their sales all during the new year," said Mark Terry, president of KMC Music.

"Every major instrument and accessory category will be strongly represented at the booth with new products and new programs designed to get our dealers off and running to a fast start in 2016," said Roger Hart, vice president of merchandising.

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

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the NAMM show<sup>16</sup>



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





# IRON LABEL

METAL TO THE CORE

RGDIX7MPBSBB

RGAIX6FMTGF

As the popularity of the Ibanez "Made for Metal" Iron Label series continues to grow, so do the models that inhabit the Iron Label universe. The RGDIX7MPBSBB features a slightly longer 26.5" scale length, perfect for 7-string down tuning. The RGAIX6FMTGF sports an arched, contoured body that allows the guitar to become part of you like never before.

The new Iron Label RGA and RGD. They're out of this world.

**Ibanez**  
BOOTH 4634



## Pros Demo Instruments by The Music Link

The Music Link has invited two pro players to demo the full complement of instruments available at its booth.

Recording King artist Jim Pankey and three-time National Flatpicking Champion Roy Curry are the award-winning multi-instrumentalists who will be giving The Music Link instruments a workout.

Demonstrations will occur four times daily: 11 a.m., 1 p.m., 3 p.m. and 5 p.m. Both musicians will also be available for dealer and customer demonstrations to illustrate what instruments from Recording King, The Loar, AXL Guitars and VHT Amplifiers sound like in the hands of professional players.

[The Music Link \(themusiclink.com\)](http://www.themusiclink.com)

## Yamaha JOC Concert Showcases Young Pianist-Composers

The Yamaha Music Education System will present performances by three young composers during this year's Junior Original Concert.

The free concert will be held at 1 p.m. today in the Keyboard area of the Yamaha booth. All NAMM badge-holders are invited to attend.

Pianist Rebecca Liu, 11, a student at Irvine Yamaha Music Center, in Irvine, California, will perform her composition "Jumping with Rabbits" accompanied by Brian Walsh on clarinet and Randy Landas on bass.

Ty Promreuk, 13, who studies at East Valley Yamaha Music School, in Chandler, Arizona, will perform her composition

"Shadowfire" accompanied by Joanna Lee on violin and Peter Myers on cello.

Angela Lopez, 15, a student at Bergen Yamaha Music School, in Paramus, New Jersey, will perform her composition "Metro Gnome" accompanied by Aaron Smith on flugelhorn, Randy Landas on bass and M.B. Gordy on drums.

Established in 1954, the proven Yamaha Music Education System helps enhance the offerings of music schools and musical instrument dealers in 40 countries worldwide. The goal of the Yamaha Music Education System is to nurture an overall sense, appreciation and love for making and sharing music.

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



Scott Robbins

## Harman Professional Solutions Strengthens Retail Commitment

Harman Professional Solutions is exhibiting at NAMM with a strengthened commitment to musical instrument retailers, after a recent restructuring that is enabling the organization to better meet the needs of its customers. The restructuring follows a period of considerable growth through both organic means and acquisitions, and positions Harman Professional Solutions for continued innovation and development.

Harman Professional Solutions is now organized into three strategic business units (SBUs): Enterprise, Entertainment and Product. The MI business is served by the Entertainment SBU, where a dedicated Retail & Recording Customer Solutions Unit (CSU) led by Scott Robbins provides retailers and customers with market-specialized programs, service and support. Meanwhile, the Product SBU combines expert technical talent and R&D across the organization.

[Harman \(harman.com\)](http://www.harman.com)

## Yorkville Sound Distribute Dynaudio Pro in U.S., Canada

Yorkville Sound is now the exclusive North American distributor for the Dynaudio Pro line of premium studio monitors.

Founded in 1977 in Skanderborg, Denmark, Dynaudio has a long history of producing professional monitors used by some of the top studios and engineers working today.

"After 16 years with Dynaudio Pro being distributed worldwide by TC-GROUP, the time has come for Dynaudio to take a more direct lead in distributing our professional studio monitors," said Ole Jensen,

Dynaudio's vice president of sales. "Therefore I am very happy to appoint Yorkville Sound as the distributor for Dynaudio Pro throughout North America."

Dynaudio will find a synergy with other studio product already distributed by Yorkville Sound, including tube processing from Applied Research & Technology (ART), microphones and headphones from Apex Electronics, and Yorkville's own line of YSM Series Studio Monitors.

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



# QSC

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PLD Series

E Series

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[www.sennheiser-d1.com](http://www.sennheiser-d1.com)

 **SENNHEISER**

## Martin Dreadnought Turns 100

This year marks the 100th anniversary of Martin Guitar's Dreadnought model. To launch the yearlong celebration, Martin has unveiled the D-222 anniversary Edition and D-28 John Lennon 75th Anniversary Edition.

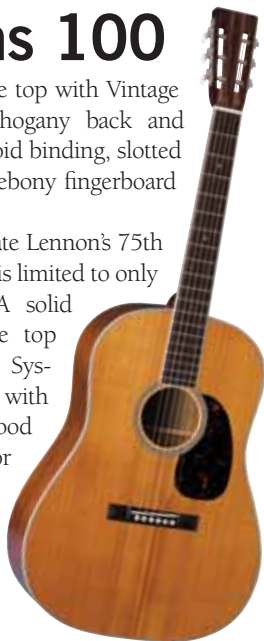
The first Dreadnought guitars were designed and crafted by C. F. Martin & Co. in 1916, but marketed in Boston and New York exclusively under the Oliver Ditson brand. After Ditson went out of business in the early 1930s, Martin introduced the D-1 and D-2 Dreadnoughts for standard playing style that would soon become Martin's D-18 and D-28 models.

Limited to only 100 instruments, the D-222 commemorates the 100th anniversary of the Dreadnought (1916-2016). The guitar features a 12-fret Dreadnought crafted

from a Sitka spruce top with Vintage Tone System, mahogany back and sides, grained ivoroid binding, slotted headstock and an ebony fingerboard and bridge.

To commemorate Lennon's 75th birthday, the D-28 is limited to only 75 instruments. A solid Adirondack spruce top with Vintage Tone System is combined with Madagascar rosewood back and sides for powerful bass resonance.

🛒 **C.F. Martin & Co.**  
([martinguitar.com](http://martinguitar.com))



## Henry Heller Adds Silver Series Line

Henry Heller has introduced the new Silver Series, a 15-mm EPE ultra high-density guitar bag with padding on the top, bottom and sidewalls.

The Silver Series' rugged 400 Denier Atomic Silver outer shell with a custom Carmine Red plush velvet interior is adorned with darker Ruby red string guards. Other upgrades include an ergonomic padded grab handle, 2-inch-wide sewn in cotton backpack straps and continuous coil zippers for durability.

The Silver Series guitar bag is available in electric, bass, dreadnought and classical guitar sizes.

🛒 **OMG Music** ([omgmusic.com](http://omgmusic.com))



## We Couldn't Have Done It Without You, Our Valued Dealers

Stop by Hall C, Booth 4340 and speak with your Fishman representative. See and hear what's new, and learn about 35th Anniversary promos and special offers on Fishman products that will help drive consumer traffic and your profitability.



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Created with the same sense of warm musicality and accuracy as our acclaimed pickups and pickup systems. More players choose Fishman Loudbox amplifiers than any other.



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Wireless MIDI Guitar Controller puts an unlimited palette of instruments and sounds at your fingertips. TriplePlay can be installed or removed quickly on virtually any electric guitar, with no permanent installation necessary.



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Since the launch of Fluence Multi-Voice pickups for electric guitar, artists of every style have been quick to embrace the tone and features of this newest technology from Fishman. This year, introducing the Signature Artist Series.



**FISHMAN ACOUSTIC PICKUPS**  
The voice of acoustic amplification™. Acclaimed worldwide for their natural, transparent and accurate sound. Over the last 35 years, more than 7 million of them have been installed in instruments of every conceivable style and kind.

## Neumann's Active Studio Subwoofer

With the KH 805, Neumann.Berlin adds a new active subwoofer to its string of studio monitoring products.

"The KH 805 is the answer to our customers' calls for a more affordable solution for stereo applications," said Wolfgang Fraissinet, president of Neumann. "With the KH 805, it is possible to configure flexible monitoring systems for studios of different sizes, with a smooth, uniform response that ranges from below 20 Hz to above 20 kHz."

The KH 805 features a remotely controllable 2.0/0.1 Bass Manager. To reduce cabling, the subwoofer electronics can be located remotely.

🛒 **Neumann.Berlin** ([neumann.com](http://neumann.com))



## Marshall Releases Mini Silver Jubilee Head, Combo

Marshall Amplification has unveiled a 20-watt valve Mini Silver Jubilee head (2525H) and one 12-inch speaker combo (2525C).

The 2525H head and 2525C combo are made in England at Marshall's Factory in Bletchley, Great Britain. Covered in the Silver Jubilee's silver vinyl and boasting a chrome front-panel, these two-channel valve amps mirror the head and rear panel features of the 2555, including Rhythm Clip, DI Output and Series FX Loop.

These two footswitchable, two-channel mini amps each boast three 12AX7 and two EL34 valves. Both feature a High/Low Power switching option on the front-panel.

🛒 **Marshall Amplification**  
([marshallamps.com](http://marshallamps.com))





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See the Disklavier ENSPIRE – and over 40 more new Yamaha products – at the Marriott Marquis Ballroom.



SHARING PASSION & PERFORMANCE



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## Manley Labs Introduces the Nu Mu

Manley Labs, a manufacturer of professional audio tools, has introduced the Manley Nu Mu studio compressor. Created in the tradition of Manley's Variable Mu, the Nu Mu is designed to deliver Manley's signature sonic quality while breaking new ground on both features and price.

The Manley Nu Mu is a hybrid compressor design that combines the front-end tube topology of the T-Bar Variable Mu with a solid-state side chain and output stage to deliver big, full-bodied tube sound. The Nu Mu is packed with features,

starting with Manley's Iron input transformers on balanced XLR connectors and including the same low-impedance switched mode power supply used on the Manley Core.

The Nu Mu incorporates a new feature called the HIP control, allowing it to apply compression at lower dynamic ranges while leaving louder dynamics unaffected. The result is a higher overall level, without squashing the dynamics of the most exciting transients.

MSRP: \$2,800.

**Manley Labs** ([manley.com](http://manley.com))

## 'Test D1 and Only' Launched By Sennheiser

Sennheiser has called on bands and artists to be product reviewers for its evolution wireless D1 series.

With the "Test D1 and Only" campaign, Sennheiser is encouraging artists and bands to trial and review its new evolution wireless D1 microphone systems, with reviewers able to keep their set for free.

Evolution wireless D1 microphone systems automate frequency management, matching transmitters and receivers, and setting the correct gain, offering true ease of use. D1 operates in the 2.4 GHz range, which is license-free worldwide — removing one further level of complexity and the need to pay

for bandwidth. To ensure optimal performance alongside Wi-Fi, Bluetooth and other 2.4 GHz systems, the D1 receiver continually scans the RF environment, and will inaudibly and seamlessly hop to another frequency if it detects any interference. The system employs the industry-leading aptX Live codec, which ensures excellent audio quality and wide dynamics for vocals, speech and instruments over the entire audio frequency range. With Sennheiser's uncompromised sound quality, robust design and reliability, the evolution wireless D1 sets artists free to focus on the performance.

**Sennheiser** ([sennheiser.com](http://sennheiser.com))

## ROLI Acquires Music Collaboration Platform Blend, Adds RISE Model to Seaboard Line

ROLI, the London-based music creation startup and maker of the Seaboard GRAND keyboard, has announced the acquisition of Blend, a music collaboration platform founded at New York startup studio betaworks. Blend gives music creators the ability to share their projects in source format, enabling them to collaborate, remix and engage with others in the global community. The social platform was founded by betaworks' Alex Kolundzija in 2013.

ROLI's Seaboard GRAND is a keyboard

featuring a rubberized surface that enables new dimensions of touch control. In September, ROLI launched the Seaboard RISE, a 25-key version of the Seaboard GRAND.

Roland Lamb, founder and CEO of ROLI, said, "At ROLI, we are passionate about delivering the best possible experiences for music creators. We're tremendously excited to see Blend join ROLI and can't wait to work together to build a fundamentally more connected music creation ecosystem."

**ROLI** ([roli.com](http://roli.com))



## New Exotic Ukuleles From Cordoba Boast Cedar Tops

Cordoba has rolled out the 24 Series, its newest line of exotic ukuleles featuring solid cedar tops with spalted maple back and sides.

The 24 Series ukuleles are available in soprano, concert, tenor, tenor cutaway-electric and baritone sizes. The solid cedar top provides a warm tone that's complemented by the brightness of the spalted maple.

Each ukulele features paduk binding, fingerboard binding, and a paduk rosette, along with a rosewood bridge and fingerboard, mahogany neck, and a spalted maple headstock veneer. The 24 Series lineup includes: 24S, \$199; 24C, \$199; 24T, \$199; 24B, \$219; 24T-CE, \$249.

**Cordoba Guitars** ([cordobaguitars.com](http://cordobaguitars.com))



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Introducing the **318BT INLINE BLUETOOTH® AUDIO RECEIVER** – the latest solution in the Switchcraft® AudioStix™ family of inline audio tools. Built on the high-quality principles Switchcraft has relied on for the last 70 years, the 318BT allows instant introduction of wireless audio to your system with no software, cables, or batteries needed.

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Pro audio & M.I.

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Keyboards

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Premium guitars

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**Rozini 20 Years**  
Guitars and hand percussion

**W**  
Premium guitars

**SPANICH**  
Premium guitars

**Tagima**  
Premium guitars

**METEORO**  
Guitar and bass amps

**Giannini**  
Premium guitars

## DRUMS

**US URBAN-BOARDS**  
Drummer shoes

**Odery**  
Drums

**RMV**  
Drums

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**CONTEMPORÂNEA**  
Hand percussion

**IZZO**  
Hand percussion

**LUEN**  
Hand percussion

## Also in the show

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Hall D #3364

**Urban Board**  
Hall D #2568

**StayMusic**  
Hall #5926

**Giannini**  
Hall B #5868

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**Trade Promotion Section**  
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in Los Angeles

# Willcox Guitars Displays Complete Product Line

Willcox Guitars is displaying its entire product line at The 2016 NAMM Show. Willcox Guitars are powered by the LightWave Optical Pickup System, which uses infrared light to sense string vibration, precisely capturing the sound of the instrument.

Designed for all guitar players, regardless of musical style, Atlantis features LightWave pickups and offers excellent natural acoustic resonance, making it ideal for unamplified casual playing or serious practicing and composition. And for amplified playing, the tone and pickups of the Atlantis let players effortlessly blend with drums, bass and electric guitars and fit comfortably into any live mix.

The Willcox Saber VL and SL are high-performance, professional basses available in four-string, five-string, fretted and fretless configurations, featuring selected tonewoods and a variety of finishes. LightWave pickup technology allows Saber basses to offer

extended bass response with long, natural sustain and extremely low noise and no inherent coloration.

The Atlantis and Saber HexFX Editions feature a 13-pin individual string output, in addition to the mono 1/4-inch output. The resulting output enables full synth access and individual string processing and modeling.

🛒 [Willcox Guitars \(willcoxguitars.com\)](http://WillcoxGuitars.com)



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## Yamaha Commemorates Xeno Line

Yamaha has introduced two limited-edition anniversary Xeno trumpet and trombone models.

The YTR-8335IIRS25TH trumpet, which celebrates the 25th anniversary of the Xeno trumpet line, and the YSL-882O20TH trombone, commemorating the Xeno trombone line's 20th anniversary, combine the expressiveness of a vintage horn with the consistency provided by modern, leading-edge manufacturing techniques.

Xeno instruments offer features that

continue the legacy of Yamaha quality and performance for the most demanding performers and collectors. Yamaha is dedicated to improving every facet of its horns through constant research and development, and the longevity of the Xeno line has culminated in these two models. The Xeno trumpet features stunning gold-plated trim and unique bracing, and the Xeno trombone is highlighted by elegant pearl trim.

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

## Hartke's HL77 Looper Pedal Adds Layers to Creative Process

Hartke has released its all-new HL77 Looper Pedal, which boasts an abundance of on-board memory and a simple user interface, Hartke's HL77 is the ideal creative addition to any guitarist/instrumentalist's arsenal.

The HL77 offers over six hours (4GB) of internal memory with 99 locations for storing your individual loop phrases. A USB port allows importing and exporting of WAV files, while a 1/8-inch (3.5 mm) stereo input lets users sample loops and phrases from external devices. A playback level knob helps establish the proper blend between overdubs.

To get you started, the HL77 includes 44 backing rhythms, ranging from a simple metronome to full-kit drum tracks spanning

various genres. The volume, tempo and time signature of the rhythm tracks can be adjusted for jamming, and a bright LED readout helps to easily navigate through all the pedal's features, especially on dark stages.

The HL77 features include unlimited overdubs with undo/redo functionality, 1/4-inch instrument and control inputs, and operation on 9-volt battery (not included) or optional power adapter. MSRP: \$149.99.

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



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## Carlsbro E-Drums Go Mains-Free

Carlsbro's electronic drum kit series now includes a mains-free performance feature, with new sound modules for the CSD 200 and CSD 130 e-kits featuring integrated USB rechargeable batteries. The rechargeable lithium battery-powered sound modules let performers choose and switch between normal mains powered operation or up to eight hours mains-free performance. Recharging of the batteries is done via a standard micro USB port, letting the sound module be recharged via mobile phone, tablet or laptop wall-plug chargers, or a portable USB power-pack. These new sound modules introduce the possibility of complete mains-free portability, using the kits along with a battery-powered PA.

Another addition to the Carlsbro range of electronic kits is the "higher specification" CSD 310.

🛒 Soundking Group ([soundking.com](http://soundking.com))

## New Mini Rosins By Stravari

Stravari has launched a Mini Rosin Line, adding 10 products to its repertoire of instrument accessories. These new Mini Rosins use the same premium-quality rosins and highly functional packaging as the company's traditional size, but are smaller.

Stravari created the Mini Rosins for three reasons, the first being affordability. Because Old Master and Artista rosins are handmade with labor-intensive processes and fine ingredients, they are a premium-priced product. The Mini Rosins are more affordable to make and therefore as much as 50-percent off of the price of the traditional size.

The second reason is freshness. Quality bow rosin is made from natural tree sap that continues to dry out over time. This is a slow process, but over time the rosin will become drier and dustier. Stravari wants its rosins to perform their best so that even one Mini Rosin will provide years of use.

The third reason involves having the right rosin for the job. Stravari has found that the best rosin has the right grip points and characteristics for what, where and how a user plays. This is why many performers use multiple bows and why Stravari offers a variety of rosin formulas.

🛒 Stravari ([stravari.com](http://stravari.com))



## Saga, Bristol Reclaim Tradition

Saga Musical Instruments and Bristol Guitars has released two new models that harken to an honored prewar tradition of making guitars from all mahogany.

Players and collectors alike have coveted these instruments — originally introduced in the 1920s — for its unrivaled tone, style and affordability. While the originals are rare and command high prices, the new Bristol BD-15 and BM-15 faithfully recreate these specifications.

The BD-15 is a classic dreadnaught shape with an all-mahogany body, black binding and a semi-gloss finish similar to the prewar originals. The characteristic smooth, even and penetrating tone quality, is well-balanced and made for a variety of settings.

🛒 Saga ([sagamusic.com](http://sagamusic.com))



## Hughes & Kettner Introduces TriAmp Mark 3

Hughes & Kettner has announced TriAmp Mark 3, the third and newest member of the TriAmp family. Twenty years in the making, TriAmp MKII was released in 2002 after the MKI in 1995. TriAmp Mark 3 combines the best bits of its predecessors with a host of new features, offering guitarists tonal sophistication and flexibility, and boasting a range of professional sounds. TriAmp Mark 3's six channels take the player from the twangy and sparkling clean tones of the 1950s through to classic rock crunch and "brown" sounds, modern-day high gain and more.

🛒 Hughes & Kettner ([hughes-and-kettner.com](http://hughes-and-kettner.com))



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## Reverend Airwave 12 Offers Balance, Intonation

The Reverend Airwave 12 features a bridge that is fully intonateable for all 12 strings, independently. Chords are always in tune and sound sweeter than you expect. The wide nut provides spacing for the extra strings, and the shorter 24 3/4-inch scale length provides lower string tension.

Easier chording means it's easier to play. The extended upper body horn balances the guitar. The five-piece korina and walnut neck are strong enough to withstand the pressure of 12 strings. That, along with the 12 Reverend Pin-Lock Tuners, provides tuning stability.

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



## Focusrite Introduces RedNet A16R 16-Channel Analog I/O

Focusrite has introduced its RedNet A16R 16-channel analog I/O.

The latest addition to Focusrite's range of Dante-based audio-over-IP interfaces, the A16R is presented in a rugged, 1U all-metal enclosure. It features 16 channels of network-connected 24-bit, 192 kHz A/D-D/A conversion, and offers high-quality, line-level analog audio in and out with full network and power supply redundancy.

The A16R operates at standard sample rates up to 192 kHz, 24-bit, including pull up/down, with sample rate and operating levels selected remotely via host computer software.

Front panel indicators include triple-color LED level indication along with sample rate, clock source, PSU and network status indicators.

🛒 [Focusrite \(focusrite.com\)](http://Focusrite(focusrite.com))

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## John 5's Artist Series Strings Debut From Dean Markley

Dean Markley has introduced the John 5 artist series set of electric guitar strings.

The nickel-plated strings feature John 5's personal favorite 9–42 gauges. From screaming distortion to clean bell-like tones.

The strings are handcrafted in the United States with a core that adds more mass for greater sustain and has a core-to-wrap ratio that creates the playing, tone and durability preferred by professional guitarists around the world.

John 5's career started with artists, such as Lita Ford, k.d. lang, Rob Halford and David Lee Roth. Since then, he has collaborated with Lynyrd Skynyrd, Ricky Martin, Rod Stewart and Sebastian Bach. John won over Marilyn Manson in an audition for lead guitar and was accepted into the band where he gained the moniker John 5. In 2004, he embarked on a successful solo career and has since released seven studio albums. In 2006, John 5 teamed up with another iconic artist, Rob Zombie, resulting in international tours, studio albums and even scoring the Rob Zombie film *The Lords of Salem*. When he's not touring or recording with Rob Zombie, John 5 continues to branch out in his solo and collaborative careers while striving to break new ground with each new effort.

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



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# DRUM PAD

## Innovative Percussion Launches Thomas Burrirt Series Marimba Mallets

Innovative Percussion's Thomas Burrirt series marimba mallets includes five models with synthetic cores built on ram handles and are loosely wrapped with a soft yarn.

TB1 (Soft) is the perfect chorale mallet and is great for use in the lowest register of a five-octave marimba.

TB2 (Medium Soft) has a soft articulation, yet sounds rich throughout the entire

range of the instrument.

TB3 (Medium) offers versatility and superb articulation.

TB4 (Medium Hard) is designed specifically for the upper three octaves of the marimba; it features a quick but legato attack.

TB5 (Hard) is suitable for the upper register, while also an ideal choice for early marimba.

**Innovative Percussion**  
([innovativepercussion.com](http://innovativepercussion.com))



## Urban Percussion Designs Tools for the Urban Musician

Created to meet the needs of contemporary musicians on the stage and street as well as in the studio and sanctuary, Urban Percussion has introduced its first series of tambourines, cowbells and shakers.

The new hand-percussion instruments feature premium-quality designs, components, and workmanship — providing professional sound and performance at an affordable price.

These Urban Percussion instruments include: a 6-inch and 8-inch cowbell, both with a gloss black finish and angled mounting clamp; 8-inch, 10-inch and 12-inch tambourines with black finish wood frames, double-row metal jingles and goat-skin heads; plus a 7 1/2-inch metal shaker and 9-inch metal shaker, both with black finishes.

MSRP: \$29.99–\$39.99.

**Urban Percussion** ([urban-percussion.com](http://urban-percussion.com))

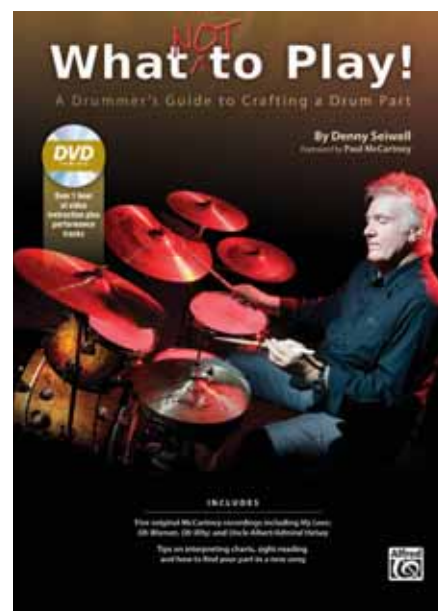
## Alfred Tells Players 'What Not To Play'

Alfred Music released *What Not to Play! A Drummer's Guide to Crafting a Drum Part* from former Wings drummer Denny Seiwell.

The book and DVD features exercises for waking up the hands, as well as tips on interpreting charts, sight-reading, and how to find the drum part in a new song. This book also includes both audio and visual examples of author, Denny Seiwell, discussing how listening and crafting a drum part can be more fun and rewarding when approaching music with this philosophy in mind.

The DVD includes five original McCartney recordings, including "My Love," "Oh Woman, Oh Why," and "Uncle Albert/Admiral Halsey."

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



## Dream Cymbals TryHat Redefines Hi-Hat

Dream Cymbals has said that its new Dream TryHat will "redefine how drummers think about hi-hats." Of all the cymbals a drummer has, the hi-hat gets the most use. Yet, typically they are expensive to own and slow to swap out during a gig when a different sound is needed. The Dream TryHat aims to change all of that.

Inspired by Lenny Lantiegne, head of Steve's Music Drum Shop in downtown Montreal, the TryHat has three carefully selected hi-hat cymbals that create a

dynamic mix of hi-hat sounds. Any of the three can be a top or bottom, allowing up to six sound combinations. By adding an extra clutch, quick changes during a set are a piece of cake. Players can go from velvety and warm to rockin' and fat or tight and crisp with just one TryHat pack.

Each TryHat pack is available in either 13- or 14-inch configurations and includes a Bliss, Contact and Energy hi-hat cymbal, an extra hi-hat clutch. MSRP: \$289.

**Dream Cymbals** ([dreamcymbals.com](http://dreamcymbals.com))

## AKG Drum Set Concert I Includes 7 Mics

AKG's Drum Set Concert 1 professional drum microphone set includes seven microphones and accessories in a rugged aluminum carrying case. The set provides everything needed to capture a complete drum kit, or mic bass and guitar amps, percussion, woodwinds and other instruments.

The Drum Set Concert I features the D112 MkII bass drum mic, two compact C430 overhead mics and four of the popular D40 drum microphones. Each features high maximum SPL handling and rugged metal casing.

The D112 MkII professional dynamic bass drum microphone features a new integrated flexible mount, while retaining the sonic strengths that made its predecessor the industry standard.

Designed for cymbal and overhead miking, the C430 professional condenser microphone delivers a clear, crisp sound that often reduces the need for external EQs. Its compact design keeps a low profile in any application without compromising audio quality.

Featuring a solid, all-metal body, the D40 professional instrument microphone is designed to stand up to heavy use. Its patented Varimotion diaphragm uses a unique laminated material to dampen high-resonance peaks, resulting in crisp, powerful sound across all frequencies.

**AKG** ([akg.com/pro](http://akg.com/pro))



## Box Of Trix to Distribute PinchClip in Europe

PinchClip has selected German-based distributor Box Of Trix to handle distribution of its advanced drum set accessory for Germany, Austria and the Benelux countries.

"The Box Of Trix territories are geographically and economically central to the European music market and represent nearly 10 percent of the world's musical instrument sales," said William Feldman, PinchClip's inventor.

The addition of Box Of Trix to PinchClip's network of dealers and distributors in Europe, Asia, and North and South America further expands the availability of the device around the world.

An innovative, quick-release drum accessory that replaces old-fashioned wing-nuts and nuts on cymbal stands and hi-hats, PinchClip makes setting up and packing up fast, easy and reliable.

**PinchClip** ([pinch-clip.com](http://pinch-clip.com))

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## Bach Celebrates Anniversary of Indiana Move With New Trumpet

Bach Stradivarius introduced the new 190S37 Bb trumpet to commemorate 50 years of manufacturing in Elkhart, Indiana.

In 1965, the manufacturing of Bach Stradivarius trumpets was moved from Mount Vernon, New York, to Elkhart, Indiana. In celebration of the 50th anniversary and in carrying on the legacy and vision of the master craftsman, Vincent Bach, the makers of today's Bach Stradivarius produced the Bach Stradivarius 190S37 professional Bb trumpet.

The 190S37 Bb trumpet features, .459 inch ML bore, 4 13/16-inch diameter one-piece hand-hammered yellow brass no. 37 bell with side seam, steel bell wire, no. 25 mouthpipe, brass inner and nickel silver outer slide tubes, two piece nickel/brass valve casings, Monel pistons, 1st slide thumb saddle, brass and plastic valve guides, deluxe engraving, silver-plate finish and new C180A anniversary woodshell case.

🛒 [Bach Stradivarius \(bachbrass.com\)](http://bachbrass.com)

## Floyd Rose Rail Tail Rotates

Floyd Rose has released the Rail Tail Tremolo, a full-contact, dive-only tremolo designed to retrofit existing Strat-style six-point tremolo with no modifications to the guitar.

The design of the Rail Tail Tremolo merges the feel and reliability of a hardtail bridge with the flexibility of a tremolo system. Computer-designed and precision-machined, the Rail Tail achieves maximum performance without compromising comfort or feel while offering a modern look rooted in its vintage predecessors. Its features allow for adjustability to fit a variety of guitar bodies and for an easy installation.

Unlike the original tremolo design that rocks on a bevel located under the screw

heads, the Rail Tail tremolo plate rotates around a precision rail that is mounted directly to the guitar body.

🛒 [Floyd Rose \(floydrose.com\)](http://floydrose.com)



## Jupiter Brings Pro Styling to Beginning Sax Students

Jupiter has introduced the all-lacquered JAS700 student alto and JTS700 student tenor saxophones.

While retaining design elements intended to accommodate the playability and durability requirements of beginning band, these instruments feature the professional look of lacquered

body and keys.

The combination of the updated look — along with an inherently rich timbre and the inclusion of the Jupiter patented adjustable palm key system — results in a sophisticated instrument that is designed to maximize the enjoyment of the beginning player.

Stackable ABS cases and a complete array of high-quality accessories complete the outfit to ensure a rewarding student experience from the very first lesson.

🛒 [Jupiter Music \(jupitermusic.com\)](http://jupitermusic.com)



## Korg Launches New Synth

Korg has introduced the minilogue, a fully programmable four-voice polyphonic analog synthesizer. Its features include a 16-step polyphonic note and motion sequencer, arpeggiator and delay. With its high-quality construction, rugged rubber-coated PCB-mounted knobs, and easy-to-understand signal flow, the minilogue is designed to inspire musicians and analog enthusiasts on all levels.

The Voice mode lets users choose how the four available voices are configured — from Polyphonic to Duophonic to Unison and beyond. In addition to offering information on presets and editable parameters, the OLED display features a real-time oscilloscope, providing functional and

eye-catching visual feedback on the sound being played.

The inviting layout, curved sand-blasted aluminum panel and real Pyinkado wood back panel gives the roadworthy minilogue a standout look to complement its powerful and dynamic sound creation capabilities.

🛒 [Korg \(korgusa.com\)](http://korgusa.com)



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## Sonoma Wire Works Rolls Out GuitarJack Stage, StudioJack Mini Audio Interfaces

Sonoma Wire Works' StudioJack Mini and GuitarJack Stage interfaces are compatible with Mac, PC, iPhone, iPad, iPod Touch and Android systems. With the StudioJack Mini audio interface, musicians can record, practice and play live anywhere with a computer or mobile device. With the GuitarJack Stage audio interface and guitar-pedal-style controller, guitar players transform their computer, smartphone or tablet into an amp and effects rig, and control guitar software using assignable knobs and foot switches.

Both interfaces feature 2-in/2-out audio with 24-bit/48kHz AD/DA converters, mono Hi-Z 1/4 inch input for guitar and bass, stereo mic/line 1/4-inch input for vocals/keyboards, two analog input level knobs with LED metering, one stereo 1/4-inch output for headphones, pass-through charging for iPhone/iPad/iPod Touch, plug-in power for electret microphones, a lightning cable, an OTG cable adapter and a USB cable.

🛒 **Sonoma Wire Works**  
([sonomawireworks.com](http://sonomawireworks.com))

## Triad-Orbit Debuts IO-Vector 3-D Utility Bar

Triad-Orbit has applied its technology to a staple stand accessory used in studios and on stages with its new IO-Vector utility bar. The IO-Vector provides four points of connectivity for 3D positioning of creative, medical and industrial devices. IO-Vector is bundled with T-O's latest IO quick-change coupler, IO-R38.

The applications for IO-Vector include true left-right stereo imaging, portable Decca tree configurations, and HD photo and lighting capability. Integrating Triad-Orbit Micro adaptors and IO-A telescoping boom arms greatly expands the capabilities and applications of IO-Vector.

IO-Vector is equipped with two IO

quick-change couplers and includes an IO-R38 retrofit quick-change coupler, two IO-H1 mounting heads, one IO-H2 mounting head and three 3/8-inch Euro mounting adaptors.

🛒 **Triad-Orbit** ([triad-orbit.com](http://triad-orbit.com))



## PRS Guitars Unveils S2 Standard Satins

PRS Guitars has introduced three new S2 Standard Satin models: the S2 Standard 22 Satin, S2 Standard 24 Satin and S2 Single-cut Satin.

S2 Standard models include the Standard 24, the Standard 22 and the Singlecut Standard, which boasts a single cutaway body shape and control layout of volume, plus tone controls for each pickup and a 3-way toggle pickup switch on the upper bout.

The S2 Standard and new S2 Standard Satin models feature an all-mahogany body, pickguard mounted electronics, set mahogany necks, locking tuners and PRS-designed pickups paired with push/pull tone controls.

🛒 **PRS Guitars** ([prsguitars.com](http://prsguitars.com))



## Riversong Silhouette Models Feature Carbon Fiber Necks

For their Silhouette models, Riversong Guitars has combined a Carbon Fiber neck with a wooden body, providing a lower resonant frequency. The model features a new tone bracing system on the top of the guitar that opens up the dynamic responsiveness, while an X-brace on the back stiffens and efficiently transfers energy across the back.

"It has been two years of research and development," said Mike Miltimore, Riversong founder. "We've involved experts from Carbon Fiber racing teams and from the climbing industry, and I feel immensely satisfied with our first two models featuring our new composite Hybrid models."

🛒 **Riversong Guitars** ([riversongguitars.com](http://riversongguitars.com))

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## San Leandro Artisan Straps Elevate Your Vibe

The Music Link has added a new line of artisan guitar straps from the San Leandro Strap Company. Beginning with carefully selected leathers and prints, the San Leandro Strap Company curates designs worldwide to find the ideal vibe to match your instrument.

San Leandro Straps are available in three different design lines: Leather, which evokes a luxurious style; Vintage, an old-school style

for new-school players; and Classic, utilitarian straps with hip designs.

For players who want a subtle but powerful way to express their personal style, San Leandro Straps delivers high-quality comfort and a unique style that enhances the connection between player and instrument.

🛒 **San Leandro Straps**  
([sanleandrostraps.com](http://sanleandrostraps.com))

## Yamaha Custom French Horn Boasts Expanded Tonal Range

Yamaha has introduced the YHR-871 line of Custom level Geyer-style French horns that evoke the classic YHR-861.

Offering a redefined sound with a wider range of tonal characteristics for performing passages that require added nuance, the new instruments provide the consistency and playability associated with Yamaha Custom-level horns.

The original Geyer-style YHR-861 model horns remain popular with professional players in orchestras around the world, and the new models include superior design elements from the YHR-861 that help shape a rich, centered tone. Meticulous

craftsmanship offers the value and quality that are integral characteristics of Yamaha horns. To help achieve a true, classic Geyer horn sound, a thicker rim wire delivers a rich, centered sound and the gold brass leadpipe and round main tuning slide provides consistent feel and sound characteristics.

“The Yamaha design team wanted to make a great French horn even greater, and they succeeded by working with input from world-class players,” said Brian Petterson, marketing manager, wind instruments, Yamaha Corp. of America.

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



## D'Addario Makes Kaplan Amo, Vivo Strings for Violists

D'Addario's signature Kaplan Amo and Kaplan Vivo string lines are available for viola for the first time.

Originally conceptualized for violin, the two string models have been remodeled to accommodate the needs of viola players around the globe.

The two new synthetic core sets, Kaplan Amo and Kaplan Vivo, join the company's existing stranded-steel core Kaplan viola set, which has been renamed Kaplan Forza.

Kaplan Amo has been tailored for

brighter instruments, accentuating warmth, richness and flexibility, while the Kaplan Vivo is designed for darker instruments and highlights a robust feel focused on clarity and projection. Both sets are designed to have a textured, expressive sound reminiscent of gut strings. MSRP: \$209.

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



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## There's Something in the Air

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## NAMM U Breakfast Sessions

Free Breakfast 8–8:30 a.m., Session 8:30–9:30 a.m.  
Hilton Anaheim Hotel, Pacific Ballrooms

**Thursday:** Breakfast of Champions

**Friday:** Unleashing Innovation—Turn Big Ideas Into Results

**Saturday:** Hug Your Haters: Customer Service in the Digital Age

**Sunday:** Best in Show



## NAMM Idea Center Sessions

**NEW LOCATION!** Level 1, Lobby D

Held every half-hour throughout the show, these conveniently located sessions are loaded with proven business-building ideas on websites, online marketing, finance, marketing and promotions, lessons, management and more.



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## Yamaha Alto Delivers Richer Tone

Yamaha's YAS-875EXII alto saxophone incorporates ergonomic innovations and sonic improvements with stress-free playability in mind.

Built on the success of its predecessor, the YAS-875EX, the redesigned YAS-875EXII delivers richer tone and clarity, as well as greater pitch accuracy. New and improved ergonomic keywork reduces physical stress, while subtle changes in tonehole size and positioning allows for better intonation.

Sax players will appreciate refinements in the bottom bow design, and the addition of acoustic annealing provides resonance and optimal response.

“This is not only the next level of design

for a great saxophone, but it's an instrument that feels natural in the player's hands, responds effortlessly in the low range and plays right in tune with a beautiful timbre,” said Brian Petterson, marketing manager, wind instruments, Yamaha Corp. of America. “The Yamaha saxophone design team considered every detail of the instrument and created a genre-defying instrument that will allow players to speak with their own musical voices.”

MSRP: \$5,739.

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



## ‘Basic Piano Library’ Released by Alfred Music


Alfred Music's *Basic Piano Library Popular Hits, Level 1A* is the latest addition to the series arranged by Tom Gerou, which fills the need for supplementary current music for students, correlated to the lesson books from Alfred's *Basic Piano Library*.

*Alfred's Basic Piano Library Popular Hits, Level 1A* correlates page-by-page with *Lesson Book Level 1A* of Alfred's *Basic Piano Library*, and includes early elementary arrangements of contemporary song “Cool Kids” and “Do You Want To Build A Snowman?”

Each song in *Alfred's Basic Piano Library Popular Hits, Level 1B* correlates page-by-page with *Lesson Book Level 1B* of Alfred's *Basic Piano Library*. This book is designed to let students play attractive versions of current

songs, including “All About That Bass,” and “Let It Go.”

*Alfred's Basic Piano Library Popular Hits, Level 2* correlates page-by-page with *Level 2* of Alfred's *Basic Piano Library*.


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



## Peavey Gets Dark With New Speaker Enclosures

Peavey Electronics has announced the release of Dark Matter speaker enclosures. With DSP-equipped power section, these high-S.P.L. (Sound Pressure Level) enclosures feature modern styling and come in four available models: the DM 112, DM 115, DM 118 Subwoofer and DM 115 Subwoofer.

The Dark Matter series enclosures are built with steel grilles and injection-molded cabinets, a design that allows for use as floor monitors or pole-mounted speakers. They include an LCD display and associated selector knob that lets users choose various parameters of operation for the DSP-based EQ.


 [Peavey \(peavey.com\)](http://peavey.com)

## Neutrik Unveils Cable Replacement System

Neutrik USA has announced the XIRIUM PRO Wireless Digital Audio System. Designed as a cable replacement system, providing audio signals to and from devices without long cable runs, XIRIUM PRO delivers full-bandwidth audio with low latency that is free of compression.

Central to XIRIUM PRO's performance is what Neutrik calls DiWA (Digital Wireless Audio). Developed by Neutrik, DiWA technology provides compression-free, FCC license-free, wireless transmission of audio within the 5 GHz band. Delivering “cabled” audio performance, DiWA delivers full-range

audio compression or compansion-free. This technology delivers low latency regardless of how many XIRIUM PRO devices are used.

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



# Sessions for sound, studio and stage pros

TEC»TRACKS

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## Levy's Unveils Mayan Model

Levy's has introduced more than 30 new models of guitar straps and gig bags. The MCMAY guitar strap is 2-inch wide, 100-percent cotton strap with leather ends. The strap is adjustable to 65 inches, and is decorated with native Mayan symbols. It is available in natural, black and tan.

🛒 [Levy's Leathers \(levysleathers.com\)](http://levysleathers.com)

## ISP Technologies Gear Powers Top-Tier Studio

ISP Technologies equipment is used in the Platinum Underground Studio, located 30 feet underground in Mesa, Arizona. It is a multi-room facility owned and operated by ICON guitarist John Aquilino.

The studio consists of a large 2,500-square-foot live room with 14-foot ceilings. This room was designed not only as a tracking space but also a large enough space to accommodate full live rehearsals and preproduction for both recording sessions and live performance. There are two separate, tuned isolation booths, an acoustically accurate control room as well as several rooms that are devoted to living space, such

as a bathroom and kitchen.

The live room includes a full ISP Technologies dual line-array Mongoose P.A. system complete with XMAX subs and 6 ISP TriReference single 15-inch, three-way wedge monitors and 24 custom guitar cabinets designed specifically for the studio by Buck Waller, CEO of ISP. The ISP Technologies Decimator Pro Rack G noise reductions units, Beta Bass Pre Amp Pedal and the Theta Pro DSP Floor Controlled Guitar System are also utilized in the studio. The control room is a hybrid setup that is equipped with a 104-channel Euphonix CS 3000 console.

🛒 [ISP Technologies \(isptechnologies.com\)](http://isptechnologies.com)



## Hal Leonard Offers Primers

Hal Leonard has introduced two multimedia series for beginners, *Teach Yourself To Play Guitar Songs* and *Teach Yourself To Play Piano Songs*. Each title in these series provides the elements needed to learn to play 10 songs.

Each book offers written instruction, a comprehensive online video lesson with an interactive song transcription, and audio demos with slow-down features, looping capabilities, track choices and play-along functions.

The guitar books feature full-band audio tracks that let users isolate the guitar or the backing tracks and play along with a band. The piano books feature the left and right hand parts on separate channels so users can play one, the other, or both at the same time.

These books are the first from Hal Leonard to use Tunessence technology. Founded in 2012, Tunessence operates a Web-based platform for interactive music lessons.

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

## Theo Wanne Announces New Tenor Mouthpieces

World-renowned mouthpiece designer Theo Wanne announced his Classic Mouthpiece Line.

The NY Bros Alto and Slant Sig Tenor's designs are the culmination of decades of work with top musicians and their favorite vintage Meyer and Otto Link models.

For the Slant Sig Tenor, Theo uses the best design principles from the first 'Slant Signature' Otto Link models of the early 1950s, through the 'Early Babbitt' models of the 1970s. Drawing the best features from dozens of examples, it's the ultimate vintage Slant

Sig Link.

The NY Bros Alto was designed by incorporating the best features of every Meyer vintage, from the 1940s to present. It plays with a full tone and plenty of projection. Both mouthpieces are made from a proprietary formula of Harry Hartmann's Fiberrrod.

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



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## Bourgeois Guitars Rolls Out Limited Edition Models

For Dana Bourgeois, it seems like yesterday that he built that first guitar in his dorm room at Bowdoin College. Forty years and 7,000 guitars later, Bourgeois Guitars are now known world-wide as some of the finest acoustic guitars available.

Bourgeois Guitars has introduced the 40th Anniversary Limited Edition. A small, exclusive run of 15 guitars will be produced, with special features and materials hand-selected by Bourgeois himself, including:

- Master-grade aged tone Adirondack Spruce top and braces;
- Exclusive special reserve quilted mahogany back and sides;
- Snakewood bridge, fingerboard, tail wedge and headstock overlay;
- Bone “diamonds and arrows” with

headstock, heel and bridge wing inlays;

- Aged-tone finish and animal protein glue construction;
- Zircote bindings with black and white purfling;
- Abalone rosette;
- Bone bridge pins;
- Waverly tuners with snakewood buttons;
- “40th Anniversary” decal on the back of the headstock;
- The Bourgeois Guitars 40th Anniversary Limited Edition will be available in two models: Dreadnought (with a 1 23/32-inch nut), as well as OM (with a 1 3/4 -inch nut).

MSRP: \$9,165.

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



## Genelec Launches M030 Bi-Amplified Active Monitors

Genelec has introduced its M030 Bi-Amplified Active Monitors. The M030 is a member of Genelec's M Series, which is part of Genelec's ongoing sustainable initiatives.

The M030 utilizes a five-inch woofer and a 3/4-inch metal dome tweeter, powered by a 50-watt and 30-watt amplifier, respectively. The free-field frequency response is 58Hz to 20kHz, while low distortion peak SPL is 103dB at one meter. The compact M030 weighs 8.8 pounds.

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

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## Fender Builds Paramount Series

Fender has introduced several new models in its Paramount series of acoustic guitars.

The dreadnought body style joins the Paramount family with the PM-1 Deluxe Dreadnought, as well as in a vintage-inspired natural tinted finish, the Paramount PM-1 Standard Dreadnought, delivering big, booming tone with ample low end. The PM-2 Deluxe Parlor is available in Sunburst and Natural colors and, with its tonally balanced, resonant mahogany back and sides and a Sitka spruce top, the PM-2 Standard Parlor shines as an articulate player's instrument with plenty of projection and high-end. The PM-3 Deluxe Triple O is available in Sunburst and Natural finishes, while the PM-3 Standard Triple O is available in Natural finish.

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



## Omega Keyboard Stand Now in Red

The Omega keyboard stand from König and Meyer is now available in red.

The stable and portable table stand has compact steel tubing and large round floor protectors. The red version that's now available is a good match for Nord keyboards and those looking to spice things up.

Two-sided spring-loaded locking screws make precision height-adjustment easy. The support arms can be adjusted to suit the size of the keyboard. The stand folds completely flat for travel.

The Omega stand is also available in black.  
🛒 [König and Meyer \(km-america.com\)](http://KönigandMeyer.com)

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# APPEARANCES

THURSDAY, JANUARY 21, 2016

## 10:00 A.M.

**Sylvia Massy**  
MV Pro Audio  
Booth 6914

**Leah Zeger**  
Yamaha  
Booth 100, 102

## 10:30 A.M.

**Meet & greet with Sean Silas.**  
Bourns  
Booth 6865

**Mindy Abair**  
Theo Wanne  
Booth 3600

**Greg Koch**  
Fishman  
Booth 4340

**Halemanu**  
King Blossom Guitars  
Booth 1383

## 11:00 A.M.

**Val & The Southern Line**  
RCF  
Booth 6780

**Billy Corgan signing.**  
Reverend  
Booth 5793

**Grace Rodgers**  
J.I. Strings  
Booth 2608

## 11:30 A.M.

**Justin DeBlieck**  
Fishman  
Booth 4340

## 12:00 P.M.

**Jonas Gerigk and Julian Schoenscheck of Denmantau demo.**  
King Blossom Guitars  
Booth 1383

**Fernando Perdomo demos BeatBuddy drum pedal.**  
Hal Leonard  
Booth 5720

## 12:30 P.M.

**Doug Wayne demos jamstik+**  
Hal Leonard  
Booth 5720

**Greg Marra**  
Fishman  
Booth 4340

## 1:00 P.M.



Bobby Watson

## BOBBY WATSON

DANSR  
Booth 3112

**Travis Perry demos Chord Buddy.**  
Hal Leonard  
Booth 5720

**Henry Kasier**  
Red Panda  
Booth 1495



Ray Luzier

## RAY LUZIER

Vic Firth  
Booth 3040

## 1:30 P.M.

**Jessica Lynn**  
RCF  
Booth 6780

**Micah Bloms demos PreSonus Notation software Notion 5.**  
Hal Leonard  
Booth 5720

**Russ Parrish**  
Fishman  
Booth 4340

## 2:00 P.M.

**Adam Miller**  
D'Angelico Guitars

Booth 210C

**Laurence Juber**  
Hal Leonard  
Booth 5720

**Jim Fairchild**  
Red Panda  
Booth 1495

**Calico the Band**  
Shubb  
Booth 6240

**Jennifer Batten**  
Fishman  
Booth 4340

**Dan Lawson**  
King Blossom Guitars  
Booth 1383

## 3:00 P.M.



PedroSaxo

## PEDROSAXO

DANSR  
Booth 3112

**Henry Kasier**  
Red Panda  
Booth 1495

## 3:30 P.M.

**Milan Boronell**  
Shubb  
Booth 6240

**Peter Malick**  
King Blossom Guitars  
Booth 1383

**Pat Sheridan**  
Fishman  
Booth 4340

## 3:45 P.M.

**Darius Jamar (Martha Munizzi)**  
GHS Strings  
Booth 4682

## 4:00 P.M.

**Jessica Lynn**  
D'Angelico Guitars  
Booth 210C

**Jim Fairchild**  
Red Panda  
Booth 1495

**Gerry Bassermann for Propellerhead.**  
Hal Leonard  
Booth 5720

**Bill Hudson**  
ESP Guitars  
Booth 208AB

## 4:30 P.M.

**Daru Jones for SOLOMON MiCS**  
Hal Leonard  
Booth 5720

**Joe Kye**  
Fishman  
Booth 4340

## 5:00 P.M.



Gregg Bissonette

## GREGG BISSONETTE

Dixon Drums  
Booth 4000

**Anthony Conte demos Acoustic.**  
Hal Leonard  
Booth 5720

**Jennifer Batten**  
Fishman  
Booth 4340

## 5:30 P.M.

**Savannah Lynne**  
Fishman  
Booth 4340




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We're poised for our next phase of disruptive growth and are looking for innovators of all kinds to join our passionate and creative product development team. If you're ready to change the way musicians perform and create, we want to hear from you! We're looking for expertise in the areas of:

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Software Application and Audio Driver Development  
Product Test

Come visit us at booth 212  
or drop us a line at [Line6.com/jobs](http://Line6.com/jobs)

## TASCAM® TEAC PROFESSIONAL

TASCAM, a leading innovator of professional audio recorders, mixers and related equipment in the pro audio industry, is looking to expand its Sales and Marketing presence in the US. We are currently looking for talented individuals with varying levels of experience. Whether you're already the Marketing Manager, or a salesman in the making, we would love to hear from you.

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*Marketing Manager* – TASCAM and TEAC Consumer Products

*Marketing Communications* – TASCAM and TEAC Consumer Products

*Product Evangelist/Social Media Manager* - TASCAM

If you are interested in working for a company that is a pioneer in home recording and post-production and whose products are relied upon by home users and professionals worldwide, then come by Booth #2282 and speak with Tanja Larabee for more information, or send your resume to:

Tanja Larabee  
Director of Human Resources  
TEAC/TASCAM  
[tpino@teac.com](mailto:tpino@teac.com)

TASCAM offers a generous benefits package including medical, dental, vision, life insurance and long term disability. We also offer a 401(k) plan, 2 weeks paid vacation the first year, in addition to wellness time and paid holidays.



## Giannini Guitars Bring Tradition From Brazil

In 1900, a period full of hope and change had begun to spread throughout Brazil. And that hope led the renowned Italian Luthier Tranquillo Giannini to decide to bet on his dreams and set up an acoustic musical instrument factory in Brazil — a land he loved.

Today, the Giannini family continues to follow the teachings of their founder, from quality control to a dedication to craftsmanship.

In 2012, the company set up Giannini USA to strengthen relationships with its American partners.

Giannini is showing that dedication at NAMM with the new Craviola, a stringed instrument that sounds a bit like a harpsichord and a bit like a viola. It's been played by everyone from Jimmy Page to Andy Summers.

🛒 **Giannini USA** ([gianniniguitars.com](http://gianniniguitars.com))

## Tama's Superstar Set Goes Jet Blue

Tama has expanded its Superstar Classic line with the addition of a new Jet Blue Burst lacquer finish.

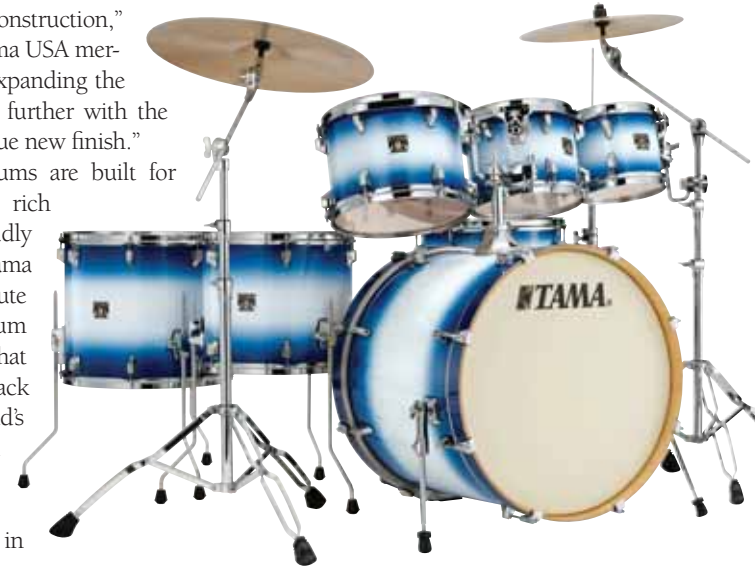
"Superstar Classic kits introduced a new generation of drummers to the benefits of Tama-quality, all-maple construction," said Charlie Hayashi, Tama USA merchandiser. "Now we're expanding the line's visual appeal even further with the introduction of this unique new finish."

Superstar Classic drums are built for versatility, presence and rich tone. Each drum proudly displays the original Tama T-style badge — a salute to Tama's original drum line of the same name that helped establish Tama back in the late 70s as the world's leader in modern drum building.

Superstar Classic sets are available in

7- and 5-piece shell pack configurations (including snare drum), as well as a 4-piece Jazz-configuration.

🛒 **Tama** ([tamadrum.co.jp](http://tamadrum.co.jp))



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# Source Audio Pedal Features 24 Effects

Source Audio has introduced the Nemesis Delay, a stereo delay pedal featuring 24 distinct effect engines ranging from vintage tape and analog delays to highly advanced pitch shifting, reverse, filter modulating and rhythmic delays. The Nemesis features eight onboard pre-sets, multiple delay taps, a hold function, tap tempo, full MIDI control and deep editing functionality with the Neuro Mobile App.



spectrum of delay effects, starting with a comprehensive collection of meticulously crafted vintage delay tones. Users will also find an advanced collection of sophisticated and specialized delay effects. The Nemesis is compatible with the Neuro Mobile App (a free download for iOS and Android). With the app users can edit, save, and share presets with others in the Nemesis/Neuro community.

The Nemesis Delay captures the full

Source Audio ([sourceaudio.net](http://sourceaudio.net))



# Graph Tech's Sonic 1 Resonates

Graph Tech Guitar Labs has added to its ResoMax Harmonic Guitar Bridge lineup with the ResoMax Sonic 1 One-Piece Wraparound.

The new ResoMax One-Piece Wraparound bridge is made with proprietary ResoMax alloy that is known for its strength, harmonic content and light weight. ResoMax alloy generates purified harmonics, which essentially talk to the guitar top by deciding which harmonics stay in the string, and which ones are transferred to the guitar body.

"ResoMax alloy brings added importance to the type and density of the wood used in the guitar body," said Dave Dunwoodie, president and founder of Graph Tech Guitar Labs.

Each ResoMax bridge features a patented Auto-Lock which magnetically locks the bridge to the posts without any tools, keeping the bridge in place during string changes, while supporting the string height adjustment posts when the strings are off.

Graph-Tech Guitar Labs ([graphtech.com](http://graphtech.com))

# D'Angelico Moves Back to New York City



D'Angelico Guitars are once again being built in New York. Announcing master-luthier Victor Baker as head luthier in June 2015, the first batch of custom Master-Builders has been completed for the arrival of 2016.

Working with his own two hands and the help of few assistants, these instruments pay homage to original founder John D'Angelico.

Also new for 2016 is the Deluxe Collection. For its six most popular Standard Series models, upgraded Deluxe Editions are now available. Re-designed by Victor Baker and the D'Angelico team in NYC, the Deluxe Collection features custom-made Seymour Duncan pickups, graphite nuts and new Dunlop frets.

D'Angelico ([dangelicoguitars.com](http://dangelicoguitars.com))

# Gator Debuts Improved TSA Series Cases

Gator Cases has updated its TSA lockable cases with new, improved hardware. The TSA series cases are geared for air travel with easy-to-use, TSA-approved locking latches.

Musicians can have peace of mind and lock up their gear before sending it through security. The refreshed TSA series is available for guitar, keyboard, mixer, microphone and general utility.

Surface mounted TSA latches now feature an improved latch housing for impact diversion. Guitar case models have also been updated with a thick black plush interior lining.

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



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Thursday  
January 21, 2016

**NAMM**® | U

## This Morning's NAMM U Breakfast Session

### Breakfast of Champions

**FREE Breakfast (First Come, First Served): 8 a.m.–8:30 a.m.**  
**Session: 8:30 a.m.–9:30 a.m.**  
**Pacific Ballrooms, Hilton Anaheim Hotel**

To celebrate its 10th anniversary, "Breakfast of Champions" will spotlight a rare and influential group: the industry game changers. These innovators, thought leaders and disruptors are making decisions that will impact the music products business now and far into the future. During this session, they'll sit down with NAMM President and CEO Joe Lamond for intimate, one-on-one conversations about the state of the industry, where we are now and where we're going.

## Today's TEC Tracks Keynote

### Eddie Kramer

**11 a.m., The Forum on Level 2 (203 A-B)**

Among the masters of the recording studio, no one ranks higher than Eddie Kramer. With a discography that's among the most impressive in the history of rock, Eddie helped to shape the music and careers of a generation of trendsetting musicians, including Jimi Hendrix, Led Zeppelin, The Rolling Stones, David Bowie, Eric Clapton and many other iconic recording artists. In Eddie's opening keynote, he'll tell tales of his unique history and reveal the mind of a renaissance genius.

## NAMM Idea Center Spotlight

### How to Win on Google

**11 a.m., NAMM Idea Center, Level 1 Lobby**

Prepare to change the way you think about Google and search engine optimization forever! Larry Bailin, a foremost authority on digital marketing, will reveal things about SEO that no one's ever told you and also show you a real-life industry success story. Forget what you know about SEO and Google—it's all about to change! If growing your business is high on your to-do list, you'll want to be at this session.



Check out the entire schedule of NAMM U and TEC Tracks sessions on the NAMM app, available for download from your mobile device's app store.

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**1,600+**  
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# TEC TRACKS

All TEC Tracks sessions will be held in rooms 202 A, 202 B and 203 A-B.

**11:00 A.M.**

### The Evolution of the Producer

**Terri Winston, Women's Audio Mission Master Class (202A)**

Join Women's Audio Mission for an industry panel on the evolution of the producer. How has the role of the producer evolved over time? What is the role of the producer today? Women in the music and audio industries, NAMM attendees, and Women's Audio Mission members are all invited to join!

### How to See Through the Hype: What Audio Product Specs Don't Tell You, and Why

**Jonathan Novick, Audio Precision and AES Board of Governors TEC Lab (202 B)**

Audio specifications can sometimes be confusing or even misleading. Musicians, sound technicians, DJs, pro-audio sales staff and anyone else who selects, works with or recommends audio equipment will want to understand some simple truths — power ratings and distortion measurements, for example. Learn about, and hear examples of, some of the basic issues in the signal path that can affect your sound on stage or in the studio. Presented in cooperation with AES.

### Keynote: Eddie Kramer

**Eddie Kramer The Forum (203 A-B)**

Among the masters of the recording studio, no one ranks higher than Eddie Kramer. With a discography that's among the most impressive in the history of rock, Kramer has helped shape the music and careers of a generation of trendsetting musicians, including Jimi Hendrix, Led Zeppelin, The Rolling Stones, David Bowie, Eric Clapton and many other iconic recording artists. In his opening keynote, Kramer will share tales of his unique history and reveal the mind of a renaissance genius.

**12:00 P.M.**

### Safe and Sound In-ear Monitoring: IEM Fundamentals

**Mark Frink, Mark Frink Live Sound Master Class (202A)**

Mark Frink, with Dr. Michael Santucci, Au. D., Sensaphonics and special guests, will delve into best practices and demonstrations for creating better in-ear monitor mixes. Discover how stereo custom in-ear monitoring can improve the experience for musicians when used correctly.

### Lighting 101: Lighting Basics for Music Stages

**Dan Weingarten, Dan Weingarten Lighting TEC Lab (202 B)**

This session will examine basic lighting theory and lay down a practical approach to lighting a stage in a music venue. Intended for beginners or those who want to refresh their lighting knowledge, it will cover elementary design and technology.

### Exec Roundtable: Keyboards and Virtual Instruments

**Craig Anderton The Forum (203 A-B)**

When it comes to getting essential information straight from the top, no one gets closer

to the source than Craig Anderton. In this session, he will lead a discussion of top manufacturing executives on the future of design and applications for keyboard and virtual instruments.

**1:00 P.M.**

### Why MIDI Matters: 2.6 Billion Devices and Counting

**MIDI Manufacturers Association Master Class (202A)**

From recent announcements by Apple, Google and Microsoft, there will soon be an astounding 2.6 billion MIDI-enabled computing devices on the planet. Learn how Web MIDI, Bluetooth MIDI, MIDI in Android M, and MIDI in Windows 10 will create more opportunities for making music and increase sales of digital music products.

### Getting Your Sound — In the Studio and Live

**Wes Maebe, Wesonator Sound Engineering TEC Lab (202 B)**

Do you work like crazy to get a great studio sound and then go nuts trying to recreate it on stage? Or maybe you've created a killer live sound that you just can't quite capture in the studio. Production ace Wes Maebe is here to show you how to bring your sounds totally together.

### Operating Cathedrals of Sound: Studio Managers' Panel

**Bridget Gardiner, Buddha Global The Forum (203 A-B)**

Buddha Global presents a studio managers' panel featuring top operators from some of the world's most iconic "Cathedrals of Sound" discussing the challenges of having a studio in today's world, and why you still need those big rooms. Moderated by Candace Stewart of EastWest Studios and featuring Paula Salvatore of Capitol Studios, Amy Burr of Larrabee Studios, and Rob Goodchild of United Recording Studios.

**2:00 P.M.**

### Audio Recording Basics: Tools and Formats

**John Mlynczak, Noteflight Master Class (202A)**

Want to start recording but not sure where to begin? There are many affordable and great-sounding recording options available, but also many factors in selecting the right tools for your music. This session will explore the most popular recording software and hardware options, discuss digital audio and minimum computer specifications, and provide resources to get started in recording right away.

### Multi-channel Panning for Production and Performance

**Wolfgang Michalowicz, Surfing Kangaroo Studio TEC Lab (202 B)**

Check out a panning concept that handles up to 128 channels and addresses the influence of composing, post-production, recording and live performance. From the easy-to-use simple stereo panning to the complexity of multichannel environments designed for electronic music instruments and enhanced for traditional instruments, this panel will give

THURSDAY, JANUARY 21, 2016

an overview of sophisticated production techniques of the future.

### Global Collaboration: Mixing and Translation

*Buddha Global*

*The Forum (203 A-B)*

When it all comes down to it in the studio, mixing is the critical step in making a recording that will have an impact in the world. This panel of leading studio mixers will discuss what it takes to bring it all together and apply the spices just right for an end product that conveys the maximum potential of the recording. The panel features Bob Clearmountain, Mark Needham, CJ Vanston and the Buddha Global Super Secret Guest — moderated by Mix magazine's Tom Kenny.

3:00 P.M.

### Optimizing Home Studio Acoustics

*Eric Smith, Auralex*

*Master Class (202A)*

More and more music recording and production work is being done in small home and private environments, and the shrinking nature of the tools of the trade make it seem as if anyone can pull off a masterpiece. Not true. Acoustics don't lie, and certainly aren't obvious, yet they can make or break the work you put into your recording. Auralex Acoustics President Eric Smith will show you how to optimize your space to get the best sound from what you have to work with.

### Audio for Augmented and Virtual Realities

*Anthony Mattana, Hooke Audio*

*TEC Lab (202 B)*

Over the next five years, the technological advances and studies revolving around sound and how we experience, consume, and engage with audio is going to transform our lives. Yet surprisingly our smartphones still only record in mono? How will audio influence the direction of AR and VR and what are some of the tools and applications we can look forward to for sound in these new realities.

### Smart Touring Panel

*Peter Sotos, Epic Proportions Tour*

*The Forum (203 A-B)*

Touring is a daunting task for most independent bands because the monetary loss can be substantial. Find out the common mistakes that bands make touring, learn unconventional yet proven methods for generating the most crossover fans and merchandise sales, all while sustaining a band on the road.

4:00 P.M.

### Secrets of the Million-dollar Indiegogo Campaigns

*Udayan Sinha, Indiegogo*

*Master Class (202A)*

Are crowd sourcing projects on the way out, or are they just getting started? In this session, Indiegogo's manager of design and technology outreach will share his insights on how the company's most successful campaigns were accomplished.

### Automated Stage Lighting and New Technologies

*Dan Weingarten, Dan Weingarten*

*Lighting*

### TEC Lab (202 B)

This session will explore the lighting of a performance stage that uses a combination of automated fixtures, LEDs and other lighting technology. It will start by looking at what technologies are available and how and when to use them. Then, it will delve into how to develop an approach to placement and set up, incorporating power and data distribution.

### Audio Formats for Film and Video Releases

*Brian Seagrave, Modern VideoFilm, Inc. and AES Los Angeles Section Committee*

*The Forum (203 A-B)*

While the current music business model has caused reduction in available budgets, and has made chances for success and profitability difficult, the film/video production market is strong. Professional content creators must create in surround formats, which stimulates growth in all retail studio product areas. This panel will bring you up to speed on the audio formats you need to know about.

5:00 P.M.

### Musical Innovations for Positive Impact

*Ma Tan, Matan Berkowitz*

*Master Class (202A)*

Ma Tan specializes in designing musical instruments for musicians with limited physical abilities. His instruments are custom tailored to the personalities and capabilities of otherwise gifted players, and allow them to fully express their musical ideas and inspirations. He is a one-of-a-kind creator with a message for everyone about the power of music and the limitless potential of human talent.

### Sound Synthesis: Present and Future II

*Oscar Caraballo, Sound Synthesis Club*

*TEC Lab (202 B)*

The Sound Synthesis Club was founded in 2007 in Silicon Valley, California, by a group of scientists and engineers who were designers of technologies for legendary companies and educational institutions. Panelists include: Dave Rossum, Rossum Electro-Music; Michelle Moog-Koussa, Bob Moog Foundation; Eric Persing, Spectrasonics; Suzanne Ciani, Seventh Wave; Michel Huygen, Neuronium; and Frederic Brun, Arturia.

### Innovating With Music as a Digital Commodity

*Ken Umezaki, Digital Daruma*

*The Forum (203 A-B)*

The digital economy has commoditized music, with profound ramifications for creators, consumers and the music industry across everything they do. The fundamental shift to a commodity business has created many challenges but, more importantly, tremendous opportunities for the music business. Come join innovative business leaders building businesses fit for the digital world, and get their perspective on the new music industry landscape. Panelists include: Benji Rogers, CEO, Pledgemusic; Stephen White, CEO, Dubset Media; Steve Martocci, CEO, Splice; Bryan Calhoun, Co-Founder, Freeform Development; and Ken Umezaki, President, Digital Daruma (moderator).



Thursday  
January 21, 2016

the music begins here  
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Featuring the 2016 NAMM TEC Awards!

### Get the FREE 2016 NAMM Show App

Trying to find a booth, locate a favorite company or learn which musical artists are appearing at this year's show? Download the free NAMM app from your mobile device's app store and search for "NAMM"—and you'll have everything you need to navigate your way around the show floor and plan your time at the show.

### Intellectual Property Forum: Protect Your Brand!

10 a.m., NAMM Member Center, ACC Lobby

Join us for the Intellectual Property Forum, as IP experts from the U.S. Patent and Trademark Office (USPTO) and fellow NAMM members discuss and share best practices. Participants can also take part in a Q&A session and suggest topics for NAMM's 2016 IP Academy with the USPTO.

### Intellectual Property Roundtables: Trademarks

11:30 a.m., NAMM Member Center, ACC Lobby

Stop by to hear everything you ever wanted to know about trademarks! Take advantage of small group and individual consultations with a representative from the USPTO.

### Import/Export Forum: What You Need to Know to Do Business Internationally

1 p.m., NAMM Member Center, ACC Lobby

Hear updates from experts on wood import regulations, including electronic documentation requirements, Lacey Act and upcoming ivory regulations. NAMM members affected by regulations impacting the shipment of plant or animal products are encouraged to attend. Learn how federal agencies can help you expand internationally and how to successfully import or export your products.

### Meet NAMM's Friends of Music Making

4:30 p.m., NAMM Member Center, ACC Lobby

Come by to meet and learn more about the organizations that work with The NAMM Foundation and share our industry's mission.

### Tonight on the NAMM Nissan Grand Plaza Stage

5:30 p.m., ACC Grand Plaza

Please join us for a very special **Industry Tribute**, as we remember the music industry professionals we've lost over the past year with a moving video accompanied by live bagpipe music from the Los Angeles Scots Pipe Band.



Then at **6 p.m.**, catch a performance by **Graham Nash**, a founding member of the legendary band Crosby, Stills and Nash, who will perform some of his new music, as well as his mega hits.



Get connected!

The NAMM app is your one-stop source for all show information. Search your app store for "NAMM."

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# SCHEDULE

THURSDAY, JANUARY 21, 2016

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

CONTINUED FROM PAGE 118

## 3:00 P.M. Social Media Strategies for the Music Education Market

**Cris Behrens of Summerhays Music;**  
**John Mlynczak of Noteflight**

In this session, Cris Behrens and John Mlynczak will cover helpful, tried-and-true tips for using social media to reach the music education market. They'll also reveal three examples of successful campaigns that you can use right away to engage educators, students and parents.

## 3:30 P.M. Improve Your Rental Business, Communications and Cash Flow

**Frank Pampenella,**  
**PM Music Center**

Want to make your school music rental business more efficient, and ultimately find new ways to add to the bottom line? Join Frank Pampenella as he shares six ideas that he's used to improve cash flow, operations and customer service in his successful rental program. He'll discuss tips for reducing late pays; improving communication between employees and road reps; developing trust with directors;

and delivering a consistent "boutique" experience to every director and student, no matter how large or small your business.

## 4:00 P.M. How to Keep Your Students Engaged in Lessons

**Mike & Miriam Risko,**  
**Mike Risko Music**

Mike and Miriam Risko run a thriving lesson program in a competitive market — the greater New York area. Their secret? Total engagement with students and their families. During this session, the Riskos will reveal how they do it. They'll discuss their best practices, including how they deliver fun education programs, create engaging social media posts and educate parents so they have realistic expectations for their kids. Get new ideas for keeping students engaged in lessons, and strengthen your program today.

## 4:30 P.M. Turn In-Store Events Into Profits

**David Vincent,**  
**Delve Texas (With Panel)**

In-store events aren't just a promotional opportunity — they're also a way for

brick-and-mortar retailers to increase sales, traffic and, ultimately, profits. Join David Vincent of Delve Texas, who will moderate this dynamic panel discussion and show you how to make the most of your in-store events. Discover retail success stories, along with tips for increasing foot traffic, promoting and capitalizing on events, and partnering with manufacturers. Vincent and his panel will also look at ways to use a manufacturer's artist roster as a sales tool.

## 5:00 P.M. 6 Key Strategies to Grow Your Business

**Chris White of White House of Music;**  
**Rick Drumm of Traction Business  
Coaching**

Do you wish you had a better way to find the right people, boost profitability and drive growth at your retail business? Are you feeling frustrated by a lack of control? Join Chris White of White House of Music and Rick Drumm, industry veteran and founder of Traction Business Coaching. They will reveal the six key components that are essential to growing your business. White and Drumm will also discuss how creating a culture of



Graham Nash performs on the Nissan Grand Plaza Stage, 6 p.m.

accountability and a clear vision for your store will build a foundation for real growth. Don't miss this opportunity to improve your business in the new year.

## 6:00 P.M. Graham Nash

**NAMM Nissan Grand Plaza Stage**

Enjoy the sounds of British singer-songwriter Graham Nash.



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Visit us in **Booth 5760, Hall B** to see what makes our instruments so great, and what sets us apart from all the rest.



Old-time Country and Bluegrass Music Performed Daily by the Tora Bora Boys @ 11:00am and 3:00pm



Blueridge  
BR-5060

Gitane  
DG-300

Regal  
RD-40V

Cremona  
SV-500

Kentucky  
KM-505

Diamond Head  
DU-350TCE

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**DIAMOND HEAD**

Ukuleles

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*Gold Star*

Banjos

*Legendary Banjos with that Prewar Tone!*



# SCHEDULE

THURSDAY, JANUARY 21, 2016

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



Breakfast Session, 8:30 a.m.

## BREAKFAST SESSION

8:30 A.M.—9:30 A.M.

### Breakfast of Champions

**Joe Lamond, President and CEO of NAMM, and guests**

*Hilton Anaheim Hotel, Pacific Ballrooms*

To celebrate its 10th anniversary, "Breakfast of Champions" will spotlight a rare and influential group: the industry game changers. During this session, they'll sit down with Lamond for intimate, one-on-one conversations about the state of the industry, where we are and where we're going. Join Lamond and these game changers, and get a head start on 2016. (Free breakfast served from 8–8:30 a.m.)

10:30 A.M.

### The Mobile Web: Get Into Your Customer's Pocket

**Grant Billings, Steinway Piano Gallery**

Join Grant Billings for a powerful session on successful mobile strategies for music retailers. Billings will discuss how he built a mobile website that's optimized for his business, and how you can, too. Walk away with best practices for going mobile and tips for improving your site.

11:00 A.M.

### How to Win on Google

**Larry Bailin, Single Throw Internet Marketing**

Fresh from NAMM's Retail Boot Camp, Larry Bailin, Internet marketing pioneer and best-selling author, will reveal things about SEO that no one's ever told you and also show you

a real-life industry success story.

11:30 A.M.

### Proven Instagram Tips to Build Your Customer Base

**Will Thompson, Habitual Social**

Instagram presents new opportunities to build your store's brand and turn fans into lifelong customers. Here, Will Thompson, founder of Habitual Social, will share instantly applicable techniques to help you improve your Instagram marketing. He'll also discuss how to take advantage of Instagram's new self-serve ads.

12:00 P.M.

### How to Improve the Customer Experience Right Away

**Tracy Leenman, Musical Innovations**

How do you create a customer experience that sets your music retail business apart — and keeps customers coming back over and over again? Find out from Tracy Leenman of Musical Innovations, NAMM's 2015 Dealer of the Year and the Top 100 Award winner for Best Customer Service.

12:30 P.M.

### 3 Strategies to Grow Your Lesson Program

**Joel Bertrand, Bertrand's Music**

Bertrand's Music has built one of Southern California's largest and most successful music lesson programs. In this session, Joel

Bertrand, the company's vice president, will share how they did it, looking at proven ideas you can use to increase your own student base and make your program more profitable. He'll discuss Bertrand's tried-and-true process for hiring and retaining teachers, promoting lessons inside and outside of the showroom, and outreach programs that create more engaged musicians — and lead to more lesson sign-ups.

1:00 P.M.

### Your YouTube Channel — Tips, Tricks and Analytics

**Jen Lowe, Boom Boom Percussion (With Panel)**

Want practical ideas to improve your YouTube channel and video marketing? Jen Lowe moderates a panel discussion of three YouTube and video marketing experts: Ben Werlin of MusicStoreLive.com, Nick Gordon of D'Addario and Michael Zapanta of MZFilms.tv. In a half-hour, you'll get a 360-degree look at how to tell your company's story using video, and how to turn that story into sales on YouTube.

1:30 P.M.

### The Secrets to Selling Your Toughest Customers

**Bob Popyk, Sales Guru**

Sales guru Bob Popyk will discuss ways you might not have thought of to get even your toughest customers to buy, make them regulars and save your sanity — all at the same time.



Chris White on growing your business, 5 p.m.



Pete Gamber on filling slow lesson times, 2 p.m.

2:00 P.M.

### Fill Your Lesson Rooms During the Dead Times

**Pete Gamber, Music Lessons Guru; Music Inc. Columnist**

We all have them, those dead times when we can't seem to get any students in the door. Lesson rooms that sit empty could be providing revenue for your store and your teachers. Join Pete Gamber as he explains proven ways to eliminate the dead times.

2:30 P.M.

### Video Storytelling: Your Most Powerful Marketing Tool

**Brian Artka of size43 and Grant Billings of Steinway Piano Gallery**

Join filmmaker Brian Artka of size43 and Grant Billings of Steinway Piano Gallery, to discover how to tell your company's story successfully with video. Artka and Billings have collaborated on effective music retail promotional videos, and here, they'll offer their tools, tips and best practices.

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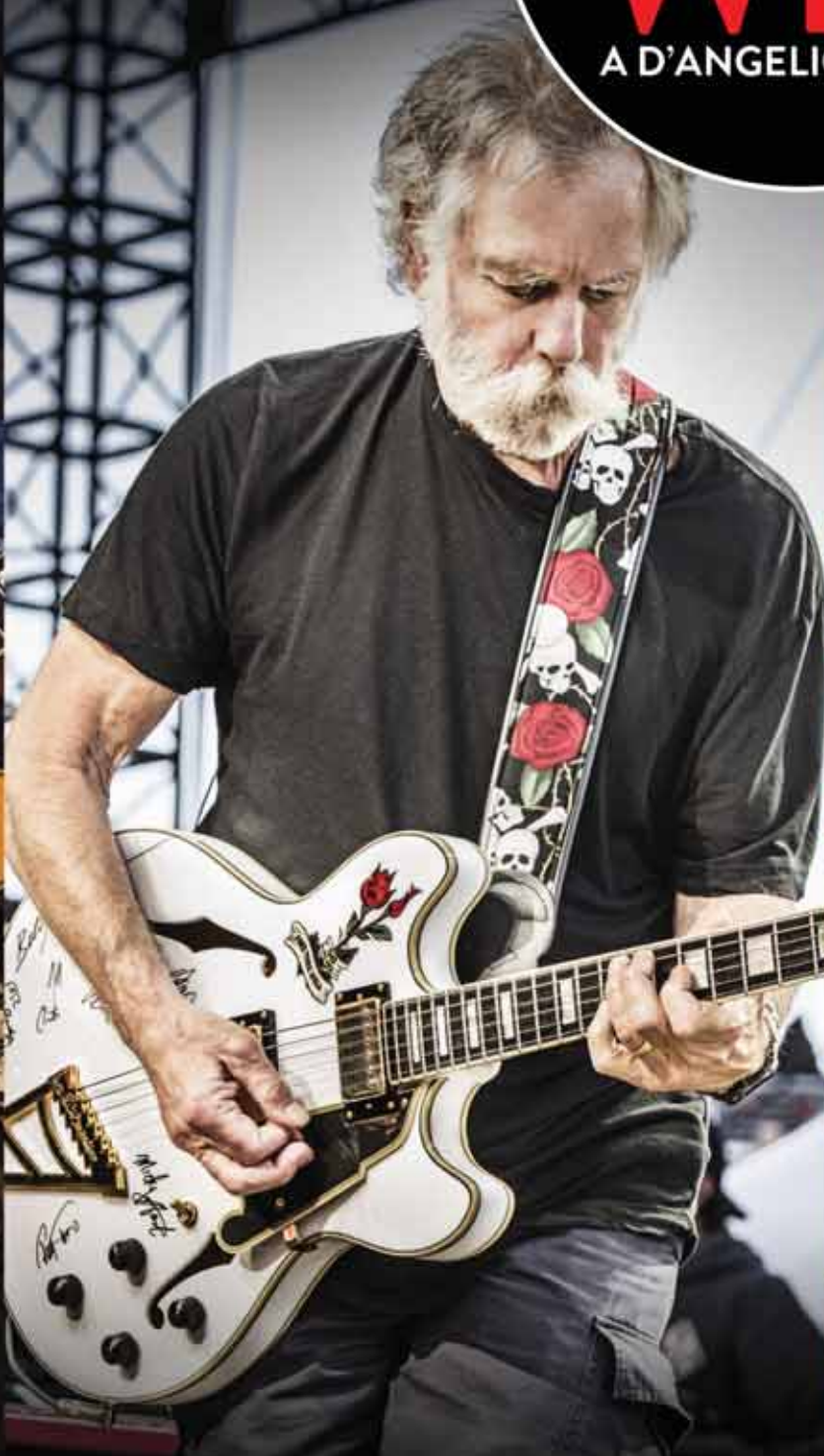
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