

# M M M R

## MUSICAL MERCHANDISE REVIEW

Celebrating 145 Years of Serving the MI Industry

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# 32<sup>nd</sup>

# 2024



# Annual



2024 Dealers' Choice Product of the Year

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### INSIDE





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# C O N T E N T S



MUSICAL MERCHANDISE REVIEW

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Vol. 183 DECEMBER 2024 No. 12

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### 2025 NAMM Show Buyer's Guide: Part I 14

The Show floor in Anaheim is a literal gauntlet of newly introduced musical instruments, recording gear, accessories, and all related items. In this first installment of our NAMM Show Buyer's Guide, we highlight a few of the most significant options worthy of your attention.

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### 32nd Annual MMR Dealers' Choice Awards Winners 20

We proudly share the winners in the 2024 Dealers' Choice Awards across all 18 Choice Awards categories, ranging from "Product of the Year" to "Education Print Music Publisher of the Year," "Electric Guitar of the Year" to "Home Digital Keyboard of the Year," and more.



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WORKSTATION RACK ACCESSORY / WSR7500B / WSR7500RB



TWO-SPACE RACK MOUNT / WSA7520



GUITAR WORKSTATION / GWS5000B / GWS5000RB



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By  
Christian  
Wissmuller

## A New Year – and Potentially Plenty of Change – Awaits

**W**ithin this issue we share the results of the 32<sup>nd</sup> annual *MMR* Dealers' Choice Awards. Many congratulations to the winning brands who have designed and manufactured instruments and gear that help creative individuals pursue their musical ambitions on stages big and small, in bedrooms and studio apartments, and at all chapters of life!

The coming year is one in which many realities may shift and it will behoove all MI retailers and suppliers to keep an eye on developments in policy and the economy in order to adapt and succeed. A few months ago, the nation elected a new president and, with that, certain aspects of music education in public schools – a crucial cornerstone in creating the very consumers who sustain our industry – may be subject to change.

During its first term, the Trump administration proposed cuts to the Department of Education and sought to eliminate the National Endowment for the Arts (NEA) and National Endowment for Humanities (NEH). These agencies, while not the primary source of all K-12 arts funding, do support initiatives that enhance music education efforts through grants and community engagement. If similar cuts are pursued in 2025, music education – particularly in underserved school districts – could face intensified resource constraints. Public schools with fewer resources are typically the first to feel the sting of federal and state budget cuts. If support is withdrawn or diminished, music ed could increasingly become the realm of well-funded private and suburban schools, further widening existing opportunity gaps.

**“Music education is not a partisan issue. Your business depends on it, the culture of music-making relies on it.”**

Whatever your political stance and regardless of who you, personally, voted for this past November, this is an issue that has immediate and direct relevance on the professional health of every single person reading this issue of *MMR*.

The previous Trump administration heavily emphasized STEM education – often at the expense of the broader “STEAM” (science, technology, engineering, arts, and mathematics) initiatives. Many advocates fear that in the coming years this could jeopardize the critical role of the arts in fostering creativity, emotional intelligence, and critical thinking – oh, and by the way, keeping your stores and businesses thriving.

Grassroot actions – parent-teacher associations, and national organizations like NAFME and NAMM will play a critical role in expanding access to quality musical education.

One very significant opportunity to help in these efforts is rapidly approaching: the NAMM Advocacy D.C. Fly-In takes place from May 5-8, 2025. Delegates will gather in the Capitol to advocate for greater and sustained access – for all – to music education. Having attended multiple Fly-Ins, myself, I strongly encourage anyone who has not yet participated to consider doing so.

Music education is not a partisan issue. Your business depends on it, the culture of music-making relies on it. Stay aware, stay nimble, be pragmatic, and most of all, be *involved*.

I hope you all enjoy a wonderful and safe 2024 holiday season, and here's to a successful and exciting 2025!

Christian Wissmuller  
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## Gibson Guitars in Largest Counterfeit Musical Instrument Seizure on Record

U.S. Customs and Border Protection (CBP) officers and import specialists assigned to the Los Angeles/Long Beach Seaport, in conjunction with U.S. Homeland Security Investigations (HSI) special agents, Los Angeles County Sheriff's Department (LASD) investigators, and Gibson officials, announced the seizure of over 3,000 counterfeit Gibson guitars with a manufacturer's suggested retail price (MSRP), had they been genuine, of \$18,742,820 (USD).

CBP officers in coordination with HSI special agents and LASD investigators intercepted the suspected cargo arriving in ocean containers from Asia. CBP's Consumer Products and Mass Merchandising Center of Excellence (CPMM) assisted in estimating the MSRP of the shipment. Gibson confirmed that the guitars intercepted were in fact counterfeit, noting that legitimate Gibson guitars are only Made in the U.S.A.

To deter the importation of illicit goods and protect U.S. consumers and busi-



**Cheryl Davies (CBP Director of Field Operations in Los Angeles), John Pasciucco (Los Angeles Deputy Special Agent in Charge, HSI), William J. Kitchin II (Lieutenant Los Angeles County Sheriff's Department, LASD), Andrea Bates (Partner, Bates and Bates), Beth Heidt (Chief Marketing Officer, Gibson), Raeann Vinton (Cultural Influence at Gibson), Africa R. Bell (Port Director LA/Long Beach Seaport, CBP), and Angel Villagrana (CBP Customs Trade Officer) Photo: Mani Albrecht, Audio Visual Production Specialist U.S. Customs and Border Protection Office of Public Affairs**

nesses, CBP has developed a proactive, aggressive, and dynamic enforcement approach to Intellectual Property Right (IPR) enforcement.

Nationwide, in fiscal year 2023, CBP seized 19,724 shipments containing goods that violated Intellectual Property Rights (IPR), this equates to nearly 23 mil-

lion counterfeit goods. The total manufacturer's suggested retail price (MSRP) of the seized goods, had they been genuine, was over \$2.7 billion (USD). Seizures of counterfeit goods from China and Hong Kong accounted for 46% of counterfeit seizures and 84% of the value of counterfeit seizures.

## Allen & Heath Avantis Solo Powers Livestreams for Volume.com

Volume.com has been making waves in the event industry, capturing and livestreaming everything from intimate bedroom performances, to podcasts, to large-scale festivals. Central to their success is Chris Austin, a seasoned audio engineer with a keen ear for translating the energy of live music to the digital realm. His recent weapon of choice has been Allen & Heath's Avantis Solo.

Austin, who has worked with renowned artists like Tyler Childers and Government Mule, emphasizes the importance of delivering a high-quality listening experience for at-home audiences. "You want to make sure that every performance sounds great, because that's the main reason people are tuning in," he explains. Avantis Solo, with its compact size and powerful feature set, has become his indispensable tool for achieving this goal.

One of the key advantages of Avantis Solo is its adaptability. Austin often finds himself relegated to cramped "video villages" separate from the dedicated front-of-house area. The Solo's compact design allows him to seamlessly integrate into these tight spaces without sacrificing functionality. "It doesn't take up a whole lot of space - I take up maybe one seat in the audience and we're good to go," he quips.

But the Solo's true power lies in its



**Chris Austin soundchecks on Avantis Solo during Tyler Childers rehearsal**

intuitive workflow. Austin praises its user-friendly interface, which draws heavily from the familiar layout of other Allen & Heath digital mixers. This allows him to work quickly and efficiently, especially in situations where he has limited time to dial in a mix. "It's very intuitive. I almost felt like I was a part of the development process," he says, highlighting the console's design. The touchscreen interface, with its assignable rotaries and faders, further streamlines his workflow, allowing him to make precise adjustments on the fly.

Beyond its ease of use, the Avantis Solo boasts a robust suite of onboard effects and processing, including reverbs, delays, and compressors, all of which meet Aus-

tin's exacting standards. He specifically sought out the optional dPack upgrade for its DEEP processing plugins, particularly the multiband compressor, which he uses to tame excessive highs and lows common in live mixes intended for large venues, tailoring the sound specifically for streaming. "A lot of highs and lows that are transmitted to broadcast don't need to be there," he states. "It makes sense in the room, but they need to be adjusted for a stream."

Whether he's receiving a stereo feed from the front-of-house console or tapping into a full Dante network for individual channel control, Austin relies on the Avantis Solo to deliver a polished, immersive audio experience to Volume.com viewers. He also uses the Solo's built-in mic preamps to incorporate ambient room microphones into his mixes, capturing the energy of the live crowd for the home audience.

In a world where live streaming has become an integral part of music consumption, the Allen & Heath Avantis Solo emerges as the ultimate companion for engineers like Chris Austin. Its compact size, intuitive workflow, and powerful processing capabilities empower him to translate the raw energy of live performance into a captivating digital experience for audiences worldwide.

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Offer Inside!

# NAMM TECnology Hall of Fame Announces 2025 Inductees

The NAMM TEC Awards' TECnology Hall of Fame has announced five defining audio products and innovations to be honored as the newest inductees to the prestigious TECnology Hall of Fame. The 2025 awards will be presented at a ceremony held at 5:00 pm on January 25, 2025, during the NAMM Show in the NAMM Member Center at the Anaheim Convention Center in Anaheim. All NAMM attendees are invited and there is no charge for the event.

Founded 21 years ago by noted audio/music journalist (and *Front of House* magazine editor) George Petersen as a historic adjunct to the annual TEC (Technical Excellence and Creativity) Awards, and presented since 2015 by the NAMM Museum of Making Music, the TECnology Hall of Fame honors products and innovations that have made significant contributions to the advancement of audio and music technology.

Inductees are selected by a select panel of top producers, engineers, inventors, educators, authors and journalists in the field of music and audio production, and products must be at least 10 years old to be considered. Joining the 185 previous honorees in the TECnology Hall of Fame, are five inductees for 2025.

These include the Western Electric Model 47a (1928), one of the first commercial condenser microphones, which found favor in the growing industry for



“talkie” movies and among other films, was employed for the 1931 production of the horror classic *Frankenstein*.

Countryman Associates' Type 85 FET Direct Box – which debuted in 1978 – is still in production 46 years later. Carl Countryman's wide-bandwidth, ultra-low distortion design in its compact, nearly indestructible housing has garnered tens of thousands of users worldwide.

E-mu Systems laid down the gauntlet for affordable, high-performance sampling instruments in 1981 with its Emulator I, but with the arrival of MIDI, the company's follow-up Emulator II in 1984 – boasting longer sampling times, powerful sound design filters and a huge library of sounds — took off like a rocket and became a standard both in live performance and studio production.

Solid State Logic made history in 1977 with its Model 4000 – the first computerized mixing console – which defined the modern studio mixer and set the stage for the large analog consoles. But 1995's SL 9000 J Series mixer– with up to 120-chan-

nel frames, 48-track routing, E and G Series EQ and much improved audio circuitry – opened the floodgates and even today – 20 years later, with hundreds of hit records under its belt – is one of the company's most sought-after models.

Meyer Sound Labs rocked the live performance world with Constellation in 2006. The system combines ambient sensing microphones, sophisticated DSP and world-class loudspeakers to modify the reverberant characteristics of a space. For the first time, this revolutionary electroacoustic architecture package let venues instantly alter their acoustics to accommodate a variety of events and source material and is scalable to work in classrooms, boardrooms, houses of worship and restaurants as well as performing arts centers and music venues.

“Each of these innovations made a major contribution to how sound is created and reproduced – even years after their debut,” says TECnology Hall of Fame Director George Petersen.

The TECnology Hall of Fame will be presented at 5:00 pm on Jan. 25, 2025, in the NAMM Member Center at the Anaheim Convention Center. TECnology HOF admission is free to any NAMM attendee.

The 40th Annual NAMM TEC Awards gala will be held 5:30-8:45 pm, January 23, 2025 at the Anaheim Hilton Pacific Ballroom. For tickets or more info, visit [www.tecawards.org](http://www.tecawards.org).

# Hal Leonard Distribution Expands with Leading Brands

Hal Leonard's MI Distribution Division is excited to announce the addition of five prestigious brands to its catalog: Royer Labs, Truetone, Decksaver, Headliner, and Magma. These partnerships, covering the USA territory, bring a variety of high-quality products that are now in stock and ready to order.

**Royer Labs** has revolutionized the audio industry with its modern ribbon microphones, offering a unique combination of warmth, analog character, and smooth sound—perfect for the rise of digital recording. These microphones are trusted by top engineers and artists for both studio and live performance applications.

**Truetone**, known for its industry-standard 1 Spot power supply, provides essential tools for powering guitar pedals and pedalboards, making it a must-have brand for music retailers catering to gui-



tarists and audio professionals.

**Decksaver** addresses a critical need in the music industry: gear protection. Its durable covers safeguard expensive DJ controllers, mixers, and other equipment from damage in clubs, studios, on stages, and at home. Hal Leonard is initially stocking models designed for the most popular DJ devices.

**Headliner** specializes in professional DJ accessories, including portable booths, sturdy cases, and versatile stands, designed to meet the demands of DJs at every level.

**Magma** offers premium solutions for DJs, producers, and frequent travelers. From rugged flight cases to ergonomic bags, trolleys, and protective soft covers, Magma products combine practicality with style.

“All these lines complement our existing distributed brands,” said Peter Carlson, sales manager for Hal Leonard MI. “This expansion allows our dealer network to provide even more value to their customers, whether they're musicians, audio professionals, or DJs. By offering comprehensive solutions, Hal Leonard continues to solidify its position as a one-source distributor for retailers.”

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people on the move

Samson is proud to announce **Branislav Zivkovic** as the company's new president. Since joining Samson as vice president of Global Sales in 2017, Branislav has grown domestic and international sales significantly for the Samson, Hartke, and Michael Kelly Guitars brands. He played a key role in expanding Samson's global reach in the CE channel, strategically positioning the brand to serve new consumer segments. This growth culminated in 2022, marking the most profitable year in the company's 44-year history.



Under Branislav's leadership, Samson has pivoted from a traditional "push" approach to pioneering innovative "pull" strategies, helping establish the company as an industry leader. By fostering individual, transparent collaboration with over 100 channel partners, the sales team has strengthened Samson's brand loyalty and boosted sell-through efficiency, with a sharp focus on improving working capital across the entire value chain.

Samson would also like to extend its heartfelt gratitude to outgoing president Jack Knight, who retired after 31 years of dedicated service. Jack's steadfast contributions were invaluable, and we wish him well as he continues to pursue his passions, whether as an avid tennis player, accomplished bassist, or skilled cellist.

The Samson, Hartke, and Michael Kelly product lines continue to be available through leading Consumer Electronics, Pro Audio, and Musical Instrument retailers worldwide.

**Algam Ashdown** is excited to announce the appointment of **Gareth Woodall** as the new sales manager for the North of the UK and Ireland. Gareth brings extensive knowledge and proven expertise to his role, making him an invaluable addition to the team.



Since its launch in September, Algam Ashdown has proudly distributed an exclusive portfolio of top-tier brands,

including Ashdown Amps, Lâg Guitars, Kernom Pedals, Algam Lighting, SML Paris brass and woodwind instruments, and Yellow Cable accessories. This selection is curated to provide musicians and retailers in the UK with high-quality, reliable products that meet diverse needs across instruments, effects, lighting, and accessories.

Gareth's background includes a wealth of experience in sales and management roles across the MI industry, equipping him with a deep understanding of market needs and customer relations. In his new position, he will focus on providing dedicated support to retail partners across the North of the UK and Ireland, fostering growth and building strong relationships to support Algam Ashdown's mission.

"We are thrilled to welcome Gareth to the Algam Ashdown team", said Dan Gooday, managing director of Algam Ashdown. "His industry experience, strategic approach, and commitment to excellence make him a fantastic fit for our team. We're looking forward to seeing the positive impact Gareth will have on our relationships and presence in the North of the UK and Ireland."

In his role, Gareth will build upon Algam Ashdown's commitment to exceptional service, leveraging his wealth of experience to enhance relationships with customers and partners across the region.

## New from JodyJazz & Chedeville

Tenor model now available in our popular DV HR Series, offering our patented DV design in hard rubber



**DV HR Tenor**

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**Hand-Hammered HH Tenor**

An exclusive collaboration with legendary Hollywood studio Clarinetist and mouthpiece maker Jim Kanter



**Chedeville Kanter Cinema Bb Clarinet**




### 'Trump Guitars' Hit by Cease-and-Desist by Gibson

The new Trump Guitars line has been hit with a cease-and-desist from Gibson Guitars, but not over anything related to politics. The company feels that the single-cut electric guitar model has infringed upon Gibson's exclusive trademarks and the Les Paul body shape.

The company, 16 Creative, is behind the guitars which are part of their limited American Eagle Guitar Series. While it's believed that Trump doesn't own the company, the guitars have been billed as, "The only guitar officially endorsed by President Donald J. Trump."

The guitars feature the slogan, "Make America Great Again" inlaid in the pearl up the neck of the guitar, while "45" is on the headstock.

# Buffet Crampon USA Launches Double Reed Showroom

Buffet Crampon USA, North American distributor of Buffet Crampon oboes and English horns, Rigoutat oboes and English horns, and W. Schreiber bassoons and contrabassoons, is pleased to announce the creation of the Buffet Crampon USA Double Reed Showroom. The Showroom is located at Buffet Crampon USA's North American Headquarters in Jacksonville, Florida, and offers an unparalleled selection of Buffet Crampon oboes, Rigoutat oboes, and W. Schreiber

bassoons. Showroom customers will be able to purchase their selected instrument directly through Buffet Crampon USA during their visit, and the Showroom will also offer limited options for remote trials and purchase options.

In addition to a large selection of professional oboes and bassoons, the Double Reed Showroom will feature Buffet Crampon and Rigoutat English horns, Buffet Crampon French bassoons, and W. Schreiber contrabassoons, depending on

availability.

The Buffet Crampon USA Double Reed Showroom will also be hitting the road throughout the year, visiting collegiate oboe and bassoon studios around the United States and Canada. Attendees at December's The Midwest Clinic International Band, Orchestra and Music Conference in Chicago may also visit the traveling Showroom at booth 130 in the Exhibit Hall of McCormick Place West.

## William Owens Signs Exclusive Agreement with Excelcia Music Publishing

Excelcia Music Publishing and its related companies and brands are excited to announce an exclusive publishing agreement with prominent Concert Band and Orchestra composer William Owens. The newest member of a roster of twelve exclusive composers, William Owens is also an esteemed music educator and clinician who considers both the needs of the modern band and classroom, and the enjoyment of students and audiences when crafting his music.



"William Owens is undoubtedly one of the top composers of band music today, whose works resonate with musicians and audiences alike," says Larry Clark, president Excelcia Music Publishing. "As an exceptional music educator, clinician, and conductor, he has inspired countless students and professionals through his music, his dedication and expertise. He is a well-respected and genuine person, making him a cherished figure in the music community. We are delighted to welcome him to the growing list of outstanding exclusive composers for Excelcia Music Publishing."

The publisher will continue actively seeking out, publishing, and promoting works from a wide range of talented and dynamic composers on a non-exclusive basis, as it has since its founding in 2018. The list of exclusive composers, which the publisher also plans to grow, includes William Owens, Carol Brittin Chambers, Sean O'Loughlin, Yukiko Nishimura, Larry Clark, Laura Estes, Jamey Ray, David Samuel, Tyler Arcari, Christina Huss, Matthew R. Putnam and Peter Blair.



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# 2024 TOP PRINT TITLES

As the calendar year draws to a close, we reached out to some of the biggest name in print music publishing to learn what specific titles were most embraced by educators, hobbyists, and professionals in 2024. A mix of pop music folios, instructional guides, and evergreen favorites, these collections have been generating the most sales for MI dealers.

by ChristianWissmuller

1. **Taylor Swift – Super Easy Piano**
2. **Taylor Swift – Really Easy Piano**
3. **First 50 Songs You Should Play on Piano**
4. **First 50 Songs You Should Play on Acoustic Guitar**
5. **The Real Book**
6. **Wicked**
7. **The Beatles – Complete Scores**
8. **Disney – Super Easy Songbook**
9. **Simple Songs – Guitar**
10. **Daily Ukulele Another Year**



HAL LEONARD

1. **Adult All-In-One Book 1** by Willard A. Palmer, Morton Manus, and Amanda Vick Lethco
2. **Suzuki Violin School Book 1** by Shinichi Suzuki
3. **Sound Innovations String Orchestra Violin Book 1** by Bob Phillips, Peter Boonshaft, and Robert Sheldon
4. **Sound Innovations Concert Band Trumpet Book 1** by Robert Sheldon, Peter Boonshaft, Dave Black, and Bob Phillips
5. **What Was I Made For?** (from "Barbie") arr. Andy Beck
6. **The Harry Potter Piano Anthology** – Various
7. **The Tempest** by Robert W. Smith
8. **The Choral Playbook** by Anna Wentlent
9. **Sound Artistry Intermediate Method for Clarinet** by Peter Boonshaft and Chris Bernotas in collaboration with Dr. Margaret Donaghue
10. **Sound Performance for Young Musicians** by Chris M. Bernotas



ALFRED MUSIC

1. **Blackstone Blues** by Jeff Jarvis (Jazz Ensemble)
2. **Folksong Sketches**, arr. Deborah Baker Monday (String Orchestra)
3. **Jazz Educator's Handbook (2nd Edition)** by Jeff Jarvis and Doug Beach (Jazz)
4. **Go Swing it on the Mountain**, arr. Peter Blair (Jazz Ensemble)
5. **String Theory** by Caryn Wiegand Neidhold (String Orchestra)
6. **The Queen Bee** by Sammy Nestico (Full Score Edition, Jazz Ensemble)
7. **1-800-Got-Funk** by Vince Gassi (Jazz Ensemble)
8. **Precipice** by Matthew Arnett (String Orchestra)
9. **Absolutely Beethoven**, arr. Tyler Arcari (String Orchestra)
10. **Ariana** by Peter Blair (String Orchestra)

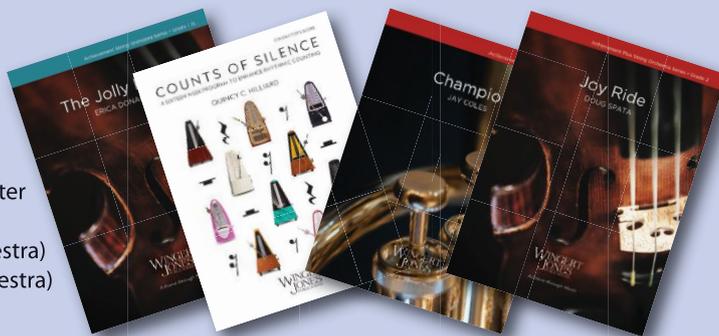


KENDOR MUSIC

1. **Fanfare Esprit** by Carol Brittin Chambers (Band)
2. **Strength and Honor** by Sean O'Loughlin (String Orchestra)
3. **The Complete Warm-Up for Band** by Carol Brittin Chambers & Tyler Arcari (Band)
4. **Colorful Sunrise** by Yukiko Nishimura (String Orchestra)
5. **Emerald Sky** by Larry Clark (String Orchestra)
6. **Breakneck!** by Tyler Arcari (Band)
7. **Heart of a Lion** by Matthew R. Putnam (Band)
8. **Easy as 1-2-3** by Carol Brittin Chambers & Tyler Arcari (String Orchestra)
9. **Rising Earth** by Laura Estes (Band)
10. **John Ryan's Polka**, arr. Caryn Wiegand Neidhold (String Orchestra)



1. **Joy Ride** by Doug Spata (String Orchestra)
2. **Counts of Silence** by Quincy Hilliard (Band)
3. **Alegria** by Carol Brittin Chambers (Band)
4. **Champion** by Jay Coles (Band)
5. **Aces of the Sky** by Christina Huss (Band)
6. **Amparito Roca**, arr. Tyler Arcari (Band)
7. **United System for Winds and Percussion** by Peter Sciaino (Band)
8. **The Jolly Roger** by Erica Donahoe (String Orchestra)
9. **Melodia Perpetua** by John Dupuis (String Orchestra)
10. **Ares** by Jay Coles (String Orchestra)



The Midwest Clinic  
18-21 December, 2024

Booth: **207**



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# The NAMM Show

## ACCESSORIES

### New Fluence Signature Series Single Width Pickup Set from Greg Koch Delivers More Gristle with No Fizzle

Fishman and Gristle-Master Greg Koch have collaborated once again with a new Fluence Signature Series pickup set.

Amid the screaming success of the Gristle-Tone signature Telecaster and P90 pickup sets, it was no surprise that Greg wanted to contribute to the Fluence single width line next.

Unlike the Gristle-Tone for Tele and P90, the Greg Koch Gristle-Tone Signature Series Single Width set represents a modern approach, extracting a wide variety of clean to high gain tones, from the pure, wide-open Voice 1, through the mid-forward vocabulary in Voice 2 with broad control over the midrange qualities to meet all of Greg's single width needs.

For this set, Greg wanted to capture the killer tones of 80s & 90s high performance Strats, which deliver a wide-band Hi-Fi sound, with more dynamics and versatility. A resonant shift in the 2 & 4 positions can bring out those glassy, toothy in-between tones.

An internally adjustable set-and-forget midrange boost in Voice 2 offers everything from mild added "fatness" to full blown searing leads. Pull up on the Reactive Tone Control for a fat and sassy boost.

Greg Koch says, "These pickups provide the slice and the sinew without the razor blades on the high end and the flabbiness on the low end....Voice 2 brings the heat when you need to go in for the win!"

The pickups are available as a 6-string set and come in white or black. Street price in the U.S. is \$269.95 for the set.

[www.fishman.com](http://www.fishman.com) • Booth #5502



### New Organ and Keyboard Benches from On-Stage

On-Stage, a leading supplier of music instruments and accessories, and brand of The Music People, has released the OB1 Organ Bench, which features a raised seat height and extended seat length specifically designed for an ergonomic organ-playing experience.

Taller and longer than a piano bench, the OB1 makes it easier to achieve the proper position for playing an organ's foot pedals while also playing the keyboard. Fixed at 22 inches in height, the 35-inch-long seat is topped with a cushion that provides firm yet soft support. Crafted from dense foam and covered in classic black leatherette, the cushion distributes weight evenly and delivers long-lasting comfort.



## 2025 NAMM Show Buyers' Guide Part 1

MMR presents some of the most significant new instruments, print music titles, music-making gear, and other related items on-hand at this winter's industry gathering in Anaheim.



Solid-wood legs ensure strong, stable, balanced support for up to 330 pounds while nonslip rubber feet prevent skids to keep the bench safely in place. While strong and sturdy, this bench is surprisingly light at only 21 pounds, making it easy to move.

The refined style of the matte-black woodgrain finish adds to a professional presentation in any performance space, house of worship, or recording studio.

Additionally, the company has released the KB5503B Height-Adjustable Keyboard Bench, which enables ergonomic playing of acoustic pianos, electric keyboards, and synthesizers.



To accommodate individual playing styles and postures, unlimited height settings are available ranging from 17.5 to 23.5 inches, making it easy to dial in a comfortable playing position. Height adjustments are quick and simple thanks to a pneumatically assisted mechanism that raises and lowers the seat with the pull of a lever.

The bench's 25-inch-long seat topped with a three-inch-thick cushion provides musicians with firm yet soft support. Crafted from dense foam and covered in classic black leatherette, the cushion delivers long-lasting comfort while reducing fatigue during performances, lessons, and practice sessions.

Strong, thick legs offer balance and support for up to 330 pounds while nonslip rubber feet prevent skids to keep the bench safely in place. With its gloss-black finish, the refined style of the metal base adds to a professional presentation in any performance space or recording studio.

[www.on-stage.com](http://www.on-stage.com) • Booth #10713

### Gig Gear Announces Updates to its Flagship Gig Gloves Line

Gig Gear LLC, leading manufacturer of accessories specifically designed for musicians, audio production pros, live event techs and entertainment production professionals, has announced it has updated its entire line of the popular Gig Gloves.

Available in high-viz and all-black Onyx models, the new and improved Gig Gloves feature more durable fingertip pads, Kevlar padded grip, Kevlar fingertip protection, a mini flashlight sleeve on the wrist cuff and a terrycloth patch, which is perfect for wiping away moisture.

"It's been a few years since we've released an update to the Gig Glove line, and with these new design enhancements, we knew it was time," said Danny Shatzkes, Gig Gear's founder. "We've listened to our long-time users' feedback and incorporated that into these updated gloves, including additional Kevlar fingertip





# buyers' guide

notably, boasts PRS's 85/15 humbuckers and PRS Brushstroke birds.

"PRS has always been an essential part of BAND-MAID's sound ever since I started playing the Custom 24," said Kanami Tono. "When thinking about the specs of my signature model, the control layout of the Custom 24-08 was the best choice as a base, because many BAND-MAID songs require the high E note on the 24th fret, and I often switch between humbucker and single-coil sounds. As for the color, I chose Trampas Green Burst. This is the color of my first PRS I bought when I decided to become a professional guitarist with BAND-MAID. One of my dreams to have my own signature model has come true here, and I would say this guitar is an extension of my first PRS. What an honor it is!"

The PRS Kanami Limited Edition was soft launched at the recent PRS Guitars & American Vintage Guitar Show. Only 200 of these instruments will be made. Each guitar is hand-signed by Kanami on the guitar's backplate.

[www.prguitars.com](http://www.prguitars.com) • Booth #5344



## Martin Guitar Partners with Joe Bonamassa for His First-Ever Limited-Edition Signature Acoustic Guitar

Martin Guitar is proud to introduce the limited-edition Martin 000-45 Joe Bonamassa, a meticulously crafted recreation of the revered guitarist's 1941 000-45 – an instrument that has weathered the decades in pristine condition.

With only 45 of these models available, each one echoes the legacy of a golden era on which Martin built its reputation. One of the stand-out features of Joe's original guitar is its figured Adirondack spruce top. With Martin's Vintage Tone System® (VTS), this recreated pre-war top captures the tonal essence and achieves the visual character of a well-aged instrument, giving it that sought-after warmth and resonance that defines a vintage guitar.

Its unique neck shape is a faithful reproduction of the neck on Joe's 1941 000-45, just as it came off the workbench in Nazareth, Pennsylvania, over 80 years ago. The period-correct gold enclosed gear tuners – a Martin exclusive – also provide a touch of vintage charm. Even the snowflake inlays on the fingerboard are crafted to match the original model. A certificate of authenticity, vintage hang tag, and period-correct hardshell case add to its authentic appeal.

The story of Joe's pre-war 000-45 is just as captivating as the guitar itself. A beloved instrument passed down through three generations, the guitar had never left Southern California since it was first purchased in 1941. Many years later, it ultimately found its way to Joe at a moment when its sale helped save a woman's home.

After acquiring the guitar, it was carefully hand-delivered back to its birthplace in Nazareth, where the expert product team at Martin pored over every detail. Still in mint condition with the original price tag, showing a retail price of \$225, Joe's guitar is a living testament to its era, now faithfully replicated for this limited edition.

Only 265 pre-war 000-45s were ever made, and with just 45 of these models available, the 000-45 Joe Bonamassa is a true collector's dream. Whether you're a collector or a player, it promises to be a treasured heirloom for generations to come.

[www.martinguitar.com](http://www.martinguitar.com) • Booth #5702



## PRO AUDIO

### Oaktone Launches Rugged Pro MIDI Controller for Playback Technicians and Artists

For playback technicians and artists who perform with computers, Oaktone has unveiled its new Oakboard Mini 2, a rugged, professional MIDI controller. Oakboard Mini 2 offers a straightforward and reliable way to launch music cues in a durable, compact form factor.

The new device's many features include:

**Aluminum Housing** Made of an ultra-durable, 2mm thick, die-cast aluminum alloy shell that's 0.39" (23mm) tall, Mini 2 is more compact than ever and ready to withstand the rigors of the road.

**Backlit Buttons** See all critical controls on the darkest stage or backstage. No glow tape necessary. Using the MIDI clock from a DAW, the "PLAY" button can blink in time with the music.

**Tactile Feedback**

Beneath each soft-to-touch silicone button on Mini 2, users will find a satisfying, reliable switch so they'll know when they've hit the "PLAY" button, cued the artist in or fired a sample.

**USB-C Native** Oakboard Mini 2 comes standard with USB-C, allowing users to connect directly to any playback computer so they can leave all dongles and adapters at home.

**Works with Live** Mini 2 integrates perfectly with Ableton Live-compatible cue-launching software such as Taz, AbleSet, and Setlist. Every Mini 2 includes a license to Taz Lite, the company's cue-launching plugin for Ableton Live. Besides out-of-the-box compatibility with Ableton Live, many customers use their Oakboards with QLab, Logic, and various other workstations. This is thanks to Mini 2's compatibility with any software that allows MIDI controller mapping.

Price: \$229.00 MSRP

[www.oaktone.com](http://www.oaktone.com) • Booth #10400



## SOUND REINFORCEMENT

### Shure's Axient Digital PSM



Shure has announced Axient® Digital PSM®, its first digital wireless in ear monitoring solution that exceeds the needs of today's top-tier touring acts and large-scale productions.

Axient Digital PSM has been meticulously designed and developed to meet the rigorous demands of touring professionals and rental houses, ensuring high-performance RF and spectral efficiency that caters to the rapidly evolving wireless landscape. This new digital in ear monitoring system is Shure's first Wireless Multichannel Audio System (WMAS) enabled product line, empowering audio professionals to adapt to a wide variety of environments.1 With its forward-looking design, Axient Digital PSM represents a long-term investment for tours, venues, and other applications, elevating flexibility and scalability to unprecedented levels.

**Key Features and Benefits**

Superior RF Performance and Audio Quality

Axient Digital PSM enables engineers to say 'yes' to more complex and creative productions because they'll have access to more

on-air channels of in-ear monitoring. With a next-generation digital radio and sophisticated headphone amplifier design, performers will enjoy the highest audio quality with no compromises to signal reliability and less than 2.9ms latency for the most immersive audio experience.

Powered by Shure WMAS, Axient Digital PSM features a multi-channel wideband mode that significantly increases spectral efficiency. With multi-channel wideband mode, users can free up radios for improved RF performance or channel count scalability.

Developed by Shure, Spatial Diversity employs two transmit diversity antennas, each sending an identical signal on the same frequency, providing RF engineers with a new, easier option for supporting separate zones and optimizing coverage for stadiums, indoor venues, and broadcast studios. When Spatial Diversity transmitters engage with True Digital Diversity bodypack receivers, Axient Digital PSM combines four discrete signal paths per channel to deliver advanced protection against multipath interference and RF noise.

Axient Digital PSM transmitters support both analog and digital input formats, including AES3, Dante, and AES67, which enables monitor engineers to easily connect to modern consoles. Standard AES256 encryption is available for secure transmission.

#### Flexibility and Scalability

Axient Digital PSM features two single rack space transmitter options: ADTQ Quad Transmitter and ADTD Dual Transmitter. Both offer four flexible and powerful transmission modes.

Multi-channel Wideband (available regionally according to WMAS regulations), supporting up to 28 channels per 6 MHz in the US and 40 channels per 8 MHz in Europe. This exceeds FCC's requirement for WMAS to have a mode of operation in which it can operate with at least three audio channels per MHz.

Narrowband provides access to more RF output power per channel and maintains spectral efficiency at 17 channels per 6 MHz.

Analog FM allows for high-quality audio with ultra-low latency.

Axient Digital Standard (Point-to-Point Mode) will let users send long-distance audio to any Axient Digital microphone receiver. It will be available through a post-launch firmware update.

With Axient Digital PSM, engineers and

rental houses can address their needs today while being prepared for the future.

#### Command and Control

Axient Digital PSM is supported by Shure's Wireless Workbench® and ShowLink® ecosystem. For the first time, monitor engineers can enjoy comprehensive remote management of every bodypack receiver on stage, with visibility to key parameters and the ability to make adjustments if necessary.

With Wireless Workbench and the AD600 Spectrum Manager, engineers can address technical issues, monitor RF

spectrum, and maintain backup frequencies, ensuring smooth performances from start to finish.

Axient Digital PSM wireless in ear monitor system will be available early 2025. For more information please visit: [www.shure.com/adpsm](http://www.shure.com/adpsm)

<sup>1</sup>The availability of WMAS features is subject to regional regulations and may vary accordingly. Contact your Shure local representative for specific details in your area.

**[www.shure.com](http://www.shure.com) • Booth #15608**

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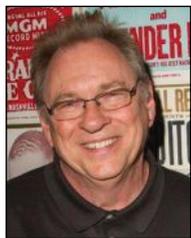
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- **Flexible payment plans**
- **Parts support**
- **Selling to music dealers: no direct to consumer**
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# Every Obstacle is an Opportunity for Growth



By  
Menzie  
Pittman

When you analyze things, running a small business is remarkably similar to having a gymnasium membership. In a gym the machines provide lots of resistance which eventually helps you build strength. The same holds true when you own a small business. As with the gym membership, sometimes you do not feel like going to the gym to confront the workout; the same holds true in business. Occasionally, when you encounter resistance in your business, you feel like giving up. But if business is like a gym, then entrepreneurship is the NFL. Catching a touchdown is exciting and gaining a first down is a big moment in any important game, but as all business entrepreneurs know, we need 90% of big moments to break our way. We also know that extenuating circumstances can break in our favor or break against us, and that is where the rubber meets the road. In today's current business environment, we must find opportunity in every moment whether it is breaking in our favor or not.

You would think once you have made the All-star team, things would prove to get easier for a small business, but that truth only holds if you are 100% lucky or remain 100% creative. More often than not, it is a bit of both.

The retail game for small businesses is always evolving at a fast pace, and to quote the legendary band Tower of Power, "What is hip today might become passe." It is my opinion that you are well served to study trends because trends change quickly. Though some trends are faddish and do not hold up well over time, I think we can all agree some are game changing. So, studying success and failure, and remaining objective, is our best opportunity to progress.

Ironically, it is usually the second business that removes the few flaws in a new trend that typically has the bigger success. But money aside, kudos belong to the original trendsetter.

There is also an interesting study about when trends tend to repeat. Historically trends have proven to repeat every 20 years. But when we have a deep discussion on trends, it is my guess we would be divided on what we think are the trends that work over the long-haul or if doing something trendy is even a good fit for you. However, you may be onto a great idea that just needs the slightest tweak to manifest into success, so being creative and bold, and staying true to your gut is a good strategy.

Let's review what makes a trend become passe. Are there obstacles that cause the trend to wane? My first rule of thumb is to study the money. Where there is big money, chances are, there is also big ego and multiple moving parts. And if you study chains,

the trend shows that big boxes are no longer fairing as well as they were a decade back and the mall model is outdated. Of course, there are exceptions to that rule: one such exception is that bigger stores or chains have a plethora of gear choices, and typically, a strong online presence.

One thing a smart entrepreneur does is to also study failure. It is good to study both our own failures, and certainly those of our competitors. It is a productive practice to think like a great sports franchise, by analyzing and studying the tapes, or better yet, think like Inspector Clouseau, and look for clues. For example, this week I got an odd email request for music lessons. After I read it, I had two thoughts. My first thought was why didn't we get the first call (that's on us) and secondly, once this family lands with us, how can we make sure we are absolutely living up to the highest standard of excellence. So, here is where studying failure can lead to success, and I certainly suggest studying the emotion in the emails you receive. (see below)

*My daughter wants to learn electric guitar. She is looking to do private lessons 1-2 times a week, starting immediately. She was going to (Blah Blah Blah) however, they are the worst and so unprofessional. They can't keep an instructor to save their lives. After switching her between 5 different instructors, we have finally had enough and looking to go elsewhere ASAP. The most important thing for my daughter is to learn from someone contemporary and "cool" who can teach her the more modern and current songs - that is how she personally learns best. She is available Monday, Wednesday, Thursday, or Friday any time after 4:30 pm - or alternatively any time on Saturday. I would appreciate if you could please let me know soonest if you have any availability and what your rates are.*

This email helps me understand there's trouble in River City, but we also must prove we are absolutely the better choice. This customer's frustration will give us our turn at bat, but anything less than a home run will leave the customer frustrated because they are already disenfranchised. It is one thing to say you are the better choice, but it is another to strive to be the better choice consistently.

Let me leave you with one last thought. Every obstacle is an opportunity for growth. Embrace it! 🎸

*Menzie Pittman is the owner and director of education at Contemporary Music Center in Virginia (CMC). Following a performance and teaching career spanning more than 32 years, he founded CMC in 1989 and continues to perform, teach, and oversee daily operations. He has 50 years of musical experience as a drummer and drum instructor. Menzie is a frequent speaker at NAMM's Idea Center, the writer of MMR's "Small Business Matters" column, and author of the recently released book, The New Musician.*

“Studying success and failure, and remaining objective, is our best opportunity to progress.”

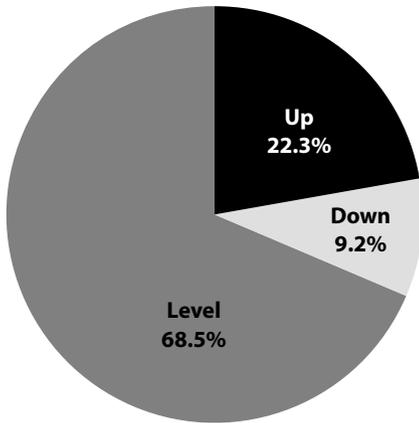
# Pick of the Litter Guitar & Bass Pick Sales Trends

By Christian **Wissmuller**

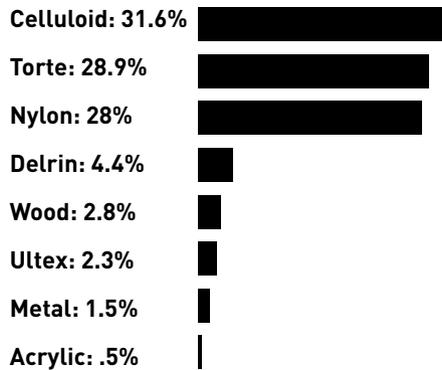
**W**ith over 90 percent (!!!) of participants in this month's survey sent out to over 300 MI retailers reporting sales of guitar & bass picks as being either up or level, when compared to 2023, it seems an inarguable conclusion that this is one highly reliable market segment. Each pick sale may not be a big-ticket purchase, but consistency is a value of its own.

As for other trends, a handful of brands certainly dominate and a few materials, shapes, and colors are clear favorites, with players. One shift that's somewhat different than the last time we explored picks in depth (2019) is that many seem to be favoring thicker plec-trums: "Players are gravitating towards heavier picks, and are willing to pay more for something that fits their personality," observes Dan Patterson of Patterson's Music in Fort Payne, Alabama.

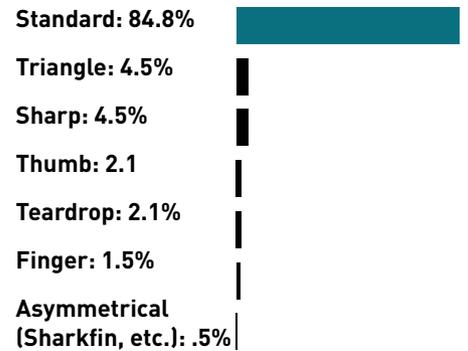
Sales of guitar & bass picks, when compared to this time last year are...



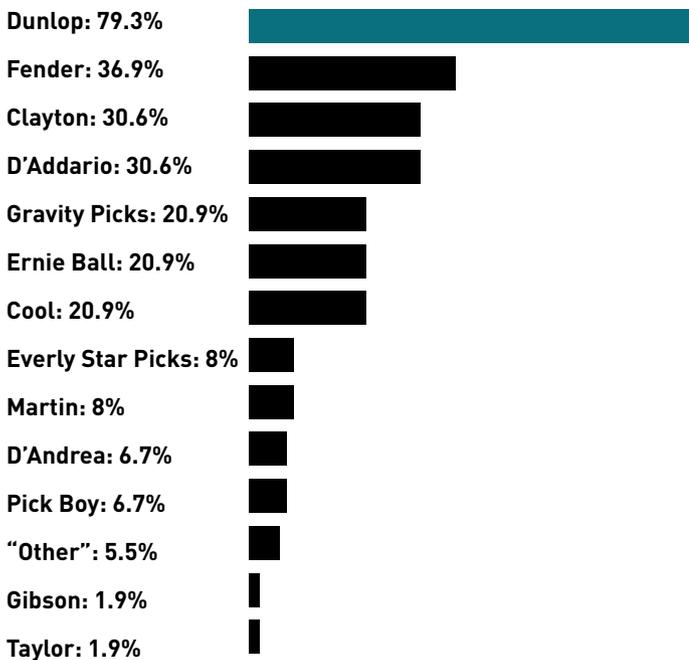
What specific types (materials) of picks are the hottest sellers??



What shapes are players favoring these days?



Which brands are generating the most sales for your store?



**What trends have you been noticing with respect to sales of guitar & bass picks?**

"351 celluloid has always been our biggest seller, but we stock many other shapes and materials. We encourage beginners to experiment with many, to find ones that are ideal for them. We also offer special dozen pricing on our very popular imprinted picks and offer a free pick pouch ,so they can jokingly 'lose them all at once."

**Jerry Vesely**  
Vesely Music  
Parowan, Utah

"Customers seem to find one style of a guitar pick and that becomes their pick of choice. Sure, from time to time they experiment looking for the next best thing, but always return to the one they call 'my pick.' As a retailer, with regular customers, you better have the 'my pick' when they come knocking at your door!"

**Steve Patterson**  
Full Score Music  
Toledo, Ohio

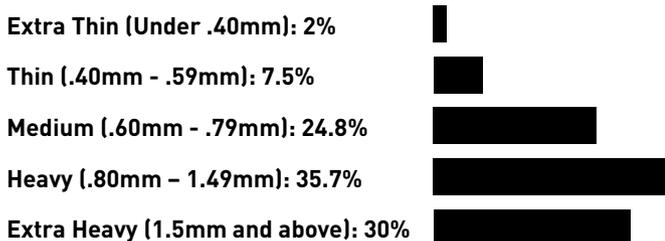
"Serving the Hispanic community, their 'go-to' picks are thin Claytons and Dunlop thumb picks."

**Ed Intagliata**  
Cassel's Music  
San Fernando, California

"More players going for the Dunlop MaxGrip guitar picks and picks of that shape."

**Spidey Mulrooney**  
The Music Shop  
Southington, Connecticut

**What's the most commonly purchased gauge of pick?**



## Allen & Heath CQ Series

For the seventh(!) consecutive year, *Musical Merchandise Review* is proud to announce Allen & Heath as the winner of the 2024 Dealers' Choice Award for "Product of the Year" – this time for the CQ Series. Recognized for its innovative design, seamless usability, and outstanding audio performance, the CQ Series has quickly become a favorite

among dealers and users alike.

Selected through a nationwide vote by music industry professionals, this award underscores the CQ Series' role in advancing compact digital mixing technology. Congratulations to Allen & Heath for this well-deserved honor and for their continued contributions to the pro audio and music community.



Product of the Year

# 32<sup>nd</sup>

2024's Dealers' Choice Awards (DCA) voting broke even last year's record-setting numbers, with thousands of industry professionals chiming in to select the standout musical instruments and related gear of the past 12 months. While some longtime, repeat winners once again found themselves taking a victory lap, there were also quite a few surprises when the final tally was counted.



# Annual

MMR thanks all those who participated in both the nomination process, beginning back in the summer of this past year, and the final voting for the ultimate DCA winners. Congratulations to the many deserving suppliers who designed and released product that resonated with end-users and generated profit for MI retailers!

## D'Addario & Co.

D'Addario & Co. has been named the winner of the 2024 Dealers' Choice Award for "Accessory Line of the Year." This prestigious recognition highlights D'Addario's dedication to innovation, quality, and reliability across its extensive range of picks, tuners, drumsticks, straps, and SO much more, trusted by musicians worldwide.

Chosen by music retailers across the nation, this award reflects the ongoing impact of D'Addario's products in supporting musicians at every level. Kudos to D'Addario & Co. for this well-earned return to the winner's circle in this category and their commitment to excellence in the music industry.



Accessory Line of the Year

## Ludwig Drums

Unmatched craftsmanship, innovation, and legacy in percussion drove voting dealers to select Ludwig as the winner in this extremely tight DCA category. As a cornerstone of the music industry for over a century, Ludwig

continues to set the benchmark for quality and performance across its extensive range of drums and related instruments. This 2024 nod reflects the brand's enduring commitment to supporting musicians with instruments that inspire and elevate their artistry.



## Martin D-28

We proudly announce the Martin D-28 as the winner of the 2024 Dealers' Choice Award for "Acoustic Guitar of the Year" for the second consecutive year. A timeless classic known for its unparalleled craftsmanship, rich tone, and iconic design, the D-28 continues to be a favorite among musicians and dealers alike.

This award, determined by votes from music retailers across the nation, reaffirms the Martin D-28's enduring legacy and its position as a benchmark for acoustic guitars. Well done, Martin Guitar team! This well-deserved recognition acknowledges the brand's thoughtfully designed and crafted instruments continue to inspire players around the world!



### Yamaha

In an extremely tight race, this year Yamaha emerges victorious as the recipient of the 2024 Dealers' Choice Award for "Acoustic Piano Line of the Year." Renowned for their exceptional craftsmanship, tonal clarity, and reliability, Yamaha's acoustic pianos continue to set the standard for quality and performance in the music industry.

What *can't* Yamaha do? As one of MI's most formidable juggernauts of a brand, the answer – generally speaking – to that question would be, "not much." But one area this supplier unquestionably shines in is the realm of acoustic pianos. Well done, Yamaha!



### Buffet Crampon

As in 2023, in 2024 Buffet Crampon has won the Dealers' Choice Award for "Band & Orchestra Line of the Year." Celebrated for its unmatched craftsmanship, superior tone, and enduring legacy, Buffet Crampon continues to be the preferred choice for musicians and educators worldwide.

Music retailers nationwide let their voices be heard in this competitive category and this award highlights Buffet Crampon's commitment to excellence and innovation in band and orchestra instruments. We congratulate Buffet Crampon on this hard-earned recognition and for their ongoing dedication to enriching the world of music.



## Fender

Yet again, Fender (FMIC) has been named the winner of the 2024 Dealers' Choice Award for "Amplifier Line of the Year." A go-to brand across the globe and renowned for their iconic sound, innovative technology, and unwavering quality, Fender amplifiers continue to be a trusted choice for musicians across all genres.

This prestigious honor, voted on by music retailers nationwide, reflects the enduring legacy and industry leadership of Fender amplifiers. This well-earned recognition celebrates Fender and their ongoing commitment to shaping the sound of music worldwide!



## Yamaha TRBX174

Amidst fierce competition in this category, the Yamaha TRBX174 has been named the winner of the 2024 Dealers' Choice Award for "Electric Bass of the Year." Combining outstanding craftsmanship, rich tone, and exceptional playability, the TRBX174 offers a perfect balance of quality and affordability, making it a popular choice among bass players of all levels.

This DCA underscores the TRBX174's reputation for delivering impressive performance at an accessible price point. Congratulations to Yamaha for this well-deserved recognition and for continuing to support the electric bass community with instruments that inspire.



## PRS SE Custom 24

The PRS SE Custom 24 has been named the winner of the 2024 Dealers' Choice Award for "Electric Guitar of the Year." Though always a very crowded and contested category, the SE Custom 24 – with its sleek design, versatile tone, and renowned playability – captures the attention of guitarists at all levels, offering premium features at an accessible price point.

This win highlights the SE Custom 24's exceptional reputation and popularity in the electric guitar market. Congratulations to PRS for designing and bringing to market an electric six-string that has been truly embraced by end-users of all stripes.



# Dealers' Choice Awards

Ukulele of the Year

## Kala KA-15

The model changes, but the brand remains the same, as we announce the Kala KA-15 as the winner of the 2024 Dealers' Choice Award for "Ukulele of the Year." Known for its reliable build, smooth tone, and exceptional value, the KA-15 has become a top choice for musicians of all skill levels.

This award highlights the KA-15's popularity in the extremely competitive ukulele market this past calendar year. Congratulations to the folks at Kala for this well-deserved honor and for providing an instrument that brings the joy of music to players everywhere!



## Shure

Renowned for groundbreaking innovation, superior quality, and trusted performance, Shure continues to lead the industry with mics that meet – and exceed – the demands of professionals and enthusiasts alike. What club *doesn't* have a row of SM58s lined up on-stage? This accolade highlights Shure's unwavering dedication to excellence, whether performing live, recording in-studio, or during live broadcasts.



Microphone Line of the Year

Lighting Line of the Year

## Chauvet DJ

If you've been dazzled by spectacular lighting displays lately, you can thank Chauvet DJ for turning up the brightness, as they take home the 2024 Dealers' Choice Award for "Lighting Line of the Year." Known for their game-changing designs and lighting gear that could light up an entire arena (or your local karaoke bar), Chauvet DJ continues to be the go-to choice for professionals who need both style and performance.

Voted on by music retailers across the nation, this award shines a well-deserved spotlight on Chauvet DJ's commitment to innovation, making them the clear leaders when it comes to lighting solutions. So here's to Chauvet DJ for lighting up the competition—and, well, everything else!



## Focusrite

Focusrite has once again proven they know how to make great things sound even better, winning the 2024 Dealers' Choice Award for "Recording Equipment Line of the Year." From the iconic Scarlett interfaces to their ever-expanding lineup of professional-grade gear, Focusrite continues to be the top choice for recording engineers and musicians who demand top-tier quality—whether they're in the studio or working from home.

Voted by music retailers who know a thing or two about high-quality sound, this award highlights Focusrite's ability to keep pace with the ever-evolving needs of the recording world. So, hats off to Focusrite for keeping our recordings crystal clear and our creativity flowing!



Recording Equipment Line of the Year

## Casio PX-S7000

Is there any home keyboard that combines powerful functionality with groundbreaking aesthetic innovation? Nope, not really – and that’s why the Casio PX-S7000 won the 2024 Dealers’ Choice Award for “Home Digital Keyboard of the Year” in 2024, just as it did in 2023. Renowned for its sleek design, realistic piano feel, and cutting-edge features, the PX-S7000 offers both aspiring musicians and experienced players an exceptional playing experience in a compact and stylish package.

Voted on by music retailers nationwide, this award recognizes Casio’s commitment to innovation and quality in home digital keyboards. Congratulations to Casio for this well-deserved recognition and for continuing to provide instruments that inspire creativity and musical expression.



## Kawai

It looks like frequent-winner Kawai has struck a chord with music retailers nationwide, as the brand takes home the 2024 Dealers’ Choice Award for “Pro Digital Keyboard Line of the Year.” Whether you’re looking for rich, expressive sound, ultra-realistic touch, or just an all-around impressive performance, Kawai keyboards continue to hit the right notes in the digital piano world.

Voted on by those who know a thing or two about great gear, this award is a clear reflection of Kawai’s ongoing dedication to innovation and quality. So, here’s to Kawai—proving that when it comes to digital keyboards, they’ve got the keys to success!



## Allen & Heath

Once again, Allen & Heath proves that when it comes to sound reinforcement, they’re the name you can count on to get your audio just right. The brand has been awarded the 2024 Dealers’ Choice Award for “Sound Reinforcement Line of the Year,” because, let’s face it, they’ve

been shaking the airwaves with industry-leading gear that delivers top-notch sound every time.

Voted by music retailers who know their sound systems inside and out, this award celebrates Allen & Heath’s unwavering commitment to quality, innovation, and reliability. Here’s to the brand that ensures your sound isn’t just heard—it’s felt. Keep turning up the volume, Allen & Heath!



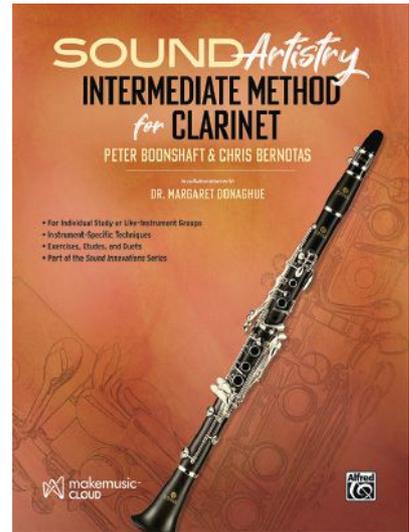
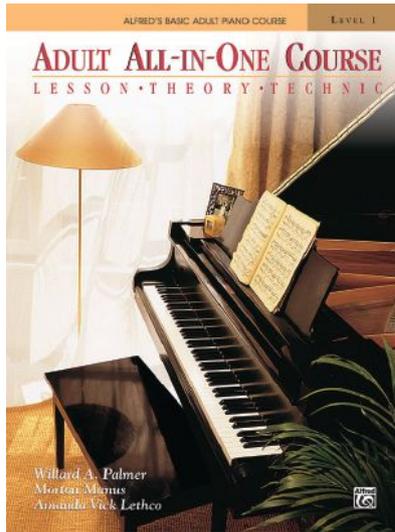
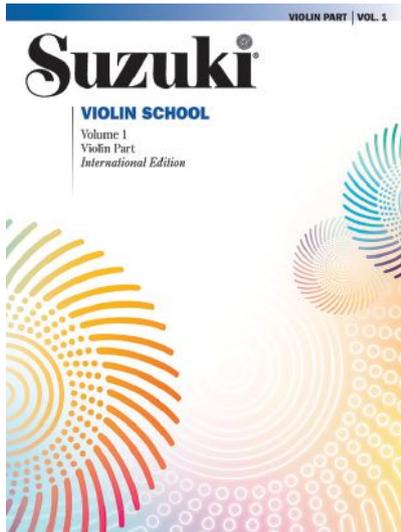
# Dealers' Choice Awards

Educational Music Publisher of the Year

## Alfred

For over a century (since 1922) Alfred Music has been committed to guiding enthusiasts towards their goals of creating their own musical paths and, in 2024, dealers recognized the company's passion by handing them the DCA

for "Education Print Music Publisher of the Year." This honor recognizes Alfred's exceptional contributions to music education, including its innovative resources, outstanding quality, and dedication to empowering musicians and educators worldwide.

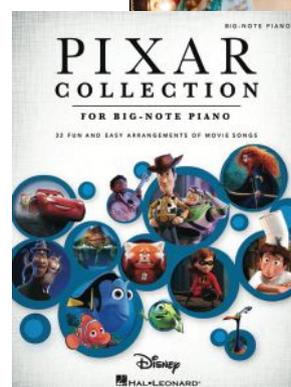
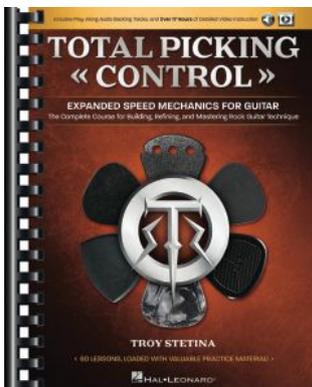
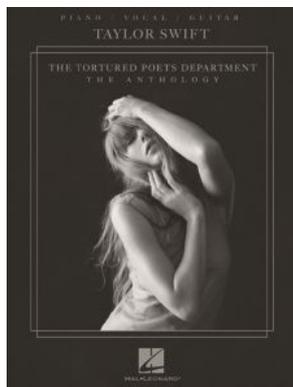
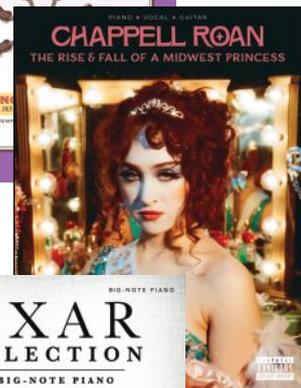
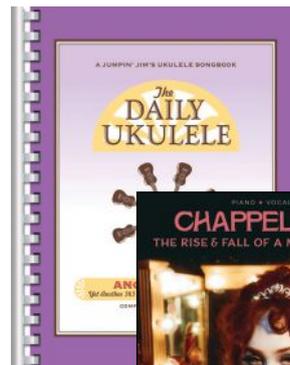


Popular Music Publisher of the Year

## Hal Leonard

Hal Leonard has struck the right chord yet again, winning the 2024 Dealers' Choice Award for "Popular Music Print Publisher of the Year." Known for their extensive catalog of sheet music that spans genres, decades, and skill levels, Hal Leonard continues to provide musicians with the resources they need to bring their favorite tunes to life.

Chosen by music retailers who've seen it all, this award underscores Hal Leonard's ongoing dominance in the print music world. So, here's to Hal Leonard—keeping music alive, one note at a time!



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## Ortega Guitars Sales Manager

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