

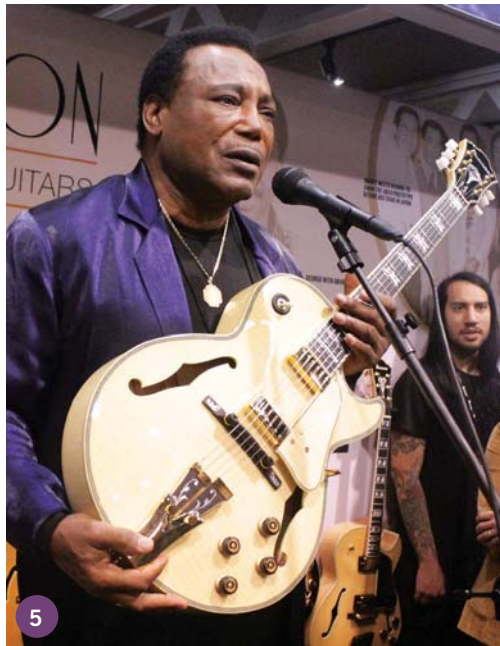
# UpBeat

The Official **NAMM** Show Publication

## DAILY



# ANAHEIM, WE LOVE IT!



Well, we've got one more shopping day before The 2017 NAMM Show is over. So, lace up those comfortable shoes, grab a cup of joe, and head over to the Anaheim Convention Center! If you're an early riser, stop in and check out Best In Show to see what some top retailers think are the hottest products for 2017. (See below for more info.) And it's never too early to plan ahead. Summer NAMM 2017 is July 13–15. To leave you with some great memories, here are a few stars *UpBeat* caught around the show!

1. From left: Brian Miller, Jody Espina and Don Braden jam at the JodyJazz/Legere/BG Jazz Jam at the Hilton Friday night.
2. The John Lennon Educational Tour Bus kicked off its 20th Anniversary at The NAMM Show and the stars came out to celebrate. From left: Janet Wozniak, the Lennon Bus' Brian Rothschild and Apple co-founder Steve Wozniak on the bus.
3. Grateful Dead's Bob Weir performs at D'Angelico Guitars' booth during the company's VIP Party on Friday night, which also featured appearances by Doobie Brothers guitarist Jeff "Skunk" Baxter, Guns N' Roses drummer Matt Sorum, The Rascals guitarist Gene Cornish and pedal lap steel guitarist Robert Randolph.
4. Alex Acuña performs at Sabian Live on Friday night.
5. George Benson shows off his 40th Anniversary Ibanez Signature Model.
6. Richie Sambora and Orianthi of RSO perform on the opening day of The NAMM Show.

### BREAKFAST SESSION



#### BEST IN SHOW

Come hear six leading retailers discuss the best products they have seen at The 2017 NAMM Show!

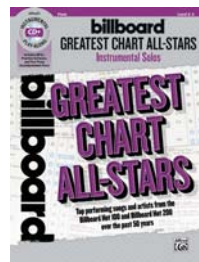
NAMM U Session  
Page 38



Reverend's Kyle Shutt Model  
Page 20



PreSonus Extends Series III  
Page 22



Alfred Delivers Hits  
Page 26



Gator's Guitar Seat  
Page 30



Roland® RD-2000

# COMMAND THE STAGE

Introducing the RD-2000, the latest in a generation of long-running RD stage pianos. Equipped with dual sound engines, exceptional feel, and advanced controller features, the RD-2000 offers top-level live and studio performance for modern working pianists.



## CONTROL CENTRAL WITH SOFTWARE INTEGRATION



The RD-2000 features 8 zones that can be used to control internal sounds or external sources such as Apple MainStage\* or Forte\*\*. Knobs and sliders for each zone control a multitude of parameters with LED indicators to easily see your setup on any stage.

Visit Roland at Winter NAMM on Level 3 booth #300A | [www.roland.com](http://www.roland.com)

\*Apple MainStage 3 is a trademark of Apple, Inc., registered in the U.S. and other countries.

\*\*Forte is a licensed product of Brainspan.



# LAURENCE JUBER GETS HIS DISTINCTIVE SOUND WITH STRINGS FROM A SPECIAL PLACE:

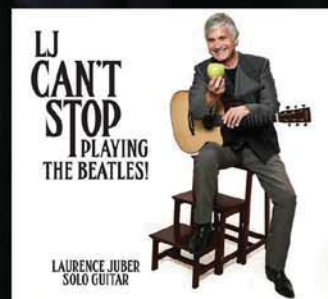
THE 1930S.



31ST ANNUAL  
MUSIC & SOUND  
**Awards**  
Nominee

#staytuned  
[martinstrings.com/Retros](http://martinstrings.com/Retros)

Visit Martin Guitar at Hall B, Booth 5454  
to preview their 2017 Winter New Models.



LAURENCE JUBER  
Album available everywhere  
[laurencejuber.com](http://laurencejuber.com)

Photo: Mickey Deneher



## Tascam Designs for the Pros

Tascam has introduced a number of products designed for the professional installation, sound reinforcement and house of worship markets. These include the SS-R250N solid-state recorder and SS-CDR250N solid-state/CD recorder, as well as the RC-SS150 controller, IF-DA2 Dante card and the CD-A580 Cassette/CD/USB Player recorder.

Building on the best-selling SS-CDR200, the SS-R250N and SS-CDR250N meet and exceed the demands of modern installations, offering powerful



features like networking, scheduled recording and optional Dante support via the IF-DA2 Dante card.

The units have also been designed to pair with and power the

RC-SS150 Flash Remote controller, which features a full-color LCD screen, start and stop control, and 12 flash play buttons.

The CD-A580 CD, USB and Cassette Player/recorder is a feature-rich, multi-platform playback unit designed for years of trouble-free use.

 **Tascam** ([tascam.com](http://tascam.com))


## Dunnett Earns Titanium Association's Award

Musician, designer and innovator Ronn Dunnett, president of Dunnett Classic Drums, has received the International Titanium Association's 2016 Application Development Award. The award lauds Dunnett for his work in the development and perfection of a titanium drum shell. Members of the ITA's executive board presented Dunnett with the award at Titanium USA 2016, the 32nd annual international conference and exhibition held Sept. 25–28 in Scottsdale, Arizona. The award includes a prize of \$20,000.

"This is my Oscar, my Grammy, my Juno — my lifetime achievement award," Dunnett said. "But it's even more than that. It is the ultimate vindication. My work has never been about anything more than the relentless



pursuit of quality sound. To receive the ITA Application Development award — especially from an organization outside of the music industry — that is as real as it gets."

 **Dunnett Classic Drums** ([dunnett.com](http://dunnett.com))



## Taylor Discusses Early Struggles at NAMM YP

NAMM Young Professionals (NAMM YP), an organization for MI members under the age of 40, featured Taylor Guitars' President and Co-founder Bob Taylor as its keynote speaker during its annual lecture event on Friday.

"In the music industry there are many names that we know and respect, and Bob Taylor is definitely one of them," said Jamie Deering, a NAMM YP board member.

Taylor shared his passion for making guitars, his humble beginnings when he co-founded the business with his partner in 1974, as well as how he remained positive during hard times.

"We spent years and years struggling," Taylor said. "If we saw a gas and electric truck coming down the road, we were sure they were coming to turn off our power, but

finally we started getting ahead, and people were buying our guitars. We learned how to make a couple nickels at the end of the day."

In the company's second year, Taylor Guitars built roughly 32 guitars. Now, it produces 700 guitars a day.

Taylor went on to discuss how Taylor Guitars plans to be a globally sustainable company. "Guitar-making uses a lot of tropical woods," Taylor said. "The woods that we are used to is ebony on the fretboard, rosewood on the back and sides, and mahogany on the back and sides."

In 2016, Taylor Guitars planted 10,000 Koa trees. "It wouldn't surprise me if we did three or four times that in 2017," Taylor said.


The NAMM YP event also featured a Q&A session, raffle and networking session.

 **NAMM YP** ([namm.org](http://namm.org))

## SMASHmouse Lets Users 'Kick to Click'

SMASHmouse is a universal foot pedal that can function as a mouse and also features the company's SMASHclick technology, which enables users to trigger more than nine commands of their software. As a result, users can control multiple programs with one easy click.

"This means no more having to buy multiple pedals to control your effect pedals, turn your digital sheet music pages, start/stop recording with your A/V multimedia and pro audio, and more," said Robb Dillon, inventor of SMASHmouse. "No more moving your foot from pedal to pedal and switch to switch — now you can simply kick it to click it."

 **SMASHmouse** ([smashmouseusa.com](http://smashmouseusa.com))



## Roland Names New Positions

Roland has announced several new company positions as part of a comprehensive business plan designed to ensure ongoing expansion and long-term growth. The announcement, made by Roland Corp. Senior Executive Officer Gordon Raison, further emphasizes the company's commitment to serving its customers' and retailers' needs while leveraging the depth of talent and resources that exist throughout the Roland organization.

From left: Brian Alli, vice president of artist relations and business development; Paul McCabe, vice president of marketing; Crispijn Smals, vice president of accessories; Gordon Raison, senior executive officer; Jay Wanamaker, Roland Corp. North America president and CEO; Tony Price, Roland Corp. U.S. vice president of sales; and Brian Dupas, Roland Canada Ltd. managing director.

 **Roland Corporation** ([roland.com](http://roland.com))

## Gator Frameworks Media Tray Series Rises to the Surface

Gator Frameworks' Media Tray series offers a versatile stand solution for virtually any industry or media need.

The new Media Trays are available in two models suitable for laptops, projectors, production samplers, drum pad controllers, sheet music, keyboard controllers and more.

The heavy-duty steel trays adjust and tilt for the perfect angle. The ability to reverse the tray provides a lip at the edge to keep non-mounted items from sliding off. Adhesive EVA rubber pads are

included to adhere to the surface of the tray and prevent slippage of equipment.

The series features a compact, collapsible tripod design providing a sturdy stand that's easy to store. Built-in safety pins and removable red rings on the rubber grip feet add extra security by reducing the risk of tripping or toppling the stand. The Media Tray series includes retail-friendly packaging.

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





# ALFRED MUSIC STAFF PICKS

**Manuel "Manny" Miller, Sales Rep**

**Years at Alfred Music:** Two

**Instruments:** Guitar, Piano, Voice,  
Native American Flute, Melodica

**Best Perk of Working at Alfred Music:**  
Shredding with musician coworkers

**Favorite Genres to Play:** Jazz Fusion,  
Post-Hardcore Rock, Classical

**Favorite Artists:** Queen, Drake,  
Paco de Lucía

**First Concert Experience:**  
Lynyrd Skynyrd, 2006

Fifteen years and a hundred guitars ago, I was new to the guitar, but I wanted to rock—chug the low string riffs like a pro, know how and when to sus chords, and shred the full fretboard, not just one position.

*Sound Innovations for Guitar* nails all that and more. Pedagogy is creatively sequenced with rote to fuse memorizing, playing by ear, and reading. This modern method is miles ahead of anything else out there, and the book that every guitar student should learn from.



BOOTH  
#4618  
alfred.com





7  
SERIES

INTRODUCING  
**MASTER  
REFERENCE  
MONITORS**

(( P O W E R E D ))



708P

705P



## DIVE IN

JBL charted new sonic territory with the flagship M2 Master Reference studio monitors, featuring JBL Image Control Waveguides and next-generation driver technologies. Now modern music, post and broadcast facilities can benefit from this same technology—and become fully immersed in the mix—with the new JBL 7 Series Powered Master Reference Monitors. Riding the crest of JBL's advanced acoustic engineering, you'll experience dramatic dynamic range, detailed imaging, and an expansive soundstage. Low-frequency performance into the 30 Hz range enables you to explore new depths, while JBL's annular-diaphragm compression driver delivers refined high frequency response beyond 36 kHz with very low distortion. Integrated equalization allows fine tuning for room acoustics and behind-the-screen applications. Delivering two to three times the output of other studio monitors, 7 Series empowers you to get the best results, while enjoying the creative process.

**Please visit us in booth #7800.**

Get social at the NAMM show and share your **JBL 70th anniversary** photos online using **#JBL70** for a chance to win daily prizes.

**Hear the truth.**







Gravity® is a brand  
of the Adam Hall Group.

VISIT US @ THE  
**NAMM SHOW**  
HALL B #5478



# THE NEW FORCE

IN THE FIELD OF INNOVATIVE PREMIUM STANDS.

available colours:



CATEGORY  
MICROPHONE  
STANDS

DESIGNED & ENGINEERED  
IN GERMANY.



[www.facebook.com/gravitystands](http://www.facebook.com/gravitystands)  
[www.youtube.com/gravitystands](http://www.youtube.com/gravitystands)  
[blog.adamhall.com](http://blog.adamhall.com)

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

Gravity® is a brand of the Adam Hall Group.



# Line 6 Packs a Punch

Line 6 has introduced the Variax Shuriken guitar, co-designed by guitarist Steve “Stevic” MacKay of Twelve Foot Ninja. Featuring a baritone scale length, advanced Variax HD technology and a bold body shape, Variax Shuriken delivers crisp tone and versatility for both studio and stage.

“Variax Shuriken is our first artist-designed instrument,” said Marcus Ryle, president of Line 6. “For heavier or more technical styles of music, Variax Shuriken offers clear and tight tone as well as unrivaled versatility for any performance scenario.”

Featuring a 27-inch baritone scale length, the guitar delivers optimized playability for guitarists who perform with heavier strings and lower tunings. The extended length provides punchier tones and works in conjunction with Variax alternative tunings. As a result, guitarists can play in any tuning they wish, regardless of the tension and feel of the strings.

Variax Shuriken can be incorporated into any guitar rig, but is optimized for use with Line 6 modelers and multi-effects, including the Helix, POD, HD and Firehawk families.

Variax Shuriken is initially available in a limited production run and will be available early spring.

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

## Chapman Guitars Uses Feedback, Adds 29 Models

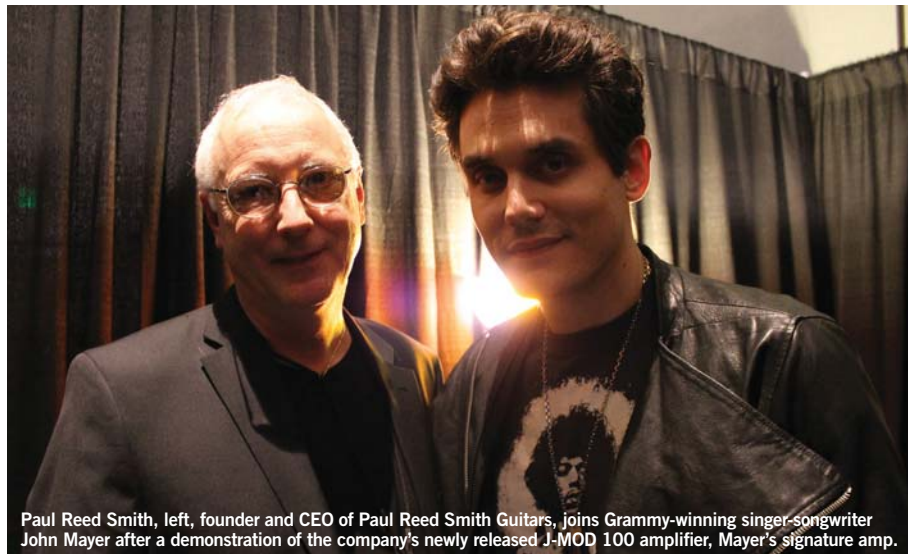
Since its conception in June 2009, Chapman Guitars has grown exponentially.

In 2015, the company decided it wanted to go through some fundamentally huge changes. Launching in 2017 is the culmination of 18 months worth of feedback, comments, chats and meetings with the guitar-playing public.

Chapman Guitars is launching 29 completely new guitars to its lineup, including the MLV, split between its Standard and Pro series.

The new designs are in direct response to feedback the company received.

🛒 [Chapman Guitars \(chapmanguitars.co.uk\)](http://chapmanguitars.co.uk)



Paul Reed Smith, left, founder and CEO of Paul Reed Smith Guitars, joins Grammy-winning singer-songwriter John Mayer after a demonstration of the company's newly released J-MOD 100 amplifier, Mayer's signature amp.

## John Mayer Demonstrates Signature Amp From PRS

Grammy-winning singer-songwriter John Mayer was on hand at the PRS Guitars booth on Friday to demonstrate his new signature amp, the J-MOD 100 — one of the company's new additions for 2017.

Mayer, who released the first phase of his new album, *The Search For Everything: Wave One*, on Friday, conversed with Paul Reed Smith, founder of PRS Guitars, and performed excerpts from songs by the Grateful Dead. Mayer is currently serving as lead vocalist and guitarist for the Dead & Company, which recently announced a Summer 2017 U.S. tour.

“I needed an amp to go on the Dead & Company tour, and to accompany the guitar that [PRS] and I worked on together,”

said Mayer, referring to his signature model, The Super Eagle, which the company made available for limited release in early 2016. “But I was really looking for an amp that would stop the hunt for amps. You want to get the amp you love that defines your sound going forward ... Once we had discovered that sound, it made ultimate sense to bring that to other people.”

Features of the J-MOD 100 include a Cinemag Texas 100 output transformer, 4 by 12AX7/ECC83S preamp tubes, four by 6L6 power tubes and a switchable gain stage and effects loop.

The amp delivers 100 watts into a single channel and comes in Stealth with Salt and Pepper Grill Cloth and Gold Piping.

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



## Peavey Offers Sturdy Solution

Guitarists with heavier tastes looking for their next upgrade will find a sturdy solution in Peavey's invective.120 Head and invective.212 Cabinet. With design input from Periphery's Misha Mansoor, this dynamic duo is made for each other to help players achieve the most revered metal sounds, from woody and clean to extreme high gain tones.

Peavey's invective.120 Head delivers quality sound with four matched JJ-6L6Gc output tubes with top-loaded bias test points and adjustments. The amp has a single input with three key remote switchable channels: clean, crunch and lead. The

lead and crunch channels feature a shared switchable front end boost fast attack input noise gate with a threshold for complete control over muting.

The Peavey invective.212 Cabinet is suited for use with the invective.120 Head. The solid pine construction provides responsive dynamics and complements the metal-standard Celestion Vintage 30 speaker paired with the Creamback G12H-75. The cabinet's finger-jointed construction and quality components used throughout ensure its road worthiness and reliability.

🛒 [Peavey \(peavey.com\)](http://peavey.com)

## Plus Pedal Bridges Rhythm, Lead Playing Gap

The Plus Pedal is an audio processing engine that offers piano-style sustain for electric guitars and melodic instruments. The pedal is more than a stompbox — it's an extension of your instrument that bridges the gap between rhythm and lead playing.

Users can create arrangements by playing lead lines on top of sustained chords, combine up to five different sounds to build multi-layered drones, or use the Wet only mode to give their instruments a new character.

The Plus Pedal is not a looper, nor a delay or reverb pedal — it's a combination of a guitar stompbox and a piano's damper pedal, based on real-time sampling and looping. The pedal can be used with acoustic instruments such as brass or woodwinds and even vocals.

🛒 [Plus Pedal \(pluspedal.com\)](http://pluspedal.com)



## IK Multimedia Delivers iLoud

IK Multimedia announced a slew of new products during a press conference on Friday afternoon, including its iLoud Micro Monitor, ultra-compact, high-quality reference studio monitors.

“[The Micro Monitor] makes it possible for [musicians] to have a professional studio monitor with them that they can put into their laptop bag and travel with them anywhere they go,” said Enrico Iori, IK Multimedia's CEO.

Iori also highlighted IK Multimedia's Fender Collection 2 for AmpliTube, a new collaboration with the product designers and R&D team at Fender that brings some of the most popular and genre-defining tones of the golden years of Fender's amplifiers to AmpliTube for Mac and PC. Fender Collection 2 for AmpliTube offers seven of Fender's most sought after vintage amplifiers and reissues.

“We have reached a new level of modeling with the Fender Collection 2, which represents the peak of our technology,” Iori said.

Following the product launches, the new gear was demoed by the band NAMM Misfits with special guest R&B singer Eric Benét.

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





# ROCKBAG®

by Warwick®

We've got you covered!

## Security & Comfort.



- Starline  
Guitar & Bass Bags



Handmade Genuine Leather -  
Guitar & Bass Bags



Water-resistant  
RokTex® Surface  
Inner RokTex® protection  
for mechanics and bridge  
Extra Protecting  
Foam Cushioning  
PVC-reinforced bottom  
with rubber feet  
Soft Cushioned Straps  
for comfort

- Universal Guitar
- Universal Bass
- Hollow Elec. Guitar
- Hollow Elec. Bass
- Acoustic Guitar
- Acoustic Bass
- and More!\*

High Grade Selected  
Water Buffalo Leather  
6 Layer Structure  
Extra Polyethylene  
Foam Protection  
Tear Proof Seams  
Solid Chrome Hook  
Hardware  
Soft Cushioned Straps  
for comfort

- Universal Guitar -
- Universal Bass -
- Hollow Elec. Guitar -
- Hollow Elec. Bass -
- Acoustic Guitar -
- Acoustic Bass -
- and More!\*



## ROCKCARE®

- Professional RockCare Kit  
includes the ROCK N' RULER!



\*Come see us at our NAMM booth for information on the full line!

Framus-Warwick Music USA, seeking Independent Sales Representatives. Inquire at Booth #4576



- Deluxe Bags  
Great for Students  
Plenty of Storage  
Cushioned Straps  
Sturdy Metal Feet

- Elec. Guitar
- Elec. Bass
- Acoustic
- and More!\*

Leather not your thing? Try our Pro-Line of  
Artificial Leather Bags!\*



Fancy as  
Faux!

the NAMM  
show 17

Hall C Booth#4576

Framus & Warwick Music USA, Inc. • 1113 12th Avenue South • Nashville, TN • 37203

[www.rockbag.de](http://www.rockbag.de)

[info@rockbag.de](mailto:info@rockbag.de)

(615) 730 - 6497

[www.facebook.com/warwickframus](http://www.facebook.com/warwickframus)



# Summer<sup>17</sup> NAMM<sup>®</sup>

the **inspiration** begins here

1,600 + brands • Retail Boot Camp • NAMM U Breakfast Sessions • NAMM Idea Center  
TEC Tracks • Live Music • Top 100 Dealer Awards

Set within one of America's most musical cities showcasing a complete product landscape with all the gear your customers want, Summer NAMM celebrates the local community music store and honors our industry's Top 100 Dealers.

Discover the latest product innovations for the fall and holiday season, learn from free professional education across four tracks, network, build business relationships and have some fun in Music City, USA.

Register for badges and book your hotel beginning  
Wednesday, March 29, 2017

Nashville  
MUSIC CITY

SUMMER NAMM<sup>®</sup>

JULY 13-15, 2017 • MUSIC CITY CENTER • NASHVILLE, TENNESSEE • NAMM.ORG/SUMMER

Join the conversation! #SUMMERNAMM



# *twist*

INTRODUCING

## ELLA

*The Planar Magnetic Headphone with a Twist.*

# *shout*

INTRODUCING

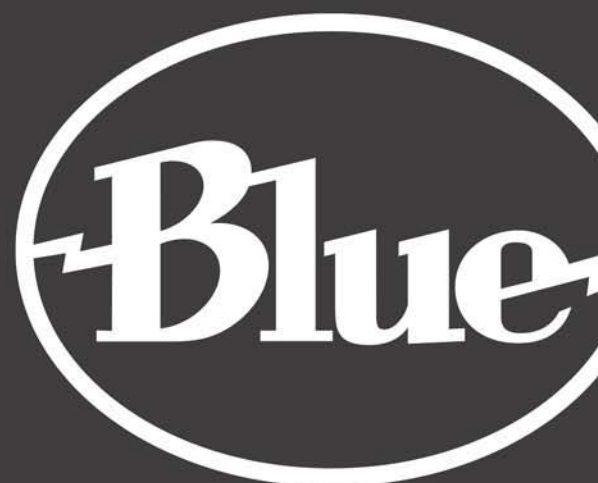
## SADIE

*Mobile Devices, Meet Your Sonic Soulmate.*

For 20 years, the world's greatest artists have used Blue microphones in the studio.  
That's why we're passionate about delivering their music truthfully and powerfully.

CHECK OUT BLUE HEADPHONES AT NAMM 2017 | HALL A BOOTH # 6520

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





## BRIEFS

### Vandoren Unveils V16 Reeds for Bari

Vandoren now offers V16 reeds for baritone saxophone. As the thickest of the Vandoren jazz cuts, V16 reeds have been appreciated for a full, husky sound and strong attack for soprano, alto and tenor saxophone. Jazz baritone players now have all the same jazz reed options as other saxophonists: V16, JAVA, JAVA Red and ZZ reeds.

"Bari players have been asking for this for a long time," said Michael Fenoglio, Vandoren product specialist.

🛒 [Vandoren \(dansr.com/vandoren\)](http://Vandoren.com/dansr.com/vandoren)



### Fostex Launches TE04 Series

Fostex has introduced the TE04BK, TE04BL, TE04RD and TE04WH stereo earphones. The new TE04 series are inner-ear, monitor-type earphones with specially tuned, 8-millimeter dynamic drivers and closed housing. They are designed to deliver rich low frequencies and crystal-clear high frequencies in precise balance.

🛒 [AM&S \(americanmusicandsound.com\)](http://AM&S.com/americanmusicandsound.com)



### Full Contact Hardware Unveils LX2 Tailpiece

Babicz and AP International, distributors of Full Contact Hardware, have added the LX2 tailpiece. It features locking set screws and two stud nuts.

🛒 [Full Contact Hardware \(fullcontacthardware.com\)](http://FullContactHardware.com/fullcontacthardware.com)

### Roland Adds New Kick Drum for V-Drums

Roland has unveiled the KD-220-BC, an acoustic/electronic kick drum for V-Drums. The KD-220-BC enables users to incorporate the familiar feel and look of a standard bass drum with their favorite V-Drums set.

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



Larry Bailin at Friday's "2020: Future-proof Your Business" Breakfast Session

### Larry Bailin's Insight on Innovation

Larry Bailin, best-selling author and award-winning marketing executive, was the keynote speaker at Friday's Breakfast Session titled "2020: Future-proof Your Business." Bailin discussed how innovation has changed our world and how to not only survive but thrive in our ever-changing world.

"It's a very noisy world that we live in," Bailin said. "Your customers, the average American, is exposed to 1,000 marketing messages daily. It's a lot. Your customers are bombarded, and every day more and more people want a piece of their attention. You have to be better at grabbing your piece of their attention."

Bailin pointed out that in the last 10 years, major companies that have gone out of business, filed for bankruptcy or shut down locations, including Gap, Kodak, Borders, Radio Shack, Circuit City, Blackberry and Sbarro.

"A lot happens in 10 years," Bailin said.

"We are only 36 months away from an entirely new decade that promises that everything will be different."

In the last 10 years, 3-D printing, tablets, video streaming and wearable technology were introduced. Bailin also mentioned new services that are changing the shopping and retail experience — such as Amazon Go and Amazon's drone delivery, which launched 44 days ago.

By using new technology, such as Google Cardboard, a virtual reality headset, business owners can win over customers because other competitors are not doing those things, Bailin said.

"Industries change; one innovation can change everything. And, we're in a world of innovation. Innovation is the driving thrust of everything today. There's no stopping innovation. This is the industrial age for innovation."



### Tech 21 Introduces GED-2112 SansAmp

Rush's Geddy Lee has been performing without onstage amps and speakers since the "Test for Echo Tour" in 1996, favoring major household appliances instead. Known for using a variety of gear to create interesting, layered tones, Lee has included the SansAmp RBI and/or the SansAmp RPM in his rig since 2001. Wanting to streamline and simplify his gear for new projects, Lee partnered with Tech 21 to design a signature SansAmp, the GED-2112.

"The GED-2112 is really a continuation of my long-time approach to bass tone," said Lee. "A 'deep clean' tone coupled with the 'edgy crunch' I get from the SansAmp RPM now all in one box. With selectable A/B inputs, and separate balanced and unbalanced direct outputs, this box is the foundation for great bass tone in any setup. Plus it's green!"

Creating the GED-2112 involved distilling a rack-load of equipment into a single rack-space. It resulted in a new format for Parallel Pre-Amping — having two separate internal pre-amps that run in parallel.

The Drive pre-amp section is based upon the versatile SansAmp RPM, for a wide range of sonic possibilities. The Deep pre-amp section covers low-end boost for thick, meaty tones. Saturation goes from clean in lower settings to increased harmonics and tube-like compression in higher settings. To keep things lean and efficient, the EQ curve is preset to Lee's personal specs. Players can use either section independently or blend them externally direct to a mixing board as well as to two amplifiers.

Features include dual, all-analog SansAmp circuits; Drive for gain and overdrive; Blend to adjust the ratio of SansAmp tube amp emulation and direct signal; sweepable semi-parametric EQ; Saturation to dial in the warmth of an inductor/transformer-based DI; dedicated 1/4-inch and XLR direct outputs for each pre-amp section; Effect Loop with Mix 50/50 switch; tuner output; unaffected 1/4-inch output; and front panel A/B switching to have two basses ready to go.

🛒 [Tech 21 \(tech21nyc.com\)](http://Tech21.com/tech21nyc.com)

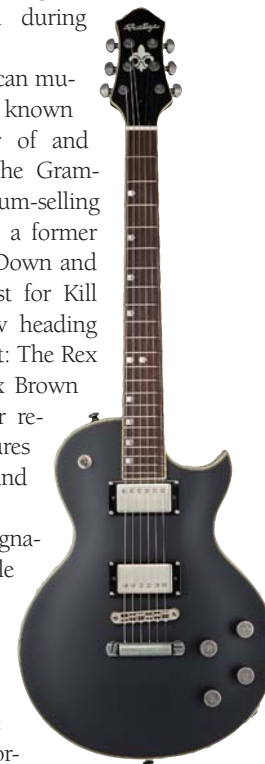
### Prestige Unleashes Rex Brown Model

Prestige Guitars has teamed up with rock legend Rex Brown to design and release his first signature model six-string guitar. The Rex Brown Custom Signature Model was unveiled during NAMM.

Brown is an American musician and author, best known as founding member of and longtime bassist for the Grammy-nominated, platinum-selling group Pantera. He is a former member of the band Down and is currently the bassist for Kill Devil Hill. He is now heading up his first solo project: The Rex Brown Band. The Rex Brown Band album is set for release in May and features Brown on guitar, bass and lead vocals.

The Rex Brown Signature Model is a single cutaway solid body, designed in collaboration with Brown and to his "dream guitar" specs. In creating the model, Prestige incorporated Brown's appreciation for vintage tone and feel, while bringing modern components to ensure that the instrument would capture his voice both in the studio and on the road.

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



### Yamaha Launches 50th Anniversary Custom Z alto sax

Yamaha has unveiled the 50th anniversary Custom Z alto saxophone, which commemorates half a century of Yamaha wind instrument production.

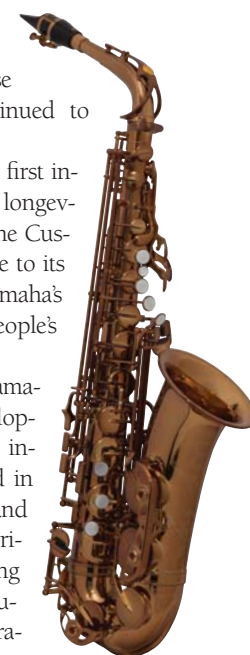
Featuring a "vintage bronze" finish and intricate engraving on the neck, the Custom Z saxophone will have a limited run of 50 units.

Yamaha launched its first wind instrument, the YTR-1 trumpet, in 1966. The first Yamaha saxophone debuted a year later. Since then, Yamaha has developed a wide range of brass and woodwind instruments, and the technology, craftsmanship and specifications required to create these instruments has continued to evolve.

The Custom Z was first introduced in 2003. The longevity and popularity of the Custom Z line are a tribute to its success and affirm Yamaha's vision of enriching people's lives through music.

"The history of Yamaha saxophone development is a history of innovative leaps forward in instrument design and development," said Brian Petterson, marketing manager, wind instruments, Yamaha Corporation of America.

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





NAMM BOOTH 6320

# TRUST THE ORIGINAL

SETTING  
STANDARDS

INNOVATIVE  
SOLUTIONS

SUPERIOR  
QUALITY

UNMATCHED  
RELIABILITY



## speakON®

More than just connectors. We put our long time know-how and our whole passion into our innovative products and unique solutions. No matter whether a rock band or a lighting designer, an industrial application or a broadcast studio – Neutrik offers high quality and reliable solutions for every application. For more information visit [www.neutrik.com](http://www.neutrik.com)

**NEUTRIK®**

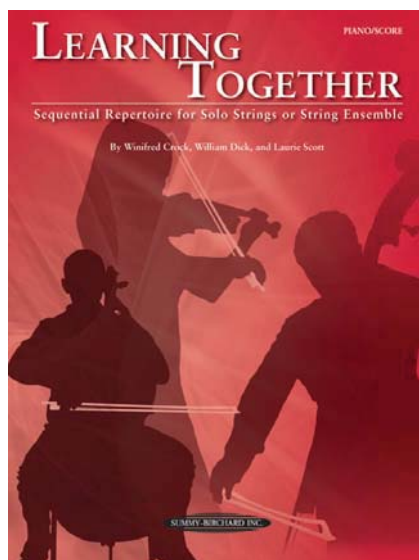


## Learn Together With Alfred

Alfred Music has announced the complete release of *Learning Together, Volume 2* for violin, viola, cello, bass and piano — joining *Volume 1* as a teaching resource for strings.

*Learning Together* consists of a sequential unison repertoire for string instruments of the orchestra and is intended for use in string classes, group ensembles and private lesson settings. It can be used to establish solo technique, introduce ensemble skills, develop aural skills, and as a foundation for learning to read music.

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



## A-T Mic Features Transient Response

Audio-Technica's Artist Elite AE2300 Dynamic Cardioid Instrument Microphone features the company's proprietary double-dome diaphragm construction, giving it high-frequency and transient response.

With its rugged, brass-metal construction, low-profile design and the ability to handle high SPLs, the AE2300 is a versatile performer able to capture sound from guitar amps, brass and woodwinds, drums and percussion instruments with clarity and precision.

The double-dome diaphragm construction lets the AE2300 maintain directionality across the entire frequency range, with little off-axis coloration for excellent phase

cohesion in multiple-mic setups.

The microphone is also equipped with a switchable low-pass filter that cuts out harsh, high-frequency noise, such as hiss from a guitar amp or high-hat bleed.

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



## WHAT COLOR IS YOUR SOUND?

#myvandorencolor



Grown, naturally dried, manufactured and packaged in the south of France. The one and only...

**Vandoren®**  
PARIS

See the amazing line of Vandoren products at NAMM booth #3112

## Graph Tech Partners With Jen1ne

Graph Tech Guitar Labs has announced a distribution partnership with Jen1ne.

"We want every guitarist in the world to sound better and play better, and we are excited to partner with Jen1ne Distributors to bring Graph Tech performance to the guitar players in the Philippines," said Dave Dunwoodie, president of Graph Tech. "Graph Tech is looking forward to a long lasting business relationship with Jen1ne."

INFO **Graph Tech** ([graphtech.com](http://graphtech.com))

**JEN1NE**  
DISTRIBUTOR, INC.

**UpBeat**  
DAILY

Vol. 64 No. 4 | The NAMM Show | Sunday, January 22, 2017

**PRESIDENT**  
Kevin Maher

**PUBLISHER**  
Frank Alkyer

**EDITOR**  
Katie Kailus

**MANAGING EDITOR**  
Kasia Fejklowicz

**ASSOCIATE EDITOR**  
Alex Harrell

**CONTRIBUTING EDITORS**  
Ed Enright, Bobby Reed, Izzy Yellen,  
Brian Zimmerman

**ADVERTISING  
ACCOUNT EXECUTIVES**  
Ritche Deraney, Pete Fenech, Billy Heschl

**ART DIRECTORS**  
Žaneta Čuntová, Markus Stuckey

**CIRCULATION**  
Sue Mahal, K.R. Maher

**ACCOUNTING**  
Evelyn Oakes

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

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



# HIGH PERFORMANCE BRANDS – HIGH PERFORMANCE RESULTS

american music & sound **AM & S**

A division of Jam Industries USA, LLC

*American Music & Sound is your one-stop shop for some of the professional industry's finest brands. Be sure to swing by as we are revealing many new products!*

**BOOTH #6464  
HALL A**

**ALLEN & HEATH**



Allen & Heath is leading the way in digital mixing. From the compact Qu series and the latest tablet controlled models to the flagship dLive S Class pro touring range, every Allen & Heath mixer delivers class-leading audio quality and an intuitive mixing experience.

**nord**



**NEW!**

The powerful new Nord Piano Monitor.

Active stereo speakers meticulously tuned and calibrated by the Nord R&D for the Nord piano sounds!

**dBTechnologies**



dBTechnologies offers a variety of professional powered systems. From its high-end line array system "VIO" with compact size and smart rigging design to the DVA K5 equivalent with perfection among small polypropylene line-array systems and the superb OPERA Powered speakers designed for both live and playback applications. dBTechnologies' new B-Hype is ready to boost any background music into the wildest party.

**KURZWEIL**  
It's the sound.



ARE YOU 2.0? The Kurzweil Forte and Forte SE have been replaced with the NEW Kurzweil Forte 2.0 and Forte SE 2.0!! Yes, by updating their operating systems, users can get up to 3.3GB and 188MB respectively of sample loading into non-volatile memory, free Kurzweil sound libraries, improved FX, faster object management, and more!

**reloop**



The Reloop Concorde VIBE cartridge is continuously focused on sound quality due to its elliptical stylus. The stylus is characterized by a high output level and a flat frequency response. Whether you use the cartridge in a club or studio environment – Hear the VIBE.

**Fostex**



The legend, reborn – Fostex RPmk3 series headphones can trace their heritage back to the original T20, released in 1982. Since then, they've become a staple in professional recording studios worldwide as the ultimate studio headphones.

**LEWITT**



The LCT 640 TS is the next big thing from the Austrian microphone manufacturer LEWITT. The signal of the front and back diaphragm is provided by independent circuitries, so any kind of polar pattern can be realized dynamically - even after the recording.

**studiologic**



Studiologic's new 88-note semi-weighted Numa Compact 2 keyboard is stylish and slim. It has 128 notes of polyphony with 80 sounds; splitting and layering; 1GB flash memory; and two dual effects processors for a total of four independent effects at once. It also has controllable string resonance, built-in speakers - all at a street price of only \$499.

**ALPINE**  
HEARING PROTECTION



The Alpine MusicSafePro is the flagship musicians' earplug from world's #1 hearing protection manufacturer. Specially tuned acoustic filters provide a variable attenuation to make sure you can still hear with accuracy and precision while protecting your ears!

**XONE**



Xone series mixers are on the riders of many of the world's most respected DJs and can be found in the booth at numerous iconic venues. From the hot new Xone:PX5 to the industry standard Xone:92, Allen & Heath continues to set the standard for audio quality, innovation and durability.

**WWW.AMERICANMUSICANDSOUND.COM**




## Tama Offers Players Comfort

Tama is introducing two models in its 1st Chair Glide Rider series, with features to increase stabilization and support at the performer's core.

The HT530BCN includes the 1st Chair's height adjustment system, which blends the threaded rod throne with the T-bolt system for quick, easy height adjustment. The HT-550BCN features the 1st Chair Hydraulix system for easy height adjustment via a lever.

Designed with a lower center of gravity, drummers will experience improved stability and overall playing comfort, reducing physical stress and fatigue. Both models include seat lock, Glide-Tite Grip Joint and Rocklok.

 **Tama** ([tama.com](http://tama.com))



## IK Goes Virtual With Modo Bass

IK Multimedia has announced Modo Bass, a physical modeling technology that brings a level of realism and playability to the world of virtual bass instruments.

Modo Bass is a customizable, physically modeled virtual bass instrument that recreates the sound of the electric bass and how it's played in real time — from the physical instrument components and the human technique of how the instrument is played to the entire sound signal chain with effects and amplifiers.


Unlike traditional sample-based virtual instruments, Modo Bass utilizes modal synthesis technology and an optimized sound

engine to model each string as a nonlinear resonator — the string's acoustic behavior is determined by its physical parameters as well as by the interaction of the string with the fretboard, body and pickups of the instrument.

The action of the player is then modeled as a nonlinear physical interaction with specific areas on the string's surface.

Then using IK's analog modeling expertise, the amp and effects rig of

the electric bass is added to the sound chain. This gives Modo Bass the ability to create hyper-realistic sound in real time.

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



## CHANGE YOUR TUNE.

THE KYSER® QUICK-CLIP  
MAGNETIC CHROMATIC TUNER  
Fits on Kyser® Quick-Change® Capos



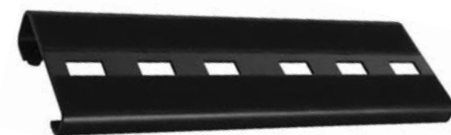
NEW BOOTH #5996 HALL B

Screen flips and rotates 360°  
Easy to use – press it On with the palm of your hand  
Detach and magnetically reattach

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



KYSER HANDLES IT™



## On-Stage's Pedalboard Made for Minimalists


On Stage's GPB2000 Compact Pedal Board offers guitarists an ultra-compact and portable board for the minimalist pedal rig.

Measuring 18¾ inches by 6 inches, the angled pedalboard has the room to organize up to five standard-size pedals. Its aluminum construction is strong yet still lightweight.

Strategic cutouts provide a versatile cable management system, while the included adhesive hook & loop strips mean pedals can be securely arranged as desired.

It all fits in its heavy-duty bag with a removable shoulder strap and reinforced top and bottom.

MSRP: \$81.99.

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




## Zildjian Grows L80 Series With Singles

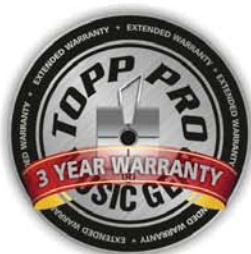
Building on the L80 Low Volume cymbal sets that were introduced a year ago, Zildjian has expanded the L80 range to include four individual add-on cymbals.

The additions are a 20-inch ride, 10-inch splash, 16-inch crash and 18-inch crash ride. The cymbals are ideal for drummers looking for a quieter sound without losing the authentic feel of a Zildjian cymbal.

MAP: 10-inch splash, \$69.95; 16-inch crash, \$109.95; 18-inch crash ride, \$129.95; 20-inch ride, \$149.95.

 **Zildjian** ([zildjian.com](http://zildjian.com))





# T2208

Improved **Live Performance**

Improved **LCD Navigation**

Modular **Expandability**

Remote iPad **Control**

Install **Matrix!**



Integrat  
System  
Europe  
Hall 7  
#C174/5

USB  
ENABLED

- 22 Inputs, 16 XLRs, 4 Line, 2 USB / 12 Outputs / Buses
- 2HD FX Processors
- 32 DSP Channels Gate / PEQ / Comp
- 6 DCA Groups
- Physical Metering & Software Meters
- iPad Remote Control Easy Install Matrix

Rack  
**Mountable!**

Very Powerful & ... **Easy!**



Modular **Expandability!**



## APX

### PROFESSIONAL LINE ARRAY SYSTEM



Easy to configure with multiple  
setup possibilities

APX is a professional full-range active line array system that is user-configurable up to 8 satellite cabinets per side. APX is a very powerful & versatile loudspeaker system that is suitable for outdoor applications. The APX 28H bi-amplified array enclosure (LF650W + HF150W) includes high quality neodymium components & very reliable clean power. APX offers a 100° horizontal coverage pattern, flexible main-frame hardware that defines the tilting of the complete array system & very powerful software that maximizes the power of APX DSP engine. APX is easy to configure with multiple setup possibilities with the included flying hardware.

APX 18SA 18" Active Sub  
**3000W each!**



APX 28A  
Dual 8" Active Array Element  
**1600W Program  
each!**



Small Stack Array

CELESTION  
COMPONENTS

MAXHEB  
POWER MODULE: Centrium Freedom & GPS

Hi-Def  
COMPONENTS

Rigging  
READY!

www.toppo.com

## HD FLEX Systems



**2800W**  
CE APPROVED  
**130dB!**

**2800W**  
CE APPROVED  
**121dB!**

Our new FLEX Series Enclosures are highly versatile in application & functionality. Providing a wide number of solutions that range from permanent installations to the professional stage. Available with traditional connectivity or with DSP control using our multi-platform advanced software applications. The new FLEX 3 is a plastic low-profile configurable array enclosure that includes dual 3" speakers and 3 high-precision 1" exit tweeters. The larger FLEX 5 includes dual 5" speakers and the same tweeter design.

Our FLEX Systems offer a total sound solution that is ideal for groups, mobile Djs, and smaller permanent installations. The compact FLEX 3 System includes 4 FLEX 3 dual 3" enclosures & 2 S12 Subs. Our FLEX 3 System has a total system peak power of up to 2,800W and internal DSP processing. The bigger FLEX 5 system includes 4 FLEX 5 dual 5" enclosures, 2 S12 Active subs, hardware, cables & the elevation poles.



# JodyJazz Exhibits in Brazil

JodyJazz recently exhibited at the Expo-Music trade show in Sao Paulo, Brazil. The ExpoMusic show is the largest musical instrument fair in Latin America. Every year the show attracts over 50,000 visitors from over 50 different countries.

"After three years [of] exhibiting at this show, we have established a robust network of dealers throughout the country," said Jody Espina, president of JodyJazz. "We've also built an impressive artist endorser roster consisting of some of the most popular and talented sax players in Brazil."



"The saxophone is an incredibly popular instrument [in Brazil], and there is already a huge demand for our mouthpieces," said Colin Schofield, JodyJazz's VP of sales and marketing. "Certainly there are complex political, governmental and social issues that must be resolved in order for the instrument market to reach a level anywhere close to its potential, but music-making is woven into the fabric of Brazilian culture."

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

## Roland System-8 Delivers Range of Sounds

Roland has unveiled the System-8 Plug-Out Synthesizer, an advanced performance instrument that features the latest generation of the Analog Circuit Behavior (ACB) technology.

Powerful and deep, the System-8 delivers a wide range of sounds inspired by over four decades of Roland synths.

To complement its internal sound engine, the System-8 can host and control up to three Roland Plug-Out software synthesizers such as the included, downloadable Jupiter-8 and Juno-106 Plug-Out. The synth includes an array of hands-on controls, as well as a polyphonic step sequencer, vocoder, CV/GATE outputs, arpeggiator, and other creative tools.

The System-8 features the most

advanced ACB engine yet, which powers eight voices of polyphony, three oscillators, high-resolution filters, and versatile LFOs.

Expressive and diverse, the engine is capable of producing everything from classic analog-style pads, basses, and lead synths to crisp, dynamic tones and evocative textures that are ideal for modern sound designers. The System-8 also features three expansion slots for hosting and controlling Roland's Plug-Out software synths. The Jupiter-8 and Juno-106 Plug-Outs give users immediate access to sonic reproductions of these Roland classics. Additional Plug-Outs will be available in early 2017.

ROLAND ([roland.com](http://roland.com))



## Eric Ward Stick Sounds Snappy

Innovative Percussion has debuted the Eric Ward Pipe Band Stick.

The PS-EW is designed with the specifications of world champion Scottish Drummer, Eric Ward, lead drummer of the Grade 1 Bleary & District Pipe band.

Featuring a maple wood, slightly shortened length, consistent taper, and a distinctive acorn bead, the PS-EW produces a bright and articulate sound with a balanced and snappy feel.

INNOVATIVE PERCUSSION ([innovativepercussion.com](http://innovativepercussion.com))



# [HD688 HD687]

HIGH-FIDELITY PREMIUM HEADPHONES

**Avlex**  
CORPORATION

EXCLUSIVE US DISTRIBUTOR FOR SUPERLUX  
[www.avlex.com](http://www.avlex.com) • [sales@avlex.com](mailto:sales@avlex.com)  
Toll Free: 877-447-9216



[www.superlux.com.tw](http://www.superlux.com.tw)



[sales@superlux.com.tw](mailto:sales@superlux.com.tw)



## Samson In-Ear Monitors Features Compact Design

Samson has announced the Zi100 and Zi200 In-Ear Monitor Earphones with balanced armature drivers, offering superior upgrade options for live-performance monitoring, field recording, audiophile music listening and smartphone/MP3 playback. Featuring a compact and ergonomic design, both the Zi100 and Zi200 earphones provide high isolation and fast response for a detailed and accurate audio experience.

The lightweight Zi100 and Zi200 contour to your ears with moldable ear hooks. The water-resistant earbuds feature a transparent finish molded with a UV inhibitor to prevent discoloration over time. Each set includes three Comply foam tips and three silicon foam tips to provide sound isolation. A soft, zippered carrying case is also included for storage and travel.

The Zi100 and Zi200 will be available March 2017.

SAMSON ([samsontech.com](http://samsontech.com))

HALL A #6810





I HAVE SOMETHING TO SAY.  
I KNOW MY STORY TO TELL.  
I KNOW MY MESSAGE.  
I WILL TAKE THE STAGE.  
AND RAISE MY VOICE.



the **NAMM**<sup>®</sup>  
**show**<sup>®</sup>  
January 19-22, 2017  
Anaheim Convention Center • Anaheim, CA  
Booth A/6577

# Raise your voice.

## XS Wireless 1 & 2 microphone systems.

As a singer, speaker or instrumentalist, you want to connect with your audience. Focus on your message – not on the equipment. Be confident. To meet those demands, Sennheiser created the XS Wireless microphone system.

Thanks to its intuitive, one-touch scanning and synchronization, XS Wireless 1 combines exceptional ease of use with great sound quality. If you're ready to take the next step, XS Wireless 2 offers additional control, flexibility and ruggedness to withstand the toughest live conditions. It's time to raise your voice.

For all microphone options visit [sennheiser.com/xs-wireless](http://sennheiser.com/xs-wireless)

**SENNHEISER**



## Orange Drives Kongpressor

Orange Amplification has added to its guitar pedal range with the launch of the Kongpressor. The pedal draws on vintage optical studio compressors for its inspiration, using a vactrol VTL5C3 optocoupler to give three-dimensional qualities to any rig.

The Kongpressor is an analog Class A compression pedal with a natural sound. It has a springy playing response with attack and release times that can be adjusted to suit. At low compression levels, the pedal's effect is transparent yet fattening — adding a glossy sheen and mojo to the core tone.

Like all Orange pedals, the Kongpressor doubles its operating voltage internally to 18V. This increases the headroom, resulting in super clean compression.

The pedal also features an active treble control to add extra sparkle if desired. This means it also works as a clean or treble boost for lead lines that will cut through the band with plenty of full-bodied, singing sustain.

The Kongpressor also features an ultra-linear buffered bypass to maintain tonal integrity and harmonic content when the pedal is switched off.

🛒 **Orange Amplification (orangeamps.com)**



## Reverend Guitars' Kyle Shutt Signature Model 'Dives Down'

Kyle Shutt was playing the Reverend Manta Ray with his band, The Sword, but he swapped out the pickups for Railhammers.

That's when Reverend Guitars' Joe Naylor created a Signature Model for him. The

result is a sealed semi-hollow with diagonal "diver down" block inlays, Kyle Shutt Signature Railhammer pickups and a Reverend first four-knob control layout.

🛒 **Reverend (reverendguitars.com)**



## Schecter's CV Series Goes 3 Ways

Schecter Guitar Research has introduced the CV Series, a vintage/modern rock 'n' roll bass using a redesigned C bass shape that incorporates a vintage radius on the elbow, body and waist contours. Each 3-Way Series-Split-Parallel switch lets users change each pickup into three different sounding basses.

Master Volume, Master Tone, and a 3-Way pickup selector lets users get to the point quickly without fussing around with active EQs. The CV Series is available in Gloss Natural, Ivory and 3-Tone Sunburst.

MSRP: CV-4, \$799; CV-5, \$929.

🛒 **Schecter (schecterguitars.com)**

## Waves Brings Mix Room to Your Ears

Waves Nx is a virtual monitoring plug-in that simulates the ideal acoustics of a high-end mix room — inside your headphones.

Powered by Waves' Nx technology, it lets users hear — on headphones — the same natural depth, reflections and panoramic stereo image they would be hearing from speakers.

By delivering the natural listening experience of a physical room, Waves Nx also makes the headphone experience more comfortable and ear-friendly over long periods of time.

Users can use Waves Nx with real-time head tracking — taking advantage of their computer's camera or the Nx Head Tracker unit and enjoy the enhanced realism of being in the Virtual Mix Room, anywhere and everywhere they go.

Waves Nx also turns headphones into a surround sound system for movies, music and games.

🛒 **Waves (waves.com)**



**KALA**  
~ BRAND MUSIC CO. ~

**KALA ELITE USA  
POI POUNDER & PARQUETRY TENOR**

We use the finest Hawaiian Koa for the Poi Pounder Elite and reclaimed segments of Hawaiian Koa for the Parquetry Elite. Part of our Luthier Collection, these handmade ukulele are designed to look, feel, and sound amazing.

**KALABRAND.COM/ELITE**

**ELITE USA**  
by KALA

**# 5320**







Thank you for participating in the 2017 NAMM Show, see you next year!

# The NAMM Show

january 25/28 2018 <sup>california</sup>



Your support powers our unique Circle of Benefits business model, which re-invests revenues from The NAMM Show back into year-long programs that help grow our industry by promoting the benefits of music education and music making.

Register for Badges  
and Book your Hotel  
beginning July 2017!



the music begins here

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



## PreSonus Extends Series III Line

PreSonus has unveiled the StudioLive 16 digital console/recorder. The result of nine years of R&D, this second model in PreSonus' StudioLive Series III line is fully recallable, with 17 touch-sensitive, motorized faders and 17 recallable XMAX pre-amps.

Although it has 16 physical analog input channels, with eight XLR microphone inputs and eight combo mic/line inputs, the console is identical to the StudioLive 32 "under the hood" — providing 32 internal channels. All 32 internal channels can be addressed digitally via AVB or USB.

MAP: \$1,799.95.

 **PreSonus (presonus.com)**



## Yamaha Revamps Silent Violin for 20th Anniversary

To commemorate the 20th anniversary of one of its most unique string instruments, Yamaha announced a newly designed Silent Violin, the YSV104, which is lighter than previous models and incorporates advanced technology for an improved aural experience.

The YSV104 anniversary model provides more ease-of-use and convenience to a new generation of players. Not only

is the instrument lighter than previous Silent Violins, but it also borrows technology found in the company's Silent Brass systems. This ensures a sonic richness and tone of a concert-quality instrument with clean reverb when played through headphones, while creating very little external sound.

MSRP: \$1,395.

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

## Seymour's Pickups Offer Organic Experience

Seymour Duncan's Duality humbuckers combines the best of active and passive technology for a sound with strong vocal midrange, punchy lows, and a three-dimensional high end. The feel is dynamic and responsive, providing an organic experience.

These pickups use an architecture incorporating a low-gain pre-amp, letting the full

voicing of the pickup come through.

This allows fine-tuning the voicing of the bridge and neck models and opens up the possibility of endless variations in the future because it brings to active pickups the same flexibility as passive pickups by removing the pre-amp from the sonic equation.

 **Seymour Duncan (seymourduncan.com)**

## RCF Expands HDL Series

With the success of the RCF HDL Series line arrays, the company is expanding the product line with the introduction of the HDL6-A.

Like its counterparts — the HDL10-A dual 8-inch active two-way and HDL20-A dual 10-inch active two-way line array cabinets — the HDL6-A will be a smaller version of the active two-way line arrays, featuring two 6½-inch midrange drivers with a 1-inch compression driver, powered by an onboard 1400-watt dual channel amplifier.

"RCF believes the system will distinguish itself for the output power, low-frequency extension and vocal clarity due to the extremely low-frequency crossover point," RCF engineers noted.

The cabinet features fixed locking pins and two rear handles for portability and ease of transportation. Rear panel controls include input gain adjustment as well as two presets — one for linear nearfield when in a pole mount or ground stack application and one for adding a high-frequency boost for longer throw applications. Full accessories are available for flying, pole mounting or ground stacking applications.

In addition, RCF will offer the HDL12-AS, a 12-inch bass reflex 1400-watt active subwoofer enclosure designed to be flown with the full-range system or used in a ground stack situation with M20 eyebolt thread pole mount.

 **RCF (rcf.it)**



Alvarez

BLESSING  
EST. 1906

DIXON

Austin

Hamilton STANDS

Knilling



# Award Winning Brands World-Class Service

**We are dedicated to Music Retailers**  
**We are St. Louis Music**

Meet us  
at **HALL C,**  
**BOOTH**  
**4000**

**SLM Marketplace**  
Everything In Accessories

**260 Brands**  
**13,000 Products**



www.stlouismusic.com

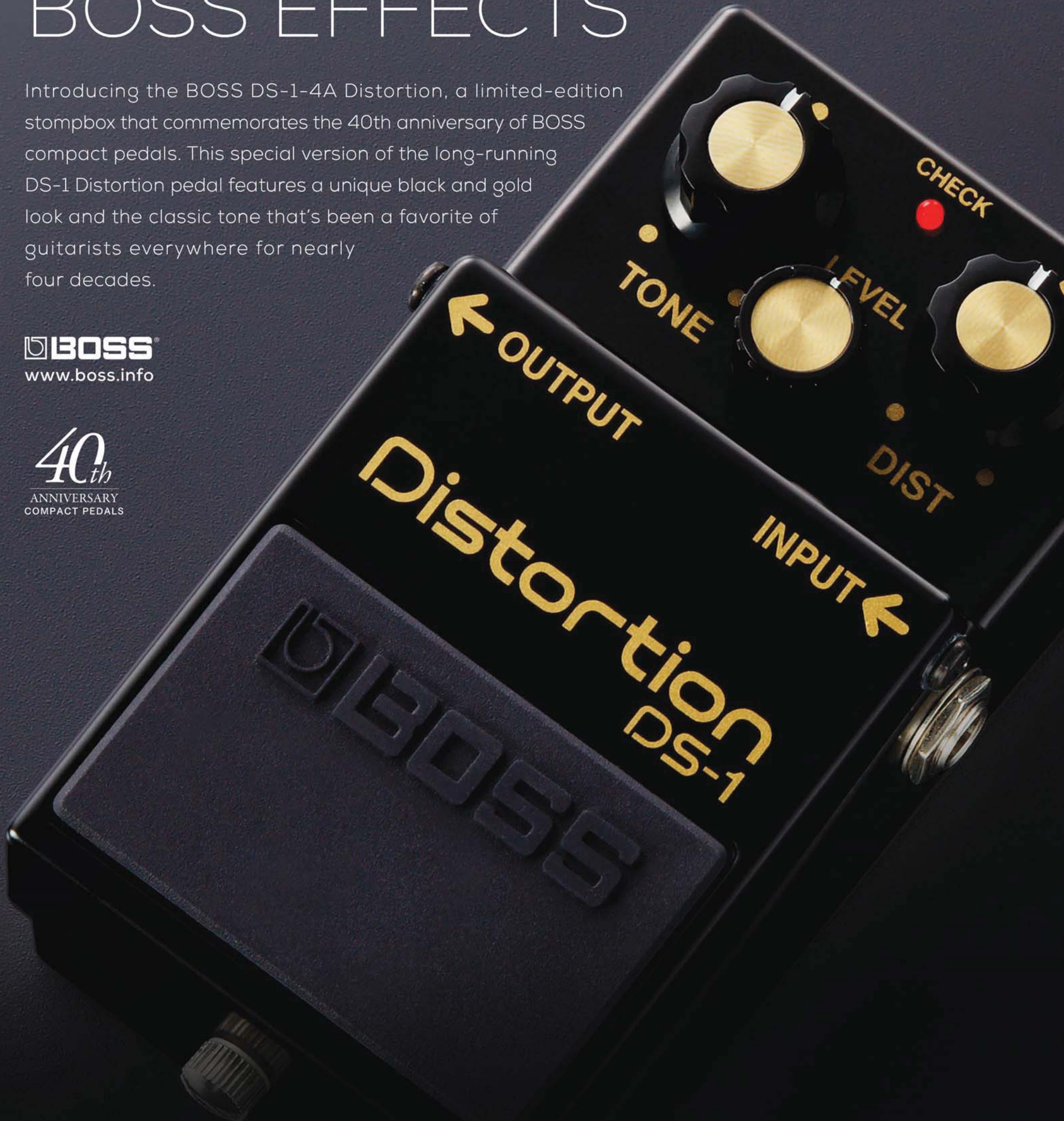


# CELEBRATING THE 40TH ANNIVERSARY OF BOSS EFFECTS

Introducing the BOSS DS-1-4A Distortion, a limited-edition stompbox that commemorates the 40th anniversary of BOSS compact pedals. This special version of the long-running DS-1 Distortion pedal features a unique black and gold look and the classic tone that's been a favorite of guitarists everywhere for nearly four decades.

 **BOSS**  
www.boss.info

**40<sup>th</sup>**  
ANNIVERSARY  
COMPACT PEDALS



Visit the BOSS exhibit on Level 3 Booth #303A





**Floyd Rose®**  
Booth 4862, Hall C

**FRX**  
SURFACE-MOUNTING TREMOLO SYSTEM

**THE ULTIMATE RETROFIT DOUBLE-LOCKING TREMOLO SYSTEM IS HERE!**

- Absolutely no routing required
- Direct swap for most TOM & stopbar bridges
- Locking nut/truss rod cover hybrid
- Classic double-locking Floyd Rose design for tuning stability

Floyd Rose Marketing is a division of AP International.

www.floydrose.com

## Jackson Unveils X Series Gus G. Signature Guitar

Gus G. has spent the past decade affirming his status as one of metal's reigning guitar virtuosos touring with Ozzy Osbourne as well as his own band, Firewind.

Jackson's X Series Signature Gus G. Star features a mahogany body with a one-piece through-body maple neck stabilized by a pair of graphite reinforcement rods and scarf joint,

and a 12-inch radius rosewood bound fingerboard with 24 jumbo frets and pearloid sharkin inlays.

The guitar is available in Satin Black with White Pinstripes and Satin White with Black Pinstripes.

**Jackson**  
(jacksonguitars.com)



## Roland Reveals Digital Mini Grand

Roland has unveiled the GP607 Digital Piano, a mini grand piano for the home.

It offers authentic tone and touch, as well as a multi-channel speaker system that provides top-quality sound for both piano playing and listening to music. The GP607 includes onboard learning features and Bluetooth audio/MIDI connectivity with



mobile devices.

Available in either polished ebony or polished white, the GP607 delivers piano performance in an instrument suited for modern living.

The GP607's curves and opening lid pay homage to the classic grand piano form.

MSRP: \$5,999.

**Roland** (roland.com)

## BRITETone Provides Quick Fix for Oil, Moisture Problems

Problems with old oil deposits, oxidation and corrosion are now a thing of the past with BRITETone — a formula available for the care and maintenance of brass and wind instruments.

The formula lets musicians quickly and effectively perform routine maintenance and conditioning of their instruments in just minutes.

BRITETone is the only instrument maintenance solution with several distinct components selected for their anti-seizing and

anticorrosive properties. BRITETone is ideal for all metal instrument components and will not damage or effect fine woodwind surfaces. Barrier film resists fingerprints and surface marring.

**Sound Synergies**  
(soundsynergies.com)



## Teton Rolls Out Exotic Wood Series



Teton Guitars has announced the Exotic Wood Series. The initial guitar that will launch the Exotic Wood Series is the STS160Z1-CENT. This dreadnought guitar has a solid Sitka spruce top and Zircote back and sides.

MSRP: \$799.99.

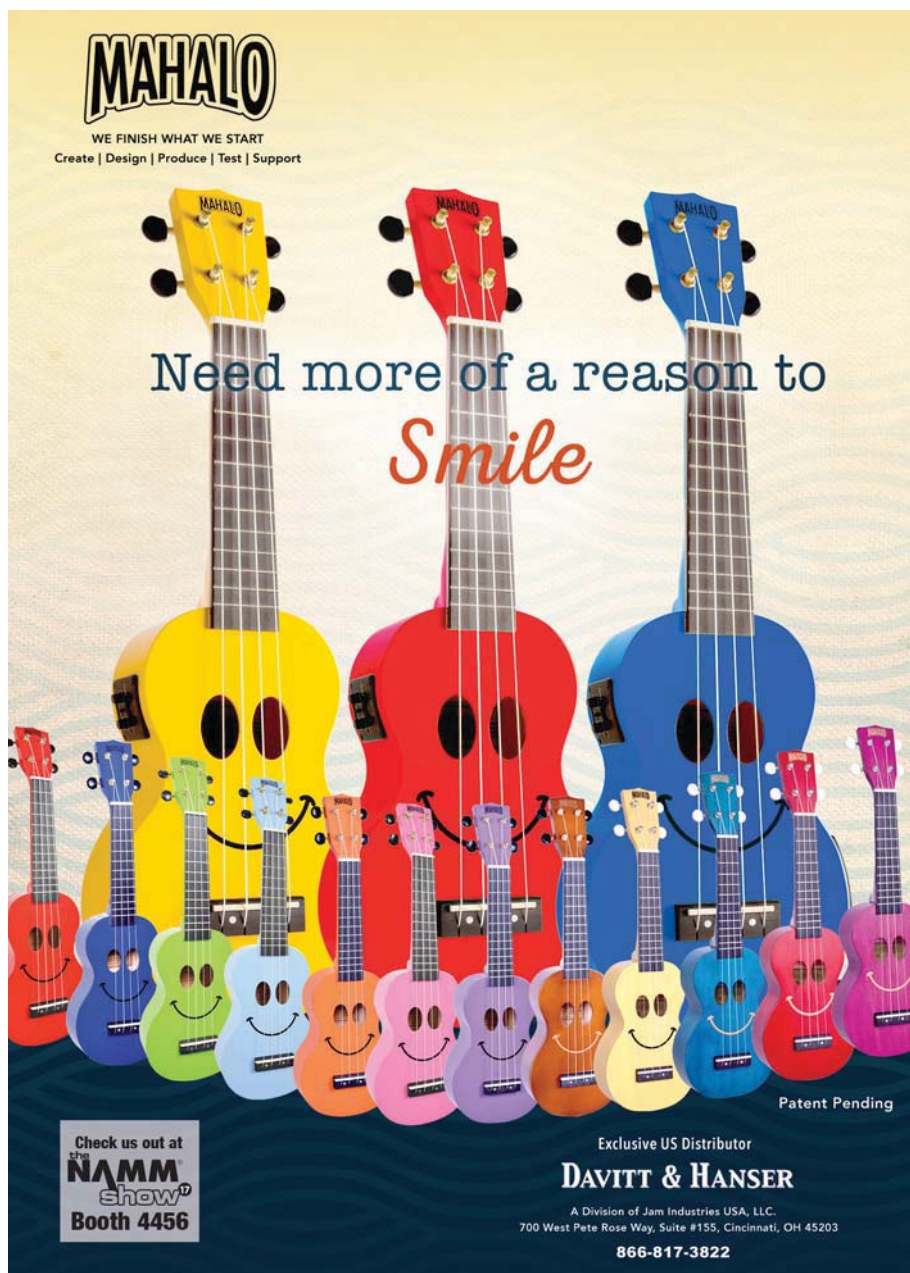
**Teton Guitars** (tetonguitars.com)

## Tracktion's DAW Plug-in Suite Boasts Portability

Tracktion has released the DAW Essentials Collection, a suite of 16 effects plug-ins compatible with all professional-level digital audio workstation applications. With an emphasis on sound quality, ease of use and utility, Tracktion has provided all the DSP effects

needed for most contemporary music productions in a single package. An important aspect of the collection is its portability. While some DAWs offer plug-ins of similar quality, they're captive to those applications.

**Tracktion** (tracktion.com)

**MAHALO**  
WE FINISH WHAT WE START  
Create | Design | Produce | Test | Support

Need more of a reason to  
*Smile*

Patent Pending

Check us out at  
**NAMM show®**  
Booth 4456

Exclusive US Distributor  
**DAVITT & HANSER**  
A Division of Jam Industries USA, LLC.  
700 West Pete Rose Way, Suite #155, Cincinnati, OH 45203  
866-817-3822



# Get Involved with the PMC and Get 'em Drumming

JOIN US AT THE

**PMC Members Meeting & Percussion Industry Gathering**  
Thursday, January 19, 2017, 6:30-8:00p.m.

(Entertainment begins at 6:00p.m.)

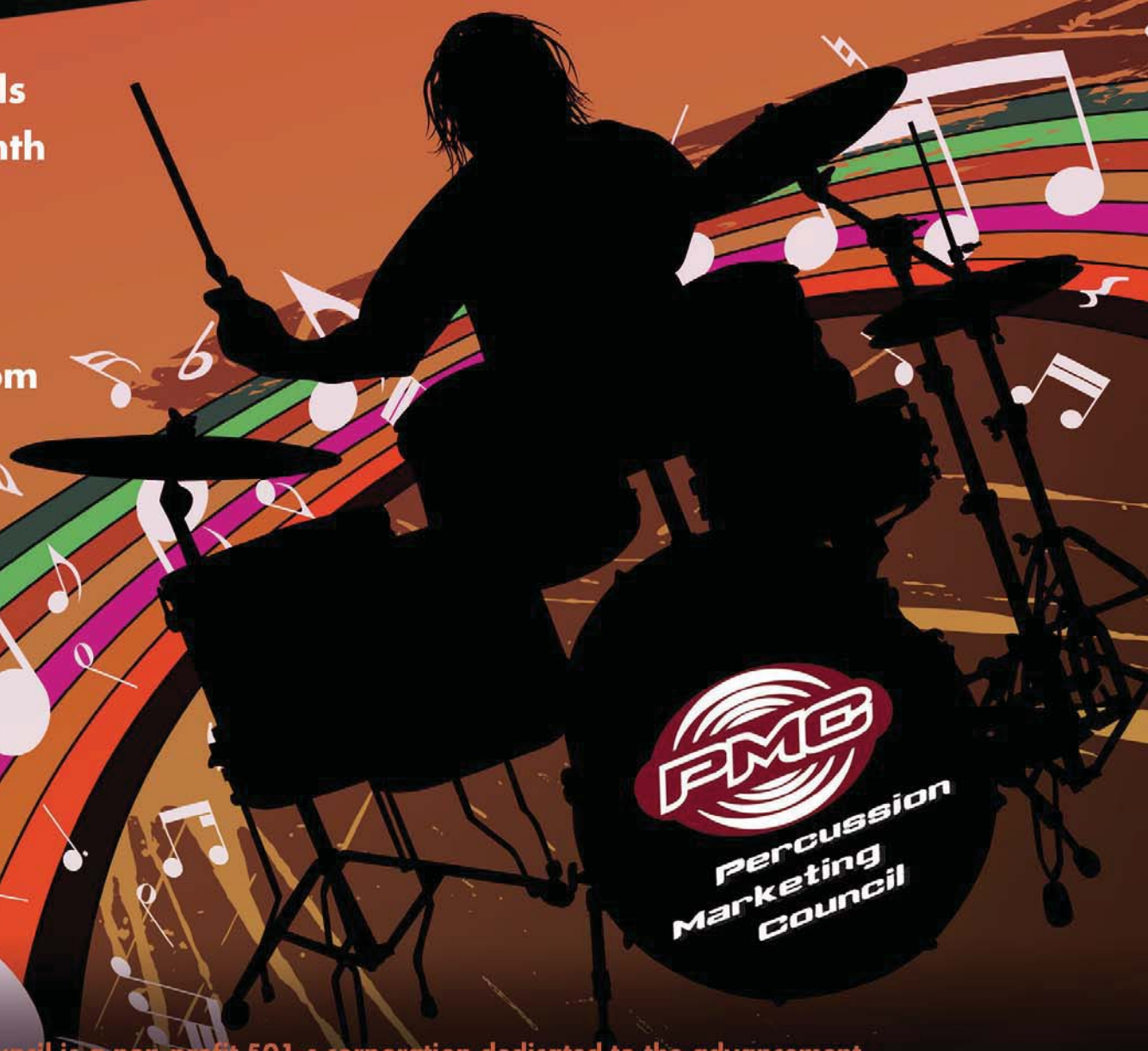
**VISTA LOUNGE, 14th floor of the Hilton Anaheim Hotel**

**Find out more about these  
Percussion Marketing Council  
programs:**

- Percussion in the Schools
- International Drum Month
- *Drums Across America*  
Mobile Lesson Tent
- Vans Warped Tour
- Drumset in the Classroom

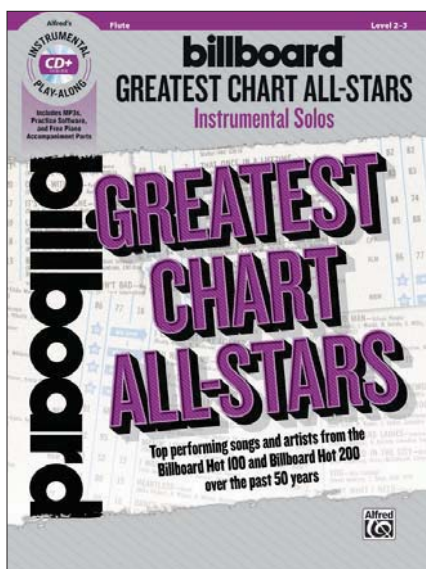
**RSVP TODAY!**

[www.PlayDrums.com/rsvp](http://www.PlayDrums.com/rsvp)



The Percussion Marketing Council is a non-profit 501-c corporation dedicated to the advancement, understanding, and enjoyment of drums and percussion.  
Percussion Marketing Council, P.O. Box 33252; Cleveland, OH, (440) 582-7006





## Alfred Offers the Hits

Alfred Music has added *Billboard Greatest Chart All-Stars* to its “Instrumental Solos” series. The book contains hit songs from the Billboard Hot 100 and Billboard Hot 200 lists of the past 50 years.

Each instrument book, arranged for flute, clarinet, alto sax, tenor sax, trumpet, horn in F, trombone, violin, viola and cello, is edited and complete with articulations, dynamic markings, and keys suited for the level 2–3 player. Songs include The Weeknd’s “Can’t Feel My Face” and Fleetwood Mac’s “Go Your Own Way,” among others.

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

## Los Cabos Fosters Distributor Relationships

In order to foster meaningful relationships with distributors, Los Cabos Drumsticks will be launching its Global Preferred Partner Program.

This program will provide distributors with progressive marketing materials and first access to information about upcoming

Los Cabos products. The GPP program will be accessible through a portal zone on the Los Cabos website, where distributors can log in and access any resources they may need, such as shipping options, price changes and promotional tools.

📄 Los Cabos ([loscabosdrumsticks.com](http://loscabosdrumsticks.com))

## Guild Adds Acoustics

Guild has elevated its acoustic offerings with the M-40 Troubadour (formerly the F-20), D-40 Traditional and D-55.

The M-40 Troubadour’s solid Sitka spruce top and solid African mahogany back and sides offer a different tone when compared to Guild’s Nick Drake guitar — the all-mahogany M-20 — which made its debut at Winter NAMM 2016. Available in a satin finish with a white ABS binding, the M-40 Troubadour is ideal for fingerstyle playing and light strumming. Its concert size is ideal for players who prefer a slightly smaller body.

The D-40 Traditional (also solid spruce/mahogany) adds premium appointments to Guild’s dreadnought Summer NAMM 2016 release, the D-40. These include a dovetail neck joint, tortoiseshell binding,

a heritage chesterfield MOP inlaid logo on the headstock, and a nitrocellulose gloss finish.

Back after a two-year hiatus, the D-55 is Guild’s flagship dreadnought acoustic. First introduced in the late 1960s, the D-55 featured a solid Sitka spruce top and solid Indian rosewood back and sides.

Guild’s 2017 D-55 keeps all of the same embellishments as its predecessor, such as an abalone rosette, MOP/abalone fingerboard inlays, and a mother-of-pearl Guild “Peak and G-Shield” logo on a flamed ebony headstock overlay.

All Guild USA models are available in Natural or Burst with an optional LR Baggs Element VTC pickup.

MAP: \$1,299–\$3,599.

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



## Levy's Leathers Hits the Beach With Lunar Lights

The MPDS2 (Lunar Lights) is a 2-inch polyester guitar strap with soft garment leather ends and sublimation printed beach scenes bathed in moonlight. The strap features tri-glide adjustment and is available in multiple patterns.

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

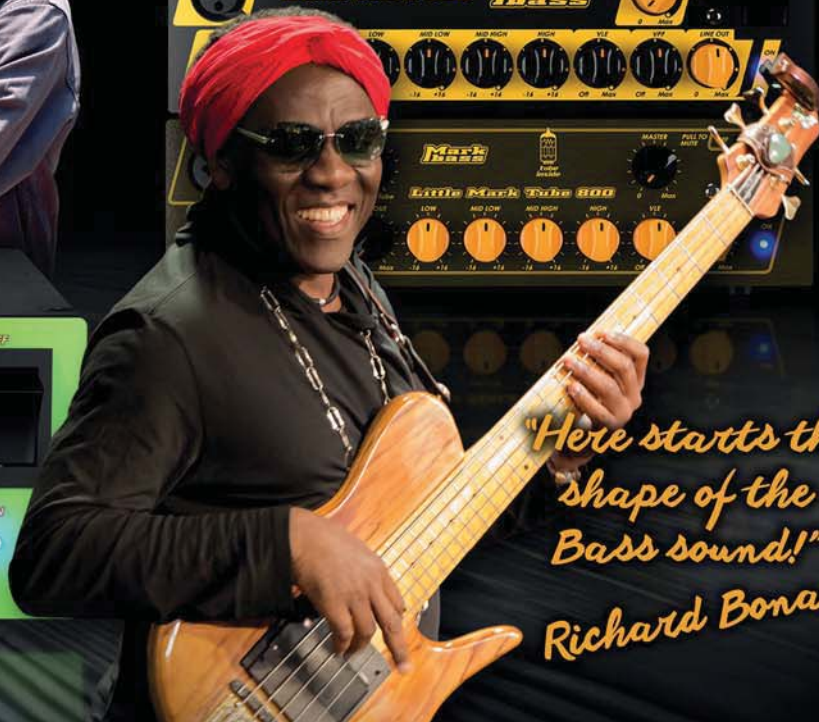


the NAMM show<sup>17</sup> MARK WORLD HALL C - BOOTH 4778

In 2001 I've been the **FIRST** creating an inspiring new standard in the **ultra-small, lightweight, powerful** and **great sounding** bass amp introducing the **Markbass Little Mark**, the first 2 kilos amps against the average weight of 7/8 kilos of our competitors... and I pioneered the use of custom **neodymium speakers** for my bass enclosures when nobody was believing in it. In these years I kept **improving, developing** the other **Little Mark heads family** which reached its ultimate growth with the astounding **1000W** power **Little Mark Ninja Richard Bona signature** model! It's rewarding looking to other brands today promoting their amps and cabinets weight...

**WE'RE ALWAYS A STEP AHEAD AND THIS STILL MAKES THE DIFFERENCE!!!**

*Mark Le Velez*



*"Here starts the shape of the Bass sound!"*  
*Richard Bona*



# Piano Manufacturers Association International & the National Piano Foundation

- [www.PianoNet.com](http://www.PianoNet.com) is your comprehensive guide to everything about pianos – their history, noted artists, pianos in the news and more. The piano may be 300 years young, but there's always more to learn about everyone's favorite instrument!
- Join PMAI as a manufacturer and participate in all this plus an industry statistics program.
- Join PMAI as a retailer and join the NPF/PMAI dealer network!
- National Piano Foundation – promoting the benefits of music education through the piano and RMM!
- Shipment statistics
- Major market statistics
- Partnership with Music Teachers National Association and RMM Outreach
- Retailer & Manufacturer Code of Ethics



NATIONAL PIANO FOUNDATION



**(972) 233-9107 ext. 211**

**[www.pianonet.com](http://www.pianonet.com)**



Visit us at NAMM booth #2333

# QUICK FIX BAND AND ORCHESTRA

**BRITETone® Multi-Zone Technology for the Common Problems of Band and Orchestra Instruments.**

BRITETone® allows student and professional musicians to maintain their own instruments quickly and effectively while keeping them playing flawlessly for years.

Excellent for problems with dry oil deposits and moisture that effect an instrument's sound and response. Quick and easy to use, BRITETone leaves your instrument dry and ready to play with smooth, responsive sound and feel.

- Penetrates to lift away grime and contaminants
- For tubes, tuning slides, mouthpiece receivers, water keys, levers, rocker arms, pedestals, keypads, and all metal surfaces
- Removes dried oil deposits
- Eliminates unhealthy moisture, mold, and bacteria
- Penetrates and coats internal surfaces with a protective barrier against bacteria, microbial corrosion and pitting from oxidation
- Prevents stuck mouthpieces and will not harm cork, plastics, or synthetics
- Three corrosion inhibitors for comprehensive metal conditioning
- Leaves a dry-to-the-touch micro-barrier lubricant film for long-lasting corrosion protection
- Reduces metal surface tension allowing for easier, faster dent removal



**NAMM show<sup>17</sup>**  
Exhibitor 2016-2017  
Booth # 2333

**Ask SoundSynergies® about the Pre-Planned National Advertising Program...**  
Facilitates music retailers in planning merchandising and localized promotions with the support of advertising placed in major national publications.



**HEAR AND FEEL THE DIFFERENCE®**  
Comprehensive Maintenance Technologies.  
Lowest cost per use.

See Our HOW-TO Videos  
[SoundSynergies.net](http://SoundSynergies.net)

**For Dealers/Distributors inquiries...**

Contact Russell Reed at [russ@soundsynergies.net](mailto:russ@soundsynergies.net) or call 1-800-825-9256

Learn about our full line of music industry products at [www.soundsynergies.net](http://www.soundsynergies.net)

Made in the USA. UB 01/17

**dyna Glide**



## Ibanez Updates BTB Basses

As part of its Bass Workshop line, Ibanez has introduced the BTB845 — a five-string bass with an updated body shape and size. Also available in a six-string version (BTB846), the updated BTB has a larger, contoured body for superior comfort, and a longer upper horn, which connects to the

body at the 18th fret for improved stability and greater sustain. It features an exotic burl top with a mahogany back and an ash wing body. Other features include "Zero" frets for consistent intonation, a Mono-rail V bridge and Bartolini BH2 pickups.

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

## Triad-Orbit Offers 4 Core Stand Systems in Bundles

Triad-Orbit's stand system bundles include all the necessary Triad, Orbit and Micro core components and provide dealers with turnkey packages designed to simplify the process of understanding and buying T-O modular stand systems.

"Triad-Orbit is committed to making our products easier to buy, [sell] and use," said Marty Harrison of Access Products Group. "The modular element of Triad-Orbit stand systems can cause confusion because of the sheer number of Triad stand, Orbit boom, Micro adaptor and IO coupler components available to assemble custom support solutions. We've bundled our four top-selling core stand systems that cover the vast majority of audio and AV support applications.

We're delighted to offer our dealers and users this option because simpler is better."

The following bundled Triad-Orbit core stand systems are available immediately to further simplify the Triad-Orbit purchasing and user experience: The T1O1M2/Short Tripod Stand System, including one Triad T1, one Orbit O1 and one Micro M2; the T2O1M2/Standard Tripod Stand System, including one Triad T2, one Orbit O1 and one Micro M2; the T1O2M2/Short Tripod Stand System, including one Triad T1, one Orbit O2 and two Micro M2; and the T3O2M2/Tall Tripod Stand System, including one Triad T3, one Orbit O2 and two Micro M2.

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

## Order Guardian Cases Online From TML's Dealer Store

With 24-hour access and up-to-the-minute product info, it's now even easier to purchase Guardian Cases from The Music Link through the TML Dealer store.

An industry leader in cases and bags, Guardian has continually grown its lines to accommodate a broad range of instrument types and styles.



Guardian offers nearly 300 different cases and bags, covering guitars, basses, banjos, mandolins, drums, winds, string instruments and more. To best serve dealers and preserve margins, The Music Link offers free shipping on purchases of 20 cases

or more (some restrictions apply).

[The Music Link \(store.themusiclink.net\)](http://TheMusicLink.com)

## Auralex Celebrates 40

Auralex is celebrating its 40th anniversary with the Anniversary Special Edition version of its MoPAD and MoPAD-XL monitor isolation platforms.

Originally introduced in 2001, the MoPAD has become the industry-standard monitor isolation pad for use in professional and home recording studios.

The Auralex MoPAD continues to be made from Auralex's proprietary Studio-foam formula that resists crumbling and discoloration from UV rays and maintains shape to support virtually all sizes of bookshelf loudspeakers or recording monitors — up to 100 pounds each.

MoPAD Monitor Isolation Pads provide sonic isolation between monitors and

whatever monitors are resting on — instantly improving the accuracy of the entire monitoring system. MoPADs are affordable, easy to implement and effective at decoupling monitors, so users can experience the "one true sound" of monitoring equipment.

The updated design includes an angled cut into the front of the base of the MoPAD that reduces overhang on speaker stands and meter-bridges.

Effective and versatile, the patented design allows for five different positioning options. By using the included MoPAD Wedge Adjusters, users can adapt their loudspeakers to various listening angles.

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



# READ IT YOUR WAY...

## Don't miss UpBeat Daily—The Official Magazine of The NAMM Show 2017!

- Room-to-room delivery at 45-plus hotels in Anaheim!
- Show-floor delivery via bins placed throughout the Anaheim Convention Center!
- Digital versions emailed to more than 6,000 retailers!
- Available in iPad and Android versions, too!



[upbeatdaily.com/subscribe](http://upbeatdaily.com/subscribe)





## Guitarists, Guitars Can Rest Together

The Gator Frameworks GFW-GTR-SEAT combination guitar seat and single guitar stand provides a place to sit comfortably for both the player and their guitar. This heavy-duty combination boasts a 300-pound weight capacity and is an ideal height for any musician.

The seat furnishes soft support with a durable, thick-padded cushion and a removable ergonomic backrest. Rubber no-slip feet ensure stability while keeping players grounded. When actively playing and using the seat, the guitar stand on the bottom front legs folds up and secures out of the way of a player's toe-tapping feet.

The collapsible, compact design with quick-release pin makes it easy to pack up and store.

**Gator Cases** ([gatorframeworks.com](http://gatorframeworks.com))

## RCF Expands NXL Series With NXL44-A Line Source

RCF has continued to expand its column array line source series with the NXL44-A. With the NXL44-A, RCF has provided a powerful two-way line source, with sound delivered from three 10-inch neodymium woofers and a 1.4-inch driver with 3-inch voice coil on an asymmetrical waveguide.

All are tuned to deliver uniform coverage and an extended frequency range.

Precision controlled by an on-board DSP

and driven by a two-channel digital amp, the NXL44-A delivers a natural sounding response and provides high SPL for professional live-sound reinforcement.

The horn's design is asymmetrical, enabling it to project sound energy with great accuracy, thereby avoiding undesired reflections. The 90-degree by 30-degree directivity means the enclosure always remains vertical.

**RCF** ([rcf-usa.com](http://rcf-usa.com))



## Gon Bops Offers Chrome Congos

Named after founder Mariano Bobadilla, Gon Bops Mariano Congas feature an authentic Cuban look and sound. Designed with genuine calfskin heads, select lightweight Durian wood and traditional hardware, these drums offer full-bodied authentic sound.

"Gon Bops vintage-style Mariano drums

have a wonderful sound that is both warm and cutting," said Gon Bops artist Eliel Lazo, a world-renowned Cuban Conguero.

Now available with a chrome hardware upgrade, Mariano congas are available in four sizes — from Quinto to Super Tumba, and bongos are a 7-inch, 8½-inch pairing.

**Gon Bops** ([gonbops.com](http://gonbops.com))



## Sabian Elite Blends Tones

Sabian's Elite cymbals take Artisan deeper, darker and dirtier. Extensive multi-peen and high-density hammering is one of the factors that contribute to the Elite sound, resulting in tone that's lower-pitched and drier than other Artisan cymbals. Their unique lathing and flatter, lower-profile bell also result in a woody-bell tone that's more integrated into the overall cymbal sound than other Artisan models.

The lathing also delivers articulation that gets close to that of a raw cymbal, while letting the cymbal open up to a degree. Essentially, it's a blend of open tone from the lathed sections with dry articulation from the unlathed. Artisan Elite also differ from other Artisan cymbals in appearance. With unlathed traces of surface revealing tin oxide and other imperfections, they will appeal to drummers who like dirt and blemishes on their cymbals.

Artisan Elite cymbals are offered in 20- and 22-inch models, and 14- and 16-inch hats, in a natural finish only.

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

**RBImusic**  
musical instrument distributors since 1961



**Atempo**  
PERCUSIÓN

DRUMS



**Odery**  
.love every beat.

**BOOMWHACKERS**



*Drums & Percussion For Everyone.*

**VISIT US AT NAMM: HALL E - BOOTHS 1815 & 1813 • SALES@RBIMUSIC.COM • 800-424-4724 • RBIMUSIC.COM**







# TAKE SCHOOL MUSIC TO A NEW FRONTIER

Join the nation's leading school music retailers and suppliers at the 2017 NASMD Convention at the Sheraton Grand at Wild Horse Pass in Chandler, Arizona!

**April 5-8, 2017**

## DON'T MISS:

- Three days of targeted professional development sessions
- Amazing networking with top B&O retailers and manufacturers
- Focused break-out sessions for owners, managers, road reps, financial gurus and sales professionals
- All within the Southwestern architecture and grandeur of the Sheraton Grand!

**SIGN UP NOW AT [NASMD.COM](http://NASMD.COM)**

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







## Pssst...Are You LOUD?

### FIELD SUPPORT ASSOCIATE

LOUD Retail Group (LRG) is looking for Field Support Associates (FSA) who will travel extensively in assigned geographical territories. The FSA will play a key role in supporting the objectives of the brands by closely partnering with dealers, LOUD channel marketing and sales management. The Field Support Associates will be proactive in reaching out to customers to provide support, visit customer sites and participate in trade shows. If pro-audio is your passion and building lasting business relationships is your goal, we want to hear from you!

The FSA-Field Support Associates will be assigned to the following US territories:

- South-West US
- South-Central US
- South-East US
- North-East US

### ESSENTIAL FUNCTIONS & MAJOR RESPONSIBILITIES:

- Ensure "best in store" visibility and awareness
- Expand and maintain display footprint as well as in and on store signage
- Provide connection for floor sales people
- Train, evangelize, problem-solve and influence the LOUD (Mackie and Ampeg) pro-audio brands
- Remove business hurdles and provide real time solutions
- Deliver group training sessions, support and host clinics and special events
- Provide customer demos
- Roll out new products, services, demos and promos
- Set up training and demo days for staff and end users

### REQUIRED JOB SKILLS:

- Ability to effectively present LRG Brands' products, services and programs to dealers and end-users within assigned geographic territories
- Professional use of Power Point, Excel, and CRM
- A focus on developing and maintaining long-term business relationships with sales and marketing teams at each Mackie/Ampeg retail location

### EDUCATION AND EXPERIENCE:

- HS diploma or equivalent required
- 3 years + MI Retail or pro-audio experience
- Ability to travel extensively within assigned territories

**TO APPLY:** Please apply online at [loudtechinc.com/are-you-loud](http://loudtechinc.com/are-you-loud)



LOUD Technologies Inc.

# CLASSIFIEDS

**PROAMP**  
The sound definition. Beauty and elegance.  
Come to see and hear at booth #4394  
**IOS**  
[www.proamp.it](http://www.proamp.it)

**Music To Your Ears**  
Face Facts - People continue to be one of the most valuable assets for any business. For a lot less than the cost of getting it wrong, we can help you get it right.  
We are industry professionals helping to develop careers and finding the right faces for the job.  
Interfacio provides a unique, industry-expert search and selection service. We have a proven record of finding and placing carefully selected and high-calibre individuals. Contact us [here at the show](#) to find out more about how we can help you.  
At Interfacio we'll make sure the face fits. Perfectly  
Find us on Facebook.com/page/interfacio or follow us @interfacio  
web : [www.interfacio.com](http://www.interfacio.com)  
email : [info@interfacio.com](mailto:info@interfacio.com)  
telephone : 1-800-578-0144  
global media technology recruitment

## Peavey Is Growing!

### Authorized Area Representative Positions Available

Candidates should possess the following skills:

- Self-motivated
- Ability to train and motivate others
- A proven track record of sales accomplishments
- Well-developed verbal and written communication skills
- Superior time management skills
- Music industry experience
- Extensive travel required

**Visit us at Booth 201 A-B to learn more!**

## LEGENDARY PRODUCTS REQUIRE LEGENDARY PEOPLE.

Artists, engineers, and audio enthusiasts worldwide trust the sound of Shure. Our technological innovations are the result of the creativity and dedication of our Associates. If you're interested in shaping the future of audio, then consider joining our band.

CAREERS AVAILABLE IN:

**SALES** **MARKETING** **DESIGN**

**ENGINEERING**

To learn more, please visit our careers page at [shure.com/careers](http://shure.com/careers)

**SHURE** LEGENDARY PERFORMANCE™

**Follow Music Inc. on Twitter**

**@musicincmag**

## Taylor Hires Environmentalist

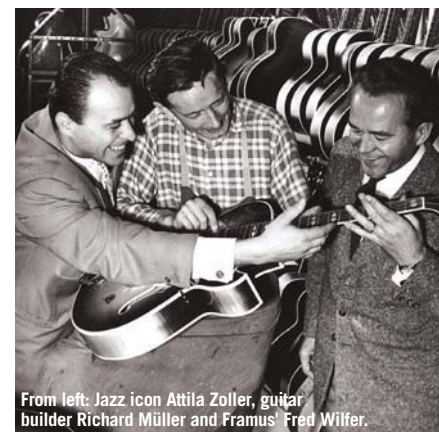
Continuing its focus on guitar wood sustainability, Taylor Guitars has hired well-known environmentalist Scott Paul to the newly created position of director, natural resource sustainability. With more than 20 years experience devoted to forest protection and mitigating the effects of climate change, Paul has held senior positions at many of the world's leading environmental organizations, including Greenpeace.

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

## Listen in Luxury

Floyd Rose has married sound quality with luxury design for its FR-36 Bluetooth Headphones. Delivering true balanced highs and lows, the combination delivers both sound clarity and comfort. Using APTX CSR Audio Technology, these new FR-36 Bluetooth Wireless/Wired cans boast 14 hours of continuous music on a full charge.

**Floyd Rose** ([floydroseaudio.com](http://floydroseaudio.com))



From left: Jazz icon Attila Zoller, guitar builder Richard Müller and Framus' Fred Wilfer.

## Framus Celebrates Founder's 100th

Fred Wilfer played a central role in the development of MI manufacturing in Germany after World War II. On Jan. 2, 2017, Framus, the guitar company he founded in 1946, began a year-long celebration of what would have been Wilfer's 100th birthday.

Framus turned into a global brand and the largest guitar factory in Germany by the 1960s. Wilfer's son Hans-Peter joined him in the business in 1982 and the two worked together until Wilfer's death in 1996.

**Warwick** ([warwickbass.com](http://warwickbass.com))

## Reunion Blues Sails Voyager Guitar Cases

Reunion Blues' RB Continental Voyager Series guitar cases feature the company's impact-resistant Flexoskeleton and an efficient internal structure that maintains a high standard of protection while reducing the weight and bulk of the cases. The line combines custom-milled, exterior fabric with a water-resistant texture that wears well.

**Ace Products** ([aceproducts.com](http://aceproducts.com))







## PRS Loads Up S2 Vela Satin

PRS Guitars has introduced the S2 Vela Satin, a vintage-inspired guitar with personality and tonal textures. Continuing in the style of the Mira and Starla models, the Vela boasts an offset body shape that is elegant and edgy. The addition of a satin nitro finish for this limited edition gives the Vela added

attitude, resonance and feel.

The S2 Vela's pick guard-loaded electronics feature a PRS-designed Starla pick-up in the bridge, providing a bright, punky tone, and a PRS-designed Type-D single-coil in the neck that gives it bite.

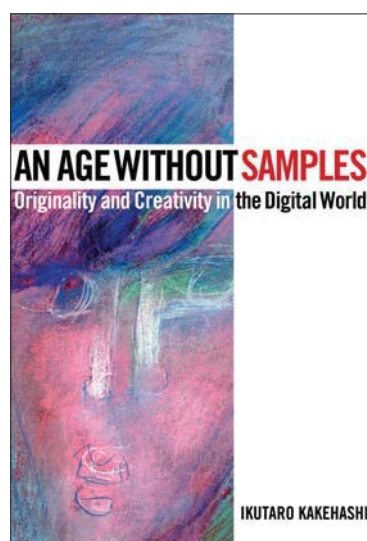
🛒 **PRS Guitars** ([prsguitars.com](http://prsguitars.com))

## Kakehashi Writes 'An Age Without Samples'

In the world of digital music making, sampling refers to the act of digitally recording a portion or sample of one sound recording and reusing it in a different recording. Ikutaro Kakehashi, the founder of Roland Corporation, was instrumental in establishing MIDI as a worldwide standard for electronic musical instruments. The 86-year-old now takes the term "sampling" in a new direction in his book, *An Age Without Samples*, published by Hal Leonard Books.

In *An Age Without Samples*, Kakehashi argues that the digital age has left us without samples we can borrow from; however, with the change brought about by information technology, he sees a rare opportunity for new ventures in businesses that need the vision of creative and original thinking.

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



## QSC Expands Loudspeaker Line

QSC has added two models to the company's E Series loudspeaker line. The E218SW dual 18-inch subwoofer and E215 dual 15-inch full-range cabinet now bring the model count of the Series to six.

Designed to meet the high-output, low frequency reproduction requirements of production professionals in larger indoor or outdoor venue applications, the E218SW subwoofer features two 18-inch,



die-cast frame woofers with 4-inch voice coils.

The E215 full-range loudspeaker features dual 15-inch LF drivers with a 3 1/2-inch voice coil, and utilizes a frequency-shading topology, minimizing vertical lobing through the HF crossover transition. A large format 1.4-inch, 2.8-inch voice coil, device provides transpar-

ent high-frequency reproduction.

🛒 **QSC** ([qsc.com](http://qsc.com))

## Superlux Makes Portable Recording Easy

Superlux's SE108 overcomes the bulky identity of the ordinary conventional speaker with the portable back bag.

The built-in wireless microphones and wireless Bluetooth technology will free user's hands and offer an easy connection with headphones and other devices without the constraints of cables.

🛒 **Superlux** ([avlex.com](http://avlex.com))



# MARKETPLACE

Carlos Pavicich  
Custom strings

**Leland Sklar**

Made in France

**Custom strings for your personal needs**

Namm show :  
See us at booth #4760

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

**GrenEggs**

**SCHNELL PERCUSSION**

Hall D - Booth# 2357

**the NAMM Show**  
BOOTH 5690

Sought after by musicians the world over, we handcraft all Heritage guitars in Kalamazoo, Michigan using only the finest materials and century-old traditions.

Learn more about our instruments and the historic 225 Parsons Street factory at [heritageguitar.com](http://heritageguitar.com)

Facebook: [FACEBOOK.COM/HERITAGEGUITARINC](https://www.facebook.com/heritageguitarinc) Twitter: [@HERITAGEGUITAR1](https://twitter.com/HERITAGEGUITAR1) Instagram: [@HERITAGEGUITARINC](https://www.instagram.com/heritageguitarinc)

**Lowrey**

Hall B  
Booth 5313

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



# MARKETPLACE

## Tune Fun!™



A portion from each sale will go to a fund to help cancer patients and their families

**IMS TECHNOLOGIES, LLC**  
www.imstechnologies.net

## Tune Style!™



Exclusive Distributor for Christopher™ Referencing Speakers

## Tune Life!™



Charity CD Featuring: Bobby Kimball, Bernard Fowler, Walfredo Reyes Jr., Michael Landau, Neil Stubenhaus, John Jorgenson, Joshua Seth Eagan & Many More!

**We'll see you at the 2017 NAMM SHOW Booth #4827**

## Award Winning.

**-5 MSA Awards**  
TBD Best New Acoustic 2015 (Shortlisted Top4)  
TBD Best New Bass 2015 (Shortlisted Top4)  
TBD Best New Guitar Accessory 2015 (Shortlisted Top4)  
3rd Place Best New Acoustic 2014  
3rd Place Best New Guitar Accessory 2014

**-MMR Global Award**  
TBD Best Acoustic 2015 (Shortlisted Top6)

**-A' Design Global Award**  
Bronze Award Musical Instrument Design and Engineering 2015

**Hand-Made Western Canada**




Trad 2 Performer 2015

## Riversong GUITARS

**Booth #4131**

2015 MIA DEALERS CHOICE AWARD  
Acoustic Guitar of the Year  
Nominations

**www.RiversongGuitars.com**



**peace**  
DRUMS & PERCUSSION

www.peace-drums.com  
EMAIL:sales@peace-drums.com

**INTERNATIONAL DISTRIBUTOR WANTED 3454 HALL D**

## Make Money Renting School Band & Orchestra Instruments





**Ask Us How at Booth 4611**

www.veritas-online.com

What do your

# DREAMS SOUND like?

Booth #3277

**dream**  
Cymbals and Gongs

www.dreamcymbals.com

no amp. no problem.



**ICONOCLAST**  
STEREO PARAMETRIC SPEAKER EMULATOR  
neunaber  
AUDIO EFFECTS USA

L - bal/unbal out - R - bal/unbal in - R/mono

www.neunaber.net

NAMM booth 1489

## LISTENING IS OUR BUSINESS.

**WINNER music radar BEST NEW MONITOR 2016**

It's not just our amazing monitor designs by founder Kevin Zuccaro, whose ears propelled some of the most well-known monitor brands. We listen to our customers and our end users and the rewards speak for themselves:

- Personalized sales service.
- Industry-low return rate (less than .05%).
- Extremely healthy margins for dealers.
- Range of professional and prosumer products.
- Custom product development capability.

Listen to Fluid Audio monitors and you'll hear why our FPX7 won Best New Studio Monitor in 2016 by MusicRadar readers.



**FLUID AUDIO**

fluidaudio.net  
sales@fluidaudio.net

f t

See us at NAMM Hall B booth #5298

Think of an Effect Here.

Make it Happen Here.



**REVPAD**  
Simple. Intuitive. Wireless Touch Effects.

**GTC SOUND INNOVATIONS**  
Your Sound, Our Technology  
gtcsound.com



# MARKETPLACE

**NAMM**  
VISIT US AT BOOTH  
**B-5931**

**On Tour**  
There is no better partner

**Sara-Trans Group**

**GIG BAGS FOR GUITARS, KEYBOARDS, PERCUSSION, HARDWARE AND MORE...**

**RUFF & TUFF**  
BAGS & CASES

INTERNATIONAL INQUIRIES:  
**Sara-Trans Group**  
Tel: +91 (120) 246 0918 / 19 / 20  
Email: info@saratransgroup.com  
Web: www.saratransgroup.com

U.S. INQUIRIES:  
**Gary Castelluccio & Associates**  
Tel: 973-772-3333 Fax: 973-772-5410  
Email: gary@castelluccio.com

**SEE YOU AT HALL C 4169**

**CROSSROCK™**

**FIRE UP YOUR SALES**  
CROSSROCK LATEST PRODUCTS  
WWW.CROSSROCKCASE.COM

**the NAMM show®**

**LITTLE RIG**  
**BIG TONE**

**The New**  
**MG350/BA10 Combo**

Compact • High-powered •  
Lightweight - 25 lbs

**GENZLER**  
AMPLIFICATION

info@genzleramps.com  
www.genzleramplification.com

**Henry Heller**

**SILVER SERIES**  
MODERNISM AT ITS FINEST  
WITH A FOCUS ON THE  
APPOINTMENTS ESSENTIAL  
TO GUITAR PLAYERS.

(ATOMIC SILVER OUTER  
SHELL WITH CARMINE RED  
PLUSH VELVET INTERIOR  
PICTURED)

**omgmusic.com**  
**800-675-2501**

**NAMM**  
BOOTH #4850

**REFOREST HAWAII**

*Sound for the Environment*

Kanile'a 'Ukulele is committed to the preservation and reforestation of our dwindling native Hawaiian forests. To build up awareness in the 'ukulele world, the **Maoli Nō** (which means "truly native" in Hawaiian) was created. Made using the dead fall of endemic Hawaiian hardwoods such as **'Ilihi** (Hawaiian Sandalwood), **'Ōhi'a** and prized curly **Koa** (Hawaiian Acacia), this stunning instrument speaks volumes on sound, aesthetic beauty and *purpose*.

Visit [www.kanileaukulele.com](http://www.kanileaukulele.com) for:

- All Kanile'a Instruments
- Accessories
- Dealer Information

**Kanile'a**  
**'Ukulele**

**Prentige**  
GUITARS

**MODERN. VINTAGE.**

**HALL E**  
**BOOTH 1636**

**JOYO**

WIDE-RANGE VOLTAGE INPUT POWER SUPPLY  
JP-06

**KILL THE NOISE.**

**Booth #2785**

**Stock the Gold Tone Products**  
**your customers are talking about!**

**MandoCello**  
The most affordable  
Mandocello on the market!

- \* Solid Spruce Top (Maple B&S)
- \* Dual Pickup System
- \* Nut Width: 1-1/2"
- \* Scale Length: 24-7/8"
- \* Includes Hardshell Case

**Street Price \$824.50**

**AC-1**  
Light weight, Versatile and  
Affordable Openback Banjo

- \* Composite Rim Construction
- \* Maple Neck
- \* ZeroGlide Nut System
- \* Weight: 3.75 lbs.
- \* Includes Bag

**Street Price \$199.50**

We've reached an era where customer reviews are key to a purchase, so why not stock what your customers are talking about? The newly released Mandocello has over 50 posts on Mandolin Cafe. The AC-1 won "Gotta Stock It" Summer NAMM. Gold Tone has set up & sold over 300 AC-1 since August. This is a no risk purchase for your store!

**Gold Tone Booth 1409**  
[www.goldtone.com](http://www.goldtone.com) 1-800-826-5482





**Sunday**  
January 22, 2017

**NAMM**  
show

the **music** begins here  
OPPORTUNITY • COMMUNITY • PROFITABILITY

## Music Educator Showcases

10 am & 12:30 pm

NAMM Member Center, ACC Lobby

These lightning-speed sessions give attendees an opportunity to learn about innovative music education tools, non-profit music programs and best practices from the classroom. Music Making and Leisure Brunch & Learn Forum

11 am

NAMM Member Center, ACC Lobby

This is the place to discover tips for hosting in-store music-making events and activities that will engage first-time and seasoned music-makers.

## Uke Circle

2:30 pm

NAMM Member Center, ACC Lobby

Unleash your island spirit at our ukulele circle. No experience required and we provide the ukes! Come join!

## Relive The 2017 NAMM Show Online

If you missed anything over the past four days or simply want to share your NAMM Show experience with staff, friends and family back home, be sure to check out our extensive show coverage on [namm.org/thenammshow](http://namm.org/thenammshow), including NAMM Show pictures, video highlights, daily recaps and more!



## The Inspiration Begins at Summer NAMM

We look forward to seeing you in Nashville for 2017 Summer NAMM, July 13-15, where we're once again filling the magnificent Music City Center with the latest music products and innovations.

From Retail Boot Camp and the Top 100 Dealer Awards to all of the great NAMM U sessions we have scheduled, Summer NAMM is your opportunity to build your business.

# APPEARANCES

SUNDAY, JANUARY 22, 2017

## 10:00 A.M.

**Lisa Bella Donna**  
EarthQuaker Devices  
Booth 4296

## 11:00 A.M.

**Joey Landreth & Ariel Posen demo**  
**Waterloo Guitars.**  
(also at 2:30 p.m.)  
Collings Guitars  
Booth 1525

## 11:30 A.M.

**Case Tanner**  
EarthQuaker Devices  
Booth 4296

## 12:00 P.M.

**Brian Donohoe & Carter Arrington**  
EarthQuaker Devices  
Booth 4296

**Denmantau**  
King Blossom Guitars  
Booth 1482

**Jaq Mackenzie**  
Sennheiser  
Booth 6577

## 1:00 P.M.

**Nick Maybury performs.**  
D'Angelico Guitars  
Booth 212 A-B



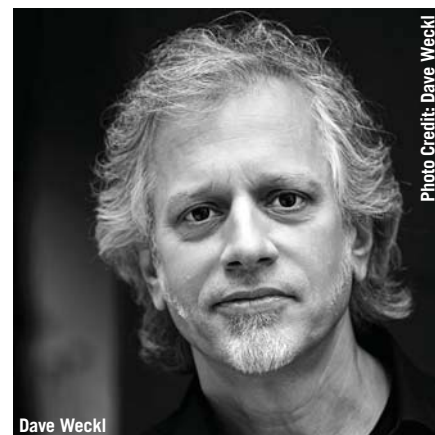
**KAT PERKINS**  
Electro-Voice  
Booth 6567

**Nick Arnold**  
Neunaber Audio Effects  
Booth 1489

**Tim Landers performs.**  
Pedulla Guitars  
Booth 5962

## 1:30 P.M.

**Dimitry Scopelitti**  
King Blossom Guitars  
Booth 1482



**DAVE WECKL**  
QSC  
Booth 6555

## 2:00 P.M.

**Simon Fuerst performs.**  
D'Angelico Guitars  
Booth 212 A-B

**Juan Alderete & Jonathan Hischke**  
EarthQuaker Devices  
Booth 4296

**Matt Schofield performs.**  
Mad Professor Amplification  
Booth 4176

**Matt Cartsonis Trio**  
Sennheiser  
Booth 6577

**Jose Luis Peraza**  
Zemaitis Guitars  
Booth 201 C

## 3:00 P.M.

**Lari Basilio performs.**  
D'Angelico Guitars  
Booth 212 A-B

**Cold Kingdom**  
Electro-Voice  
Booth 6567

**John Hultdt performs.**  
Mad Professor Amplification  
Booth 4176

**Marcus Eaton**  
Sennheiser  
Booth 6577

## 4:00 P.M.

**Jeff Lawson**  
King Blossom Guitars  
Booth 1482



# TEC TRACKS

All TEC Tracks will be held in rooms 202 A, 202 B and 203 A-B.

11:00 A.M.

## From Concept to Product: How to Manifest Your Great App Idea

*Active Media Production Group*

*Master Class (202 A)*

CJ Burton, former touring drummer with Air Supply and creator of the StagePlot Guru for iPad app, will provide insight into creating a successful app starting with just a great idea.

## Still Blurry: The Changing Landscape of Copyright Law

*Heather Rafter, attorney, RafterMarsh TEC Lab (202 B)*

This session will feature a seasoned panel of experts to untangle the blurred lines between creative expression and copyright infringement.

## Play It Loud: A Panel About the Electric Guitar

*Paul Riario, Guitar World Gear Editor The Forum (203 A-B)*

Brad Tolinski, co-author of the book "Play It Loud, The History of the Electric Guitar" (Doubleday), joins a panel of guitar gurus as they discuss milestones in the evolution of this iconic instrument.

12:00 P.M.

## Distributing Your Music Online

*Dan Korobkin, Source Audio*

*Master Class (202 A)*

Industry experts will discuss online delivery platform options currently available to songwriters, artists and music publishers.

## Navigating the DMCA as a Content Owner, Creator or User

*TEC Lab (202 B)*

Led by John Tehranian, a founding partner with One (an entertainment and intellectual property firm based in Southern California), this talk examines the history of the DMCA; the operation of its safe-harbor, takedown and liability regime; and the critiques of its operation from the point of view of content creators, owners, users and internet service providers.

## Making Money Making Music!

*Jay Warsinske, INDIEPOWER*

*The Forum (203 A-B)*

Top pros across all areas of the music and entertainment business break down the areas where monies are being made and how to position yourself for them.

1:00 P.M.

## Maintaining Relevance: The Connective Tissue Theory

*Jeff Weber, Weberworks*

*Master Class (202 A)*

This session lays out a series of targeted moves any musician can make to stay in the public eye and build his or her brand.

## IP Issues for Audio Manufacturers

*Mark Mizrahi, Wolf, Rifkin; Shapiro, Schulman & Rabkin*

*TEC Lab (202 B)*

A walk through all of the major IP protection "tools" as they come into play in the music products industry, with real-world examples of IP registrations for music equipment.

## The Sessions, Part 1: Career Advice from Music Industry Artists & Pros

*The Sessions*

*The Forum (203 A-B)*

Knowledgeable business tips and real-life experiences shared by music industry professionals with years of experience makes this an interesting, entertaining and price-less presentation!

2:00 P.M.

## Millionaire Mindset for Music Professionals

*Jim DeCicco, Millionaire Mindset for Life*

*Master Class (202 A)*

Join Millionaire Mindset for Life creator Jim DeCicco as he guides you to unlock your true potential for real wealth and freedom.

## Protecting and Profiting from Your Original Music

*Erin Jacobson, music industry lawyer*

*TEC Lab (202 B)*

Erin M. Jacobson, Esq. will cover how to start your own music publishing company, how to properly manage your compositions and intellectual property, and ways to earn revenue from your music such as through synchronization placements.

## The Sessions, Part 2: The Path to Success in Today's Music Industry

*The Sessions*

*The Forum (203 A-B)*

Part 2 of this traveling career accelerator goes a step deeper into empowering students with no-nonsense business information from veteran music industry professionals who share their knowledge and experience.

3:00 P.M.

## CandoMusos – Empowerment for Disabled Musicians

*David Segal, CandoMusos*

*Master Class (202 A)*

CandoMusos and its members have been featured in the press all over the world during the past year. The organization now has more than 200 members from 22 countries and continues to inspire and bring hope to musicians with challenges.

## Negotiating a Recording Contract in 2017

*Ryan Kairalla, music business attorney*

*TEC Lab (202 B)*

Entertainment lawyer, author and podcaster Ryan Kairalla will discuss these concepts in an interactive format. This is a must-attend session for all artists.

## Social Media on Steroids: Strategies that Work

*Kevin Gazzara*

*The Forum (203 A-B)*

Reach more people of your target market online — without spending money on ads! This session will empower you to use techniques that will change your marketing game immediately.



Sunday  
January 22, 2017

NAMM® U

## This Morning's NAMM U Breakfast Session

*Big-Picture Ideas for Inspiration and Forward Direction*

### Best in Show

8–9:30 am

*Pacific Ballroom, Anaheim Hilton*



What will be the biggest products, must-see innovations and technology breakthroughs in the New Year? Discover this and more at "Best in Show," the legendary last NAMM U Breakfast Session. Host Frank Alkyer, publisher of Music Inc. and UpBeat Daily magazines, will moderate this fast-moving discussion with six music retail experts. They'll reveal their picks from the show, offer hands-on demos and also look at why these products and services will make a big impact with customers.

## NAMM Idea Center Spotlight

*Results-Oriented How-Tos, Tactics and Tips to Grow Your Business*

### Sunday's Music Industry Sessions

*All Day, NAMM Idea Center, Level 1 Lobby*

Whether you're an aspiring musician, songwriter or music retailer, you'll find a variety of hard-hitting music industry sessions today at the NAMM Idea Center (and TEC Tracks). This program covers everything from musician marketing and crowdfunding to songwriting and music business tips from the pros.

NAMM®  
idea  
center

## TEC Tracks Standout

*Sessions for Sound, Studio and Stage Pros*

### Play It Loud: A Panel About the Electric Guitar

11 am–12 pm

*The Forum, Level 2 (203 A-B)*



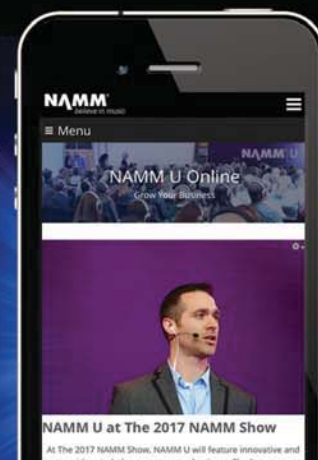
sound | studio | stage

Brad Tolinski, co-author of the new book "Play It Loud: The History of the Electric Guitar" (Doubleday), joins a panel of guitar gurus as they discuss milestones in the evolution of this iconic instrument. From behind-the-scenes bloopers to engaging anecdotes and personal highpoints, this panel will educate and entertain!

NAMM® U ONLINE

Download the mobile  
app for a complete  
schedule of events.

Search "NAMM" in  
your app store.

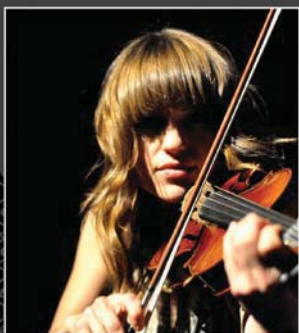






The Realist™  
Violin

A Truly Acoustic Amplified Violin



**It's you—only louder.**

**RV4e and RV5e standard models** are made with Carpathian spruce and offer a crystal clear tone. Standard models come with a volume knob.

**RV4Pe and RV5Pe professional models** are made with premium choice Carpathian spruce and offer a richer acoustic tone. Professional models come with volume and tone knobs.

"Since I got this violin, it immediately became my main instrument. I really don't know how I lived without it before."

— Anna Bulbrook  
The Airborne Toxic Event



Volume and tone knobs give the player immediate on-stage control.

Integrated Realist transducer ensures the highest acoustic fidelity.

Check us out at NAMM!

RealistAcoustic.com



Booth #3500



# SCHEDULE

SUNDAY, JANUARY 22, 2017

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



Best in Show, 8:30 p.m.

## BREAKFAST SESSION

8:30–9:30 A.M.

### Best in Show

**Frank Alkyer, publisher of Music Inc. & UpBeat Daily magazines, & panel Hilton Anaheim Hotel, Pacific Ballrooms**

What will be the biggest products, must-see innovations and technology breakthroughs in the new year? Host Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, will moderate this fast-moving panel which will reveal the hottest products and services from this year's show.

10:30 A.M.

### 5 Ways to Boost Your Brand in the Music Business

**Brett Berhoff, entrepreneur & thought leader**

Join entrepreneur, thought leader and *Huffington Post* contributor Brett Berhoff to explore creative marketing strategies.

11:00 A.M.

### Lessons Learned, Featuring Omar Hakim & Rachel Z (Double Session)

**Chandra Lynn, GlowLiving (host); Omar Hakim, drummer; Rachel Z, keyboardist**

Chandra Lynn, MI marketing veteran, takes her "Lessons Learned" video interview series to the NAMM Idea Center's live stage for hard-won wisdom from legendary drummer Omar Hakim (Sting, David Bowie, Journey and Madonna) and keyboardist Rachel Z (Peter Dinklage, Vertu with Stanley Clarke and Lenny White, and Pino Daniele).

12:00 P.M.

### How to Build a Fan Base on YouTube (Double Session)

**Laura B. Whitmore, Mad Sun Marketing (Moderator); & panel**

In this session, Laura B. Whitmore, president of Mad Sun Marketing, will sit down with artists who built their careers using YouTube.

1:00 P.M.

### Marketing & PR Power Tips for Musicians (Double Session)

**Jillian Kelleher, Connector**

**Entertainment Group (Moderator); Victor Brodén, bassist; Ed James, Anthem Agency**

It's no secret that traditional A&R and the days of scoring a career-making record deal are just about gone. Today, it's not about who you know — it's about who knows you.

2:00 P.M.

### Hit Songwriting Strategies: Change for the Changing Industry (Double Session)

**Thornton Cline, award-winning songwriter (Moderator); Michele Vice-Maslin, songwriter; Ted Perlman, producer & songwriter; Gloria Loring, artist**

The music industry is constantly evolving. Hit songwriting and business strategies that used to work may not be relevant in today's ever-changing music industry. In this session, award-winning songwriter Thornton Cline will lead a panel of hit songwriters who will show you how to navigate these changes.

2:30 P.M.

### Ukulele Circle

**Anaheim C.C., NAMM Member Center**

Add the uke to your musical repertoire! Unleash your Island Spirit at the annual ukulele circle, where you'll learn the basics of the instrument known as the "jumping flea." No experience required, and ukes will be provided! Facilitated by Lenny San Jose. Presented by NAMM in collaboration with Kala Brand Music.

3:00 P.M.

### Women in the Music Industry Sound Off (Double Session)

**Laura B. Whitmore, Women's International Music Network (Moderator); & panel**

Ever feel like you're a lone woman navigating the music industry? Rest assured, we're with you! In this insightful session, leading female music-industry VIPs share their insights, strategies and stories, focusing on challenges and successes. Hosted by Laura B. Whitmore, founder of the Women's International Music Network, this fast-paced hour welcomes men, too!

## The Pattern Is Growing

A new pattern is growing in acoustic amplification: the Mi-Si Motif 2.0.

Featuring an Active Under-Saddle Condenser Pickup with flex circuit technology for better performance and easier installation.



Experience it at  
Winter NAMM '17  
Booth #3535

Motif 2.0



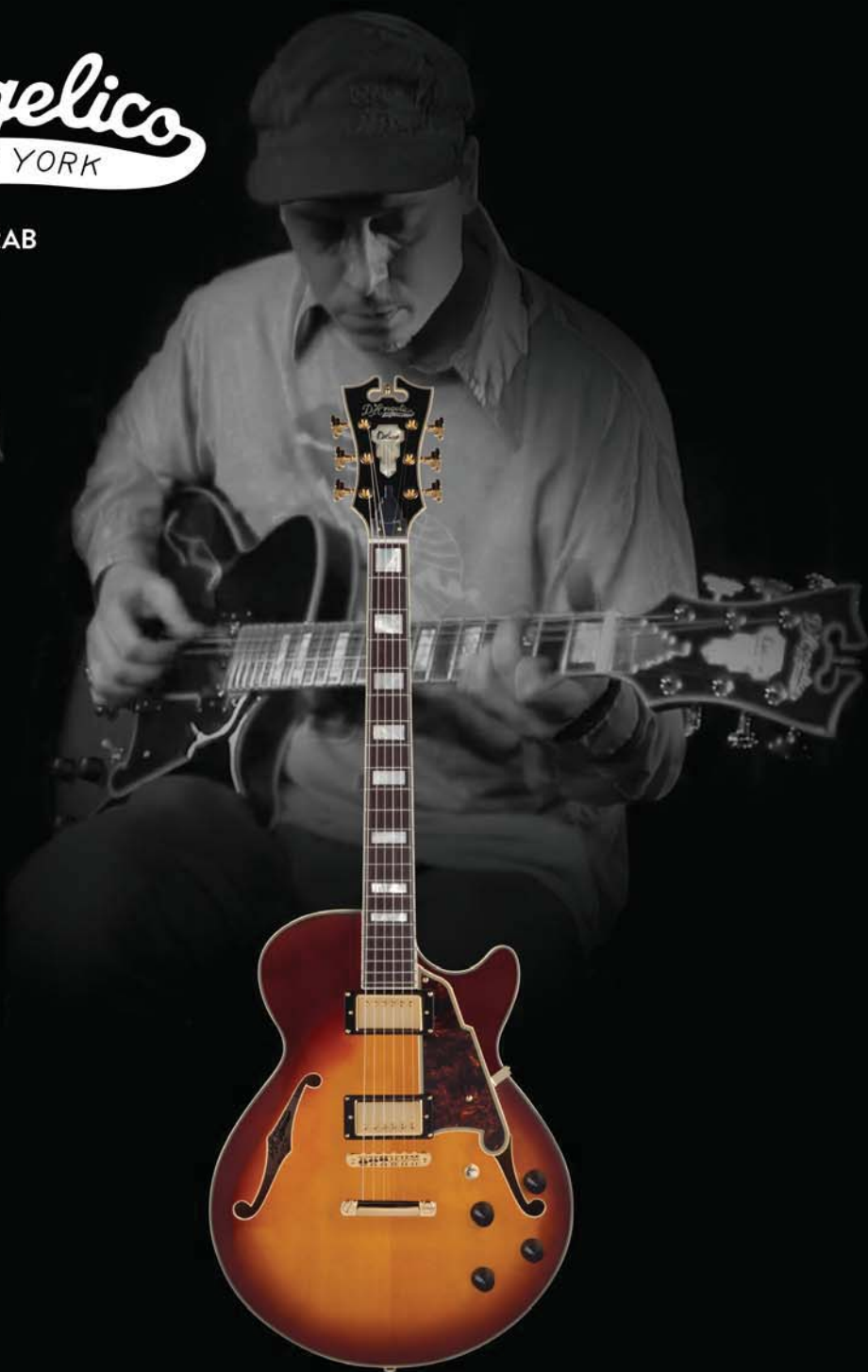
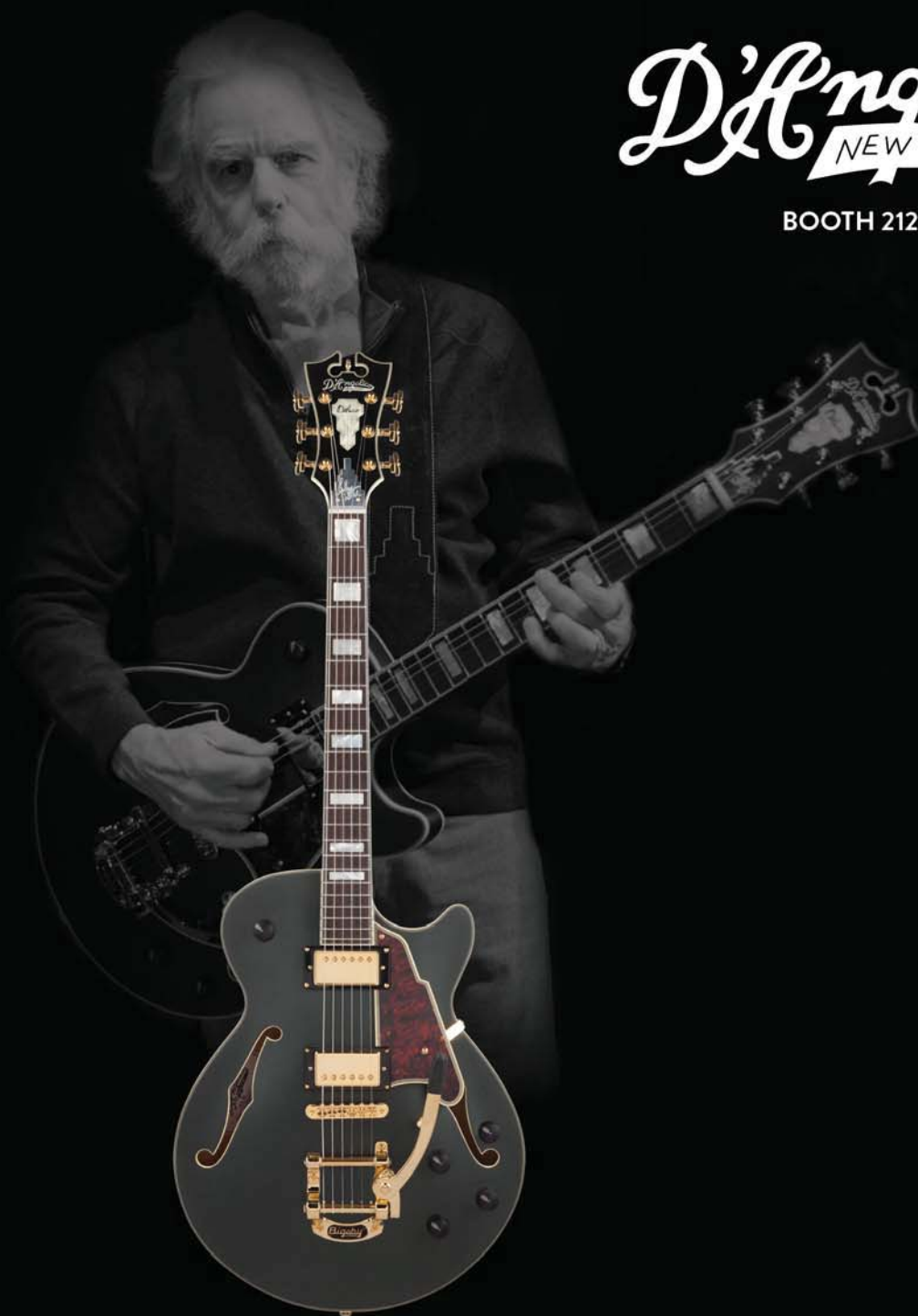
Battery-Free Technology for Acoustic Musicians  
www.mi-si.com





# D'Angelico NEW YORK

BOOTH 212AB



## Deluxe Bob Weir SS

Co-designed with guitar legend Bob Weir, the Bob Weir Deluxe SS is an innovative masterwork. It features the Bigsby B-50 tremolo system, a master volume knob, and push-pull tone knobs for coil-tapping.

## Deluxe Kurt Rosenwinkel SS

Designed in collaboration with one of the world's most renowned jazz guitarists, the Deluxe Kurt Rosenwinkel SS features a spruce top for brightness, a full center-block for maximum sustain, and a rosewood fingerboard.

**D'ANGELICO  
SHOW SCHEDULE  
SUNDAY  
January 22, 2017**

12:00 PM	Nadia Lanfranconi
1:00 PM	Nick Maybury/Pluuto
2:00 PM	Simon Fuerst & Darren Embry
3:00 PM	Lari Basilio



@DANGELICONY

DANGELICOGUITARS.COM



VISIT **BOOTH 212AB** FOR FREE STRINGS,  
A CHANCE TO WIN A GUITAR, AND  
TICKETS TO A VIP PERFORMANCE FROM  
**BOB WEIR**  
\*while supplies last



***SAMSON***<sup>®</sup>



**Hear's to a great show.**

**Zi Series Monitoring Earphones**

**Booth 6900**