

# UpBeat

The Official **NAMM** Show Publication

DAILY

## Rock The Opportunity



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Throughout the first day of Summer NAMM, a theme rang loud and clear: Damn the economy, let's go find and create opportunities. From the morning state-of-the-union session at NAMM U to informal conversations on the show floor, folks are hanging tough and showing what makes the musical products industry great: resilience. Here are a few resilient opportunists the UpBeat Daily crew encountered on the show floor yesterday:

1. From left: Yamaha's Rick Young, Athan Billias and Tom Sumner show off the new Yamaha S70 SX synthesizer.
2. From left: Fleabass CEO Doug Williams, guitarist Steve Hurley and Co-Founder Dave Lee launch new straps, hats and T-shirts.
3. Levy's Leathers President Harvey Levy (right) and Director of Marketing Garth Giesbrecht appeal to music's spiritual powers with new Christian guitar straps.
4. Yorkville Sound's Phil Betette (left) and Steve Hendee show Hughes & Kettner's new Edition Tube 25th Anniversary amplifier.
5. From left: XP Audio's John Fisher, Rick Bos, John Johnson, Paul Howard and Jeremy Geisler discuss the new Morpheus DropTune pedal, which lets guitarists drop pitch on all six strings simultaneously.
6. From left: Olympus' Amy Leslie, Rob Baker and Thomas Miller discuss the LS-11 digital linear PCM recorder with 8 GB of memory.



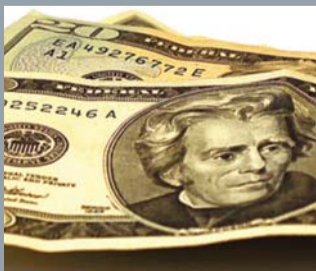
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*Shine*

*Guitar Straps*

*From Sunday Best to Worship Fest*



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Voyage-Air folding travel guitar

## Voyage-Air Bolsters Retail Support

Voyage-Air has announced the success of its folding travel guitars — full-size, performance-grade instruments that fold in half. Due to the popularity of these instruments, Voyage-Air is now accelerating its attention to dealer support via a redesigned Web site with enhanced graphics. Demonstration videos posted on the site show the easy travel features of the guitars.

🛒 [Voyage-Air \(voyageairguitar.com\)](http://Voyage-Air (voyageairguitar.com))

## MottAudio Now Offers Guardian Audio Brand

David Mottinger, owner of MottAudio, a new family wholesale distribution business located in Indianapolis, has created a line of professional audio gear called Guardian Audio, offering employment opportunities in the Indianapolis area.



David Mottinger

Guardian Audio offers complete audio solutions for the beginner through professional, with products for sound reinforcement applications, including practice systems for aspiring bands, electronics and loudspeakers for small to large venues, and commercial-grade equipment for touring and installing.

Sales for the company will be handled through independent rep firms.

“Our commitment to independent business owners creates a partnership that will help small businesses offer value and quality in a competitive market,” Mottinger said.

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

## Taylor-Made Model

Santa Cruz has introduced a new signature guitar model inspired by trance blues artist Otis Taylor. While the guitar is meant to be a nod to vintage instruments, it does so with a modern twist.

The guitar is made from Madagascar rosewood with an Italian spruce top tinted with a custom color. It has adirondack spruce bracing with Hot Hide Glue. The compound radius fretboard features Taylor's initials to give the instrument a personal touch.

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

## NAMM's New Executive Committee



NAMM's new executive committee takes charge at the end of this summer's show. From left: Mark Goff, owner of Paige's Music in Indianapolis, secretary; Tom Schmitt, president of Schmitt Music in Minneapolis, chairman; Larry Morton, president of Hal Leonard in Milwaukee, treasurer; Joe Lamond, president and CEO of NAMM; and Kevin Cranley, president of Willis Music in Florence, Ky., vice chairman.



Lashbrook Naturacoustic piezo bridge

## Lashbrook's Natural-Sounding Piezo

Lashbrook Guitars has launched the Lashbrook Naturacoustic piezo bridge for electric guitars.

The piezo elements in the bridge vibrate more in order to generate an output signal. The strength and tonal quality of that output depends on the size and composition of the elements. The piezo bridge vibrates more to give a

reverberating sound like an acoustic guitar.

Lashbrook's Tune-O-Matic Naturacoustic bridge has a main structure and saddles made of select tonewoods. The six adjustable saddles can tweak the intonation, and the piezo elements turn the bridge into a passive circuit, leaving no need for a battery or pre-amp.

🛒 [Lashbrook Guitars \(lashbrookguitars.com\)](http://Lashbrook Guitars (lashbrookguitars.com))



Concorda CG2010 grand auditorium guitar

## Walden Ships Concorda All-Solid, High-Gloss Acoustic Guitars

Walden is now shipping the full Concorda line of acoustic guitars, including the all-solid, high-gloss CG2010 grand auditorium guitar. Featuring a solid Engelmann spruce top and solid rosewood back and sides, the CG2010 has a voice rich in volume and harmonic complexity. A high-gloss finish adds visual appeal.

Satisfying customers' and dealers' requests for high-gloss guitars, Walden's Concorda is a full lineup of acoustics, including dreadnought, grand auditorium, orchestra, stage, nylon/classi-

cal and 12-string guitars with solid woods ranging from spruce, Engelmann spruce and sitka spruce to rosewood and cedar.

The all-solid Concorda in Walden's 2000 series combines SupraNatura line designs, such as a graphite-reinforced, thin-profile neck; bone nut and saddle; and maple binding. These are coupled with Concorda features, such as a gloss finish and maple-mahogany rosette, to create a guitar with elegance and balance.

🛒 [Walden \(waldenguitars.com\)](http://Walden (waldenguitars.com))



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## (((★ BRIEFS ★)))

### Music Making Offers Breakthrough for Troubled Youth

There's new hope for rehabilitating the often angry, detached inner city youth in secure residential treatment centers across the country, according to a new study published in medical journal *Advances in Mind-Body Medicine*. According to research conducted at the Bethesda Children's Home in Meadville, Pa., adolescents who participated in a structured recreational music making (RMM) protocol as part of their rehabilitation process demonstrated statistically significant improvements in school/work performance and behavior toward others, with less depression, negative self-evaluation, anger and interpersonal problems than a control group who did not participate in the music-making activities.

The study, funded by the NAMM Foundation with support from the Yamaha Music & Wellness Institute and Remo was led by neurologist and researcher Barry Bittman, MD, CEO/medical director of Meadville Medical Center's Mind-Body Wellness Center and CEO of the Yamaha Music & Wellness Institute.

🛒 **NAMM (namm.org)**

### PZ's VLA-2 Now Self-Powered

PZtronics has made the VLA-2 available in a self-powered model. Setup is simplified through balanced XLR/TRS inputs and outputs, and the integral amplifier with level control ensures that matched power is delivered to the speakers. The VLA-2 was introduced last year at Summer NAMM. Its projection and resistance to feedback make it ideal for both on the road and permanent installations.

🛒 **PZtronics (pztronics.com)**

### Martin Inks Distribution Deal With St. Louis Music

Martin has announced a deal with St. Louis Music to act as a full distributor of Martin strings, accessories and the Backpacker guitar line. St. Louis Music joins KMC Music, Davitt & Hanser, Musicorp and Harris Teller as an official authorized wholesaler of Martin Strings and Accessories.

"We're pleased to renew our partnership with St. Louis Music for the distribution of our strings and accessories," said Tim McNair, Martin's director of sales and marketing, string division. "It is a dynamic company with an experienced sales team who really know our products, which will enable them to serve their retailers very well."

"This appointment is greatly valued by everyone here, and is a landmark deal for us which will greatly benefit our growing list of retailers we so proudly serve," said Mark Ragin, CEO of U.S. Band and St. Louis Music. "Now, more than ever, we truly are a one-stop shop for all music instrument retailers."

This union makes St. Louis Music one of only five Martin full-line distributors in the United States. It includes the complete Martin string catalog for guitars and other fretted instruments, plus dozens of Martin-branded accessories.

🛒 **Martin (martinstrings.com)**

## Forge Demoing AXB Active Bass Amp Systems

Forge's new AXB active bass amp system utilizes servo-controlled, active parametric synthesis technology and a dynamically dependent signal processing design crossover system controlling three power amps built in the speaker cabinet and totaling 2,100 program watts. This delivers flat frequency response from ultra-low 27 Hz to high 10 kHz, eliminating low-note fadeouts for drop-tuned four-, five- and six-string basses on up, while supplying powerful mid punch and solid highs for strong snap-and-pop sonics.

The 18-inch sub, four 10-inch bass and three 5-inch high-frequency speakers feature lightweight neodymium magnets. The 10-inch bass speakers are switchable from crossed-over to full-range for single mic use and for bassists wanting more bottom end in the 10-inch speakers. There is a switchable crossover point of 75 Hz or 150 Hz between the sub and the bass power amps to offer more bottom end in the 10-inch speakers (75Hz) or more bottom end in the 18-inch speaker (150Hz).

Forge's largest active cabinet, the AXB 4108, contains three power amps, active electronics, one 18-inch sub, four 10-inch mid bass and three 5-inch high-frequency speak-



Yamaha FJX730SC acoustic-electric guitar

## Yamaha Debuts FJ Jumbo

The Yamaha FG acoustic guitar line, introduced in the 1960s with the famous Red Label, is now complemented by the new FJX730SC and FJX720SC acoustic-electric, medium jumbo body models.

The FJX730SC comes with Yamaha's Acoustic Resonance Transducer (ART) acoustic-electric pickup system, which will also be available in the dreadnought-style FGX730SC.

The FJX720SC and FGX720SC include the piezo-based System55T pickup.

Built to strict standards, all models include the finest, hand-selected and natu-

## Customized Cases

Access Bags and Cases has introduced The Brandit, a removable pocket flap that gives dealers the ability to customize their Access Stage One Brandit bags with logos or other promotional messages.

The Brandit pocket zips on Stage One bags and fits all of the popular Stage One bag styles, such as the dreadnought acoustic, solidbody electric and solidbody bass. Brandit pockets are available unprinted.

🛒 **Access (accessbagsandcases.com)**



Forge AXB active bass amp system

ers. It only weighs 125 pounds, which is 40 pounds lighter than a typical 8- by 10-inch bass cabinet.

The AXB bass tube pre-amp head driving the AXB 4108 active speaker cabinet features four 12AX7 and three 12AU7 tubes, an active five-band EQ with in/out switch and +/-15 dB boost/cut per band and frequency sweeps, tube compressor, balanced direct out, and much more.

🛒 **Forge (forgebass.com)**



Warwick T.M. Stevens Signature Bass

## Warwick Pays Homage to Stevens

The Warwick Custom Shop's new, colorful, African-themed T.M. Stevens Signature Bass Streamer Stage I honors the inventor of heavy metal funk.

The neck is made of maple with Ekanga strips. Africa and name-plate inlays with LEDs also adorn the 24-fret Wenge fingerboard and headstock. Its funky tone is provided by active MEC P/J-pickups and active MEC three-band electronics.

🛒 **Warwick (warwick.de)**



Recording King ROS-697

## Recording King Unveils New Century Studio

The Recording King Custom Shop has launched a new Century Studio series Custom Shop Model, the ROS-697.

Its 12th fret 000-style body is based on a historic 1927 12th fret 000 design. The hand-selected AAA sitka spruce top is carefully matched with the premium-quality, all-solid, rare Brazilian rosewood back and sides. The solid, one-piece mahogany neck also has an overlay of Brazilian rosewood on the peghead and is fitted to the body at the 12th fret with a hand-cut dovetail joint. The ebony fingerboard is inlaid with an elaborate Greg Rich-designed Tree-of-Life M.O.P. inlay covering the full fretboard. The guitar is built with an ebony pyramid slot-through bridge and maple bridge plate. Hand-inlaid abalone purfling and vintage-style rosette add an additional level of class.

With a scale length of 25.4 inches and a nut width of 1 7/8 inches, this Century Studio series guitar has been crafted to be period correct down to the last detail.

Gold-plated Grover tuning machines help to remind players this rare guitar is as playable as it is beautiful. Only 10 pieces of the ROS-697 will be made.

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



Access The Brandit removable pocket flap



# IN TUNE WITH THE TIMES



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## (((★ BRIEFS ★)))

### NAMM Offers Free Promotional Opportunities

NAMM's Wanna Play? consumer-facing Web site now has one of the nation's largest online music lesson and music store finders, ideal for pointing visitors toward NAMM member stores. If a business isn't listed, please send the store's information to NAMM at [info@namm.org](mailto:info@namm.org), so it can be added to the locator database. There is no cost involved.

NAMM is also inviting dealers and their customers to share stories of how they got started with music making on the Wanna Play? Web site to inspire others to pick up an instrument. Submissions can include photos with instruments or videos of musicians playing for the rest of the music-making community to see.

► [NAMM \(wannaplaymusic.com\)](http://www.namm.org)

### Saint Blues Honored at Rock 'n' Soul Museum

The Memphis Rock 'n' Soul Museum has created a new exhibit to honor the 25th anniversary of the Saint Blues Guitar Workshop.



Saint Blues player  
Jeff Carlisi

The exhibit will be featured in the museum's lobby through the remainder of 2009 and will be moved to a permanent space in the museum in 2010.

The exhibit will feature two separate displays. "The Early Years" will feature background and photos of Tom Keckler, Mike Ladd and the Strings and Things founders who helped to create Saint Blues. "The Saint Blues Story" will feature guitars designed for Eric Clapton and Billy Squier, as well as other artifacts from 1984 through 1989.

► [Saint Blues \(saintblues.com; memphisrocknsoul.com\)](http://www.saintblues.com)

### Score Offers Chance to Win a Free iPod

Score Mktg. will be giving away a free iPod to the winner of a business card drawing. No purchase is necessary. Stop by the Score Mktg. booth to participate in the drawing.

► [Score \(scoremktg.com\)](http://www.scoremktg.com)

### Tama's Gig-Ready Starphonic Snares

Tama's new Starphonic snare drums combine modern, technological advancements with the subtleties and nuances of vintage snare sounds. These drums boast a quick-release freedom lug, claw hook and grooved hoop for rapid drumhead changes and enhanced tone. A linear drive strainer with calibrated ratchet-style tension adjustment knob makes precision tuning simple.



Starphonic snare

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



D'Andrea KSD Burner Bass

## Simmering Bass Tone

D'Andrea USA has released the KSD Burner Bass. The KSD Burner features a solid 4A flamed maple top on an alder body, a three-piece Canadian maple neck with a rosewood fingerboard and a sculpted neck joint for access to all 24 frets.

The instrument also features hum-cancel-

ing soapbar pickups that are controlled by a two-band active EQ. Designed by master bass builder Ken Smith, the bass comes complete with gold hardware; a top-loading, high-mass bridge; and a deluxe gig bag. The bass is available in four-, five- and six-string models.

► [D'Andrea \(dandreadpicks.com\)](http://www.dandreadpicks.com)

## Sony Highlights Full Pro Audio Line

Sony Electronics' full line of professional audio technology is on display, with products ranging from portable audio recorders to wireless and wired microphone technology to headphones.

In addition to the newly announced PCM-M10 portable recorder, Sony's PCM-D1 and PCM-D50 digital field recorders are also on display. The company's digital recorders are designed to capture live performances and events faithfully, including the most subtle of performance nuances. They can be used for high-quality recording in an array of applications, including live sound, houses of worship and theatrical performance, as well as by journalists in the field.

Sony's entire lineup of professional PCM series recorders offer features including: durable metal construction; 96-kHz, 24-bit recording; built-in electret condenser stereo microphones; 4 GB of flash memory; PC/MAC file transfer via high-speed USB interface; a five-second pre-record buffer; and user-friendly operation.

Sony is also featuring its line of UWP series UHF synthesized wireless microphones. The systems are designed for stable audio reception and interference-free multichannel operation in news-gathering, AV presentations, entertainment, live event and corporate applications.

All components of the UWP systems — the bodypack transmitter, handheld microphone, plug-on transmitter, portable receiver and tuner unit — are housed in compact, lightweight and robust metal chassis, letting them withstand the harsh operational environments encountered during field use.



Sony MDR-7509HD headphones

Sony's professional headphones are designed to meet the closed-type monitoring needs of front-of-house and studio engineers, musicians, and other audio professionals working with high-resolution digital audio recording and playback equipment.

The newest model, MDR-7509HD, is capable of handling the high-frequency response presented by high sampling PCM recording technologies. They feature Auranomic circum-aural driver units. Designed to match the angle of the human ear, these units were developed to reduce pressure on the ear and increase comfort during periods of extended use.

The headphones' closed-type design significantly reduces outside interference. They also feature 3,000 mW power capacity for high-level sound monitoring and 360 kJ/m high-power neodymium magnets that enable driver units to reproduce clear midrange tones.

► [Sony \(sony.com\)](http://www.sony.com)

## Dan Tyminski Designs D-28

The Martin D-28 Dan Tyminski custom edition bluegrass dreadnought guitar features back and sides of East Indian rosewood that combine with a top of Adirondack spruce for warm, ringing tone, projection and headroom. A comfortable, genuine mahogany "modified V" neck with long diamond volute contributes to player comfort, while black ebony fingerboard and belly-bridge add classic beauty and longevity. Hand-polished bull nose (rounded) fret ends speed both strums and runs. A slotted bridge reduces wear on the bridge pins.

Appointments include bold pattern herringbone around the top, a headstock featuring Martin's Golden Era decal logo on a polished

East Indian rosewood headplate, Martin's pressure stamp on the back and nickel Waverly tuners with oval buttons. Long/wide pattern "diamond and squares" abalone pearl fingerboard position markers run from the 3rd fret to the 17th fret, with a unique, oversized wide diamond at the 9th fret.

Aging toner gives the top an aged patina under Martin's polished-gloss lacquer body finish, and a Golden Era-style 28 rosette and nitrate tortoise-colored pickguard add to the vintage vibe. Top, sides and back are bound in genuine ivory, with the latter accented by fine black/white purfling and a zig-zag back strip. The nut and drop-in saddle are crafted from



Eko Guitars at 50

## Eko Guitars Celebrates 50 Years

Eko Guitars in Italy is celebrating its 50th year in business. With the inspiration of founder Oliviero Pignini, Eko became a leading European manufacturer of guitars. After a short absence from the market, Eko is now proud to be back in the United States.

To celebrate the relaunch and the 50th anniversary of the company, Eko has developed two commemorative, limited-edition acoustic guitars, based on the famous Eko Ranger. Available in six- or 12-string versions, the guitars feature Indian rosewood back and sides, a select solid spruce top, integrated inlay work and many other features of the original Eko Ranger.

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



Levy's Rockabilly-style guitar straps

## Levy's Unveils Rockabilly Guitar Straps

Levy's has added some glamour to an old favorite with one of its new rockabilly-style guitar straps. It features a jeweled, enameled gold buckle set, which tastefully complements this 5/8-inch carving leather strap. A 2-inch moveable shoulder pad with foam lining and soft leather backing comes with the strap and can be used at the player's discretion. This strap design will appeal not only to rockabilly players but to country players and classic rockers, as well.

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



D-28 Dan Tyminski

genuine bone, while the bridge and end pins are made from black ebony. Delivered in a Geib-style hardshell case, each guitar bears an interior label personally signed Dan Tyminski and Martin Chairman C.F. Martin.

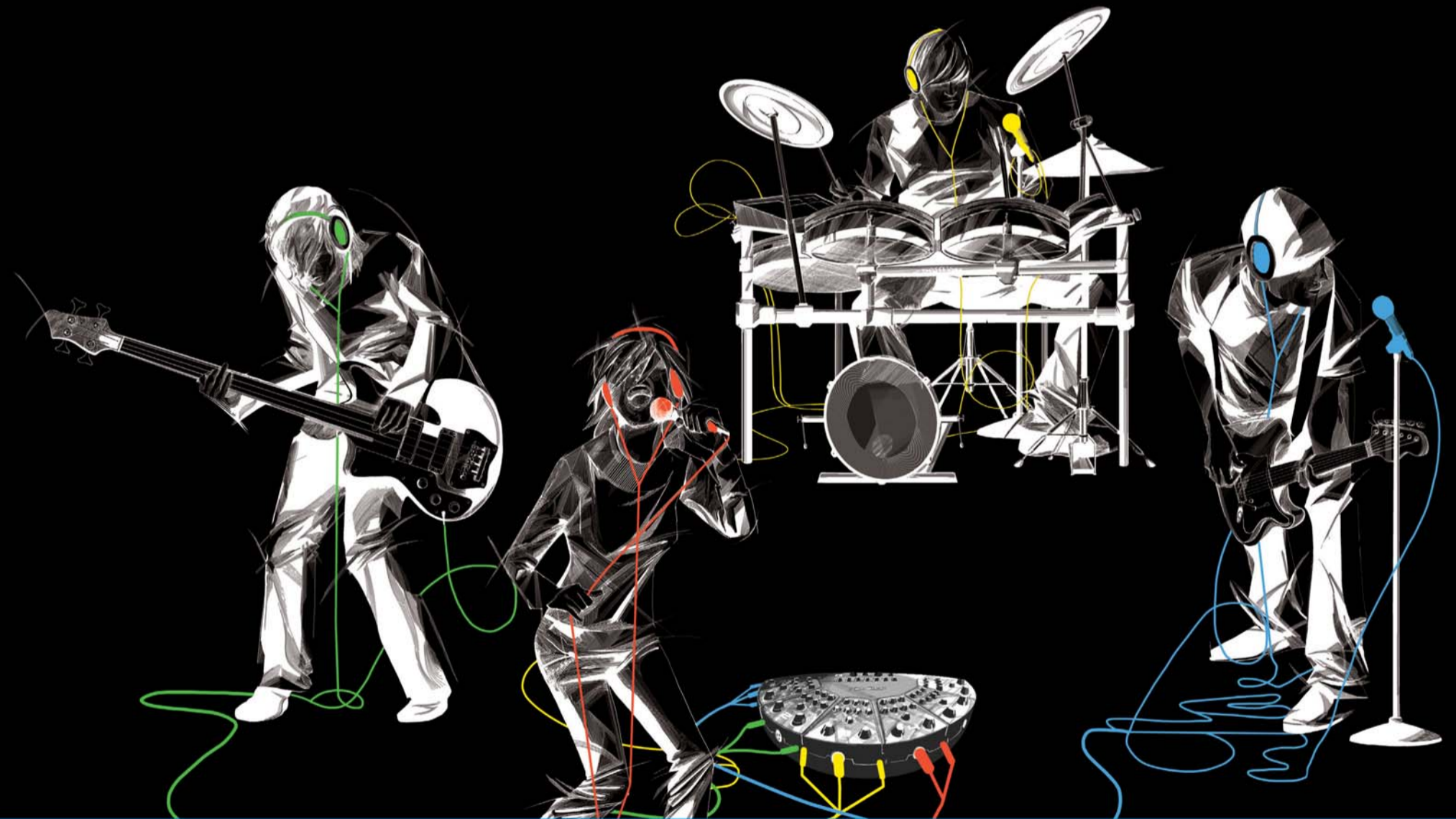
► [Martin \(martinguitar.com\)](http://www.martinguitar.com)

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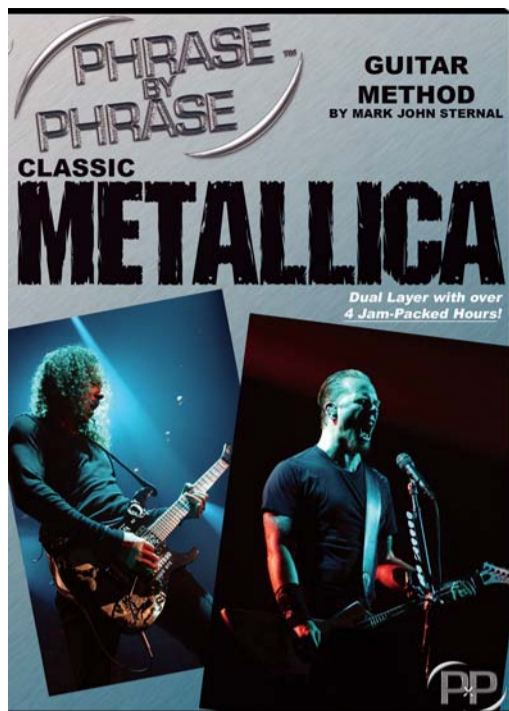
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[JamHub.com](http://JamHub.com)

## MJS Rocks New 'Phrases'

MJS Music & Entertainment has brought in a new line of DVDs by Phrase By Phrase, a video production company. The Phrase By Phrase Guitar Method releases monthly DVD issues exploring some of the greatest guitarists of all time, breaking their complex styles into simple, recognizable phrases. Thorough, easy-to-understand descriptions they teach proper finger placement and technique, followed by half-speed practice tempos and combined sections that are played at full speed.

In its first issue, *Phrase By Phrase Guitar Method: Classic Metallica*, it explores the popular guitar styles of James Hetfield and Kirk Hammet from Metallica's *Kill 'Em All*, *Ride The Lightning*, *Master Of Puppets* and *...And Justice For All* albums.



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



Korg MR series recorders, now featuring AudioGate Version 2.0

## Korg Releases AudioGate Software Update

Korg's newly released AudioGate Version 2.0 represents a major upgrade and includes many new features for the file management/conversion software.

AudioGate 2.0's new file editing tools include Normalize, allowing files to be exported at their highest level without clipping. The output level range has also been improved from  $\pm 24$  dB to  $\pm 60$  dB, and the peak level metering has been improved for better visual monitoring. When converting from one digital format to another, AudioGate 2.0 includes standard TPDF dithering, plus Korg's own enhanced AQUA dithering, which closely follows human hearing characteristics for much more musical and natural sounding results.

AudioGate 2.0 can be used to create DSD audio discs that preserve the audio fidelity of 1-bit recording made on the MR series recorders. These enhanced discs can be played in a variety of devices — Sony PlaySta-

tions, Vaio computers and certain stand-alone DSD players. Traditional audio CDs can also be made directly within AudioGate, with support for album artwork and CD-text data.

In addition to existing single-bit DSD/DSF and multi-bit BWAV formats, AudioGate 2.0 now includes the ability to import and export FLAC files. Windows Media Audio can now be imported in the Mac version of AudioGate 2.0. Additionally, MP3 and Windows Media Audio can be exported in Windows, and AAC and Apple Lossless can be exported from Mac. Tracks from existing audio CDs can be loaded directly into AudioGate 2.0, with support for embedded graphic images — such as album artwork and session photos — also added.

Korg MR series owners can download AudioGate Version 2.0 free of charge at the Korg Web site.

 **Korg (korg.com)**

## Makai's Island Music Makers

Makai Ukuleles recently added the Limited series ukuleles.


The designs for Makai Ukuleles are based on island tradition. The Limited series all come complete with an ebony fingerboard, Aquilla strings, and a bone nut and saddle. The LK-50W soprano uke has a willow top back and sides while the LK-80W soprano has a solid cedar top with a Juneberry back and sides.

With the growing popularity of concert ukes, Makai has also announced the LK-80J with solid cedar top and Juneberry back and sides, while the LC-150D D-hole model has



Makai Limited series ukuleles

a solid spruce top and solid mahogany back and sides.

 **Major Music Supply**  
(majormusicsupply.com)

## Pearl Equips All Drum Sets With Lifetime Warranty

Pearl now offers an all-encompassing lifetime warranty on all drum sets and hardware, a first of its kind for the drum business.


"We have always designed products that we believe are the best in the industry in terms of quality, durability and performance," said Terry West, president and CEO of Pearl. "The lifetime warranty is a symbol of our dedication and devotion to excellence, and we want our customers to purchase Pearl drum set products with confidence, knowing we will proudly stand behind our products for as long as they own them."

This warranty covers the drum's shell,



Terry West

hardware and hoops, as well as all drum set stands, pedals and drum racks.

 **Pearl (pearldrums.com)**

## Mapex Outfits Music City

Mapex USA and Nashville, Tenn., club owner Brad Sanderson have formed a partnership that serves aspiring musicians and music lovers. Sanderson's four clubs — The Stage, Legends Corner, The Second Fiddle and Nashville Crossroads — are all located on Broadway just blocks from the Nashville Convention Center. They are famous for live music that starts every day at 2 p.m. and doesn't stop until around 2:30 in the morning, seven days a week. And a Mapex drum set is now the featured house kit at each of these clubs.

"We think it's important that we supply these musicians with a high-quality drum set," Sanderson said. "We want to make sure that our performers sound great and save them from extensive set-up and teardown."

Mapex worked in conjunction with Gary



From left: Mapex's Joe Hibbs with Brad Sanderson and drum tech John Root

Forkum, owner of Fork's Drum Closet in Nashville, a Mapex partnership dealer, to help outfit the Sanderson's clubs with Mapex drums.

"I'm always happy to work with Mapex on these opportunities, especially when it benefits local musicians," Forkum said. "The Mapex gear is durable and sounds fantastic and having these drum sets here helps boost my local business, as well."

Mapex ([mapexdrums.com](http://mapexdrums.com))

## Reunion Blues Unveils Continental Case

Reunion Blues has expanded its leather line with a new, rugged, refined RB Continental guitar case, designed to outperform common wood and plastic cases.

The RB Continental is made with a water-resistant ballistic exterior that surrounds a new, lightweight Flexoskeleton protection system of high-density foam and EVA impact panels that offer enough protection to survive a 40-foot drop without so much as a nick or scratch. (Reunion Blues



RB Continental

execs actually tried it. And when the guitar inside emerged unscathed, they did it again just for fun.)

Inside this new case, a velvet tuck interior lining, solid-cell neck brace suspension system and thick soft mesh-lined side panels cradle the instrument in a cocoon of scuff-proof material. And its roomy exterior pockets, Zero G palm-contoured handle, and hideaway backpack straps are designed for getting around in the real world.

Reunion Blues ([reunionblues.com](http://reunionblues.com))

## Saga Builds Signature Blueridge for Larry Sparks

To pay tribute to bluegrass guitarist Larry Sparks, Saga Musical Instruments has introduced the new BR-3060 Larry Sparks Signature Blueridge guitar. The company worked with the man himself and carefully studied his original guitar made in the early 1950s.

This limited-edition dreadnought has all the design elements that are closely identified with Sparks' career, including the double pickguard, select solid spruce for the top, and select solid rosewood for the back and sides. Each one is topped off with a signature in gold wire on the peghead and a hand-signed soundhole label.

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



Larry Sparks and his BR-3060 Blueridge guitar

## NAMM Invites Members to 'Club'

Located on Level 2 of the Nashville Convention Center, "The Club" is exclusively reserved for NAMM members wearing Red or Blue badges.

Non-exhibiting commercial members can purchase Club membership at registration/membership, which will permit them to hold private meetings and/or host events at NAMM venues. (Limited products/price lists may be shown in The Club's private meeting rooms).

The Club is the a place to meet and network with industry peers at open tables in a quiet, informal setting.

It provides meeting tables, private meeting rooms (four- to six-people limit), Internet access/e-mail, free copy services (50-copy limit), limited printing capabilities and complimentary beverages.

The Club, located on Level 2, is open from 8 a.m. to 6 p.m. on Friday and Saturday, and 8 a.m. to 4 p.m. on Sunday.

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## Sabian, Others Sponsor NAMM Talent Contest

Numerous music companies have joined forces to sponsor an online talent contest that will let seven musicians "hit the big stage" at the 2010 NAMM Show in Anaheim, Calif.

Sabian, Latin Percussion, Toca, Genz Benz, Gretsch Drums, Audio-Technica, Hercules, Schecter, Gibraltar, Musician's Friend and Harmony Central are just a few of the companies sponsoring this event. The contest is open to individuals, not bands, who will be competing for a minimum of seven performance spots: drummer, bass player, vocalist, two guitar players and two percussionists.

Contestants will upload a video of themselves between July 15 and Sept. 15 to be viewed and voted on by the public. Each instrument category will then be narrowed down to the top five finalists who will be voted on by a celebrity panel. The winner will receive an all-expenses paid trip to the show, plus gear from the sponsoring brands and an opportunity to perform at the show. The musicians will also get a chance to work with Karl Perazzo, percussionist with Santana, as he will be the music director for the band. Winners will also be featured on a Musician's Friend catalog cover.

[Kaman Music \(coverband2010.com\)](http://www.kamanmusic.com/coverband2010.com)



American DJ Theatrix Pro 48 LED

## ADJ Offers Theatrix Pro

American DJ's new Theatrix Pro 48 LED is a high-output, DMX-compatible RGBW wash bar that contains not only the typical red, green and blue LEDs but also white LEDs, giving it greater versatility and color-mixing capabilities.

Equipped with a total of 48 1-watt LEDs, the Theatrix Pro 48 LED is ideal for theaters, churches and architectural applications that need an LED color wash fixture that is not only extremely bright but also versatile. With 12 white LEDs added to the mix, operators can create a wider range of colors, including pastels, and they also have the option of using the Theatrix Pro 48 LED as an all-white wash.

Operators can blend millions of customized RGBW mixed colors using a DMX controller, choosing from seven different DMX operation modes — 4-, 5-, 7-, 8-, 11-, 16- or 19-channel. They can also run the Theatrix Pro 48 LED's built-in color-changing programs without a controller in automatic or sound-active mode. To wash larger walls and stages, multiple Theatrix Pro 48 LED units can be linked together master-slave via three-pin XLR cable. In all modes, the Theatrix Pro 48 LED will produce rich, vibrant colors with smooth fades. MSRP: \$999.95.

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



Yamaha PSR-S710 Arranger Workstation keyboard

## Yamaha Arms Workstations With Virtual Bands

Yamaha has debuted two Arranger Workstation keyboards, the PSR-S910 and the PSR-S710. Songwriters and arrangers will find that the PSR-S910 fulfills their needs for a great-sounding instrument with pro capabilities, but it's also ideal for one-man bands because it puts the performer in charge of hundreds of different virtual bands

with realistic accompaniment styles. The new models adapt feature sets from Yamaha's flagship arranger Tyros3, including Super Articulation Voices.

The 61-key PSR-S910 includes a luxurious 7- by 7-inch color screen and pro features, such as USB audio recording and MP3 playback. It also has a broadband connection,

so users can link it directly to the Internet.

The 61-key PSR-S710 blends functionality and affordability. High-end features include dozens of effects, a 16-track sequencer, an audio recorder and Internet connectivity. MSRP: PSR-S710, \$1,399; PSR-S910, \$1,999.

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

## SchoolJam Goes National

SchoolJam is reaching out to more than 40,000 junior high and high school music programs to find the best teen bands in the nation.

Beginning in August, students ages 13–18 can apply. The finalists will be selected, and their music will be posted on the SchoolJam USA Web site, where visitors can vote for their

favorite band. The finalists — and their school music programs — will receive gift certificates to purchase new gear from their local NAMM member stores. The winning band will also travel to Europe in 2010 to perform at the SchoolJam Germany finals in Frankfurt.

[NAMM \(schooljamusa.com; namm.org\)](http://www.namm.org)

## Forge Demoing AXB Active Bass Amp Systems

Forge's new AXB active bass amp system utilizes servo-controlled, active parametric synthesis technology and a dynamically dependent, signal processing design crossover system, controlling three power amps built into the speaker cabinet and totaling 2,100 program watts.

This delivers a flat frequency response from 27 Hz to 10 kHz, eliminating low-note fade outs for drop-tuned four-, five- and six-string basses, while supplying powerful mid punch and solid highs for strong snap-and-pop sonics.

[Forge \(forgebass.com\)](http://www.forgebass.com)



Forge AXB bass amp

## Nord Introduces C2 Combo Organ

Nord has released the C2 combo organ, a descendant of the C1, with the addition of several new features. The C2 is equipped with a baroque pipe organ that complements its tonewheel and transistor organs. It has a total of 21 stops distributed across the swell (nine stops) manual, the great (nine stops) manual and the bass section (three stops). The pipe organ is sampled using Clavia's experience in sample acquisition and playback technologies.

The C2 treats the main left and right outputs as one group, separated from the other group, which consists of the Leslie 11-pin and high level outputs. This provides improved

flexibility in the routing of the organ models.

A monitor input lets users plug MP3 or CD players into the C2 to play along, rehearse or jam with recorded music without the need for an external mixer or sound system.

The switches for the percussion controls on

the panel have been moved to the classic tone wheel organ position at the lower right. The switches for the vibrato and chorus controls on the panel have also been moved to the classic tonewheel organ upper left position.

[Nord \(nordkeyboards.com\)](http://www.nordkeyboards.com)



Nord C2 combo organ



Levy Slimline Sonic-Art guitar straps

## Levy's Skinny Tie Guitar Straps

Skinny ties are back in style, and Levy's has designed guitar straps to match. A narrow, 1 1/2-inch polyester webbing is used for the printing of Levy's Slimline Sonic-Art designs, which feature decorative black binding and leather ends.

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

# The Loar Hand Carves New F-Model Mando

The Loar's new Hand Carved mandolin is a nitrocellulose-finished F-model instrument that pays tribute to classic design techniques. From the hand-carved, hand-graduated AAA spruce top and AAA flamed maple back and sides to the abalone/mother-of-pearl headstock inlay, these mandolins were built to represent Golden Age craftsmanship updated for the modern era.

Carved and assembled in the Loar Hand Carved Design Workshop, then hand-rubbed with nitrocellulose lacquer for clean, warm tone and powerful projection, these mandolins offer sounds that could only be previously found in decades-old instruments.

The Loar Hand Carved mandolin is assem-



The Loar Hand Carved mandolin

bled with a one-piece maple neck and bound ebony fretboard, ebony bridge and vintage-style Gotoh tuners.

[The Loar \(theloar.com\)](http://theloar.com)

# Ludwig Launches Anniversary Edition Stainless Steel Pro Beat Outfit

Celebrating its 100th anniversary year, Ludwig has released the Ludwig Anniversary Edition stainless steel pro beat outfit. Only 100 kits will be made available, all of them hand-rolled and tooled by drumsmith Ronn Dunnett. The first 50 made will feature a polished chrome steel finish and brass hardware; the second 50 with brushed stainless finish and chrome hardware. This ultra-thin stainless shell and bearing edge on each drum creates an enormous tone.

[Ludwig \(ludwig-drums.com\)](http://ludwig-drums.com)



Ludwig Anniversary Edition stainless steel pro beat kit

# Ford Tunes Up for New Venture

Waylon Ford has announced the parting ways of his association with guitar manufacturing company Halo Guitars, a company he originally co-founded in 2000.

For more than nine years, Waylon Ford wrangled a unique approach to the promotion of musical instruments.

Ford and Halo Guitars established relationships with the National Hot Rod Association drag racing team, In the Groove Motorsports.

They built guitars with not just the regular six strings but also seven-, eight-, nine- and 10-string models.

Ford and Halo Guitars also embraced the



Waylon Ford

eye-catching ability of fetish models, deployed street teams around the country and quickly built a reputation for those who sought to be different.

[Ford Guitars \(fordguitarcompany.com\)](http://fordguitarcompany.com)

# Alfred Offers Inspirational Collections for Worship Services

Alfred has added several titles to its praise and worship music catalog.

For professional church pianists, the company has four new collections in its Sacred Performer series.

Three collections feature sophisticated arrangements of hymns: *Hymns For The Spirit*, *Hymns For Today* and *A Call To Worship*, which is arranged by Melody Bober, a composer in the piano educational market. Also available is *The*

*Best Of Cindy Berry*, featuring Berry's piano renditions of her most popular choral works.

Adults who play piano for fun can now learn their favorite songs and hymns quickly with Alfred's new Easy Piano collections: *Pure & Simple Gospel* and *Pure & Simple Spirituals*. Helpful features include large-size notation with lyrics, phrase and pedal markings, and suggested fingering.

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



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TC Electronic Classic450 bass amp

## TC Electronic Gets Back to Basics With Classic450

TC Electronic is going back to bass basics with the Classic450 bass amp, which offers easy access to a wide range of classic tones, all via the vintage tone control section. This is backed with TC Electronic's Tubetone and multiband SpectraComp technology. TubeTone emulates the characteristic of a tube pre-amp and power amp to deliver the full tube sound. SpectraComp virtually allows per string compression that evens out the compression across all strings, delivering punchy compressors sounds.

Classic450 delivers 450-watt output power via Class D amplifier technology in combination with TC Electronic's Active Power Management.

This ensures maximum power impact.

Its input section caters to both active and passive basses, while its transformer-balanced line driver output, featuring a pre/post tone control switch, delivers a clear reproduction of Classic450's tone for both recording and live use.

Classic450 is fully compatible with all TC Electronic RS cabinets, and it will drive any triple combination of the existing models (RS210, RS212 and RS410). And with its auto-sensing power supply operating from 90–240 volts, switching to whatever the local rating is, it is ideal for the gigging musician on tour. MSRP: \$1,095.

**TC Electronic** ([tcelectronic.com](http://tcelectronic.com))

## Akai Expands Controller Line With MPK61

Akai Professional's new MPK61, the fourth model in the company's line of keyboard/MPC performance controllers, is a keyboard performance MIDI controller that combines a piano-style keybed with a bank of Akai Professional MPC pads, assignable Q-Link controllers and technologies from the MPC workstations family.

Producers, performers and DJs will appreciate the MPK61's mix of 61 semi-weighted keys with aftertouch, 16 MPC pads with velocity and pressure sensitivity, 72 assignable Q-Link controllers and an arpeggiator. The MPK61's size is ideal for performers who need a larger keyboard than the original 49-key MPK49 but also prefer the lighter weight and portability of a semi-weighted keyboard. The MPK61 retains the key split features from the MPK88, enabling the performer to divide the



Akai Professional MPK61

keyboard into two zones for performing with two different programs at once.

Like its siblings, the MPK61 empowers musicians to create and manipulate musical content and inspires creative production with its arpeggiator, MPC swing and MPC note repeat technologies. The MPK61 comes with Ableton Live Lite Akai edition software. The MPK61 is a MIDI controller that sends MIDI data over USB for plug-and-play performance with Mac and PC. Because they are MIDI compliant, the MPK series works with virtually all MIDI recording, sequencing and performance software.

**Akai Professional** ([akaipro.com](http://akaipro.com))

## Steinberg Releases Cubase iC iPhone, iPod Touch Controller App

Steinberg Media Technologies' new Cubase iC remote controller application runs on Apple iPhone and iPod touch products. Cubase iC provides comprehensive control for Steinberg's Cubase and Cubase Studio 5.0.1 music production systems and is now available free of charge exclusively through the Apple iTunes Store.

"This attractive application is a service to all our Cubase 5 and Cubase Studio 5 customers who own an iPhone or iPod touch," said Helge Vogt, Steinberg's product marketing manager for Cubase. "Cubase iC is a very useful tool for anyone who wants to use Cubase while not in front of the computer — for example when using Cubase live on stage or playing and recording an instrument at the same time. Cubase iC supports a large range of functions, including comprehensive transport control, as well as the unique Cubase Arranger functionality, allowing iPhone and iPod touch owners to play segments of a production live, display the song position and chain status, and use the Jump control to skip to a predefined song section."

Cubase iC is based on the powerful Stein-




Steinberg Cubase iC remote controller application

berg Kernel interface technology for seamless integration into the Cubase software core. Cubase iC controls Cubase 5.0.1 and Cubase Studio 5.0.1 running on both Mac OS X and Windows platforms.

**Steinberg** ([steinberg.net](http://steinberg.net))

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Coil CustomWire pickup switch

## Coil Debuts CustomWire Configurable Pickup Switch

Coil is now offering its CustomWire pickup switch and a new line of both passive and active guitar electronics.

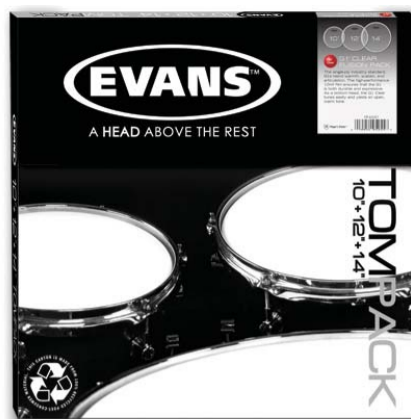
CustomWire is a completely passive, five-way switch that lets each of its settings be configured to any pickup combination, given the pickups installed in the guitar. The switch can configure parallel connections of pickups, series connections, single coils, out-of-phase connections and several different complex combinations. CustomWire works with any pickup organization, including SSS, HH, HSH and SSH, and works with two-lead, three-lead and four-lead pickups. Coil's switching technology enables non-destructive experimentation with a guitar's sound. MSRP: \$199.

🛒 [Coil \(coil-guitars.com\)](http://coil-guitars.com)

## Evans Updates Drumhead Packaging

Evans Drumheads has unveiled new packaging revisions. Boxes have been updated with contemporary artwork for all tom packs and single heads from 6 to 16 inches. A new drumhead selection guide has been printed on the back of each box, helping consumers find their sound and enhancing the point-of-sale effectiveness in the retail environment. In addition, box labels will now include an EQ graphic to visually depict the head's performance attributes and will compliment the new point-of-sales display graphics, ensuring an all-around cohesive image.

Consistent with other D'Addario environmentally friendly practices, all Evans cartons are being made from 100-percent recycled, post-consumer material. The new boxes will include the same, simple patented closure method that enables the consumer to view the head without destroying the packaging. The spine graphics on Tom Pack boxes have also been updated to show the contents, enabling one to distinguish the product from single heads while on the



shelf. Each of these updates will prove to enhance the selling experience and give the consumer a better understanding of the product performance attributes.

"The packaging is not only more visually appealing but provides more information about the products inside, removing much of the mystery that many consumers experience when trying to find their sound," said Michael Robinson, Evans' senior product manager.

🛒 [Evans Drumheads \(evansdrumheads.com\)](http://evansdrumheads.com)

## Gretsch QD Program Means Custom Drums in Five Weeks

Gretsch's new USA Custom QD (Quick Delivery) program takes the long wait out of custom drum orders and offers five-week delivery at special QD pricing. Available in four configurations and six finishes, Gretsch USA Custom QD drums are outfitted with six-ply maple shells, 30-degree bearing edges, die-cast hoops, silver sealer interiors, New Millennium hardware and DropG stop sign badge.

Bass drums feature satin black hoops with no inlay; telescopic spurs with memory lock; permatone white-coated, pre-muffled batter head; and permatone white with black logo resonant head. Rack toms feature a GTS mount, hinged tom bracket with memory lock, permatone coated batter head and permatone clear resonant head. MSRP: \$4,310-\$5,385.

🛒 [Gretsch \(gretschdrums.com\)](http://gretschdrums.com)



Deering Goodtime model



## Deering Upgrades Goodtime Banjo

Deering Banjo has upgraded its Goodtime model. In place of the affectionately-named "Gumby" peghead, players will find the carved, Deering-shaped fiddle peghead atop a rock maple neck inlaid with rich, dark walnut bow-tie inlays. The peghead features a newly engraved Goodtime scroll and five-point star surrounding that.

MSRP: \$499-\$699.

🛒 [Deering \(deeringbanjos.com\)](http://deeringbanjos.com)

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## Hal Leonard Offers Up Movie Music Magic

Hal Leonard has released multiple piano/vocal/guitar folios featuring the music from *Slumdog Millionaire*, *Spectacular!*, *Cadillac Records* and *Hannah Montana*.

The winner of eight Academy Awards, including best picture, best original song and best original score, the *Slumdog Millionaire* songbook matches the worldbeat soundtrack, featuring the music and score from A.R. Rahman. Songs include "O, Saya," "Mausam & Escape," "Paper Planes," "Ringa Ringa," "Latika's Theme," "Aaj Ki Raat," "Dreams On Fire" and "Jai Ho."

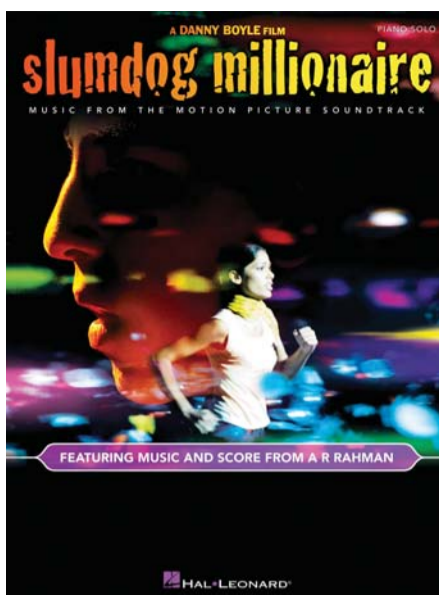
🛒 [Hal Leonard \(haleonard.com\)](http://HalLeonard.com)

## Players Music Cleans Up Microphone

Microphone will be on display at the Players Music Accessories booth, where Tommy McCoy, Microphone founder and president, will be demonstrating the disinfectant/deodorizer designed specifically for mics.

Its fast-drying cleaning foam helps eliminate germs, cosmetics and odors, leaving the mic safe to use. Available in individual bottles and as a complete mic cleaning kit, Microphone can be used by performers, venues and sound companies.

The secret to Microphone's effectiveness lies in its alcohol-free formula and foam aeration system. A single pump provides a dose of foam that's then spread onto the external surface of the mic grille, safely away from the internal electronics. MSRP: bottle, \$8.98; mic cleaning kit, \$25.98.



Players Music Accessories Microphone

🛒 [Microphone \(microphone.org\)](http://Microphone.org)

## Zaolla Silverline Inks Distribution Deal

Zaolla Silverline recently granted distribution rights for its product line to Sun Pro-Audio of Cape Town, South Africa, and Hyperactive Audiotechnik of Hünstetten, Germany.

The agreements provide for Sun Pro-Audio to distribute throughout South Africa, while Audiotechnik will handle both Germany and neighboring Austria.

Sun Pro-Audio specializes in professional sound system design, sales and installations. The new agreement with Zaolla Silverline provides Sun access connectivity options for creating sophisticated systems.

Hyperactive Audiotechnik has a strong history in the retail MI sector throughout Germany and Austria. The company offers an extensive range of technology and accessory lines suitable for the MI, pro audio and recording studio markets. The addition of

Zaolla Silverline's product offerings further extends Hyperactive's ability to provide a one-stop shop for its customer base.

"I'm absolutely thrilled to be associated with such a respected and knowledgeable team of industry professionals," said Michael von Garnier, CEO of Hyperactive Audiotechnik. "There is highly complementary synergy between Zaolla Silverline's range of cables and connectors and our line card."

"Both of these firms are recognized leaders in their respective regions, and we are proud to have them joining our efforts," said Ben Sweeney, Zaolla Silverline's international sales manager. "By adding these two performance-proven partners, Zaolla Silverline has a great opportunity to further extend its global reach. I believe these markets are ripe with opportunity for everyone involved."

🛒 [Zaolla Silverline \(zaolla.com\)](http://ZaollaSilverline.com)

## Heil Strips Down PR 20

Heil Sound has introduced the PR 20 UT (Utility) microphone, a low-cost version of its PR 20. Its specifications and performance characteristics are identical to the PR 20: wide frequency range, the ability to handle +140 dB SPL, -35 dB of rear rejection and natural articulation. The difference is a stripped-down packaging scheme, putting the UT in the price range of almost any musician, recordist or sound com-



Heil Sound PR20 UT

pany. The PR 20 UT microphone is perfect for live vocal and instrument applications, as well as a superb microphone for serious recording studios or broadcast use. MSRP: \$115.

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



Martin MC-18 Woody Mann Custom Edition

## Woody Mann Honored With Rare Cutaway M

The new Martin MC-18 Woody Mann Custom Edition starts with the M body style, which combines grand auditorium 16-inch width at the lower bout with 000 depth for a big, clear voice. An elegantly rounded Venetian cutaway provides unfettered access to the upper frets. A rare Adirondack spruce top, scalloped and forward-shifted top braces, and genuine mahogany back and sides join forces to give the guitar warmth and dynamic range.

But the feature that sets the MC-18 Woody Mann Custom Edition apart is its oversized soundhole, which enhances midrange and treble projection. A low-profile satin finish neck offers both playing comfort and plenty of room on the fingerboard. A straight (rather than belly) black ebony bridge with spacious string spacing enhances responsiveness and is matched by a black ebony fingerboard.

Each Martin MC-18 Woody Mann Custom Edition guitar is delivered in a vintage Geib-style hardshell case.

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



The Loar archtop cutaway guitar

## The Loar's Jazzy Archtop

The Loar has released an archtop cutaway guitar, hand-carved by its team of luthiers.

The hand-carved, nitrocellulose-finished archtop cutaway guitar is an option for traditional jazz guitarists. The Kent Armstrong floating pickup amplifies the sweet, natural tone of the hand-carved spruce top, while the Florentine cutaway allows unrestricted access to the upper frets, making the LH-650 idea for either soloing or accompaniment.

The Loar Hand Carved Archtop Cutaway Guitar is assembled with a solid, hand-carved spruce top and solid figured maple back, sides and neck.

The bone nut and compensated adjustable ebony bridge let the sound of the select tonewoods resonate clearly, and the bound ebony fretboard is beautiful and durable. The bound pickguard with a single volume knob adds to the vintage look and feel.

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

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Ashdown BTA 400

## Ashdown's Big Tube Sound

The new BTA (Big Tube Amp) 400 from Ashdown partners an ABM EVO III pre-amp with a sledgehammer 400-watt power section, comprised of eight KT88 tubes and massive output transformers.

All the ABM EVO III features are included: a sub-harmonic generator; built-in compressor; and classic Ashdown rotary plus slider EQ, providing 20 dB of cut and boost at 60 Hz, 660 Hz and 5 kHz, supplemented by 15 dB cut and boost at 180 Hz, 340 Hz, 1.3 kHz and 2.6 kHz.

Comprehensive connectivity includes a balanced DI output with pre- or post-EQ switching, a sub-bass output, a tuner output, an FX loop and a line input. A four-way footswitch is included for maximum performance control.

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

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Roland DP-990R designer piano

## Roland Announces DP-990R Digital

Roland has released the DP-990R designer piano. The DP-990R adds Roland's PHA II ivory feel keys, which are made of moisture-absorbent material, to offer the natural look and tactile feel of real ivory and ebony. The keyboard's escapement mechanism produces the clicking feel of a grand piano.

The DP-990R features an 88-key concert grand sound with individual multi-samples for every key. An extensive range of piano customization enables users to design their own

unique piano sounds by adjusting damper, strings and key-off resonance.

An on-board USB port provides add-on functionality to the DP-990. Users can play along with audio files or standard MIDI files directly from the USB memory key. For quick and easy playback, the DP-990R comes equipped with a Roland audio port, which lets users connect any portable music player for play-along fun.

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

## Zildjian Releases Travis Barker, Ronald Bruner Jr. Sticks

Zildjian has released two additions to its artist series drumstick line.

The new Travis Barker Black model features a thick neck and round bead to endure aggressive playing styles. The signature Travis Barker ransom note logo pops off the 100-percent U.S. hickory black stick in reflective, silver-metallic foil.

Ronald Bruner Jr.'s new stick, 15 inches in length and 0.550-inch in width, is made of 100-percent U.S. hickory and ideal for jazz and R&B. The stick has a short taper that gives it extra weight upfront with a unique, stubby, teardrop-shaped tip that helps pro-



Zildjian Travis Barker Black and Ronald Bruner Jr. sticks

duce full, lower-pitched sounds from cymbals and drums. The stick carries Bruner's signature in a gold treatment.

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

## Traynor Amp Gets Pristine Reissue

Yorkville Sound has debuted a handmade, vintage reissue of the Traynor YGM-3 tube guitar amp, which was designed by Pete Traynor in the late 1960s. Known for its unique tone, reliability and versatility, the amp was manufactured by Yorkville Sound until the early '80s. It was a mainstay for country, rock, jazz and blues players.

Parts of the Traynor YGM-3 were sourced from the original suppliers and built to the original design specs whenever possible. The paper bobbin transformers were recreated by Hammond Canada, a source for Traynor parts since the mid-'60s.

Handmade in Canada by the same team that made the originals, the Traynor YGM-3 uses premium polypropylene capacitors, Switchcraft jacks and Accutronics reverb tanks.

## Blackstar's No. 1 Amp Models

Blackstar Amplification has launched the Series One amp line.

The Series One dual-patent design is the result of hundreds of hours of research by the company.

By switching both pre-amplifier and power amplifier parameters, the Series One 45W delivers both Class A-style tones with a bell-like ring and classic, push-pull crunch depending on the mode selected. The ISF control removes the limitations of traditional designs, letting users tune the tone to the precise sound that they are looking for.

Built on the foundation of the 100W EL34 power stage, the Series One 100W has two channels and four footswitchable modes, complete with ISF. This includes super crunch for huge, crunchy tones.

Four selected KT88 power valves form the backbone of the Series One 200W high-gain amp and provide massive dynamics and headroom. The DPR control lets the power be reduced down to 20 watts for power amp distortion at a much lower volume level.

The Series One 412A/B boasts a 240-watt extension cabinet, switchable mono and stereo, and finger-jointed birch plywood construction.

🛒 **Blackstar Amplification** ([blackstaramps.com](http://blackstaramps.com))

## Gator-Tough Speaker Stands

Gator Cases has introduced a line of furniture-grade, wood-laminate speaker stands. This pair of stands features rubber trim edges for protection, coupled with rounded corners for a chic design. The speakers are available in 36- and 42-inch sizes with a 12-inch square platform and base pieces.

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



Traynor YGM-3 tube guitar amp

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

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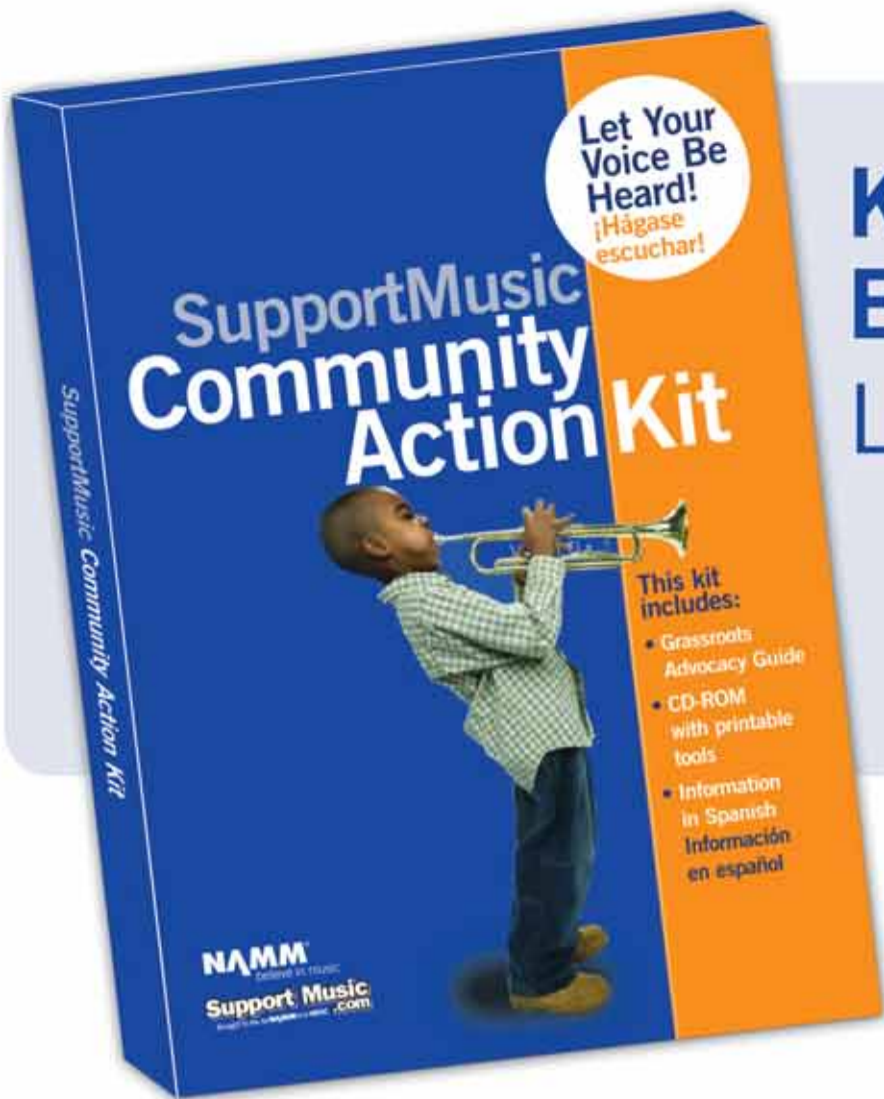
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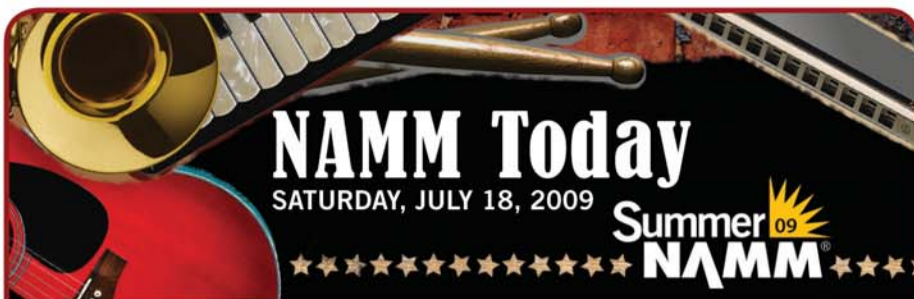
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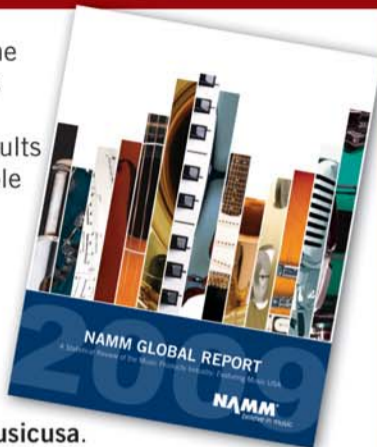
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## 2009 NAMM GLOBAL REPORT FEATURING MUSIC USA

The latest numbers from 2008 are in, the newest Gallup Poll is complete, and this year's *NAMM Global Report Featuring Music USA* is filled with timely sales results from around the world, as well as valuable information about industry trends. And, as part of NAMM's effort to "go green," we will e-mail Members a link to view the report online as a Nxtbook file as well as a link to opt-in for a hard copy of the publication. Free copies of the 2009 *NAMM Global Report* can also be downloaded online at [www.namm.org/musicusa](http://www.namm.org/musicusa).



## BRING YOUR RHYTHM TO TONIGHT'S NAMM ALL-INDUSTRY DRUM CIRCLE

Sponsored by Remo and facilitated by Bongo Boy Music School, this annual event brings the NAMM community together for a lively, group-based Recreational Music Making experience. Come be a part of the fun—and get ideas for setting up your own drum circle! Join us **tonight at 5:45** in the restaurant area of Level 3. Bring your rhythm—we'll provide the drums!

## JOIN US TONIGHT FOR THE FORTUNE BATTLE OF THE CORPORATE BANDS SEMI-FINALS!

Tonight at 6 p.m., we invite you to head on over to "The Hang" in the Renaissance Hotel, where **eight semi-finalist bands will battle it out** for their spot in the Ninth Annual FORTUNE Battle of the Corporate Bands finals, October 2-3, 2009, at the Rock and Roll Hall of Fame and Museum in Cleveland, Ohio. The corporate bands competing represent such organizations as the Gaylord Opryland of Nashville, Tenn.; The Ladders of New York, NY; Enernoc of Boston, Mass.; Johnson & Johnson of Morristown, N.J.; Healthways from Franklin, Tenn.; Chevron from Pascagoula, Miss.; and St. Jude's Hospital from Memphis, Tenn.



## NAMM University Breakfast Sessions

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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!

### 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

## 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*

Find out how to jump-start your sales — no matter what time of year. Also, pick up easy-to-execute strategies, tactics and techniques to grow your business without spending a fortune.

10:30 a.m.

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

**Jen Lowe, Jim Hodgson and Mike Nessen**

This session is a one-hour presentation with a 30-minute guest panel. Learn about free software tools to help you edit video and how adding video to your Web site drives traffic and sales.

Noon

**This Worked for Me! Will It Work for You?**  
**Danny Rocks and Panel**

Come to this interactive session to find out how to make these ideas work for you. Prepare to contribute your ideas, and ask lots of questions.

1:30 p.m.

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

**Bob Negen**

Use e-mail marketing to increase customer loyalty, keep people browsing on your Web site longer, visiting more pages and spending more money.

2:30 p.m.

**How to Make Your Customers and the Press Love You**

**Myrna Sislen**

Do your in-store events give your customers a real feeling that you are part of your community? Sislen will take you step by step, with pictures and detailed explanations of how she puts on events with little or no cost to her business.

3 p.m.

**Hope is Not a Strategy; Create Your Own Economy**

**Marc Smith**

Attendees can expect to learn new ways of handling customers' objections around price, out-of-stock items, giving prices on the phone and addressing the Internet buyer.

3:30 p.m.

**'Recession-Proof' Lesson Programs (90-Minute Session)**

**Pete Gamber and Panel**

Gamber and fellow music retailers will share their first-hand experiences with rental programs, youth summer programs and events.

5 p.m.

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

**Jason Wagner**

A NAMM User Group meeting for retailers using the NAMM Bank Card Processing offered through First National Merchant Solutions.

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

8 a.m.

**Best in Show: This Year's Hottest Products**  
**Frank Alkyer and Panel**

*Renaissance Nashville Hotel, Grand Ballroom*

You know as soon as you get home someone will say, "Did you see the new ...?" and you will feel like you're the only person who missed it. Here's an opportunity to change all of that in this rapid-fire, 60-minute snapshot of what to see before leaving Nashville.

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**

In this interactive session, you will learn about the same social networks that your customers frequent and how to build online relationships with them that can translate into more store traffic and increased sales.

11:30 a.m.

**Tune Your Web Site to Search Engine Favorites**

**Jeff Anop and Tom Nessen**

Learn how search engine optimization and search engine marketing can help potential customers find your Web site more easily and drive them to your door.

Noon

**Establishing Your Web Presence**

**Danny Rocks**

Learn several ways to improve your Web presence through your content, including video clips and blogs.

1 p.m.

**The American Recovery and Reinvestment Act: Local Community Impact for Education Support and Music Education — What You Should Know**

**Mary Luehrsen**

1:45 p.m.

**'Legs and Regs' Update: Small Business Legislation Activities**

**Mary Luehrsen**

Learn about legislation affecting small business and how to contact and work with elected officials.

2:30 p.m.

**Community Music Education Advocacy — Keep Music Education Strong**

**Eric Ebel and Sandy Jordan**

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