

UpBeat

The Official **NAMM** Show Publication

DAILY



BluesBusters!

The state of the musical products industry these days sounds a lot like a sack-of-woe country song — Nashville is full of those. But Music City USA is also a place where the writers of those songs come to dream, and dream big. For the next three days, the musical products industry will be dreaming big right along with them. Some 3,400 retail buyers and more than 400 exhibitors are here to beat the summer-time blues and wispy economy. We hope y'all go out and smash them into a million

pieces. Here are a few folks around the show yesterday who are ready to help:

1. Tama's Bill Reim (left) and Terry Bissette show the new Starclassic Performer B/B 2009 Summer Limited Edition drum set at their booth. The kit was built for drummer Mike Portnoy of Dream Theater fame.
2. Sony Senior Product Manager Karl Kussmaul unpacks the musician-friendly PCM-M10 recorder. (See page 5.)
3. GuitarGuard President Larry Post

debuts the new NeverKink cable clip and protective guitar skins while setting up. (See page 8.)

4. Dan Herbert of Willis Music discusses the changing marketplace at AIMM's (Alliance of Independent Music Merchants) annual meeting. The event was held at the Hilton hotel.

5. Luthier Robert Fritz of Kay Guitars discusses the new Kay Thin Twin electric guitar. This is the first U.S. showing of the instrument, which has an MSRP of \$1,075.



State of the Industry Address
★ PAGE 22



JamHub Allows for Silent Practice
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Traveler Debuts EG-2
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MottAudio Mixer Plays MP3s
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Kala Debuts U-Bass
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Tomaszewicz Builds JT Amp
★ PAGE 14

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Summer Namm Booth

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Summer 09
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NAMM University Breakfast Sessions



If you're craving results in your business, try starting your day with a healthy serving of industry ideas and information.

Join us daily for a complimentary hot breakfast at 8 a.m., followed at 8:30 a.m. by a session with industry leaders in the Renaissance Nashville Hotel Grand Ballroom.

Friday, July 17

State of the Industry Address

NAMM President/CEO Joe Lamond will lead the State of the Industry Address, discussing the changing economy, its impact on the industry and the upcoming challenges and opportunities as the music products community prepares for third- and fourth-quarter business.

Saturday, July 18

Your Retail Stimulus Plan: Jump Start Your Sales No Matter What's Happening in the Economy

Join Bob Negen, Retail Expert, Co-Creator, Retail Mastery Program and Co-Author of *Marketing Your Retail Store in the Internet Age* as he shows you how to take control of your business destiny. It's easier than you think. Don't miss this dynamic, fun session guaranteed to dramatically increase customer loyalty, boost your foot traffic and turbo-charge your sales. And, pick up many more easy-to-execute strategies, tactics and techniques to grow your business without spending a fortune.

Sunday, July 19

Best in Show: This Year's Hottest Products

With many exciting, new products at the show, it's sometimes difficult to make sure that you have seen all the important new items. Join *Music Inc.* publisher Frank Alkyer and a panel of retail buyers, media and gear heads, as they scour the aisles and dig into the merchandise to find the best products, ideas and trends. You know as soon as you get home, someone always says, "Did you see the new ...?" and you feel like you're the only person who missed it. Here's the chance to change that in this rapid-fire, 60-minute snapshot of what to see before leaving Nashville.

Renaissance Nashville Hotel, Grand Ballroom | FREE Breakfast 8 a.m. – 8:30 a.m. | Sessions 8:30 a.m. – 9:30 a.m.



Levy's Christian-themed guitar straps

Levy's Christian Guitar Straps

Soft nubuck leather provides the canvas for Levy's new Christian-themed guitar strap designs. They are available in six impassioned print designs adorned with nailheads.

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



Sony PCM-M10 audio recorder

Sony Adds New PCM to Audio Recorder Line

Sony has expanded its line of portable audio recorders with the introduction of the PCM-M10 model. The new recorder is 96 kHz, 24-bit capable with electret condenser stereo microphones, 4 GB of internal flash memory and a Micro SD/Memory Stick slot.

The PCM-M10 joins Sony's PCM-D1 and PCM-D50, forming a family of flexible and high-quality portable field recorders that can meet every professional sound application and budget requirement. Each is designed to capture live performances and events faithfully, and they can be used for high-quality recording in an array of applications, including live sound, journalism and theatrical performance.

The M10 includes a USB high-speed port for downloading its native .WAV or .MP3 files to and from Windows or Macintosh computers. Key features include a built-in speaker, cross-memory recording, digital pitch control, digital limiter, low-cut filter, track mark functions, a five-second pre-recording buffer and A-B repeat capability. MSRP: \$399.

🛒 **Sony** (sony.com)



NAMM Chairman Chip Averwater (left) and President/CEO Joe Lamond

WELCOME TO MUSIC CITY USA!

Thank you for joining us at 2009 Summer NAMM!

This has been a turbulent year, one virtually unpredicted by anyone at this time last year. Since the economic crisis began, NAMM has worked to create new, innovative programs to help drive customers to your business, develop NAMM University courses aimed squarely at today's challenges and increase the number of ways you can save bottom-line money with our member services. That's what belonging to an association is all about — the support, the services, the tools and the camaraderie.

The theme of this year's Summer NAMM is Opportunity Rocks! And while that may seem a bit optimistic, be assured that NAMM is very serious about giving its members every opportunity to come out of this recession stronger, more knowledgeable and

better positioned for future success. We congratulate you for joining us at Summer NAMM and invite you to take full advantage of the show's relaxed, intimate atmosphere to network with peers, spend face-to-face time with your suppliers, and prepare for the fall and holiday selling seasons.

We're happy to be back in Nashville with all of you as we celebrate the local community music store. It's like being home, where the music never stops and business is done between friends and colleagues. We hope you'll take these three days to rethink, rebuild and plan for the future, leaving you better suited for success in the new economy.

Chip Averwater
NAMM Chairman

Joe Lamond
NAMM President/CEO

Yamaha Rolls Out AvantGrand N2 Upright

Yamaha has introduced the AvantGrand N2, the first upright piano to feature the sound, touch and action of a grand piano. Priced at fraction of the cost of a concert grand and measuring less than 21 inches wide, the N2 features the exquisite sound of the Yamaha CFIIS concert grand piano.

The N2 is the follow-up to the flagship AvantGrand N3 hybrid. While the N3 offers an ideal grand piano-style cabinet, the N2 offers a sleek, stylized, upright cabinet with a glossy ebony finish.

Fusing 21st century music technology with Yamaha's century-long heritage of piano craftsmanship, the N2 features the same advanced sound reproduction and sampling technology as the AvantGrand N3 without the tuning, cost or footprint of a comparable stringed instrument.

Its tactile response system transmits "string" vibrations through the keys to a player's hands, while the four-channel, three-way



Yamaha AvantGrand N2 upright piano

spatial acoustic speaker system reproduces the original grand piano samples. These technologies combine to recreate the depth of tone of the Yamaha nine-foot CFIIS grand piano authentically.

🛒 **Yamaha** (yamaha.com)



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(((★ BRIEFS ★)))



Hagstrom Tremar

Hagstrom Ships 'Tremarized' Guitars

Hagstrom is now shipping its Tremar series of electric guitars. These guitars feature a distinctive vibrato bar, tailpiece and matching hardware, suited for musicians who play with a vintage feel. Their vibratos range from smooth to tremulous.

A number of Hagstrom's classic vintage models have been "Tremarized" for the new Tremar line, including the Viking, Viking Deluxe, Deluxe-F, Super Swede, Swede and HJ-500 guitars. Complete with the exclusive H-Expander truss rod, resonator fretboard and vintage-voiced pickups, Tremar guitars provide a superb playing experience.

🛒 **Hagstrom Guitars**
(hagstromguitars.com)

NAMM Offers Opportunity to Save

Last year, according to NAMM, its participating members saved \$2.6 million by taking advantage of the low rates offered by NAMM-endorsed business provider programs.

NAMM members have access to special discounted rates that the organization has negotiated with a variety of business service providers. NAMM representatives are on site to offer more information about shipping/freight services; merchant bank card processing, check, gift and loyalty services; workers' compensation insurance; and private-label consumer credit card programs.

The services NAMM offers are used by most members every day to help them successfully operate their businesses. According to NAMM, nearly 40 percent of all domestic members participate in one or more of its endorsed business service programs.

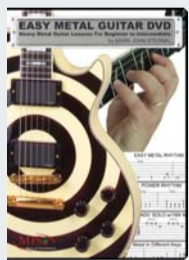
📄 **NAMM** (namm.org)

MJS Offers Easy Guitar, Bass DVDs

MJS Music & Entertainment has created guitar and bass instruction DVDs, targeting specific subjects, such as scales, chords or theory, and priced them within range of anyone's budget.

The DVDs offer descriptive lessons that clearly show the viewer which strings, frets, fingers and picking technique to use. Each descriptive lesson is followed by a slow then double meter. The DVDs include sheet music in real time with the instructor right on the screen. The MJS Easy DVD series is now up to 10 titles and counting. Titles for guitar include *Scales, Chords, Theory, Tricks, Whammy Bar, Metal, Rock and Blues*. Bass titles include *Easy Bass Guitar Scales and Easy Bass Guitar Theory* DVDs. MSRP: \$12.95.

🛒 **MJS Music & Entertainment**
(mjspublications.com)



BreezSong JamHub

BreezSong's Ultimate Jam System

BreezSong has released JamHub, an electronic device that lets bands rehearse silently anytime, anywhere.

JamHubs interconnect instruments and microphones, and by using the SoleMix controls, each band member creates his or her own clear and balanced mix. Three models available include JamHub BedRoom for musi-

cians on a budget with inputs for five players; JamHub GreenRoom for serious musicians with inputs for seven players, one SoleMix remote and a USB audio out for digital recording; and JamHub TourBus, which has all the capabilities of GreenRoom plus two SoleMix remotes and a built-in recorder.

🛒 **BreezSong** (jamhub.com)



AXL Badwater 1216

AXL Expands Badwater Series Electric Guitars

AXL's Badwater guitars offer players unique finishes and aged components in a well-designed, playable package. The new Badwater 1216 expands the line by adding a dual-humbucker guitar with a set neck.

The Badwater 1216 is built with a set mahogany neck, two EMG-designed Alnico humbuckers and a classic-style single cutaway design. The guitar's rosewood fretboard helps deliver a warm, thick tone. The scale length is a traditional 24 3/4 inches for vintage punch.

The 1216 will be available in all five Badwater finishes: crackle blue, crackle black, crackle brown, antique white and antique brown. Each 1216 guitar body has been distressed individually by the AXL workshop, so no two are alike. The 1216 comes with a carefully distressed pickguard, tone and volume knobs, and anodized tuning machines, bridge assembly and strap buttons for a unique look and vintage feel. MSRP: \$299.99.

🛒 **AXL Guitars** (axlguitars.com)

Zildjian Releases Z3 Cymbals

Zildjian has added the Z3 to its Z series of rock cymbal instruments. The Z3's unique lathing process creates a more pronounced tonal groove design that offers superior projection and power potential. Zildjian's brilliant finish and computer hammering process then finishes the new look with a special symmetrical hammering design that works to enhance its playability.

The Z3 series is anchored by six ride cymbals for drummers who desire to play hard and loud. The 20- and 22-inch Z3 medium heavy rides offer a balance of stick articulation and overtones to create a ride sound that can power through any highly amplified rock or metal performance. The 20- and 22-inch Z3 rock rides possess a tighter ride sound to help articulate ride patterns. A larger bell design has been incorporated that will throw the ride's sonic energy out into the audience even further. The classic design of Zildjian's mega bell ride continues to reside in the Z line via the new 21-

inch Z3 mega bell ride. The 19-inch Z3 thrash ride is a special ride cymbal that supplies the wash of overtones effect.

The new Z3 series has four new hi-hat models that will easily fit into any hard rocker's cymbal setup, the 14- and 15-inch Z3 hi-hats and 14- and 15-inch Z3 mastersound hi-hat models. All hi-hats feature a medium top coupled with a heavy bottom for extra power.

The Z3 crashes are powerfully explosive and capable of producing forceful and bold crashes in any loud performance environment. The Z3 medium crashes have a precise and instantaneous crash response and are available in all sizes between 16 and 20 inches. Z3 rock crashes come in all sizes between 16 and 19 inches with the 16- and 17-inch sizes having an extra-large bell size for power and projection.

The new 12-inch Z3 splash also incorporates a larger-than-normal bell design that offers a robust and cutting splash effect while

Martin Unveils D-18 Short Scale Dreadnought

The new Martin D-18 SS special edition is the first short scale six-string dreadnought the company has ever offered. The short, 24.9-inch scale yields slightly lower string tension for easier fretting. The slightly shorter distance between frets makes elongated chords and string bends easier to play. With the exception of the short scale, the Martin D-18 SS special edition features the same traditional 14-fret specifications and premium solid tonewoods as the Martin D-18V.

Each Martin D-18 SS special edition is delivered in a Geib-style hardshell case. Left-handed guitars may be ordered at no extra charge.

🛒 **Martin** (martinguitar.com)

Mighty Bright Band Stand Spinner

Recognizing that music dealers want to supplement their major product lines with accessories in a compact and attractive display, Mighty Bright has developed a two-sided wire spinner with a music stand desk on top and its Duet music light attached to the music desk, resulting in the Band Stand Spinner. The offering demonstrates a music light in action and has something for everyone in the band or orchestra.

The space-friendly and unique display includes the wire spinner, the music stand desk with a sample light and 39 music lights ready to sell.

Customers can choose from the Duet2, Duet, Pedal Board Light, XtraFlex Music Light, Triple LED, Classic Music Light or Roadie Lights.

🛒 **Mighty Bright** (mightybright.com)



Mighty Bright display



Zildjian Z3 series

still presenting responsive and focused accents.

The Z3 special effects models are found in the form of 18- and 20-inch Z3 China cymbals, which employ special hammering that offers a lush, full-bodied sound.

🛒 **Zildjian** (zildjian.com)

Edition Tube

25th Anniversary



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Have you ever dreamed of a 12" combo that delivers tone four times bigger than its size? An amp that cranks out incredible rock leads, but also shimmers with sparkling clean highs? Well, stop dreaming - the Edition Tube 25th Anniversary Amp is here now.

This two-channel, all-tube guitar amplifier is equipped with the best the world has to offer: rugged NOS tubes from Russian military suppliers, a powerful Celestion G12T loud-speaker, a genuine Accutronics long-spring reverb, and it's manufactured in Germany.

If you're asking why this high quality package comes with such a low price tag, well, it's our 25th birthday and we would like you to join the party!

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(((★ BRIEFS ★)))

Peterson StrobeSoft Adds Plug-in Support



Peterson Tuners has released an update to its software tuner program, StrobeSoft. StrobeSoft 2.0 adds VST/AU support and a few exclusive features not found in other software or even hardware tuners. It also includes an innovative tap tune feature that can be used while tapping woods for instrument construction. StrobeSoft 2.0 captures a sample of the most dominant frequency during tapping and loops it automatically for ease of measurement.

A pitch graph is also included, which visually displays the duration of the played note in real-time with its note/octave location. The graph can be particularly useful when used by students trying to improve their vocal intonation or those practicing embouchure with woodwind or brass instruments.

🛒 Peterson (petersontuners.com)

Sabian Opens the Vault for Artisan Hats

Sabian has introduced the Artisan Hats as the newest addition to its premium Vault collection.

The Artisan Hats are designed with a medium top and heavy bottom, offering players the traditional dry, dark and complex tone with a touch more character and ideal sticking response. Available in 13-, 14- and 15-inch sizes, the Artisan Hats pairings are crafted from pure Sabian B20 bronze and are available in natural finish or glossy brilliant finish.



Sabian Artisan Hats

The 14-inch pairing delivers a combination of soft, warm sticking and pedal response; the 13-inch set is tighter and more defined; and the 15-inch produces a bigger, deeper, slushier sound that's ideal for funkier applications.

🛒 Sabian (sabian.com)

On-Stage Stands Debuts TM01 Mic Table/Stand Clamp

On-Stage Stands has introduced the TM01 microphone table/stand clamp. The design of the TM01 lets microphones be mounted horizontally or vertically on round, cornered or flat surfaces. It quickly and securely attaches to microphone stands, cymbal stands, boom arms, podiums and tables. The TM01 is a stable alternative to permanent tabletop mounts, and because it can take the place of mic stands, it reduces clutter on crowded stages. It's also ideal for miking an acoustic guitar while singing or getting a drum mic into a tight spot. MSRP: \$26.99.



TM01 mic table/stand clamp

🛒 On-Stage Stands (onstagestands.com)



GuitarGuard NeverKink cable management device

GuitarGuard Introduces Protective Skins, Cable Management Device

GuitarGuard continues to add new models to its line of protective guitar skins with the introduction of two protective guitar coverings for both Telecaster and acoustic dreadnought-style guitars. MSRP: \$29.99.

In addition, GuitarGuard recently launched the NeverKink cable management device to continue its commitment to offering inexpen-

sive protective and organizational solutions for players and pros. NeverKink is the company's first non-skin gear offering.

It allows for secure control of guitar and bass cables and can be imprinted with a band or company logo for a more personalized product offering. MSRP: \$3.

🛒 GuitarGuard (guitarguard.net; neverkink.com)

Radian Gold Series Provides New Angle on Wireless Guitar Devices

WaveAngle is now shipping its Radian Gold series wireless guitar system. Radian is an ultra-compact, wireless system designed for use with electric guitars and basses. The device is the first in the industry to combine crystal-clear audio quality and rock-solid digital wireless connectivity in an ultra-compact form factor. The new design delivers uncompressed, CD-quality audio; overcomes issues experienced with other wireless devices; and eliminates the unwanted tangle of cables.

The WaveAngle Radian systems overcome wireless issues created by the FCC by using technology designed to run in the 2.4 GHz worldwide license-free ISM radio band. This lets users perform anywhere in the

world and lets retailers provide this new solution to customers immediately.

Designed from the ground up, the Radian Gold series system applies cutting-edge digital RF technology using a 2.4 GHz radio with full 4 MHz bandwidth packed in an innovative design that is simple to use. The transmitter and receiver fit easily into an accessory pocket, require no wall wart for power, operate on a single AAA battery for a life of up to 20 hours, and do not require any additional cables or rack-mounting gear. With the Radian systems' new technology, live sound managers are able to operate up to 10 systems simultaneously onstage.

🛒 WaveAngle (waveangle.com)



Traveler Guitar Escape EG-2

Traveler Guitar Debuts Escape EG-2

Traveler Guitar has introduced the Escape EG-2 to its line of full-scale, travel-sized guitars.

The EG-2 is a full 25 1/2-inch-scale electric guitar featuring a compact traditional double-cutaway body shape and classic three-ply pickguard. The instrument stows easily in airline overhead compartments and weighs less than 5 pounds.

Two precision-placed, single-coil pickups feed into the EG-2's built-in Pocket RockIt headphone amplifier, which is custom-designed to produce classic clean and distort-

ion sounds through headphones or when plugged into an amplifier. Players can also go passive into their amp of choice. The EG-2's on-board electronics include a 1/8-inch aux in jack, so players can jam with tracks from an external device, such as an MP3 or CD player. Additional controls include tone and volume knobs and a three-way pickup selector.

The Traveler Guitar Escape EG-2 also boasts more traditional features, such as an alder body, American hard maple neck and ebonized rosewood fretboard.

🛒 Traveler Guitar (travelerguitar.com)



Bolt half-stack guitar amplifier

Bolt Launches Guitar Amp Systems

Bolt Guitar Amps has launched its new guitar amp systems. These feature tube pre-amps and tube power amps that are combined with a DSP that enhances the tubes' ability to operate at their optimal level across the entire volume range.

This system is similar to a car's digital engine control system, which monitors and adjusts the spark and fuel/air mix to improve engine performance at all RPMs. Bolt's proprietary Active Amp Response System does this by monitoring the output of the tubes and continually adjusting the amplifier's response to maximize the tone of all clean or distortion settings at any volume, which creates one big sweet spot.

Bolt's intuitive, three-channel (clean, crunch, lead) knob interface features selectable voicings, active and passive tone controls, and SoloBoost. These features let users create a radically wide range of tube tones covering everything from crisp and clean to ultra-saturated distortion.

🛒 Bolt (boltamps.com)

ART's Pre-Amp Counterparts

Applied Research & Technology (ART) has debuted the M-Series microphone line. It was created to complement ART's brand of tube pre-amps, tube compressors and recording accessories. Developed specifically for professional, project and high-end home studio environments, the mics feature 32-mm, gold sputtered diaphragms; precision-tooled zinc/aluminum alloy chassis; and dent-resistant, stainless-steel wire-mesh windscreens.

The ART M-Series features four models. The M-One offers a cardioid wide diaphragm and FET condenser. The M-Two features a heavy-duty deluxe cradle shockmount and aluminum flight case. The M-Three includes a multi-pattern wide diaphragm, FET condenser and side-address feature with switchable two-stage high-pass filter. M-Five is a classical ribbon microphone with a low-mass, low tension, two-micron aluminum ribbon element.

🛒 Applied Research & Technology (artproaudio.com)



ART M-Series mic

IT'S TIME TO PLAY.

RECORDING
KING

The
Loar



The Music Link

Booth # 1336

AXL



(((★ MOVERS & SHAKERS ★)))

★ Alfred Names Durkee

Alfred has appointed Bob Durkee as director of distributed products. As a member of Alfred's team, Durkee's new role will be to maintain and improve existing relationships with current partners.



Bob Durkee

★ Lace Appoints Adams

Lace Music Products has tapped Chris Adams to be vice president of international sales. Adams has been successfully running his own sales and marketing company, Studio Sound International, for the Latin American market. Prior to that, Adams was the director of international sales for M-Audio.

★ Heil Sound Expands Sales Team

Heil Sound has appointed Greg McVeigh as sales manager for its Pro Audio division. For the past two years, McVeigh and his company, Guesthouse Projects, have been handling Heil's PR and artist relations duties. The new position will be adjunct to those duties, and Guesthouse Projects will remain an independent public/artist relations firm.

In related news, Heil Sound has appointed two new rep firms for its U.S. sales efforts. Tandem Sales and Marketing with Jim Giordano as principal will handle southern California, and AVA Audio Video Associates with Ben Shipman as principal will cover Kansas, Missouri, Iowa and Nebraska.



Greg McVeigh

★ Four Audiologists Join Golden Circle

Sensaphonics Hearing Conservation recently conducted its Golden Circle audiology seminar in Chicago, led by Dr. Michael Santucci.

All four attendees graduated into the Sensaphonics Golden Circle network. The new members are: Cynthia Earle of Asheville Audiology Services in Asheville, N.C.; Ian MacLean of Washington Audiology in Seattle; Sandra MacLean-Uberuaga of Alaska Occupational Audiology in Anchorage, Alaska; and Julia Shih of Love Hearing Services in Pasadena, Calif.



Rick Carlson

★ Carlson to Head Kala Sales Team

Kala Brand Music has named Rick Carlson as its director of sales and marketing for U.S. and international markets.



MottAudio B8MP3

MottAudio Releases B8MP3 Mixer

MottAudio's B8MP3 eight-channel true channel count mixer has a built-in USB MP3 player. Just plug in a flash drive with MP3 or WMA songs, and use the player controls to play, pause, repeat, and skip forward and backward. The backlit display provides real-time information about the songs. There are eight

mic/line channels, two bands of channel EQ, effects bus, five-band graphic EQ with lighted sliders, reverb with delay controls, effects loop and phantom power. Channels seven and eight each have dual 1/4-inch jacks, so stereo equipment only requires one channel.

🛒 [MottAudio \(mottaudio.com\)](http://MottAudio.com)



Alesis DM10 pro kit

Alesis Adds New Sound Module to DM10 Drum Set

The Alesis DM10 pro kit is based around the new DM10 sound module and features Alesis' RealHead drum pads, Surge Cymbals made of real cymbal alloy and an ErgoRack mounting system. This new drum sound module contains true drum, cymbal and percussion sounds built from real samples of classic stu-

dio drums and cymbals. The DM10 can load new sound sets via a USB connection.

The kit includes a 12-inch Surge hi-hat cymbal, 13-inch Surge crash cymbal with choke and 16-inch Surge triple-zone ride cymbal with choke.

🛒 [Alesis \(alesis.com\)](http://Alesis.com)



Tregan SyrenXT

Tregan Ships SyrenXT

Tregan Guitars' second-generation Syren, the SyrenXT, features a two-tone paint job, Floyd Rose licensed tremolo, Grover tuners, black hardware and more comfortable tapered back. A passive/active switch, along with the built-in powered pre-amp, offers more flexibility when playing. In passive mode, the alnico humbuckers give players smooth tones for

strumming to their favorite songs. The active mode adds more bite and enhances tone and harmonics. Other features include a contoured mahogany body and set neck, rosewood fretboard, and 25 1/2-inch scale. It's available in black with red accents, red with black or white with black.

🛒 [Tregan \(treganguitars.com\)](http://Tregan.com)

20th Anniversary Ibanez PGM

In celebration of the 20th anniversary of its PGM line, Ibanez is releasing the PGM300REWH, a reissue of the PGM300WH. This instrument features a five-piece maple and walnut Wizard Prestige neck with a maple fretboard, an Edge bridge, and DiMarzio PAF-PRO pickups in the bridge and neck positions, along with a DiMarzio FS-1 in the middle. The guitar comes with a hardshell case and a 20th anniversary certificate. Production has been limited to only 200 guitars worldwide.

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



Eko Rokes VI

Eko Guitars Relunched in the States

It's once again possible to pick up an Eko Ranger or Eko Rokes VI. Summer NAMM marks the relaunch of the Eko brand of guitars in the United States. Once a major manufacturer of guitars in Europe between 1960 to the late 1980s, Eko's base in Recanti, Italy, has become a design center for the new products being launched today.

Drawing on the expertise of Remo Ser-rangeli, the production manager at the old Eko factory, a select team of luthiers has developed new instruments that reflect many of the characteristics, features and designs of the renowned Eko models. Built in the Asia, Eko is distributed by IBC Trading USA, headed by Rick Nelson.

🛒 [Eko \(ekoguitarsusa.com\)](http://Eko.com)

String Cleaner Now Cleans Basses

ToneGear's The String Cleaner has introduced a string cleaner product for the bass. This cleaner utilizes a 360-degree cleaning process that aims to preserve and maintain the tone and durability of the strings.

The String Cleaner for Bass Guitar also cleans the fretboard at the same time as the strings. The product also extends the life of the instrument and preserves the tone of the bass strings by up to four times compared to untreated strings.

🛒 [ToneGear \(thestringcleaner.com\)](http://ToneGear.com)



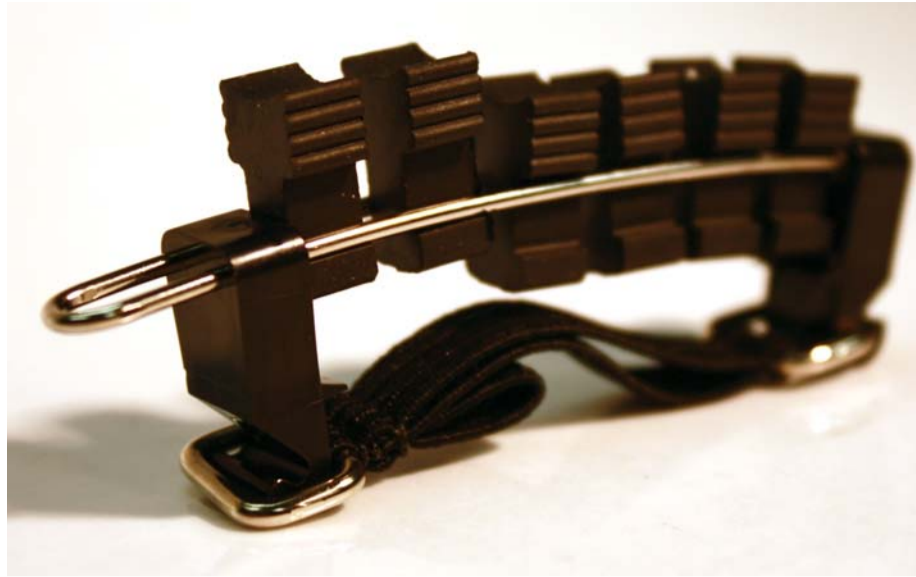
Martin D-12 David Crosby Special Edition

Martin Builds David Crosby 12-String

Designed to bear a family resemblance to the D-18DC signature edition David Crosby used in the 1960s and built to be tuned a whole step below standard pitch, Martin has released its new D-12 David Crosby special edition 12-string guitar.

Per Crosby's request, the African black ebony fingerboard is fretted with jumbo frets. Abalone pearl dot position markers at the 5th, 7th, 9th, 12th and 15th frets lead to Crosby's signature inlaid between the 16th and 17th frets. The fingerboard terminates in a radius that follows the soundhole arc, resulting in a partial 18th fret. Like the original, each of the six string holes in the ebony belly bridge is slotted to handle two strings, and the G strings are strung in reverse order.

Martin (martinguitar.com)



Weaseltrap Harmonic Capo

Harmonic Capo Debuts

Weaseltrap Records and guitarist Bob Kilgore have released the Harmonic Capo. Instead of pressing strings down firmly to the fretboard, the Harmonic Capo has six individually adjustable soft rubber pads that lightly touch the strings to produce harmon-

ic tones when the open strings are played. Unlike any other capo, players can still play below it. Guitarists can pull off notes with the left hand, and the open strings are converted to harmonics.

Weaseltrap Records (weaseltrap.com)



Kluson Waffleback tuning machine and #6 trapeze tailpiece

Kluson Retools Golden Era

Kluson Tuning Machines has reintroduced two historically significant parts from the golden era of electric guitars: the Waffleback tuning machine and the #6 trapeze tailpiece. Both are recognizable in their long association and use on prestigious archtop, acoustic and solid body guitars.

Kluson (kluson.com)

NAMM's Interactive Floor Plan Now Live

Buyers can now visit NAMM's new interactive floor plan, where they can search for exhibitors by category, find out which companies are new to the show and compile their

own favorites list. Simply visit NAMM.org, go to the Summer NAMM page and click on the Interactive Floor Plan link.

Visitors can also log on to many of the

exhibitors' show-specific Web pages from the interactive floor plan to learn about product launches, show specials and events.

NAMM (namm.org)



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Hal Leonard Maintenance, Guitar Skills Go the Next Level

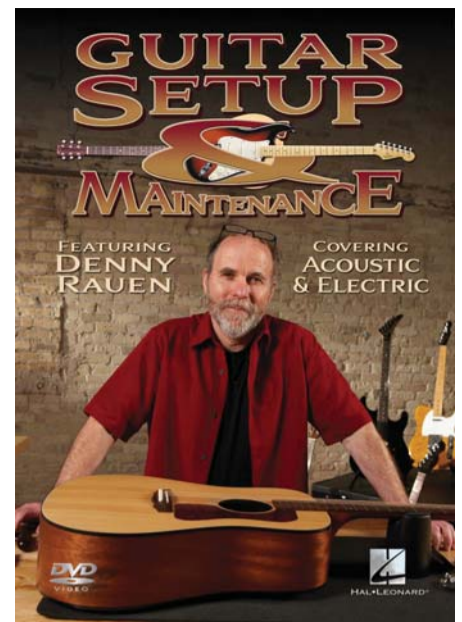
Hal Leonard's new instructional DVDs include *Guitar Setup & Maintenance*, *More Guitar Setup & Basic Modifications*, *Exploring Jazz Guitar*, *Sonic Shapes: Expanding Rock Guitar Vocabulary*, and *Legato Licks And Fretboard Tricks*.

In *Guitar Setup & Maintenance*, luthier Denny Rauen covers acoustic, electric, jazz, slide and Floyd Rose-style setups, as well as adjusting the truss rod and intonation.

In *More Guitar Setup & Basic Modifications* Rauen discusses installing a pickup, taming the single-coil hum, wiring modifications, tools of the trade and tech secrets.

Jazz guitarist John Pizzarelli shares his take on the key elements of jazz guitar style in *Exploring Jazz Guitar*. Filled with demos, lessons and anecdotes, this DVD is ideal for newcomers looking to get their feet wet or for experienced jazzers. It's filmed in hi-definition with onscreen music for many of the examples.

Sonic Shapes: Expanding Rock Guitar Vocabulary features ax innovator Page Hamilton, founder of the hard rock band Helmet. The disc contains printable PDF files featuring notated examples with tab for all chords, scales and progressions, plus bonus live performances by Helmet.



Hal Leonard 'Guitar Setup & Maintenance' DVD

Legato Licks and Fretboard Tricks stars John Denner, who was born without a right hand but became a YouTube sensation thanks to his unconventional, Eddie Van Halen-style playing. In this one-of-a-kind instructional DVD, Denner shares his favorite rock guitar techniques, creative approach and inspirational attitude in high-def clarity. Denner teaches lessons on fretboard tapping, legato phrasing, fretboard strength, whammy bar, speed picking, exploring delay, harmonics and more. MSRP: \$24.99-\$29.99.

🛒 **Hal Leonard** (halleonard.com)



Recording King RK-R25 banjo

Recording King Unveils New Banjos

Recording King is offering two new banjo models, the RK-R25 resonator and RK-O25 open-back, for players looking to upgrade to a semi-professional instrument.

Both banjos are built around a true, three-ply, steam-bent maple rim, from the same construction and materials used in the RK-R80. They have maple necks with adjustable truss rods and rosewood fretboards. Their 24 brackets and notched hoops enable players to adjust

the head tension precisely. The planetary tuners, geared fifth peg and dual coordinator rods add an authentic feel to the banjos.

The American threaded nickel-plated hook and nut hardware, as well as the true presty-style tailpiece and armrest (R25 only) are the same as featured on the RK-Scout. Both banjos come standard with authentic Remo heads. MSRP: RK-O25, \$499.99; RK-R25, \$659.99.

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

Kala Dives Deeper With U-Bass

Kala's new U-Bass is the result of a collaboration with Owen Holt of Road Toad Music. It's a short-scale bass on a baritone ukulele body that produces the same pitches as a standard bass guitar and is tuned in traditional bass tuning.

The U-Bass is based on Holt's design featuring a 20-inch scale with 16 frets and is 1 13/16-inches wide at the nut. The instrument has a solid mahogany body and neck, rosewood fingerboard and bridge. Kala's proprietary polyurethane strings create an ideal bass feel with balanced tension. The U-Bass comes with a custom hard foam case. MSRP: \$599.

🛒 **Kala** (kalaukulele.com)



Kala U-Bass



Planet Waves Guitar Tattoos

Planet Waves Gives Guitars Wicked Tats

With officially licensed designs from Lethal Threat to compliment its licensed line of straps, Planet Waves has released Guitar Tattoos. These peel-and-stick appliques are available in 12 Lethal Threat designs featuring everything from classic 1940s pin-up girls to the grim reaper.

The tattoo art, flames, skulls and iron cross icons adhere safely to guitars. The stickers are easily removable, so guitarists can try out a different tattoo design for every gig, every photo shoot and every video. MSRP: \$4.99 each.

🛒 Planet Waves (planetwaves.com)



Morpheus DropTune pedal

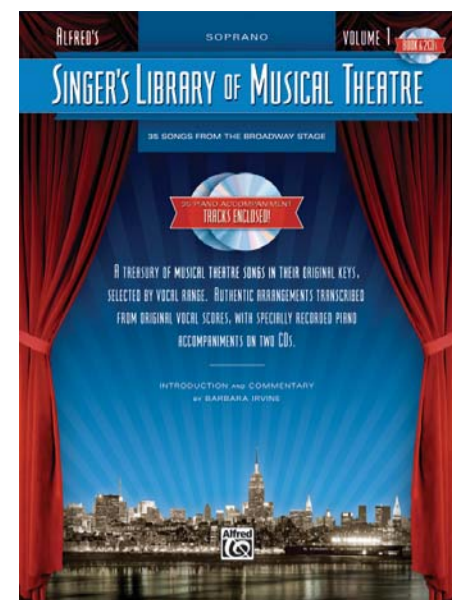
Morpheus Drops Pitch With DropTune Pedal

The new DropTune pedal from Morpheus features patented and patent-pending technologies that let guitarists drop pitch on all six strings simultaneously for up to three-and-a-half steps in half-step increments, plus a full octave drop and an Octaver. This lets the DropTune pedal easily handle chords and single notes.

Now guitarists can get that drop-tuned tone without dealing with floppy string buzz, extra-heavy-gauge (and less bendable) strings or expensive extra guitars. It also works well

with acoustic/electric guitars and violins. Guitarists can go from one pitch for a particular song to a different pitch on the next without retuning their guitars or having to own various guitars for different step-down detunings. The DropTune pedal also features effect-toggling that lets guitarists instantly toggle back and forth between the dropped pitch and the effect off for a cool up/down pitch-shift effect during a solo or power chord rhythm pattern.

🛒 Morpheus (morpheusefx.com)



Alfred 'Singer's Library Of Musical Theatre' book

Alfred Adds Accompaniment

Alfred's Singer's Library Of Musical Theatre songbooks are now available packaged with audio CDs of piano accompaniment tracks. This new feature lets vocalists practice or perform the songs anywhere.

The piano accompaniment tracks on two audio CDs per volume match the sheet music in their correlated songbook. Each book contains roughly 35 songs in their original keys, authentically transcribed from their original vocal scores. Singer's Library Of Musical Theatre songbooks are available as book and two-CD sets, as CDs only or a book only. MSRP: \$19.95-\$39.95.

🛒 Alfred (alfred.com)

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Levy's Pro series gig bag

Levy's Shows Pro Series Gig Bags

The new Pro series gig bag from Levy's features 1-inch foam padding, a neck stabilizing system and strap pin suspension shock absorbers, which result in superior protection. Other features include a rain cape, hideaway shoulder straps and multiple pockets that will be appreciated by gigging musicians and songwriters alike. Levy's Pro series gig bags are also available for electric guitar and electric bass guitar.

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

H&K Celebrates 25 Years Amplified

In celebration of its 25th anniversary, Hughes & Kettner has released the Silver Jubilee series of the Edition Tube combo amp. This unit boasts not only strong rock sounds at modest volume levels but also a powerful clear channel.

The anniversary edition features two channels and two EL84 tubes in the power amp, 20 watts of tube power, and a 12-inch

Celestion G12T100 speaker.

The combo comes equipped with a three-band equalizer, Accutronics spring reverb, effects loop and auxiliary speaker out for additional cabinets. Made in Germany, these units will only be available for a limited time.

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



JT Sound John Tomaszewicz amp

Tour Supply Debuts New Venture

Tour Supply has launched TSI Distributing, a wholesale distribution company that specializes in professional musical audio systems, components and accessories. TSI will be headed by industry veteran Jamie Scott. Its brands include Palmer, known for its DI products; G-Labs, a maker of PC guitar and music switching systems and effects solutions; and 3rd Power Amplification Systems, a new guitar amp company started by Scott.

🛒 [TSI Distributing \(tsidistributing.com\)](http://tsidistributing.com)



3rd Power amplifier stack

Mel Bay Launches E-commerce

Shopatron has announced Mel Bay Publications as the newest addition to its roster of music industry clients.

Established in 1947, Mel Bay Publications produces and distributes instructional books, DVDs and CDs for many different instruments.

Shopatron, a provider of e-commerce solutions for music industry manufacturers,

will supply Mel Bay's product catalog with secure online checkout services.

Items that are placed in Mel Bay's shopping carts will be purchased through a Shopatron-hosted checkout process. Mel Bay is now one of 30 music industry manufacturers that uses Shopatron's Coex Freedom order exchange.

🛒 [Mel Bay \(melbay.com\)](http://melbay.com)

New Levels of Tone Definition

JT Sound founder John Tomaszewicz has created a line of amps that showcases his years as an electrical engineer and guitar player. The units feature a new level of tone definition that utilizes circuitry inspired from microphone design and high-end studio equipment. The amps also offer 35-watt power and dynamic range control.

🛒 [JT Sound \(jtsoundinc.com\)](http://jtsoundinc.com)



Jay Turser JT-55 double cutaway guitar

Fireburst Jay Turser Gets the Spotlight

Jay Turser is now shipping the JT-55 double cutaway guitar.

With a Fireburst finish, rosewood neck, and seductive body shape, the JT-55 is a unique addition to the Jay Turser line up of guitars, basses, jazz boxes and acoustics.

The double cutaway guitar also features a maple set neck, chrome hardware and humbuckers pickups.

🛒 [Jay Turser \(jayturser.com\)](http://jayturser.com)



Adagio EM-150 violin

Major Music Supply Releases Adagio Violin

Major Music Supply has debuted the Adagio EM-150 violin outfit. These violins boast a solid spruce top with a highly flamed back and sides, along with an ebony fingerboard and all-ebony appointments. The EM-150s have quality wood and appointments that can't be found on any comparably priced violin. An octagonal Brazilwood bow is included.

🛒 [Major Music Supply \(majormusicsupply.com\)](http://majormusicsupply.com)



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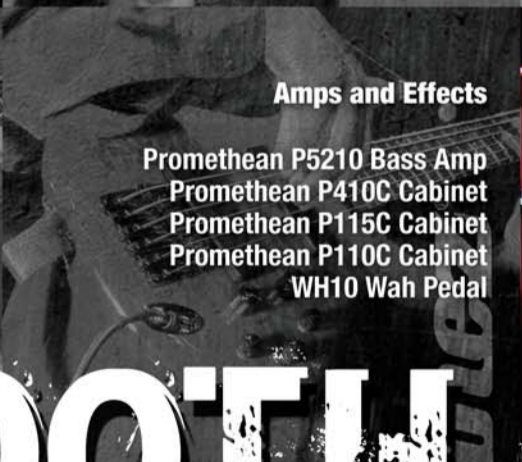


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- Promethean P410C Cabinet
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American Audio Releases VX Series Amplifiers

American Audio has unleashed the VX professional amplifier series, designed for installations, DJs and bands. It includes models VX 1000, VX 1500 and VX 2500, which feature 1100 watts, 1500 watts and 2800 watts RMX, respectively, at 4 ohms bridged mono.

The VX amps are constructed for reliability and performance and offer premium features, such as built-in dynamic sound processing circuitry. Another premium feature on all three models is a bright, multifunctional LCD display, which gives users a full overview of functions and settings, such as temperature, working mode and protection mode. Since the mode buttons are on the front of the unit and users can view which mode they're in on the LCD screen, the user does not have to touch the back of the amp to change modes. Everything can be done from the front of the unit — a convenience not commonly found on most amps. Another convenience on the VX series is, in default mode, the LCD screen informs



American Audio VX professional amplifiers

users of the temperature of each side of the amp. All three VX models also feature a system with auto shut down, protecting the amps from dam-

age by switching off in the event of an overload. MSRP: \$299.99-\$599.99.

[American Audio \(americandj.com\)](http://www.americandj.com)

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The Sound of Arlen Roth

Santa Cruz's new Arlen Roth Signature acoustic guitar is ideal for fingerstyle or flat-picked lead work or jazz phrasing. It boasts an even balance with a slight predominance in bass volume. Modeled after guitarist Arlen Roth, the soundboard is made from sitka spruce, and the body is Indian rosewood.

[Santa Cruz \(santacruzguitar.com\)](http://www.santacruzguitar.com)



Boss FRV-1 pedal

Classic Fender Reverb

Boss and Fender have collaborated to create the FRV-1, a recreation of the 1963 Fender Reverb. A staple sound of rockabilly, country, blues, surf rock and even grunge rock, this tube-driven reverb sound is now available in an affordable, rugged compact pedal.

The FRV-1 recreates the classic spring-reverb sound of the 1963 Fender Reverb via patented COSM technology. Three classic controls for dwell, tone and mix let players refine their tone, adding buttery warmth or sparkling twang.

[Boss \(bossus.com\)](http://www.bossus.com)



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Robert Downey, Jr.
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Guitar World Magazine
February 2009 Issue



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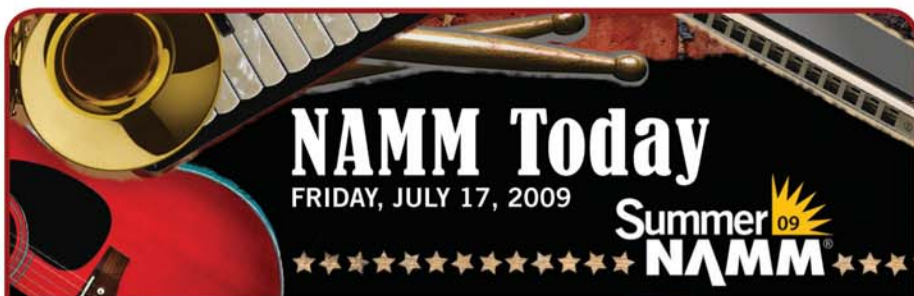
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Who doesn't like to rub elbows with celebrities? Drop by the Idea Center and prepare to get star struck as you get your photo taken with Bert and Ernie. These beloved *Sesame Street* characters will be posing for pictures today and tomorrow at 10 a.m., 11 a.m., 2 p.m., 3 p.m., and 5:30 p.m. and on Sunday at 10 a.m., 11 a.m., 2 p.m. and 3 p.m.



NAMM University Breakfast Sessions

NAMM U—Serving Up Breakfast Sessions Daily!

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Panel Discussions—8:30 a.m.–9:30 a.m.

Start each day at the NAMM U Breakfast Sessions, where you can learn about industry happenings, gain tips for success and find out about the hottest new gear!

FRIDAY

State of the Industry Address

SATURDAY

Your Retail Stimulus Plan:
Jump Start Your Sales No Matter What's Happening in the Economy

SUNDAY

Best in Show: This Year's Hottest Products

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(((★ SCHEDULE ★)))



★ Unless otherwise noted, scheduled events can be found at the NAMM Idea Center, booth #837 ★

FRIDAY, JULY 17

8 a.m.

State of the Industry Address

Joe Lamond

Renaissance Nashville Hotel, Grand Ballroom

NAMM President and CEO Joe Lamond will discuss the changing economy, its impact on the music products community, and ongoing challenges and opportunities.

10:30 a.m.

Seven Ideas in 20 Minutes

Danny Rocks and Panel

Hear seven retailers explain what they've done to improve their businesses.

11 a.m.

How to Find Customers When No One is Walking Through the Door

Bob Popyk

11:30 a.m.

Five Secrets to Closing a Sale When a Customer Starts to Walk

Bob Popyk

Noon

Music by Numbers

Alan Friedman

Join music retailing accountants Alan Friedman and Daniel Jobe as they explain the basics of reading financial statements.

1:30 p.m.

Three Low-Cost Ways to Ride Out the Storm: Re-Think, Re-Focus, Re-Tool

John Stienberg

What a music retailer can do that will have the greatest positive impact now, while building a foundation for the recovery.

2 p.m.

How to Prepare for the Post-Recession Economy

Ken Murray

2:30 p.m.

The Power of Effective Employees (Double Session)

Gayle Beacock

Get your staff charged up and working together as a winning team.

3:30 p.m.

It's Not Just an Idea, It's My Action Plan!

Danny Rocks and Panel

Hear five retailers tell you what they did to improve their businesses. Then, discuss the ways you can customize those ideas.

5 p.m.

NAMM User Group: Getting the Most Out of Your In-Store Financing With GE Money

Jonathan Pershing

7:30 p.m.

The Low Show

Featuring bassists Bryan Beller, Doug Johns, Sean O'Bryan Smith and Roy Vogt at: The Rutledge, 410 4th Ave. S.

\$10 admission, \$8 with NAMM credentials

SATURDAY, JULY 18

8 a.m.

Your Retail Stimulus Plan — Jump-Start Your Sales No Matter What's Happening in the Economy

Bob Negen

Renaissance Nashville Hotel, Grand Ballroom

10:30 a.m.

I Want More Web Site Traffic — It's Easy to Use Video

Jen Lowe, Jim Hodgson and Mike Nessen

Noon

This Worked for Me! Will It Work for You?

Danny Rocks and Panel

1:30 p.m.

Electronic Marketing — It's Easy, Low-Cost, and It Works (Double Session)

Bob Negen

2:30 p.m.

How to Make Your Customers and the Press Love You

Myrna Sislen

Sislen will take you step by step, with pictures and detailed explanations of how she puts on events at little or no cost.

3 p.m.

Hope is Not a Strategy; Create Your Own Economy

Marc Smith

3:30 p.m.

Recession-Proof Lesson Programs (90-Minute Session)

Pete Gamber and Panel

5 p.m.

NAMM User Group: Payment Processing 101 With First National Merchant Solutions, Understanding the Costs of Getting Paid

Jason Wagner

5:45–7 p.m.

NAMM All-Industry Drum Circle

3rd Level Lobby

Sponsored by Remo and facilitated by Bongo Boy Music School.

6 p.m.

Fortune Battle of the Corporate Bands

Renaissance Hotel Grand Ballroom (The Hang)

7:30 p.m.

Yamaha Guitars Presents Muriel Anderson's All-Star Guitar Night

Ryman Auditorium

An evening of music by Muriel Anderson, James Burton, Tommy Emmanuel, Duane Eddy, Nokie Edwards, Greg Bennett, Billy Sheehan and more.

SUNDAY, JULY 19

HIGHLIGHTS

8 a.m.

Best in Show: This Year's Hottest Products

Frank Alkyer and Panel

Renaissance Nashville Hotel, Grand Ballroom

10:30 a.m.

How Tweet It Is: Using Facebook, Twitter, YouTube and Other Social Media to Build Community and Drive Store Traffic

Scott Robertson, APR

2:30 a.m.

Community Music Education Advocacy — Keep Music Education Strong

Eric Ebel and Sandy Jordan

Learn tools for local advocacy efforts to keep music education strong in your community.

New. Improved. INSPIRED.

Every year, Yamaha finds new ways to help musicians create great music. This year's inspiring products include the AvantGrand N2 hybrid piano, NCX and NTX Series nylon electric guitars, a groundbreaking technology leap for S Series synthesizers, and more.

Yamaha is also pleased to present **Muriel Anderson's All Star Guitar Night**® on **Saturday, July 18, 7:30 PM** at the historic Ryman Auditorium in Nashville. The concert features a huge lineup of acoustic and electric guitar legends, including award winners, hall of famers and national champions. It benefits the *Music for Life Alliance*, which supports music education for disadvantaged children.

Get your ticket in the Yamaha booth (Rooms 103-104) now! Tickets are limited and distributed on a first-come, first-served basis...so don't wait.

Yamaha is not only showcasing exciting new products, we've also created a unified sales approach and a fresh, cohesive branding and marketing strategy. They're part of the on-going Yamaha theme: **"Changing Ahead of The Times."** Come by the Yamaha booth to learn more, play the full selection of new instruments, and talk shop with product specialists and marketing managers.

Just a few of the products to be featured:

- AvantGrand N2 Hybrid Upright Piano
- NCX and NTX Series Nylon Electric Guitars
- S70 XS and S90 XS Music Synthesizers
- Marching Percussion Instruments
- PSR-S710 and PSR-S910 Arranger Workstations
- BSM Symphonic Snare Drums
- Pro and Custom Trumpets, Trombones, and Saxes



YM-6100 Marimba



AvantGrand N2 Hybrid Piano

NTX900FM Nylon Electric Guitar



PSR-S710 Arranger Workstation



S70 XS Synthesizer



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