

# M M M R

## MUSICAL MERCHANDISE REVIEW

IN TUNE WITH THE

# Times

### Instrument Tuner Sales



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Metronomes



**2021 Armadillo**  
All Access



## Note From Joe

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# Reuniting Our Global Community

**At 5 pm on Sunday, January 19, 2020, I heard the P.A. announcing the close of The NAMM Show, feeling the usual mix of euphoria and exhaustion that I imagine many show attendees know all too well. That moment marked the conclusion of the largest and arguably most successful gathering for the association, our members and the global industry in NAMM's 120-year history. Little did I know that one era was ending, and a new epoch was about to begin. We had indeed arrived at the crossroads.**

Years of tectonic pressures had been building in the industry: consolidation, distribution changes, globalization, e-commerce and evolving go-to-market strategies, among many others. Change was coming, and fast. Perhaps anything could have been the spark that set off this chain reaction—an economic crisis, a war. But it ended up being maybe the least likely cause of all: a virus.

The pandemic created shock waves that still reverberate around the globe, impacting every member. We are experiencing an event that has not happened in most of our lifetimes, although it's happened many times before in history. Leaving one epoch and transitioning into the next is never smooth or easy; some things *change forever*, while other things we liked best about the old epoch often remain—like Les Paul's rudimentary four-track recording technology being improved 100X as his guitar design remains a top seller. Our industry will continue to evolve, *changing many things for the better while keeping the best traditions of the previous era.*

And at The 2022 NAMM Show, transformation and tradition will live side by side. You'll see abundant changes, starting with its new date in June. For industry veterans like me, the void of not frantically planning for NAMM over the holiday season took some getting used to. With a focus on the welfare of all our attendees the show floor and NAMM Campus will look different, too, utilizing the best practices for live events and following all government health and safety guidelines. The biggest changes will, as always, be represented by the creativity of our exhibitors. Many are going to have two and a half years of pent-up innovations to share and will likely reimagine their exhibits as branding opportunities and stages for content creation that will be used year-round. They will be looking at ROE—return on experience—as well as ROI in building their brands for in-person attendees and for our global virtual audience through NAMM Show+, the show's new digital extension.

**Transformation and Tradition Await...**



# THE NAMM SHOW

**June 3–5, 2022**  
**Southern California**  
Anaheim Convention Center

What will remain the same is our commitment to providing the stable, reliable platform for our global industry to meet in a productive and safe environment. Buyers, distributors, media, artists, educators and influencers will be seeking out new products and services. And perhaps equally important, we will again provide world-class industry education and training for every professional community, along with the “only at a NAMM Show” opportunities for networking, benchmarking, talent acquisition, intelligence gathering and seeing old friends and colleagues.

Like music itself, our industry is diverse—made up of thousands of NAMM members, each making decisions every day on what’s best for their customers and their businesses.

That nimbleness will be vital because I believe that as much as the world has changed since January 2020, we are not yet through this big economic cycle. There’s still much change ahead, and doing everything you can to remain informed and make better decisions is critical. They say fortune favors the bold. With the risks and opportunities that lie ahead, attending The NAMM Show in June might just be the best investment you could make.



**Joe Lamond**  
NAMM President and CEO

**See You in 2022!**

[namm.org/attend](https://namm.org/attend)



### **Believe in Music**

The road to The NAMM Show kicks off online, Thursday, January 20.



### **NAMM Show+**

A new, digital extension will create opportunities both on and off the show floor.



### **Safe and Sound**

We will utilize the latest techniques to safely gather our global community.

# C O N T E N T S

# MMR

MUSICAL MERCHANDISE REVIEW

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Armadillo Enterprises' in-house dealer event triumphantly returned after having taken 2020 off for obvious reasons.

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### It's About Time:

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Stand-alone metronomes in this day and age may seem more than a bit old-fashioned, but many players still prefer them to smartphone apps and the like.



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## A Moving Display of Power

By  
**Christian  
Wissmuller**

**J**anuary 3, 2022 marked my 20<sup>th</sup> anniversary at *MMR*! Imagine helium balloons affixed to my office furniture, a just-opened personalized desk clock with a bow on top placed to the right of my laptop, and the sounds of champagne corks popping in the background. Or, if reality is more your bag, imagine a cold and grey Monday in Boston with The Replacements providing background music as I type away and the

low, winter sun steadily slinks below the horizon while I contemplate whether to heat up some Dinty Moore or order a burrito.

Either way – it’s a party!

I could easily pen a column about the past two decades covering MI, including amusing (maybe) anecdotes from work-related travel around the globe, stories of immensely rewarding interviews with industry heavyweights (as well as conversations gone horribly wrong), instances of egregiously embarrassing typos (most of them weren’t my fault – honest!), encounters with celebrities (and those who fancy themselves celebrities), and the like, but... meh. You get the point. It’s been good fun and I enjoy the work.

There – now onto the really good stuff.

You want to start 2022 off on a good foot? Want to feel invigorated about the power of music to change lives for the better and to reaffirm both your belief in the goodness of humankind and the value of working in our industry? Yeah. Let’s do *that*.

On December 31, the folks at J.B. Hart Music Co., Inc. in Grand Junction, Colorado shared a story on Facebook about how a customer who... Hell, their post does justice to this tale far better than any clumsy retelling of mine would:

*This is Fallon. Over the last couple of years, he would visit the store from Montrose. His request each time was to play the “Pantera” guitar, meaning the Dean Dimebag Darrell ML Guitar. We were shocked he knew some Dimebag riffs. Fallon is impacted by Williams Syndrome and has an excellent knowledge and a love for music. His dream was to own this guitar.*

*Eight months ago, when he was in the store playing it, another customer took notice of Fallon. It moved this customer so much he returned to the store later, purchased the guitar, and asked us to give the guitar to Fallon anonymously the next time we saw him.*

*However, we didn’t see Fallon until today. We tried finding him to no avail. Today, his family came in the store, and we learned they had moved to Texas and returned this week for a visit. It was a wonderful experience to gift Fallon his dream guitar as a gift from a kind stranger. His mom burst into tears, and Fallon beamed with excitement. It was a special moment. There are still good people in this world.*

*Here are a few photos, a couple showing off his dive bomb face. (He is really proud of that face)*

Whether you’re on Facebook or not (I grudgingly am. For now...), whether you enjoy and actively engage with social media or not (I do not...), I strongly encourage seeking this post out. As of this writing, the thing has over 123,000 “likes” and over 5,200 comments – including one from Pantera’s official account (“This is amazing. Congrats Fallon!”). Talk about “Believe in Music” – this is real-deal inspiration right here, ladies and gents.

Whether you appreciate metal guitar or not (I do), whether you enjoy Pantera or Dean Guitars or not (I do), whether you know the folks at J.B. Hart Music or not (I don’t, but you can bet I’m reaching out to them and hope to change that), *this* is the kind of news to kick off a new year with. This is the type of story that hopefully strengthens your commitment to the line of work you’ve chosen for yourselves and validates the hours of hard work you’ve put in over the years – and the hard work yet to come.

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## Vitec Imaging Solutions Acquires Audix

Vitec Imaging Solutions, a division of The Vitec Group plc (“Vitec”), announced that on January 10, 2022 it agreed to acquire Audix and its affiliates, with the deal expected to close shortly. The acquisition continues Vitec’s mission to marry great audio with great video for all types of creators.

As part of the Vitec family, the Audix team and facility in Oregon will become Vitec Imaging Solutions’ Audio R&D Centre of Excellence, enabling the acceleration of in-house microphone product design, development, and manufacturing across all Vitec audio brands. With the acquisition of Audix, Vitec’s audio capture strategy is now structured around three core brands that cover all growth segments of the \$1 billion microphone market.



## PEOPLE

**Gibson** has announced the addition of Anne Rohosy to the newly created role of chief human resources and transformation officer, Gibson Brands.



**The Audio Engineering Society** welcomes Josh Reiss as the Society’s president for 2022. Reiss, whose term of service began on January 1, has garnered honors and accolades for his work with the AES and beyond, through his numerous published research papers, as well as through his many roles in helping advance the Society via events and education.



**JackTrip Labs** has announced the appointment of Lee Ellison as the company’s new chief strategy advisor.



**QSC** is pleased to announce the promotion of Jatan Shah to president and chief operating officer. In addition, Joe Pham has been named chairman and CEO.



## Gibson Acquires GWW Guitar Case Company

Gibson Brands announces another strategic acquisition heading into the new year. General Wood Workers (GWW), a longstanding supplier of premium cases for Gibson, and other music instrument companies, was acquired by Gibson Brands at the end of December 2021.

GWW has been a family-owned business building world-class cases for instruments and other categories for over 65 years. Since 2002, Gibson has had an association with GWW, but more recently (in 2019) a more formal partnership was formed under the new Gibson Brands Management Team. Entering 2021, Gibson became the main customer of GWW which led to the logical next step of bringing GWW into the Gibson Brands Family. Gibson will take the next few months to align on integration and future business plans.

## Neutrik Americas Acquires Major Custom Cable, Inc.

Neutrik Americas (NAM), a wholly owned subsidiary of Neutrik AG and a member of the Neutrik Group, has announced that, effective December 13, 2021, it acquired its longtime business partner and customer, Major Custom Cable (MCC).

Neutrik’s efforts to expand into new markets is enhanced by the acquisition of MCC. The Neutrik Group’s expertise as a manufacturer of connectivity solutions is now augmented by MCC’s leadership.



Clark Hurrell (left), President of Major Custom Cable, and Peter Milbery (right), President of Neutrik Americas. This new level of shared knowledge and experience is expected to elevate Neutrik Americas’ ability to diversify.

## TRADE REGRETS

With great sadness, Martin Guitar announces that Diane Martin, wife of Chris Martin and vice-chair of C.F. Martin & Co.’s board of directors, died on January 4, 2022. Diane bravely fought a battle with cancer for many years, but unfortunately, she lost that battle on Tuesday.

A philanthropist, a business leader, a loving wife, and a mother, Diane Martin was loved and respected by many. She led by example through her hands-on commitment to bettering our local community. She was chair of the Northampton Community College Foundation’s Board and chair of the Martin Guitar

Charitable Foundation. She was instrumental in Martin Guitar’s success over the last three decades, fighting for diversity and sustainability, representing the company with numerous organizations, and developing close relationships with many of our customers and partners.

In lieu of flowers, the family has asked that you consider donating to the Martin Guitar Charitable Foundation to help carry on Diane’s legacy.



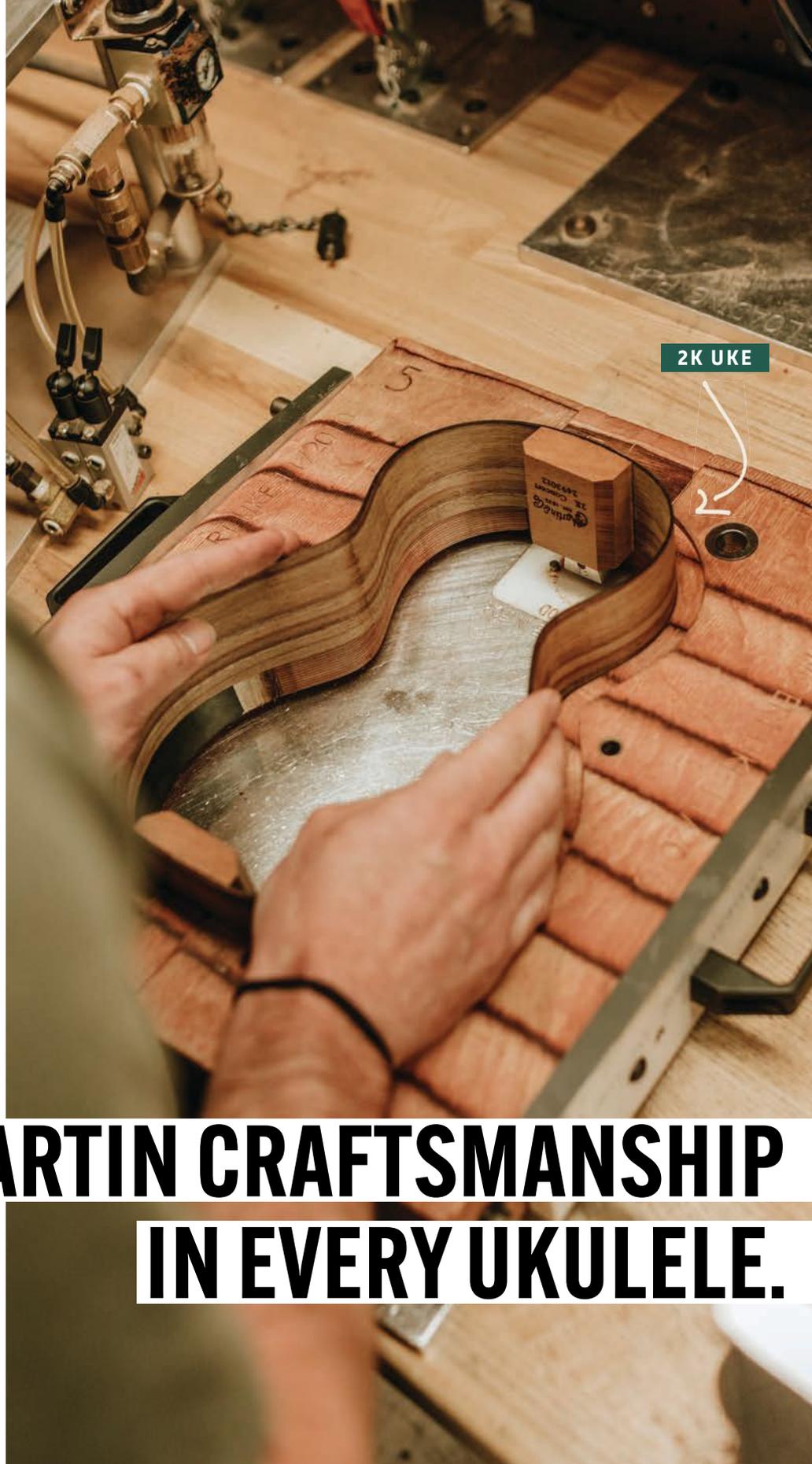
## RBI Music Acquires Silvertone Brand

Rhythm Band Instruments, LLC has announced the acquisition of all assets, including all intellectual property, related to the Silvertone brand from the Samick Music Corporation. The historic Silvertone brand was created over a century ago by Sears, Roebuck & Company as its “house” brand for consumer electronics and musical instruments, most famously guitars and amplifiers. The brand has been owned by Samick Music since 2001.





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 Martin & Co.  
EST. 1833



# Sweetwater's David Fuhr

The past year saw the nation's largest online MI retailer take a serious plunge into the B&O realm. In June of 2021, the former Mynett Music – purchased by Sweetwater back in 2015 – relocated to a spot three times the size of the previous location and was rebranded as Sweetwater Band & Orchestra. Then, in November the company debuted a new B&O online store, offering such gear for the first time.

We recently connected with SVP of B&O, Customer Experience, David Fuhr, to learn about the recent moves and plans for the future.

**In 2021, Sweetwater really seemed to take a deep dive into B&O retail. What was behind the launch of the B&O online store in November and the merging of Mynett Music with the Sweetwater store in Fort Wayne?**

Many of Sweetwater's sales engineers started out in band or orchestra and have a vast depth of knowledge in the area, having experienced the different pain points and processes first hand when it comes to purchasing a musical instrument. In fact, Sweetwater founder Chuck Surack started his own musical journey playing saxophone in his elementary school band, going on to play professionally across the country for several years before founding Sweetwater. Overall, we knew band and orchestra was an area we could provide service in and do right by our customers, which was the inspiration behind the purchase of Mynett Music and this new venture.

**What unique upsides does Sweetwater offer to B&O customers – both online and in-store?**

The main differentiator is that our sales engineers have unparalleled expertise in this area both through their own experiences and a dedicated training program to ensure they are completely ingrained in the products. In addition, we offer a try before you buy service, easy returns, and a unique, thorough instrument inspection process before items ship.

**How many employees are now on board strictly dedicated to serving the B&O market, including the new repair shop?**

We currently have 22 employees dedicated to our B&O section.

**Big-box and online retail have long been the forces that keep smaller brick-and-mortar MI dealers up at night. Have you had any reactions, either to the new online store or from B&O dealers within proximity to the Fort Wayne location?**

We work really hard to be good citizens within the music retail community. We are entering B&O to better meet the needs of existing Sweetwater customers, not to directly compete with local dealers. Our hope is that by entering the market we will help connect

more people and students with band and orchestra instruments.

**What sort of relationship does Sweetwater have with area school districts and teachers? Do you follow the traditional/"old-fashioned" model of sending reps to schools?**

Yes, we do have a few educational representatives who visit schools weekly. This connection is very important to us at Sweetwater, and we work very hard to support our local schools with weekly in-person visits to as many schools as we can. Studies show that participation in school music programs helps students with positive social peer groups and perform well in math and science. Considering the critical role that music plays in schools and in the life cycle of musicians, it was only natural for us to invest in this area. This is part of what makes this launch truly special.

**Speaking of that last point, am I correct in understanding that Sweetwater currently does not offer rentals of B&O instruments and, if that's correct, do you have plans to perhaps offer that type of service in the future?**

We do rent instruments to students in the Fort Wayne area. We have no immediate plans to rent instruments outside of our local store area. We will continue to evolve to meet the needs of our customers.

**Are lessons offered on-site?**

We have lessons at Sweetwater with over 1,000 students attending weekly – one-on-one lessons with our teachers. We have begun to build up a knowledge base for our customers through articles and video content. We are also working on resources that help students pick out an instrument, such as in-depth instrument descriptions and aptitude testing.

**While it's only been up and running for a relatively short time, what's been the early reaction from end-users to Sweetwater's online B&O store?**

The feedback has been really supportive. Our customers had been asking for expanded Band and Orchestra options outside of our physical retail store, and with the return of live gigs, symphonies, and philharmonics picking up, we're happy to be able to meet that demand during such an important time for musicians. Being able to help our loyal customers get the instruments and accessories that they need for music programs is what it's all about.

**Expectations for Sweetwater's B&O division in the coming months, and for the B&O market, in general?**

We're currently developing several different layers to Sweetwater's B&O division that will come to fruition over the next couple of months. Be sure to subscribe to the Sweetwater newsletter for updates! 

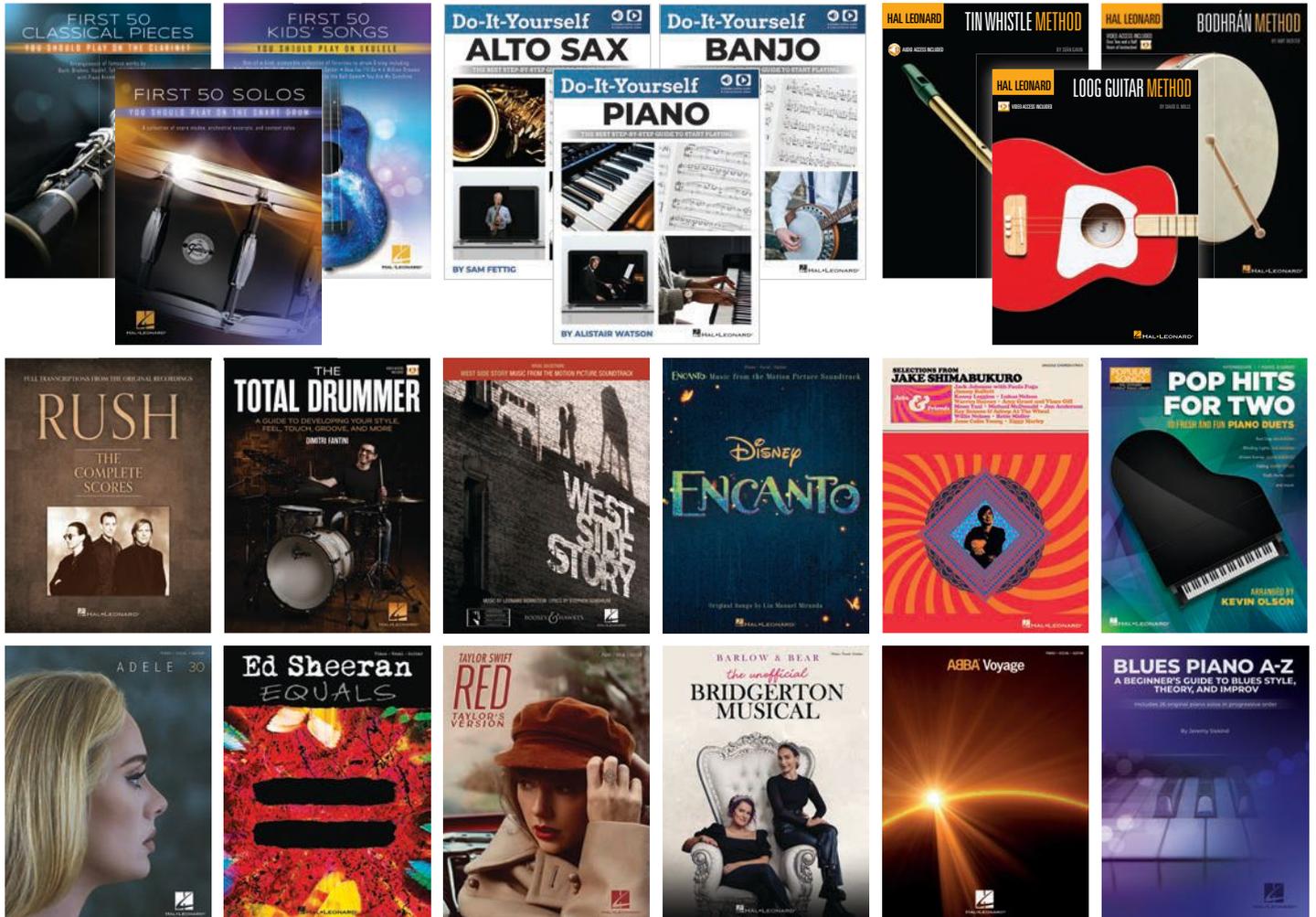


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# In Tune with the Times Instrument Tuner Sales

By Christian Wissmuller

With the widely reported influx of new fretted instrument players in the past two years comes an increased need for, among other things, tuning devices. While the shape, format, size, and price-point vary from model to model, the fact remains: if someone's going to be playing seriously – or even semi-seriously – he or she is going to have to find a product to help remain reliably in tune (or at least not so consistently out of tune as to annoy family members or housemates).

Clip-on tuners made a splash a decade or so ago and continue to ride a wave of popularity, driven by ease of use and relatively affordable prices. Many of the suppliers we spoke with for this feature add that, nowadays, rechargeable power sources are fast-becoming another feature sought out by end-users.

Read on to learn about the hottest sellers on the market today, larger trends within this segment, and how best to market and display tuners in your own store. (Spoiler alert: If you don't already, keep these things right by the register and let customers try them out!)

**For your brand, what types of tuner – pedal/stompbox, clip-on, handheld, rackmount, tabletop, "other" – are most popular? Specifically, which models are doing particularly well for you?**

**Brian Vance:** Clip-on tuners continue to drive our business. You'd think at this point there wouldn't be much left to do in this segment, but we continue to develop new models with features that enhance the player experience and/or address trends in the market. Our clip-on tuner sales continue to grow even though it's a crowded, price-competitive market out there. Our original position was to be the stealth tuner that was out of sight, yet provided easy viewing from the back of the headstock. That was our NS Micro Tuner, which was developed in cooperation with Ned Steinberger. Since then we both successfully expanded that line to include versions specifically designed for violin, viola, and banjo, but we also adapted the design to fit inside acoustic guitar and

ukulele soundholes. The Micro line is our original flagship and, given the tuner's versatile and unique design, it continues to develop and grow.

**Ian Pritchard:** Clip-on and handheld tuners are most popular, especially for students and new players in need of something reliable. Clip-on tuners such as the KORG PC-2+ and KORG PC-2 are favorites for this, as well as handheld tuners such as the KORG TM-60 tuner/metronome and KORG GA-2. For gigging musicians the KORG Pitchblack series pedal tuners are very popular, especially the KORG Pitchblack Custom for the brightest screen and most accurate tuning.

**Richard Bussey:** With the convenience of always having a tuner on your guitar ready to go, clip-on tuners are where we've focused our product development. This year we have seen a lot of success with our new rechargeable line, the Flash Tuner.

**Jeff Slingluff:** All tuners are doing exceptionally well in 2021, even our higher-end stompbox tuners like the BOSS TU-3W Waza Craft Chromatic Tuner.

**Marshall L. Johns:** Back in 2004, Peterson introduced the original StrobeStomp pedal strobe tuner. Peterson has been servicing industry professionals with tuning equipment since the '50s and our products were mostly found on tech benches until then. The StrobeStomp series was the first product that propelled the Peterson brand across many pedal boards for years to come. Over the years, that model has had many feature updates and facelifts, but even with the massive success of the original StrobeStomp, our current offering, the StrobeStomp HD, has broken all of our sales forecasts and has claimed the throne as our best-selling pedal tuner ever. The large color display and trusted tuning accuracy has largely helped increase our global dealer network as demand continues to grow at the accessory counters as well as online.

In 2009, we introduced our first clip-on strobe tuner, the StrobeClip. It is currently on its 2nd generation version (StrobeClip HD) and selling very steady for us. It is a real strobe tuner that can tune

“A focus on affordable, accurate, and easy-to-use tuners will help provide the best experience for these new players.”

– Ian Pritchard, Lead Product Manager – Korg Tuners, Darkglass Electronics, Cole Clark Guitars; Product Manager – Guitar Brands



Korg's PC-2+ and GA-2 Tuners



“Seeing is believing. Placement seems to be a key to tuner sales.”

– Jeff Slingsluff

BOSS Strategic Product Manager, U.S.A



BOSS's TU-05 and TU-3W Tuners

down to 16Hz. The bass community loves this product because they haven't had much success with clip-on type tuners. We expect this product to get stronger for us in 2022 as it continues to penetrate many different market segments.

**Sam Force:** By far our best-seller right now is the Roadie 3 automatic tuner. It takes everything that was already popular in the Roadie 2 and improves it, across the board: more power, more preset storage, higher durability, and all at the same price point. Roadie 3 is our most stable, advanced, and easiest to use tuner to date. It boasts under 1 percent returns, overall, and 4.6 stars on Amazon after 496 reviews. This product was released in January of 2021 and is available through Hal Leonard.

#### What features are today's players looking for in tuners? Are there any recently developed technologies that are connecting significantly with end-users?

**IP:** The two primary needs are accuracy and convenience – some players favor one, but they are always considering both. We have developed a clip-on system in the KORG PC-2+ that is extremely accurate for the format (with both better pitch detection from the clip-on, and more precise readout from the display), giving the best of both worlds at an affordable price.

**MJ:** Peterson prides itself on “delivering excellence through innovation.” We are always looking to not just deliver new features, but develop and refine features that actually solve a problem into our products. We take our user feedback very seriously and use these suggestions to help drive new feature sets. Take our proprietary Sweetened Tunings, for example. They can only be found in our products. Sweetened Tunings are sets of optimized offsets designed with a particular instrument in mind to help combat the bland tone equal temperament tuning provides. At the time of this article, Peterson offers over 200 Sweetened Tunings for a variety of instruments. We work with independent builders and large manufacturers to derive offsets that sometimes equate to fractions of a semi-tone on an open string to assemble tuning presets that we hope in the end makes your instrument sound... sweeter!

Peterson has also adopted USB connectivity that interfaces our hardware with our free web utility, Peterson Connect. Peterson Connect allows users to create their own tuning presets and download them into the hardware for recall at a gig. Multi-instrumentalists can customize their tuners by curating their own

tuning library for different instruments. Connect users can even socially exchange user-derived tunings via our user trading post.

**SF:** The biggest thing we hear from our customers is they want their tuner to get them playing as fast as possible. No one wants to wait while someone else tunes. This was the reason we worked so hard to double the speed of the motor on Roadie 3 and it also drove the switch to a simple, four-way navigation pad. You can access the tuning selection you want quickly and Roadie 3 can tune you up in under 30 seconds, so we hope this makes a few folks happy out there. It sure seems to so far and we will keep updating Roadie 3 with new features and firmware improvements as well, so if you wish Roadie 3 did something it doesn't, just reach out and tell us about it.

**JS:** In recent years BOSS has employed features like a metronome in some clip-on tuners, and we're seeing great market acceptance of our new full-color, rechargeable BOSS TU-05 Clip-On Tuner.

**RB:** We're noticing the trend of players transitioning to rechargeable tuners. Customers want to eliminate the frustration of batteries dying if you accidentally leave the product on, plus the impact to the environment in eliminating battery waste is a sustainability aspect Fender and our customers are passionate about.

**BV:** From our experience and perspective I'd say the three basic must-have benefits are a clear and defined screen (how well the note is displayed in any environment), accuracy (we pride ourselves on holding tight tuning windows), and versatility (the ability to adjust positioning or to be variable for a multitude of instruments or headstock designs). Lately, we've been focused on those three features, but with the added value and benefit of being rechargeable. Our latest models, including our brand-new Nexus 360, are both rechargeable and it's conceivable that we'll never make a battery-powered tuner again. Rechargeable technology has come a long way in that it's affordable and long-lasting, plus it's so pervasive these days in various household products and tools that consumers are getting more comfortable with rechargeable products. The positive impact on long-term cost savings (for the player) and on the environment make rechargeable a no-brainer and here to stay.

#### Do you have any suggestions or advice for MI dealers when it comes to marketing, displaying, or promoting tuners?

“My motto for clip-on tuners has always been, ‘Stack ‘em high and watch ‘em fly.’ Have a fully stocked countertop display at the point of purchase at all times.”

– Richard Bussey

VP, Accessories, Lifestyle, & Licensing, FMIC



Fender's Flash Clip-On Tuner



“We want people to try our products at the store because it is the easiest time to compare against other brands.”

– Marshall L. Johns, General Manager Product Support and Sales, Peterson Strobe Tuners



**RB:** Tuners are an opportunity to become your biggest profit center – you just have to have inventory. My motto for clip-on tuners has always been, “Stack ‘em high and watch ‘em fly.” Have a fully stocked countertop display at the point of purchase at all times.

**BV:** First thing: get them on the counter! We have a variety of counter displays that work great for tuners and our Eclipse clip-on ships as a packer/display. Tuners can be impulse items and players often own more than one, so if the design and price point is attractive, you’ve got a pretty high chance of getting add-on sales at the counter. Secondly, having a sample in [employees’] pockets or at the counter to demo for consumers can go a long way. Assuming guitars on the display need to be tuned regularly or after use, it’s a great way to show off a tuner to a potential buyer. There is nothing like seeing a tuner in action to create awareness and excitement over something that’s normally inaccessible.

**SF:** Tuning is the cornerstone that all other music is built on. If a new player has a poorly tuned instrument, nothing they do will give them the feeling they are after when playing it. I want to have a Roadie 3 on the counter of any shop that moves guitars. Any time someone wants to play an instrument, just grab Roadie 3 and put that instrument into perfect tune for them. I guarantee you will sell more instruments that way – and probably some tuners, as well. The fact is, many people have never heard a guitar in within-a-cent perfect tune, and that experience is powerful. If they get that at your shop, you made a strong customer connection.

**JS:** Seeing is believing. Placement seems to be a key to tuner sales.

**MJ:** In regards to displaying, let customers try them out! Tuners are often seen as utilitarian and not as interesting as a wah or fuzz effect. Thus, they are often not showcased. The truth is [that] solid tuning is the core of your sound. Poor tuning often becomes problematic when using delays and echo effects, as well – just ask a recording engineer. We offer a program for stocking dealers that provides store demos. We want people to try our products at the store because it is the easiest time to compare against other brands. We encourage a hands-on approach. Specifications don’t sell a product. User experience does, in our opinion.

**IP:** Most players don’t replace their tuner until they need to, so it’s a long-term decision when the time comes. Knowing all of the relevant information is helpful to narrow down the options. Of course accuracy and pitch detection range specs are important, as well as using case information to help decide between a clip-on tuner, pedal tuner, tuner/metronome, rackmount tuner, et cetera.

**Are there any recently introduced or upcoming tuners from your brand that you’d like to bring to the attention of MMR readers?**

**MJ:** During the virtual NAMM [Show] in 2021, we introduced the next generation of an already favorite tuner amongst luthiers and technicians, the StrobePLUS HDC. We added a large color display, expanded the metronome feature set to allow more versatility for practice, and included a handy set timer that can be used to meter practice times or set times on stage. The multi-octave tone generator, built-in mic, and rechargeable battery made this a favorite in classrooms on the original model and they are also included in this one.

As many in manufacturing, we managed to get bitten by a parts supply shortage that delayed its release until September 2021. Trying to recover from a missed release date is something many in the MI field have been tasked with, but this product immediately gained traction due to the support of several of our key dealers. The StrobePLUS HDC will be the one to watch in 2022 for educators looking for better classroom solutions over the standard offerings.

**IP:** We have no recently released tuners and no upcoming products we are ready to announce. We have been focused on meeting the increased demand for tuners across the market, with many new players, band and orchestra season returning at schools, and live events safely back.

**BV:** Thank you! Yes, two come to mind. The first is our band new Nexxus 360 rechargeable clip-on tuner. It’s literally viewable from any angle or position. It has a really innovative circular display that can be rotated 360 degrees and pivoted left and right or back and forth for incredible versatility for just about any instrument. And, as mentioned, it’s rechargeable through a standard Micro B USB port and we include an adaptor cable. U.S. MAP price



Band Industries' Roadie 3

“Many people have never heard a guitar in within-a-cent perfect tune, and that experience is powerful. If they get that at your shop, you made a strong customer connection.”

– Sam Force

Vice President of Partnerships, Band Industries, Inc.



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# roundtable



“Tuners can be impulse items and players often own more than one, so if the design and price point is attractive, you’ve got a pretty high chance of getting add-on sales at the counter.”

– Brian Vance

Vice President of Fretted & Accessories, D'Addario & Co.



is \$29.99. Secondly, our new Pedal Tuner+, which is an upgrade to our original Pedal Tuner. The Plus features is a really sleek design with super-bright, easy-to-read display and ultra-fast response. Also, the Plus now includes an defeatable buffer circuit, but also a handy countdown timer that a musician can use to time set lengths or practice sessions and watch the countdown conveniently from their pedal board. U.S. MAP price is \$119.

**RB:** The Flash Tuner is a product we're extremely proud of. The display is bright, readable, and fully adjustable at any point on the headstock – plus, you're never going to have to go to Batteries Plus again!

**SF:** Even though it is not a tuner, Roadie Coach [An upcoming music education tool from Band Industries, Inc. that is also a high quality recorder and wireless inter-

face – Ed.] is the most exciting project we could imagine and we could not be more excited to bring it into the world. We have excellent content partners in place to ensure all your favorite songs will be available to learn on our platform and there will be more songs added all the time. We expect Coach to be available for retail purchase around the end of Q3 2022.

**JS:** While the classic BOSS TU-3 Chromatic Tuner seems to be on nearly every pedal board you see, pro-level players are really enjoying having a WAZA version with true-bypass and the brighter display. And BOSS clip-on tuners offering the rechargeable battery and color display are really popular with serious players.

### Expectations for this market segment in the coming months?

**SF:** My expectations for the tuner mar-

ket in the coming months have never been higher. More people are learning music than ever before and with New Year's resolutions comes an even larger batch of potential customers. Roadie 3 is effective, well-loved, and growing in popularity all the time. The Edge from U2 just gave us an endorsement and told us he is using R3 daily, so with this kind of exposure happening organically, 2022 will be a big year for Roadie.

**BV:** With the overall recent market swell and the expansion of our of product assortment, we continue to expect strong double digit growth headed into next year. In expectation of increasing ongoing demand we have been working diligently to build up inventory of all of our tuner models, so dealers can count on us to supply them on-demand.

**JS:** It seems like most of the market will be driven by supply chain issues for our competitors. Since much of our product is produced in our own warehouses, we expect production to keep up with customers appetite.

**MJ:** Sales of guitars were at an all-time high in 2020, according to many reports and articles. The numbers aren't officially in for guitar sales at the time of this response, but our sales numbers in 2020 were record-breaking. Current year reports for us are topping 2020 sales – even with a few rough patches due to parts and supply chain issues. Sales of our mobile tuning apps are often reflective of new adopters of strobe tuning, due to the low cost. These numbers have also exceeded our forecasts. We hope as more future and current musicians continue playing guitar, bass, or any instrument, really, that we can be part of their journey in some capacity.

**RB:** Expect continued growth. In the last two years, over 16 Million new players started their guitar journey in the U.S. alone and, as a result, guitars sales soared over the last 24 months. As we know guitars sound better in tune.

**IP:** As large amounts of new players pick up instruments to learn, a focus on affordable, accurate, and easy-to-use tuners will help provide the best experience for these new players. 

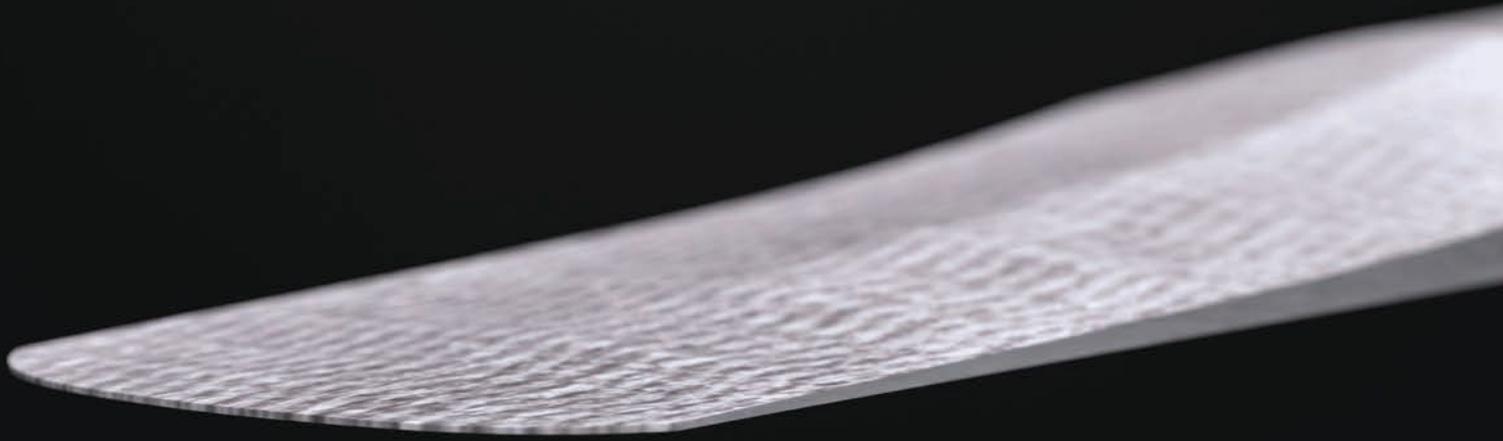
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## Peak Experience & World-Class Performance



By  
Jaimie  
Blackman

**H**appy New Year! From what I'm hearing, 2022 ought to bring more success to MI retailers than the previous three years.

Of course, everyone's definition of success is different. For some, it's all about the balance sheet and the extent to which revenue is exceeding liability. For others, financial harmony must also be accompanied by inner harmony. And still, for the top performers, everything is all about having frequent peak experiences.

In 2011, at the Academy of Management conference titled "West Meets East: Enlightenment, Balancing, Transcending," four studies were discussed. World-class performers from management, sports, and classical music were found to display higher mind-brain development than matched average-performing control groups, including more frequent peak experiences. Performance seems to be characterized by inner calmness and happiness amidst dynamic activity, maximum wakefulness, effortlessness and ease of functioning, and a sense of perfection.

In his 1943 paper, "A Theory of Human Motivation," psychologist Abraham Maslow first introduced the concept of peak experiences. According to Maslow, the often reported emotions in a peak experience to include "wonder, awe, reverence, humility, surrender, and even worship before the greatness of the experience," and reality is perceived with "truth, goodness, beauty, wholeness, aliveness, uniqueness, perfection, completion, justice, simplicity, richness, effortlessness, playfulness, self-sufficiency."

Peak experiences, which are also associated with "flow," are more likely to occur during artistic experiences, which likely comes as no surprise to the readers of *MMR*. It is not uncommon for feelings of wholeness to be experienced during athletic, religious, and nature-based experiences, or during intimate moments with a friend or family member.

The interesting aspect of the experience is that it feels completely natural. It's kind of like being the best version of yourself. We are present, happy, flowing, engaged. It just feels so good and effortless. Peak experience would be the opposite experience of stoicism, the ancient Greek-Roman philosophy that encouraged self-discipline and defines passion as irrational, and something to fight against.

Psychologists and Spiritualists differentiate the terms "peak experience" and "flow" by the intensity of the experience, with peak experience being more extreme in its intensity of euphoria.

Professor Mihaly Csikszentmihalyi, a pioneering University of Chicago psychologist known as "the father of flow," outlined his theory in *Flow: The Psychology of Optimal Experience*. He found that individuals were at their most creative, productive,

and were most happy when in a state of flow. As Csikszentmihalyi explained it, flow is "a state in which people are so involved in an activity that nothing else seems to matter; the experience is so enjoyable that people will continue to do it even at great cost, for the sheer sake of doing it."

Why would it be important to promote peak experience and flow in your business? Peak experiences reported by world-class performers are often characterized by inner calmness and happiness amidst the chaos. Not a bad culture-building framework for your retail staff, don't you think? Anger and stress deplete productivity. You don't need statistics to prove this point. Business owners must deal with behavioral issues every day. It's part of the human condition. Mastery can make the difference between success and failure.

I posed a question in my December *MMR* column titled "The Calm of Money": Has stress helped you overcome your money problems? If the answer is yes, ask yourself what was the cost to your physical, spiritual, and emotional health? It's not uncommon for business owners to go into survival mode during periods of financial stress. The results are longer periods of self-anger, and the feelings of a loss of control. The qualities that are in dissonance to the experiences of peak and flow which include happiness and effortlessness.

Letting go could be the greatest challenge for high-powered business owners. Helen Keller famously said, "Security is mostly a superstition. It does not exist in nature, nor do the children of men as a whole experience it." In the end, there's little we control. Life just flows.

The breath has always been our entry point to calm, A prerequisite for peak performance and flow. As Panache Desai reminds us during his daily call to calm meditation: *Resting in the awareness of your breath transforms your life into a living Meditation*. The Sound of Money is quite literally your breath.

My wife Iris and I have been practicing different forms of meditation for the last 50 years and we discovered that repetition and practice help us remember to connect to our inner harmony when we are engaged with life. Again, no surprise to the musicians reading *MMR*.

May this new year bring you peace and harmony. Learn to let go and live in the moment, where all world-class performance takes place. Not a bad new year's resolution.

I'm grateful to *MMR*'s Christian Wissmuller for providing space for me each month to share my passion.

Wishing you all financial, physical, and spiritual harmony.

■■■■■

*Jaimie Blackman – a former music educator & retailer – is co-founder of BH Wealth Management. The organization offers 401(k), insurance, and succession planning services. Download your complimentary copy of End Your War With Money at [bh-wealth.com/moneycapsules](http://bh-wealth.com/moneycapsules) Registered Representative, First Allied Securities, Inc. Member FINRA/SIPC*

“Why would it be important to promote peak experience and flow in your business? Peak experiences reported by world-class performers are often characterized by inner calmness and happiness amidst the chaos.”

# The Personality of Your Business

## It's Always About Your People



By  
**Menzie  
Pittman**

In today's world, potential customers search and scrutinize even before they choose to enter your doors. But once in your building, the "in-person" experience begins, and this is where our specialized knowledge, our personal style, and our philosophy make such a big difference.

When a customer enters your doors, the "10-second rule" goes into effect. That is the amount of time before a customer begins forming his opinion on how he feels about the experience he is having in your business. In truth it's more like six seconds, but who's counting?

In that 10-second window, you determine your success or failure by such things as how you answer the phone or greet a customer, or the way your store presents itself. One way to win a customer quickly is to develop a trusting and comfortable relationship.

My manager, Clayton Embrey, understands this well; he knows that when he is working with families, it helps to learn about their musical experiences and then he finds relatable common ground. For example, Clayton comes from a musical family and when he engages with customers, given the chance, he shares the benefits he reaped from his family's musical history. He understands where there is commonality with the customers, and that provides trust with the chance to root.

Everyone has a unique style, and that is something I believe you should encourage. You want your sales staff to exude confidence; they must find their personal empowerment and settle into their own sales approach. Every single day, Clayton brings 100 percent to his work. His duties as a manager are, no doubt, similar to the duties of most managers, but the passion with which he executes his duties is unique.

A good example of the extent to which Clayton goes to be adaptable is evident in his presentations of instruments. He is a left-handed guitar player, but he must demonstrate right-handed guitars all the time. To accomplish this task and to find comfort when demonstrating the instruments and, more importantly, to demonstrate with proficiency, Clayton relentlessly began practicing the art of playing guitar "upside down." In a very short time, he has gotten to the point where a customer would think he had been playing right-handed his whole life.

Another effective practice: Clayton thinks like the customers. He has the wherewithal to think like a dad, a kid, or a mom, and he shows empathy for all the different personalities involved in a sale. That approach takes a great deal of savvy and compassion because a young musician wants to know what's exciting about the new instrument, and the dad wants to know all about its

features, as well as comparative value with other choices. Mom wants to know the cross-over categories – i.e. lessons, and the workable lesson times available, and how our policies work, et cetera.

Clayton takes the customers through the entire experience, demystifying it, and he does this with a relaxed manner that puts everybody at ease. He can discuss any musical style in depth, and he's as knowledgeable a music historian as anyone I've known. Truly, if you want to separate your business from the pack, an in-depth knowledge of music history can be your most important tool. Clayton's passion is rare and a quality I truly appreciate.

Recently I had the chance to enjoy a virtual tour of Five Star Guitars. This store is no secret to the music industry. Five Star Guitars won NAMM's Dealer of the Year award in 2020. During the virtual tour, I was enthralled by the pristine detail of Five Star Guitars, so I reached out to Jeremie Murfin and asked him to reflect on a few beliefs that make their business distinctive.

I have great respect for Jeremie and his partners Geoff Metts and Jeep Simonet. Below are a few thoughts Jeremie shared about their business and the philosophy that propels their success:

*In every decision we make, we try to communicate a consistent presentation to the customer. Whether that's the measured distance between guitar hooks, or our choice of lighting color. That and a thousand other seemingly small, insignificant things add up to silently communicating to the customer that you care about what you do, and that you care about them.*

*That is probably the driving force behind everything that I do, and it starts with the staff. Employees aren't going to take pride in my work – they're going to take pride in their own. So, give them opportunities to make thoughtful, meaningful decisions and then give them room to make mistakes. I also believe if you make a mistake, own it, and model how to learn from it. Encourage your staff to share ideas and then take the time to actually listen. Show them that you value them more as people than you value their productivity, but let them see that their contributions make a difference.*

As you can see by Jeremie's words, it's always about the people, and the personality of the business. While it's true we have a very small window of time to make a good first impression, when you are authentic in your beliefs, you only need 10 seconds.

□□□□□

*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, and a freelance writer for MMR's "Small Business Matters."*

“If you want to separate your business from the pack, an in-depth knowledge of music history can be your most important tool.”



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to throw an event during the pandemic when Winter NAMM was already canceled, and my answer was always a resounding, 'Yes!' It took a lot of conviction for us to start spending money and coordinating a huge event before we had any solid 2021 commitments from attendees, not to mention the precarious nature of the global travel landscape. All that said, this year despite the pandemic, we had close to a 35 percent bump in attendance at our event and that's without any international presence, which we had in 2019. The key takeaways from our inaugural AAA that enabled our 2021 event to be bigger and better than ever was cutting down the days from three to two, adding some cool artists to the mix, fine-tuning our scheduling and event flow, curating a roundtable discussion panel of experts from key pickup, bridge, and guitar companies, and a lot of pent-up demand for travel and camaraderie."

That roundtable discussion offered some deeply insightful back-and-forth on a number of topics – one of which was how stand-alone events such as AAA might represent both a more meaningful supplier-to-dealer format for conducting business, as well as a cost effective alternative to traditional conventions such as the annual NAMM Shows. Most on the panel agreed that the older models for industry meetings need to be brought up to speed and that such large-scale gatherings may well eventually become a thing of the past.

"Simply put, I believe NAMM has a lot of challenges to overcome and that many manufacturers and dealers are finding ROI elsewhere – namely smaller, more focused, and intimate get-togethers," says Rubinson. "When we incepted our Armadillo All Access event prior to the pandemic, a lot of people thought I was crazy to scale back our NAMM presence and scale up our in-house AAA event, but I think it's now clear that we were ahead of the curve here. Coming into our second event in 2021, I spoke with a lot of people, from artists to dealers to vendors to publications and media, and everyone seemed to share a similar sentiment of feeling more comfortable, cared for, connected, and productive in an intimate setting with robust precautionary health measures in place. We have been slowly trending toward this direction for many years, but sometimes it takes a jolt (like the pandemic) to decisively move people out of their comfort zones. It's much easier to rinse and repeat than it is to innovate and take on new risks and new challenges, but I'm happy the pandemic has forced people to think a bit differently and I don't see the new thought process dwindling anytime soon."

One of the defining moments of 2019 AAA was the introduction of legendary Slayer guitarist Kerry King as a Dean Guitars endorsing artist, and 2020 saw another iconic artist come on board with a signature Dean guitar. "Let me start with our big announcement welcoming Doyle Wolfgang von Frankenstein of the Misfits to our Dean artist roster," Rubinson beams. "This project has been a long time coming, with countless hours spent on perfecting the Dean version of the original Doyle guitar that he made himself in his garage. Although a lot of blood, sweat, and tears were shed getting it just right, it was a pleasure to work with someone who knows exactly what they want, and I think the finished product is a testament to that. We will be releasing a USA version and an import version of the Doyle guitar to start out, so keep a look out in the near future! Also on the Dean side, we officially released the Vengeance and Zero guitars that are loaded with 5A flame tops, 3pc maple neck, stainless steel frets, ebony boards, fishman fluence pickups, glow in the dark side dots, and the options of an Evertune, Floyd, or Tuneomatic bridge."



Doyle Wolfgang von Frankenstein of the Misfits with his new signature Dean Guitars model

## Armadillo Enterprises' Annual Gathering Triumphantly Returns

By Christian **Wissmuller**

In December of 2019, Armadillo Enterprises hosted the first-ever "Armadillo All Access" (AAA), an event which introduced new gear across all three of the company's product lines – Dean Guitars, Luna Guitars, and ddrum – to an invited crew of MI retailers, artists, media, and other industry types. The occasion was an unqualified success (see our report in the January 2020 issue of *MMR*) and plans were already underway for a follow-up gathering the next year before 2019 AAA had even wrapped, but... well, you know what happened a few short weeks later.

Armadillo All Access returned in early December of 2021, however, and – perhaps to the surprise of some – was even bigger and more impactful in every respect.

"2019 Armadillo All Access marked our inaugural event, so we learned a lot from that experience," says Armadillo Enterprises' CEO and president Evan Rubinson. "As for 2021 AAA, I had a lot of people on our team continue to ask me if I was seriously going to try

“The pandemic has forced people to think a bit differently, and I don’t see the new thought process dwindling anytime soon.” – CEO and President Evan Rubinson

The introductions of new instruments and gear for the other two lines were impressive, as Rubinson explains: “As for ddrum, we announced a new, cutting-edge multipad called the ddrum Nio. Since *Nio* means nine in Swedish, aside from the striking aesthetic of the device, you can expect nine separate pads, ddrum signature presets loaded in, and USB connectivity for easy loading of sounds and loops. We also received an overwhelming amount of orders for our new e-flex series of electronic drums, which we will see the addition of a premium model shortly. For ddrum acoustics, our heavy hitter release was the Dominion brushed olive metallic, which conjures back to an iconic series that we have given an extensive facelift to.

“In regards to Luna, we released a few ‘non-traditional’ items this year including a series of Luna Kalimbas (that I affectionately call the Luna Limba), as well as projecting our Luna Vista Series guitar and ukulele artwork onto a cajon series that not only sounds amazing, but looks breathtaking, comprising a few different unique tone woods to create an aesthetically pleasing landscape. The other key release for Luna this year was our Vineyard Series of ukuleles, marking the absolute *crème de la crème* of the Luna brand. These works of art come with set neck construction, grade A solid Koa tops with bevels, rosewood boards, real bone nuts, a beautiful vine inlay in mother of pearl, and Fishman Kula preamps.”

With a triumphant “round two” of Armadillo All Access in the books, the future of this in-house MI congregation seems bright, by any account. But what’s Evan Rubinson’s take on what the coming months hold for the industry, as a whole? Whenever COVID-related concerns seem to subside a little bit and folks breathe easier – literally and figuratively – the rug seems to repeatedly get yanked out from under us. Shows and tours continue to get cancelled or postponed, supply chain interruptions are impacting all industries, and wildly differing protocols from community to community make largescale commerce – both nationwide and worldwide – a challenge.

“My expectations for the music industry in 2022 consist of the following,” he says. “Sales spikes will continue, but will begin to settle into a ‘new normal’ over the next six-to-12 months; large trade shows will continue to struggle, with some going by the wayside; there will be more and more business done remotely, not just due to the pandemic, but due to the costs associated with the degree of pre-pandemic travel and the realization that 90 percent of that can be done from afar; supply chain

woes will ease, but not entirely resolve; shipping container costs and freight costs will continue to remain far higher than pre-pandemic levels, but will move off their peaks; and we will all begin to develop a new baseline/barometer for run rates, lead times, supply, and demand.

“We are poised for another wild ride in 2022, but I feel a greater level of predictability and normalcy will begin to ensue. No one can predict the future, but I believe 2022 will be a turning point of the pandemic where we gain further clarity on what the future holds, thereby allowing

us to establish a bit of a baseline again. That aside, we are very excited about all our new artist signings, supporting our existing artists who are finally getting back out there more consistently, and showcasing all of our new product offerings that the pandemic afforded us the time to truly perfect.”



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f t i g d

# It's About Time Time Metronome Sales in 2022

By Christian Wissmuller

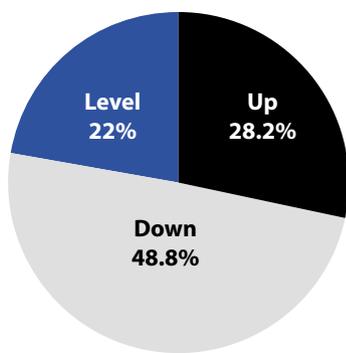
Stand-alone metronomes in this day and age may seem more than a bit old-fashioned. With all modern smart phones, tablets, and laptops either coming with a preloaded timekeeping app – or, at least, the ability to add one – metronomes are unquestionably anachronistic. With nearly 50 percent (48.8%) of participants in this issue's MI retailer survey reporting that sales of such units are down, it'd appear customers, by and large, agree.

That doesn't mean that *everyone* feels these time-keepers are

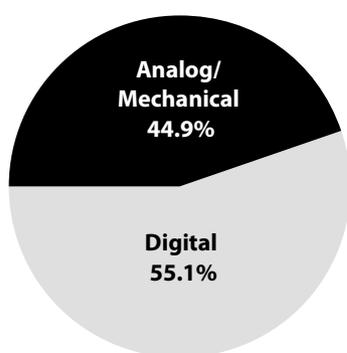
to be relegated to history's dustbin, however. As Michael Santander of Tucson, Arizona's Instrumental Music Center observes, "Less and less people care about a metronome with tons of extra features (sound changing, volume control, subdivision of beats). Those extra features are in a phone. We see most consumers looking for something inexpensive and simple."

Read on to learn about what consumers are looking for in a metronome (*great impulse buy to keep by the register, by the way*), what brands are offering in-demand models, and what other trends are impacting this market segment.

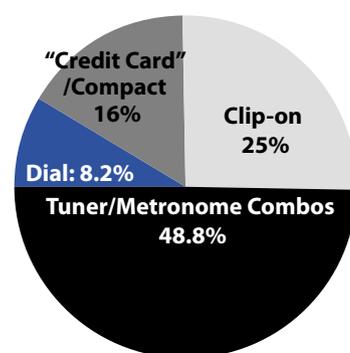
When compared to this time last year, sales of metronomes at your store are...



What types of metronomes are most popular at your store?



For digital metronomes, what types are selling the most?



## Have you been noticing any significant trends when it comes to metronome sales or design?

"I am finding the profits dwindling to the point that I only have them as a courtesy to my rental customers. Some cases they are being advertised at or below my cost."

Barry Konowitz  
Needham Music  
Needham, Massachusetts

"Not significant trends. The Cherub metronome is very attractive and popular."

Larry V. Miller  
Metronome Music  
Mansfield, Ohio

## Since most smartphones feature metronome or "metronome-like" apps, for those who still prefer stand-alone metronomes, what is it about such products that remains appealing?

"School band teachers are recommending apps rather than real metronomes to their students. Their logic is that they are saving the parents money."

Avi Rostov  
Click Music  
Oak Harbor, Washington

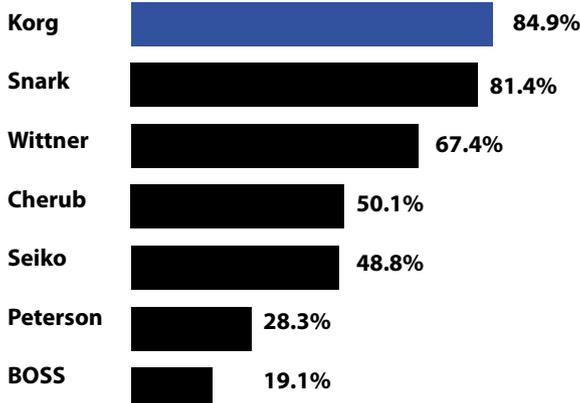
"Accuracy"

George Copeland  
North Channel Music  
Elliot Lake

"I don't know. The metronomes I'm seeing are not very good for the average performer."

Steve Staples  
International Vintage Guitars  
Oakdale, Louisiana

## What brands of metronomes are selling best for your business?



## For those who still favor analog/mechanical metronome units, what's the enduring appeal?

"The visual/aesthetic. It's fun to have a pyramid-shaped wooden metronome on your desk or piano."

Michael Santander  
Instrumental Music Center  
Tucson, Arizona

# newproducts

## SOUND REINFORCEMENT

### Allen & Heath's Scalable Install Range Grows With Two New AHM Matrix Processors

Allen & Heath has announced two powerful new Audio Matrix Processors, AHM-32 and AHM-16, supported by the most comprehensive ecosystem of scalable I/O, control and Dante solutions.



Harnessing technology from the AHM-64 Audio Matrix Processor, AHM-32 and AHM-16 open up the platform to the full spectrum of installed audio environments – from a single boardroom to a complete campus – with emphasis on simplicity of programming and control, plus expandable audio networking and I/O capabilities. The AHM-32 is built on a 32x32 processing matrix with 12 local analog inputs and outputs, making it an ideal choice for multi-room installations in hospitality, corporate and education environments. The optional Acoustic Echo Cancellation (AEC) module is available for teleconferencing and videoconferencing applications.

The AHM-16 features a 16x16 processing matrix with 8 local analog inputs and outputs. Out of the box, the AHM-16 is particularly well suited to single room applications and smaller multi-room environments including bars, restaurants, shops and school halls.

Both units benefit from a 96kHz I/O port for audio expansion and networking, enabling the use of a 64x64 Dante card for integration into Dante networks and connection to Allen & Heath's range of Dante equipped expanders. Alternatively, a SLink card can be fitted for Plug-and-Play connection to Allen & Heath's comprehensive Everything I/O ecosystem of remote expanders.

A range of remote-control options are supported, including an array of PoE remote controllers and the BYOD-friendly Custom Control app, enabling tailored user interfaces for multiple user and device types. Both models feature a powerful suite of processing tools derived from the AHM-64, including Automatic Microphone Mixing (AMM), Ambient Noise Compensation (ANC), Priority Ducking, an 8-band parametric EQ on every input and zone, plus speaker processing options.

[www.allen-heath.com](http://www.allen-heath.com)

## FRETTED

### Dave Mustaine Gibson USA Flying V EXP

Gibson is proud to unveil the first guitars in the new Dave Mustaine Collection, the Gibson Dave Mustaine Flying V EXP. Limited quantities of the Gibson Dave Mustaine Flying V EXP are available in Antique Natural and Silver Metallic finishes on Gibson.com and at select global dealers. A wider release of units is planned for February 2022.



The Dave Mustaine Flying V EXP guitars are the first release in the new Dave Mustaine Collection. These guitars deliver the powerful, heavy sounds and exceptional playing performance on the stage and in the studio that Dave demands. The 25.5" scale mahogany neck has an ebony fretboard with a compound fretboard radius, 24 medium jumbo frets, mother of pearl "teeth" inlays, an Explorer-style headstock with Grover Mini Rotomatic tuners with Kidney buttons, and a Graph Tech nut. The mahogany Flying V-style body is equipped with a Tune-O-Matic bridge, a Stop Bar tailpiece, and a pair of Dave Mustaine's signature Seymour Duncan Thrash Factor pickups. The Flying Vs are available in both an antique natural and a silver metallic nitrocellulose lacquer finish

which are complemented by black chrome hardware. A hardshell case is also included.

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

## DRUMS & PERCUSSION

### ddrum Releases E-Flex Complete Functioning Electronic Drum Set Solution

ddrum is proud to release its E-Flex complete electronic drum set solution. Designed for drummers looking for an affordable and quiet practice kit with a small footprint, the ddrum E-Flex drum set features great-feeling and responsive mesh heads, Double Bass Mode, and ddrum's popular black and red aesthetic.



E-Flex's Double Bass Mode allows players to use the hi-hat controller as a second bass drum, which is perfect for players looking to master their double-bass patterns on a budget. In addition, the set has a dual zone snare pad for realistic performance, 12 preset drum kits for a wide array of sounds and an onboard electronic metronome.

Specifications:

- 3 – 6" Mesh Tom Pads
- 1 – 6" Dual Zone Snare Pad
- 1 – 9" Crash Cymbal with Choke Function
- 1 – 9" Ride Cymbal with Bell zone and Choke Function
- 1 – 9" Hi-Hat Pad
- 1 – Hi-Hat Controller
- 1 – Bass Drum Controller
- 1 – Complete Rack
- 1 – Throne
- 1 – Pair of Drumsticks

The ddrum E-Flex drum set is available for \$349 at authorized ddrum dealers.

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

### Luna Honu Koa 17 Key Kalimba

There is nothing more meaningful than playing an instrument that embodies a rich history, made from excellent sounding tonal woods, a creative design, and can bring you peace of mind. Kalimbas evolved from the mbira family, a family of percussive instruments originating thousands of years ago in Zimbabwe. Today, the Kalimba is not only used to accompany modern instruments on stage and appear on musical albums but also as a form of relaxation and a method to escape the stresses of everyday life.



The Luna Honu 17 Key Kalimba is what happens when modern design meets musical history! Built with an all-solid Koa wood body and decorated with two stripes of flamed maple binding, Honu is the Hawaiian word for turtle. Laser-etched around the sound hole of the Kalimba, you can see a sea turtle swimming below the steel tines. This is the perfect instrument and design to take with you on all your tropical adventures! Keep your Kalimba in-tune to the Key of C with the tuning hammer and instruction booklet to use as a reference. Hard shell case included with a polishing cloth and an extra soft carrying bag.

Whether you're relaxing on a beach, taking a break at work, or jamming with the band around a bonfire, make sure you have your little hand piano by your side. Join the Luna Tribe! MSRP: \$79

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

# newproducts

## BAND & ORCHESTRA

### MLS513VN Noble Philip Violin from Maple Leaf Strings

With an artistically applied, antique-style spirit varnish accentuating its high-quality tonewoods, the Noble Philip pushes the boundary of aesthetic expectation and affordability. Crafted in remembrance of a luthier, the well-rounded tone and enhanced playability pay homage to the late Maple Leaf Strings luthier, Philip Doan. The MLS513 Noble Philip is intended to honor his commitment to the Maple Leaf Strings family and the national musical community.



For each Noble Philip purchased, Maple Leaf Strings will donate 10 percent of proceeds towards a scholarship fund created to provide access to private music education for underserved musicians. Size: 4/4

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

## CASES & STANDS

### Creator Tree by Gator Frameworks

If you're a producer or creator, then we'll bet you've lost a great idea or two before you could find your camera, mic or light source and hit "record" to capture that revelation. The Frameworks Creator Tree can help solve that dilemma.



The tree stand clamps directly to your desk edge for added convenience. Speed and convenience are key to getting your content created and posted in a competitive content market, and we want to ensure our creators had the right tool to succeed in creating their content.

The ring light/phone clamp, top-mounted microphone boom arm, and heavy-duty camera adapter enable you to create, edit, and produce content quickly and easily for your next video tutorial or live stream.

Whether you're at home or in a studio, Gator Frameworks' ID Series Creator Tree provides an efficient, space-saving option that takes your content and streaming experience to the next level.

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

## ACCESSORIES

### Electro-Harmonix Introduces the Nano Q-Tron Envelope Controlled Filter

Electro-Harmonix has added the compact Nano Q-Tron to the company's popular Q-Tron Series of envelope filters known for their organic, analog sound and expressivity.



Equally effective on guitar, bass, keys or horn, the Nano Q-Tron responds to the user's playing style and dynamics. The volume of the input signal it receives (also called the envelope) controls the cutoff or center frequency of a swept filter allowing the Nano Q-Tron to create tone-altering effects ranging from subtle to dynamic, auto-wah to ultra-funky.

The Nano Q-Tron provides the following controls and features:

- Volume knob which controls the pedal's output volume
- Drive Control adjusts its filter sweep sensitivity and how the pedal responds to the user's playing dynamics
- Q Control sets the peak bandwidth of the filter and determines how subtle or dramatic the effect will be
- LP BP HP Mode Switch controls what frequency range the filter will pass. LP (low pass) emphasizes the lows, BP (band pass) the midrange and HP (high pass) the highs
- Pedalboard-friendly, compact, rugged enclosure
- True Bypass switching

Comes equipped with a 9Volt battery and can also be powered with an optional 9Volt power supply. The Nano Q-Tron has a U.S. List Price of \$106.40 and is available now.

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

### D'Addario's Nexus 360 Rechargeable Headstock Tuner

D'Addario recently announced the launch of the newest tuner offering, Nexus 360, a rechargeable headstock tuner, now available for purchase.

Designed with Ned Steinberger, Nexus 360 is the first D'Addario tuner to offer a rechargeable lithium battery that holds 24 hours of tuning power with a single charge.

The discreet, clip-on design features 360 rotation. Players will be able to see their tuner at any angle on any instrument, plus a super bright, full color LED display for clarity in any lighting situation. Nexus 360 joins an extensive portfolio of other D'Addario tuners, including the Micro Tuner, one of the smaller offerings, Eclipse Tuner, one of the larger offerings, and more.

Nexus 360 is available now for \$62.99 retail and U.S. MAP at \$29.99.

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



## PRINT & DIGITAL

### New Flexible Percussion Ensemble Set from Excelcia Music Publishing

Excelcia's newest flexible release, *Ensemble Builders for Percussion*, Six Ensemble Works Playable With As Few As Four Percussionists, is a set of six newly-composed pieces from dynamic percussionist, educator and composer Robert Clayson. Written at an accessible grade 2 level, this collection – sold as a full set – is the new definitive introduction for the percussive ensemble.

Playable with as few as four percussionists, *Ensemble Builders for Percussion* can be expanded up to a full size percussion ensemble, and 13 percussion parts are included. *Ensemble Builders for Percussion* is an innovative, customizable release that is educationally solid. Educators or performers can construct each piece to fit unique instrumental needs by mixing and matching to find their perfect sound for concerts or festival performances.

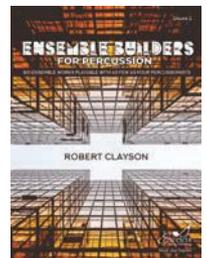
*Ensemble Builders for Percussion* is available for \$60 from music retailers and from Excelcia Music Publishing.

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

### *The ABCs of Music: My First Music Book* from Hal Leonard

*The ABCs of Music: My First Music Book*, written by award-winning saxophonist, broadcaster, and author Yolanda Brown and published by Hal Leonard, aims to provide an accessible, fun, and informed introduction to music for children aged 6–11.

Through a process of discovery, listening, fact-finding, com-





position, and playing, children will be guided on a musical journey inspired by Brown's infectious joy and enthusiasm. Beautifully designed in full color, *The ABCs of Music* allows children to explore their thoughts and feelings about music through creative exercises and playlists, introducing them to instruments and genres as well as the basics of music literacy. Featuring exclusive educational songs by Brown and the opportunity to perform alongside her band, *The ABCs of Music* is the perfect book for parents, caregivers, and schools looking to facilitate those first steps into music.

This feature-rich book includes videos and play-along audio with Brown, downloadable PDF resources, online instrument sample sounds, and educational songs by Brown. Audio and video are accessed online using the unique code inside the book and can be streamed or downloaded. The audio files include PLAYBACK+, a multi-functional audio player that allows you to slow down audio without changing pitch, set loop points, change keys, and pan left or right.

*The ABCs of Music: My First Music Book* with online audio, video, and PDFs retails for \$16.99.

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

## FRETTED

### Fender Custom Shop's Limited Edition Terry Kath Telecaster

Fender Musical Instruments Corporation (FMIC) has announced the global launch of the Limited Edition Terry Kath Telecaster, honoring the legendary Chicago guitar player's legacy with a collectible, limited run guitar created by the esteemed Fender Custom Shop. Master Builder Dennis Galuszka has replicated the guitar in exacting, every scratch-for-scratch detail, from the Pignose stickers to the gaff-tape-sealed rear body route and every other custom element. With up to 50 units made worldwide, the Limited Edition Terry Kath Telecaster is a guitar for the ages and a meticulously crafted homage to one of the true guitar greats of our time.

Terry Kath's main axe – the one with which he is most identified, and which accompanied him on the journey to cult status – is a most unusual 1966 Telecaster guitar, completely customized and plastered with stickers. Kath was so attached to the guitar that he'd buy a seat just for the instrument when traveling by air, rather than entrusting it to airline baggage handlers or even Chicago's road crew. The Tele guitar was an amalgamation of highly personalized modifications, including a synchronized Strat guitar tremolo with a sawed-off Tele guitar bridge plate, a

humbucking neck pickup, custom body routes, a reverse control plate, custom tuning machines and three "wing" string trees. Adorned with Pignose stickers and other intricately placed regalia, the guitar has become legendary in of itself and is synonymous with Kath and his enduring musical legacy.

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



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