

UpBeat

The Official **NAMM** Show Publication

DAILY



WHAT A PARTY!

Wow! What a beautiful blur this year's show has been. But lace up those comfortable shoes for one more day because we've got more business to do! The 2018 edition of the family reunion we call The NAMM Show has been a blast. Until next time (which will be Summer NAMM, June 28-30), this is the *UpBeat Daily* crew signing off with a few stars we saw during the show!



1. Legendary bassist Bootsy Collins on the show floor Friday. 2. Dave Weckl performs at Casio's Steve Weingart album release party Thursday. 3. Melissa Etheridge performs Friday night during the Yamaha All-Star Concert on the Grand. 4. Joey DeFrancesco plays at the Viscount booth Thursday. 5. Cheap Trick guitarist Rick Nielsen strikes a pose on the show floor Thursday. 6. Jazz saxophonists Joe Lovano (left) and Don Braden share a smile on the show floor Friday.

BREAKFAST SESSION



Join an esteemed panel of retail experts as they make their picks for the best products they saw at NAMM.

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Expedition Gets Small
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PreSonus Ships FaderPort 16
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Moog Drums up Analog
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PRO SERIES PORTABLE RACKS



ALL NEW UPGRADES!

Gator Cases is pleased to announce an all new update to their highly successful Pro Series rotomolded audio racks. The nearly indestructible polyethylene construction ensures rack gear is safely transported. Ergonomic handles are molded into the design of these cases for ease of use. Front and rear lids, refined hardware updates, and a sleek new design ensures these rack cases will continue to maintain their best in class status.

There will be new shallow depth additions to the range of models to accommodate the increase of smaller form factor rack technology. Gator has taken into account the large number of their long standing series still in use and have designed the updated models to be compatible with existing models for secure stacking. The USA-made cases are a rolling change to the existing line and retailers should expect to see the new look over the course of the next few months on most models.

VISIT US AT BOOTH #6415

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Cases 
gatorcases.com

NAMM Show News

Yamaha Endorsing Artists Rock Grand Plaza Stage

Thousands of NAMM attendees gathered on Friday evening for the Yamaha All-Star Concert on the Grand, produced by the Yamaha Entertainment Group.

Hosted by jazz saxophonist Dave Koz, the night's star performers included Michael McDonald, Melissa Etheridge, Lindsey Stirling, Sam Moore, Marc Broussard, Butch Walker and Sheléa.

Yamaha artist and bassist Nathan East served as musical director for the concert, leading a rhythm section that included Greg Phillinganes and Boh Cooper (keyboards); Donald Barrett (drums); Rafael Padilla (percussion); Tariqh Akoni and Andrew Synowiec (guitars); Amy Keys, Kenya Hathaway and Nita Whitaker (back-

ground vocals); the 12-piece horn section from Gordon Goodwin's Big Phat Band; and a 12-person gospel choir.

"We promised a jaw-dropping, multimedia, multi-artist extravaganza that would be the highlight event at NAMM and dazzle our dealers and other show attendees," said Chris Gero, the four-time Emmy Award-winning producer of the concert, and the founder and vice president of Yamaha Entertainment Group. "The evening's extraordinary caliber of artists underscores the high regard and appreciation Yamaha has for its dealers. It was a night none of us will soon forget."

As a finale, all of the artists performed The Doobie Brothers hit "Takin' It To The Streets."

INFO Yamaha (yamahaentertainmentgroup.com)



Sam Moore



Michael McDonald



Butch Walker



Lindsey Stirling



Back row, from left: Lindy Campbell, Ryan West, Jamie Deering, Jeremy McQueary, Jeremiah Manriquez and Mark Despotakis. Front row, from left: Stephanie Murphy, Krisin Masarik, Tim Spicer, David Kalt and Jeremy Payne.

Reverb CEO Delivers Lecture

NAMM Young Professionals (NAMM YP), an organization for MI members under the age of 40, featured Reverb.com's founder and CEO David Kalt as its keynote speaker during its annual lecture event on Friday.

During his keynote, Kalt shared his passion for music and technology, why he started the e-commerce platform in 2013, as well as how he has grown Reverb.com

into a \$400 million business.

"It all started with this commitment to [an] idea ... a vision," Kalt said. "When you see great companies and you see really good execution, it all starts with a vision."

The NAMM YP event also featured a Q&A session with Kalt and a networking reception.

INFO NAMM YP (namm.org)

She Rocks Awards Honor Female Industry Leaders

The Women's International Music Network (WiMN) rocked the House of Blues Anaheim on Friday night with the sixth annual She Rocks Awards. Honorees included singer-songwriter Melissa Etheridge, Kate Pierson and Cindy Wilson of The B-52s, Exene Cervenka of X and members of the band Fanny.

Hosted by WiMN founder Laura B. Whitmore and Kat Corbett of the Los Angeles radio station KROQ, the event also honored women from the MI industry, including Kristy Porter of Guitar Center, Dawn Birr from Sennheiser and Vanessa Mering of Harman.

The evening featured performances by the Command Sisters — who delivered a B-52s medley.

The finale brought members of Fanny, The B-52s, Melissa Etheridge and performers Olivia Rox, Jenna Paone, Laura Clapp and Sabrina Lentini together to deliver a performance of "Respect."

INFO The WiMN (thewimn.com)



Cindy Wilson and Kate Pierson of The B-52s accept their She Rocks Award on Friday night. Photo credit: Kevin Graft.

BookerLAB Joins Vintage Music Market

BookerLAB, spearheaded by Thomas Booker O'Hanlan, is committed to preserving vintage legacies by providing relevant upgrades that maintain the quality of vintage musical instruments and supporting audio gear.

The first product in the BookerLAB family is the new Revolution: The Advanced Motor Controller. Unlike simple speed controller updates, Revolution provides a complete motor replacement to extend the life of Leslie rotating speaker cabinets.

INFO BookerLAB (bookerlab.com)



NAMM's New Board Members

NAMM added eight new members to its board of directors. Pictured are, from left: Joe Lamond, NAMM president and CEO; Mark Terry, president and CEO of KMC Music/JAM Industries; Christie Carter, owner of Carter Vintage Guitars; Jimmy Edwards, president of Marshall Music; Mark Hebert, president and CEO of

Cosmo Music; Louis Hernandez Jr., chairman and CEO of Avid Technology; Barbara Wight, CFO for Taylor Guitars; David Kalt, owner of Chicago Music Exchange; Tim Miklaucic, CEO of Cordoba Music Group; and Robin Walenta, NAMM Chair and president of West Music.

INFO NAMM (namm.org)



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Anaheim Hilton

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Curt Taipale
Founder,
churchsoundcheck.com



Ruben Szachniewicz
QSC Product Application
Engineer

*Spanish-language session led by Ruben Szachniewicz

BONUS: Special purchase incentives will be available to all attendees of the TouchMix-30 Pro educational program upon completion of any half-day session.

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Thursday 1 PM • Friday 9 AM • Sunday 9 AM

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Presentado por Ruben Szachniewicz, QSC
Sábado, 1 PM



BEYOND MIXING

TouchMix
Digital Mixers

QSC
50 YEARS
AND FORWARD



Patrick Quilter Barry Andrews John Andrews

NAMM U Breakfast Session
Saturday, 8 am

Pacific Ballroom (Level 2)
Anaheim Hilton

Congratulations to our founders for receiving the **NAMM 50 Year Milestone Award**. Thank you for your contributions to the music products industry and your dedication to our continued success.

QSC at our New Location

Anaheim Convention Center North / Level 1, Booth 14911

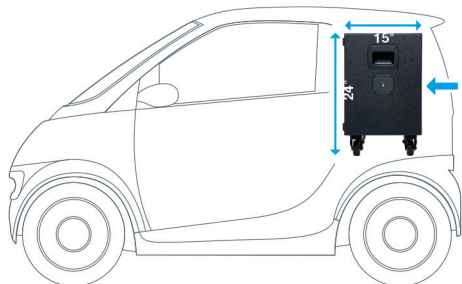
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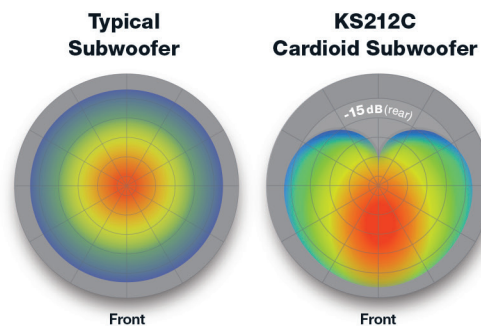
ultra-compact



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(NEW!)



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KS212C

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Learn why the TouchMix-30 Pro is the right choice for today's Houses of Worship as well as how its Windows® and Mac® DAW capabilities make it the ideal mixer for both live and studio applications

Meet some of our friends

As they discuss their current projects and of course, their favorite QSC experiences. **Among artists appearing:**



Dave Weckl



Jordan Rudess



Omar Hakim



Darryl Jones



Elise Trouw



Wayne Linsey



Andy Vargas



Jose Mangin



Download the NAMM Show Mobile App or visit the QSC booth for appearance schedule.

#qscmoments

QSC
50 YEARS
AND FORWARD

The Boothies

UpBeat Daily picks the best booths at NAMM

With all the booths moving around this year, it gave us a chance to appreciate some new booth designs as well as re-appreciate some of the classics. Here are the *UpBeat Daily* crew's picks for the five best booths at NAMM this year!



D'Addario

Our Grand Prize winner this year is the D'Addario booth. It was designed by the Rockwell Group and is made up of 8,000 steel pieces.



Aston Microphones

Aston Microphones came to NAMM with a clean, cool feel for its booth, then added some pizzazz by recruiting visual artist Ant Steel to create an incredible mural.



Sabian

Sabian's wall of cymbals is proof that cymbals are as beautiful to look at as they are to play!



JHS

The stage at the John Hornsby Skewes booth is constructed of Legos — a terrific tribute to things we all grew up loving!



Chesbro

We love the chill feel of Chesbro's back-porch booth. It looks like a great place to shoot the breeze and play with friends.



Guitarist Mark Tremonti (left) and Paul Reed Smith

Waring, Tremonti Demo Signature PRS Models

During the PRS Guitars press conference, held Friday afternoon, Paul Reed Smith showcased the company's latest products, including two signature items.

The DW CE 24 "Floyd" Limited Edition, made with Dustie Waring of the progressive metal band Between the Buried and Me,

features Waring's signature Mojotone "DW Tomahawk" pickups as well as a slightly modified Pattern Thin neck carve. Mark Tremonti of Creed and Alter Bridge was also present and demoed the MT 15 — his first signature amplifier with PRS.

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

Charvel Rocks On with Steel Panther Signature

Charvel has introduced the Satchel Signature Pro-Mod DK from Steel Panther guitarist Satchel.

The signature guitar has an alder Dinky body with sharper-radius top edges and a fluorescent Yellow Bengal finish. The guitar features two Fishman Fluence Classic humbucker pickups, which share a single volume control knob with special push/pull dual voice activation. The two-piece bolt-on maple neck has a Fender Stratocaster headstock with Charvel-branded die-cast tuners.

🛒 [Charvel \(charvel.com\)](http://Charvel (charvel.com))



DACS Controls Monitors

Independent Audio, exclusive U.S. distributor for the DACS product line, has introduced the DACS Monitor Control Central.

Monitor Control Central features multiple inputs, multiple speaker outputs, a relay switched volume control, dim, mute, mono, headphone, metering and talkback, with controls housed in a desktop control unit, and a separate Audio Rack. Aside from its

audio performance, the Monitor Control Central is the cue section that simplifies recording workflow quickly by giving artists what they need to hear.

The unit has four stereo "cue" inputs that are routed to the artists' outputs via Monitor Control Central. On the desktop unit, four pots

control the cues' output volume. 🛒 [Independent Audio \(independentaudio.com\)](http://Independent Audio (independentaudio.com))



Blackbird Saves Tonewoods

Blackbird Guitars has developed Ekoa M, the latest version of its natural tonewood replacer. This material will now be standard on all of the company's instruments' backs and sides, while the original Ekoa will continue to be used for the tops. Ekoa M is a stronger, more stable replacement for tropical hardwood.

🛒 [Blackbird Guitars \(blackbirdguitar.com\)](http://Blackbird Guitars (blackbirdguitar.com))



Correction

On page 12 of Saturday's issue, *UpBeat Daily* incorrectly stated that Ultimate Support acquired Radial Engineering. Mike

Belitz, CEO and president of Ultimate, purchased the company, not Ultimate Support. *UpBeat Daily* regrets the error.

THE CURE FOR PEDALBOARD OCD



D'ADDARIO DIY PEDALBOARD POWER CABLE KIT

Pedalboard perfectionists are a different breed of guitarist. They won't accept straight out of the box power solutions for their carefully curated effect chains. That's why the D'Addario Pedalboard Power Cable Kit is designed to organize and customize even the most eclectic collection of pedals to share the same board. This kit allows you to create six premium-quality power cables of any length, each capable of being configured straight on, or at a 90° angle. This gives you superior reliability, control, and the flexibility to create the perfect home for your audio arsenal.

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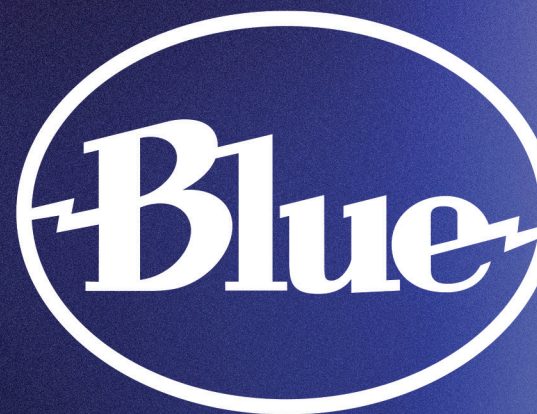
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Briefs



Gator Upgrades Pro Series

Gator Cases has updated its Pro Series rotomolded audio racks. The polyethylene construction ensures rack gear is safely transported. Ergonomic handles are molded into the design of these cases for ease of use. The cases also feature front and rear lids, refined hardware updates and a sleek design.

🛒 [Gator Cases \(gatorcases.com\)](http://GatorCases.com)



Outlaw Ropes Palomino 4HP

Outlaw Effects, a Montreal micro-effect pedal company, has introduced the Palomino 4HP, a compact power supply featuring isolated high-current outputs and multiple output voltage options, capable of handling a wide range of effects pedals.

This one-stop solution for fueling a pedalboard delivers up to 2,000 mA of stable, noiseless DC power via four fully isolated outputs, each supplying 500 mA of current. Three outputs provide 9V DC voltage, and a fourth offers selectable 9V/12V/18V DC voltage options.

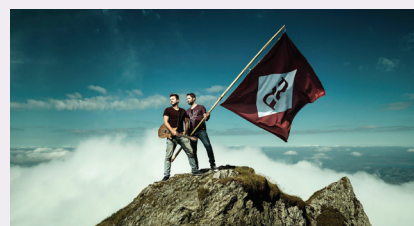
🛒 [Outlaw Effects \(outlawguitareffects.com\)](http://OutlawEffects.com)

Seeking Data Unification

During a Wednesday meeting of NAMM's Ad-Hoc Technology Committee, one point became clear — product data is a mess. Data spreadsheets from one supplier to the next don't match, some only supply PDFs and some make retailers dig for the information. The result is too much time being wasted to get products into the sales pipeline and online for sale at retail.

The Technology Committee is seeking answers to the challenge.

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



Relish Brothers Guitar Start-up Raises \$3M

Relish Brothers Guitars recently raised more than \$3 million as it has developed an approach to electric guitar production and seen 300-percent yearly sales growth.

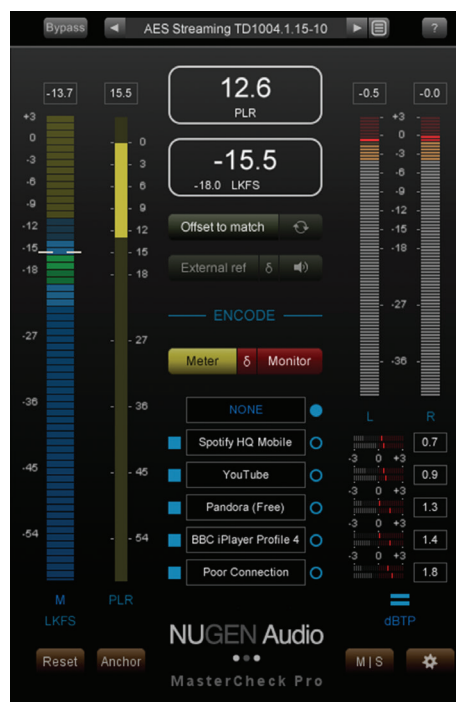
Co-founders Pirmin Giger and Silvan Küng have devised several aspects for Relish Brothers products including pickup swapping, which lets you swap a pickup within seconds, and a touch-control board to select pickups, split the pickup coils and mix the pickups.

📄 [Relish Brothers Guitar \(relish.swiss\)](http://RelishBrothersGuitar.com)

NAMM's International Feel



The NAMM Show plays host to many important meetings, including the International Coalition, a group of associations, media and opinion leaders from around the globe. Among the subjects discussed were International Make Music Day and tonewood sustainability, as well as rules and regulations. The group shares NAMM's goal of creating a more musical world that can only be achieved when the industry as a whole works together in collaboration.



Nugen Audio Updates Various Codecs

Nugen Audio has updated its MasterCheck Pro loudness, dynamics and codec toolset to Version 1.5 — with enhancements embracing support for the Apple AAC (Advanced Audio Coding) iTunes Plus native OS X codec as well as the PSR (Peak to Short-term Loudness Ratio) measurement update to AES Engineering Brief 373.

Now that MasterCheck Pro supports the Apple AAC iTunes Plus native OS X codec, users producing to the MFIT (Mastering for iTunes) standard can take advantage of real-time monitoring of the native Apple codec in OS X — and all from within the comfort of their chosen DAW.

🛒 [Nugen Audio \(nugenaudio.com\)](http://NugenAudio.com)



120 Amps Offer Dante Inputs

XTA and MC² have debuted the DNA120 and Delta 120 model amps.

The 120 amps will be available as the Delta 120 and DNA120 models from MC² and XTA, and they will offer 96kHz Dante inputs as an option. Both deliver more than 7,000 watts per channel into 2 ohms and 5,000 watts per channel into 4 ohms.

Additionally, XTA's DPA and DNA amplifier ranges are debuting in North America. The amps combine audio power and performance with ultra-flexible connectivity.

🛒 [XTA, MC² \(cta.co.uk, mc2-audio.co.uk\)](http://XTA.com)



Thermionic Culture Celebrates 20th with Limited Edition

Fraser Jones, president of Independent Audio, exclusive U.S. distributor of the Thermionic Culture product range, has announced that Thermionic Culture is celebrating its 20th anniversary with the Culture Vulture 20A, a limited edition of the Culture Vulture.

The release will be limited to 120 units supplied with Mullard and Phillips factory valves and a signed certificate. The Culture Vulture 20A differs from the original in

that it has much lower background noise, as it uses Sowter transformers to balance line inputs and outputs and also indented pots for easy recall. The sound is nearly identical to the original, except the top end is extended to far beyond audio range, making it suitable for mastering. It has the classic Culture Vulture distortion settings with an extra extreme position on the function switch.

MSRP: \$2,699.

🛒 [Independent Audio \(independentaudio.com\)](http://IndependentAudio.com)

Denis Wick Honors 50th

To commemorate its 50th anniversary, Denis Wick has released a limited edition 50th Anniversary gold-finish straight mute for B-flat trumpet and trombone.

Based on the No. 1 seller in the line, this special edition mute will carry the 50th anniversary logo and serve not only as a high-performance mute, but as a keepsake that will mark this occasion.

"We're proud to be part of this historic occasion," said Mary Galime, product specialist at Denis Wick.

🛒 [Denis Wick \(dansr.com\)](http://DenisWick.com)





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THE BARITONES

The Baritone Ukulele has been growing in popularity with uke players and guitarists and Kala has two new Baritone models for 2018. Exotic Mahogany and Ziricote join our line of Baritone models that already includes Travel, 8-String, and Makala, as well as Acoustic and Electric options.

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KA-ZCT-B
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January 25/28 2018 ^{california}
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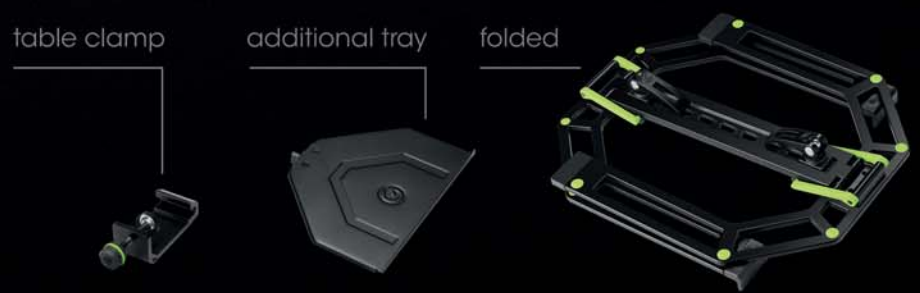
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The NAMM Show

january 24/27 2019 ^{california}

Anaheim Convention Center, Anaheim, CA

Register for badges and book your hotel beginning July 2018.

The Inspiration Begins Here

Summer NAMM

june 28/30 2018 ^{nashville}

Music City Center, Nashville, TN

Register for badges and book your hotel beginning March 2018.

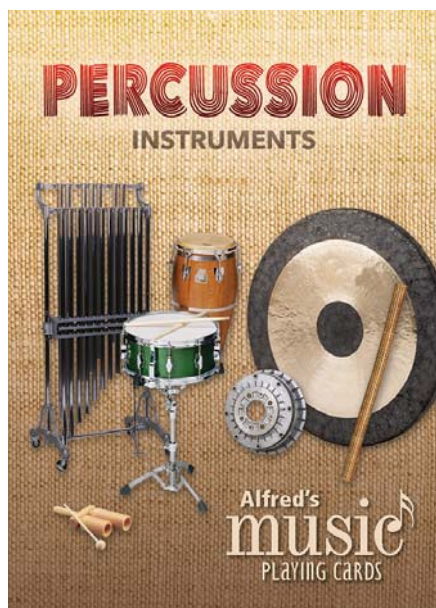
Thank you for making The 2018 NAMM Show amazing. See you next year!

namm.org

Alfred Deals in Percussion

Alfred Music has added to the Alfred's Music Playing Cards series: "Alfred's Music Playing Cards: Percussion Instruments," a resource for music educators and students alike. Created by Dave Black, "Alfred's Music Playing Cards: Percussion Instruments" are an innovative way for users to learn about percussion instruments. The standard 52-card deck of playing cards is divided into four suits: Pitched/Non-Pitched Membrane, Pitched/Non-Pitched Metallic, Pitched/Non-Pitched Wood and Sound Effects.

🛒 Alfred Music (alfred.com)



KMC Touts Scarab 3D Tuner

KMC Music has introduced the Matrix Scarab 3D tuner.

"Clip-on tuners have traditionally been unattractive plastic lumps that look like digital watches clamped onto your headstock and stick out like a sore thumb," said Roger Hart, KMC Music's vice president of merchandising. "The Matrix Scarab 3D's sleek, unobtrusive design doesn't distract from the beauty of your instrument. Its simple, clean design, combined with the 3-D display technology, makes Matrix Scarab 3D tuner a real game changer in the accessories market."

The Scarab 3D tuner takes the traditional

clip-on tuner to the next level, putting a modern twist on the "needle" style pitch display with a 3-D display that provides users with better visibility from multiple angles.

Its clip design, accuracy and chromatic tuning functionality make it ideal for almost any instrument, including guitar, bass, ukuleles, bowed instruments and woodwind and brass instruments.

"This tuner is easy to use and seamlessly blends into your instrument's profile," Hart continued. "We're excited to make this tuner available to our entire dealer network."

🛒 KMC Music (kmcmusic.com)



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Roland Expands SPD-SX Memory

Roland's SPD-SX Special Edition Sampling Pad lets users store up to 16 GB of samples on board, eliminating the need to carry external memory.

🛒 Roland (roland.com)

UpBeat

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HOW TO GROW A GUITAR PLAYER

Join the Guitar & Accessories Marketing Association (GAMA) and make more guitarists



GAMA is a non-profit marketing group for manufacturers and suppliers that serve the guitar playing retail market.

Member benefits include:

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GAMA 
GUITAR & ACCESSORIES MARKETING ASSOCIATION
DISCOVER GUITAR

www.discoverguitar.com

Alvarez Goes to Spain, Makes Cádiz Series

Alvarez has introduced the Cádiz series of classical and flamenco guitars.

The Alvarez team traveled to Andalucía, Spain, to learn more about the history, the music and construction of these instruments before embarking on R&D.

The Cádiz series features Flamenco and Concert models in various configurations, including cutaway/electric and hybrid models with a slimmer nut width. Flamenco models feature cypress backs and sides, while Concert models are constructed with walnut backs and sides. With the exception of the hybrid designs, the Cádiz series stays true to traditional classic design.

🛒 Alvarez Guitars (alvarezguitars.com)



Yamaha Adds Flagship CLP Clavinova

Yamaha has introduced the CLP-695GP, the most advanced CLP Clavinova yet, and the new flagship to the company's CLP-600 Series of digital pianos.

The CLP-695GP is housed in an elegant grand piano cabinet. It comes in a choice of two finishes: polished ebony or polished white.

Yamaha Grand Touch keyboard action, which features individual key counterweights like those on an acoustic grand, gives the CLP-695GP an authentic playing feel. From the quietest to the loudest passages, the piano's dynamic response is consistent and accurate.



tent and accurate.

The CLP-695GP comes loaded with two sampled grand pianos, the Yamaha CFX and the Bösendorfer Imperial.

🛒 Yamaha (usa.yamaha.com)

Córdoba Ukes Have Guitar-inspired Look

Córdoba has unveiled a ukulele series to its growing product line.

The 21 Series ukuleles feature solid spruce tops and exotic striped ebony back and sides for a guitar-inspired look and sound.

🛒 Córdoba Guitars (cordobaguitars.com)



Korg Creates Uke Bundle

Korg EDU has launched an initiative to keep music education a top priority by creating a unique bundle for aspiring ukulele players.

Equipped with Aquila Kids strings and the new "Smart Start" songbook, written by Korg EDU's Tiffany Stalker and Guitars in the Classroom executive Jessica Anne Baron, students can learn to play without any music theory experience. The book includes a "Play by Color" tutorial, helping to visualize finger placement on the color-

coded strings to create chords.

The Smart Start method also introduces students to a more modernized way of tuning their ukuleles.

Every bundle sold will donate a portion to Guitars in the Classroom.

🛒 Korg (korgusa.com)



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ESP Grows LTD Series

ESP Guitars has announced more guitars in its LTD series.

The LTD Deluxe H3-1000FM is the first LTD model to make use of the ESP Horizon-III shape, with its bold body styling. It offers set-through construction at 25½-inch scale, pairing a mahogany top with flamed-maple top to a three-piece maple neck with Macassar ebony fingerboard.

Additions to LTD's EC series include the seven-string LTD EC-1007 EverTune and eight-string LTD EC-1008 EverTune, which feature the EverTune constant tension bridge system.

The models offer set-through construction at 25½-inch scale and 26½-inch scale, respectively, and include a maple-capped mahogany body and mahogany neck with Macassar ebony fingerboard.

The EC-1007 EverTune offers an EMG 60-7H/EMG 81-7H pickup set, while the EC-1008 EverTune includes an EMG60-8H/EMG81-8H set. Extended range guitars in the EC series are also being made available in a lower-cost guitar with the LTD EC-257 and LTD EC-258.

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



Ibanez Shrinks Bass Parlors

Ibanez has introduced AVNB1E and AVNB1E short scale Parlor Acoustic Bass Guitars.

The AVNB1E-BV and AVNB1E-BV are short scale acoustic bass guitars that utilize a parlor body. These compact instruments are ideal for situations such as playing on the couch, outdoors as well as more informal occasions.

Despite the compact body size, both have powerful acoustic volume. The thin semi gloss finish as well as the solid Sitka spruce top and mahogany back and sides contribute to the overall tone. The neck joint being located at the 12th fret means the bridge connects at the center of the lower bout, which maximizes sonic resonance.

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

Samson Takes Portable PAs on Expedition

Samson has launched the Expedition XP108w, an all-in-one, rechargeable portable P.A. speaker.

The XP108w is suitable for sound reinforcement needs in large rooms and outdoor situations. This lightweight speaker offers 200 watts of power with up to 20 hours of battery life, as well as a four-channel mixer, Bluetooth audio and a wireless microphone.



The XP108w features a four-channel mixer with two-band (bass and treble) master EQ, as well as independent volume controls on each channel. For events, the XP108w delivers wireless music playback from a smartphone, tablet or laptop via Bluetooth (with transport controls), while the included handheld wireless microphone offers 200 feet of performance freedom.

The additional channels can be used for adding a wired microphone, as well as stereo devices such as MP3 players, keyboards and more. Also, a line output lets users daisy-chain multiple systems together to expand sound.

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



PRS to Host Annual Open House

PRS will host its ninth open house, Experience PRS, at its Stevensville, Maryland, headquarters on June 8-9, 2018.

The event will connect dealers, distributors, artists and customers as well as music lovers, music press and YouTubers from around the world.

The two-day event will feature approximately 2,500 guitarists and music lovers from all over the world at the PRS factory for shop tours, clinics, a jam stage, food trucks, beer trucks and performances, plus

an interactive area where attendees will have the ability to play PRS gear.

Additionally, there will be more than a dozen music store dealers on site displaying and selling PRS guitars, including the "Experience PRS" limited edition guitars. Experience PRS is the only time a player can buy a guitar at the PRS factory.

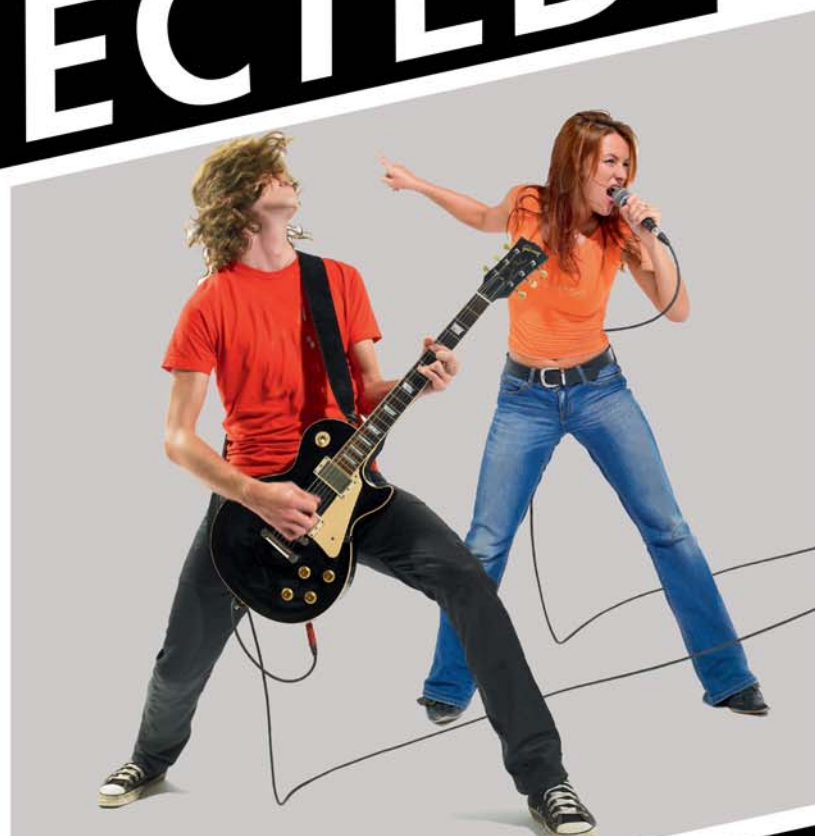
The event will also feature a regional band stage and nightly concerts on its main stage.

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

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**BOOTH #11110
HALL A**

ALLEN & HEATH



Allen & Heath leads the way in digital mixing —setting a new standard with the compact powerhouse 96kHz SQ series to the flagship dLive S Class pro touring range, every Allen & Heath mixer delivers class-leading audio quality and an intuitive mixing experience.

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At Alpine, we want people to enjoy life more. Since 1995, we've done this by offering high quality hearing protection for musicians, travelers, water sports enthusiasts, clubbers, motorists and people with sleeping issues. We believe that life is more fun when you're not bothered by harmful or annoying noise.

CAD
AUDIO



CAD Audio continues to build on over 85 years of innovation in the audio industry by delivering innovative and highly useful solutions for performers, engineers and a wide range of audio professionals. CAD has emerged as a true leader in high performance studio and live microphones.

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 versatile ES Entertainment System, both compact and user-friendly, and the superb OPERA powered speakers designed for both live and playback applications.

Fostex



Fostex was founded by Foster Electric who has been developing high quality speaker components since 1949. As the market has moved from analog to digital, Fostex continues to develop superior products for professionals and hi-fi enthusiasts of today and tomorrow.

Hercules



The mission of Hercules is to create innovative, high-performance, tailored products designed for amateur, semi-pro and professional DJs. Innovative functions developed by the company allow users to easily discover and master DJ mixing techniques while offering total mobility.

KURZWEIL
It's the sound.



The new Kurzweil SP6 combines legendary sounds, leading technology and professional playability in a stage piano designed for both studio and live performance. Kurzweil has also developed the new SP1 as an option for professionals who need a grab-and-go, lightweight, powerful instrument.

LEWITT



The Vienna-based microphone company LEWITT stands for high-performance tools designed to deliver unaltered, authentic sound for memorable vocal and instrumental recordings. Driven by the urge for innovation, versatility and the ultimate bang-for-the-buck, LEWITT microphones continue to be the choice of top recording professionals.

nord



Introducing the new Nord Electro 6, a refined modern classic. Since its introduction in 2001, the Nord Electro has been the natural choice for musicians in need of authentic emulations of classical electro-mechanical and acoustic instruments in a portable and easy-to-use package.

RELOOP



New at NAMM 2018, Reloop introduces KUT — a digital 2-channel battle mixer, which impresses with its classic design and modern features. Focused on the art of turntablism and scratching, KUT sports an integrated innoFADER as well as two very smooth battle line-faders for precise cutting.

studiologic



The Numa Compact 2x from Studiologic brings the extreme power of the Compact family together with three sound engines, a tone wheel organ model derived from the Numa Organ, amazing Sledge sound synthesis and a full 1GB of sample memory.

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



Vintage Guitars Adds V75

Vintage Guitars has introduced the V75, which features an American alder body, a one-piece maple neck and fingerboard, and a Wilkinson WTB bridge. The three brass sad-

dles and steel plate provide tonal response, while the chamfer points for each string let players intonate the guitar.

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



Reverend Celebrates 10 Years with Anderson

The Reverend Pete Anderson Signature PA-1 10th Anniversary Edition has all of the same appointments of the original guitar but with some extra embellishments.

There is a special inlay at the 18th fret that says "2008-2018" and a 10th Anniversary badge on the back of the headstock.

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

IP Designs BNA-1 with Brian Fullen

Joining Innovative Percussion's Innovation Series, the BNA-1 Nashville model was designed in conjunction with Brian Fullen, Nashville-based drumset educator and studio drummer.

A design specific to Innovative Percussion, the BNA-1 Nashville carries a

length of 16½ inches with a diameter in the hand at .626 inches, but expanding slightly to .630 inches at the shoulder — creating a powerful sound while maintaining player control. Its barrel-shaped bead creates bold yet clear cymbal sounds.

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



D'Addario NYXL Campaign Features Abasi, Rodgers, Sholar

D'Addario has launched a new campaign, #Commit.

The campaign will launch with print and digital advertising featuring Tosin Abasi, Nile Rodgers and Chris Sholar.

Each artist chosen for the campaign exemplifies the range of what it means to be committed as a player: Abasi, for his technical mastery, honed over countless hours of practice and play over many years; Sholar for his reputation as one of the hardest-working session musicians playing today; and Rodgers for his status as one of the music world's true living legends, who has sacrificed and survived both professional and personal setbacks, only to come out on the other side, even more committed to his craft.

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



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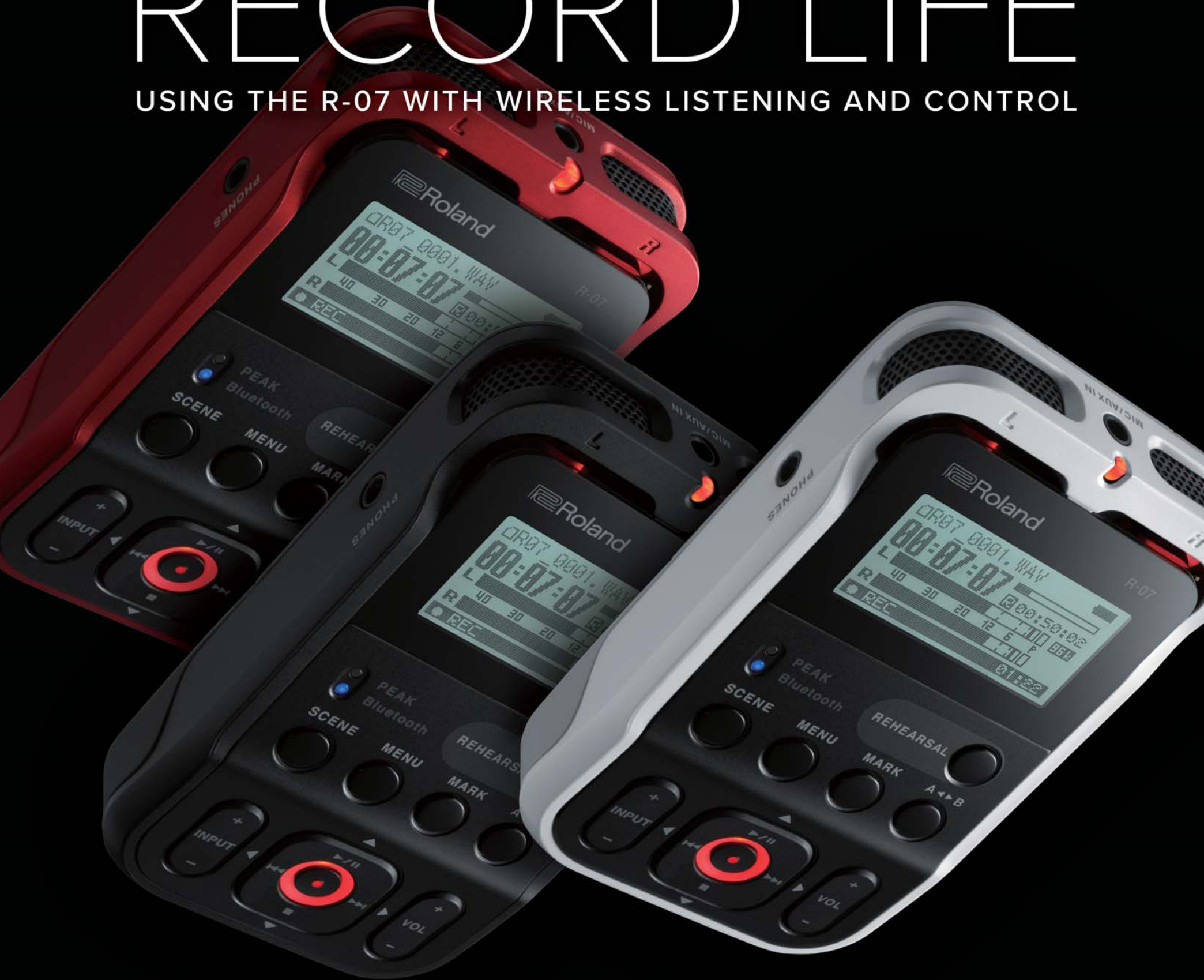
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Schecter Shredder III Turns Heads

Schecter Guitar Research has introduced the Sun Valley Super Shredder III line of guitars.

The Sun Valley Super Shredder III is made for today's modern guitarist who demands an instrument with head-turning looks, buttery playability and supreme tonal versatility. It features a comfort-contoured mahogany body, figured maple top, 24 X-Jumbo fret, 25½-inch scale bolt-on maple neck and Floyd Rose 1500 series bridge. The Sun Valley Super Shredder III also comes factory-equipped with EMG's Retroactive pickups, a Hot 70 and two single coil pickups.

The guitar is available in Aurora Burst with a maple fingerboard and abalone offset/reverse dot inlay, or Sky Burst with an ebony fingerboard and pearloid inlay.

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

Hit Like A Girl Drum Contest Enters 7th Year

Now entering its seventh year, the 2018 edition of the Hit Like A Girl international drum contest promises to build on the success and popularity of the program to expand the public awareness of female drummers and grow the female drumming community.

This year's theme, "Break Through," is an acknowledgement of the progress already made in shattering barriers and stereotypes as well as a call to action aimed at empowering more women and girls to become players.

Hit Like A Girl 2018 runs from March through May. During the entry period, there are six weekly competitions open to all contestants. The contests are judged by top female drum industry executives along with a female endorser from presenting sponsors. After the entry period, there are two weeks of public voting followed by the selection of finalists and judging by a panel of celebrity

drummers. Winners will be announced during a webcast ceremony in mid-May.

Online entries will be accepted in the over- and under-18 age divisions of the drumset, concert, marching and world percussion categories as well as the Music Technology category run by Beats By Girlz. The updated HLAG website will offer links to professional backing tracks suggested by artists such as Anika Nilles and Kaz Rodriguez and sponsors including Drum Channel Drum Guru.

Other developments for 2018 include a version of Hit Like a Girl in China organized by the 9 Beats drum schools, expanded local contests in Mexico, France, the U.K. and other areas organized through the HLAG Ambassadors program and alliances with educational organizations such as DCI, School Of Rock and Girls Rock Camps.

📄 [Hit Like A Girl \(hitlikeagirlcontest.com\)](http://HitLikeAGirl.com)



PreSonus Ships FaderPort 16 Control Surface

PreSonus has introduced the FaderPort 16 Mix Production Controller, which connects via USB 2.0 to provide precise tactile control over a user's favorite DAW's mix and automation functions.

The third model in the FaderPort series, the control surface offers full level, solo and mute control over 16 channels at once, with 16 touch-sensitive, motorized, 100-millimeter faders, and 89 buttons covering 102 different functions. Quickly zoom in on audio files for editing, modify plug-in parameters, manage aux mixes and control track levels with the touch of a finger.

The FaderPort 16's Session Navigator provides easy access to eight mission-critical functions. Dedicated buttons are provided to arm all tracks for recording, control mutes and Solo Clear and view only the tracks, buses and VCAs that users want to see.

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

Warwick Outfits 8-Strings

Warwick Red Strings are now available for eight-string electric basses.

The Warwick Red 8-String set is also suitable for all other long scale eight-string basses (four strings plus octave strings).

Warwick Red Strings are characterized by brilliant sound, durability and reason-

able prices.

The strings of the Warwick Red 8-String set are Roundwound, medium gauge inch sizes (.017, .040, .025, .060, .035, .080, .080, .045, .100) and are made in Korea from stainless steel with hexagonal core.

🛒 [Warwick \(warwick.de\)](http://Warwick.com)



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Favorite Genres to Play: 60's–mid-70's classic rock

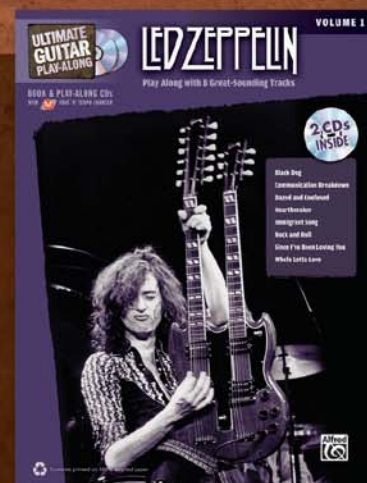
Favorite Artist: Led Zeppelin

First Concert Experience: KISS/Uriaiah Heep, "KISS-mas" concert, 1976

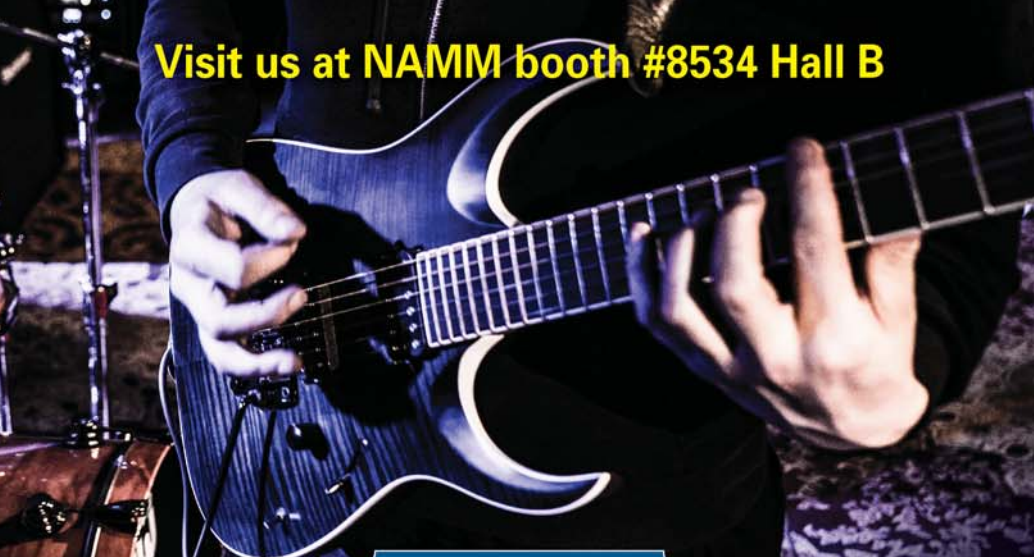


alfred.com

I strongly recommend the Ultimate Guitar Play-Along series. Note-for-note transcriptions with fantastic backing tracks with top players make this series a must for any guitarist who loves Led Zeppelin, Rush, and The Rolling Stones. The tracks come with TNT 2 software to adjust tempo, loop sections, etc. You might never leave the woodshed...



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APPOINTMENTS



From left, Jason McNamara, Florence Wilfer-Riboud and Hans-Peter Wilfer.

Framus & Warwick Names McNamara International Sales Manager

Jason McNamara has become the international sales manager for Framus and Warwick as well as RockBoard and RockGear products. McNamara will take over for Florence Wilfer-Riboud in international sales.

McNamara is based in Tokyo, Japan. He has 15 years of MI experience working in the retail side of the business in Australia and Japan.

Korg Adds to Marketing Department

Korg USA has added two professionals to its marketing department.

Responsible for the implantation and execution of creative design campaigns, Norm Morales joins the team as graphic designer. Morales has developed creative advertising strategies for a variety of companies.

A seasoned photographer and digital media creator, Nick Spadafora joins Korg as a videographer and content producer.



Norm Morales



Jim Boitnott

PreSonus Promotes 3 Executives

PreSonus has announced three executive promotions. Jim Boitnott has been promoted to chief operating officer. Rick Naqvi is now senior vice president of global sales and Bret Costin is senior vice president of research and development.

Boitnott joined PreSonus as executive vice president of product services in 2013. Naqvi joined in October 1995. Costin served as PreSonus vice president of research and development between 2010-2012.

Love Appointed Sabian Director of R&D

Mark Love has been promoted to Sabian's newly created position of director of research and product development. Love will take responsibility for the development and creation of new instruments, development of enhanced manufacturing techniques and ensuring that the highest possible levels of product quality are maintained.

Sabian Vault veteran Dave Williams will take over Love's day-to-day role as vault operations lead.



Mark Love



Branislav Zivkovic

Samson Appoints VP of Global Sales

Samson has appointed Branislav Zivkovic as vice president of global sales. He will be responsible for growing and overseeing global sales and marketing initiatives for Samson and its distributed companies.

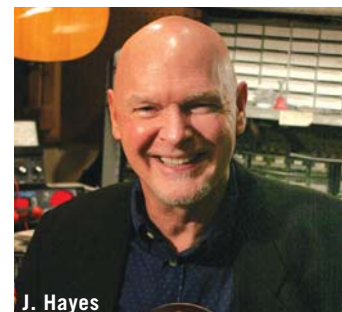
Zivkovic's experience includes both business-to-consumer and business-to-business, with expertise in industries such as technology, lifestyle, audio equipment and music instruments. He is multilingual with a background in growing brands.

J. Hayes Returns to Alvarez Guitars

J. Hayes has returned to Alvarez Guitars as brand development manager.

An accomplished musician, teacher and product manager, Hayes worked for St. Louis Music for many years prior to 2005.

"I'm thrilled to return to SLM because it's my home," Hayes said. "I've been playing Alvarez guitars since the '70s, and it feels great to return and be able to take the brand to new heights."



J. Hayes



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Boss Katana Cabinet 212 Matches Head

Boss has announced the Katana Cabinet 212, a companion speaker cabinet for the Katana-Head guitar amplifier.


Optimized for the Katana-Head's wide tonal range, the Katana Cabinet 212 delivers powerful tones for all genres of music, from blues, jazz and country to the heaviest rock styles.

Boss' Katana amp series is known for its authentic tube tone and feel, versatile on-board effects and value.

The Katana-Head is the sole amplifier head in the lineup, offering 100 watts of power in a light and compact design.



It also features a built-in 5-inch monitor speaker for home practice, checking tones and recording. Ready for the stage, the Katana Cabinet 212 is a match for performing with the Katana-Head. Boss' design provides enhanced bass response and durability while keeping the weight down for easy mobility.

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

Dixon Teams with Hamilton on Bass Drum Tablet Holder

Dixon has partnered with stand manufacturer Hamilton to unveil the Dixon Bass Drum Tablet Holder, designed to connect easily to any bass drum hoop.

"Dixon is excited to join forces with Hamilton as tech becomes more important to today's drummer," said Jim Uding, Dixon brand manager. "Applying a tablet holder to a bass drum hoop will give drummers more control over their setup and how they view charts, playlists and much more. It's all in line with our mission of offering solutions to drummers."

The Dixon Bass Drum Tablet Holder is a secure, spring-loaded tablet holder that can be mounted on any bass hoop. It features



durable nylon construction and clamps that can adjust to any hoop configuration. It's designed to fit iPad Mini, iPad pro, Kindle and other brands of tablet.

MSRP: \$55.99.

 [Dixon Drums\(dixondrums.com\)](http://dixondrums.com)



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Levy's Dreams Lucidly

Levy's Leathers has introduced the Lucid Dream guitar strap.

"This year's natural cotton collection is printed with artistic, thought-provoking patterns," said Danica Levy, marketing manager at Levy's Leathers.

Patterns include: the blue evil eye which originates in Turkey; a sketch of a skull; and a folk art flower pattern.

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




Shure to Open Chicago Office

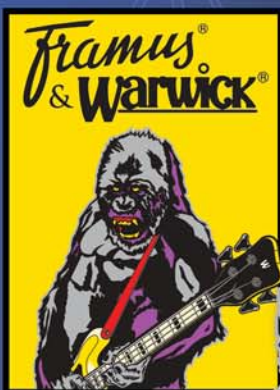
Shure has announced plans to open an office in downtown Chicago this spring.

The move will enable Shure to be closer to its customers and accommodate the swift growth and expansion of its business.

Shure will move its sales, marketing, customer service and market development associates to the National Building.

The new city center will make room for additional talent and feature an interactive demonstration facility.

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



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BB Series Gets Smaller

Built for the working bassist, Yamaha's BB series basses feature an alder/maple/alder construction, sandwiching maple into the center of the body for quicker sound transmission from the strings.

Custom-wound pickups achieve higher output gain while retaining the classic BB voicing. The nine latest models also feature standard sized pickups for the first time in a BB, for more convenient customization

or replacement. Being careful not to mess with the success and proven design of the BB series, Yamaha has made practical and stylistic modifications, including subtle contour changes and body weight reduction, to increase playability and comfort, while still retaining the classic silhouette of the BB body/head design.

MSRP: \$470-\$2,575.

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

Peavey Makes Educational Donation

Hartley Peavey gifted a 125,000-square-foot facility in Decatur, Mississippi, to the Newton County School District.

"My public education in Mississippi opened opportunities for me to explore my interest in electronics and woodworking," said Peavey, founder and CEO of Peavey Electronics. "Those skills were crucial for building the amplifiers and sound systems that put my company on the map 52 years ago and led to creating thousands of jobs right here in Mississippi."

Peavey presented the facility and 38 acres of land with lighted parking, valued at over \$3 million, to the Newton County School District at the property, located directly adja-

cent to Newton County High School on Hwy. 503 in Decatur. The company worked with state and local officials led by Senator Terry Burton of Newton to complete the donation.

"I am grateful to the Peaveys for being willing to make this generous donation," said Senate President Pro Tempore Terry C. Burton of Newton, who represents Newton, Scott and Lauderdale counties. "I've spoken with Hartley and Mary about this effort for a while now and appreciate their decision. Mississippi is a better place because of generous corporate citizens like the Peaveys, and the students of Newton County schools will benefit for many years in the future."

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

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Focus series headphones:

The Superlux HD552 headphone, under the Focus series, is a closed-back headphone equipped with a 39mm professional grade driver with three acoustically isolated chambers. It provides an excellent and clear sound quality with rich details. Its three-stage balanced frequency response makes it excellent for mid-range vocals. Overall, the HD552 headphone features the mature sound technology of Superlux which makes the appreciation of high quality music fun at any time and any place.

In 2018, the Focus series will debut multiple types of headphones designed specifically for bluetooth, noise-cancelling, gaming...etc.



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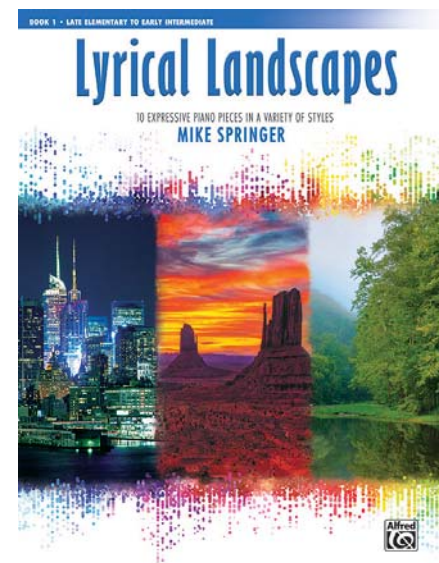


Ernie Ball Pedal Honors 40 Years

The Ernie Ball 40th Anniversary Volume Pedal celebrates the original volume pedal by introducing a limited-edition slate-black aluminum chassis for a striking appearance.

A redesigned PVC-coated Kevlar cord improves potentiometer traction for precise volume control and a super-smooth foot sweep. The 40th Anniversary Volume Pedal features a switchable taper for two distinct swell rates.

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



Alfred Teaches Lyricism

Alfred Music has announced a series of books, "Lyrical Landscapes, Books 1-3," a collection of expressive piano pieces in a variety of styles and tempos. The series provides late elementary to early intermediate students the chance to develop skills in projecting lyrical, melodic lines.

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

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Levy's Straps Have Sublime Design

Levy's Leathers has introduced six Sublimation guitar straps (models MPS2-129 through 134).

The straps feature several fun new designs. Customers are encouraged to pay special attention to the Japanese anime unicorns in pattern 132.

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



Majestic Revamps Website

Majestic Percussion's revamped and renovated website makes it easy for educators, students and professional players to learn about Majestic instruments while exploring comprehensive information on Majestic-sponsored artists, clinics, symposiums, concerts and other dedicated content.

"We are very excited to roll out this online experience for educators and percussionists," said Jeff Mulvihill, percussion product marketing manager.

Displaying responsive web design for optimal viewing and navigation, the Majestic Percussion homepage offers a quick glimpse into the happenings with quick calendar views and feeds from all social network channels in one place. Product features, Majestic news and artist updates are all represented for quick webpage surfing.

📄 [Majestic Percussion \(majesticpercussion.com\)](http://Majestic Percussion (majesticpercussion.com))

Guild Brings Back Jumbo Acoustic

Guild has re-released its flagship U.S.-made jumbo acoustic, the F-55.

Formerly known as the F-50R, the F-55 is built in Southern California and features a tight-grained solid AAA Sitka spruce top, solid Indian rosewood back and sides, and scalloped Adirondack braces for powerful volume and exceptional warmth, separation and clarity. Its strong, focused bass response, combined with sweet, singing mids and crisp highs, give it a distinctive Guild voice.

MSRP: \$4,380-\$4,870.

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



Ibanez Scales it Down

Ibanez has introduced the AW54JR Acoustic Guitar, an ideal option for young players seeking a starter guitar or for the experienced player who may be more comfortable on a smaller instrument.

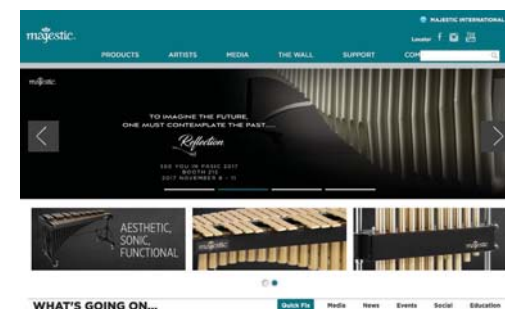
The guitar employs a scaled-down version of the dreadnaught body style with the added benefit of a forearm contour for added

comfort while playing.

The solid mahogany top, along with the mahogany back and sides, produces a full, robust tone.

The satin finish on the mahogany neck lets players move effortlessly up and down the neck for fast and accurate playing.

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



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FROM THE TOP
Splitree Audio's Paul Thomson on sound libraries, music business & more PAGE 42

MAXIMUM AUDIO AS partners with the NAMM Show PAGE 52

Quiet CHAMPION
The Music Inc. interview with Robin Walenta.
NAMM's first female chair PAGE 46

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Growling Sax Grows Product Offering with the Uprise Series



The Growling Sax has introduced the Uprise Series professional saxophones.

“We wanted to offer an instrument that will satisfy the most demanding of musicians and musicianship,” said Melvin Quinones, CEO.

The instruments are handmade in Taiwan using state-of-the-art processes and technologies, he added.

Some of the features include rolled tone holes, Pisoni professional pads, blue steel springs, adjustable D, E-flat, E and F keys, abalone pearls and hand-crafted engraving.

All of the instruments also include a metal sheet that prevents G-sharp and Low C-sharp keys from sticking, which is still a major problem for many top brands.

The series is available in multiple finish options including gold lacquer, gold plating, silver plating, antique matte, black/gold, bare brass, and the custom dark vintage with matte silver keys.

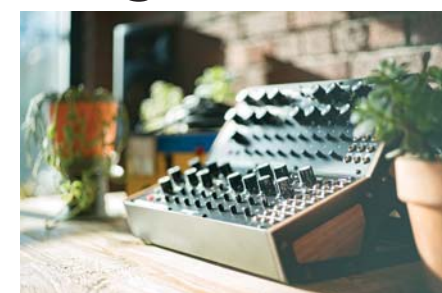
[The Growling Sax \(thegrowlingsax.com\)](http://TheGrowlingSax.com)

Moog Drums Up Analog Percussion

Moog Music has introduced the Drummer From Another Mother (DFAM), the first addition to its Mother eco-system of semi-modular analog synthesizers.

DFAM is an original electronic instrument for the exploration of new concepts in rhythm and resonance.

DFAM is an-interactive, semi-modular analog percussion synthesizer and a deviation from the traditional drum machine presenting an expressive, hands-on approach to percussive pattern creation. Its analog circuitry reacts in different ways to input from different individuals.



Each DFAM includes a package of patch cables, inviting interconnectivity via the synthesizer's 24-point modular patchbay.

[Moog Music \(moogmusic.com\)](http://MoogMusic.com)



D'Angelico Delivers Desired Tone

D'Angelico Guitars has upgraded both the Excel EXL-1 archtop and DC semi-hollow in its Excel Series.

Per consumer feedback and a desire to elevate tone, both models will now feature Seymour Duncan pickups.

On the EXL-1, a Johnny Smith mini-humbucker will offer an even more organic, clear archtop tone while the DC will feature Seymour Duncan 59 humbuckers and coil-tapping push/pull tone knobs to allow for more versatility, better capturing the range of genres played on the instrument.

[D'Angelico Guitars \(dangelicoguitars.com\)](http://DAngelicoGuitars.com)

Mojotone Heats Up Coil Line

Mojotone's addition of the Hot P90 to its Quiet Coil series of noiseless pickups offers a meaner P90 tone with more output and sustain. Ideal for use in the bridge position, the Hot P90 Quiet Coil delivers elevated growl and snarl while keeping 60-cycle hum at bay.

“The Hot P90 Quiet Coil can hit the front

end of an amp enough to drive it if needed and retains the magic players demand from a P90,” said David Shepherd, Mojotone pickup designer.

It's available as a single piece for bridge position or as part of a matched set with the '56

Quiet Coil P90 for the neck position.

[Mojotone \(mojotone.com\)](http://Mojotone.com)



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Fostex Provides Character

The T60RP headphones are the culmination of heritage from Fostex's RP-technology headphones, dating back to the mid-1970s.

Fostex's proprietary RP diaphragms feature a planar magnetic/orthodynamic design with wide frequency reproduction, transient characteristics and high input tolerance for

an optimal listening experience.

The wooden housings, made of matte-finished African mahogany, add depth and character to the sound of the RP diaphragm.

The headphones feature circumaural ear pads for fatigue-free, long-term listening.

[Fostex \(americanmusicsound.com\)](http://www.fostex.com)

Kyser Debuts Low-tension Capo for 6-string Guitars

Kyser Musical Products has introduced the Low-Tension Quick-Change Capo for six-string guitars.

The Kyser Low-Tension Quick-Change Capo has 25 percent less spring tension than regular Kyser Quick-Change Capos. This lets guitarists get the right amount of

tension when changing keys up and down the neck without worrying about strings being pulled sharp by too much tension.

[Kyser Musical Products \(kysermusical.com\)](http://www.kysermusical.com)



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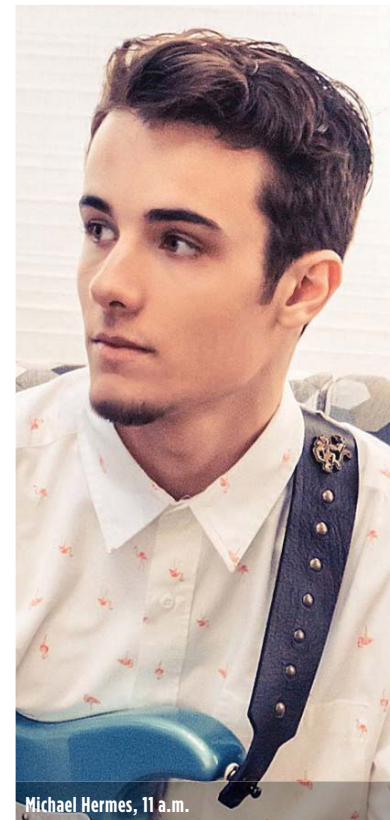
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APPEARANCES

SUNDAY, JANUARY 28, 2018



Darden, 2 p.m.



Michael Hermes, 11 a.m.



Vinny Valentino, 1 p.m.



Taka Tozawa, 3 p.m.

10 A.M.
LISA BELLA DONNA
EarthQuaker Devices
Booth 4849

10:30 A.M.
**FIDDLER EDWARD
HOWE**
NS Design
Booth 4729

DANNY ROJO
Parsek SRL
Booth 5044

GASOLINE & MATCHES
Tascam
Booth 18910

11 A.M.
CIRO MANNA
Parsek SRL
Booth 5044

**PAUL REED SMITH
& NIK HUBER**
Premier Guitar
Booth 6210

TYLER BILLS
Chesbro Music Company
Booth 6402

MICHAEL HERMES
Guild Guitars
Booth 205AB

12 P.M.
JOE LOVANO
(from noon–5:00 p.m.)
Dakota Saxophone
Booth 8933

1 P.M.
VINNY VALENTINO
D'Angelico Guitars
Booth 212AB

2 P.M.
DARDEN
D'Angelico Guitars
Booth 212AB

JESSICA LYNN
Tascam
Booth 18910

DAVID PERRICO
Dakota Saxophone
Booth 8933

**DARRELL THORP
& STEVE HILL**
Focal Professional
Booth 17215

ADAM LEVY
JAM Pedals
Booth 4047

RONNY NORTH
Viper Guitars
Booth 3640

2:30 P.M.
ANTHONY CULLINS
BC Audio
Booth 3037

3 P.M.
TAKA TOZAWA
EarthQuaker Devices
Booth 4849

4 P.M.
MANUEL SEOANE
Ramirez Guitars
Booth 1803

JEFFRY STECK
Chesbro Music
Booth 6402

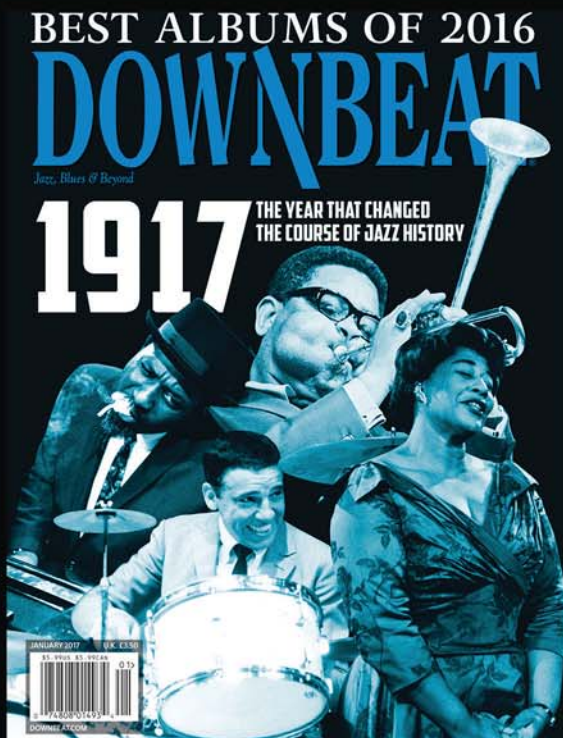


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MUSIC

Next-Level Live Streaming Tips for Musicians

Laura B. Whitmore, marketing expert and partner
in the BackStory Events

NAMM Idea Center, ACC (Hall C, Lobby)

11 am–12 pm

Anyone can use Facebook Live, but how can you take your live video streaming to the next level? Join Laura B. Whitmore, marketing expert and partner in the BackStory Events live-streamed interview series, and Mike Molenda, editor in chief of Guitar Player Magazine, as they share tips and techniques for live streaming success. They'll show how you can create quality live video content that engages and informs, whether you're a musician, music retailer or manufacturer. Get tips and ideas to elevate your video and cut through the noise.



SOUND

The Project Studio of 2025

Phil Moon, marketing executive
and industry veteran (moderator)

Hilton Anaheim, El Capitan (Level 4)

2–3 pm

This session, featuring key engineers and industry experts, will discuss the evolution of the project studio during the next several years. New technologies, improved workflow and other innovations will be discussed and questions answered. Phil Moon, former marketing executive with Yamaha, JBL Pro, Alesis and Lynx Studio Technology, will moderate.



EVENT TECHNOLOGY

Media Server Madness

Andrew "Drew" Atienza, host

Hilton Anaheim, Salinas (Level 4)

11 am–1 pm

This session, hosted by Andrew "Drew" Atienza, will help you understand how these powerful tools operate and their networking requirements to make your show a success. Gain a greater understanding of video terminology, hardware, LEDs, pixel mapping and how to interface a media server to a lighting console. (Registration is required for this session.)



NAMM U ONLINE

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TEC TRACKS

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

11 A.M.

Professional Studio Pre-production

Doug Fenske

Avila (Level 4)

Join Doug Fenske as he pulls back the curtain on professional preparation procedures for recording sessions.

Silent Jam — Monitor Mixing for the Artist

*John Kurzweg, Jono Manson,
Brian Hardgroove & Mark Frink*

El Capitan (Level 4)

AES and TEC Tracks join forces to bring you Silent Jam, where you can audition, via wireless headphones, the specific monitor mix that each musician has requested onstage.

12 P.M.

Raising the Bar for DJ Performances

Dan Quinn & Paul Mandeltort

Avila (Level 4)

Join Dan Quinn and Paul Mandeltort in a discussion of the latest tech tools and methods that DJs are using.

5 Negotiating Tools That Can Save Your Career

Adrian Kirkpatrick

San Simeon (Level 4)

This masterclass examines negotiating techniques to safeguard you in the international music business.

1 P.M.

Record Contract: Don't Do That. Do This.

Jeffrey Weber

San Simeon (Level 4)

This session will look at a series of contract clauses.

A Guide to Producing Yourself

*John Kurzweg, Jono Manson
& Brian Hardgroove*

El Capitan (Level 4)

A panel will discuss the fine points and pitfalls of being your own producer.

Optimizing Acoustics for Small Music Rooms

Robb Wenner

Avila (Level 4)

Learn from Auralex's Robb Wenner how

AES@NAMM HIGHLIGHTS

All AES@NAMM sessions will be held at the NAMM U Education Center in the Hilton Anaheim. NAMM Show attendees are required to register and purchase the AES@NAMM Access Pass. For the complete schedule, go to namm.org.

9 A.M.

EAW ADAPTive Systems Introductory Training

*Bernie Broderick, Dave Salmon
& Jonas Domkus*

Lido C (Level 4)

Split into two halves, the first section of the course will explore what's happening "under the hood" that separates ADAPTive products from traditional systems. The application portion will allow attendees to work with a live system

and experience the capabilities of ADAPTive first-hand. Each participant will receive a certificate of completion for this training.

1 P.M.

QSC Live Mixing Academy: Let the Word be Heard

Curt Taipale

Laguna B (Level 4)

TouchMix digital mixer helps deliver consistent, quality results every week.

ESTA HIGHLIGHTS

All ESTA sessions will be held at the NAMM U Education Center in the Hilton Anaheim on level 4. ESTA-curated Education Sessions are free to NAMM Show attendees but require registration. For the complete schedule, go to namm.org.

9 A.M.

USITT Electrical Workshop

Mitch Hefter & Jerry Gorrell

Carmel Room

This workshop is designed to give participants an understanding of electricity, portable power feeder system usage and associated topics, including the National Electrical Code, NFPA 70E Standard for Electrical Safety in the Workplace, and necessary Personal Protection Equipment.

11 A.M.

Media Server Madness

Andrew "Drew" Atienza

Salinas Room

This session will help you understand how these powerful tools operate and their networking requirements to make your show a success. Gain a greater understanding of video terminology, hardware, LEDs, Pixel Mapping and how to interface a media server to a lighting console.

SUNDAY, JANUARY 28, 2018

to recognize and solve some of the most common sound problems.

2 P.M.
Why Live Sessions Are Still Crucial

Julian Colbeck
San Simeon (Level 4)

This session will examine the purpose and value of musical interaction, the development of recording equipment and technology, and more.

The Project Studio of 2025

Phil Moon
El Capitan (Level 4)

This session will discuss the evolution of the project studio over the next several years.

Millionaire Mindset for Music Professionals

Jim DeCicco
Avila (Level 4)

Join "Master the Gig Economy" creator Jim DeCicco as he guides you to unlock your true potential for real wealth and freedom.

3 P.M.
Thinking Big — How to Create a Sustainable Career in Music

Matt Starr
Avila (Level 4)

Drummer and producer Matt Starr shows you daily techniques for creating the life of your dreams.

Understanding the Signal Chain and Computers in Home & Project Studios

Jim Slick
El Capitan (Level 4)

CEO of Slick Audio will explain how audio and IT can co-exist peacefully, answer your questions, and show you common problems and fixes to make your recording system run smoother.

Meet CandoMusos

David Segal
San Simeon (Level 4)

This session will look at CandoMusos — the global voice for disabled musicians — recent travels to Germany and Turkey, and the organization's attention in various media outlets.

SUNDAY, JANUARY 28, 2018

Studio Academy A: Professional Plug-ins with Eventide

Peter Bischoff
Palos Verdes A (Level 4)

Eventide's Anthology XI everything bundle comprised of 23 plug-ins will be described and demonstrated. The tasks of modeling the analog qualities of Eventide legacy products will be discussed. Eventide's work on porting algorithms from its stompbox family with live performance features will also be discussed.

3 P.M.
Beyond System Alignment: The Art/Science Line

Chris Tsanjouris
Huntington B (Level 4)

The job is not over once the system covers everyone consistently. There are still the critical aesthetic decisions to make. This session will discuss common system curves and the tools we have to help us in making and enforcing those tonal response decisions.

SUNDAY, JANUARY 28, 2018

2 P.M.
Advanced Ethernet Networking

Scott Blair, John Huntington & Kevin Loewen
Salinas Room

While the entertainment industry has leveraged Ethernet standards and equipment from outside our industry, deploying them successfully on an entertainment network requires some thoughtful choices to address our "show must go on" industry.

4 P.M.
Control Protocol Soup for the Soul: RDM & sACN

Scott Blair
Salinas Room

This session will give an overview of the Remote Device Management (RDM) protocol, which allows controllers to manipulate and monitor parameters of various types of gear, and Streaming Architecture for Control Networks (sACN), a way to transmit DMX512 data over a network.



The NAMM Show

Sunday · January 28, 2018

The Music Begins Here

SPECIAL EVENTS

Community Making Music Forum: Brunch and Learn
NAMM Member Center, ACC (Hall B, Lobby)
Discover tips for hosting in-store music-making events and activities. Continental breakfast is provided.
10–11 am



Music Educator Showcase
NAMM Member Center, ACC (Hall B, Lobby)
11:05 am–12:15 pm



Ukulele Circle
NAMM Member Center, ACC (Hall B, Lobby)
1:30–2:30 pm



WHAT'S NEW

If you haven't already, don't forget to check out the new north building of the Anaheim Convention Center, where some of the biggest names in music, pro audio and live sound are exhibiting, including Harman, QSC, Shure, Sennheiser, Pioneer, Roland, Electro Voice, Yorkville and PreSonus.

UP NEXT

Check out highlights from The NAMM Show online at NAMM.org.



Summer NAMM

June 28/30 2018 nashville

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

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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 a.m.

BREAKFAST SESSION

8:30–9:30 A.M.

Best In Show

Frank Alkyer, Music Inc. & UpBeat Daily Magazines & panel

Hilton Anaheim Hotel, Pacific Ballrooms, Level 2

With more than 7,000 brands at The NAMM Show, it's easy to miss out on your next best-seller. Don't let this happen! Join Frank Alkyer, publisher of Music Inc. and UpBeat Daily magazines, for "Best In Show," a fast-moving roundup of the biggest products, services and technologies at NAMM. He'll moderate a panel of six music retail experts, who've shopped the far corners of the show floor to bring you their favorites. This is gear that's sure to make a splash in the new year and beyond — products you'll want to check out before you leave Anaheim. As a bonus, expect demos, previews and discussions about why these products matter to you. (Free breakfast served from 8–8:30 a.m.)

10:30 A.M.

Video Marketing That Gets Real Results

Dan Shinder, Drum Talk TV

Discover video marketing strategies that will absolutely get results. Dan Shinder is the CEO and founder of Drum Talk TV, the premier online platform for the world of drumming — with an average 1.5 million video views weekly on Facebook. In this session, he'll reveal video marketing strategies you can begin using immediately that will have a tangible impact on your visibility and bottom-line revenue, regardless of whether you're an artist, producer,

retailer or music brand.

11 A.M.

Live Streaming Tips for Musicians (Double Session)

Laura B. Whitmore, BackStory Events, & Brad Tolinski, live streaming host

Anyone can Facebook Live, but how can you take your live video streaming to the next level? Join Laura B. Whitmore, marketing expert and partner in the BackStory Events live-streamed interview series, and Brad Tolinski, journalist and live streaming host, as they share tips and techniques for live streaming success. They'll show how you can create quality live video content that engages and informs, whether you're a musician, music retailer or manufacturer. Get tips and ideas to elevate your video and cut through the noise.

12 P.M.

Getting Your Music Featured in the Media's Digital Age (Double Session)

Dan Kimpel, music journalist (moderator); Hillorie McLarty, Music Connection Magazine; Hunter Scott, entertainment publicist, LaFamos PR & Branding; & Gabrielle Wortman, artist, Smoke Season

Getting your music reviewed and featured in today's digital age is an art form of its own, with media companies consolidating and more indie artists vying for a piece of the pie. Join this panel for an exciting hour of hands-on tips and tricks by renowned music journalist Dan Kimpel, Music Connection



Chandra Lynn with guest artist, 3 p.m.



Laura B. Whitmore, 11 a.m. and 2 p.m.

Magazine's Hillorie McLarty, seasoned entertainment publicist Hunter Scott and musician Gabrielle Wortman of the band Smoke Season. You'll hear how each aspect of the machine operates from the people doing it every day and leave with some new skills for doing it yourself.

1 P.M.

The Future of Hit Songwriting: the Next 5 Years (Double Session)

Thornton Cline, Bryce Hitchcock, singer-songwriter (moderators) with Barry Coffing & Jud Friedman

Imagine having your very own crystal ball where you could look into the future of the music business. What would the next five years look like? Here, award-winning songwriter and author Thornton Cline and singer-songwriter Bryce Hitchcock will moderate a panel of hit songwriters, producers and artists who've navigated the music

industry from present to the future. They'll make their best predictions about the creative side (songwriting, producing and performing), the technical side (software, hardware, computers and instruments) and the business side (sales royalties, performance royalties and collecting payments) of the industry.

2 P.M.

Women in Music Sound Off (Double Session)

Laura B. Whitmore, Women's International Music Network & She Rocks Awards & panel

In this special double session, female leaders share their insight and experience in navigating the music and audio industries. Featuring tips, anecdotes and stories from the front lines, this panel will inspire and energize both men and women — and focus on creating real change and moving forward in relation to gender in the music industry. The session will

be hosted by Laura B. Whitmore, founder of the Women's International Music Network and producer of the She Rocks Awards.

3 P.M.

Lessons Learned (Double Session)

Chandra Lynn, GlowLiving (host) & special guest

Every musician experiences ups and downs on the road of life, but you can avoid big pitfalls by taking other people's advice to heart. In this session, Chandra Lynn, MI marketing veteran and host of glowliving.com, takes her "Lessons Learned" video interview series to the NAMM Idea Center's live stage for hard-won wisdom from a legendary guest artist. This interview will explore the artist's experience with auditioning for gigs, leveraging endorsements, honing technical chops, and staying healthy and balanced on the road.

D'Angelico
NEW YORK



NEW FOR 2018

PERFORMANCE SCHEDULE

THURSDAY, JANUARY 25TH

12:00 – Fabrizio Sotti
1:00 – Michael Ciro & Mark Hudson
2:00 – Duane Betts and Pistoleers
3:00 – Jeff Parker Trio
4:00 – Jonathan Butler
6:30 – Bob Weir (invite only)

FRIDAY, JANUARY 26TH

12:00 – Fabrizio Sotti
1:00 – Tizdale
2:00 – Matt Schofield
3:00 – Brandon Niederauer
4:00 – Cody Simpson
5:00 – Kurt Rosenwinkel

SATURDAY, JANUARY 27TH

12:00 – Adam Miller
1:00 – Jessica Lynn
2:00 – Skunk Baxter & Fabrizio Sotti
3:00 – Erick Walls
4:00 – Isaiah Sharkey
5:00 – Kurt Rosenwinkel

SUNDAY, JANUARY 28TH

1:00 – Vinny Valentino
2:00 – Darden

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