

# UpBeat

The Official **NAMM** Show Publication

DAILY



1



2



3



4



5

## IN THE GROOVE!

The NAMM Show is all about pacing — tempo, if you will. You've got to find a groove and enjoy the ride. Team *UpBeat* has found a whole lotta people enjoying their groove and the family-reunion atmosphere this event brings with it. Here are just a few.

**1.** Kyser turns 40. From left, Kyser's James Paul Thompson, Hilary Brown, Scott Attebery, Max Lintner and Meredith McClung celebrate the company's 40th anniversary at The Fifth Rooftop Restaurant and Bar in Anaheim. **2.** Adam Hall's Alex Pietschmann, left, and Viktor Wiesner take a moment for a photo at the LD Systems Mobile Stage outside of the Arena at the Anaheim Convention Center. The van will be making stops across America in the coming year, so be on the lookout, or request a stop near you. **3.** Ibanez's Rocky Oda shows off the new Pia Steve Vai signature model guitar in Stallion White. Vai will be taking the stage with his new axe at the House of Blues in Anaheim tonight. Stop by the Ibanez booth for ticket information. **4.** Casio's Mike Martin gets portable with the Casiotone CT-S200 on the show floor yesterday. Be sure to stop by the booth to check out vintage Casio keyboards in celebration of the company's 40th anniversary. **5.** Samson's Jack Knight, left, talks bass with one of the best in the business, Victor Wooten.

### BREAKFAST SESSION!



#### HOW TO BUILD AN ICONIC BUSINESS

Scott McKain, global customer-experience expert, shares five key characteristics of iconic organizations and how to make them work for your business.

Breakfast Session  
Page 94



Hal Leonard Delivers *Modern Band Method*  
Page 8



Dixon Upgrades Cornerstone  
Page 39



A-T's 3rd Gen 5000 Series  
Page 44



Ashdown Racks It  
Page 52





# V-DRUMS TD-27KV

WINTER NAMM SHOW 2020  
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SERIES



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FOR  
NAMM

SHOWROOM #17206

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NEW  
FOR  
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# NAMM Show News

## D'Addario Toasts New CEO



John D'Addario III, left, and Jim D'Addario, toasted to the company at its booth on Thursday afternoon as well as a smooth transition as John becomes the company's CEO, while Jim transitions to a new role as chairman of the board and chief innovation officer.

## UA Unveils Luna Recording System

During a press conference Thursday morning, Universal Audio unveiled the Luna Recording System, a music-creation, recording and analog-style production system. Luna will be available as a free download for Thunderbolt-equipped Apollo and Arrow audio interface owners for Mac operating systems this spring.

"Luna transforms Apollo interfaces into the most inspiring and well-integrated recording systems available," said Erik Hanson, UA's director of marketing.

Luna's features include deep Apollo interface integration, built-in Neve summing, multitrack tape emulation and Luna Instruments — which are the company's first foray into software-based instruments.



UA's Lev Perrey discusses features of the Luna Recording System at a press conference Thursday morning.

"People have been asking us to make instruments for years and years," said Lev Perrey, UA's director of product management. "We have really brought Universal Audio's signal-processing acumen to the instrument space with Luna Instruments."

In describing Luna, Perrey said, "You never have to open up a bunch of plugin windows. Everything is controlled in one virtual environment."

[Universal Audio \(uaudio.com\)](http://www.universalaudio.com)

## PreSonus Updates its Empire Suite

PreSonus has released several new State Space Modeled plugins in VST, AU and AAX formats, including the new Empire State Space Modeling amplifier and effects suite.

The company has also made its Channel Strip plugin collection and Fat Channel XT plugin available in VST, AU and AAX formats, released a free VU Meter plugin and lowered prices on its Fat Channel Collection plugins. Previously, PreSonus has only used this modeling technology to develop Studio One Native Effects plugins.



The updated Empire Suite features all-new State Space models of classic amplifiers and pedal effects. Empire offers five new State Space-modeled amplifiers, 13 effects pedals and 16 impulse response-based cabinet models, plus a user model to load in custom IRs.

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



Kawai's Hiroataka Kawai (left) and Sejiro Imamura flank Benjamin Kim of Kim's Piano, who received two dealer awards.

## Kawai Hosts Awards Dinner

Kawai America Corporation hosted its annual dealer awards reception at the Sheraton Park Hotel on Thursday evening.

In addition to presenting plaques to the recipients of its Kawai Pinnacle Awards, the event celebrated the 20th anniversary of the Shigeru Kawai grand piano and marked the retirement of Brian Chung, senior vice president of Kawai America, who spent 31 years with the company.

Among the recipients of Kawai Pinnacle Awards was Kim's Piano, which took home honors for Dealer of the Year for Kawai America, and Dealer of the Year (U.S.A.) for the Shigeru Kawai Piano Company. Other winners included Schmitt Music, Merriam Music, Piano Gallery Music Superstore, Sweetwater Sound and Loewen Piano House.

[Kawai \(kawaius.com\)](http://www.kawai.com)

## RME Enhances Babyface Pro

RME unveiled a slew of new products at a press event held Friday morning at its booth that included the release of the new Babyface Pro FS, the latest addition to the RME family of audio interfaces.

"We are excited to release the third generation of the Babyface at the 2020 NAMM Show," said Derek Badala, director of sales in the Americas for Synthax, distributor of RME. "Now featuring our industry-leading SteadyClock FS technology, the Babyface Pro FS boasts an ultra-high-end audio performance to optimize users' recordings and mixes. From a strictly hardware point of view, RME has improved the mic preamps, AD/DA converters and now included the same headphone circuit as the award-winning ADI-2 Pro series, making this one of

the most advanced portable audio interfaces on the market."



Derek Badala presents RME's 2020 product offerings during a press event.

The press conference also announced the release of the ADI-2 DAC FS, ADI-2 Pro FS BE, ADI-2 FS, Mic12, AVB Tool and M-1610.

[RME \(rme-usa.com\)](http://www.rme-usa.com)

## Novation Launchpad Pro MK3 Controls Ableton

Novation has announced Launchpad Pro MK3, a significant upgrade of the Launchpad Pro grid controller for Ableton Live. With the introduction of MK3, Launchpad Pro combines deep Live integration with an intuitive built-in sequencer that can drive any MIDI instrument.

Launchpad Pro gets users closer to the Ableton Live workflow. With dedicated controls for clip and scene launching, transport, quantizing and duplicating, users spend less time mousing and more time making music. There's on-device access to Live's Capture MIDI function for recovering those happy

accidents, while Dynamic Scale and Note modes ensure bass lines, melodies, chords and leads are perfectly in key. Chord mode lets users explore, build and play sophisticated chords straight from the grid, and Launchpad Pro even knows when a player is drumming and shows the drum rack on the grid.

Launchpad Pro is also a powerful MIDI sequencer. Easily configure Launchpad Pro to control plugins or hardware gear using Novation Components, then switch instantly between eight Custom modes.

[Novation \(novationmusic.com\)](http://www.novationmusic.com)







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M-25E



ARISTOCRATS



F-512 MAPLE ATB

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## Briefs



### Clear Tune Monitors Delivers High-Fidelity Sound, Clear Bass

Clear Tune Monitors has added the newly designed CE320 Triple-Driver Earphone, which delivers high-fidelity sound with a deep and clear bass provided by its three balanced armature drivers. A reliable universal-fit reference created to match the user's lifestyle on and off stage, the CE320 features the company's AS-7's shell shape and ergonomics, backed up by the same audio technology and engineering team behind its Da Vinci Series.

MSRP: \$249.99.

🛒 [Clear Tune Monitors \(cleartunemonitors.com\)](http://ClearTuneMonitors.com)



### TRX Upgrades CRX ROCK II

Offering B20 quality at a B8 price, the CRX ROCK II series from TRX Cymbals is a significant upgrade to a line known for its near-professional sound, great performance and affordability. The new series is a full range of medium-weight rides, hi-hats, crashes, crash-rides and effects cymbals with a brilliant finish and tone.

ROCK II joins CRX Classic, Rock and Xtreme series to give young drummers a wide selection of options for developing their musical skills and creating their sound.

ROCK II cymbals are available individually or in a specially priced box set that includes 14-inch hi-hats, a 20-inch ride, 16-inch and 18-inch crashes, and a cymbal bag.

🛒 [TRX Cymbals \(trxcymbals.com\)](http://TRXCymbals.com)



### Utility Design Goes Hands-Free

Utility Design has debuted the UD Vidami, a hands-free video looper pedal that integrates with YouTube and other online video players. Vidami helps users learn to play guitar by keeping their hands on the instrument and off the mouse for video controls, including pause, rewind and fast-forward. The controller can also loop user-defined sections as well as slow the video down to four selectable speeds.

The Vidami represents the next generation of UD's original product, the Rep pedal. Vidami connects to a computer via USB and uses the Vidami Chrome extension to control YouTube and other online video platforms.

🛒 [Utility Design \(utility.design\)](http://UtilityDesign.com)

#### SCHEDULE CORRECTION

In Friday's edition of *UpBeat Daily*, two events were incorrect. A session on "Everything is for Broadcast" will be at 10:30 a.m. today, Hilton, Level 4, A5. "One on One with Michael Strickland" will be at 1 p.m., Hilton Level 4, A5. Both events are being hosted by *PLSN* and *FOH* magazines. ESTA is co-hosting the broadcast session. *UpBeat Daily* regrets the error.

# Sennheiser Turns 75



Sennheiser CEO Daniel Sennheiser gives a speech during the company's 75th anniversary NAMM Show celebration.

## PRS Guitars Celebrates 35th Anniversary with Dragon

PRS Guitars has introduced the Private Stock 35th Anniversary Dragon Limited Edition, the company's ninth Dragon model since the first in 1992. Production of the guitar was limited to 135 pieces.

Speaking at a press conference during The NAMM Show, Paul Reed Smith commented on the history of the Dragon.

"The first Dragon that we did, I had this idea of putting this English water dragon on the fretboard and literally the sales department refused to sell it. It was a bad idea," he said. "Now, we've sold 135 of these in one hour."

The Private Stock 35th Anniversary Dragon is based off of the PRS McCarty model, featuring a McCarty-thickness back, PRS Stoptail bridge, a volume and push/pull tone control and a three-way toggle electronics layout. It features TCI model pickups from Paul's Guitar and tweaked Phase III Locking tuners. The dragon inlay on the fretboard is by Jeff Easley, a fantasy artist famous for Dungeons & Dragons rulebook covers.

While proud of the guitar's artistry, Reed stressed its functionality.



Paul Reed Smith with the Private Stock 35th Anniversary Dragon Limited Edition.

"There's a tremendous amount of work in this beautiful instrument, but for me, I don't want to just make a piece of art that ends up in a museum," he said. "I want to make a guitar that works and plays."

Reed also reflected on the company's 35th anniversary. "I'm someone who lives in the moment and doesn't worry about the past," he said. "But outside [of the PRS booth], the guitar that I got the orders to spark this company is in that case. When I see that I get nostalgic, and I feel very appreciative."

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

## Fender Adds Acoustasonic Stratocaster

Fender's American Acoustasonic Stratocaster embodies the purposeful innovation that drives the company.

The Fender- and Fishman-designed Acoustic Engine is capable of delivering a versatile range of voices, from acoustic shapeshifting to electric rhythm tones.

Features of this acoustic-electric guitar include a Mod Knob to select and blend voices, a patented Stringed Instrument Resonance System (SIRS), three pickup systems (Fishman Under-Saddle Transducer, Fishman Acoustasonic Enhancer, Fender Acoustasonic Noiseless magnetic pickup), an integrated forearm and back contour, and a mahogany neck.

The instrument's hollow Stratocaster-inspired body is naturally loud and resonant with plenty of projection, meaning the guitar sounds as great on a player's lap as it does live on stage.



The Fender- and Fishman-designed Acoustic Engine powers the new Acoustasonic Stratocaster and delivers a newly curated collection of acoustic and electric voices.

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



## Alvarez Adds Masterworks Elite Series

Alvarez Guitars has introduced the Masterworks Elite series, all-solid wood custom-style guitars made with premium tonewoods and finishes.

"Following the success of Artist Elite, we wanted to take the next step," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. "With Masterworks Elite, we have created stunning custom style guitars made from all-solid tonewood that players dream about. They sound and look truly radiant, and we are delivering them at unprecedented value."

Masterworks Elite showcases premium-grade solid black walnut and AA-grade Sitka spruce tops under Alvarez's clear, attenuated gloss finish. The back and sides are made from solid black walnut as well. All models are dressed in abalone purfling with Macassar ebony binding and armrests and shadowburst finishes. All models are cutaway acoustic-electric, fitted with the L.R. Baggs Stage Pro Element pickup system.

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



## Meters Offers ANC Headphones

Meters Music has introduced its flagship 2020 headphones, the Meters OV-1-B-Connect.

The Meters OV-1-B-Connect features both wireless AptX HD Bluetooth technology and active noise-cancelling (ANC) — creating both optimal ease-of-use and superior sound performance.

The OV-1-B-Connect is among the first on the market to use the new QCC5124 from Qualcomm, which ensures the latest Bluetooth technology and delivers the highest-quality wireless transmission, letting any compatible device deliver up to 24-bit, high-definition audio direct to headphones and without need for a wire. The headphones also feature fully functioning VU meters that react and move in real-time to the volume of the incoming musical signal.

🛒 [Meters Music \(metersmusic.com\)](http://MetersMusic.com)



# Growing your business by growing *Musicians*



AGES 4-9



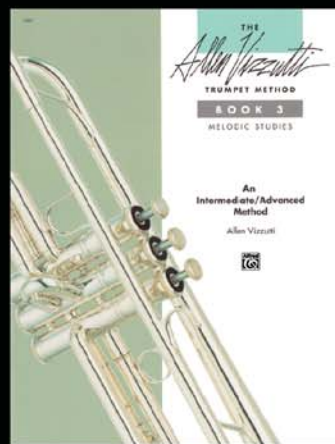
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AGES 12-15



AGES 16-17



AGES 18+



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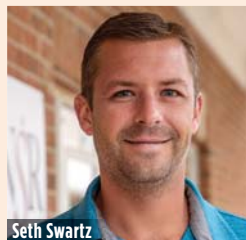
[alfred.com/dealer](http://alfred.com/dealer)



## APPOINTMENTS

### Dansr Names Swartz VP, Comptroller

Dansr Inc. has promoted Seth Swartz to vice president and comptroller. Swartz will manage the accounting department, human resource oversight and information technology. He worked for a national accounting firm for several years before moving to Dansr and assuming the comptroller position.



Seth Swartz

### Ernie Ball Promotes Noffke

Ernie Ball has announced the promotion of Luke Noffke as its new director of global marketing and e-commerce. Noffke joined Ernie Ball in 2015 as director of marketing and helped drive several key initiatives, including the building of a best-in-class marketing team and the implementation of a robust global marketing strategy.



Luke Noffke

### JAM U.S. Makes 2 Sales Moves

JAM U.S. Music Group has promoted industry veteran James Tsaptsinos to the position of vice president of global sales. He will be assisted in his new position by Willem van Keulen, who joins the company as European sales manager, based in Hengelo, The Netherlands.



Willem van Keulen



James Tsaptsinos

### Lectrosonics Adds Reps

Lectrosonics has announced the appointments of two new U.S. regional representatives: Blair Johnson in the Northeast and Nicholas Mariano in the Southeast. Both reps began working full time in their new roles with Lectrosonics in December.



Nicholas Mariano



Blair Johnson

### Mojave Audio Taps Leibich

Mojave Audio has announced a new partnership with industry veteran Colin Leibich. With an extensive background in professional audio, Leibich will be focused on the company's marketing, sales initiatives, social media functions, trade shows and other events. He started with Mojave Audio in late September.



Colin Leibich

### Neutrik USA Promotes Kaskon

Neutrik USA has promoted Stacy Kaskon to director of business development. Kaskon will be responsible for developing new markets for existing products, identify new growth industries to assess their impact on Neutrik and coordinate significant customer events at Neutrik USA.



Stacy Kaskon

### Jennings Joins St. Louis Music

St. Louis Music has announced that Kelli Jennings has joined the company as inside sales manager. In her new role, Jennings will be building relationships with new and existing customers, developing sales strategies across SLM's family of brands and managing inside sales staff.



Kelli Jennings



SWIM Captains Crystal Morris (left), Robin Walenta (second from left) and DeDe Heid (center) with some of the women awarded scholarships to the inaugural SWIM Summit in March.

## Women@NAMM Meet, Promote Diversity

More than 400 industry professionals gathered Wednesday night to promote a growing movement aimed to create more women in leadership roles in the musical products industry.

Organized by SWIM, Smart Women In Music, the event provided a gathering place for women, and men who support the organization, to meet and network.

"We appreciate you truly standing with us to showcase the importance of diversity and inclusion and engagement," said DeDe Heid, vice president of Heid Music, in welcoming the attendees.

Created less than two years ago, SWIM

has raised \$100,000 in donations, using that money to help young women get mentorship, experience and leadership training, including grants to attend NAMM Shows and an upcoming SWIM Summit in March with 16 young women being invited to the inaugural session.

"The Summit is about getting leadership skills and bringing about a cohort of amazing women to do this," said Crystal Morris of Gator Cases. "I can't tell you how excited we were because the quality of applicants was unbelievable. The cool part is that we're going to be doing this every year."

[INFO SWIM \(smartwomeninmusic.org\)](http://www.smartwomeninmusic.org)

## Hal Leonard Publishes Modern Band Method

Hal Leonard has partnered with Little Kids Rock on the *Modern Band Method* series.

By fusing genres like rock, pop, Latin and rap with traditional music education, the *Modern Band Method* gives teachers (at schools or private studios) the opportunity to build diverse music programs. Following this curriculum, these first books provide a guided lesson plan for the absolute beginner and anyone new to modern band with full audio tracks, video lessons and popular songs from today's biggest artists. The series features books for guitar, keyboard, bass and drums as well as a teacher's manu-



al. These books are the first part of a planned full sequential curriculum for K-12.

Each book includes lessons to teach students about technique, reading music, composing a song, writing lyrics, soloing, improvising and more. Full band versions of songs like "Hello" (Adele), "Imagine" (John Lennon), "Under Pressure" (Queen featuring David Bowie), "See You Again" (Wiz Khalifa featuring Charlie Puth) and more are included.

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

## Sabian Homes in on Expression

Sabian's Thursday press conference began with a commemoration of drummer Neil Peart, who passed away this month. Andy Zildjian, Sabian's president and CEO, called Peart "an icon, a friend, a musician, a philosopher and a poet." The introduction of new cymbals and percussion instruments that followed kept with both the company's vision and Peart's spirit.

Gon Bops brand manager Luis Cardoso discussed working to expand international distribution. Gon Bops also is moving into the banda music market with the 14-inch banda snare and is adding a 14-inch djembe.

Sabian is expanding its AAX and HHX Complex lines, as well as adding a Chinese cymbal to its Frequency Reduced series.

The event culminated with a final



AR Manager Chris Stankee (left), Sabian Artist Dom Famularo, VP Sales & Marketing Stacey Montgomery-Clark, Product Specialist Mark Love and President & CEO Andy Zildjian

announcement from Zildjian.

"Sabian Unbound," that's not just a tagline," he said. "It's about the differences, the individuality that drummers bring to everything that we do. This year, we're bringing out Graphic Cymbals that help drummers express themselves onstage."

[Sabian \(sabian.com\)](http://www.sabian.com)



“the only thing that sounds better than my martin guitar is my martin strung with lifespan strings. **they really last.**”



**CHRIS CARRABBA**

**DASHBOARD CONFSSIONAL**

Today's musicians have so many great options available when it comes to perfecting their tone. From the instrument itself to pedals and amps and accessories, the sky's the limit. We, at Martin, are proud that quality musicians, like Chris Carrabba, trust Martin strings to give their audience the best possible experience. Try them today at [www.martinguitar.com/aa](http://www.martinguitar.com/aa).

Visit Martin booth 5602.







## NAMM's International Reach

More than 40 association and industry leaders from 19 countries gathered recently for the annual International Coalition meeting. Topics of discussion included rules and regulations, campaigns to

make more music makers and networking with groups like the International and European Music Councils and the International Society for Music Education. [INFO NAMM \(namm.org\)](https://www.namm.org)

## GAMA Holds Panel on State of Teaching Guitar

The Guitar and Accessories Marketing Association (GAMA) held its annual membership meeting over breakfast Wednesday morning, hosting a panel discussion titled "Teaching Guitar: What It Means to Me."

Moderated by John Kelley of Ortega Guitars, the panel featured Adrian Galysh, guitarist and guitar teacher; Martha Masters, a guitarist and faculty member at Loyola Marymount University and Cal State Fullerton; and Glen McCarthy, a professor at George Mason University School of Music and executive director of Teaching Guitar Workshops. TGW teaches classroom music teachers how to start guitar programs in their schools.

Asked what guitar manufacturers can do to drive education, McCarthy said, "That's a tough one. You have to identify the stores that are education-leaning," specifying that this means getting to know stores' general managers.

Commenting on how retailers can attract guitar students, Galysh termed offering lessons to customers "low-hanging fruit" and stressed that it doesn't go far enough. "You



From left, panelists Adrian Galysh, Martha Masters and Glen McCarthy.

can't rely on people to walk in the store and ask them if they'd like lessons," he said. "That's putting the cart before the horse." He suggested retailers partner with local schools, perhaps sponsoring a guitar program.

When asked about the future of guitar education, Masters said she hopes to see more fully developed programs in schools as opposed to single guitar classes.

Galysh expressed optimism.

"We live in a great time where anything you need is at your fingertips," he said, referring to tutorials and backing tracks that are available online. "My job is going to get easier."

[INFO GAMA \(discoverguitar.com\)](https://www.discoverguitar.com)



## Audified Targets Tone with One-Shot Channel Processing Plugin

Audified has announced the ToneSpot Electric Pro — a one-shot channel processing plugin concept that easily enhances electric guitar tones.

Pursuing electric guitar processing perfection doesn't need to be the time-consuming craft it once was with this plugin. The ToneSpot Electric Pro is a Swiss Army Knife for all tone hunters. It offers the best mix-

ing tricks for electric guitar processing, features superior processing power and flexibility, boasts musically labeled controls and works with any amp simulation or real tube amp. The ToneSpot Electric Pro improves tone, no matter which amps, stompboxes or plugins the player is already using for their electric guitar processing.

[INFO Audified \(audified.com\)](https://www.audified.com)

## Radial Engineering Releases HDI

The HDI is Radial's latest flagship studio-grade direct box and preamp with a simple but powerful feature set designed to produce superior sonic results within moments.

A color control knob lets users blend between an ultra-clean signal path and amp-like distortion that imparts unique character and grit onto the signal, employ-

ing an oversized custom Jensen transformer for additional saturation.

A single-control opto compressor is provided to tame harsh transients, while a level control with a VU meter drives the internal circuitry for impressive and musical-sounding results.

[INFO Radial Engineering \(radialeng.com\)](https://www.radialeng.com)



## DiGiCo Console Leaps Ahead

DiGiCo has revealed the latest in its new generation of Quantum consoles, the Quantum 338. Like Quantum 7 and Quantum 5, Quantum 338 represents a leap forward in power and connectivity. It includes new design features and enhancements that offer ultimate flexibility, all with the same speed of operation that Quantum users rely on, in a smaller format console.

"With Quantum 338, we have ensured that we are providing a next-generation console that works in synergy with our Quantum Engine," said Michael Aitchison, senior electronics engineer at DiGiCo. "We focused our R & D team on user experience, learning from the last 20 years, with our continuing main objective of merging new

with familiar."

Quantum 338 is based on seventh-generation field-programmable gate arrays and includes 128 input channels with 64 busses and a 24-by-24 matrix, all with full channel processing.

It features a new look and feel, dark mode application and three 17-inch, 1,000-NIT, high-brightness multi-touch screens, allowing both the meter bridge and soft quick-select buttons to be displayed on each screen.

A new level of local audio connectivity and performance comes via Stadius 32-bit ADC and DAC conversion, which comes standard on the Quantum 338.

[INFO DiGiCo \(digico.biz\)](https://www.digico.biz)

## A Tempo Expands Snare, Tocador Series

A Tempo has introduced three new models to its lineup.

First up are two Snare Cajons. These drums produce a traditional Peruvian sound with deep, defined bass and are made from solid wood body construction dried to a precise 8% moisture level. The CJ-Snare-SE1 comes with a multi-ply walnut playing surface and a resonant side made from purpleheart. The CJ-Snare-SE2 is replete with a Rainbow Stripe on all sides of the drum. Both cajons are finished with dovetail joints and furniture-grade gloss.

The new Tocador Flamenco Cajon is



made in Peru and features select pieces of solid mohana and purpleheart.

[INFO A Tempo \(atempopercussion.com\)](https://www.atempopercussion.com)





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**ISSUES • SAT. JAN. 18<sup>TH</sup> AT 12<sup>PM</sup>**  
IN THE KORG USA SOUND ROOM, BOOTH 8802, HALL B



# 35<sup>TH</sup> ANNIVERSARY

## 35 YEARS OF DISCOVERY

At PRS Guitars we constantly strive to discover new ways to make better instruments. Never satisfied with “good enough,” we seek to find better processes, better materials and better designs to improve the reliability, consistency and tone of our guitars and amplifiers. We have also put a lot of effort into expanding our lines and diversifying our products to hopefully have something for everyone.



Paul Reed Smith in his Annapolis shop circa 1981

## NITRO OVER CELLULOSE FINISH

*“When you pick up a guitar with our new finish, you can immediately feel that it’s not taking away from the guitar’s energy. It feels organic - like a classic, vintage guitar; it’s also very clear and helps the figure and color of the instrument.”*

- Paul Reed Smith







## TCI PICKUPS

*"TCI stands for Tuned Capacitance Inductance. When you wind a pickup, the coils are capacitors, inductors and resistors simultaneously. Our more refined ability to be able to tune those factors is what we have incorporated into TCI pickups. To our ears, the results are very musical. We are very proud of how far we've come in the understanding and making of pickups. It's been a fun process."*

**- Paul Reed Smith**



**PRS** **PAUL REED SMITH**  
**GUITARS**  
Room 210 A/B



# HIGH PERFORMANCE BRANDS. HIGH PERFORMANCE RESULTS.

For all your music creation technology needs, American Music & Sound is your one-stop shop. Swing by and check out all the great new products.



## ALLEN & HEATH

Allen & Heath began in the first wave of great British mixer companies, starting life at the heart of London's swinging music scene in 1969. Over 50 years later, they continue to lead. Experience the award-winning SQ series, the flagship dLive Digital Mixing System, and the **NEW** Avantis.

Booth #18219



## dBTechnologies

VIO L212 is the first dBTechnologies full scale line array module designed for large format sound reinforcement applications. dBTechnologies is able to pack high sound pressure levels into one of the most compact and lightest 3-way active 2x12" line array systems.

Booth #18219



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

Booth #18519



## Fostex

Fostex, founded in 1973, is one of the world's leading manufacturers of high quality transducer products. With roots going back to 1949, Fostex continues to develop superior products for the professionals and hi-fi enthusiasts of today and tomorrow.

Booth #11113



## Hercules

Hercules is proud to feature their first ever range of DJ controllers designed to teach you how to mix. Practice your beatmatching and other essential DJ skills with the DJControl Inpulse 300. Start DJing today with the DJControl Inpulse series.

Booth #11113

## KURZWEIL

Kurzweil expands its range of professional keyboards with the introduction of their new PC4, a new 88-note, hammer-action keyboard with 256 voices of VAST polyphony, 2 GB of factory sample content plus 2 GB of user-loadable space, a 6-operator FM Engine and more! Kurzweil — It's the Sound.

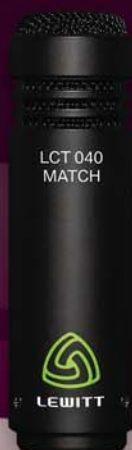
Booth #11113



## LEWITT

Created in Vienna, Austria, LEWITT microphones are setting new standards in sound capture with a focus on innovation, precision and the real-world needs of modern musicians. Find out why professionals trust LEWITT and discover high-end recording at a price you can afford with the LCT 040 MATCH.

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## nord

Nord introduces the Wave 2, a powerful 4-part performance synthesizer combining Virtual Analog synthesis, Samples, FM and Wavetable with an intuitive layer-focused interface. With 48 voice polyphony, innovative performance features and hands-on controls, the Nord Wave 2 offers outstanding sonic possibilities with advanced layering and tweaking on the fly. Come see the new Nord Wave 2 at Booth #11113.



## RELOOP

Reloop was founded by a young group of music technology experts and ever since stayed at the cutting edge in terms of R&D. Reloop is featuring ELITE and RP-8000 MK2 — Together they provide an impressive 32 control pads which for the first time ever can be controlled individually on each device simultaneously.

Booth #11113



## studiologic

With hit products like the Sledge, SL line of controllers, and Numa Compacts; Studiologic delivers cutting edge technology, quick turn rates and huge margins. Come see Studiologic's complete line of pianos, synthesizers, controllers, pedals and pedalboards; and you'll see why Studiologic is AM&S' fastest-growing brand!

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## XONE

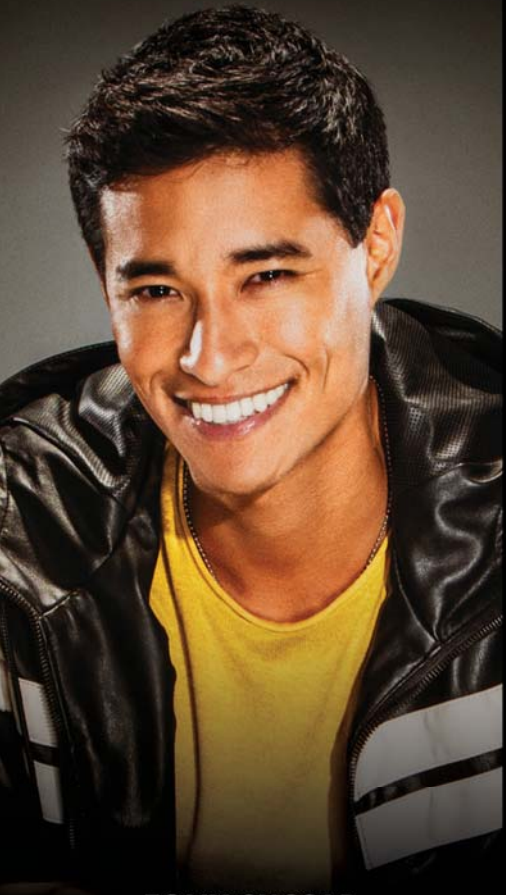
Xone series mixers are on the riders of many of the world's most respected DJs and can be found in the booth at numerous iconic venues. The Xone:96 builds on the now 15-year-old industry standard Xone:92 continuing to set the standard for audio quality, innovation and durability.

Booth #11113





# CREATORS FIRST.



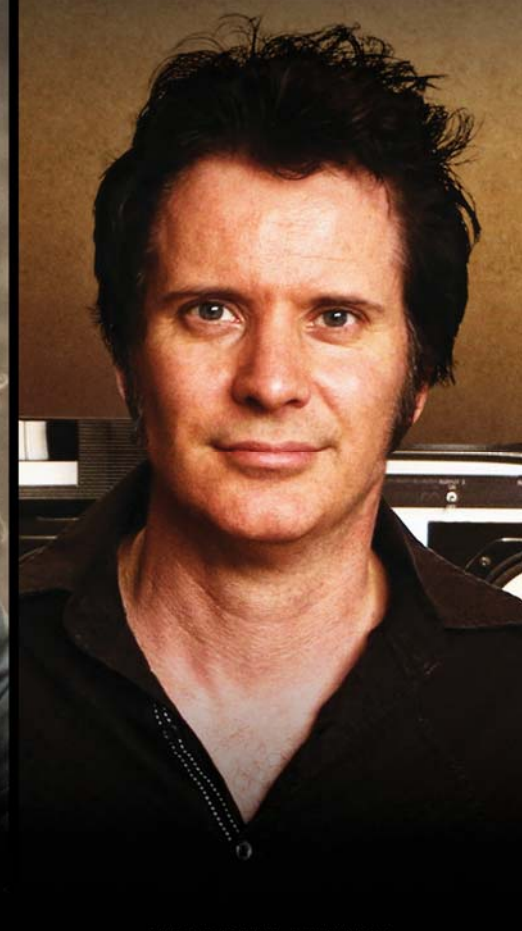
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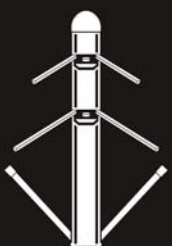
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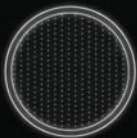


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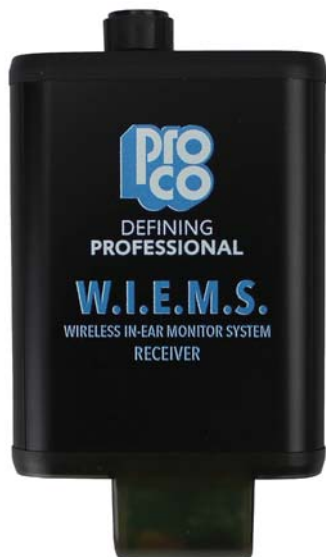


## ProCo Sound Debuts WIEMS

ProCo Sound, an ACT/RHC brand, has introduced the Wireless In-Ear Monitor System (W.I.E.M.S.). Featuring the company's latest technology, W.I.E.M.S. is a compact in-ear solution. With up to 30 meters of range between the transmitter and belt-pack receiver, ProCo's W.I.E.M.S. features a sleek and simple design, with no external antennas and a seamless plug-and-pair set-up.

ProCo's W.I.E.M.S. has four user-selectable channels, which provides the ability to deploy up to four systems simultaneously.

🛒 ProCo Sound ([procosound.com](http://procosound.com))



## Washburn's Sweet Acoustic

Washburn has introduced a new Michael Sweet acoustic guitar, model MSJ40SCE, that features a large jumbo body, which delivers a big, booming tone based on the vintage Washburn J40 guitar.

"Last year, Washburn debuted the Michael Sweet V model guitar to great success, confirming Michael Sweet's impact and influence on today's players," said James Tsaptsinos, Washburn vice president of sales. "For 2020, we went back to Michael for his take on a new acoustic guitar that we believe will be every bit as successful as the V was last year."

The Michael Sweet acoustic model features a solid bear-claw spruce top that adds a

touch of the exotic to the instrument. It also features integrated Barcus Berry active electronics, as well as a deep and rich transparent black finish that lends a perfect accent to the figured woods used to make the guitar.

"It wouldn't be a true Michael Sweet guitar if it didn't also come with a little bling," Tsaptsinos added.

Michael Sweet is a singer and guitarist best known for being the co-founder, writer, lead guitarist, lead singer and front man for Stryper, the multi-platinum crossover Christian metal with more than 10 million albums sold. He was also the singer and guitarist for Boston from 2007 to 2011.

🛒 Washburn ([washburn.com](http://washburn.com))



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## Old Blood Noise Presents Minim

Looking back on an inspiring year of collaboration with Datachoir, Old Blood Noise Endeavors has created Minim, a new pedal built from the foundation laid out by its Réver pedal.

Inside is a newly voiced reverb with harmonic tremolo, a modulated delay with nearly infinite repeats available and a reverse section selectable between normal speed or double speed.

🛒 Old Blood Noise Endeavors ([oldbloodnoise.com](http://oldbloodnoise.com))



## UpBeat

DAILY

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





## Schecter Delivers Banshee Mach Series

Schecter Guitar Research has introduced the Banshee Mach series. A reimagined Banshee-shaped body is carved from lightweight swamp ash, combined with a flamed maple top.

Raising the bar to admirable heights are the Lundgren M6 and M7 passive humbucker pickups. The M6 and M7 pickups are known for their high output and clarity, using a combination of unique winding and a ceramic magnet placed under the pickup.

The Banshee Mach series is available in

six-string with Hipshot USA bridge and Ernie Ball Compensated nut, 6 ET with Evertune bridge and Ernie Ball Compensated nut, six-string FR-S with Floyd Rose 1500 series bridge and Sustainiac neck pickup for infinite sustain, seven-string with Hipshot USA bridge and Ernie Ball compensated nut, 7-ET with Evertune bridge and Ernie Ball Compensated nut and seven-string FR-S with Floyd Rose 1500 series bridge and Sustainiac neck pickup for infinite sustain.

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

## Amahi Adds EQ Models

Amahi has added more color to its affordable EQ line with the UK-205. Constructed of mahogany, each ukulele is shop adjusted and includes Aquila strings, chrome guitar tuners and a 10 millimeter, padded bag. With a satin finish and attractive rosette and binding, this model



is available in concert size with a choice of six colors.

🛒 [Amahi \(amahiukeyles.com\)](http://Amahi.com)

## Alfred Presents Iron & Wine Retrospective

Alfred Music, in partnership with Faber Music, has released *Iron & Wine: The Songbook*.

Containing songs from albums and EPs by American singer-songwriter Iron & Wine, the artist-approved chord songbook includes lyrics and chords with short picking patterns in tab and notation and is full color throughout with artwork, photographs, tour posters, a song index and an index of first lines. The folio features more than 130 songs and personal effects never-before-seen from the art-



ist's 19-year career.

*The Songbook* begins with 2005's homespun debut, *The Creek Drank the Cradle* and journeys through multiple EPs, singles and full-length releases including *The Shepherd's Dog* and the bands' two Grammy-nominated releases, *Beast Epic* and *Weed Garden*.

Faber Music worked closely with Iron & Wine to create the package for diehard and casual fans alike.

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

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NAMM BOOTH #7011

## D'Angelico Refreshes Premier Series Acoustics

Following two years of success since their initial debut, D'Angelico Guitars' Premier series of acoustics reemerges for 2020.

The Premier series now contains five models: the grand auditorium Gramercy, OM Tammany, single-cutaway dreadnought Bowery, non-cutaway dreadnought Lexington and 12-string Fulton.

The series now features antique hardware and three new finishes—Vintage Natural, Iced Tea Burst and Black Cherry Burst—each with a solid spruce top and laminated-mahogany back and sides. Perhaps the most notable change to the line is the addition of a natural satin finish on the back of the neck, providing comfort and playability.

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





# Vandoren Introduces New Classical Saxophone Mouthpiece

**January 2020**, Chicago, IL – After extensive research and development with American and European artists, Vandoren is thrilled to introduce the new Profile mouthpiece for classical saxophone.

Currently available in a single facing for soprano (SP3) and alto saxophone (AP3), the mouthpiece is quickly catching the attention of today's leading classical saxophonists.

"The Vandoren Profile mouthpieces are stunning," says Dr. Timothy McAllister, University of Michigan Saxophone

Professor and Soprano chair of the renowned PRISM Quartet. "The mix of projection, roundness, and response allow me simply to perform without worry or concern."

"The new Vandoren Profile mouthpiece offers the same incredible control and evenness of sound as the Optimum series, but with more flexibility and a greater range of colors," says Dr. Geoff Deibel, FSU Saxophone Professor and member of the award winning h2 Quartet. "It allows me to fully express my personality in every musical situation."

The Profile features an elegant exterior design and tapered beak that combines to create a mouthpiece that boasts dynamic response, powerful projection, and an expansive color spectrum enabling classical saxophonists to shape their sound to fit the music of any era – past and present.

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

**See them at NAMM Booth 9723**

# Vandoren Combats Counterfeit Products

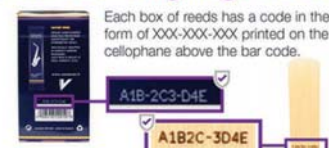
**January 2020** – Like every world-renowned quality product, Vandoren products are the victims of counterfeit. Vandoren takes this very seriously and continually works to refine their systems to protect retailers against the gradual loss of earning and consumer confidence that the sale of counterfeit product inevitably entails. In 2010 Vandoren launched a Fight Against Fake campaign, implementing authentication codes on each reed and reed box so that retailers and consumers could verify the authenticity of their reeds online. Effective Oct 2019, Vandoren began to implement the system on mouthpieces as well, starting with Black Diamond Clarinet mouthpieces.

"With the advent of technology, there has been an explosion of counterfeit products that have flooded the market," explains Emmanuel Tonnelier, General Manager at Vandoren. "From designer handbags to high-end golf clubs, nothing – including Vandoren reeds and mouthpieces – is off limits when it comes to counterfeiters. Vandoren has been diligent in fighting these attempts to take advantage of one of the most respected brands in the music industry. The Vandoren Fight Against Fake project is designed to help you spot counterfeit reeds and mouthpieces."

While Vandoren Black Diamond clarinet mouthpieces are the first to include authentication codes, the system will expand to include the whole range of mouthpieces during the course of 2020 and 2021.

Vandoren is the first reed manufacturer to launch such large-scale action against counterfeit products. The responsibility to eliminate counterfeit products from the market must be a shared responsibility between manufacturers, distributors, dealers, and consumers alike. To learn more about the Vandoren Fight Against fake campaign, visit <https://vandoren.fr/en/fight-against-fake/>

## Vandoren has developed a system to help the musician and retailer Fight Against Fake products.

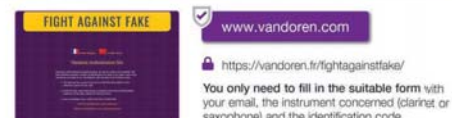


Inside each box, every reed carries a marking in the form of XXXX-XXXX engraved on the table, above the Vandoren label.

When looking at the mouthpiece, you will see two new engravings



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

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



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PARIS

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





## Yamaha's Alto Venova Travels

Yamaha's new Alto Venova is the latest addition to its family of casual wind instruments.

The perfect companion for camping, picnicking and hiking, the Alto Venova blends the simplicity of a recorder with the rich tone of a saxophone in an ABS resin body that is smaller, lighter and more durable than conventional wind instruments.

Like the original Venova introduced in 2017, the new Alto Venova features a branched-pipe structure that gives rich timbre with plenty of volume. Easy, record-

er-style fingering makes it ideal for inexperienced musicians experimenting with a reed instrument, as compared to traditional wind instruments. Seasoned players will appreciate the addition of a real alto saxophone mouthpiece and reed, which allows for better control of its sound and pitch.

Designed with a larger body, the new model is given a lower sound range with darker, richer tones than the original Venova.

MSRP: \$212.99.

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

## Jamie Deering Takes Over

Deering Banjo Co. has appointed a new CEO, Jamie Deering, daughter of founders Greg and Janet Deering.

Before her appointment as CEO, Jamie Deering worked both production and administrative positions at Deering Banjo Co.

Most recently, she held the position of vice president of public relations at the company.

Janet Deering, who has been the CEO for 44 years, will be enjoying more flexibility, focusing on her role as co-founder along with Greg Deering. She will continue to be a mentor at executive meetings.

Greg Deering approves of the change and said, "We are delighted and very excited



From left: Greg, Jamie and Janet Deering

to have Jamie become the CEO of Deering Banjo Co., to take it into the next generation. While Janet and I have accomplished a lot in 44 years, Jamie, if anything, has more horsepower and is smarter than we are."

[Deering Banjo Co. \(deeringbanjos.com\)](http://DeeringBanjos.com)

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## Vintage, Rory Evans Team

Vintage has unveiled its Rory Evans Virtuoso single-cutaway electro-acoustic guitar.

The Rory Evans model is aptly named after one of the U.K.'s most renowned fingerstyle guitar players, noted for his speed and accuracy.

For comfort, accuracy and speed, Evans requested a slim mahogany neck with a soft V profile and a Pau Ferro fingerboard for a naturally silky luster, warm tonal response and snappy attack.

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

## JodyJazz Clarinet Mouthpieces Suit All Settings

JodyJazz has introduced a new clarinet mouthpiece. Featured in the company's HR series of hard rubber mouthpieces, the JodyJazz HR Clarinet model is a free-blowing, warm-sounding and versatile mouthpiece in the tradition of the HR saxophone mouthpiece series.

The mouthpieces are CNC-machined from the same hard-rubber bar stock used in the JodyJazz HR saxophone models.

MSRP: \$189.

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





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**BOOTH 7729, HALL C**







## Control Your Volume

Fryette Amplification has rolled out the Power Station 100, a dual-mode reactance amplifier/tube amp attenuator.

The Fryette PS-100 is an easy-to-use power attenuator for controlling the volume of high-powered tube amplifiers with none of the drawbacks of a conventional attenuator. The PS-100 features two sets of remote foot-switchable front panel volume, presence and depth controls for maximum live performance flexibility, and a powerful Dual KT88 100W Mono-Block for superior punch and dynamic range.

If a musician has ever used a traditional power attenuator, they've already experienced the loss of tone and dynamics of their amplifier at various volume settings, and the frustration with the rotary level switch that always seems one step too loud or one step too quiet.

The Power Station not only solves all of those problems but also provides players with more sonic options in one convenient package.

The PS-100 preserves tube amplifier tone at any volume setting down to whisper level, and enhances the dynamic feel and speaker response at any volume. The PS-100 also maintains natural speaker/power amplifier interactive behavior.

Fryette Amps ([fryette.com](http://fryette.com))

## Guild Jumbo Maple Guitars Get Antique Burst Finish

The ultimate jumbo is now available in one of Guild's most famous finishes: Antique Burst. Paired with flamed maple, both the F-55 and F-512 get a timeless new look, matching a fundamental aesthetic of the Guild family. The F-55 Maple and F-512 Maple feature a tight grained solid Sitka spruce top with arched flamed maple back and flamed maple sides.

The F-55 Maple provides sharply focused trebles and an articulate mid-range.

MSRP: F-55 Maple in Antique Burst, \$4,650; F-55E Maple in Antique Burst, \$5,000; F-512 Maple in Antique Burst, \$4,870; F-512E Maple in Antique Burst, \$5,250.

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



## Ohana's Small-Body Guitar Travels

Ohana's AG-120C is a 1/2-size guitar, ideal for those with a smaller frame or the traveling musician. Ukulele players wishing to learn the guitar will feel comfortable holding this small-body instrument. A solid mahogany top is featured for warmth, sustain and depth of tone. The Florentine cut-away offers easy access to the upper frets, and the company setup will ensure comfortable playing.

Ohana ([ohana-music.com](http://ohana-music.com))



## Charvel Adds Artist Axes

Charvel has expanded its signature artist models with the Joe Duplantier Signature Pro-Mod San Dimas Style 2 HH E mahogany featuring the Gojira frontman's signature DiMarzio humbucking bridge pickup, as well as new colors for the Satchel Signature Pro-Mod DK and Angel Vivaldi Signature DK24-7 Nova.

Designed with the latest in Charvel high performance, the Joe Duplantier Signature Pro-Mod San Dimas Style 2 HH E mahogany captures all of his preferred style and specs. Crafted out of mahogany, the San Dimas body has a specially contoured heel for easy access to the upper reaches of the fingerboard.

Charvel ([charvelguitars.com](http://charvelguitars.com))



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## K&M Laptop Stand for DJs On the Move

K&M's space-saving laptop stand is tiltable, foldable and easy to set up. The support plate and base fold into a conveniently sized package for easy transport.

At only four pounds, the stand is easy to fold and pack away, but the steel tube construction combined with an aluminum foot and support plate ensures stability. Individually adjustable stop pins with rubber caps hold all conventional laptop models, mixers, CD players and more securely.

MSRP: \$174.99

 [\*\*Connolly Music \(connollymusic.com\)\*\*](http://Connolly Music (connollymusic.com))



## ART's Pedal Board Power Solution

Following up on the guitar solution pedals introduced in 2019, Applied Research & Technology has introduced the ISO-8U Power Supply for pedal boards.

The ISO-8U Power Supply provides 9V or 12V DC power for pedals. Each output is isolated to remove ground loops. One output is adjustable from 4V-to-9V to simulate a dying battery. Each fixed output has a selectable voltage between 9V or 12V DC.

Two high-power outputs provide 250mA. All other outputs are capable of providing up to 100mA. Each output is individually current limited and circuit protected. An output status indicator goes on when there is a fault, such as a short, current protection, or temperature overload.

A USB-type A jack can provide high power charging up to 10 watts. The unit comes with a wide variety of cables to connect your pedals, including standard barrel jacks, 3.5mm connections and a battery clip adapter. The ISO-8U Power Supply is made for guitarists with multiple pedals.

"No more guesswork if the venue stage or rehearsal space has spare outlets to make sure your pedals get the power they need," said Steve Hendee, director of U.S. sales at Yorkville Sound. "It's also more common place for players to refer to their phones or tablets during a gig. The ISO-8U Power Supply makes sure you never run out of power at the gig."

 [\*\*ART \(artproaudio.com\)\*\*](http://ART (artproaudio.com))



## Ibanez Updated AEG Acoustic Series


Ibanez Guitars has updated the AEG Acoustic Series with five new models.

The AEG200 represents the top of the AEG range, featuring a solid Sitka spruce top, okoume back and sides, a nyatoh neck, an ovankol bridge and fretboard, as well as onboard electronics.

The AEG70 occupies the mid-level of the series offering appointments such as a walnut fretboard and bridge, flamed-maple top, acrylic rosettes and onboard electronics.

The AEG50 and AEG62 are entry-level offerings with specifications like a spruce or Sapele top, Sapele back and sides and walnut fretboard.

MSRP: \$449.99 to \$749.99

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

## Apogee Offers Rent-To-Own Plugins

Apogee's Rent-To-Own purchase program is now available for all FX Plugins on the Apogee Webstore worldwide. This includes Clearmountain's Domain, Pultec EQP-1A and MEQ-5 (the only officially licensed Pultec plug-ins), Opto-3A Compressor and ModEQ and ModComp.

Own all Apogee plug-ins for a low monthly fee. Apogee's Rent-To-Own pricing matches the sale price of the plug-in, so there is no extra cost.

 [\*\*Apogee \(apogeedigital.com\)\*\*](http://Apogee (apogeedigital.com))

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## Dixon Upgrades Cornerstone Series

Dixon Drums is updating its Cornerstone Series Drums to include a new North American Maple shell and Dixon's Track Mount System (TMS) tom suspension.

"The classic warmth of North American maple is the most recorded drum sound on the planet," said Jim Uding, Dixon brand manager. "Our gig-ready shell packs elevate the maple drum experience to a whole new level with the addition of Dixon's innovative Track Mount System tom suspension, which allows the isolated mounting of toms along with microphones, smartphones, tablets and GoPro holders."



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

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

## RCF Group Acquires Montarbo

RCF Group has completed the acquisition of Montarbo, a historic brand in the professional audio market. From an operational standpoint, AEB Industriale will oversee the brand's running and distribution.

The incorporation of Montarbo into the group further expands RCF's product range in a market segment that is demonstrating strong growth. The acquisition fits RCF Group's strategy of selective mergers and acquisitions activity focusing on iconic brands that leverage the RCF's competitive positioning as well as techni-

cal and commercial expertise.

"We're delighted to welcome Montarbo to our group. It's a historic brand that has contributed to the evolution of the music and professional audio industry in Italy and around the world," said Arturo

Vicari, the CEO of RCF Group. "For anyone who, like myself, has followed the

development of this market over the years, elite brands such as Montarbo have a special significance and therefore represent a wonderful opportunity for us to increase the value of our group."

📄 [RCF Group \(rcf-group.it\)](http://RCFGroup.com)



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## Alfred Expands Premier Express Course

Alfred Music has expanded the Premier Express Course with the release of four repertoire books.

*Premier Piano Express Repertoire Books 1-4*, with online audio, includes motivational music in a variety of styles. Each piece is correlated page-by-page with concepts introduced at each level. The music can be used as a repertoire for any method. All selections are composed or arranged by Dennis Alexander and Martha Mier.

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



## Frameworks Organizes Mics

Gator Frameworks—the stand, hanger and accessories brand—has released a new series of multi-microphone trays. Each model provides protection, organization and accessibility that allows musicians to focus on performance and not worry about their equipment.

Gator Framework's multi-microphone tray series consists of the six-tray, which holds six microphones and the four-tray, which holds four microphones.

The steel base of both models firmly holds the microphones in place, while the foam-padded cradle protects them. This minimizes the noise generated when popping them in and out of the tray.

Both models quickly attach to most standard mic stands.

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





## Samson Releases Concert 288m

Samson has announced the Concert 288m Dual-Channel UHF Wireless System with Micro Receiver. The system is available in three durable multi-transmitter configurations (handheld, presentation and all-in-one) and includes a portable receiver that's small enough to fit into any carry bag.

The Concert 288m is ideal for live performance, presentations, education, house of worship or anywhere two microphone transmitters are needed.

Concert 288m wireless systems combine professional-grade audio and extreme ease of use with 100 channels across a broad 24-MHz bandwidth and one-touch channel scanning to automatically select the clearest channel in your performance space.

Tone-key and auto-mute technology prevents undesired noise and interference when the transmitter is out of range.

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

## Hug Ukes Bring Summer Vibes

Hawaiian Ukulele & Guitar has introduced its Hug ukulele exotic acacia wood series. These handcrafted instruments are made from solid-figured acacia wood and styled to reflect the vibrant culture of the aloha state. With all-solid construction and the resonance of a high-quality instrument, the Hug ukulele exotic acacia wood series delivers a healthy dose of C tuning and the warm tones of paradise.

Balancing strength and symmetry, Hawaiian Ukulele & Guitar uses a fanned top-bracing pattern and sturdy



C-shaped mahogany neck. Mahogany is also used for the bridge and 18-fret fingerboard with 3-millimeter mother-of-pearl dot inlays, along with a bone saddle and nut. Enclosed-gear chrome tuners have the proper tuning ratio for the Aquila 10U nylgut tenor ukulele strings.

The Hug ukulele exotic acacia wood series offers five styles, including super soprano pineapple, concert, super concert, tenor and super tenor.

🛒 [Hawaiian Ukulele & Guitar \(hugukulele.com\)](http://hugukulele.com)

## Klapel's Drum Hoop Features Aerospace Polymers

Klapel Percussion Instruments has debuted its first production product offering: a snare drum hoop manufactured with aerospace polymers and high-strength fibers.

The new hoop provides improved sound clarity, patent-pending tuning structure and is 50 percent lighter than a comparable steel hoop.

Available in multiple colors, the new snare hoop is the first in a hardware product offering line from the American-made

Denver-based manufacturer.

🛒 [Klapel \(klapelpi.com\)](http://klapelpi.com)



## Start Streaming With Go

Roland has announced the Roland Go:Livecast live streaming studio for smartphones, allowing streamers to enhance and manage live content on platforms like Facebook Live, YouTube Live, Twitch, TwitCasting and more while remaining engaged with their audience.

Go:Livecast functions like an instantly accessible, mini broadcast studio to make online live video production for programs from music to beauty to cooking easier, more accessible and more fun for everyone.

The Roland Go:Livecast is quick and easy to use with plug-and-play setup. Simply connect a smartphone and headphones for sound monitoring and start streaming.

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

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## Sterling Couples Comfort, Quality

Sterling's S400 and S450 studio headphones combine audio quality for critical monitoring with comfort for extended use. Both models feature Sterling's high-definition transducers, which provide an advanced soundstage for superior sound reproduction with intimate, mid-range clarity and articulate low- and high-frequency response.

The S400 and S450 employ a closed-back, circumaural design that delivers the superior isolation required for professional recording, as well as the comfort needed for long sessions. Both models provide removable, replaceable and lockable ear cushions.

🛒 [Sterling \(sterlingaudio.net\)](http://Sterling (sterlingaudio.net))



## Taylor Expands 200 Series

Taylor has expanded its offerings within the 200 Series to include new 200 Plus and 200 Deluxe models.

Most models feature layered Indian rosewood back and sides and a solid Sitka spruce top. Available body styles include dreadnought and three grand auditorium

models, including 12-string and nylon-string options.

The series also includes the 214ce-K, featuring layered koa and solid spruce.

The 200 Plus Series debuts with one dreadnought and one grand auditorium.

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

## Alvarez Adds 2 Artist Elites

Alvarez Guitars has added two new guitars to its robust Artist Elite Series lineup. Both models are Grand Auditoriums with stunning Shadowburst finishes.

"Our Artist Elite Series has been incredibly well received," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. "The addition of these Grand Auditorium models is the result of the great feedback we've received and listening to the suggestions of our customers, who we believe will love this combination of premium tonewoods and appointments, and especially the value."

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



## P. Mauriat Unveils Intermediate Flutes

P. Mauriat has announced its new intermediate line of flutes.

"The P. Mauriat name is synonymous with a great experience for any developing player," said Craig Denny, vice president of sales and marketing at St. Louis Music. "The new line of flutes from P. Mauriat is no exception."

He added, "They sound rich, vibrant and give players what they have come to expect from the brand: exceptional value."

Featuring three different models, P. Mauriat flutes all come standard with an E mechanism, offset G key and top adjusting screws.

🛒 [P. Mauriat \(pmauriatmusic.com\)](http://P. Mauriat (pmauriatmusic.com))

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## Kyser Celebrates 40 Years

Kyser Musical Products is kicking off its 40th anniversary, commemorating the brand's 1980 incorporation and a storied history of growth from humble East Texas

roots into one of the foremost crafters of handmade capos and fretted instrument accessories in the world.

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

## MusicMedic Announces Clarinets

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

The Wilmington Clarinet is available in three models, and each instrument is play-tested, adjusted and set-up by MusicMedic's skilled technicians, ensuring ready-to-play quality right out of the box.

The Wilmington Clarinet is available in three models, the 901 Wilmington Clarinet, the intermediate model 902 and the 903 professional model.



All models can be used to dial in the intonation in the warm and cold weather with their two barrels.

The lightweight nylon case comes with shoulder straps for easy transport. Other accessories include a mouthpiece, key oil, cork grease, cleaning cloth and cleaning swab.

MSRP: \$350-\$1,350.

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

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## Timberline Goes Compact

Timberline Guitars has unveiled its HGpc Parlor series of harp guitars.

These instruments feature compact bodies, 23.9-inch scale, ebony fretboards and bridges, exotic wood arm bevels, abalone and mother-of-pearl trim, Tusq nut and saddle, Grover machines and proprietary bracing that delivers the low bass and sparkling highs expected of and delivered by a Timberline harp guitar.

The lightweight and compact size of these instruments allows more freedom in any playing environment.

**INFO** [Timberline Guitars \(timberlineguitars.com\)](http://timberlineguitars.com)



## Remo's Green & Clean Line Gets Hospital Approval

Remo has a line of therapeutic instruments, Green and Clean Drums. These instruments were specifically designed to address the needs of music therapists, recreational music facilitators, musicians and allied health professionals.

This line of products has been developed in consultation with music therapists and approved for use where infection control is a concern by hospitals in Southern California. Unlike other products, Green and Clean products meet the disinfection protocols required to protect patients when the drums are used in clinical applications.

**INFO** [Remo \(remo.com\)](http://remo.com)



PRO-MOD

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## A-T Displays Third-generation 5000 Series

Audio-Technica is displaying its third-generation 5000 series frequency-agile true diversity UHF wireless system.

Designed for use on professional tours, in stadiums, concert halls, festivals, houses of worship and other demanding audio environments, the Audio-Technica 5000 series provides incredible audio quality for artists, broadcasters and presenters worldwide.

The third-generation, dual-receiver 5000 series continues to offer the highest-quality wireless live sound, with dual-compand-



er circuitry that processes high and low frequencies separately.

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

## CE Distribution Picks Up Gotoh

CE Distribution has been appointed U.S. distributor for Gotoh pickups. For decades, Gotoh has been supplying high-quality pickups to guitar manufacturers across the globe. From the classic MIJ vintage era to modern favorites, Gotoh pickups are popular and are instrumental in getting great sound for many guitars. The years of experience and exceptional craftsmanship built into these Japanese pickups make them an excellent choice for any guitarist.

Classic Gotoh pickups are all fashioned with Alnico magnets. Careful technique is used to wax pot these pickups to ensure sta-



bility at all levels of amplification. Gotoh pickups utilize vintage-style materials and vintage winding standards.

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



## MLC-200 Offers Ultimate Control

Yamaha has released the MLC-200 Music Lab, a sophisticated and intuitive audio system created for real-time group keyboard instruction.

The MLC-200 combines the iPad app, ML Touch, with audio hardware utilizing Dante technology to create a flexible system for music educators to interact with their

students. The MLC-200 is the first Dante-based music instruction system of its kind.

The MLC-200 system enables instructors to speak or play to the entire class through their headphones and monitor what students are playing on their instruments.

MSRP: \$9,999.99.

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

## Deadheads Rejoice

D'Addario, with the help of Warner Music Artist Services, has taken on the large art portfolio of the Grateful Dead to release a new line of Grateful Dead licensed products. A line of woven nylon guitar straps featuring two designs in four different colors and one 10-pack celluloid pick design available in two colorways are now available.

The nylon woven straps feature Grateful

Dead logo artwork, dancing bears and "Steal Your Face" icons in four different colorways.

The picks are available in black and white celluloid 10-packs and feature classic Grateful Dead icons.

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



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Guitar Ambassador Award



# SOUND ROOM



## PreSonus Fulfills Needs

PreSonus' StudioLive ARc series combines a multi-channel 24-bit, 96 kHz, USB-C compatible, USB 2.0 audio interface with an analog mixer front-end to create a hybrid design that simplifies recording and mixing. Featuring newly designed

high-headroom analog circuits along with the company's high-gain XMAX Class A mic preamps, StudioLive ARc audio interface mixers fulfill the needs of musicians and content creators.

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

## Auto-Tune Synergy Brings Pitch Correction to Antelope Audio

Antelope Audio has welcomed Antares Audio Technologies to its recently announced Synergy Core signal processing platform. Synergy Core combines the parallel computational capabilities of Field Programmable Gate Array processing with industry-standard digital signal processing, as brought into play on the Discrete 4 Synergy Core, Discrete 8 Synergy Core and Orion Studio Synergy Core audio interfaces.

Antares is the first key software company to partner with Antelope Audio on its Synergy Core platform.

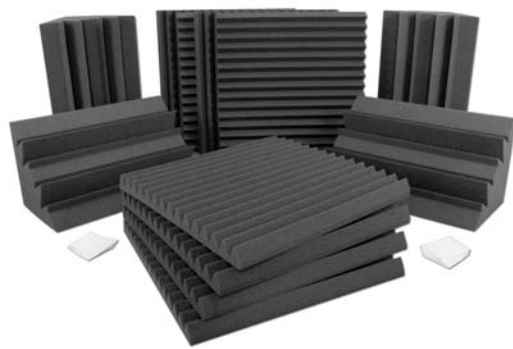
Auto-Tune Synergy is a custom-designed plug-in that leverages the next-generation hardware acceleration of the Synergy Core platform to deliver the legendary Auto-Tune pitch correction and vocal effects with ultra-low latency. It's the ideal solution for artists, audio engineers and producers wishing to track with



an acclaimed technology that — for 20 years — has been the professional standard for pitch correction and the tool of choice for the most iconic vocal effect in popular music.

Ultra-low latency makes Auto-Tune Synergy ideal for real-time performance, on stage or in the studio. Retune Speed, Humanize and Flex-Tune controls allow for everything from transparent pitch correction to the Auto-Tune effect found on countless hits. Classic mode is included to duly deliver the distinctive Auto-Tune 5 sound.

🛒 [Antelope Audio \(antelopeaudio.com\)](https://www.antelopeaudio.com)



## Auralex Reveals Roominator

Auralex Acoustics has released its Roominator starter kit, which offers users a starting point to reduce unwanted slap and flutter echo in their room. Perfect for small home studios, audio and video editing suites, podcasting spaces, vocal booths and home listening environments, the Roominator starter kit improves the acoustics of small- to medium-sized rooms.

Positioning the included Low-End

Noise Reduction Device bass traps in the corners of the room controls low-frequency room nodes. As users' needs change, it's easy to add additional Studio-foam acoustical treatment to improve the acoustics of the space.

To complement the kit, Auralex offers a comprehensive set of placement suggestions to optimize the performance of the setup.

🛒 [Auralex Acoustics \(auralex.com\)](https://www.auralex.com)

## Japan Grand for numacompact 2x



## Studiologic Updates Numa Compact 2X

A major OS update recently unveiled for Studiologic's Numa Compact 2X hosts a manager app and a sound library. These updates enhance the sound of this versatile keyboard and MIDI controller and are available to Numa Compact 2X owners at no charge from Studiologic's website.

The Numa Compact 2X's new sound library includes a sampling of a Japanese concert grand piano.

Digitally recorded with eight microphones, this sound captures all 88 notes with the natural release sound of each string.

🛒 [Studiologic \(studiologic-music.com\)](https://www.studiologic-music.com)

## Zylia Offers Flexible Recording

Zylia has unveiled two major additions to its 3D audio recording and production portfolio: the Zylia ZR-1 portable recording device and 6DoF VR/AR development kit.

Designed for professional users of the Zylia ZM-1 microphone system, the new Zylia ZR-1 device offers a convenient laptop replacement for outdoor and ambient sound recordings, third-order Ambisonics recording, and 360-degree recording.

The 6DoF VR/AR development kit empowers users to capture high-quality, higher-order Ambisonics simultaneously at multiple points around the recorded scene.

"In response to user requests and feedback, we are launching a product that enables recording independent of the laptop," said Tomasz Zernicki, Zylia co-founder and chief technology officer. "This highly efficient portable recorder simplifies outdoor recording while making third-order Ambisonics recording easy. With this uniquely portable and powerful solution, users have the freedom to record hundreds of hours of 360-degree audio in virtually any environment."



Measuring 206 millimeters by 196 millimeters by 58 millimeters and weighing around 1 kilogram, the rugged Zylia ZR-1 fits neatly into a standard field recorder bag and requires only a USB connection to the Zylia ZM-1 to support audio recording. Convenient control, status and monitoring options help users make the most of the Zylia ZM-1 and its recording capabilities while working in the field. Equipped with an SDXC memory card (up to 2 TB) and powered either by eight AA batteries or an external 5V power source, the Zylia ZR-1 lets users record over 220 hours of 19-channel 48 kHz/24bit PCM audio or around 300 hours of compressed data (WavPack).

🛒 [Zylia \(zylia.com\)](https://www.zylia.com)



## Legendary Sound Reproduced

United Studio Technologies' UT FET47 is a faithful reproduction of a legendary classic studio workhorse representing the newly founded pro-audio company's inaugural product as a no-compromise microphone aimed at both professional and project-level recording, as well as the broadcast and voiceover market.

The UT FET47 symbolizes several years of research and development, testing and engineering, offering a high level of quality and craftsmanship to the end-user at an affordable price point.

It's hand-built in the U.S.

🛒 [RAD Distribution \(raddist.com\)](https://www.raddist.com)



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## Guardian Releases 600 Series Bags

Guardian Cases' new 600 series bags deliver excellent protection and excellent value.

With dense, protective foam sandwiching a stiff corrugated inner liner, the 600 series bags combine the stiffness of a hard shell around the perimeter of the guitar, with dense, soft foam protecting the guitar's front and back.

The 18-millimeter ultra-dense foam flanks an inner liner made of tough corru-

gated plastic.

This gives the case firm shape and road-worthy toughness.

The hook-and-loop neck support allows players to secure the guitar neck inside the bag for an additional level of security.

If you have a gig bag, that means you're going places, so Guardian provides a pillow-soft comfort handle to make grabbing your guitar quick and easy.

[Guardian Cases \(guardiancases.com\)](http://GuardianCases.com)

## Warm Audio Adds Two DI Boxes

Warm Audio's Direct Box Active and Direct Box Passive have maximum sonic integrity, from the custom-wound CineMag USA transformer to the rugged metal knob and switches. Users can expect a warm, rich tone, even after long cable runs and the extruded aluminum enclosure ensuring a long life span. When you need to convert an instrument-level signal to mic-level, with sonic quality as your top priority, users will be well-served with the Direct Box Active and Direct Box Passive from Warm Audio.

Built around CineMag USA Transformer topology and engineering, Warm Audio's DI Boxes, constructed with top-tier discrete components housed in rugged aluminum chassis, include switches, knobs and connectors, designed to withstand heavy abuse on the road or in the studio.

The Direct Box Active and Passive are stunningly transparent and will not diminish an instrument's original sound or tone



in any way. The boxes also feature the versatility of having an onboard variable pad, which attenuates a user's input signal anywhere from -3 dB to -30 dB.

Both of Warm Audio's Direct Boxes offer a thru-put jack jumpered to the input jack, which is a convenience jack allowing users to send their instrument's signal to a second place in addition to the live mixer or recording device. The Direct Boxes can also take a recorded signal at the line level and send it to another line input while simultaneously sending a signal out of the XLR mic level output of the Direct Box.

[Warm Audio \(warmaudio.com\)](http://WarmAudio.com)

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**New from JodyJazz**

**HR\* Clarinet**

The new JodyJazz HR\* Clarinet model is a free-blowing, warm-sounding and versatile mouthpiece in the tradition of the best-selling HR\* series of hard rubber saxophone mouthpieces.

JodyJazz HR\* Clarinet

20th Anniversary 2000-2020  
JodyJazz  
New York - Savannah

See us at NAMM Booth #8727

## IK Multimedia Recreates Studio Reverb

IK Multimedia has introduced Sunset Sound Reverb, a T-RackS module processor that recreates the reverb sound and characteristics of the iconic Sunset Sound recording facility in Los Angeles. Sunset Sound Reverb is the first convolution reverb for IK's industry-standard T-RackS 5 mixing and mastering software workstation.

IK worked in collaboration with studio owner Paul Camarata to give recording engineers access to the sound and vibe of the studios in this landmark facility.

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

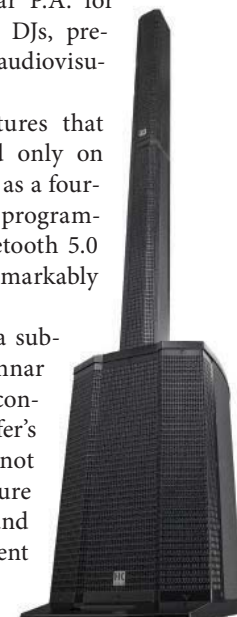
## HK Audio Launches POLAR 10

HK Audio has unveiled Polar 10, an affordable new columnar P.A. for musicians, entertainers, DJs, presentations, schools and audiovisual applications.

Polar 10 boasts features that until today were found only on far pricier systems, such as a four-channel mixer with five programmable user presets, Bluetooth 5.0 audio streaming and remarkably assertive bass response.

Polar 10 consists of a subwoofer and two columnar elements. The elegant contours of the subwoofer's birch ply housing are not just cosmetic; the enclosure is acoustically shaped and sized to deliver excellent audio results.

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





## Yamaha Offers Fractional Sizes

Yamaha has introduced the YVN Model 3 one-half and YVN Model 3 three-quarter violins — two fractional sizes of the company's YVN Model 3 Violin.

The new fractional-sized models build upon the success of the original model which was first introduced at last year's winter NAMM Show. The addition of the fractional sizes to the full size now completes the YVN Model 3 violin offering.

Like the full-size violin, the YVN00312 and YVN00334 utilize next-generation technology to provide an exceptional playing experience, particularly for young students with smaller hands and stature.



A proprietary graduated, press-formed spruce top offers resonance. The tops and backs use just one-third the amount of wood.

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

## Fishman, Inez Partner Up

Fishman has created the Fluence Legacy series with Mike Inez, bassist for Alice in Chains, Ozzy, Heart and others.

Like all Fishman Fluence pickups, the Mike Inez Legacy pickup set is multi-voice and free from the hum, noise and frustrating inductance issues.

It's designed to appeal to rock, metal and jazz players, looking for a bit of magic, and is a retrofit replacement for most four and five-string soap bar-equipped basses.



Available single or neck voices in a set (soap bar format) include Voice 1, an exact sonic copy of Inez's Moon bass (from Alice to Ozzy, this is the tone); and Voice 2, Inez's warm, vintage tones (passive). Bridge voices include Voice 1 (passive), classic, fat and round; and Voice 2, full frequency, full dynamics and Voice 2 (active with mid contour), funk, Hi-Fi scooped single-coil mode.

MSRP: Set, \$350.58; single, \$185.04

🛒 [Fishman \(fishman.com\)](http://Fishman (fishman.com))



## AKG Announces K275 Headphones

With large 50-millimeter transducers and a closed-back, over-ear design, AKG's K275 foldable studio headphones are ideal for professional critical listening applications, such as studio recording or live mixing. With a foldable design, made possible through a three-axis hinge, the K275 can be collapsed and transported in tight spaces.

The design minimizes the exposure to damage that comes with the mobile lifestyles of musicians and audio engineers. The AKG K275 is the first foldable, studio-quality headphones in its class to offer a self-adjusting headband, floating ear cups and an innovative three-axis hinge to provide an all-over perfect fit with every use.

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

## New Model, Vintage Look & Feel

Vintage has taken guitars from its popular classic lines and put them through the hands of the company's finest craftsman to launch its new Vintage ProShop Unique Series.

All guitars and basses in the ProShop Unique Series feature wear and tear patterns accurately placed to match that of a guitar owned and played for decades.

Every finish is a unique, handmade, one-off, with various weathered distressing processes, giving new guitars a vintage look.

Every ProShop Unique guitar comes with a full ProShop Plus in-house setup, offering superior playability while fitted out with high-quality hardware.

Each guitar includes a Vintage-branded luxury gig bag and ProShop leather strap.

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



NAMM BOOTH 5249

**electro-harmonix**  
WWW.EHX.COM/9SERIES



# AMP WALL



## Ashdown Racks Valve Head

Ashdown has introduced the CMT-200R, a 200-watt, all-valve bass amp head in a rack format

Like other amps in the series, the CTM-300 and CTM-100, the CTM-200R takes sonic cues from the classic valve heads of the past, pairing its 200-watt, all-valve design with modern features, construction and reliability.

Built for the gigging bassist, the CTM-200R is housed in a 2 millimeter, mild-steel chassis with spot welded supports

fabricated in Essex, England.

The unit is hand finished and powder coated in black before being fitted with its engineered circuit boards to support the amp's valve complement of four KT-88 power tubes as well as an array of pre-amp valves.

The transformers have been designed and engineered to provide solid consistent power. They are also hand-wound in Essex.

🛒 Ashdown ([ashdownmusic.com](http://ashdownmusic.com))

## Orange Extends Acoustic Amps

Orange Amplification has launched the Crush Acoustic 30, extending its range of acoustic amplification products.

The new Crush Acoustic 30 is designed to project clear, distinct sounds with its angled construction and 30 watts of power. It comes with two channels with built-in reverb and chorus across both. The global notch filter reduces feedback efficiently and precisely with one control. The Crush Acoustic 30 is lightweight, portable and battery powered.

The Crush Acoustic 30 twin channel capability, packed with features, makes this compact combo flexible and perfect for live performance, busking or practicing at home. Channel 1 is the dedicated acoustic guitar channel. It's equipped with a pad switch which can take off up to 10 dB, helping users maintain a clean signal for higher output instruments. This channel is also armed with a three-band



EQ which allows quick sound changes and a color switch which boosts presence and cuts the midrange frequencies a little.

🛒 Orange ([orangeamps.com](http://orangeamps.com))



## Fryette Releases Deliverance Series II Amps

Fryette Amplification is releasing the Deliverance 60 Series II and the Deliverance 120 Series II, an evolution of one of Fryette Amplification's most popular amplifiers.

The Deliverance Series II offers a solo volume mode and a transparent, low-noise effects loop, both of which can be controlled using a remote footswitch. Also, the More Mode toggle switch that activates an additional tube gain stage can now be assignable to the Solo volume mode for additional tube gain boost on the fly.

The newly added Bright toggle switch function can be set to operate manually, assigned to the More Mode or activated together with Solo mode using the footswitch.

The Deliverance preamp section has a broad, dynamic range which accounts for its touch-sensitivity and guitar volume control response.

Besides, clean and overdriven voicing's can be dialed up using the gain I or gain II structure with the presence and depth controls.

The Deliverance power amp section utilizes two KT88 (Deliverance 60) or four KT88 (Deliverance 120) power tubes for robust low mids and sparkling high-end harmonics.

🛒 Fryette Amplification ([fryette.com](http://fryette.com))

## Traynor Presents Big Block B115 Bass Combo For Professionals

Traynor, the Canadian-based manufacturer of instrument amplifiers, has introduced the Big Block BB115.

The BB115 Big Block bass amp combo is the big brother to Traynor's successful Small Block series of bass combos.

Since its launch seven years ago, the Small Block combo has been a lightweight staple for working bassists. As Small Block devotees developed, so did the demand for a bigger and louder version.

With the ability to deliver a full 800

watts at 4 ohms, the ultra-compact Traynor BB115 is a professional bass combo for the musician on the move.

The BB115, loaded with essential features, including active and passive level instrument inputs, XLR DI output and a versatile four-band EQ, can dial virtually any tone to in quickly and easily.

The BB115 can dial up 400 watts into the 15-inch Neo woofer. However, by adding an extension cabinet, the amp delivers a total of 800 watts.

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



## Nexo Adds Flagship Amp

With its new NXAMP4x4mk2 controller/amplifier, Nexo is adding a high-power flagship model to its mk2 series of power and processing solutions. The mk2 line of ultra-low distortion Class D amplifiers combines 32-bit/96 KHz converters and 64-bit signal processing, delivering advances in sound quality over the mk1 line, which has been a core component of Nexo sound systems since the NXAMP series was introduced in 2007.

NXAMP was the first result of the technological collaboration formed between Nexo and parent company Yamaha in 2005.

Until then, and despite its 50-year history of making amplifiers, Yamaha had not developed high-powered professional models.

Since the series' introduction, the team has continually evolved the NXAMP series' power output, design, user interface and algorithms.

Today, the NXAMP4x4mk2 represents the most powerful amplifier in the range, delivering 3,300 watts per channel in four ohms and 4,500 watts per channel in two ohms.

Weighing about 55 pounds in a sleek 3U package, the 4x4mk2 is smaller and delivers 12% more power than its predecessor. The NXAMP4x4mk2 benefits from a new aesthetic and user-friendly interface.

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



## Orange Reveals Little Bass Thing

Orange Amplification has introduced the Little Bass Thing, a lightweight bass amp designed with the modern bass player in mind.

The amp offers 500 watts of Class D muscle combined with a powerful, solid state preamp, packed into a diminutive 3 kilogram package.

The Little Bass Thing features a sweepable parametric mid control for simple and effective EQ. This is augmented by carefully chosen bass and treble frequencies combined with 15 dB of

boost to ensure the bass sound can be dialed in accurately and quickly.

Bass players can add the finishing touches to their sound with simple, engineered precision.

The amp's built-in Class A Optical Compression circuit can be controlled by a footswitch (sold separately) or from the front panel.

This single dial has a unique side chain and a response that has been optimized for a bass guitar.

🛒 Orange Amplification ([orangeamps.com](http://orangeamps.com))



GOT DRUM LESSONS? Build Your Lesson Program with



# GET YOUR STICKS TOGETHER DRUM LESSONS

FROM THE PERCUSSION MARKETING COUNCIL

The PMC wants to help connect your drum studio with more students by listing your lessons program on PlayDrums.com.

Each month this year during the Percussion Marketing Council's 25th Anniversary celebration and GET YOUR STICKS TOGETHER promotion, a randomly selected student will receive

**12 FREE DRUM LESSONS** at a local drum shop or music store that offers private lessons, paid for by the PMC.

Sign up at [www.PlayDrums.com/sticks-retailers](http://www.PlayDrums.com/sticks-retailers) as a participating percussion retailer with an active studio lesson program.



It's a simple form and upon completion, you'll receive a free P.O.P. counter card promoting the year-long **GET YOUR STICKS TOGETHER** campaign.

Complete details on the PlayDrums.com website.



The success and ongoing development of the Percussion Marketing Council is a direct result of the support and commitment from all PMC members:





# Cheer up! Beginning band just got easier!



Getting clarinet and saxophonists started certainly has its challenges. Those first few lessons can be frustrating for both students and directors. One thing that should never get in the way is equipment.

## Introducing JUNO reeds from Vandoren.

A reed designed for beginners by Vandoren – the professional’s brand of choice – at the same price as most entry-level reeds!

Show your schools you’re in this for them and introduce them to JUNO by Vandoren.



Available for all clarinets and saxes in three cards, boxes of 5 or 10 and the convenient educator bulk pack in strengths of 2 to 3 1/2

**Vandoren®**  
PARIS



NAMM Booth 9723



## Jackson Basses Pack Punch

Jackson has expanded its Spectra bass lineup with new X series models and additional finishes for the JS series.

The Jackson X series Spectra bass SBX IV, X series Spectra bass SBXM IV and X series Spectra bass SBX V have a larger upper horn that evenly distributes weight for perfect balance and playing comfort. The graphite-reinforced through-body maple neck with scarf joint creates formidable

sustain, with a speed neck contour, 12-to-16-inch compound radius fingerboard and 24 frets for superior playability.

Featuring a laurel fingerboard and a 34-inch scale, the SBX IV is available in Neon Orange or Satin Graphite with black hardware. The 34-inch scale SBXM IV offers a maple fingerboard and comes in a Snow White finish with gold hardware.

🛒 [Jackson \(jacksonguitars.com\)](http://Jackson(jacksonguitars.com))

## Artesia’s Electronic Drums Deliver Realistic Feel

Artesia has unveiled two new Legacy electronic drum kits designed to offer a superior level of realism.

With the help of the EF Note Japanese Drum Company, Artesia’s feature-packed models deliver. Each unit’s multi-sensor processor provides each drum heat with its adjustable sensitivity curve that can be adjusted and customized individually

for superb playability, no matter what style of play or genre.

The Artesia kits’ superior mesh heads provide a superior feel with the rebound of an acoustic drum. Plus the drums can go directly into a DAW, P.A. system or drum monitor. The fully loaded drum modules and rugged drum rack provide a consistently solid and stable playing experience.



🛒 [Artesia Pro \(artesia-pro.com\)](http://Artesia Pro (artesia-pro.com))

## Mackie Expands MP Series In-Ears

Mackie has expanded its MP Series Professional In-Ear Monitors, adding the new MP-320, MP-360 and MP-460 in-ear monitors to the lineup. Also, Mackie has added Bluetooth capabilities to the entire MP Series with the introduction of the new MP-BTA Bluetooth Adapter.

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



## Moog Model 10 Returns

The Moog Model 10 Synthesizer has returned to production at the Moog Factory in Asheville, North Carolina — making this historic analog synthesizer once again available to artists after nearly 50 years.

The Model 10 is faithful in every way to its 1971 counterpart — down to its hand-soldered electronic circuits.

The Model 10 is housed in a rugged Tolex-wrapped wood cabinet and comprised of 11 discrete analog modules, including the 907 Fixed Filter Bank, revered for its vast sound shaping and timbral possibilities, and three 900-Series oscillators, the foundational sound behind Wendy Carlos’ *Switched-On Bach* and Isao Tomita’s *Snowflakes Are Dancing*.

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





# NAMM 2020

ARTIST APPEARANCES & PERFORMANCES

**SATURDAY 1/18**

## **KORG** USA **THE SOUNDROOM** BOOTH 8802

**KORG**



*Spector*

**Blackstar**<sup>®</sup>  
AMPLIFICATION

P R E S E N T S

**12PM ISSUES** FULL BAND PERFORMANCE

**1PM** EXCLUSIVE ARP 2600 PERFORMANCE BY  
**Richard Devine & BT**

**2PM** **Jack Antonoff Q&A**  
PRODUCER/SONGWRITER & BLEACHERS FRONTMAN

**3PM** GRAMMY NOMINATED  
**BONES UK** FULL BAND PERFORMANCE

**4PM** EXCLUSIVE PERFORMANCE BY  
**Gilby Clarke & Friends**

**5PM** **Char** EXCLUSIVE PERFORMANCE BY  
WORLD RENOWNED GUITARIST





## K Series Inducted into Hall of Fame

QSC has announced its K Series active loudspeakers will be inducted into the TECnology Hall of Fame at this week's NAMM Show.

Founded in 2004 by former Mix magazine editor George Petersen, the TECnology Hall of Fame honors and recognizes audio products that have made a significant contribution to the advancement of recording, live sound and audio technology. To be eligible for consideration, products must have been on the market for at least 10 years.

Launched in 2009, the QSC K Series sported a best-in-class 1,000 watts of extremely clean amplification in an ABS enclosure that combined a 1 3/4-inch compression tweeter with either an 8-, 10- or 12-inch woofer. A dual-12-inch KSub active subwoofer completed the line. The K Series delivered both studio-quality sound as well as powerful and even coverage at a then-unheard-of light physical weight. More recently, the company released the QSC K.2 Series, further demonstrating the company's commitment to maintaining its dominance in the category.

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

## Toca Adds Purple Option

Toca's Lightweight Djembes feature a patented hybrid design that combines elements of a Doumbek with those of a djembe.

The sculpted shell, made of an ultra-light synthetic material, reduces the weight of the drum without sacrificing tone, resonance or durability.

A rubber edge protects the bottom of the shell.

Available in 9-, 10- and 12-inch sizes, each Lightweight Series djembe boasts a permanent-ly attached pre-stretched synthetic head.

In combination with the ultra-light shell, this durable head helps each Lightweight



Series djembe to produce clean open tones, crisp slaps and rich, deep bass tones.

The portability and sound quality of these djembes make them ideal choices for drum facilitators and music teachers.

Professional hand drummers will appreciate their potential as soloing instruments.

And players of all levels will appreciate the updated hand-painted finishes.

In addition to the Jamaican-inspired Rasta and the African-themed Earth Tone, Toca now offers up a third color, Woodstock Purple.

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



## Ernie Ball Designs Cables

Ernie Ball has debuted a new line of flat ribbon patch cables. Built from the ground up, these cables improve upon extensive research of the limitations and problems with existing patch cables on the market.

Ernie Ball flat ribbon patch cables feature a high-quality design made with road-worthy construction and superior components. The flat cable design and low-profile connectors allow for optimized pedalboard layout and cable routing. They offer improved frequency response with a clear tone with crisp highs, tight mids and rich harmonics.

Metal components are made of 99.95 percent oxygen-free copper to resist corrosion.

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

## On-Stage Debuts 2 LED Lights

On-Stage has released two LED lights, the rechargeable LED518 sheet music light and the LED8800 piano lamp. Both lamps boast LED bulbs for ultimate brightness and long-lasting illumination.

The rechargeable LED518 sheet music light features a cordless and rechargeable power supply along with 18 high-visibility LEDs and simple controls providing



musicians with the perfect amount of performance light every time.

The LED8800 features a wide lamp head that evenly illuminates sheet music or piano keys and features a sleek, low-profile design that preserves stage optics.

An adjustable gooseneck supports the lamp head and facilitates impact light positioning.

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

# THE WORLD'S MOST USEFUL LOUDSPEAKER

The ICLive X Series provides a new level of flexibility with digitally steerable array modules and a matching subwoofer to ensure your sound is precisely scaled and positioned for performance.

No matter the size, shape, or type of venue, the ICLive X Series has your audio needs - and audience - covered.

Visit us at NAMM in booth #17907 and hear our speakers live at the Hilton Lobby Bar.



**rh** RENKUS-HEINZ





## Bittree Offer Robust Rackmounted Patchbays

Bittree's ProStudio audio patchbays deliver the same audio quality of Bittree's desktop PS4825F model in a more space-efficient design. The internally-configurable PS9625i and 9625F patchbays are ideal for studio professionals who want to evolve from noisier and less robust products to

much higher-quality DB25 patchbays.

The PS9625i is a 1RU rackmount system that offers 96 TT (bantam) jacks in a high-density 2 by 48 configuration, with DB25 rear interfaces for Avid ProTools and Tascam connectivity.

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

## Earthboard Always Has Your Back

Earthboard has added another accessory to its lineup with the Power Station, designed to preserve battery power or provide backup power.

"We found that with our own personal use in-home and at studio, we tended to automatically go to wall power," said Frank Boxberger, innovation and design officer. "While we already made the Backup Boot as an option for wall power, we found we needed to also address some of the newer pedals that draw more power."

"This new adapter has a three-amp capacity, which is more powerful than most conventional AC/DC adapters on the market, making it ideal for some of the newer digital pedals with integrated chips and



other more complex innards," said Kym Bradley, managing partner.

🛒 [Earthboard \(earthboardmusic.com\)](http://Earthboard (earthboardmusic.com))



## Blessing Tuba Provides School-Band Foundation

Blessing has introduced the BTU1287 3-Valve 3/4 Tuba, a Standard series entry-level tuba targeted for beginning bands.

"The BTU1287 3-Valve 3/4 Tuba rounds out the Blessing Standard Series with an entry-level tuba that provides the foundation of a school band sound," said Phil Baughman, brand manager at E.K. Blessing.

Specifications include a .661-inch bore, 14.4-inch yellow brass bell, stainless steel pistons, rose brass mouthpipe, yellow brass body and a clear lacquer finish. It comes with a Blessing 18 Mouthpiece and a Blessing C-1287TU Thermoplastic Case with Wheels.

🛒 [Blessing \(blessingbrass.com\)](http://Blessing (blessingbrass.com))



## Apogee Launches Network Control

Apogee Network Control Software for Symphony I/O Mk II Dante is now available.

Apogee Network Control gives users remote software access to all Symphony I/O Mk II settings. From a computer, users can calibrate all channels, set output monitor levels, select the analog level type, adjust mic-pre gain and more.

Drag-and-drop setup and color-coding create custom views allowing the ability to view up to six devices in a single window. Apogee Network Control works on macOS and Windows 10 computers and is compatible with the Apogee Control hardware remote.

Apogee Network Control will be available as a free software download on the Apogee website.

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

**KÖNIG & MEYER**  
 Stands For Music

Tilttable, foldable and easy to set up

## Maximize the space on your DJ desk

Meet us at booth # 14516 in ACC North Level 1

A must-have for every DJ and musician. The K&M laptop stand 12190 is portable and adjustable, and it can hold both laptops and controllers above a DJ set-up for ease of use in tight club booths. The robust steel tube construction in combination with the attractive aluminum foot and support plate ensures excellent stability despite its low weight. The support plate can be adjusted to 3 different angles.

Made in Germany

5 year warranty

[km-america.com](http://km-america.com)





## Universal Percussion Adds Signature Marimba Mallet

Universal Percussion has added the WL1-WL6, a signature line of marimba mallets designed for Wei-Chen Lin.

Lin currently serves as an associate professor at Yulin Normal University in China and formerly played as a percussionist with the Shanghai Symphony Orchestra.

The series includes one bass mallet and five melodic mallets.

The legato sky blue blended yarn creates a versatile mallet.

Built on rattan and natural birch shafts, the rubber cores provide a fundamental tone with little contact sound.

The Wei-Chen Lin signature series brings beautiful sounds out of every marimba.

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

## Focusrite Removes Barriers

The Focusrite Group booth, composed of the brands Focusrite, Focusrite Pro, Novation, Ampify Music and Adam Audio, will be united under the theme Removing Barriers to Creativity.

Showcasing interfaces, MIDI controllers, synths, music creation apps, speakers and headphones, the Focusrite Group's exhibit represents the music maker's journey in a unique, creative, professional and approachable way.

The booth will feature a stage hosting an engaging program of performances, interviews and charity presentations

throughout the show, all of which reinforce the exhibit's central theme of Removing Barriers to Creativity through the works, approaches and actions of the featured professionals.

Focusrite Pro will also be displaying its full range of Dante-enabled audio over IP interfaces in the North Hall, where solutions specialists will be on hand to answer networking questions.

Adam Audio, the most recent addition to the Focusrite Group, also has dedicated press and industry meeting rooms.

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

## Sabian Adds B&O Cymbals to B8X Line

Designed for budget-sensitive percussionists, schools and ensembles, Sabian has added the B8X Band, Marching and Concert Band pairs.

The B8X line offers full, bright sound, with significantly richer tone than entry-level brass cymbals. B8X Marching Band pairs



cut musically through marching ensembles, while the Concert Band pairs blend nicely with concert ensembles.

[Sabian \(sabian.com\)](http://www.sabian.com)

## Make Music with Artiphon's Orba

Artiphon has unveiled Orba, a handheld musical instrument available exclusively on Kickstarter. Orba is a portable synthesizer, looper and MIDI controller that lets anyone make music. Its minimalist design resembles a cross between a gaming controller and half an orange, and its feather-touch sensitivity translates gestures from a user's fingers and hands directly into music.



LEDs detect gestures like tapping, sliding and vibrato, and motion sensors let players wave, tilt and shake for more effects.

Orba can be used as a standalone synth with a built-in speaker and connects wirelessly to mobile devices and computers via Bluetooth MIDI.

The Orba app lets users customize their instrument with additional sounds patterns.

Users can share their music with social media and export to other music-making apps.

[Artiphon \(artiphon.com\)](http://www.artiphon.com)

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"I didn't know tuning my bass could be a recognizably better experience. I love the RATIOS, and they're so smooth!"

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BASSIST FOR PANIC! AT THE DISCO

**RAT:O**  
SYNCHRONIZED TUNING TECHNOLOGY FOR BASS  
**UNPARALLELED TUNING PERFORMANCE FOR BASS**

Amazingly Intuitive, Precise Tuning  
4, 5 and 6 String



US Patent 8,859,868



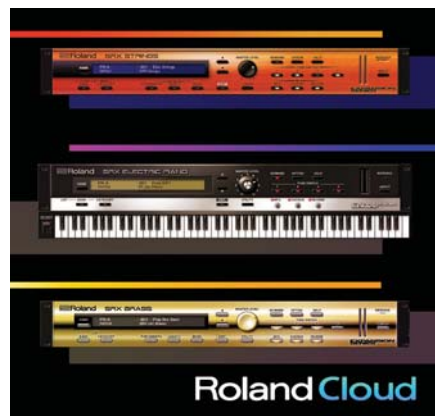
## Roland Displays Virtual Instruments

Roland Cloud, a cloud-based suite of software synthesizers, drum machines and sampled instruments, is showcasing the SRX Electric Piano, SRX Strings and SRX Brass, as well as XV-5080.

SRX Electric Piano is the 12th title in Roland's SRX series of expansion boards. These electric pianos are authentic, expressive and possess stunning audio detail.

SRX Strings includes endlessly tweakable parameters as well as effects for users to create new tones.

The diverse patches in SRX Brass are now available in Roland Cloud and are



broad enough for crafting pop hits, scoring films, classical composition and beyond. These sounds give composers the freedom to arrange horn parts with dynamism that includes realistic falls and swells.

🛒 [Roland Cloud \(rolandcloud.com\)](https://rolandcloud.com)

## Eventide Brings Legendary to Mobile Musicians

Eventide's Rotary Mod for iOS introduces legendary sound effects from an authentic emulation of the Leslie speaker cabinet, which was used on thousands of recordings, most notably by The Beatles, The Beach Boys and Cream, to iPhone- and iPad-based mobile music-makers as an AUV3 plugin and standalone app.

Just like the original sound derived from the Hammond organ's Leslie speaker cabinet, musicians and sound designers can achieve the coveted rotating tremolo cabinet effect heard on numerous recordings with Eventide's Rotary Mod for iOS. This iconic emulation brings that 1960s whirling modulation into the 21st century.



The classic, swirly effect of Rotary Mod for iOS drastically transforms guitars, synths, vocals and more.

🛒 [Eventide Audio \(eventideaudio.com\)](https://eventideaudio.com)

## Tomasi Adds 2 Flute Lines

Tomasi has announced two new lines of flutes. The 6 and 7 series complement the company's already established 9, 10 and 10S Series.



"With the addition of the 6 and 7 series, Tomasi is in a perfect position to attract the first generation of post-rental flutists," said Craig Denny, vice president of sales and marketing at St. Louis Music. "Flutists 10 to 14 years old are at a critical time in their development. Many are not quite ready for a full intermediate with open holes, but definitely [are] ready to advance their playing past their rental flute."

Featuring three different models, Tomasi 6 and 7 Series flutes employ a silver-plated body, silver-plated head joint and silver-plated metal plugs for the tone holes. The TFL-06TSM utilizes Tomasi Sound Material for its lip-plate and riser with a C foot joint.

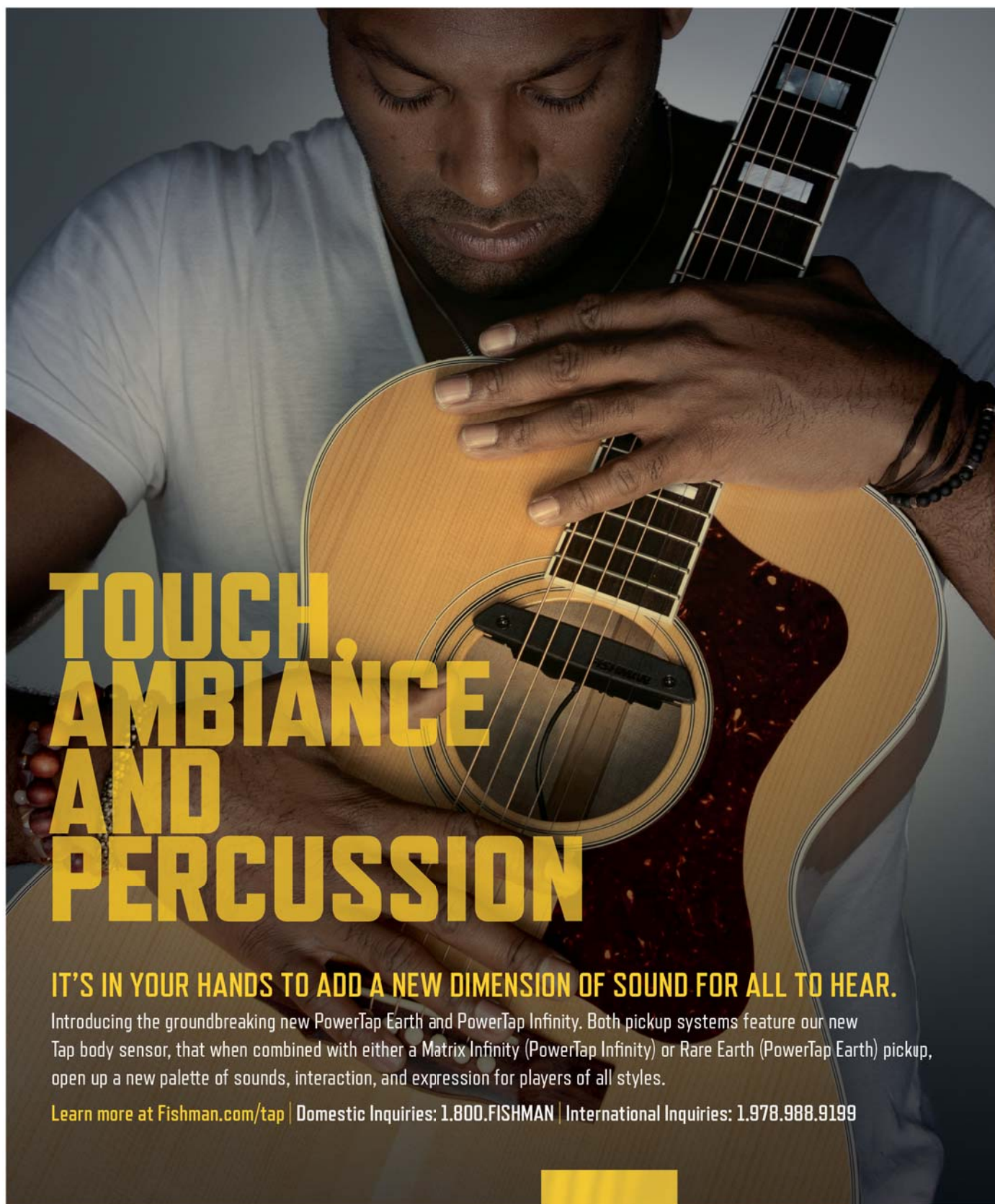
🛒 [St. Louis Music \(stlouismusic.com\)](https://stlouismusic.com)

## Kepma USA Uke Teaches as You Play

Kepma USA has announced the Populele 2, an app-enabled smart ukulele that teaches players how to form chords and play along with songs in real-time. The Populele 2 helps players learn by showing them exactly where to place their fingers on the strings and frets to form the right chords as the music plays. This system of learning combines the Populele App for smartphones and tablets, a carbon fiber-reinforced composite ukulele and a unique LED activated fretboard. Through the magic of Bluetooth technology, players will experience near-zero latency and get immediate feedback in the app for proper chord formation.

The Populele 2 gives players a real playing environment that helps with chord changes and rhythmic accuracy in real-time.

🛒 [Kepma USA \(kepmausa.com\)](https://kepmausa.com)



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## Arista Adds Dante Solution

Arista Corporation has introduced the E-Vocal Duo+ (Plus) Audio over IP product group. Consisting of three models, the E-Vocal Duo+ product group includes the ARS-0202-A00 analog-to-Dante-to-analog audio interface, the ARS-2020-A11 dual XLR-microphone-to-Dante interface and the ARS-0202-B11 dual XLR-microphone-to-Dante interface with an SFP connector Fiber interface.

The E-Vocal Duo+ ARS-0202-A00 connects a user's legacy audio gear to the Dante world.

It facilitates two channels of analog audio input to be integrated into a Dante network and converts a Dante stream into two channels of analog audio output signal.

The Arista E-Vocal Duo+ ARS-2020-A11 and E-Vocal Duo+ ARS-2020-B11 are both dual XLR-microphone-to-Dante interfaces that deliver studio-quality fidelity and low noise performance for dynamic or condenser microphones.

Two audio signal outputs enable Lip-Sync delay of up to 170 ms/ch (fs = 48 kHz) to synchronize the audio stream to the video stream.

[Arista Corporation \(aristaproav.com\)](http://aristaproav.com)

## MI Innovator Is Remembered

Center Point Stereo, an Aspen Pittman Designs company known for its Spacestation amp lineup, would like to thank all of founder Aspen Pittman's friends, supporters, business partners and dealers for the love and condolences following Pittman's death last August.

Aspen's legacy will now live on as his daughter, Autumn, will pursue his dreams and carry on the legacy. Come and meet Autumn Pittman at The NAMM Show.

Aspen Pittman was a respected inventor, innovator, author and businessman who worked with performing

musicians for over 50 years. He brought innovations to the music industry via Groove Tubes, Aspen Pittman Designs (APD) and through his latest amplifier company, Center Point Stereo. Through the years, he received many U.S. and foreign patent licenses and numerous awards.

Before selling Groove Tubes to Fender Music Instruments Corporation, Pittman served the company for over 25 years. Groove Tubes shaped the tone of modern guitar through his innovations and designs.

[Aspen Pittman Designs \(aspennittmandesigns.com\)](http://aspennittmandesigns.com)



## MMA Offers Major Expansion To Their Board

With the adoption of MIDI 2.0, the MIDI Manufacturers Association (MMA) board of directors is expanding the scope of the organization.

Tom White, who guided the MMA for the past 26 years as president, has announced his retirement from the organization to focus on new business and personal opportunities. Gene Joly, QSC senior vice president and former NAMM board member, will serve as interim president while the MMA initiates a search to fill the position.

The Board has also elected Kate Stone, CEO of Novalia, as the chair of the board of directors. Athan Billias, Yamaha's digital marketing strategy manager, will serve as chief financial officer.

Two officer positions will expand the organization's outreach. Industry icon Craig Anderton has accepted the position of vice president of public relations, while Kevin LaManna, CEO of Monday Loves You, will serve as vice president of information technology.

[MIDI \(midi.org\)](http://midi.org)



## RS Berkeley Introduces The Ultimate Reed-Sculpting Tool

R.S. Berkeley has introduced The Ultimate reed-sculpting tool, a reed-friendly unit that allows reed players to balance reeds for maximum vibration and performance.

The Ultimate has a hand-lapped and shaped curved blade that allows fine tuning of reeds. It comes with a wood handle

designed to fit comfortably in the palm of your hand. It can be used on all single and double reeds.

Players can find instructional videos and learn more about the product at R.S. Berkeley's web site.

[R.S. Berkeley \(rsberkeley.com\)](http://rsberkeley.com)

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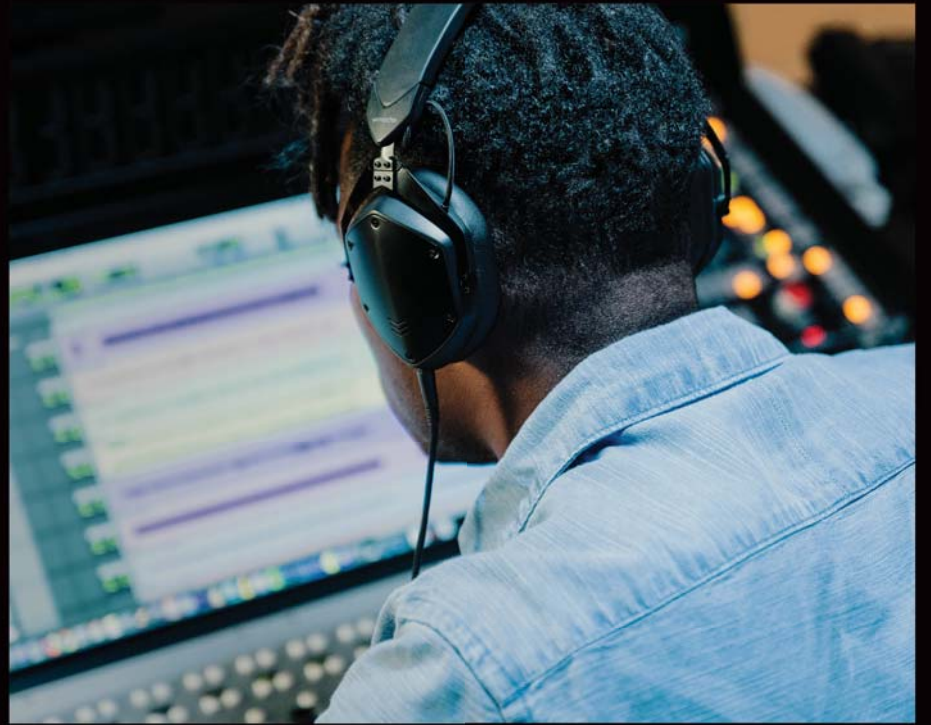
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# GUITAR WALL



## Ibanez Adds to Premium Line

Ibanez Guitars has added three models to its RG1120 premium guitar line.

The RG1121PB and RG1127PBFX models feature an American basswood body, poplar burl top and wizard neck constructed from eleven pieces of maple, walnut and purpleheart with luminescent dot inlays along the side.

An ebony fretboard with Evo gold frets offers note clarity.

This complements the sustain gen-

erated by the neck and body wood combination.

The electronics include DiMarzio Covered Fusion Edge pickups.

These are coupled with a coil-tap switch for greater tonal flexibility.

Hardware selections include Gotoh MG-T locking tuners and a mono-rail fixed bridge.

MSRP: \$1,791.10, \$1,928.88

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

## Ernie Ball Music Man Taps Lukather

Ernie Ball Music Man has announced the 2020 line of Steve Lukather signature model guitars: Luke III and Luke III Maple Top.

Revamped with Music Man electronics, the Luke III features an alder body with a figured roasted maple neck and comes with a rosewood fingerboard.

Newly designed Ernie Ball Music Man humbucking pickups are a staple of the HH model.

The HSS model, equipped with the same humbucker, also sports Ernie Ball Music Man's Cutlass single coils, providing players with versatility.

A five-way switch and a 20 dB boost



push/push volume knob furnish both pickup configurations.

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



## Michael Kelly Appeals to Exotic Tastes

Michael Kelly Guitars has introduced the Forte Exotic Zebra and Forte Exotic Ziricote acoustic and electric guitars.

These two newly designed models are the latest additions to the Forte Exotic acoustic guitar line and include Michael Kelly's exclusive offset soundhole and side-port technology with integrated Fishman electronics.

The styling is enhanced with okoume back and sides and the addition of black binding and hardware.

The sonic performance is just as striking as the Forte Exotic's look.

These woods combine to give players a full-bodied rich and deep tone.

The Forte Exotic Zebra and Forte Exotic Ziricote also include a complete Fishman system.

This is active and includes volume, contour and phase controls along with a built-in tuner.

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

## ESP Guitars Recreates Classics with LTD '87 Series

In celebration of its 45th anniversary, ESP Guitars has launched a new series of guitars and basses. Being manufactured only in 2020, the LTD '87 Series are faithful recreations of the first set of instruments ESP introduced in the mid-1980s.

"While ESP first got started in 1975 as a small repair shop in Tokyo, it was really toward the mid-'80s when our guitars and basses grabbed the attention of players around the world," said Matt Mascianaro, president and CEO of ESP. "The new '87 Series pays homage to those first instruments that made musicians sit up and realize that ESP was a noteworthy brand."

With finishes and feature sets that

mirror their original counterparts, the '87 Series invokes the vibe of the rock and metal music that dominated the charts in the mid-1980s.

The LTD Mirage '87 is being made available in pearl pink and turquoise finishes. These guitars feature a Floyd Rose 1000 bridge and a pickup set that includes a Seymour Duncan Distortion TB-6 with original style bobbins and a Seymour Duncan Hot Rail.

The LTD M-1 Custom '87, based on the legendary original ESP M-1 model, is being offered in black, Dark Metallic Blue and Candy Apple Red.

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



## Fender Jim Root Jazzmaster V4 Delivers Brutal Tone

For heavy, molten metal riffing, the Jim Root Jazzmaster V4 from Fender delivers crushing detuned tone with a bold new look.

Fender worked closely with the Slipknot guitarist to create a brutal-sounding signature Jazzmaster model that complements his heavy playing style, right down to its signature Daemonum open-coil EMG active pickups, shred-worthy 12-inch-radius fingerboard with jumbo frets and sparse control layout.

The Jim Root Jazzmaster V4 dispenses with frivolities such as vibrato, rhythm circuit and tone control. Only crucial essentials remain: a volume control, a three-way switch and a hardtail bridge, making this guitar a single-purpose weapon of heavy metal playing. Featuring a mahogany slab body for crushing lows and mids, the guitar has a brilliant Polar White satin finish, maple neck with ebony fingerboard and Pearlloid block inlays.

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



## Faith Brews Dark Roast

British acoustic guitar maker Faith Guitars has unveiled the PJE Legacy Dark Roast.

This Faith PJE Legacy FG5 model is the second to be granted access to Patrick James Eggle's sought-after Earth body shape. This OM cutaway design is built from solid African mahogany.

The guitar is finished with ebony fittings and an ebony pickguard.

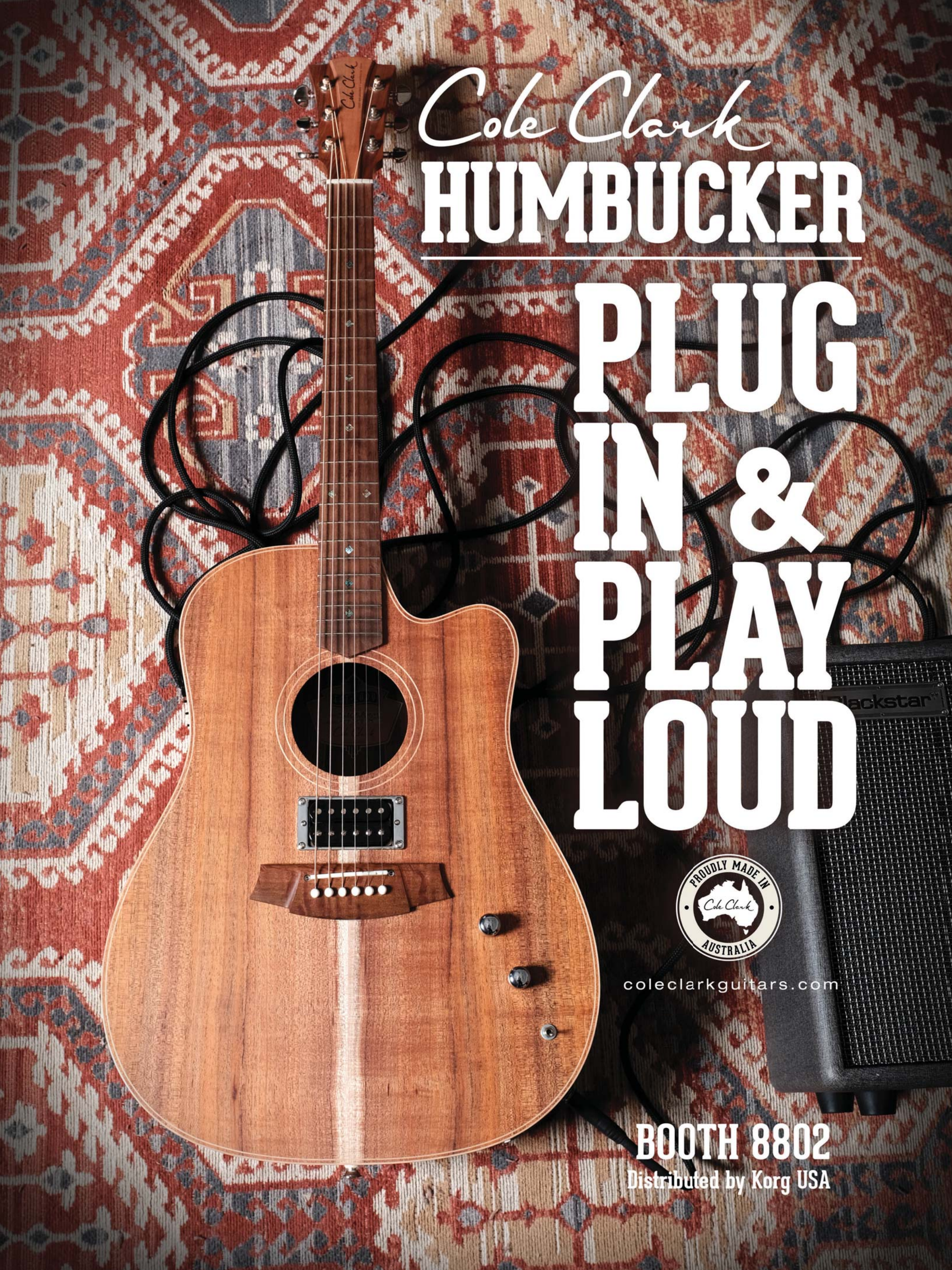
Electronics are courtesy of Fishman's Flex-T system, which incorporates an under-saddle piezo with a condenser mic.

"The original Legacy models have been an enormous success, and with them, we arguably created our finest guitars to date," said Alex Mew, Faith Guitars' brand director. "Patrick and I are really pleased with the darker visual and aural twist now revealed in the FG5 Legacy Dark Roast. The torrefied tonewood naturally takes on an aesthetically roasted appearance, so the addition of a rich coffee stain adds an extra layer of depth and really complements the naturally occurring dark greens, greys and browns in the ebony binding, bridge, fingerboard and pickguard."

Faith reports that the FG5 Legacy Dark Roast's physical coloration is reflected in its tonal palette with a smooth low-end, pronounced mids and a treble range with headroom.

🛒 [Faith Guitars \(faithguitars.com\)](http://faithguitars.com)





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## Pearl Masters Maple Models Get a Make Over

Pearl's Masters Maple Complete drums utilize Pearl's Superior Shell technology process to deliver powerful maple tone with a resonant twist. Now, Masters Maple Complete drums feature a selection of boutique-level finish upgrades to showcase the style of today's player. Custom finish options run the gamut from vintage Pearlolds to Pinstripes and custom graphics. The new finishes are Red Burst Stripe,



Blue Metallic Stripe, Piano Black with Silver Stripe and White Marine Pearl. Masters Maple Complete drums feature all the elements for premium performance, including an EvenPly-Six premium North American Maple shell and professional shell hardware. Four new premium lacquer finishes are available in four pre-configured shell packs. [Pearl Drums \(pearldrums.com\)](http://PearlDrums.com)

## Tama Goes for Limited Run

Tama has issued a special, limited for 2020, Star Mahogany drum kit.

Hand-crafted in Tama Japan's Akatsuki drum facility, the new Star Mahogany kit features 6 millimeter, 6-ply African mahogany shells wrapped in a decorative outer layer of quilted Sapele. The shells offer warm, rich timbre, giving this kit a distinct tonal voice compared to Star Maple and Bubinga.

The shells also feature Tama's Star Bearing Edge, 6-millimeter African mahogany sound focus rings and an oil finish on the interior of the shells. For maximum resonance, precise tuning and solid projection, the shell hardware consists of die-cast hoops, low-mass lugs and Tama's Quick-Lock Tom Brackets and the Super Resonant Mounting System.

The kit is finished in a waterfall Sapele, highlighting the beauty of the wood grain.

"The new mahogany kit inherits Star Drum's guiding philosophy of maximum shell resonance and exceptional tone, said Yoshiki Sakato, TAMA drum merchandiser. [Tama Drums \(tama.com\)](http://TamaDrums.com)



## Godin Adds A 12-String

Godin Guitars has launched the A12 Black HG guitar as part of its electric lineup. The A12 Black HG brings 12-string sound and playability to the table, along with a look that is classy yet unapologetic.

The lightweight two-chambered body makes this guitar easy to perform with, while the Richlite fretboard helps players move around the neck effortlessly. [Godin Guitars \(godinguitars.com\)](http://GodinGuitars.com)



## ISP Squeezes Out Hum Extractor

ISP Technologies, the inventors of the Decimator Noise Reduction products, has introduced the patent-pending Hum Extractor.

The Hum Extractor eliminates the 60-cycle hum without destroying the tone.

An included line frequency trim ensures precise tuning of the line frequency.

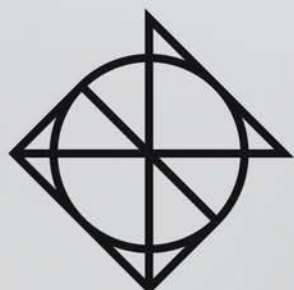
Dynamic in operation, the Hum Extractor provides transparency, working for the musician who gigs abroad.

It eliminates the hum component and all of the harmonics associated with it.

The newest iteration of the digital Decimator X technology is integrated into the Hum Extractor.

This results in a powerful noise reduction solution.

In clean, moderate or extreme gain, it provides transparent operation and preserves the player's tone. [ISP Technologies \(isptechnologies.com\)](http://ISPTechnologies.com)



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Stand-up configuration

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## Cort Sparkles with Jade Classic Acoustic-electric Guitars

Cort Guitars has unveiled its Jade Classic acoustic-electric guitars. While the Pearlloid pastels are an aesthetic throwback to 1950s rock 'n' roll, Jade Classics have plenty of modern features that will delight players who are in the market for a smaller-size guitar.

The immediate appeal of the Jade Classics is their small-body design and eye-catching new colors: Pastel Yellow, Pastel Pink and Sky Blue Open Pore. The 1950s-era Pearlloid is applied to the headstock and pickguard and gives these guitars their unique sparkle.

These guitars produce a sweet, warm



tone thanks to the all-mahogany construction that Cort developed per recent acoustic guitar market trends.

MSRP: \$329.99.

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



## RK Goes Green with 11

Recording King's Series 11 guitars are finished with an all-new Zero-VOC finish that is more environmentally friendly than traditional polyurethane and can be sprayed much thinner, for more resonant instruments.

Recording King has been bringing boutique-style innovations to the masses for nearly 15 years.

From torrefied wood-curing to high-tolerance Cross Lap Bracing, RK's focus on sound and construction has resulted in some of the industry's best guitar values.

Now the company sets its sights on more environmentally friendly finishes while improving the sound itself.

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



## Novation Unveils Launchpad

Novation has released the Launchpad X and Launchpad Mini MK3, the latest full-sized and portable versions of its Launchpad Ableton Live grid controller, first released 10 years ago.

Made to perform, Launchpad X is Novation's essential MIDI pad controller for Live. It enables fast and effortless clip and scene launching, expressive instrument play and direct transport and mixer control.

Novation ([novationmusic.com](http://novationmusic.com))

## Maloney Announces New Cover

The Clarinet Cover is a new addition to the Maloney StageGear Covers line.

Like other covers in the line, it is reversible from silver to black. Use the silver heat-reflective side when outdoors to block the sun's heat and UV rays. Use the black side indoors to keep your clarinet dust-free or obscured and inconspicuous when positioned on stage.

The cover includes an attached pocket with velcro flap closure to keep your mouthpiece nearby and protected as well. The cover is made from durable polyester with an acrylic coating, has reinforced edges and is water-repellant. At 24 inches in height and 9 inches in width, the cover will fit most standard-size clarinets.

Maloney StageGear ([maloneystagegearcovers.com](http://maloneystagegearcovers.com))

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With the additions of our newest product groups, you can go out and conquer the world...  
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OR

Contact Alicia Felmy at [aliciac@dansr.com](mailto:aliciac@dansr.com) or call 888-707-4455, ext. 116



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## DrumIt Three Drum Module

4GB of sound memory | 44.1 kHz sample rate | Midi In/Out

Works with your current hardware | Can be used in combination with acoustic kits

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Three**



## DPA Highlights 6000 Series

DPA Microphones will be highlighting the newest versions of its 6000 series of subminiature high-end pro-audio microphones with the Core by DPA technology.

Among these is the lightweight, one-size-fits-all 6066 Core headset that attaches over the ears, has a three-point spring mechanism to grip below the ears and head, and is now also available in brown in addition to the previously released beige

and black options.

Like the headsets, the 6060 and 6061 Core lavaliers also have new color offerings — brown and white, as well as a white eight-way clip.

Measuring in at just 3 millimeter in diameter — the 6000 series capsule is 60 percent smaller than those of DPA's existing 4000 series.

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

## Rhythm Tech Updates Website

Rhythm Tech has launched a website featuring a streamlined interface that's fully optimized to ensure a seamless customer experience.

"The new Rhythm Tech website represents a colossal upgrade from the original site's framework," said Gil Soucy, Rhythm Tech's vice president and general manager. "It features a strong new home page that highlights multiple featured products simultaneously, updated categories to better organize our extensive product library and vital mobile device optimization."

According to Soucy, over time, product screens will receive a glossy update, highlighting key features.



"This new site allows us to hammer home what is most important and unique about each Rhythm Tech product in a way that really catches the buyer's eye," Soucy continued.

The updated site also eliminates clutter through displaying products by model instead of color, resulting in a more consumer and dealer

friendly experience.

[Rhythm Tech \(rhythmttech.com\)](http://rhythmttech.com)

## D'Addario Says 'Set It & Forget It'

D'Addario has launched LokNob, the set-it-and-forget-it knob for amplifiers, pedals and guitar knobs. The LokNob eliminates the chance of accidentally hitting the knob and altering the settings. The knobs stay put until a player wants to change them. The LokNob is available in three forms in various materials and finishes.

The easy-to-install LokNob dials and locks in a player's sound settings. Once in place, a player simply rotates the knob to click into the sound they need. For larger adjustments, they lift the knob, rotate to their desired sound then release to lock in the setting. LokNob retrofits to most ampli-



fiers, effects pedals, instruments and studio gear and is fully reversible.

D'Addario's patented LokNob Tour Cap locks in settings to prevent unwanted knob movement during transit or setup, can easily be removed for adjustment and requires no additional modification.

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

## Yamaha Trumpet Boasts Innovative Valve Casing Technology

Yamaha has launched the YTR-6335F(S) Fanfare Trumpet, a lighter and more resonant instrument than its previous YTR-6330FF(S) model.

The YTR-6335F(S) Fanfare trumpet lets players create sound with great power. The new design offers the performer better projection and an easier, more natural playing

feel, and is the result of the Yamaha Vertical Integration design philosophy.

Recent developments in the company's production process specific to trumpet valve casings for the Yamaha Artist Model and Custom trumpet lineup led to the improvements made in the new YTR-6335F(S).

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

**2 BOX** BOOTH 4620  
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## Kinsman Adds LED Pro Console Light

With a flexible black 44-center time gooseneck design and four-LED head, the new Kinsman LED Pro Console Light delivers a powerful, dimmable 28-lumen output from long-lasting LEDs with a 100,000-hour bulb lifespan.

The Kinsman LED Pro Console light is stylish, powerful and bright enough to work without causing eye strain and functions wherever a 12-volt four-pin XLR light socket is available, including mixing consoles and equipment racks.

[Kinsman \(jhs.co.uk/brands/kinsman\)](http://jhs.co.uk/brands/kinsman)



## AKG DMS100 Delivers Crisp Sound

AKG DMS100 professional digital wireless systems for performers and presenters combine signature AKG sound quality and rock-solid, license-free 2.4-GHz operation with advanced security features, extended battery life and ease of use. The DMS100 is available in two options: with a high-quality AKG handheld microphone or with a bodypack. The bodypack is instrument-ready and can also be combined with a wide range of AKG headsets or clip-on mics, available separately, for singers or presenters.

Leveraging over 70 years of AKG microphone engineering and 24-bit/48 kHz uncompressed audio coding, with none of the interference found in analog wireless



systems, the DMS100 provides crisp, studio-quality sound. Combined with ultralow latency, the DMS100 is a joy for singers and instrumentalists. And with the unrivaled signal security provided by AES 256-bit encryption, presenters can feel at ease in confidential settings.

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

## Quilter Expands Bass Block Series

Quilter Labs has rolled out the new Bass Block 802, an 800-watt bass amplifier. As a part of the Bass Block Series, this new bass amplifier is ideal for the professional bassist who needs serious professional gear for performance and touring, as well as the casual player needing a compact solution that can go the distance.

The Bass Block Series delivers up to 800 watts of power for bassists and keyboardists requiring significant power with a controlled responsiveness that's reactive to the input level and power to deliver an unmatched performance of bass amplification. The Bass Block Series utilizes a custom-built power amplification section that works in conjunction with the pre-amplifier, enabling multi-band limiting, which



prevents unwanted power ducking and loss when power is needed most. In conjunction with Quilter's BassDock series cabinets, the Bass Block series becomes a powerfully expandable system enabling bassists the power to build as small or as large a system as they need.

[Quilter Labs \(quilterlabs.com\)](http://quilterlabs.com)

## Guild Channels California Coast With the M-25E

Guild's iconic M-20 series has a new addition, the M-25E.

The original M-20 was the first guitar off the production line in 1967. Today, the M series is an iconic part of the Guild name, manufactured in Oxnard, California, in a state-of-the-art facility. The M-25E concert size acoustic guitar, built with solid mahogany top, back and sides, features a rosewood bridge and fingerboard, and bone nut and saddle.

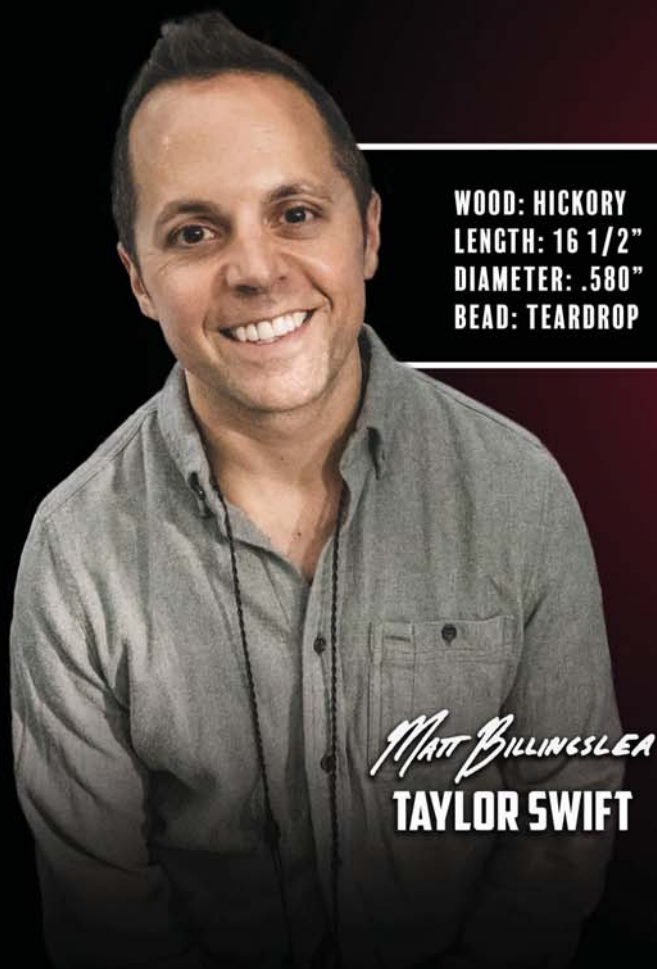
The M-25E's updated appointments include white binding, nitrocellulose gloss top and headstock, a vintage-style rosette, Guild's peak logo inlaid in mother-of-pearl on the headstock and a California Burst finish.

Each M-25E comes with a hand-signed, numbered certificate of authenticity and ships with a hardshell case.

MSRP: \$2,255

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

# NEW SIGNATURE PRODUCTS FOR 2020



*Matt Billingslea*  
**TAYLOR SWIFT**

WOOD: HICKORY  
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DIAMETER: .580"  
BEAD: TEARDROP



WOOD: HICKORY  
LENGTH: 16 1/8"  
DIAMETER: .565"  
BEAD: SMALL BARREL

*Shannon Forrest*  
**TOTO**



**Innovative Percussion Inc.**



## Manifatture Fuselli Marks 50

Manifatture Fuselli, a producer of musical instruments bags and straps, is celebrating its 50th anniversary. It was founded in 1970 by Gino Fuselli, who used to make guitars for Italian company Eko. Manifatture Fuselli specializes in bespoke products for a range of instruments.

**INFO** Manifatture Fuselli ([manifatturefuselli.com](http://manifatturefuselli.com))



## Old Blood Presents MAW

Old Blood Noise Endeavors has debuted a multitool for effects, Microphone Audio Workstation. The device features 10 new effects, versatile in/out, send/return sections and ample control over all elements.

Other features include an XLR preamp for use with microphone level signals, switchable saturation section with blend, volume and tone controls and more.

**SHOP** Old Blood Noise Endeavors ([oldbloodnoise.com](http://oldbloodnoise.com))

## Sabian Gets Complex with HHX Line

Sabian has introduced the HHX Complex Line, which company executives call some of the richest, sweetest sounding cymbals Sabian has ever produced. They're offered in Thin and Medium Crashes, Thin and Medium Rides and Medium Hats.

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



## RME Launches Babyface Pro FS Audio Interface

As the latest addition to the RME family of audio interfaces, the Babyface Pro FS features RME's proprietary SteadyClock FS technology, bringing self-jitter to new lows and providing recording musicians, studio techs and live recording engineers with pristine audio.

This interface also features a variety of upgrades and benefits, including increased headphone power and a slew of plug-ins from companies like Scuffham Amps, Gig Performer and Brainworx via the Plugin Alliance.

"We are excited to release the third generation of the Babyface at the 2020 NAMM Show," said Derek Badala, director of sales for Americas Synthax, distributor of RME.

"Now featuring our industry-leading SteadyClock FS technology, the Babyface Pro FS boasts an ultra high-end audio performance to optimize users' recordings and mixes.

"From a strictly hardware point-of-view, RME has improved the mic preamps, AD/DA converters and now included the same headphone circuit as the award-winning ADI-2 Pro series, making this one of the most advanced portable audio interfaces on the market."

Badala said the unit will ship with both a USB 2 and USB C cable. On the software side, the Babyface Pro FS includes the following plug-ins: Scuffham Amps S-Gear guitar amp simulator, Gig Performer Brainworx



BX Opto, Brianworx BX Masterdesk mastering tools, Pianoteq 6 by Modartt and Blue3 by GG Audio.

The Babyface Pro FS offers the full SteadyClock FS circuit for the lowest jitter and highest jitter immunity.

Excellent performance in all clock modes and high-quality analog conversion allows users to hear their mix as it is.

Digital format conversion in RME products are done without any loss or deprecation, and SteadyClock FS ensures a user's sonic image won't experience degradation.

This helps optimize recordings and mixes because the soundstage has more depth and clarity.

**SHOP** RME ([rme-usa.com](http://rme-usa.com))



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## Fender Recreates Tele Thinline

Beloved by country players and indie rockers alike for its rounder twang and elegant appearance, the Thinline is a classic within the Telecaster lineup. The American Original '60s Telecaster Thinline recreates this sophisticated six-string with tastefully

modernized playability.

The Tim Shaw-designed '60s Telecaster Thinline pickups deliver late-'60s Tele tones, while the 21 Vintage Tall frets and a 9.5-inch radius contribute to playability.

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

## Mackie Launches SRM V-Class Pro Loudspeakers

Mackie has reimaged and redesigned its SRM Series of powered monitors. The new top-of-the-line SRM V-Class series high-performance powered loudspeakers deliver a combination of outstanding sound quality, DSP technology and reliability, including an all-wood enclosure with Mackie's famed construction. Designed for professional sound-reinforcement applications, the series consists of three models: the SRM210 V-Class, SRM212 V-Class and SRM215 V-Class, with 10-, 12- and 15-inch low-frequency transducers, respectively.

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



## Celestion Launches Midnight 60

Celestion has debuted the Midnight 60 loudspeaker, continuing the company's tradition of delivering rich, classic British tone in innovative new ways.

Based on the V-Type design, the Midnight 60 features a different magnet assembly which has the effect of shifting the tonal balance to give a sonic character more reminiscent of a Celestion's vintage G12L speaker.

Cleans are well-balanced with just



enough top end to make the high frequencies sparkle. Overdriven, this speaker brings searing rock tones, with plenty of low-end warmth and midband character.

🛒 [\*\*Celestion \(celestion.com\)\*\*](http://Celestion (celestion.com))

## Dean Markley's Doyle Artist Strings Offer Endurance

Dean Markley has unveiled the Doyle Artist Series Signature Set, strings inspired by Doyle Wolfgang Von Frankenstein, founding member and lead guitarist of the Misfits. This set is the ideal fit for players who need electric guitar strings that can endure physical challenges while maintaining an excellent tone.

These Signature series strings are made of nickel-plated steel hand-wound slowly over a hex core. The outer string wrap maintains contact with the core resulting in a string that vibrates for maximum sustain.

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



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## Taylor Grows GS Mini Line

Taylor's popular GS Mini family has grown to include other woods and models.

The GS Mini-e Rosewood has layered Indian rosewood back and sides and with a solid Sitka spruce top. It also comes with a structured GS Mini bag.

The new GS Mini-e Koa Plus boasts layered Hawaiian koa back and sides and a solid koa top. Upgraded appointments include a shaded edge burst body, Taylor nickel tuners, ES2 electronics and an AeroCase.

The GS Mini-e Koa Bass joins Taylor's maple GS Mini Bass and features layered Hawaiian koa back and a solid koa top. Players looking to add a new tool to their musical repertoire will enjoy the bass.

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



## T&D Design Labs Launches XK1000

T&D Design Labs has introduced the XK1000, a dynamic tactile transducer.

Designed and developed by Tim Porter and Dil Davies of Porter & Davies, the new transducer is born from years of sound engineering and live performance experience combined with a deep understanding of tactile monitoring systems.

Tim Porter and Dil Davies are the inventors of the Porter & Davies range of silent tactile monitoring systems for professional musicians. Over the last 10 years, the BC2

and its siblings have established a reputation for reliability.

Today, the growing number of bands and artists that use Porter & Davies equipment daily include The Who, Robbie Williams, Adele, Bruno Mars and Jay-Z.

Taking all their Porter & Davies experience and completely reinventing the concept of bone conduction, T&D Design Labs has created a unique, revolutionary new type of transducer.

🛒 T&D Design Labs ([tnddesignlabs.com](http://tnddesignlabs.com))



## Get the Most Out of Your Recording

From Wayne Jones Audio comes the Jones-Scanlon Studio Monitors. These new monitors feature 650 watts, are RMS powered and boast state-of-the-art DSP. High-powered, bi-amped with superior frequency response, this line also features solid phase and time alignment.

Boasting accurate frequency reproduction and superior depth, the Jones-



Scanlon Studio Monitors are packaged with Sonarworks Reference 4 Studio Edition with Mic.

🛒 Wayne Jones Audio ([waynejonesaudio.com](http://waynejonesaudio.com))

## Knilling Upgrades Elite Bucharest Outfits

Knilling has upgraded its Elite Bucharest outfits for violin and viola.

"We couldn't be more thrilled to offer an upgraded version of our Bucharest outfit," said Lang Shen, product manager of Knilling Strings. "Designed to please both advancing players and dealers seeking an upgrade, Knilling Bucharest Deluxe violins and violas are now available with Knilling's oblong thermoplastic case with aluminum valance plus advanced J. Remy carbon composite bow."

The Bucharest Elite outfit comes with

solid carved Bucharest Deluxe violin or viola, hand-carved from thoroughly seasoned European spruce top and well flamed European maple back, sides neck and scroll, with inlaid purfling and oil varnish.

It includes ebony pegs, nut, fingerboard, tailpiece and saddle.

🛒 Knilling ([knilling.com](http://knilling.com))



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## Full Scale AV Distributes Prism

Prism Sound, part of the Audio Squadron collaboration, has appointed Full-Scale AV as its exclusive U.S. distribution partner for all its products. For the first time Prism Sound will have a country-wide distributor in the U.S.

Full-Scale AV has been a distributor of professional audio and music products in North America since 2005.

The company provides sales and support for leading hardware and software products for musicians, live sound, recording, film/video production and commercial

installations.

Also, Prism Sound has appointed dBm Pro Audio in New York, along with its affiliates, as the company's authorized service center extending support in the key hubs of New York and Los Angeles. Prism Sound's

**FullScaleAV**

U.S.-based customers can now receive rapid response in the unlikely event of needing technical assistance.

Further, longtime Prism Sound specialist, Frank Oglethorpe has rejoined the team to handle U.S. technical support.

**INFO** Prism Sound ([prismsound.com](http://prismsound.com))

## Royer Replaces Magnet Assembly for EMT 140 Reverb Plate

Royer Labs' Custom Shop offers high-performance magnet assembly, which restores missing or weak assemblies and provides improved performance.

Royer Labs' President Rick Perrotta has developed a high-performance replacement magnet assembly for the EMT 140 Reverb Plate. Designed as a drop-in replacement for missing or weak magnet assemblies, the 140-NM offers improved performance over the original magnet design.

The Royer 140-NM is precision-manufactured using six neodymium magnets arranged in a turret fashion. This design approach results in an assembly that offers



greater flux density for enhanced performance of any EMT plate. The new design lowers distortion and makes the drive coil more responsive.

**INFO** Royer Labs ([royerlabs.com](http://royerlabs.com))

## Waves Puts Audio in Motion

Waves Audio has announced V11 updates and features for the eMotion LV1 Live Mixer. Based on Waves' SoundGrid technology, the eMotion LV1 delivers a quick workflow needed in demanding environments. Each of the mixer's channels has its plugin rack capable of running up to eight plugins. Players can mix live with hundreds of plugins, all running inside the mixer, adding the power and versatility of Waves plugins while shrinking the form factor down to carry-on size.

This digital mixing console for FOH, monitor and broadcast engineers has



now been updated to V11 with new features, including MyMon, a monitoring app for eMotion LV1; eight Groups, eight Matrixes, eight FX Auxes and 16 Monitor Mixes, mono or stereo; ability to connect up to 16 I/O devices, expansion slots or DAWs; and computer/DAW sharing between multiple eMotion LV1 systems.

The LV1 uses the Waves SoundGrid infrastructure for audio networking. It can be configured as a portable or stationary setup and can connect to any SoundGrid-compatible I/O or server.

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

## Artesia Teaches with MeloQuest

Artesia has partnered with the team behind the MeloQuest video game. Artesia will be the exclusive hardware provider for the upcoming launch of the MeloQuest video game in 2020.

MeloQuest is a quest game created by Leviathan Games and Graeme Winder of Muzu for gamers, ages 7-13.

In addition to popular quest features found in other games, MeloQuest teaches gamers musical skills and how to play popular songs on the piano as they proceed through the games' levels.

MeloQuest Game can be played on PC, Mac, Android and iOS mobile



devices. Anyone can play, no musical experience necessary.

Many players learn to play a song on their very first day. The more a user plays the game, the more songs they will master.

**INFO** Artesia Pro ([artesia-pro.com](http://artesia-pro.com))

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## Master FX Releases Atlas, Impact

Master FX has released two new products: Atlas and Impact.

Atlas, an advanced LED fog generator, features 30 10-watt RGBAW LEDs and dual high-intensity pumps for plumes up to 50 feet. The 1,700-watt machine produces 20-second continuous bursts of fog at 100 percent output, simulating cryo effects without the hassle of Co2. Additional aspects include two DMX modes (nine- and 19-channel), multi-angle mounting and the specially formulated fog fluid APEX for thick, white plumes that dissipate in 30 seconds with no residual moisture.

Impact is an FX Cannon control station. Users can command the Impact by switch pack, three- and five-pin DMX, pyro controller or wireless remote — all with universal power. Another feature that sets Impact apart is the 360-degree positioning.

🛒 [Master FX \(masterfx.com\)](http://Master FX (masterfx.com))

## Sennheiser Appoints Rep Firms

Sennheiser has appointed two new sales representative firms in California, Hawaii, the Southeastern U.S. and Puerto Rico.

Santa Ana, California-based Quantum ST will now represent California and Hawaii, while Deerfield Beach, Florida-based RTSales is handling Florida, Alabama, Georgia, Mississippi, Tennessee and Puerto Rico.

The announcement follows Sennheiser's June appointment of Dobbs Stanford for the U.S. TOLA region (Texas, Oklahoma, Louisiana and Arkansas).

"These new appointments are indicative of the increased demand we are seeing in our professional portfolio in key

regions throughout the U.S., particularly in conferencing and AV solutions," said Simon Holley, vice president, sales and marketing, pro-audio solutions, Sennheiser.

"Both Quantum ST and RTSales bring an enormous degree of expertise to our sales organization and will help us become even closer to our customers in their appointed territories."

With over 40 years as a sales representative in the audio, video and lighting industries, RTSales President Bert Tunks is particularly excited about opportunities with Sennheiser in the AV conferencing market.

🛒 [Sennheiser \(sennheiser.com\)](http://Sennheiser (sennheiser.com))

## NUGEN Audio Highlights SigMod Software Update

NUGEN Audio has announced the latest SigMod Software plug-in update, which allows SigMod to host multiple instances of the Insert module and incorporates hosting support for third-party VST2 and AU plug-ins. This enables users to access a wider pool of plug-ins — particularly in DAWs that support limited plug-in formats — and increases access for creative routing options such as mid/side processing for any stereo or multi-mono plug-in.

The company has also implemented a wet/dry control for the Insert module. This provides even further flexibility, allowing users to blend their effected signal with the original sound without the use of an aux send.

Improved navigation controls for third-party plug-ins, including a search bar functionality, enables users to filter by name and increases efficiency and ease of use.

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



## Brand Your Tip Jar

Good Fortune Industries, makers of Phil the Tip Jar, an interactive thank you-card-dispensing tip jar, has announced new customization and branding options for bands and musicians.

The dispenser allows bands to custom print their logo, upcoming show dates, social media handles and more on Phil the Tip Jar's thank-you cards, dispensed whenever someone tips the band. Bands can create custom branding for the Phil the Tip Jar unit itself.

Phil the Tip Jar features a money drop slot with infrared motion sensor and LED light effects that illuminate blue, red and green or cycle through all colors.

🛒 [Phil the Tip Jar \(tipfortipjar.com\)](http://Phil the Tip Jar (tipfortipjar.com))

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## Tama Announces Starphonic Concert Snares

Tama has introduced Starphonic and Starphonic Bravura concert snare drums.

The Tama Starphonic Bravura concert snare drum features a 6- by 14-inch, seven-ply, 6-millimeter maple shell, which offers a warm, even tone, ideal for most playing situations. The 6-inch depth affords tuning flexibility, allowing the drum to emulate shallower or deeper drums depending on how it is tuned. The drum also features a 120-degree snare bed, groove straight hoops and Tama's Starphonic Freedom Lug system.

The multi-snare frame holds the wires so they come straight off the bearing edge, which promotes maximum response and



vibration of the bottom head.

It also allows for fine adjustments to the individual snare strands or by adjusting all of them at once with the master adjustment control.

The Starphonic concert snare drum builds on a similar shell construction and hardware to the Bravura with a different snare system.

The Starphonic concert features the hybrid snare system that uses two-wire materials.

🛒 [Tama \(tama.com\)](http://Tama (tama.com))

## Rigfish Offers Guitarists Insights

Rigfish has introduced a new application geared to help guitar players access insights about how to use the gear they own, identify the gear they're looking for and get smart recommendations on the gear they should consider.

Through its workspace, Rigfish enables guitarists to effectively manage all of their gear and capture the various ways they use that gear. Rigfish also provides all the tools guitar players need to discover and learn about gear.

In a single, personal workspace, Rigfish enables guitarists to catalog and customize

the gear they own in one digital collection, including guitars, basses, pedals and effects, amps and related accessories as well as storing their top rigs.

Additionally, through artificial intelligence and machine learning, Rigfish empowers guitar players with personalized gear and rig recommendations, allowing them to learn new ways to use the gear they have and get insights into what gear they might consider.

Rigfish is a social network, too, with features to connect and collaborate with other users of the app.

🛒 [Rigfish \(rigfish.com\)](http://Rigfish (rigfish.com))



## TRX Adds Mega Bell Rides to Ice Series Cymbals

The TRX Cymbals has introduced six new additions to its Ice series cymbal line—the 18-, 20-, 21-, 22-, 23- and 24-inch Mega-Bell Rides.

The extra-heavy cymbals feature the company's diamond finish and a 9-inch, unlathed bell. Intended for modern rock and metal drumming situations, Ice Mega-Bells have a clean, clear and cutting sound.

🛒 [TRX \(trxcymbals.com\)](http://TRX (trxcymbals.com))



## Yorkville Adds Subwoofer

Canadian pro-audio manufacturer Yorkville Sound has added to the Synergy Array series with the Synergy SA221S.

This dual, 21-inch subwoofer is a low-end companion to the Synergy Array series, Yorkville's largest and most powerful point-source system to date.

The Synergy Array Series, which features the SA153, a three-way active cabinet, along with the SA315S active subwoofer, grabbed the attention of the pro audio world in 2019.

Throughout the year, the Synergy series was employed at events from small clubs to large festivals and showed itself as a solid

point-source speaker system, incorporating Tom Danley's patented Paraline Lens and Synergy Horn technologies into a powerful and portable array.

Darren Butt, Yorkville Sound's pro audio specialist, spent much of 2019 hosting Synergy demonstrations across North America, showing dealers, club owners and end-users the system's high output, in comparison to its size and footprint.

With feedback from those demonstrations, Yorkville's engineering team created the SA221S, which delivers higher output and deeper bass.

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

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## V-Moda Enters the Studio

V-Moda is showcasing the M-200, the brand's first reference studio headphone. The M-200 features Japanese engineering and classic V-Moda shapes and materials, reimagined for the studio to produce a clean, refined and spacious sound with transparent clarity.

Featuring 50-millimeter drivers with neodymium magnets and CCAW voice coils, the M-200 reproduces a wide range of frequencies up to 40 kHz to guarantee a balanced tonal range. With larger, flatter earcup housings compared to the Crossfade series, the closed-back M-200 features extra internal amplifying room for spacious sound with superior noise isolation. The flexible headband is enhanced by a broad design for improved weight distribution and hours of comfortable wear.

🛒 [V-Moda \(v-moda.com\)](http://V-Moda (v-moda.com))

## TASCAM Expands Blu-ray Line

Building on the success of its BD-01U Blu-ray player, TASCAM has introduced the BD-MP1 professional-grade Blu-ray player. The BD-MP1 replaces the rugged and reliable BD-01U, incorporating dynamic features such as "power-on play" and protective user control options.

The compact, single rack space BD-MP1 saves space by eliminating the need for discrete audio/video playback devices in an installed rack, accepting a broad range of



media and file formats via three versatile input slots: disc tray (Blu-ray/DVD/CD), USB flash and SD card.

In addition to its versatile input options, the BD-MP1 supports all popular media and file formats.

A unique "power-on play" feature enables content to automatically begin playing immediately on power up, without having to engage the BD-MP1's Play feature.

🛒 [TASCAM \(tascam.com\)](http://TASCAM (tascam.com))

## Samson Launches SE10x, SE50x Omnidirectional Earset Mics

Samson has introduced the SE10x and SE50x Omnidirectional Earset mics.

Comfortable to wear and visually discreet, the SE10x and SE50x provide excellent clarity for live stage, broadcasts, conferences and fitness applications.

The heart of the SE10x is the miniature 3-millimeter omnidirectional condenser microphone capsule, which allows the mic to pick up sound equally from all directions and provides excellent coverage when the user is in motion. With a wide, flat frequency response of 20 Hz to 20 kHz and the ability to handle sounds up to 130 dB SPL, the SE10x delivers clean and articulate audio reproduction.



Designed for speaking and singing, the SE50x features an omnidirectional pickup pattern and a 2.5-millimeter micro-miniature mic capsule that captures sound equally from all directions with no proximity effect or off-axis-coloration. The result is clear and articulate vocal reproduction regardless of the position of the capsule to the sound source. The SE50x has a wide dynamic range, smooth frequency response (20 Hz–20 kHz) and can handle levels up to 140 dB SPL.

The lightweight SE10x and SE50x earset mounts can be shaped to fit either the left or right ear.

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

## Mitchell Receives TEC Award

Legendary folk artist Joni Mitchell will receive the Les Paul Innovation Award at the 35th annual NAMM Technical Excellence & Creativity Awards (NAMM TEC Awards), to be held tonight.

The award is given on behalf of the Les Paul Foundation to honor individuals who have set the highest standards of excellence in the creative application of artistry in the spirit of the famed audio pioneer, inventor and musician, Les Paul.

"We are excited that Joni will be the recipient of the prestigious Les Paul Innovation Award," said Michael Braunstein, executive director of The Les Paul Foundation. "Like Les, she has been a trailblazer and a true renaissance woman — a songwriter, musician, producer and influencer who made her mark with very influential songs in the '60s. She has pushed the boundaries of what it means to be a female singer-songwriter throughout her four-decade career, and like Les Paul, she's never been scared to take creative risks."

"Thank you for this honor," Mitchell said. "I'm grateful for being appreciated."

Although Mitchell's music rarely topped the pop charts ("Help Me" reached No. 7 in 1974), many of her songs have become classics. "River," "Big Yellow Taxi," and "A Case Of You" are instantly recognizable.

📄 [TEC Awards \(tecawards.org\)](http://TEC Awards (tecawards.org))

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## Allen & Heath, Sonos Partner

Allen & Heath has appointed Sonos Libra as its exclusive distribution partner for its full range of mixers in Vietnam.

“Sonos Libra has impressed us with its commitment to providing excellent service to the full spectrum of Allen & Heath customers in both Thailand and Vietnam, ranging from DJs and performers to systems integrators and rental companies,” said Jamie Ward, Allen & Heath’s APAC sales director. “With a dynamic, experienced team on the ground, we’re looking forward to growing the Allen & Heath brand together in the region.”

“Allen & Heath is unstoppable at the moment and with the stunning new Avantis console joining heavy-hitters like Qu, SQ, and dLive, this is the perfect moment to take our representation of the brand in Vietnam to the next level,” said Alfonso Martin, Sonos Libra’s CEO.

The exclusive partnership is effective immediately.

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

## ADJ Wash Operates in Rain or Shine

ADJ’s Hydro Wash X7 IP-rated moving head wash is a versatile 280-watt LED fixture. The Hydro Wash X7 packs a host of useful features into a shell that’s compact and robust, making it ideal for one-off events and concert touring as well as permanent installation in large nightclubs and other entertainment venues.

The latest addition to ADJ’s Hydro series of IP65-rated professional moving head fixtures, the Hydro Wash X7 harnesses the power of seven 40-watt Osram four-in-one (RGBW) LEDs. Each LED can be controlled independently, which allows for the creation of dazzling visuals through full pixel-mapping. The unit also offers motorized zoom with a wide range between 6 and 40 degrees. This makes the fixture equally suited to gen-



erating large washes of punchy saturated colors as it is to creating narrow solid beams ideal for impactful aerial effects. With its IP65-rated casing, the fixture is safe for outdoor use in all weather conditions.

[ADJ \(adj.com\)](http://www.adj.com)

## NUGEN Audio Unveils SEQ-S Software Update

NUGEN Audio has announced the latest software release for its SEQ-S linear phase “spline match and morph” EQ solution. Now with a resizable direct-draw interface and EQ matching presets, SEQ-S is designed to make it easy for producers to fine-tune audio.

The intuitive visual interface of the SEQ-S adapts to suit the task at hand. Using this solution, producers can fine-tune their tracks with flexible, detailed envelopes that are difficult to achieve with traditional EQ. The new preset system for EQ matching enables producers to expedite their workflow by streamlining the match EQ process. Additionally, the system’s newly implemented resizable interface offers further flexibility for users to set up SEQ-S for their precise workflow needs.

With three independent curves that are individually assignable across the surrounding panorama, SEQ-S gives users complete control over a spatial environment. SEQ-S is capable of automated fluid filter morphs, which enables producers to provide everything from controlled scene transitions to full-blown creative sound sculpting. The unique control functionality of the SEQ-S software provides access to mid-side, 5.1 and 7.1 surround operation; node locking; zoom-able views; flexible curve assignment; dynamic EQ; sonic fingerprinting and psycho-acoustic banding options.

[NUGEN Audio \(nugenaudio.com\)](http://www.nugenaudio.com)

## D’Addario Helps Organize

D’Addario has launched its Mic Stand Accessory System, a fully modular, mic stand-mounted performance system.

After clamping the universal hub to a mic stand, players gain the freedom to mount and rearrange a full array of performance-enhancing accessories.

Every module can be set in virtually any configuration to suit the needs of

the mobile gigging musician.

The full assortment of accessories contains individual SKUs for the universal hub, cup holder, tip jar and gear tray with an assortment of purpose-built hooks, and a starter kit that features everything a player could need for almost any performance.

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



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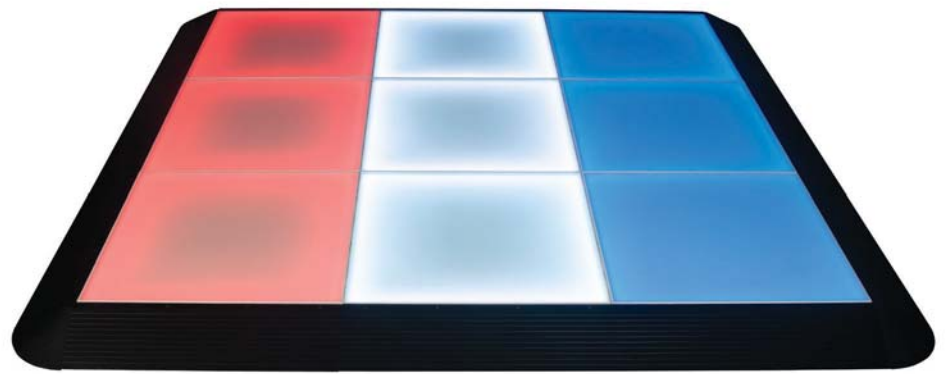
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## ADJ Debuts Dance System

ADJ has launched its Magnetic Dance Floor system, a robust, lightweight LED dance floor solution.

Each panel features an array of three-in-one RGB LEDs that cause the opaque tempered glass surface to glow in a selection of vibrant colors. The panels fit together easily, thanks to a magnetic locking system as well as a cable-free power and data transmission arrangement that connects adjacent units in

a row. Power and DMX control is then supplied to each row via a dedicated power amp that features three-pin XLR input and output sockets alongside proprietary four-pin 24-volt DC power connections. Power is supplied to the system by a choice of dedicated power supply units designed to supply different quantities of panels (nine, 15, 20 or 40).

 [ADJ \(adj.com\)](http://ADJ(adj.com))

## Lowden Revisits Roots To Celebrate 45 years

Globally acclaimed luthier George Lowden has announced an exclusive limited-edition Lowden guitar, the O-25 45th Anniversary, to celebrate 45 years since making his first guitar in County Down, Northern Ireland.

Limited to just 45 guitars worldwide, the O-25 45th Anniversary guitars feature exclusive custom appointments in recognition of the classic early model, the L25, and will be available in full-body, cutaway and left-handed variations. The design and craftsmanship of the O-25 45th Anniversary



Limited Edition gives a nod to the heritage and history of the Lowden Guitar.

 [Lowden \(lowdenguitars.com\)](http://Lowden(lowdenguitars.com))

## Nexo Adds to P Series

Nexo, French manufacturer of high-output sound reinforcement solutions and a Yamaha company, has released the latest additions to its P Series of point-source cabinets, which draw on the heritage of Nexo's PS Series best-selling loudspeakers.

Lining up alongside the P12, the new P8 and P10 are curved, low-profile cabinets available in mobile and install versions. These all-purpose compact enclosures, with

8- and 10-inch LF drivers, respectively, feature interchangeable horn flanges delivering a variety of directivities and adding versatility to any rental inventory.

With state-of-the-art coaxial drivers, interchangeable HF horns and a large range of accessories, the P8 and P10 are multi-functional designs, capable of excellent results as P.A. speakers or stage monitors.

 [Nexo \(nexo-sa.com\)](http://Nexo(nexo-sa.com))




## 64 Audio Gets Patent

64 Audio has been awarded its first patent.

U.S. Patent #10,441,470 has been issued for the company's apex (air pressure exchange) technology, which is incorporated into every 64 Audio IEM.

Apex is a pneumatically interactive vent that releases air pressure in a sealed ear canal. This venting alleviates listener fatigue and opens the soundstage. Apex comes in two variations — m15 and m20 — depending on the model purchased.

 [64 Audio \(64audio.com\)](http://64 Audio(64audio.com))





# RPMDA IN NEW ORLEANS!

**April 30 - May 3**

The 44th annual convention of the Retail Print Music Dealers Association continues its winning combination of educational sessions, collaborative discussions, one-of-a-kind social events and the extremely popular Power Hour!

Supporting one of the most rapidly evolving segments of the music products industry, the RPMDA convention is the only forum of its kind for information sharing and non-competitive discussion.

**Register now at [RPMDA.com](http://RPMDA.com)**







## EVH Striped Series Frankie Designed for Fast Playing Styles

EVH has revealed the Striped Series Frankie, refreshed Wolfgang WG Standard models including the Wolfgang WG Standard Exotic Spalted Maple and new colors for the Wolfgang Special.

Sporting Eddie Van Halen's famed red with white- and black-striped paint job and a worn-in reliced look, the Frankie features a basswood Stratocaster-style body paired to a graphite-reinforced quartersawn maple neck. An oiled finish on the back of the neck allows for hours of playing comfort,

while the 12-to-16-inch compound radius maple fingerboard with 22 jumbo frets was designed for fast and furious playing styles.

All Wolfgang WG Standard models offer a basswood body with special comfort cut forearm contour. They are now available in Gloss Black with a black headstock and black chrome hardware, as well as in Cream White, Matte Army Drab, Neon Orange, Quicksilver, Slime Green or Taxi Cab Yellow with a black headstock and black hardware.

🛒 [EVH \(evhgear.com\)](http://EVH (evhgear.com))

## Allen & Heath Names NMK Middle East Distributor

Allen & Heath has appointed Dubai-based NMK Electronics as its exclusive distributor for the UAE, Saudi Arabia, Bahrain, Kuwait and Oman.

Responsible for all Allen & Heath products, the full range will enable NMK to offer a broad range of solutions to customers, from MI and Pro Audio, through to AV installation. The partnership takes immediate effect, with plans for regular training and product support activities.

"We are extremely proud to partner with such a legendary brand. NMK has witnessed Allen & Heath grow at an increasing rate over the last few years," said Dino Drimakis, business development manager at NMK.

"Thanks to the highly talented and friendly team at A&H and with the addition of Avantis joining the flagship dLive, SQ and Qu Series, we feel A&H perfectly complements the NMK portfolio and feel confi-



dent that we can continue to raise the profile of A&H in the Middle East and provide exceptional audio solutions for our clients."

Manfred Quesada, Allen & Heath's EMEA sales manager adds, "As our product range grows, we continue to seek out the very best distribution partners to represent our products around the world."

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

## Heller Straps Embroiders Suede

Henry Heller has released the Tan Embroidered series guitar straps.

The series offers 2.75-inch-wide double-layer tan suede straps extendable to 53 inches in length. They are embroidered with five original designs and come with Henry Heller's sewn-in flat signature pickpocket on the underside.

The new straps are available now, distributed in the U.S. by OMG Music.

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



## Palmer Monitors for the Studio

Palmer is showing the Studimon 5, a pair of active 5-inch studio monitors in a highly compact bass-reflex design. Studimon 5 monitors epitomize the new Palmer brand language with wooden side panels. The monitors can be used in the studio and can be integrated into many other environments. On the rear, the Studimon 5 features a bass reflex port, jack and XLR inputs as well as a volume control.

🛒 [Adam Hall \(adamhall.com\)](http://Adam Hall (adamhall.com))



## Seventy 80 Packs Punch

Celestion has announced the Seventy 80 collection of impulse responses, the digital recreation of the Seventy 80 guitar loudspeaker. The Seventy 80 collection, along with the collection of Celestion guitar speaker tones, is available for audition and download at CelestionPlus.

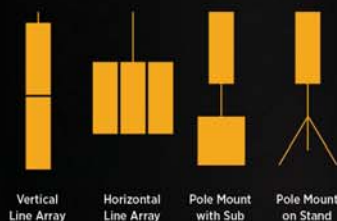
The Celestion Seventy 80 speaker was conceived in the late 1990s as the G12P-80 and has gone on to become one of the most popular and widespread guitar speakers that the company has ever produced.

Delivering a modern, gutsy British sound, the Seventy 80 packs a serious punch, taking the sound of a ceramic magnet guitar speaker to new levels.

With a detailed and crisply defined tone, the Seventy 80 has a tightly controlled, hefty low-end with a punchy, aggressive and dynamic upper midrange. Its top-end response is clear and glassy for enhanced treble and a full-range feel without compromising its Celestion character.

🛒 [Celestion \(celestion.com\)](http://Celestion (celestion.com))

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## D'Angelico Debuts Semi-Hollow Model

D'Angelico Guitars has introduced the Mini DC, a new addition to its semi-hollow offerings.

The Mini DC is a 14-inch-wide double cutaway semi-hollow boasting warm, punchy tone. Sibling of the DC, the Mini DC's undersized body, sleek headstock design and slim C-shape neck profile combine to create comfort for guitarists.

In the Premier Series, the Mini DC comes with Seymour Duncan designed humbuckers, while its Excel Series counterpart features USA Seymour Duncan '59s paired with coil-splitting push/pull tone knobs.

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



## Gator Bags Go Light

Gator has introduced the Lightweight Tote Bag series, designed to fit LED-style PAR lights.

The series features three lightweight tote bags that hold up to four LED-style PAR lights ranging in sizes and available with or without wheels.

The adjustable hook-and-loop, velcro-padded dividers provide the ability to customize the fit for each PAR can. LED lights stay secure and nestled in the soft-lined, padded interior to prevent

scratching, while the dual-zipper design allows the entire top of the bag to be opened for easy loading and unloading.

Secure wrap-reinforced dual handles and straps distribute weight and reduce wear on the bag, while the luggage-style passthrough slip affixed to the rear of the bag allows for a stacking with the G-Lightbag-1610W wheeled version. Additionally, a large exterior compartment is included for storing cables and accessories.

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



## ESI Introduces USB Audio Adapter

ESI Audiotechnik has introduced the UGM192, an affordable, high-end USB audio adapter.

With the UGM192, musicians can record guitar riffs or vocals on the go. The ultra-compact interface with 24-bit, 192 kHz, 114 dB audio quality can be connected to a PC or Mac as well as to any smartphone or tablet with USB audio support.

At 8.5 by 6.5 centimeters, the UGM192 is designed for music producers and musicians, whether on tour or in their own recording studio.

The UGM192's two analog jack inputs allow for easy connecting to an electric gui-



tar and microphone. This applies to both dynamic microphones and condenser microphones, thanks to the switchable +48V phantom power on the front of the unit.

The UGM192 is 100% class compliant and meets the latest requirements as a USB 3.1 audio interface. The device is also USB 2.0 compatible.

[ESI \(esi-audio.com\)](http://esi-audio.com)

## Avid Joins with Berklee Accessibility

Avid has announced a joint initiative with Berklee College of Music's Assistive Music Technology (AMT) Lab to develop and improve accessibility features in Avid's music composition and notation software, Sibelius, for visually impaired users.


The year-long partnership highlights Avid's commitment to ensuring all of its creative tools offer accessibility features for the visually impaired. In addition, Avid announced improved support for users with built-in screen readers, giving the visually impaired the same experience as sighted users on Windows using Narrator, NVDA

and Jaws, as well as VoiceOver on Mac. Berklee's AMT Lab aims to serve Berklee students and act as an incubator for developing and testing ideas and practices that can improve the opportunities for blind and visually impaired musicians worldwide.

Avid plans to release accessibility features and improvements across the whole application to help users with a wide range of visual impairment, including making it easier to navigate musical objects within a score, localized accessibility and the ability to manipulate all musical objects.

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






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## Ashdown Births Original Amp

Ashdown has introduced the Original-500H, a 500-watt bass guitar amplifier.

With a legacy in British bass amplification, Ashdown said the goal was to take this amp back to the fundamentals of everything that makes a great bass amp. The lightweight, portable and stripped back bass amp head takes Ashdown back to the origin of its tone.

Starting from the top, a passive/active switch determines whether the amp is being used with a high- or low-output instrument and sets a clear signal path to the input control. The player can fine-tune their input level using Ashdown's trademark VU meter, placed at the center of the amp head.



The Original-500H encompasses a tried-and-tested five-band EQ controlling a traditional bass with middle and treble, with a lo-mid and hi-mid on either side of the variable middle control.

The additional shape control further sculpts tone.

Two speaker output jacks allow connection to two Ashdown bass cabinets with a 4-ohm minimum load.

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

## Toca Introduces New Pandeiro

Toca has added a new Brazilian percussion instrument to its lineup. The Toca Pandeiro, available in 12- and 10-inch sizes, are tunable and feature synthetic heads for a stable pitch. The steel plantinellas are cupped, creating a crisp, dry tone.

The Toca Pandeiro is designed for playing traditional Brazilian sambas and chorinhos as well as modern rhythms like funk and samba reggae.

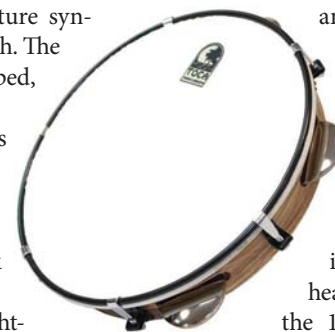
The Toca Pandeiro is lightweight and features stainless-steel jingles that fit with today's modern playing techniques. It is also part of Toca's

ever-increasing line of instruments from around the globe, joining in with its Middle

Eastern drums like the Riq and Mazar and the more traditional frame drums and tambourines.

Toca Pandeiros are equipped with a single row of five triple-set chrome-plated jingles producing crisp sounds. The instrument offers fast, articulated beats allowing the low tones of the 10-inch head with five sets of jingles and the 12-inch head with six jingles to resonate freely. A tuning wrench and carry bag are included.

[Toca \(tocapercussion.com\)](http://Toca (tocapercussion.com))



## Schecter Guitar Research Showcases Silver Mountain Series

Schecter Guitar Research has introduced the Silver Mountain series. The mahogany body, chosen for its tonal pedigree, paired with a three-piece, carbon fiber reinforced thin-C mahogany neck, results in serious sustain with powerful low-end response, while the 14-inch radius, 25.5-inch scale-length ebony fretboard is embedded with 24 X-Jumbo stainless steel frets to serve as a stalwart foundation for even the most chaotic fretwork.

The model comes with premium hardware, including a Floyd Rose 1500 series double-locking vibrato system, Grover 102-18 tuners and a screaming Sustainiac system for endless sustain.



Added details, such as Luminlay side-dot markers and single-ply binding, are thoughtful complements to round out this instrument, available in a swirling silver and black Silver Mountain finish.

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

## Morley Taps Mogar Music for Distribution in France

Sound Enhancement LLC, manufacturer of Morley brand products, has announced an agreement with Mogar Music to serve as a master distributor for France. Morley has partnered with Mogar Music to expand its ability to service French dealers and tap into the resources of a leading distributor.

Mogar Music began its business in 1987 following the 250-year history of the Monzino family in the MI industry in Italy. In 2000, Mogar expanded its activity in France and Spain, and in 2018 started the Business Alliance with Zoom Corporation to reinforce its long-term strategy to main-

tain his position as a major distribution solution for four countries in South Europe. Morley joins a growing portfolio of MI brands represented by Mogar Music including Zoom, Mark Bass, Samson, IK Multimedia, Gator, Mesa Boogie, Supro, Laney and Hartke.

"We are proud of this new partnership that will pave the way for product innovations, improved service and allow more consumers the opportunity to try Morley Products," said Morley U.S. Sales Manager Bill Wenzloff.

[Mogar Music \(mogarmusic.fr\)](http://Mogar Music (mogarmusic.fr))

# DESTINATION TONE



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Today's Highlights

Saturday · January 18

8–9:30 am  
**NAMM U Breakfast Session:  
How to Build an Iconic Business**  
Hilton, Level 2, Pacific Ballroom

9:30–10:30 am  
**Grand Rally for Music Education  
Presents Bobby McFerrin and Gimme5**  
Hilton, Level 2, California Ballroom CD

10 am–6 pm  
**Software.NAMM**  
ACC North, Level 1

10 am–6 pm  
**Entertainment Technology Showcase**  
ACC, Level 1, Hall A

8 am–8 pm  
**Dynaudio Unheard**  
Grand Plaza

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## PROFESSIONAL TRAINING HIGHLIGHTS

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

### **E** Motorized Rigging: First Response Troubleshooting and Repair

**Bruce Darden and Sandy Gilzow**

9-11 A.M.

**Hilton, Level 4, A3**

This fast-paced session will introduce the concepts of three-phase and single-phase motor rotation, reversing contactors and VFD controllers. It will teach how to identify the features of most of the common systems in use. Techniques for the safe diagnosis of a problem will be presented, starting from the dangers of 480 VAC and moving toward 24 VDC controls.

### **AE** Wireless Academy: Wireless Spectrum Update 2020 Panel

**Jim Lappin, Karl Winkler**

10-11 A.M.

**Hilton, Level 4, C5**

A panel of leading experts discusses the loss of the 600 MHz spectrum and changes that affect all UHF wireless in the core TV bands, as well as new and alternate spectrums. With the deadline for vacating most of the 600 MHz band coming in July 2020, this information is more timely than ever.

### **AE** Electronic Dance Music Academy, EDM Keynote: Electronic Dance Music Master Class

**Rick Snoman**

10 A.M.-NOON

**Hilton, Level 4, C1**

In this keynote speech, Rick Snoman charts the history and evolution of EDM, from house to techno to drum and bass, and reflects on where it is now and how technology plays such a significant role.

### **E** Everything Is for Broadcast (Co-presented by the Pro Production Sessions)

**Stan Crocker and Seth Robinson**

10-11:30 A.M.

**Hilton, Level 4, A5**

During their tenure as lighting designers for the Apple Music Festival, Stan Crocker and Seth Robinson developed some simple methods to capture live shows for broadcast without hurting the live experience. In this presentation, they will reveal some of their hard-earned secrets, which include tips on how to talk about cameras with your clients and collaborators.

### **TI** Equality and Beyond — Creating Gender Agnosticism in the Pro Audio Workplace

**Jeri Palumbo, Eva Reistad and Dale Krevens**

10-11 A.M.

**Hilton, Level 2, California Ballroom A**

This is not just another conversation about gender equality. The focus of this session will be on how women in our industry can take control and create their own equal footing. Panelists will discuss

how we can reduce or eliminate gender issues and achieve a gender-agnostic environment.

### **TI** Cultivating a Strong Manufacturer/Artist Relationship

**Brian Hardgroove**

10-11 A.M.

**Hilton, Level 2, California Ballroom B**

Building relationships through creative thinking, product loyalty and understanding the objectives of all involved are the cornerstones of a great manufacturer/artist relationship. Public Enemy's Brian Hardgroove is joined by top reps from Gibson, Yamaha and Sennheiser to share critical insights with NAMM attendees.

### **E** Advanced Ethernet Networking For Entertainment Systems

**Kevin Loewen**

11 A.M.-1 P.M.

**Hilton, Level 4, A4**

The best practices for designing and maintaining Ethernet systems used for entertainment systems are constantly evolving. This session is intended for technicians who are designing or maintaining these show-critical networks. Review the many caveats of the critical components in your network — from the patch cable right up to cybersecurity. ESTA's Control Protocol Working Group members will share practical, no-nonsense, tell-it-like-it-is expertise.

### **AE** Live Console Training — Yamaha CL Series Digital Mixing Console

**Chip Allen, Chris Hinson**

11 A.M.-1 P.M.

**Hilton, Level 4, C4**

Join Yamaha technical specialists as they discuss tips and tricks that pros use on a daily basis. It doesn't matter if you're mixing a rock band at a small club on a Friday night or mixing at a house of worship on Sunday morning. The CL console can help you achieve a better and more consistent sound.

### **TI** Inspired by Innovation: The Making of the Moogseum

**Daniel Keller and Michelle Moog-Koussa**

11 A.M.-NOON

**Hilton, Level 4, A9**

This is an intimate tour of the Moogseum, an interactive museum dedicated to the legacy of Robert Moog, and a look into the foundation he inspired and its role in education and innovation. The session will feature a direct one-on-one with Michelle Moog-Koussa.

### **AE** Main Stage: Studio — Set Up a Dolby Atmos Compliant Studio

**Gary Epstein, Lon Neumann**



SATURDAY, JANUARY 18, 2020

**A** A3E

**AE** AES

**E** ESTA

**PP** Pro Production

**TT** Tec Tracks

**NOON-2 P.M.**

**Hilton, Level 4, C7**

Near-field immersive audio is surround-sound on steroids. It has some different requirements from the past, and needs a new approach. This presentation will look at the basics of Dolby Atmos technology, how to set up a studio that's compliant with Dolby's standards, and its usage in production and mastering.

**E Working at Height Safely**

**Bill Sapsis and Eric Rouse**

**NOON-6 P.M.**

**Hilton, Level 4, A3**

Fall protection, fall arrest and rescue are complicated. Even though safety consciousness is a hot topic, not everyone understands the right gear or procedures. When you work in high steel or a loading bridge, do you have the right safety equipment? Are you using it properly?

**TT Worship 1: Mastering the Integration of Multitracks and Pads**

**Doug Doppler, Mike Ross, Brian Fuller, Michael Hodge, Jason Squires and Kristian Ponsford**

**NOON-1 P.M.**

**Hilton, Level 4, A9**

From on-ramping teams to great FOH mixes, this industry-leading panel will be covering a range of strategic approaches for making the most of tracks and pads!

**A The Future of Music Licensing: Micro-Licensing**

**Michael Elsner, Jarrett Hines, Travis Terrell, Jon Ernst and Liz Rogers**

**1-2 P.M.**

**Hilton, Level 4, A7**

When physical music sales eroded, the demand for revenue by major labels shifted to touring and music licensing. With commercial and classic music-license fees drastically inflated, a new opportunity emerged for independent artists to gain exposure through sync licensing. Now indie music has overwhelmed the music supply chain, creating yet another bottleneck.

**E An Introduction to E1.33 RDMnet Running Over Ethernet Networks**

**Scott Blair and Sam Kearney**

**1-3 P.M.**

**Hilton, Level 4, A4**

This lively, educational discussion will illustrate the challenges solved by ESTA's E1.33 (RDMnet) Message Transport and Management for ANSI E1.20 (RDM) compatible and similar devices over IP networks (more commonly known as RDMnet), as well as explain how it works from both a user perspective and within the protocol itself. The recommended best practices

approach in implementation for developers will also be discussed.

**TT Success Tips of Top L.A. Studio Operators**

**CJ Vanston, Jeff Greenberg, Paula Salvatore, Candace Stewart and Robin Goodchild**

**1-2 P.M.**

**Hilton, Level 2, California Ballroom A**

Listen in as some of L.A.'s top recording studio operators share tips about profit, service and survival. The panel includes Paula Salvatore (Capitol Studios), Rob Goodchild (United Recording), Candace Stewart (East-West) and Jeff Greenberg (The Village). Frequent client, producer and session pro CJ Vanston will moderate.

**A MIDI 2.0 for Developers, a Technical Deep Dive**

**Brett Porter, Mike Kent, Florian Bomers and Andrew Mee**

**1:30-2:30 P.M.**

**Hilton, Level 4, A6**

Following on the topics presented in the Friday "Strategic Overview and Introduction to MIDI 2.0" session, this workshop focuses on implementing MIDI 2.0 in products.

**AE Live Console Academy: Allen & Heath Console Training: dLive House of Worship Masterclass**

**Mike Bangs**

**2-4 P.M.**

**Hilton, Level 4, C2**

Focused on the unique needs of the church audio operator, the AES Academy House of Worship Live Sound Masterclass demonstrates general concepts as well as dLive-specific tips and tricks for improving worship mix intelligibility and balance.

**AE Main Stage: Studio — Streaming Music; 5 Steps to Make Money**

**Bobby Owsinski**

**2-4 P.M.**

**Hilton, Level 4, C7**

The perception is that there's very little money in streaming, but that's not the case.

**AE Electronic Dance Music Academy: Making Dance Music Using Ableton Push 2**

**Paul Laski**

**2-4 P.M.**

**Hilton, Level 4, C1**

Join Ableton Certified Trainer Paul Laski (P-LASK) for an introduction to Ableton's amazing Push 2. We'll explore techniques for creating electronic dance music by employing nearly every function of the Push 2, including sequencing drum beats, creatively manipulating samples, writing in synth parts and arranging musical ideas in real-time.

**Today's Highlights**

**Saturday · January 18**

#NAMMShow

**12-3 pm**  
**IMSTA Songwriting Competition @ NAMM**  
Hilton, Level 4, C13

**2-2:40 pm**  
**A Cappella @ NAMM**  
Arena Plaza, NAMM Pioneer Pro Audio  
Arena Plaza Stage

**4-5:30 pm**  
**Careers in Music Summit**  
**Featuring Jonathan Dely**  
ACC, Level 1, Lobby, NAMM Idea Center

**5:30-6 pm**  
**Roomful of Pianos**  
ACC, Level 3, Lounge 88

**6-8 pm**  
**Yamaha Presents Tower of Power**  
**50th Anniversary Concert**  
Grand Plaza, NAMM Yamaha Grand Plaza Stage

**6-9:30 pm**  
**35th Annual NAMM TEC Awards**  
Hilton, Level 2, Pacific Ballroom

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# PROFESSIONAL TRAINING HIGHLIGHTS

SATURDAY, JANUARY 18, 2020

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

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

## **A** The Future of Digital Audio: Hot Rod Mods for Your DAW

Larry Crane, Nate Bierdeman, David Cortes, Martins Popelis and Brian Lorelle

3-4 P.M.

Hilton, Level 4, A7

For years, guitarists have been modifying their favorite tube amplifiers and analog pedals on a never-ending quest

to find the perfect tone. Now computer-based musicians can join the sonic hunt by modifying the electronics in their favorite digital audio products. Meet the experts in hot-rodding digital components, and find out how to tweak your digital gear for the best fidelity.

## **TT** How 5G Will Change the Music Industry

Matt Ward, Alan Parsons, Luke Wang, Jim Odom and Bill Goodman

4-5 P.M.

Hilton, Level 2, California Ballroom B

5G networks offering massive increases in bandwidth and massive reductions in latency are beginning to roll out in the U.S. and around the world. 5G will transform the music industry by fostering an entirely new generation of musical instruments and audio tools connected to exciting new services like real-time jamming and collaboration over the internet, remote real-time recording, and online music and audio education.

## CLASSIFIEDS



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Tagima Guitars, the number 1 guitar maker in Brazil seeks territory business development partners, AKA Reps for New England, Upstate NY, NYC-Metro/NJ, Central Mid-West and Upper Mid-West territories.

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

## **E** Troubleshooting Your DMX512 and RDM Control Network

Milton Davis

3-5 P.M.

Hilton, Level 4, A4

So you've hung the lighting plot and powered up your dimmers, and you need to start programming the lighting console for the show — but some of your moving lights are responding strangely. What's happened? Attend this session to find out! As a co-chair of the ESTA Control Protocols Working Group, experienced field engineer and long-time show technician Milton Davis has seen almost all of the RDM and DMX512-A episodes of "Stranger Things" and will share his systematic troubleshooting process and valuable tips for getting your rig up and running in time for rehearsal.

## **TT** Producing the New West Coast Jazz

Claris Sayadian-Dodge, Ava Sadripuor, Moogie Canazio, Laura Dickinson and Brent Fischer

3-4 P.M.

Hilton, Level 2, California Ballroom A

This session will look at Grammy-winning recordings today that are defining the new sounds coming out of the West Coast. "Exciting younger artists with grand ambitions are revitalizing the idiom," says Ted Gioia, author of *West Coast Jazz*. "A robust support structure, from festivals to conservatories, is providing stability and a future-oriented confidence." The third great wave of West Coast jazz is here — come learn about it!

## **A** The Future of Music Royalties: Blockchain = Maximum Revenue

Gregory Butler, Andrew Batey, Barbara Bickham, Mike Johns and Mark Isherwood

4-5 P.M.

Hilton, Level 4, A7

By now, most artists realize that royalty payments from the major streaming services are not the basis for a stable household income. One solution that continues to gain momentum is using blockchain's distributed ledger technology to improve the release process, streamline royalty payments and remove unnecessary middlemen from the financial chain. The result is a transparent system for music to be produced and consumed with fast, accurate payments. Meet the leaders in blockchain technology and discover how it will maximize your revenue.

## **E** Tightening DMX512 — A Compliance in the Entertainment Industry

Javid Butler

5-6 P.M.

Hilton, Level 4, A4

Although DMX512-A has provided reliable lighting control for three decades, the Control Protocols Working Group is developing a new recommended practice document to tighten DMX512-A compliance and interoperability. This document will describe known issues and their solutions, make recommendations on how to test products for full compliance with the DMX512 standard and provide descriptions of interoperable implementations.

## **TT** Echo in the Canyon: Understanding the Line Between Originality and Infringement

Heather Rafter, Andrew Slater, Paula Boggs, Judith Finell and Virgil Roberts

5-6 P.M.

Hilton, Level 2, California Ballroom A

This panel will explore this year's newest copyright cases in the courts, from Led Zeppelin to Katy Perry and more. It will go especially deep into the core question: What is the line between originality and infringement, and where does inspiration start and blatant copying take over? The session will take a look at this year's hit documentary *Echo In The Canyon* to guide the discussion about what constitutes inspiration (as per Laurel Canyon in the 1960s) and how the landscape of collaboration and creativity has changed over the years.

## **TT** Elise Trouw, Up-Close and Personal

Steve Baltin and Elise Trouw

5-6 P.M.

Hilton, Level 2, California Ballroom B

Elise Trouw is a phenomenal performer, breaking new ground in looping technology and performance. In this interview with journalist Steve Baltin, she will discuss the melding of live instrumentation and electronic music through looping.



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THURSDAY, JANUARY 24, 2019  
The Official NAMM Show Publication

# UpBeat

DAILY

## Let's ROCK!

Drink that coffee, rev those engines, The 2019 NAMM Show is upon us! The UpBeat Daily crew has already got the scoop on thousands of new products, and we can tell you one thing — there's a lot to love in the gear world these days! Lace up those comfortable shoes. Chow down that power breakfast. It's time to rock The NAMM Show with a few of these folks:

1. Gator Cases' Crystal Morris shows off the Lightweight Transit series and three new straps from Levy's. 2. Andy Powers, Taylor Guitars' master builder, debuts the new Taylor Grand Pacific with V-Class bracing. (See page 8.) 3. Yamaha spotlighted four of more than 50 new products being launched at NAMM during a media preview day in New York on Jan. 15. Yamaha executives on hand for the presentation were, from left, Dane Madson, Roger Eaton, Ken Daltmore, Nate Tschetter (seated), Dennis Webster and Tom Sumner. (See page 8.) 4. From left, Korg's James Sajevo, Joe Castronovo, Diana Cecchini and Bill McGloin show off the minilogue xd1. 5. Breedlove's Tom Beckall displays the custom HoneyBee acoustic.

**BREEDLOVE**

**BREAKFAST OF CHAMPIONS**

Join Joe Lammond, NAMM president and CEO, and some of the industry's most exciting professionals for this fast-paced conversation.  
Breakfast of Champions Page 104

**Reader Reviews Performer Series**  
Page 42

**WFLD Focuses Patch**  
Page 52

**Reza Plays Anywhere**  
Page 60

**Chinese Authorities Seize Counterfeit Products**  
Counterfeits Seized Page 125

FRIDAY, JANUARY 25, 2019  
The Official NAMM Show Publication

# UpBeat

DAILY

## GEAR FEVER!

A person has to be careful out there. The UpBeat staff has already heard about more than a dozen cases of NAMM fever so far this weekend. But your chances of catching another disease called gear fever are much higher... and we encourage it. There's no cure. It makes you do crazy things. Crazy, wonderful things like play music, make friends and enjoy life. Here are a few suppliers around the show floor where the odds of catching gear fever are very high!

1. From left, Martin Guitars' Michael Wolfman, Chris Martin and Fred Derrone with the D-28 Multi-Top Deluxe. 2. From left, Hagar Music's Francesco Marino, Samson's Jack Knight and Hagar's Hans Steubert during the Samson, Hagar and Michael Kelly Guitars product reveal party. 3. Bluebird Guitars CEO and co-founder of Zoom Corp., Jason, delivers a message of "strongly endorsed quality" during the company's sales meeting Wednesday. 4. From left, Ketch, Jay Collins, Dave Collins, Mike Valien and Leslee McCullough show off the Hagar Heritage Signature Series from Ketch. 5. Sam's Guitar shows off the Hagar Heritage Signature Series from Ketch. 6. Hagar Music's Jason Knight shows off the Hagar Heritage Signature Series from Ketch. 7. Hagar Music's Jason Knight shows off the Hagar Heritage Signature Series from Ketch. 8. Hagar Music's Jason Knight shows off the Hagar Heritage Signature Series from Ketch.

**BREAKFAST SESSION!**

Transforming the music industry with innovative Super Control Bunkies.  
Breakfast Session Page 10

3 Hagar Heritage Series.  
Page 11

With the City State.  
Page 12

Shane's Guitars.  
Page 13

Shane's Guitars.  
Page 14

UpBeat

DAILY

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# APPEARANCES

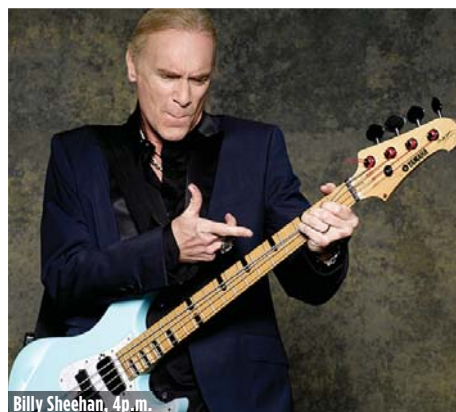
SATURDAY, JANUARY 18, 2020



The Resilient, 2 p.m.



Gretchen Menn, 1 p.m.



Billy Sheehan, 4p.m.



Steve Morse, 4:45 p.m.

**11 A.M.**

**JEFF BERLIN**  
(also at 2 P.M.)  
Cort Guitars  
Booth 5215

**PRESS TO MECO, D\_DRIVE**  
(also at 3 P.M.)  
Marshall  
Booth 210C

**MAGNUS SJÖQUIST & ARIANE CAP**  
Fishman  
Booth 4810

**KEVIN WILSON & BAND**  
ToneWoodAmp  
Booth 1202

**HUNTER WOLF**  
BennVogel Guitars  
Booth 2246

**NOON**

**CHRIS BRODERICK, BRYCE NEWMAN, IN FLAMES SIGNING**  
Ernie Ball Music Man  
Booth 4320

**ISSUES**  
Spector  
Booth 8802

**BRANDON "TAZ" NIEDERAUER**  
DR Handmade Strings  
Booth 4214

**MARCIN PATRZALEK**  
(also at 3 P.M.)  
Fishman  
Booth 4810

**BEN WOODS**  
Ortega Guitars  
Booth 1910

**12:30 P.M.**

**MAXX GOMES**  
Coast To Coast Computer  
Booth 17326

**DEBBY HOLIDAY**  
Sennheiser  
Booth 14108

**TYLER LARSON**  
PRS Guitars  
Booth 210AB

**1 P.M.**

**DOUG ALDRICH & HOWIE SIMON**  
Lectrosonics  
Booth 17213

**ARIANE CAP**  
Backbeat Technologies  
Booth 3724

**COURTNEY COX & GRETCHEN MENN**  
Highwire Daze Magazine  
Booth 1351

**RICHARD DEVINE & BT**  
Korg  
Booth 8802

**ROBIN FINCK**  
Reverend Guitars  
Booth 5649

**PAUL GILBERT SIGNING**  
Ernie Ball Music Man  
Booth 4320

**R.J. KANEAU**  
Hawaiian Ukulele & Guitar  
Booth 1410

**THOMAS MCROCKLIN**  
Fishman  
Booth 4810

**KURT ROSENWINKEL**  
D'Angelico Guitars  
Booth 212AB

**ALEX SKOLNICK, PHIL DEMMEL, DAVID SANCHEZ, MIKE LEON, GABRIEL GUARDIAN, BUCK DHARMA, ERIC BLOOM, CHASE BECKER, JONA WEINHOFEN & COREY BEAULIEU**  
Peavey  
Booth 201A

**LLOYD WALLACE**  
Viper Guitars  
Booth 2944

**1:30 P.M.**  
**SHAVO, REX BROWN, JAUN ADELRETE SIGNING**  
Ernie Ball Music Man  
Booth 4320

**2 P.M.**  
**JACK ANTONOFF Q&A**  
Korg/Vox  
Booth 8802

**STEVE CARPENTER**  
Fishman  
Booth 4810

**GUS G, COREY BEAULIEU, CHRIS BRODERICK, ANGEL VIVALDI**  
Jackson Guitars  
Booth 304A

**THE RESILIENT**  
D'Angelico  
Booth 212AB

**JOHNNY RZEZNIK**  
Rock N' Roll Relics  
Booth 4552

**RUDY SARZO, ROBBIE CRANE, BJORN ENGLER & MARTEN ANDERSSON**  
EBS Sweden AB  
Booth 5645

**2:30 P.M.**  
**ROBIN FINCK, BUTCH WALKER, JAMES VALENTINE SIGNING**  
Ernie Ball Music Man  
Booth 4320

**3 P.M.**  
**BONES UK**  
Blackstar  
Booth 8802

**MELANIE FAYE**  
D'Angelico  
Booth 212AB

**JASON RICHARDSON SIGNING**  
Ernie Ball Music Man  
Booth 4320

**3:30 P.M.**  
**DON FELDER SIGNING**  
Ernie Ball Music Man  
Booth 4320

**HEDRAS RAMOS**  
Cort Guitars  
Booth 5215

**BEN WOODS**  
Ortega Guitars  
Booth 1910

**3:45 P.M.**  
**JENS KRUGER**  
Deering Banjos  
Booth 2206

**4 P.M.**  
**TOSIN ABASI & JAVIER REYES**  
Fishman  
Booth 4810

**ADRIAN BELLUE**  
Furch Guitars  
Booth 2307

**GILBY CLARKE & FRIENDS**  
Vox  
Booth 8802

**BOOTSY COLLINS**  
DR Handmade Strings  
Booth 4214

**ANDREW GOUCHE**  
Cordial  
Booth 7406

**HALESTORM SIGNING**  
Ernie Ball Music Man  
Booth 4320

**BILLY SHEEHAN**  
EBS Sweden AB  
Booth 5645

**ERICK WALLS**  
D'Angelico  
Booth 212AB

**4:45 P.M.**  
**STEVE MORSE SIGNING**  
Ernie Ball Music Man  
Booth 4320

**5 P.M.**  
**CHAR**  
Vox  
Booth 8802

**BRANDON "TAZ" NIEDERAUER**  
D'Angelico  
Booth 212AB





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# SCHEDULE

SATURDAY, JANUARY 18, 2020

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



Noel Wentworth of Wentworth Music will reveal how he's built his lesson operation at 10:30 a.m.



Guitarist, singer and songwriter Brandon "Taz" Niederauer will play in the Hilton lobby at 7 p.m.



Yamaha presents Tower Of Power's 50th Anniversary Concert at 6 p.m.

## 12:30 P.M. Simple Strategies To Maximize Your Local Google Presence

**Paul Farmer, Starfish SEO & Jack Monson, Social Joey**

How important is your Google My Business page? It's critical! Your Google My Business page is the easiest way to get customers into your showroom and it's fast becoming the primary method customers use to find businesses when searching online. Best of all, it's mostly free, but does require some time and know-how to optimize a listing. And when you know how to insert the most effective keywords, categories and services into your listing, it's like throwing rocket fuel on your search engine results. Join Paul Farmer of Starfish SEO and Jack Monson of Social Joey, who will give you their tips, advice and best practices for making this happen. Don't leave The NAMM Show this year without these strategies in your pocket.

## 1 P.M. Live Interview:

**Kyser's Meredith Hamlin on Leadership**

What does it take to successfully lead a business in the new normal? In this exclusive session, the "Thoughts That Rock" podcast will host a live onstage interview with Meredith Hamlin, owner and president of Kyser Musical Products. Together, they'll explore the changing landscape of effective leadership for small businesses—and what it means to you. Drawing from best

practices and shared industry knowledge, they'll look at strategies and ideas for developing and fostering collaboration within organizations. Hamlin will even share real-life examples and success stories from her leadership at Kyser. This is a can't-miss session for anyone looking to build a more successful, productive and fulfilled team.

## 1:30 P.M. 10 Management Hacks for Every Music Retailer

**Jim Edwards, Marshall Music**

You want to hire, nurture and keep great employees, but you're slammed running a business. Where do you start? In this inspiring half-hour, Jimmy Edwards of Marshall Music will give you his 10 best management hacks — tips, tricks and shortcuts he relies on daily to build a great team. These are proven ideas you can take home and put to use right away, without having to overthink your hiring and retention strategy.

## 2 P.M. A Capella @ NAMM

**Arena Plaza Stage**

## Essential Strategies for Selling on Amazon

**Joshua Kreuzer, Channel Bakers**

You want to sell on Amazon but don't know where to start. Or, maybe you've had success on the platform but want to take it to the next level. If this sounds familiar, don't miss this session! Joshua Kreitzer,

CEO of Channel Bakers, a leading agency that specializes in Amazon marketing, will guide you through essential strategies and tips for Amazon success, looking at how to leverage Amazon to boost your sales, how to maximize an Amazon ad spend and what strategies do and don't work.

## 2:30 P.M. Building Your Lesson Business Brand

**Tom Hemphill**

A well-branded music lesson program attracts more students, operates more efficiently and delivers greater financial results. Music lesson guru Tom Hemphill has successfully built brands for individual lesson schools and major companies. In this session, he will share the key brand elements that will move your lesson business to the next level. Balancing practical front-line tactics with little-known strategies, he'll reveal the operations, marketing and sales systems that the pros use.

## 3 P.M. Steps and Tips for Creating Effective Facebook Live Videos

**Tim Paul, Piano Trends & Band**

Want to drive more traffic to your Facebook page? Look no further than Facebook Live, the largest social media platform for live video broadcasting. Join Tim Paul of Piano Trends Music & Band for a step-by-step process to create effective Facebook Live videos. Paul has used Facebook Live to do everything

from successfully promoting his brand to selling pianos and band rental programs.

## 3:30 P.M. How We Went From 370 to 37,000 Instagram Followers

**Glen Haworth, Haworth Guitars**

Glenn Haworth of Haworth Guitars has grown his company's Instagram from 370 to 37,000 followers, and in this session, he'll show you how you can accomplish similar growth. Find out how to take photos for maximum impact, when to post and how often to post, what types of content to write and what hashtags to use. Haworth will also discuss how competitions can boost your Instagram community.

## 4-5:30 P.M. Careers in Music Summit Featuring Jonathan Dely

**Host: Joe Lamond, NAMM**

**ACC, Level 1, Lobby, NAMM Idea Center**

What does it take to have a successful career in the music industry? Find out firsthand at this special session, hosted by NAMM President and CEO Joe Lamond. In a series of up-close interviews, Lamond will speak with a diverse lineup of music industry professionals, including award-winning trumpet soloist Jonathan Dely. They'll discuss their career trajectories and share insights for long-term success.

## 5:30-6 P.M. Roomful of Pianos

**ACC, Level 3, Lounge 88**

## 6-8 P.M. Yamaha Presents Tower of Power 50th Anniversary Concert

**Grand Plaza, NAMM Yamaha Grand Plaza Stage**

## 6-9 P.M. 35th Annual NAMM TEC Awards

**Hilton, Level 2, Pacific Ballroom**

## 7 P.M. D'Angelico Guitars Presents

**Brandon "Taz" Niederauer**

**Hilton, Level 1, Lobby, NAMM D'Angelico Hilton Stage**

Niederauer is a 16-year-old guitarist, singer and songwriter who has performed with artists such as Derek Trucks, Buddy Guy, Jon Batiste and Stevie Nicks. He has also been championed by John Mayer.

## 18th Annual Schecter NAMM Party

**Grove of Anaheim**

Join Schecter Guitar Research, Stone Brewing, Coldcock Whiskey, Take Me Home Animal Rescue Foundation, TonePros, Floyd Rose, EMG Pickups, Gator Cases, Daisy Rock, Foxgear, Wylde Audio and Levy's Leathers in welcoming Black Label Society to the Grove of Anaheim stage. For tickets, visit one of the sponsor's booths.

## RCF Presents The Ultimate NAMM Night!

**Hilton, Level 2, California Ballroom C/D**

RCF Presents a special edition of Ultimate Jam Night at the Hilton.



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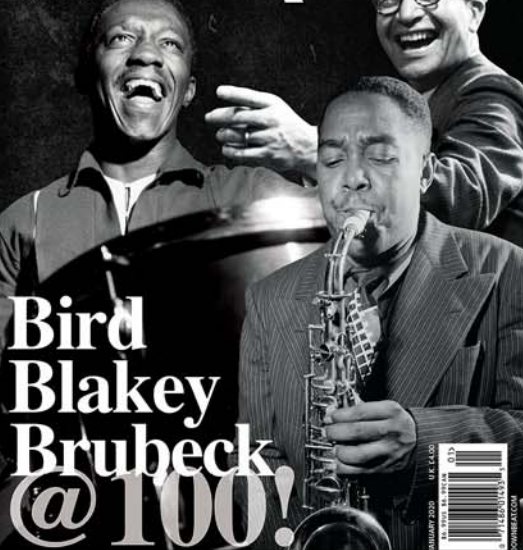
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# SCHEDULE

SATURDAY, JANUARY 18, 2020

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



Black Label Society performs on the Grove of Anaheim Stage at 7 p.m.



Mike and Miriam Risko of Mike Risko Music School will show how they use Facebook groups to strengthen bonds with customers at 11 a.m.



Peter Malick, marketing expert and founder of Inbound AV, will share competitive tips at 11:30 a.m.



Global customer-experience expert Scott McKain will share five key characteristics of iconic organizations at 8:30 a.m.

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

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

### 8:30-9:30 A.M.

#### How to Build an Iconic Business

**Scott McKain**

Anaheim Hilton, Level 2, Pacific Ballrooms

In this age of business disruption, standing out from the competition is more challenging than ever — and usually not enough to win. To be a lasting business, you need to become iconic in your customers' minds and hearts. But how does a company go from merely good to iconic status? Find out as NAMM welcomes Scott McKain, global customer-experience expert, musician and speaker. In this exciting NAMM U Breakfast Session, McKain will share the five key characteristics of iconic organizations and how you can make these concepts work for your own business.

### 9-10:30 A.M.

#### Grand Rally for Music Education Presents Bobby McFerrin with Gimme5

Anaheim Hilton, Level 2, California Ballroom C/D

See some of the greatest vocalists in jazz and beyond during this once-in-a-NAMM event!

### 9 A.M.-6 P.M.

#### Software.NAMM

ACC North, Level 1

### 10 A.M.

#### NAMM Believe In Music Awards

ACC, Level 1, Lobby, NAMM Idea Center

NAMM's Joe Lamond presents awards to leading industry professionals who have made a significant impact in the music products industry.

### 10:30 A.M.

#### New Strategies To Drive Lesson Program Growth

**Noel Wentworth, Wentworth Music**

Want to grow your lesson program, increase signups and bolster student retention? It's as simple as adding a few unique, creative opportunities for your students. In this rich and inspiring presentation, NAMM Top 100 finalist Noel Wentworth of Wentworth Music will reveal how he's built his music lesson operation to more than 1,100 private students weekly by adding

value to the lesson experience, harnessing everything from student trips to partnering with local venues to connecting music lessons with college credit. Discover the proven strategies Wentworth has used to create additional value for current and future students.

### 11 A.M.

#### How to Use Facebook Groups To Grow Your Business

**Mike and Miriam Risko, Mike Risko Music School**

Local Facebook groups can be an incredibly effective way to connect with your audience. But with so many Facebook groups out there, what's a music retailer to do, and how can you use them correctly? In this session, Mike and Miriam Risko of Mike Risko Music School in the mid-Westchester area of New York will show how they've been using Facebook groups to connect and communicate with their audience, strengthening bonds with customers and the community. They'll share advice on how you can connect with local Facebook groups, along with best practices and lessons learned.

## Hit Like A Girl Champions

Arena Plaza, NAMM Pioneer Pro Audio Arena Plaza Stage

The Hit Like A Girl Contest for female drummers, percussionists and beat makers will showcase its recent champions from around the world in concert.

### 11:30 A.M.

#### 5 Reasons Your Online Marketing Isn't Working — and How To Fix It

**Peter Malick, Inbound AV**

Technology has made it possible for online retail to offer a customer experience that rivals the in-store experience. Are you prepared? Do you have a website and online presence that's worthy of your brand? The good news is there are new, low-cost and even free tools that make it possible for every retailer to compete successfully. The only barrier to entry is some hard work. And in this insightful session, Peter Malick, marketing expert and founder of Inbound AV, will reveal what you need to do — and not do — to be competitive. He'll also present a case study profiling the best practices in independent music retail.

## NOON

### Essential Steps To Manage Your Reputation on Google, Yelp and Facebook

**Paul Farmer, Starfish SEO & Jack Monson, Social Joey**

Customers often check online review sites, such as Google, Yelp and Facebook, before they even get to your website. Does your online reputation encourage customers to consider your business or scare them away? In this session, directory listing expert Paul Farmer of Starfish SEO and Jack Monson of Social Joey will share new ideas and tips to help you better manage your online reputation. They'll look at how to handle negative reviews and angry customers, how Siri and Alexa use reputation management tools to make local business recommendations and why small businesses sometimes outperform big-name brands with hyper-local listings. This is a session for intermediate and beginning users.

## NOON-3 P.M.

### IMSTA Songwriting Competition @ NAMM

Anaheim Hilton, Level 4, C13

CONTINUED ON PAGE 92





## NEW FOR 2020

Introducing the D'Angelico USA Custom Shop. For the first time in brand history, solidbodies and semi-hollows will be built to spec at our custom shop in California, featuring an a la carte menu of premium tonewoods, boutique electronics, and an outstanding array of aesthetic details. Run by renowned luthier and longtime D'Angelico collaborator Gene Baker, all D'Angelico Custom Shop guitars are hand-built to spec by Baker.

### PERFORMANCE SCHEDULE

#### THURSDAY, JANUARY 16TH

2:00 – Marcus Machado  
3:00 – Christian Kuria  
4:00 – Jonathan Butler  
5:00 – Kurt Rosenwinkel  
with Ozmosys  
7:00 – Kurt Rosenwinkel  
with Ozmosys  
NAMM Hilton Stage  
9:00 – Marcus Machado  
NAMM Hilton Stage

#### FRIDAY, JANUARY 17TH

2:00 – Fabrizio Sotti & Jeff “Skunk” Baxter  
3:00 – Daniel Donato  
4:00 – Kurt Rosenwinkel  
with Ozmosys  
5:00 – Jarius Mozee  
7:00 – Wimbish All-Stars  
NAMM Hilton Stage

#### SATURDAY, JANUARY 18TH

2:00 – The Resilient  
3:00 – Melanie Faye  
4:00 – Erick Walls  
5:00 – Brandon “Taz” Niederauer  
7:00 – Brandon “Taz” Niederauer  
NAMM Hilton Stage

\*\*Artist panel discussion to follow each performance.



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