



Know someone else who might benefit from

MMR?
MUSICAL MERCHANDISE REVIEW

Share your copy with a colleague!



**Click here for a subscription link,
or forward the one above to someone
you think would appreciate a copy of
MMR.**





TIMELESS
COMMUNICATIONS, CORP.

Producers / Publishers of:

PLSN
PROJECTION LIGHTS & STAGING NEWS

FOH
FRONT OF HOUSE

SD STAGE DIRECTIONS

MMR
MUSICAL MERCHANDISE REVIEW

SBO
SCHOOL BAND AND ORCHESTRA

Jazzed

Choral Director
THE NATIONAL CHORAL & GLEE CLUBS ASSOCIATION

PLS
PRO LIGHTING SPACE



PAS
ProAudioSpace

WE
THEATREFACT.COM

SD PLSN FOH
STAGE DIRECTIONS
BOOKSHELF

BACKSTAGE
EMPLOYMENT
NETWORK
www.benjobs.com

JAZZ
FESTIVALS
WORLDWIDE

EPD
EVENT PHOTO COLLECTION DIRECTORY

MMR

MUSICAL MERCHANDISE REVIEW

CASIO



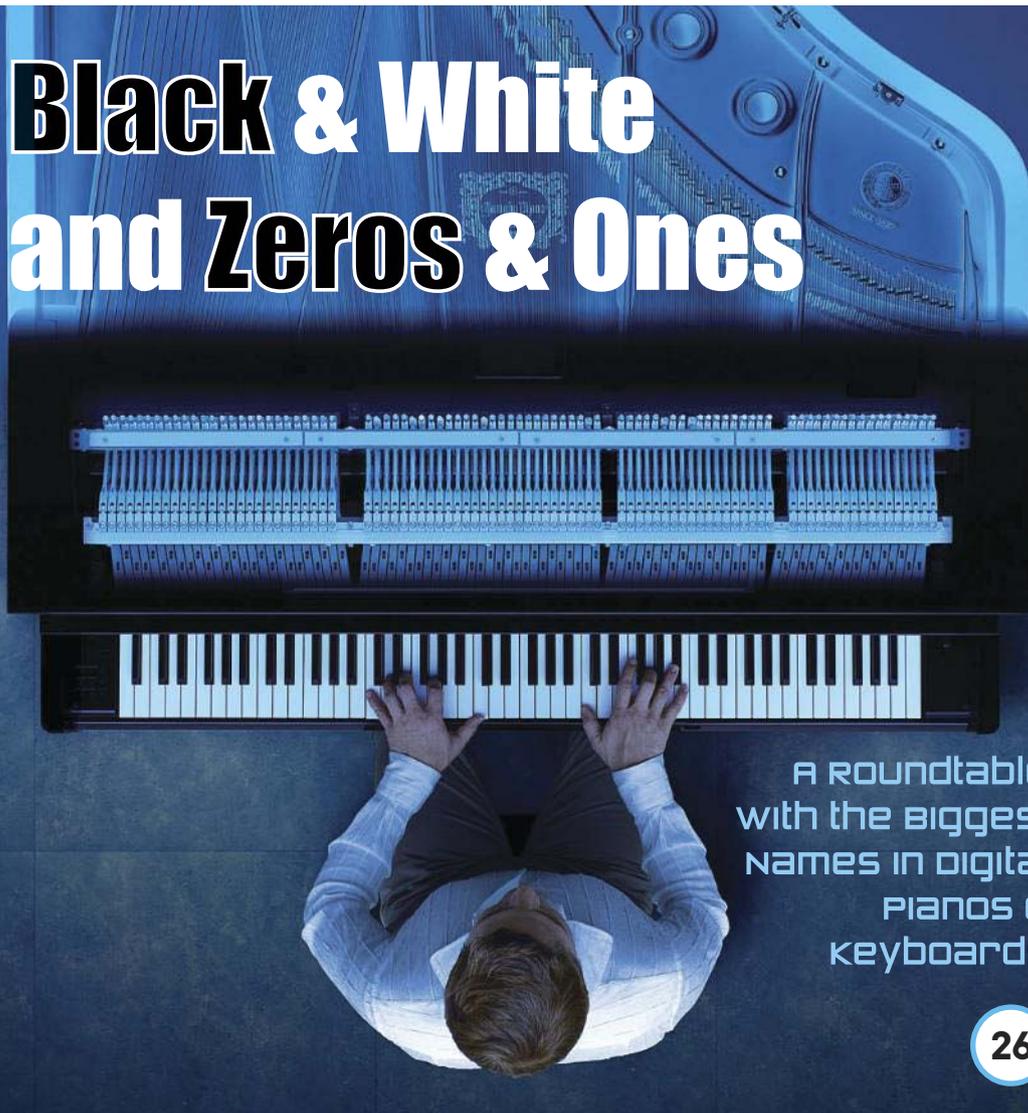
50
Top 5 Things
to Look for
When Hiring a
New Employee

25
UpFront Q&A:
Harman
Professional's
Scott Robbins

42
Guess Who's
Back? Korg's
Reintroduction of
the ARP Odyssey

44
The Oyster
and its Pearl
The Hailun
Grand 178

Black & White and Zeros & Ones



A roundtable
with the biggest
names in digital
pianos &
keyboards

26

The New D-Fi USB

The world's first and only
D-Fi USB transceiver



Patent-pending

CHAUVET 3

ChauvetDJ.com

Create your sound any place, any time



YC

Five unique organs with drawbars, rotary speaker, percussion and effects for a complete organ experience that fits under your arm.



GP

Get a van-full of iconic 70s stage keyboards and vintage effects in a portable retro-style package without sacrificing sound, playability or polyphony.



DX

Go from retro 80s to cutting-edge modern at the flick of a finger... literally! The multi-touch control panel puts powerful FM synthesis under your fingertips.



CS

Not just another monophonic analog clone, the 8-note polyphonic reface CS' five unique oscillator modules create a variety of sounds from analog to digital.



reface Capture
Save and recall reface Voices on iOS. FREE!

Soundmondo.com
Social Sound Sharing community for reface

YamahaSynth.com

Get the most out of your Yamaha Synth!

Keyboardists, songwriters and sound designers need great sound, feel and portability.

Meet **reface**: a Mobile Mini Keyboard series with a re-imagined interface of classic Yamaha keyboards from the past 40 years.

Each model in the **reface** series has a unique sound and matched controls for immediate, interactive and inspirational music-making. The new HQ-mini keyboard raises the bar for playability, response and feel.

And with battery operation and built-in speakers plus 1/4" line outs, USB and MIDI, **reface** is at home on stage, in the studio, on a plane, at the beach – any place, any time inspiration strikes.

YAMAHA

reface

Get to know reface here:
4wrdr.it/refaceMMR

Voco-Loco... Let your freeeq out!

The Voco-Loco has landed...

... a pedal that changes everything for vocalists, horn players, harmonicats, aliens, in fact, anyone that wishes they could use guitar pedals to enhance their performance.

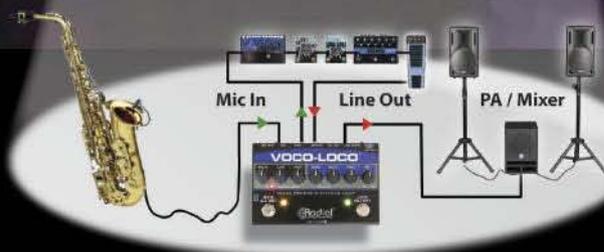
The Voco-Loco begins with a studio quality mic preamp that works with dynamic or condenser mics. A 2-band EQ lets you shape your tone and sends the dry mic signal to the PA system. A tap of the effects loop footswitch adds chorus, echo, reverb, wahwah or even distortion to your signal path. The Voco-Loco's send and receive controls optimize levels for low noise. A mute footswitch turns the mic off between sets to eliminate feedback should an alien attack.

The Radial Voco-Loco... a creative tool for those that want to add effects to their sound!

The Radial Voco-Loco... a creative tool for those that want to add effects to their sound!



Mic > Effects Loop > PA system



"The Voco-Loco is a great tool for horn players that use stomp boxes. It improves the quality of the signal, reduces noise and simplifies the signal chain."

~ Randy Brecker

Check out Randy's album
**The Brecker Brothers Band
Reunion** at: randybrecker.com



Radial
engineering

...power tools for power players™

radialeng.com

* Specifications and appearance subject to change without notice.

QR video link



Radial Engineering Ltd. - 1588 Kebet Way, Port Coquitlam, BC V3C 5M5

C O N T E N T S

MMR

MUSICAL MERCHANDISE REVIEW

Vol.174 OCTOBER 2015 No.10



FEATURES

25 UpFront Q&A: Harman Professional's Scott Robbins

Scott Robbins, vice president of worldwide sales for Harman Professional, discusses recent Soundcraft and Studer product introductions.

26 Black & White and Zeros & Ones – Roundtable: Digital Keyboards

Representatives from nine significant players in the realm of digital pianos & keyboards discuss the state of the market, recent innovations, and best selling instruments for their respective brands.

35 Keys to Profit in 2015 – Survey: Digital Keyboards

This issue's poll, sent out to over 300 MI dealers, reveals what price points are selling well, what brands are the strongest sellers, and what trends retailers are noticing in the digital piano & keyboard market.

42 Guess Who's Back? Korg Reissues the ARP Odyssey

Korg Brand Manager, James Sajeve, discusses the 2015 reissue of the ARP Odyssey and contextualizes it within the history of the original ARP synthesizers.

“Users, especially gigging professionals, are continuing to be more discerning, and increasingly more vocal, with the sound design and feel of keybeds and these users really expect nothing but the best.”

– Walter Skorupski, Alesis

44 The Oyster and Its Pearl – Hailun and The Hailun Grand 178

President and owner of Hailun, Basilios Strmec, discusses his piano market observations, new product developments, and their best selling product this year – The Hailun Grand 178.

46 Casio – Hitting all the Right Notes

Casio is celebrating its 35th year in 2015 and the company has come a long, long way from the low-end mini keyboards that some may remember from the '80s. Mike Martin, marketing manager for Casio's Electronic Musical Instruments Division, discusses current top sellers, recent introductions, and the just-unveiled Celviano Grand Hybrid Digital Piano.

48 If it Ain't Right, It's Left – 35 Years of Southpaw Guitars

After 35 years of Southpaw Guitars, owner and southpaw, himself, Jim Duncan talks about how he got his start in the industry, how Southpaw does business, and what's next for the operation.

50 Small Business Matters: 5 Things To Look For When Hiring A New Employee

Menzie Pittman of Contemporary Music Center sounds off on the five most important things he looks for when hiring someone new to work in his store.

COLUMNS

- 4 Editorial
- 6 UpFront
- 8 Letters
- 14 Supplier Scene
- 18 MMR Global
- 24 People on the Move
- 38 Product Spotlight
- 52 The Good Fight
- 53 New Products
- 56 Classifieds
- 59 Ad Index
- 60 The Last Word

AvantGrand cover photo courtesy of Yamaha Corporation of America

MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 174, Number 10, October 2015, founded in 1879, is published monthly by Timeless Communications Corp., 6000 South Eastern Ave., Suite 14J, Las Vegas, NV 89119, (702) 479-1879, publisher of School Band and Orchestra, Choral Director and JAZZed. Periodicals Postage Paid at Las Vegas, NV and additional mailing offices. MMR is distributed free to qualified individuals and is directed to music dealers and retailers, wholesalers and distributors, importers and exporters and manufacturers of all types of musical instruments and their accessories, related electronic sound equipment, general musical accessories, musical publications and teaching aides. **POSTMASTER:** Send all UAA to CFS. **NON-POSTAL AND MILITARY FACILITIES:** send address corrections to Musical Merchandise Review, PO Box 16655 North Hollywood, CA 91615-6655. The publishers of this magazine do not accept responsibility for statements made by their advertisers in business competition. No portion of this issue may be reproduced without the written permission of the publisher. Copyright ©2015 by Timeless Communications Corp., all rights reserved. Printed in USA.

NEW Firebird® Tuning Machines
Banjo | Re-Issue | Direct Retro-Fit

sales@kluson.com | 800.449.9348 | wdmusic.com/kluson

- 5/16" String Post
- Improved Fine-Cut Gears
- Fits Gibson® Firebird's
- Available For Both Bass & Treble Side

VINTAGE DIECAST



New Mandolin 18:1 Tuning Machines





Instrument Packs



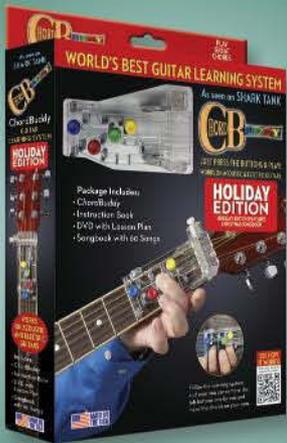
Fender Branded Shot Glasses



Headphones



Mini-Guitar Tree Ornaments



Guitar Learning Systems

QUALITY GIFTS FOR MUSICIANS

FROM
HAL • LEONARD

We've carefully selected items that musicians of all levels will appreciate receiving this holiday season. Let us be your one-stop source for all your gift offerings. Call your Hal Leonard sales rep for a limited time special.

1-800-554-0626 • sales@halleonard.com • www.halleonard.com



Puzzles



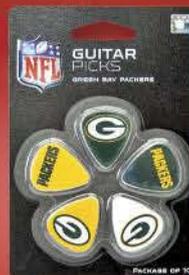
Bluetooth Self-Powered Speakers



Guitar Tree Lights



Mini-Guitar Replicas



Pro Sports Licensed Musical Products



Pro Sports Licensed Musical Products



Music Stands

A Welcome Counterpoint

With the start of each new school year comes the inevitable bubbling-up of calls for donations of instruments or funding to local school music programs. Even with a rebounding economy, there's always a district or college in need.

So, when those types of announcements started crossing my radar via Facebook and email and Twitter in August, I wasn't particularly surprised. What has been surprising is the number of stories that have been filtering through those same channels detailing numerous instances of extreme generosity towards student musicians.

Which isn't to say that there haven't consistently been individuals and organizations dedicated to supporting music education. For whatever reason, Fall 2015 just seems to be exceeding the norm.

In only the past couple of weeks, there are a number of such examples. Take David and Nancy Gobey of Columbus, Ohio, for one. In mid-September, the couple pledged \$1.5 million to Columbus City Schools for the purchase of musical instruments for students. Through the new "Gobey Music Trust," the district will receive a check for \$50,000 each year for the next three decades. That represents more than 100 new instruments for student use in this year alone.

And why such extravagant philanthropy? It turns out that when Mrs. Gobey was attending Pinkerton High School in Columbus, the school allowed her to borrow a cello and, as she told the *Columbus Dispatch*, "It made going to school fun. It was the hook that kept me interested in going to school."

The power of music, indeed.

Meanwhile, over in Portland, Oregon, the students of Ron Russell Middle School were treated to a performance by "Portugal. The Man," a successful groove/soul four-piece based in the area, on September 17th – pretty exciting stuff,

although not *that* out of the ordinary for a junior high school assembly. The \$35,000 worth of instruments that the band surprised the school's music programs (six bands, six orchestras, and three choirs) with at the conclusion of the concert, though? That was something of a shocker to both students and faculty.

The gift was the culmination of a group effort between Portugal. The Man, StubHub, and Mr. Holland's Opus Foundation, with all three parties committed to continuing to support music education. While that commitment is, of course, no surprise as it pertains to longtime advocate, Mr. Holland's Opus Foundation... StubHub? The place I get my Bruins tickets? At Russell Middle School that day, StubHub's Jessica Erskine noted that the company is, "committed to giving \$1 million in musical instruments" to schools, nationwide.

Well all right, then!

As anyone who's been reading NAMM Foundation executive director Mary Luehrsen's regular column in *MMR*, "The Good Fight" (page 52 of this issue) knows, there are countless instances of challenges to overcome when it comes to supporting music education, *but* there are also at least as many examples of dedicated, generous individuals – such as the Gobeys and the folks in Portugal. The Man – who provide a welcome counterpoint to those challenges.

If back-to-school season is any indicator, then perhaps 2015 will turn out to have been a banner year for music education advocacy and support when we turn the calendar page at the end of December. Here's hoping. **MMR**



Christian Wissmuller
cwissmuller@timelesscom.com



by Christian Wissmuller

PRESIDENT

Terry Lowetlowe@timelesscom.com

GROUP PUBLISHER

John Pledgerjpledger@timelesscom.com

EXECUTIVE EDITOR

Christian Wissmullercwissmuller@timelesscom.com

ASSOCIATE EDITOR

Paige Tuttptutt@timelesscom.com

ASSOCIATE EDITOR

Mike Lawsonmlawson@timelesscom.com

AUDIO / MI ADVISOR

George Petersengeorge@timelesscom.com

LIGHTING / STAGING ADVISOR

Nook Schoefeldnook@timelesscom.com

CONTRIBUTING EDITOR / DIGITAL MEDIA ADVISOR

Jacob Coakleyjcoakley@timelesscom.com

WEB DESIGNER

Josh Harrisjharris@timelesscom.com

ADVERTISING / MARKETING DIRECTORS

Matt Kingmking@timelesscom.com

Dave Jeansdjeans@timelesscom.com

Robb Holzrichterrobb@timelesscom.com

GREATER CHINA

Judy Wang, Worldwide Focus Media
C: 0086-13810325171 E: judy@timelesscom.com

ART DIRECTOR

Garret Petrovgpetrov@timelesscom.com

PRODUCTION MANAGER

Mike Streetmstreet@timelesscom.com

GRAPHIC DESIGNER

Angela Marlettamarlett@timelesscom.com

VICE PRESIDENT

William Hamilton Vanyowvanyo@timelesscom.com

OFFICE ADMINISTRATOR / CIRCULATION

Naomi Crewsncrews@timelesscom.com

Timeless Communications, Corp.

6000 South Eastern Ave • Suite 14-J
Las Vegas NV 89119, TEL 702.479.1879




Enhance. Express. Impress.

www.bourns.com/proaudio



GRAB 'n GO GIFTS FOR KIDS



All-in-One Starter Packs

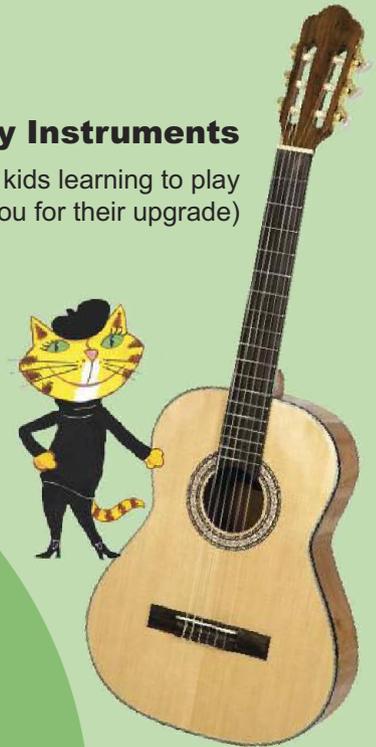
Beautifully packaged boxes that are sales floor-ready for the holiday season



Alfred's Kid's Courses

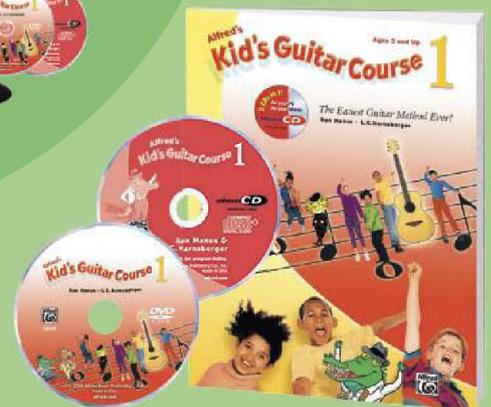


- Available for:
- Acoustic Guitar
 - Electric Guitar
 - Drums
 - Ukulele



Deluxe Accessories

Everything needed to start playing now and to keep on playing



Instructional Materials

Award-winning methods with full-color multimedia resources including Book, CD & DVD



Alfred Music
LEARN • TEACH • PLAY

alfred.com/dealer

Industry News

- Industry News
- Supplier Scene
- People on the Move
- Letters
- MMR Global

Ovation Resumes U.S. Production in Hartford

Anyone intrigued about Drum Workshop's plan for the Ovation guitar brand it acquired from Fender earlier this year, will be interested by news that U.S. production is about to resume again. Machinery, finishing equipment, and assembly lines are currently being reactivated at the New Hartford, Connecticut plant, the home of Ovation production for almost four decades.



Shipments of guitars are set to resume later in the year. Drum Workshop CEO Chris Lombardi, who acquired Ovation along with Gibraltar Hardware, LP, and Toca Percussion, and distribution rights for Gretsch drums from Fender Musical Instruments last January, said, "A U.S. production site is critical for maintaining the integrity of the Ovation brand. And, it contributes to the sale of the imported Ovation product as well."

Ovation's New Hartford plant closed in April 2014, after Fender management made a strategic decision to focus resources on Fender-branded products and offload brands in its KMC Music subsidiary and other non-core brands.

When Drum Workshop completed the acquisition on the eve of the 2015 NAMM show, Lombardi confessed that he was unsure of how exactly to proceed with the Ovation line. "With our experience in the percussion market, we had definite plans for Gretsch, Gibraltar, Toca, and all the other KMC percussion brands. But guitars were new for us," Lombardi said. "With an experienced staff, the equipment in place, and a strong order book, the decision was easy. Getting production back was just a question of setting up the dust collection system, hooking up electricity, and renegotiating the lease."

2015 NAMM Musikmesse Russia and Prolight + Sound NAMM Russia Largest Yet

Russia's only international music-trade exhibition featured more than 160 extensive business and public events programs that were highly received at NAMM Musikmesse Russia 2015 and Prolight + Sound NAMM Russia 2015.

Sokolniki Exhibition and Convention Center, in one of the oldest Moscow parks, saw a 12 percent jump in trade show attendees this year over last. Fourteen thousand, eight hundred and fifty-seven people came together to experience the latest in musical instruments and technology in the music products industry, September 10-13, 2015. The varied event program, organized by the Messe Frankfurt, NAMM, and their partners, played a big part in attracting record numbers of musicians, business owners, students, and educators.

At Prolight + Sound NAMM Russia 2015, a wide assortment of light, sound, and video equipment was presented by such companies as Bose, Martin Profes-

sional, Sennheiser Audio Russia, Slami, Show Atelier, SiM, MuzTorg, OKNO-Audio, MS-Max, LTM, Sofit Light, Asia Music, Stagemarket, Robe, Clay Paky, OSRAM, Syntez-Audio, MixArt, AV Stumpfl, ChainMaster, INBACK, 2M (Deutschland), Robert Bosch, Audio Solutions, SERAPID, König & Meyer, KIOR Theatre Systems, Aris, Doka Centre, Svetogor Pro, Sonoruss, and many others leading companies.

The pavilions of NAMM Musikmesse Russia were dedicated to electric guitars, drum sets, and many other electric music instruments represented by Roland Music, Grand Mystery Olympus, Artimusic, Muzimport, Music Space, Convent Centre, PedalZoo, Shamray Guitars, and Astell&Kern. The halls were also complemented by acoustic instruments by Coda Music, Kawai Piano, Steinway & Sons, Resonance Harps, Forte and Piano, Aileen music, BAM, Chevalets Despiau and Ditta

Cirillo Antonio in "Pavilion Classique."

"We saw a very good mix of professionals, musicians, teachers, and dealers, a very well informed audience. Lots of known contacts came to visit us, but also some promising new ones," said Wolfgang Weiss, chief administrative officer for Thomastik-Infeld headquartered in Austria. "It is important for a brand like ours to keep flying the flag, so coming back to the show was absolutely the right decision."

A long list of state and other organizations were official supporters of the fairs: the Russian Ministry of Culture and the Moscow Department of Culture, the Culture Committee of the State Duma of the Russian Federation, The Moscow Conservatory, the Bolshoi Theatre, the Russian Guild of Theatre Managers, the Russian

Union of Theatre Workers, the Russian state musical TV center "Orpheus," the Association of Musical Theatres, Institute of Educational Development of Culture and Art, and Music The-

atres Association of Russia.

The Moscow Department of Culture's program "Art School" also took place at NAMM Musikmesse 2015. It consisted of two events. The first was "Forum Art Education," which was dedicated to arts education and the professional development of music and art teachers. The second event included an interactive "Park of Musical Instruments," where thousands of attendees were given free lessons by qualified music teachers on instruments including the violin, drums, domra and harp.

For the first time in Russia, NAMM Musikmesse Russia 2015 hosted "Bonzo Bash Russia" – a world-known drummer festival created as a tribute to Led Zeppelin's drummer John Henry "Bonzo" Bonham. The show brought together fifteen of the best Russian rock and roll drummers,

continued on page 12





WATCH THE VIDEO AT GATORCASES.COM

WHEN YOUR
STUFF NEEDS
TO BE
PROTECTED



GUARD IT
WITH
GATOR

Nothing protects your gear better than a Gator Case. Tough on the outside, tenderly crafted on the inside, every Gator Case is designed to keep your stuff safe from the dings and dents of life. Whether you're a musician, DJ, gear junkie or simply need a case for your pet Goldfish, Frankie, Gator has you covered.

For the stuff you love, Guard it with Gator.



www.gatorcases.com



Hal Leonard to Distribute NBA, NFL, and NHL-Licensed Musical Products

Hal Leonard Corporation and Woodrow Guitar have partnered to bring exclusive NBA, NFL, and NHL-series instruments and accessories to sports fans, collectors, and music lovers across North America.

Starting in fall 2015, Hal Leonard will be the official distributor of Woodrow Guitar – professionally crafted, collectible guitars and accessories beautifully decorated with licensed designs from your favorite NBA,

NFL, and NHL teams. The series includes the limited edition Northender electric guitar, the Denny Soprano ukulele, guitar picks, gig bags, drumsticks, guitar straps, and their miniature collectible series featuring the 1:4 scale Mini Northender.

“We’re thrilled and honored to partner with Hal Leonard,” says The Sports Vault Corp. president and CEO, Jeff Thompson. “As they’re one of the world’s largest dis-

tributors in the music industry, our collaboration opens a new channel of distribution for the sports and entertainment industry that combines the two passions of music and sports.”

“High quality, branded accessories and gifts are categories where our dealers are seeing success. Partnering with Woodrow is another way we can help our retailers offer the best to their customer,” says Brad Smith, Hal Leonard senior sales and marketing manager.

Retailers interested in distribution can contact Hal Leonard at 1-800-554-0626 for more information.



Hi Christian,

Hey man, I just read your opening article in last month’s MMR [“The Market is Growing, I Enjoy Having Dire Straits Songs Explained to Me Online, Acoustic Sales and YouTube are Friends, and Other Random Musings...”] Nice work. I am stoked to see those numbers and to know that the industry is growing. I am new to the industry – September was my one-year anniversary into the MI retail/manufacturing marketplace. Previously, I owned and operated a contracting/handyman company based in Los Angeles, California.

I started working at Gold Tone because my wife’s parents own the company. Other than playing guitar, I have no ties to the industry whatsoever, but I was very excited to shift into a career where I could be around instruments all day. Anyway, why I am writing you is because I am an outsider looking in. When I started a year ago I was led to believe I had made a poor decision getting into a declining industry with no future. Our previous sales manager and field reps (age 55-65) had no faith in the industry picking up and their negative attitude was helping dictate the direction of this company and our industry. I could only see opportunity... And I still do. I think that people need to change their perception of the industry and engage more in what’s trending. For most retail stores that are not doing well it’s not just because “sales are down,” it’s because they are not “keeping up.” The well-managed stores are doing quite well.

Thanks,
Justin Grizzle
Gold Tone Music Group

Amahi
UKULELES

*Introducing the Penguin line
of solid color ukuleles!*

*18 Soprano Ukuleles with matching bags
\$395 with free freight!*

1-888-262-8471  www.amahiukes.com



TURN UP THE DARKNESS

©2015 Avedis Zildjian Company

The versatile Zildjian K Custom Dark Crash Cymbals put out a warm, rich sound that cuts through and sings out. It delivers a unique crash with slightly dry, trashy overtones and its large bell is designed to provide more volume and cut with a quicker attack and decay. The new larger 19" and 20" diameters allow for more volume with slightly more sustain. Hear it at zildjian.com/newfor2015.

Zildjian®

#TurnUpTheDarkness

AM&S to Represent dBTechnologies in the U.S.

dBTechnologies has named American Music & Sound (AM&S) as its exclusive distributor for the United States.

Based in Los Angeles, California, AM&S is part of music business giant Jam Industries Group as a leading distributor of Pro Audio and Musical Instrument products from several world-class manufacturers.

With operations in Los Angeles and Memphis, AM&S is centrally located to all regions of the USA and has a unique and effective sales distribution network, serving all Pro Audio, Musical Instruments and contractor markets.

Having initiated talks earlier this year, the companies had further meetings at the manufacturer's production and R&D departments in Bologna, Italy. Meetings also took place at Jam Industries' headquarters in Montreal, Canada, before finalizing the agreement, which will be effective starting from September 2015.

"It's indeed an honor to be partnered with our dear friends at dBTechnologies," said AM&S President Lynn Martin. "We look forward to building on the incredible success the brand has al-



AM&S' business manager Dean Downey, dBTechnologies' sales & marketing director Giovanni Barbieri and CEO Arturo Vicari, Jam Industries' CEO Martin Szpiro and AM&S' president Lynn Martin.

ready established. The company is made of people of great integrity, the products are fantastic, and it's the speaker brand that we have been waiting for. We couldn't be happier."

dBTechnologies' sales and marketing director Giovanni Barbieri enthusiastically comments on the news. "We are so pleased to announce this new partnership. In the last few years, dBTechnologies widened its range of products and our worldwide distribution has dramatically increased. The next step is

focusing on strengthening our presence and brand awareness in the U.S., the world's most competitive market. Thanks to its solid sales network and sharp communication strategies, I am convinced that AM&S is the perfect partner to reach such a goal. The whole dBTechnologies' team is pretty excited to start operations immediately."

The two companies will kick off the new distribution arrangement with the introduction on the U.S. market of ES 503, the first-born of dBTechnologies' ES Entertainment System series.

Mutec Mutes



Your new standard in student mutes. Orchestra Quality, Band Room Price.

Better than a cardboard mute!

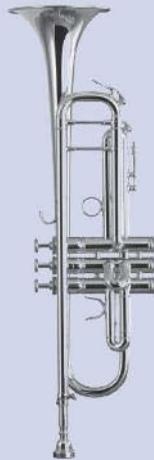
Straight, Cup, Practice for under \$30 List

Dealer price 1/2 of list. Fast movers.

Made from durable plastic.

Learn more at www.mutecmutes.com or email us at info@mutecmutes.com

From their first note
to first chair



Quality accessories
for brass instruments

*Increase your profits
with the ultimate add-on sale!*

Our student line of plastic mouthpieces compare to professional mouthpieces at a fraction of the price without a loss of quality.

Perfect for cold weather playing, playing with braces, rentals, and replacements.

Mouthpieces for Trumpet (3C, 5C & 7C)

\$15 List / \$7.5 Dealer Cost

Available in black & clear plastic only



Mutec Mouthpieces

Great Digital Pianos Begin Here.

Relying on nearly ninety years of experience in building fine acoustic pianos, Kawai creates professional stage pianos and portable digital pianos with the finest tone and touch... period.

We offer a variety of award-winning digitals perfect for stage, studio and home. Discover the difference these exceptional instruments will make in your business.



MP11 • The Professional Stage Piano for the Piano Purist.



MP7 • Powerful Stage Piano and MIDI Controller.



VPC1 • The Finest Virtual Piano Controller



ES100 • Portable Digital Piano with Exceptional Tone and Touch



ES7 • The Ultimate Portable Digital Piano

KAWAI
Professional

KAWAIUS.COM



Ventura Guitars

Tired of Matching Internet prices... competing with the local GC?



We are proud that for the past **14** years Ventura Guitars have only been sold to brick and mortar independent music stores.

NO Internet web sites! NO national music chains! NO big box stores or other retail!

We understand your business and make it easy and desirable for you to do business with us: **NO buy-ins! NO annual requirements to keep the line! NO minimum orders!** Just buy only what you need, when you need it! And, a **LIFETIME WARRANTY!**

The Ventura Guitar Line is designed mostly for **retail price points of \$100-\$300.** We usually have most everything in stock, and ship the same or next day. All products have a lifetime warranty, without exclusions, and it is your call!

AND NO APPLICATION PROCESS:

if I know you are a brick and mortar independent store, that is all I need!

Our only requirement is that you not sell any of the Ventura product on the internet. That's all...that simple!

Tom & Lily Oliphant, Owners Ventura Guitars

Many of you may have seen us in your store already. We spend several weeks a year out in the field and from that perspective we understand the independent store operation, your problems, concerns and needs. You have told us what your customer wants and what they are willing to pay and Ventura Guitars are designed with the features and value to meet these requirements and allow you the reasonable profit your store needs to stay in business.



Let's get started,

Tom Oliphant (817) 689-7732 or venturaguitars@gmail.com.
Check out our catalog at www.venturasoundideas.com

Warehouse: Austin, Texas

Office: 4925 S. Meadow Ridge Cir., McKinney, Texas 75070

NAMM Musikmesse Russia and Prolight + Sound NAMM Russia

continued from page 6

special guest drummers, and five newcomers. Bonzo Bash Russia was led by American drummer Brian Tichy (Whitesnake, Billy Idol, Foreigner, Ozzy Osbourne, Glenn Hughes), and also offered master classes and workshops with famous Russian and international drummers.

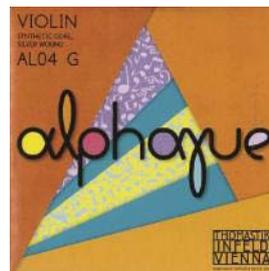
Also found at this year's shows – Rental Companies Forum organized by the Association of Rental Companies for CEOs and employees of rental companies and event agencies; lighting artists' competition by Martin Pro; master classes about concert sound, psychoacoustics and mixing organized by sound-engineering school "Gramotniy Zvuk". Line arrays and concert sound systems were also presented for the visitors of Prolight + Sound NAMM Russia 2015.

NAMM Musikmesse Russia and Prolight + Sound NAMM Russia will continue to make a serious contribution to the development of music, audio, light, stage and show-technologies industries in Russia at next year's event held September 15-18, 2016 at Moscow's Sokolniki Exhibition and Convention Center.

For more information about the shows, visit www.namm-musikmesse.ru and www.prolight-namm.ru.

CORRECTIONS

On page 69 of our September issue, an incorrect image ran alongside the write-up for Thomastik-Infeld's new Alphayue Violin Strings. The correct image appears here.



On page 6 of *MMR* September 2015, Guitar Center's Michael Amkreutz was described as "vice president – merchandising, marketing, and eCommerce." Amkreutz is executive vice president of those departments.



DISPLAYS THAT SELL



Capo Countertop



Promark Select Balance



Cables



Guitar Straps



Woodwinds Countertop



Strings & Accessories
Customizable

Check out our selection of eye-catching displays that attract and engage more customers in more product categories.

800.323.2746

SALES@DADDARIO.COM

[HTTPS://B2B.DADDARIO.COM](https://B2B.DADDARIO.COM)

D'Addario

Supplier Scene

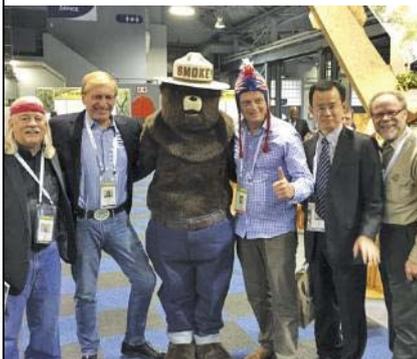
Tom Bedell Presents at World Forestry Congress

Tom Bedell, founder of Bedell Guitars, recently visited Durban, South Africa to participate in the World Forestry Congress. Now in its 14th year, more than 1,700 leaders coming from governments, civil society, business, and academia are meeting to discuss the future of world's forests.

Bedell was the only representative from the guitar industry to attend this year's conference, held once every six years. He presented on Bedell Guitar's commitment to sustainably and ethically harvesting tonewood for guitars. "I advocated for accountability of protecting our forests and the economies of the people of the forest," he said. "Bedell Guitars seeks to connect the musician to the tree where his/her instrument began – as much as 500 years ago."

The conference had four goals this year - to bolster political will for restoration, improve forest legality and governance, generate new strategies for the forests and people of Africa, and drive home the importance of transparency and open data.

Together Tom, Chip, and Andrew share the same goals to protect the forests and are partnering on many of these initiatives as well.



Yamaha Extends Alliance with Disneyland

Yamaha Corporation of America and Disneyland Resort recently announced a renewed agreement for Yamaha to remain the official provider of musical instruments to the Disneyland Resort, solidifying a relationship that has spanned more than two decades.



"Disneyland Resort and Yamaha have a great relationship, as both companies share the love of music making, so we're pleased that it will continue to grow thanks to this renewed agreement," said Tom Sumner, senior vice president, Yamaha Corporation of America. "In addition to being the official supplier of musical instruments for Disneyland Resort, Yamaha sponsors the All-American College Band and works with the Disney Performing Arts program, something we're very proud of as part of our broader commitment to music education. It's exciting that Disneyland Resort visitors will continue to have plenty of opportunities to experience and interact with Yamaha instruments and products."

Since 2005, when Yamaha first became the official supplier of musical instruments for Disneyland Resort, Yamaha Disklaviers, grand pianos, upright pianos, drum kits, and sound reproduction and recording equipment can be found throughout the "Hap-

piest Place on Earth," including the Grand Californian Hotel and the Grand Ballroom of the Disneyland Hotel.

A team of Yamaha managers and staff representatives work to satisfy the diverse needs of the Disneyland Resort, which offers daily concerts at the theme parks as well as countless musical events that are integral to the Disneyland Resort experience.

In addition to providing instruments and sound recording products, Yamaha sponsors the internationally acclaimed Disney Performing Arts program, a unique educational program which enables youth ensembles, dance troupes, bands, choirs, vocal groups, and other performing arts organizations to entertain visitors at Disneyland Park and Disney California Adventure Park, as well as take part in workshops and other music programs.

During the summer, Yamaha presents the All-American College Band, comprised of students selected during highly competitive auditions held throughout the country. The program offers 21 promising young instrumentalists the opportunity to work as musical performers for nine weeks at the world-famous resort.

Casio Launches New CGP-700 During National Piano Month

September was the annual celebration of National Piano Month and Casio America, Inc. is encouraging consumers to embrace their love of music and foster a greater appreciation for everything that music-making has to offer.



Music enriches lives and Casio's all-encompassing portfolio of digital pianos focuses on that mission by offering musicians an outlet to express themselves and families the opportunity to create musical memories.

The CGP-700 is equipped with Casio's latest technological achievement, the Color Touch Interface™, which features a premium icon-based menu with 168,960 pixels. This bright, clear, and easy-to-use LCD interface allows musicians to choose tones, select rhythms, split and layer sounds, and more. The CGP-700 also features Casio's superior engineering and world-class Tri-Sensor 88-note scaled hammer action keyboard with simulated ebony and ivory keys, which give an authentic piano feel that musicians expect in a grand piano in a more compact design. In addition, the CGP-700 incorporates a new, unique 3-way sound system with 40 watts of total amplification. Four speakers are located in the top of the CGP-700, which provide a rich stereo experience and two additional speakers are located in the included stand to provide the low frequencies to handle instruments like bass and drums with ease. In addition, there are headphone jacks that enable musicians to have their own private music sessions.

Casio's CGP-700 is now available at music dealers nationwide for an MSRP of \$1,099.



EMILY SIERRA



STEVE NIEVES



MARCUS JOHNSON



NELSON GARCIA



ADRIAN CRUTCHFIELD



ELLE MICHELLE



ANTHONY TERRY



STEVE CLARKE




Antigua
PROUD

To learn more about Antigua please visit www.antiguawinds.com
or contact us at info@antiguawinds.com

Photography by Prime Cut Creative



ANDRAE GRANT



CRAIG ALSTON

Chauvet Next NXT-1 Panels Win Friends At Pacific Amphitheatre

It's easy to see why the Pacific Amphitheatre became an instant favorite among touring artists when it opened in 1983 with a concert by Barry Manilow. Located on the Orange County fairgrounds, the 8,000-capacity venue

combines beautiful southern California scenery and gentle Pacific breezes with excellent acoustics. For one month this summer, the setting at this legendary venue sparkled even more brightly, thanks to a collection of Next

NXT-1 panels from Chauvet Professional.

Ray Woodbury of RK Diversified Entertainment (Los Angeles) used the moving LED panels to create a captivating lighting display over mid-stage for the Toyota Summer Concert Series during the Orange County Fair. Woodbury flew 16 Next NXT-1 panels on overhead truss for each of the 24 concerts in the series. "They were the workhorse of our rig," he said. "Of course they were also much more than that; they worked really great as effects lights, giving us the flexibility to create different looks for the varied artists that performed here."



BE Different
BE SPECIAL
BE LOWREY



At Lowrey, we fulfill the dream of learning to make music.

Contact Lowrey
frankw@lowrey.com
708.352.3388 x 229
www.lowrey.com



The bands who appeared at the Toyota Summer Concert Series did indeed represent an eclectic mix, from the teen idol sound of Austin Mahone, to the country chords of The Band Perry, to the reggae fusion of Iration, to the Indie pop of Capital Cities, to the classic rock of Deep Purple, America, The Steve Miller Band, Huey Lewis and the News, and Jefferson Starship. "It was like doing a series of 24 one-offs for sometimes very different bands," said Woodbury. "We wanted each show to look special and at the same time reflect what the band was all about, so the versatility of the NXT-1s was very important. We also used the panels to great effect as wash lights with square beams to create some big looks. Their beams are very powerful."

Aside from representing a variety of musical styles, the bands also brought with them designs from different LDs. For example, Offspring had a design by Lars Upton and Spandau Ballet had a Patrick Woodroffe design. "The bands had different looks," said Woodbury, "but all of them used the NXT-1s in the air. Everyone who came through, from the bands to their lighting people, loved the looks we got with the Chauvet panels."

On many nights, the lighting rig at the Toyota Summer Concert Series included more NXT-1 panels than simply the 16 overhead units.

Sadowsky[®] *your new premium bass line is waiting—the Sadowsky MetroLine!*
MetroLine[®] *Sadowsky Quality, Performance and Integrity in a more affordable package...*

dealer inquiries welcome
sadowsky.com • 718-433-1990

KORG USA Inc. Expands Internship Program

This summer Korg USA Inc. welcomed two students into their USA headquarters for exciting internship opportunities with the marketing department.

Zoe Carpentieri, a senior at Potsdam University, was selected to intern with the marketing communications and social media team, and Ryan Rizzuti, a senior at Five Towns College, was selected for the marketing department's video production internship.

"Internships have become key for undergraduate students in today's competitive job market. At Korg USA, we feel it is important to mentor the students of today and help give them a leg up on the competition by building their resume with real world experiences," shared Stephanie Franquie, director of marketing communications for Korg USA Inc. "We gain a great deal of insight from these enthusiastic students. Zoe and Ryan's fresh ideas were a welcome addition to the creative process."

Zoe is pursuing a degree in business administration with a minor in music business and is also a founding member of a mixed a capella group, Stay Tuned, which competes annually at the International Championship of Collegiate A Cappella (ICCA).

"Interning at Korg USA Inc. has allowed me to combine my education with my passions for music and business," shared Carpentieri. "Being given the experience to intern at such an exciting and innovative company, I've had the opportunity to try



on many different hats -- from social media management, to data analysis, to media relations. It's been eye-opening and allowed me to scope out the kind of position that will suit me best in the future," added Carpentieri. "Having the opportunity to participate in the team's marketing meetings has been an extremely worthwhile experience for me. It has shown me the inner workings of a creative marketing department and the developments of campaigns from planning to execution," stressed Carpentieri.

Ryan, who is pursuing a bachelor of fine arts in film and video production is a passionate movie buff who loves live concert performances. "My time at Korg has taught me more valuable lessons than any amount of time in a classroom could," shared Rizzuti.

"The on the job training, shooting and editing projects for the company, while getting real life feedback from my manager, Korg's Video Producer Brian Brennan, has far surpassed my expectations. I've been able to meet and interview some amazing artists, been privy to product launch materials, and am always invited to attend marketing meetings to see how the team operates. Even though I am an intern, everyone has treated me as part of a team and I have had so much fun."

Due to the success of taking on two summer interns, Korg USA Inc. plans to extend their internship offerings for the full year. In addition to marketing and video production interns, future positions may include graphic design, artist relations and customer support positions.

Collings Guitars Signs Exclusive Deal to Use D'Addario's NYXL Strings

D'Addario has announced a partnership with Collings Guitars of Austin, Texas that will see the prominent instrument maker exclusively use D'Addario's NYXL strings on their electric guitars.

Introduced last year, D'Addario's NYXL strings feature a newly engineered, break-resistant, high-carbon steel core and plain steel alloy that is designed to deliver a whole new level of freedom, confidence, and power to guitar players at all levels. They are D'Addario's strongest strings ever made. NYXL strings provide more strength, and up to 131 percent greater tuning stability when compared to traditional nickel wound sets.

Collings Guitars has been owned and operated by Bill Collings in Austin, Texas for over 30 years. In that time, the premium guitar builder has attracted the likes of Zac Brown, Brandi Carlile, and Keith Urban to use their products. Collings currently manufactures 65 varieties of stringed instruments, including acoustic, electric and archtop guitars, as well as mandolins and ukuleles.

"We've been using D'Addario strings for decades and never had any reason not to." Said Bill Collings of the exclusive partnership. "In fact, I really admire the fact that they are always working on improving their processes and equipment just to make a better string... for me."

BACKBONE™

GUITAR PRODUCTS

THE ULTIMATE ADD-ON FOR TELES & STRATS MORE SUSTAIN MORE MARGIN

BACKBONE connects the neck, body, bridge and strings on Tele and Strat style guitars for more sustain, tone and resonance. Five minute, Non-Invasive installation. \$49 to \$69 MSRP. Great margins. Patented. Made in USA

BECOME A DEALER

424-289-9929 aw@backbonegp.com
www.get-a-backbone.com

Tele and Strat are trademarks of FMI

MMR GLOBAL



by Ronnie
Dungan

ROLI Adds to Range

ROLI has added to its range of quirky MIDI keyboards with the addition of a smaller version of the keyless controller, called the Seaboard Rise.

According to ROLI, it is the first Expressive MIDI device to offer an easy-to-use multi-platform synth, the first with an integrated user control panel, and the first to perform wirelessly with an integrated battery and Bluetooth over MIDI. It is available in the UK through Sound Technology with a retail price of £599 inc VAT.



Roland Lamb, ROLI's CEO and inventor of the Seaboard, said, "Finally, musicians have at their fingertips an affordable and accessible tool that lets them create authentic instrumental simulations in real time. Combined with its strengths in creating fresh new sound interactions, the Seaboard Rise is truly a breakthrough for both musical performance and production."

It comes bundled with Equator, ROLI's custom-built software synthesizer designed exclusively for Expressive MIDI instruments. In Equator, the Seaboard RISE's five primary dimensions of touch and gestural control – strike, press, glide, slide, and lift – are independently mapped to a wide variety of sound parameters. Sliders on the left-hand control panel regulate the extent to which these parameters of gestural modulation are utilized, allowing the Seaboard Rise to behave like anything from a conventional keyboard controller – in easy-to-use "piano mode" – to a completely open-ended interactive surface.

MIT'S Off as UK Show Canned

Organizer Hamerville has cancelled the Musical Instruments and Technology Show, which was due to take place in Manchester in November.

The show was returning to Event City in Manchester on 6th-8th November after a year away and a re-booting of the event to a more consumer-focused format. The 2013 show (called The Music Show) was more of an educational expo, with a consumer element. But it appears that, despite support from major brands such as Marshall, Yamaha, Blackstar, PMT, PRS and Barnes and Mullins, it has not been able to make the numbers work.



Event manager Chris Martin told *MMR Global* he was disappointed to have to pull out of the expo, "I'm gutted on a number of levels, particularly for the UK musical instrument industry. It was taking shape, we had some fantastic exhibitors on board and...it's just a real shame. It was a combination of factors that made it just financially not viable."

Martin assured the trade that exhibitors will get a full refund of any deposits or other payments already made.

....Will the UK Ever Have Another Major Show?

The sudden cancellation of the Musical Instruments and Technology Show has again made the prospect of a major UK consumer show seem remote, but does it really need one?

At a time when smaller, regional events are doing pretty well, the idea of a return to some sort of grandstanding equivalent to the British Music Fair seems somewhat optimistic, but there are always behind the scenes efforts to get such an idea off the ground, particularly within the MIA. In fact, with the Manchester show cancelled, it may even resurrect talk within the trade body of joint-venturing with someone on the project. It is never far from the agenda and perhaps it's right that a trade body sees such a project as part of its remit. Whether it can find someone (and it's usually a magazine publisher) willing to take such a gamble seems doubtful. We

are not operating in a climate of risk-taking. There's one which might just be daft enough, but it no longer has the interest.

MIT'S was, even after its reinvention as more of a consumer-oriented event, never quite convincing. Which is a shame. It needed something to excite the consumer and, unless it had some surprises lined up, didn't look like it was quite going to be able to deliver that despite the obvi-

ous enthusiasm and hard work the Hamerville team were putting into it. There was industry support from some quarters, some big names, but this was a show that

did not require a huge outlay in terms of the exhibition space, so it's no indication that the market is ready for a big budget showcase again. What they were going to do when they got there was key and I'm not convinced we would have seen many of them pulling out all the stops.

Maybe there was a problem with the model. Letting pre-registered customers in for free certainly raised a few eyebrows. Perhaps the idea was to gradually grow it and gain consumer acceptance but it certainly didn't transmit confidence in the product.

There will be another idea along soon, no doubt. There has been talk in certain quarters of joining with an existing event like the Gadget Show, or the suggestion of a media showcase of new products, but nothing will emerge. The desire for events big or small is cyclical. They have a shelf life that lasts until they get too big and expensive and people start pulling out and talking of the need for something cheaper and more intimate. It is what Musikmesse is experiencing at the moment.

And right now, because there hasn't been a big UK event for a while, and the German show is in a state of flux, people will be wondering whether the time has come again. But perhaps the uncomfortable truth is that the UK is not the same market that it once was and can no longer generate the right level of noise or excitement. But I'd love to be proved wrong.

South Africans Get Faith Guitars

Barnes and Mullins has secured a new distribution deal in South Africa for its Faith Guitars brand. The firm has signed up with Paul Bothner Music, founded in 1902, and one of the leading distribution companies in the territory, it has 10 of its own superstores as well as a top-ranked online store too.



Carel Van Heerden, director of Paul Bothner Music commented, "Upon recently unpacking our first shipment of Faith Guitars I was reminded of a quote by Henry Ford: 'Quality means doing it right when no one is looking.' These guitars are exceptional all round – in build, in tone, and quality; with an unsurpassed value for money offering. It's simple really: Good guitars make you want to play more; and great guitars like Faith can touch a life forever."

Alex Mew, Faith Guitars brand manager, added, "South Africa is a vibrant and exciting new market for Faith, and I am delighted to have partnered with Paul Bothner Music."

Faith is now in stock at a number of the Bothner Music stores including Bloemfontain, Stellenbosch and Durban.

Alvarez Moves Into Japan



Alvarez Guitars has signed a new distribution deal for Japan, with the Kanda Shokai group.

Starting in November, Kanda Shokai will be supplying retailers in Japan with Alvarez guitars and accessories. The firm has offices in Tokyo, Osaka and Toda and is one of Japan's longest-established distributors and wholesalers, with a history stretching back to 1948.

"We're very honoured to be working with such a historical company," said Chris Meikle, senior vice president, St. Louis Music, and Alvarez head of development. "There is a wonderful musical culture in Japan that we believe will embrace our instruments. Kanda Shokai has earned a great reputation since its beginnings, and we feel that we're in great hands approaching the Japanese market."

AVS 9356-16
AVS 9357-17

TKL
SINCE 1984
WORLD-CLASS CASES

AVS
AMERICAN VINTAGE
SERIES

The American Vintage®
Handcrafted in the U.S.A. Series

TKL Products Corp. • 2551 Route 1200 • P.O. Box 215 • Oilville, VA 23129
p: 804-749-8300 • f: 804-749-3442 • e: info@tkl.com
www.TKL.com

In the Hotseat With... Nigel Hill, Yamaha Music London



Guardian of Yamaha's flagship London retail outlet, once Chappell of Bond Street, former orchestral musician. Equally reverential towards Rachmaninov and Steve Guppy...

Name: Nigel Hill

Job Title: General Manager, Yamaha Music, London

What does that involve?

Day to day running of this flagship location. This includes three showroom floors that contain the UK's largest portfolio of Yamaha Musical Instruments, plus sheet music and accessories. Managing a Grade II listed building in the heart of Soho and the cut and thrust of London's West End. Additionally welcoming many VIP visitors from Yamaha, media and other MI retailers.

The best thing working for Yamaha Music London?

The passion, drive, and creativity of the people I work with at Yamaha and Yamaha Music London.

And the worst?

The psychological, physical, and financial cost of commuting by public transport to and from Central London!

Are you now or have you ever been in a band?

A band of sorts – I played with pro-orchestras in the UK and Europe during my career as a solo artist. The sound is... er... kind of "classical symphonic wash."

Pick three desert island discs...

Impossible to choose 50, let alone three. To keep you happy: Bach - Das Wohltemperierte Klavier, Rachmaninov - 2nd Symphony, When You're Smiling (Leicester City FC version)

If you had a golden rule, what would it be?

Always know what your competition is doing and never stop listening to the customer. They are more often than not right.

Tell us about the oddest customer you've ever encountered.

A surgeon to the rich and famous who walked in to our store for the first time to ask directions as we were closing one Christmas Eve. He put a £10 cash deposit on a Disklavier Upright Piano which was playing in the foyer of the store, as he had left his wallet with his partner. He returned the next trading day and ordered a full concert grand version, the most expensive instrument we sell, along with additional pianos for his residence, paying in full on the spot.

Ever had a job outside the industry?

Pro-musician for 10 years, working as a classical piano soloist.

Best advice you've ever been given?

"Don't die wondering." Work hard, don't wait for things to happen, make them happen for yourself and inspire others through pure graft – never give up.

Worst?

"Whatever happens, happens for a reason." Sure it does, but look deeply at what has happened, so you can make a better decision next time and don't make the same mistake again. And a good one I heard last week from a colleague – "All advice is useless!!"

What would you call your autobiography?

Not sure I could write it or anyone want even want to read it. But how about calling it *Unfinished Business*.

Do you do Twitter? If so how do we follow you?

Yes, but on a personal level only – so not telling. You can follow the store and its exciting range of activities @yamahamusicaldn.

Rock the Heavens

Smith ELECTRIC BASS STRINGS

STRING GAUGE
ROCK MASTERS
LIGHT
40-60-80-100

ASK FOR THEM AT YOUR FAVORITE MUSIC STORE!

KEN SMITH BASSES, LTD.
P.O. BOX 199, PERKASIE, PA 18944
TEL 215-453-8887 • FAX 215-453-8084
800-347-6484
WWW.KENSMITHBASSES.COM

©2013 • Ken Smith Bases, Ltd. All Rights Reserved





HAILUN USA

STRONGER THAN EVER IN 2015

*"We would like to thank our loyal dealer family for
our continued success"*

-- Joe DeFio, Executive Vice President Hailun USA



*Proudly crafted
in our own state of
the art Hailun factory
in Ningbo, China*



*Quality checked by
on-site American
Technicians*



We Are Now Accepting New Dealer Inquiries

Call 509.946.8078 today!

Hailunusa@gmail.com • hailun-pianos.com



Red Witch Strikes UK Deal

440 Distribution has been appointed UK distributor for the Red Witch Pedals guitar and bass effects range.

Red Witch, which boasts a number of notable users including U2, The Police, John Mayer, and The Arctic Monkeys, is based in New Zealand and designed by electronics guru Ben Fulton.

440's Tom Harrison said, "I'm delighted to be working with Red Witch Pedals in the UK. Ben Fulton designs unique and interesting pedals in New Zealand and I think we can achieve great things with Red Witch by providing local sales AND marketing support for both current and new dealers in the UK."

Red Witch general manager, Tracey Neil, added, "From my first conversation with Tom I could tell he was very passionate about what he does, which from my perspective makes a huge the difference when you are working in a highly competitive market. Given we are based in New Zealand it was important for us to find a suitable partner to represent us and we feel 440 Distribution will prove very beneficial in growing the Red Witch brand."

The range is available immediately throughout the UK.



Mathieson Takes Euro Reins at Fender

Graeme Mathieson has taken over as Fender's new European MD.

The Fender stalwart has stepped up from his role as general manager of the UK office. He previously worked for the guitar giant's former UK distributor Arbiter as sales director and joined Fender when the distributor went under. He assumes the role vacated by Gordon Raison, who left for Roland, back in 2012.

The new role will see him take responsibility for Fender's sales and marketing business in Britain, Ireland, Germany, France, Scandinavia, Iberia, and Central and Eastern Europe.



Graeme Mathieson



LOOKING FOR AMERICAN GEAR?

DON'T FRET.

The Kyser® Quick-Change® is 100% made in the U.S.A

Guaranteed for life.

www.kysermusical.com



KYSER® MUSICAL PRODUCTS



KYSER HANDLES IT®

EVERYONE WILL THANK YOU



L80 LOW VOLUME CYMBALS

Be the hero of your community by providing drummers with cymbals that are up to 80% quieter than traditional cymbals without losing the authentic Zildjian feel.

©2015 Avedis Zildjian Company

PERFECT FOR:



PRACTICE SPACES

No more angry neighbors, upset parents or eviction notices. Play later. Play longer.



LESSON ROOMS

Have clear conversations, play together and accelerate the learning experience. Learn faster. Play better.



LOW VOLUME GIGS

Be expressive in small clubs, coffee shops or any intimate setting. Play how you want to. Play where you want to.

Now available
Call 800-229-8672 or
Email sales@zildjian.com

Zildjian

ON THE MOVE

Ari Simon has joined **Korg USA's** experienced force of field sales professionals and will take on the Mid-Atlantic Territory.



Simon will be representing Korg USA's portfolio of brands; Korg, VOX, Blackstar, Dean Markley, Ashdown, Spector, Låg, Sakae, and HK Audio.

Simon comes to Korg after eight years with the D'Addario organization where he held numerous roles including Northeast accounts executive, lead accounts executive, and since 2012 was the organization's inside sales manager.

Guitar Center has appointed **Frank Crowson** to the position senior vice president of marketing for the Guitar Center brand. Crowson's appointment is the result of an extensive search by Guitar Center management, who selected Crowson for his wealth of marketing and retail experience. In his new role, Crowson will work closely with Michael Amkreutz, Guitar Center executive vice president, merchandising, marketing and e-commerce, in implementing a comprehensive marketing plan to increase overall brand visibility by utilizing new, progressive marketing tools.



Crowson joins Guitar Center from Target Corporation, where he most recently held the position of vice president of marketing, and was responsible for promotion strategy and weekly customer-facing communications. Prior to that, he held various senior level positions in marketing for the brand, following time spent in merchandising and as senior buyer for music, during which time he served on the board of directors for the music business association, NARM.

Additionally, Crowson will be responsible for leading Guitar Center's creative, digital and brand marketing teams.

Fender Musical Instruments Corporation (FMIC) has hired **Ethan Kaplan** as its first chief digital products officer.



Kaplan will be tasked with building a new global digital products division to support the long-term growth

and expansion of the Fender brand and to create deeper connections with its global community of players.

Kaplan has nearly 20 years experience building brands and driving growth across music, technology, and digital product development.

Most recently, Kaplan served as senior vice president and general manager of Music at Gracenote, a Tribune media company. Prior to Gracenote, Kaplan was head of Product, Technology, and Engineering at Live Nation Entertainment's Labs division. There, he was responsible for growing the organization and re-launching Live Nation's consumer-facing properties.

Before Live Nation, Kaplan served as senior vice president of technology for Warner Bros. Records and Warner Music Group, where he drove technology initiatives for Warner's roster of artists and labels, implemented critical business and tactical intelligence tools, and developed the company's approach to fan engagement.

American Music & Sound (AM&S) has announced the promotion of **Jeff Dunmire** to the position of national sales manager of Kurzweil Professional and Home.



Dunmire will provide dealers and representatives with the proper product training to increase sales and promote Kurzweil's professional and home product lines.

Dunmire has been a professional in the pro audio industry for nearly 40 years. Starting as a sales representative, he continually moved up in the work force and is happily fulfilling his lifelong dream with a career in the music business.

Fishman has appointed musician and artist relations veteran **James Pennebaker** to represent the company in Nashville.



In his new capacity, Pennebaker will represent Fishman and its products as part of the company's expanded presence in the city, especially as it relates to country, rock, bluegrass and other roots artists. He still plays and records regularly in the Nashville area.

James worked with International Music Co., in Fort Worth as Director of Fretted Instrument Manufacturing for the Hondo, Jackson and Charvel guitar brands, building relationships with leading artists. He went on to the Fender Musical Instrument Corp. as manager of artist relations in 2007.

The Percussion Marketing Council (PMC) executive committee is pleased to announce the appointment of **Sarah Hagan** to its advisory board.



A drummer and former teacher, Hagan joined Zildjian as a marketing and events coordinator and was promoted to artist relations manager for the East Coast before becoming director of artist relations—worldwide in 2014. Hagan has been an active member of music industry for more than 10 years and has worked closely with R&D and marketing.

Hagan is located in Zildjian's Norwell, Massachusetts headquarters.

Roland Corporation U.S. announced several key changes to its sales team.

Bob Bailey has been promoted to director of BOSS U.S. – Sales/Marketing. Most recently, he held the position of key account manager. In his new role, Bailey will steer the Sales and Marketing of BOSS and Roland Guitar products within the U.S. He will be based in the field and will work closely with the company's sales force and dealer network. In addition, Bailey will work with BOSS Japan by providing deeper market feedback that will assist the company in bringing relevant and innovative new products to the U.S. market.



Denis Andelin has been named national accounts manager for BOSS and Roland products. He comes to Roland U.S. with 19 years of M.I. experience, having held key management positions at Guitar Center and most recently at the Bose Corporation. Before his start in the MI industry, Andelin served in the U.S. Army National Guard. He is also the recipient of a number of sales and service awards.



Brent LaCase joins the company as key account manager, handling all Roland and BOSS products. Most recently, he served in the Academic Music Technology Sales department at Sweetwater Sound. Prior to that, he served in the U.S. Army Band, and held various positions in music education. He also holds a Master's degree in jazz studies.



Harman Professional's SCOTT ROBBINS

2015 has been a busy year for Soundcraft and Studer. Most significantly, in April of this year the former introduced the Si Impact Digital Console line, which offers professional level mixing capabilities at an affordable (just over \$2,000 is, in fact, "affordable" in this realm) price. With 40 inputs, ViSi iPad control, built-in Stagebox connectivity, and a 32-in/32-out USB recording and playback interface, Si Impact is in many ways a game-changer. Additionally, the Ui series – mixers that feature cross-platform compatibility with Mac OS, iOS, Windows, Android, and Linux devices – is making waves by fully embracing the emerging capabilities of "smart" devices.

We recently spoke to Scott Robbins, vice president of worldwide sales for Harman Professional, about the Ui and Si Impact series Soundcraft mixers, as well as his observations on the market, overall.

Earlier this year Soundcraft launched the Si Impact series of digital consoles – what specific trends in the market are you reacting to with these types of products?

For one thing, we are seeing more customers investing in digital consoles than ever before, as the technology becomes more affordable, more powerful and easy to use. We also have seen a demand for consoles that are equally applicable in live settings and studio settings. The depth of Soundcraft's R&D resources and the ability to share technologies with sister HARMAN companies like BSS, dbx, and Lexicon enable Soundcraft to deliver on those requirements of affordability, power and ease of use with the Si Impact series.

Other recent product introductions, such as the Ui Series, reflect the growing influence and incorporation of wireless/"smart" devices into professional audio production and engineering. What are your thoughts on this evolving technology and (sub)market segment? What additional developments do you anticipate in the near future?

The response to the Ui Series has been even more enthusiastic than anticipated – and we had high expectations! It's hard to envision a scenario where mixing via a smart device would *not*

be advantageous. Most of Soundcraft's Ui customers are gigging musicians and bands, as you can imagine, but the Ui Series is also quite popular in schools and houses of worship. The product's affordability, versatility, and ease of use make it a clear solution for these markets. In the near future, as signal reliability, audio quality and processing power continue to improve, we'll see further adoption among higher-end audio professionals.

Are there other product introductions on the horizon for Soundcraft or Studer that you'd like to share with our readers?

Soundcraft and Studer are constantly evolving their offerings and the range of products you've seen from both companies in 2015 is testament to this. You'll see plenty more in the coming 12 months. As we are conceiving, designing, and producing new technologies, our priorities will remain the same: ease of use, world-class audio quality, reliable performance, and affordability. And most importantly, our products are not created in a vacuum—they are always the result of maintaining close relationships within the markets we serve and listening to the needs of our customers.

What are your expectations – both for the market, as a whole, and for Soundcraft/Studer, specifically – for the remainder of the year?

Mixing consoles are becoming more sophisticated in their simplicity. By that I mean advancements in technology are making consoles easier to use, while also growing in processing power. Moreover, we are learning to develop these products in a way that makes them more affordable than ever before. The end result is that professional-grade mixing console technology is now at the fingertips of any customer, regardless of technical expertise or budget. And of course, as the Ui Series demonstrates, the very definition of a "mixer" will continue to evolve, and I think we'll see more creative applications of our products than we've ever seen before. That is to say, I expect to be surprised! **MMR**



“Advancements in technology are making consoles easier to use, while also growing in processing power.”



Soundcraft Ui 12 digital console



Soundcraft Si Impact mixer



Soundcraft Ui 16 digital console

Black & White and Zeros & Ones

By Christian Wissmuller

Ongoing technological innovations continue to allow digital pianos & keyboards to create more “realistic” sounds and provide greater ease of use for the player. In addition to increased functionality and features, these instruments can also represent an easier entry-point for end users (on the low end) while also becoming increasingly stage- and studio-ready (on the high end). *MMR* recently spoke with representatives from nine prominent players in this product category – including suppliers of digital pianos, digital organs, hybrids, synthesizers, and controllers – to find out what they feel are significant trends and what’s driving sales in the digital piano & keyboard market in 2015.



How would you describe the state of the digital piano & keyboard market in 2015 compared to recent years – Up? Down? Level?

Tom Love: Kawai only makes 88-note digital pianos and related products, such as our MP Series stage pianos. This part of the market is very mature, with well-established price points and feature sets. This makes the market very stable, without large swings in any direction, as long as the general economy remains stable.

Dane Mardsen: For the non-professional, consumer digital piano market, it has been steadily increasing since 2009. The same holds true for “pro” keyboards (Workstations, Synths, Stage Pianos and MIDI Controllers). We believe this is due not only to our ongoing product innovation, but also to having a strong network of dedicated dealers who are constantly looking to grow the market and engage new customers—both beginners and professionals—with new technology, such as mobile apps that significantly enhance the value of the keyboard.

Walter Skorupski: For Alesis, it seems like the market is up, especially when it comes to MIDI controllers.

Frank West: From our perspective, up a bit compared to recent years. We are trending up since the great recession and are experiencing modest domestic and international demand, due in large part to dealer focus on sales and marketing programs.

Gary Girouard: Level.

Mike Martin: Up. We’re definitely seeing growth in both

portable (slab) pianos as well as console pianos, especially the higher price points.

Duane McDonald: Sales for both digital stage pianos and our synthesizers have been growing over the past two years, and we expect the market will show continued growth in 2016.

James Sajeve: The total market appears relatively flat. Categories such as digital/slab pianos and arrangers are enjoying some growth year-over-year, however.

Jeff Dunmire: As far as the keyboard market, we have managed to grow the Nord brand every year by taking market share from our competitors.

In recent years, there’s been a resurgence of interest in “old school” analog synthesizers. Do you feel that’s impacted the digital market?

Nate Tschetter: Yes, absolutely. While many traditional musicians are quite satisfied with preset sounds, we are seeing a growing group of music-makers who are really into creating their own sound, just as we found inspiration on classic ‘70s analog synths. This is a major reason why we recently introduced the reface Mobile Mini Keyboard series with simple controls capable of complex sound creation.

WS: Absolutely. We’re seeing lots of great new “fully analog” gear, but also some great reissues in the market this year. If this trend hasn’t pushed manufacturers and developers to directly start making fully analog gear, it has at least pushed them to make sure that they look back to the classics for inspiration when it comes to creating newer hardware and software.



Walter Skorupski – Alesis



Tom Love – Kawai America/
Kawai Canada



James Sajeva – Korg, Inc.



Antonio Ferranti – Roland
Corp.



Duane McDonald – Roland
Corp.



Jeff Dunmire – Kurzweil



Dane Madsen – Yamaha
Corporation of America



Nate Tschetter – Yamaha
Corporation of America



Frank West – Lowrey Organ
Corp.



Mike Martin – Casio
America, Inc.



Gary Girouard – Galileo Digitals/
Physis Piano/Viscount Organs

DM: I think that the resurgence of analog synths has been great for the overall synth market. There is a renewed interest in unique sounding instruments as well as the trend toward the vintage synth sounds. We are starting to see these incredible technologies, both analog and digital, blend to create new instruments that offer more sonic possibilities than any time in the history of the industry.

JD: It certainly has. We think that is part of the success behind Nord and the popularity of products like the Sledge series by Studiologic.

FW: In general we do not feel synth trends at Lowrey.

MM: We welcome the trend. Synthesizers can be a keyboardist's "voice" just as the piano and other keyboard instruments can be. Although Casio's history is in digital rather than analog synthesizers, I think the trend is more about control over sounds and specialized types of sounds rather than just analog synthesizers themselves.

JS: Certainly. In a segment that has been somewhat flat, these synths have come to represent a solid share of the overall category sales. This perpetuates itself, as manufacturers work to create more market-driven products and expand the offering. Companies who have not been in the analog domain for a long time have stepped up with new concepts, and those who were steeped in analog from the start are expanding product breadth – and this is happening across quite a few price points.

GG: I think an increase of interest in analog synths is a good thing for all keyboard categories. The more students and aspiring musicians see pros using and playing keyboards it increases overall interest.

TL: Kawai does not participate in hardware synths, so as a business this has no impact on us. As a pro keyboardist coming up in the late '70s and early '80s, I find it very interesting.

What are some recent innovations that you feel have been driving interest in digital keyboards?

DM: One of the most important breakthroughs, for us, has been our Analog Circuit Behavior (ACB) modeling technology. ACB has allowed us to faithfully reproduce instruments from Roland's legacy by not only modeling the sound of that instrument, but by modeling each individual electronic component and the way they interacted with each other. This allows us to capture the subtle nuances and behaviors that made these instruments unique.

FW: Lowrey continues to innovate and develop player features. It is our mission to serve the hobby player with a fun and rewarding music making experience. Developing technology overall, therefore, inspires customer interest in digital keyboards. For example, we now have highly evolved easy play chord systems and an improvisational feature that is simply incredible.

JS: I believe that trends in music are, in some part, driving the interest in instruments that help to recreate those soundscapes or even create new ones. Speaking broadly, songs across many genres are now remixed almost instantly, and synths are becoming more prevalent in popular music. Artists who were somewhat underground only a few years ago have started to collaborate with more mainstream artists, or have reached mainstream notoriety on their own, traversing a sort of DJ/EDM/Top-40 bridge. Outside of the mainstream, more independent acts and rock-based artists are seeking out experimental sounds and utilizing synths to achieve them.

MM: Casio now has several new digital pianos including our CGP-700 that feature a large Color Touch Interface. This ultimately makes the instruments easier to use and accessible for players of all ability and ages.

TL: At Kawai, we focus heavily on developing technology

that enhances the tone and touch of a digital piano, as compared to an acoustic one. For instance, we've led the industry for decades by using wooden-key actions in our top model. Notable competition is just now coming to the party. Additionally, there is a lot of innovation found in "hybrid" pianos. We define hybrids as, "instruments created by the fusion of acoustic and digital piano elements." For instance, our CA97 and CS10 models are digital pianos that feature a wooden-key action and a real acoustic soundboard, with the CS10 housed in an actual vertical piano cabinet. We feel there is a lot of room for innovation and growth with hybrids.

D. Madsen: The steady improvement of realistic touch, coupled with the tone meticulously sampled from our finest CFX concert grand piano has had a major impact on sales of our digital keyboards. On the pro side, there is increasing interest in instruments with "one to one" interfaces for immediate control and personalization of the sound.

WS: There's a lot of technology that is becoming more available and affordable for manufacturers. Being able to do things like use full color screens and add tons of flash memory for more detailed on-board sounds at a more financially feasible cost can help manufacturers create instruments that sound, look, play, and feel better than ever. When a user sees and hears these new "techy" features, they are going to get interested and drawn in.

JD: Expanding memory allows for better quality sounds,



Korg's Kronos 2 (top) and microKorg (bottom)

such as the wide selection of stunning sounds found on the Kurzweil Forte, making 16 GB of samples instantly accessible. Having this much memory allows for multiple velocity layers and individual, un-looped samples on every key. We now have a whole new dimension of realism. The technology used on the Nord keyboards provides great emulations of classic instruments and effects. Nord's extensive library makes it possible for users to be able to choose from hundreds of instruments. The Nord Piano Library incorporates a number of unique technologies in order to create the most realistic reproductions of the original instruments. The advances in



Tower Line NEW

METRONOME SYSTEM MAELZEL • MADE IN GERMANY

THE COLORS OF MUSIC





NO BATTERIES

Our **NEW Tower Line** Metronomes

are available with or without bell and in the following colors:

- White ● Black ● Red transparent
- Blue transparent ● Green transparent
- Orange transparent ○ Clear transparent
- Smoke tinted transparent

WITTNER®

– METRONOMES • QUALITY since 1895



WITTNER GmbH & Co. KG P. O. Box 1464 D-88308 Isny

Phone ++49-7562-7040 Fax ++49-7562-70414

wittner@wittner-gmbh.de www.wittner-gmbh.de

Germany



Since 1895

“I believe that trends in music are, in some part, driving the interest in instruments that help to recreate those soundscapes or even create new ones. Speaking broadly, songs across many genres are now remixed almost instantly, and synths are becoming more prevalent in popular music.”

– James Sajeve, Korg

product design offer the ability to make our keyboards lighter and lighter, extending much more portability for gigging musicians.

GG: Certainly the realism of piano actions and sound has helped the home digital piano keyboards. For synths and keyboards, the amazing diversity of sounds, controller manipulation, and integration with software tools continues to help. I think technology overall has lowered the “barriers” for anyone interested in making music with a keyboard instrument. Personally, I’m not sure this is a good long-term trend, but it’s what we’re seeing right now.

Within this product category, what specific instrument is selling best for your brand in 2015?

WS: Our Coda Pro digital piano is doing fantastic for us this year, and we’ve been getting tons of positive reviews and responses about its sound and feel. We think it really delivers on the “bang for your buck” factor and that’s especially important for customers looking for a digital piano in that price range.

MM: Our two biggest sellers have been the PX-160 and the CGP-700.

GG: Our value-priced “Mini Grand” pianos and the Physis V100 vertical “hybrid” physical modeling piano.

D. Madsen: The P115 and DGX650 digital pianos, as well as our new reface Mobile Mini Keyboards.

JD: The new Nord Electro series has done very well. We have been selling out several months in advance. The new Studiologic Sledge 2.0 is also selling faster than we can bring them in.

TL: In recent years, Kawai has received many product awards from *MMR* for our digitals. Our CN Series is our most decorated and best-selling line. The high-end CA Series are noted for their outstanding musical performance. And, the MP Series sells very well in the Professional Stage Piano product segment.

FW: Strongest sellers this year so far occupy the mid to upper model categories. We recently rolled out a new flag-

GENUINE HARMON MUTE

HARMON MUTES est. 1925

GET DOWN WITH SOME NEW SOUNDS

Poppa’s not the only one with a new bag. Harmon is proud to introduce a new series of mutes with updated eye catching packaging. Spice up your sales with these new amazing sounds from an iconic brand. Available from major distributors. Learn more at www.harmonmutecompany.com

The C Mute
Symphonic
Wow - Wow

The G2 Mute
Lyrical
Straight

The J2 Mute
Adjustable
Cup

Look-alikes don't sound alike.

8 new products to delight your customers!



Grow Your

Steve "Woz" Wozniak
Apple Co-Founder

2015 NAMM U Breakfast Session
on innovation, the creative process
and entrepreneurship with
NAMM President/CEO Joe Lamond



Note From Zach

ADVERTORIAL • OCTOBER 2015 • **NAMM.ORG**

Grow Your Business in Q4

Here's a simple way to grow your business and recoup your travel costs to Anaheim next January: take advantage of NAMM U.

NAMM's educational programs will arm you with business-building ideas you can use right away, whether you're a veteran store owner, seasoned manager or first-time salesperson. NAMM U isn't theoretical. It delivers proven tactics and strategies straight from your music retail peers—ideas they've used to succeed in the hypercompetitive marketplace. And in January, NAMM U will offer more than 45 sessions at The NAMM Show to help you take your business to the next level.

In the meantime, we know you have a holiday season to prepare for. So, we've tapped into another educational resource, NAMM U Online (namm.org/nammu), to bring you ideas to drive traffic and engage customers in the critical fourth quarter. Here are a few highlights from successful retailers around the music products industry:

Start Early

Beginning in September, Larry's Music Center of Wooster, Ohio, offers free layaway until Christmas. If customers opt to use weekly automatic billing, Larry's covers the last payment. "Many people will take advantage of being able to pay a little at a time," said Gabriel O'Brien, the store's sales manager. "Others will pay in full and get the discount. Either way, you win." Likewise, Larry's Music Center makes a pre-emptive strike on Black Friday by hosting sales every Friday throughout the month of November.

Spread Holiday Cheer

NAMM's 2015 Dealer of the Year, Tracy Leenman of Musical Innovations in Greenville, S.C., holds Piccolo Christmas. Flutists wear Santa hats and perform holiday music at the local mall. "You

could do a similar annual event with a guitar ensemble, a Suzuki group, a New Horizons Band or even your in-store students. Performing downtown, in a mall or at another public venue will give you high visibility at a time when people are out to buy and willing to spend." She promotes her store with a sign, hands out fliers for her lesson program and invites people walking by to sing along.

Get Social

Mike and Miriam Risko of Mike Risko Music in Ossining, N.Y., use bad winter weather as an opportunity to connect with students and parents involved in the store's lesson program. "When the power goes out, kids can't watch TV, but they can practice acoustic guitar, piano and other acoustic instruments. Have parents email you photos of their kids (or themselves) practicing from their mobile devices. Post the first five photos on your store's Facebook page, and give those people prizes. This makes practicing interactive and fun and helps you make a connection with your students outside of their weekly lessons." This promotion could be adapted to milder climates, too. The point is to use social media contests to engage students.

You'll find hundreds of more smart ideas at NAMM U Online, namm.org/nammu, and in *Playback* magazine. That said, there's no replacement for a live NAMM Show. In Anaheim this January, you'll hear firsthand how the industry's best and brightest thrive. If you haven't booked your hotel and travel, do so now. This is your show, and your education program. See you there!

Zach Phillips
NAMM Director of Professional Development

NAMM® | U

THE NAMM SHOW



1-DAY
INTENSIVE
TRAINING



4
BREAKFAST
SESSIONS

NAMM®
Idea Center

40+
IDEA CENTER
SESSIONS

TEC»
TRACKS

70+
TECHNOLOGY
SESSIONS

NAMM U ONLINE



100'S
OF BUSINESS –
ENHANCING IDEAS



7 BUSINESS ESSENTIALS
SALES • TRAINING • FINANCE • LESSONS
MANAGEMENT • INDUSTRY • TRAINING

PLAYBACK



NAMM ASSOCIATION MAGAZINE FILLED WITH MEMBER-FOCUSED IDEAS, HOW-TO'S, INTERVIEWS AND INFORMATION TO SHARPEN YOUR SKILLS AND BUILD YOUR BUSINESS



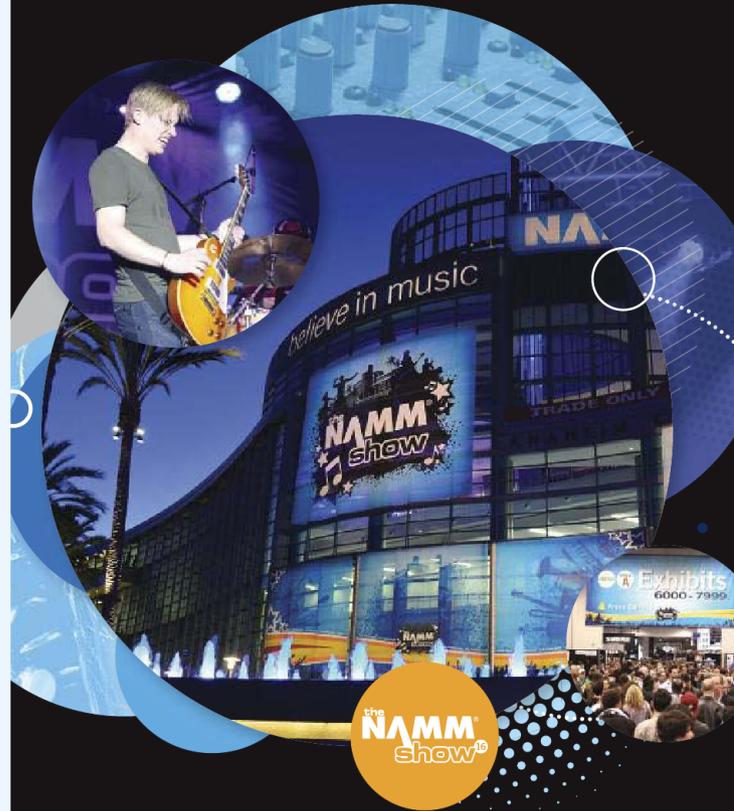
www.namm.org/thenammshow/2016



www.namm.org/namm



www.namm.org/library/playback-magazine



the NAMM
show®

the **music** begins here

OPPORTUNITY

COMMUNITY

PROFITABILITY

THE NAMM® SHOW

JANUARY 21–24, 2016 • ANAHEIM, CALIFORNIA
NAMM.ORG/THENAMMSHOW

Join the Conversation #NAMM



**MADE WITH
HEART.
PLAYED WITH
HEART.**

HAL LEONARD
IS PROUD TO BE THE
EXCLUSIVE DISTRIBUTOR OF
TYCOON PERCUSSION.

- **CUTTING-EDGE
INNOVATION**
- **GREAT DESIGN**
- **QUALITY
PRODUCTION**



CALL THE HAL LEONARD
E-Z ORDER LINE TODAY!

1-800-554-0626

tycoon[®]
PERCUSSION

EXCLUSIVELY DISTRIBUTED BY
HAL • LEONARD[®]

Roundtable: **Digital Keyboards**

32 OCTOBER 2015 • mmrmagazine.com



Kawai's CA97 digital piano

“At Kawai, we focus heavily on developing technology that enhances the tone and touch of a digital piano, as compared to an acoustic one. For instance, we’ve led the industry for decades by using wooden-key actions in our top model.”

– Tom Love, Kawai America

ship model that is being received enthusiastically and the EY400 Inspire is attracting attention. Our entry-level products are holding up as well due to dealer efforts to identify and acquire new class members, thus creating future music makers with learn-to-play programs.

JS: By units: microKORG. Our tried and true compact synth is about to enter its 14th year on the market! By revenue: Kronos2-88. Kronos came back in a big way this year. The Kronos2 series’ new offerings, price points, and aesthetics are making waves.

DM: In the stage piano category, the RD-800 continues to be our flagship product. For synthesizers, while our FA-series continues to be strong, the JD-Xi and JD-XA have become best sellers.

Antonio Ferranti: Our best selling line of digital pianos is our HP-series. It’s the core of our home and professional line of upright pianos. And our best-selling piano within our best selling category is the Roland HP-504.

Are there any larger trends in the market that you’ve been noticing with respect to digital pianos & keyboards?

GG: The continued blurring of the lines between “acoustic” and “digital.” Almost all companies are promoting “hybrids” or acoustic-like features (wooden keys, longer key lengths, resonating sound boards, “ivory”-feeling keys, and innovative sound reproduction are some examples). I expect this to continue – perhaps leading to a day where a “piano” is truly a combination and blend of the best from both worlds.

AF: The digital console piano is leading the industry’s growth and has become the primary instrument for today’s home, school, and church. Roland’s digital console pianos consistently lead the way in tone, touch, content, connectivity, and interactivity. It used to be that connectivity was a primary feature for cutting edge stage performers and recording artists, but over the past several years, connectivity and interactivity has been at the heart of a renaissance in personal and professional music education.

Among Roland’s best-selling upright console pianos is our HPI-series. The “i” stands for interactive, and our latest model is the HPI-50e. This is an extraordinary piano that comes with a built-in tablet-style interactive screen right in the music rack, and offers a suite of interactive features, apps, and content that brings piano lessons, practice, and performance to a whole new level.

NT: The digital console category is actually the flattest segment of digital pianos. Customers are not demanding traditional cabinetry like they have in the past. We are, however, seeing growth in the digital piano category, as well as in performance instruments – slab and stage pianos, organs, synthesizers – that appeal to people who want single function products rather than “jack of all trade” devices.

FW: Customers are becoming ever more sophisticated. Customer evolution demands innovation supportive of new and improved player features: great sound and ease of operation.

TL: Besides the aforementioned hybrid instruments, our designs are trending toward a simplified user interface while retaining established feature sets. This has led to things such as our Cheekblock Control System, which moves operation to a simplified control panel embedded in the left cheekblock of several models. We're also moving to operational control via iPad and Smart Device apps in all models.

MM: Hybrid pianos are very popular and Casio is now new in this category with some revolutionary new products. Our new Celviano Hybrid Digital pianos feature a piano action indistinguishable from a real grand piano. This is already making schools and institutions that have never considered a digital piano change reconsider their options.

JS: The availability of more powerful, lower-cost compact synthesizers that appeal to the seasoned and starting synth enthusiast alike. They're easy to own, easy to use, and you can combine a number of them to create your perfect setup, as opposed to buying one larger synth.

JD: It still comes down to the quality of sound. A great action is good to have, multi-features are fun, but sound inspires the player. Kurzweil and Nord have built their reputations on the quality and diversity of their sounds.

WS: Users, especially gigging professionals, are continuing

to be more discerning, and increasingly more vocal, with the sound design and feel of keybeds and these users really expect nothing but the best. Thanks to how vocal they're being, and having more platforms to let us know via social media, it lets manufacturers know exactly where to focus, and do their best to push their tech to the next level during a product's development.

What are your expectations for sales of these types of instruments in the coming months?

FW: The remainder of this year looks great. 2016 will see new products roll out as we continue to refine programs and products that support dealers' efforts to create new and re-committed music makers.

WS: We expect to do very well in the upcoming months. Holiday season is almost upon us already and, as we all know, there's almost no better time to give and share the gift of music with friends and families than during these times.

TL: We expect stable, predictable sales with growth coming through product innovation and distribution expansion.

DM: I expect a strong Q4, especially for our smaller synthesizers like the JD-Xi. We are also introducing two new models, the JUNO-DS61 and JUNO-DS88 that offer tremendous value and will be very popular.

AF: As our brand-new, groundbreaking digital pianos are making their way to dealers all over the country right now, we have the highest expectations going into and well beyond

SHUBB
CAPOS



After **40** years
still the best!

info@shubb.com • www.shubb.com
707-843-4068

Quality Instruments

That Your School and Students Can Afford




We are one of the leading suppliers of band and orchestra instruments to schools and music dealers throughout the United States. We offer a full line of brass, woodwind, orchestra and percussion instruments designed and crafted to educational standards.

For a list of dealers in your area, or a catalog contact: schools@huntermusical.com by email or call. We respond to all school bids through local dealers. Samples are available for evaluation.

Hunter Music Instruments
3300 Northern Boulevard, Long Island City, NY 11101
(718) 706-0828 Fax: (718) 706-0128
www.huntermusical.com

this holiday season. The pre-orders are off the charts.

GG: I think sales, overall, will be relatively stable with slight growth. I expect some innovative, high quality, low-priced digitals to disrupt some of the more established brands which

may have higher overhead and longer development cycles.

Looking out beyond the NAMM show in January, I'm more concerned with the overall interest in "piano playing" in general. Back to my comment about technology driving interest in



Roland's RD-800

“I think that the resurgence of analog synths has been great for the overall synth market. There is a renewed interest in unique sounding instruments as well as the trend toward the vintage synth sounds. We are starting to see these incredible technologies, both analog and digital, blend to create new instruments that offer more sonic possibilities.”

– **Duane McDonald,**
Roland

keyboards: the fact is, it takes time and effort to truly learn how to play “piano/keyboard.” I fear the growing trend is more towards “convenience” and “entertainment” which may hurt long-term growth in the physical keyboard industry. That stated, we may find completely *new* and interesting ways to make music which don't involve the “traditional” keyboards of today. It's exciting and sad at the same time.

MM: Pianos of all price ranges do well during the holiday season and with all of our new product releases we have some high expectations. Casio is well positioned with digital pianos in nearly ever price range so we're looking forward to see what the season brings.

NT: We are very confident that holiday sales will be very good!

JS: I expect an upturn in the aggregate synth market in the near term. Diversification of products, aggressive price/feature ratios, the steadily increasing analog influence, the need for new performance and productions tools – it's all an impetus for growth.

MMR

**PLAY LONGER
PLAY LOUDER
PLAY HARDER**

www.bourns.com/proaudio

**BOURNS[®]
PRO AUDIO**

**“USED BY THE ‘FASTEST’
BRASSMEN IN THE WORLD”**

Sold Only To Distributors And Manufacturers
Direct Only From

Al Cass • P.O. Box 412 • Milford, MA 01757
508-473-3572 • FAX 508-473-0768

Keys to Profit in 2015

Technological Innovations and Accessible Price Points

Drive the Digital Keyboard Market

By Christian Wissmuller

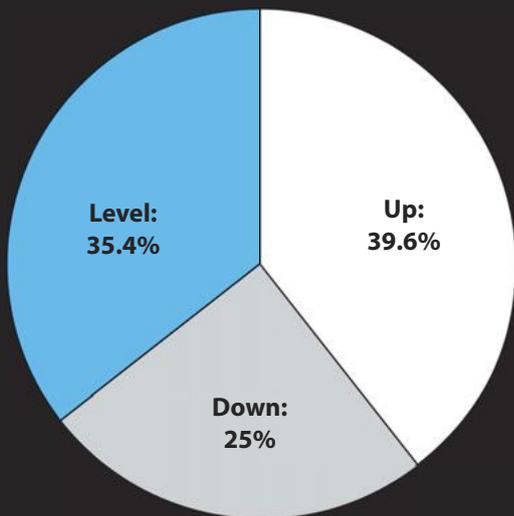
The results to this issue's poll – sent out to over 300 MI dealers – fell mostly within expectations, though a few key (ha!) points stuck out as being notable.

Though it's a complaint heard frequently with respect to all instrument and product categories, retailers seem to feel particularly under attack by online sales of digital pianos and keyboards with respect to unmatched discounting, direct sales, and sales tax – or more specifically the lack thereof as it pertains to online merchants. "[There are] lots of distribution avenues that don't have to charge sales tax, which is a 10 percent savings to customers in our state," observes Bellevue American

Music's (Bellevue, Washington) James Andre. Ken Udell of Carlsbad, California's Audio-Depot Decks n Effects ups the ante even further: "In a nutshell, margins are shrinking in the digital market and manufacturers are getting shady as they move towards direct sales."

Overall, though, this seems to be a subset within the piano & keyboard market which is providing some reason for optimism, with roughly 75% of survey participants reporting that sales of digital consoles are either up or level with 2014. Increased functionality, more realistic sounds, a small footprint, and lower price points are all frequently cited as strong selling points.

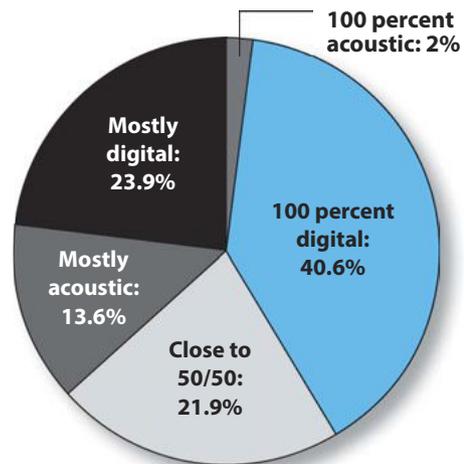
Compared to this time in 2014, sales of digital keyboards in your store are...



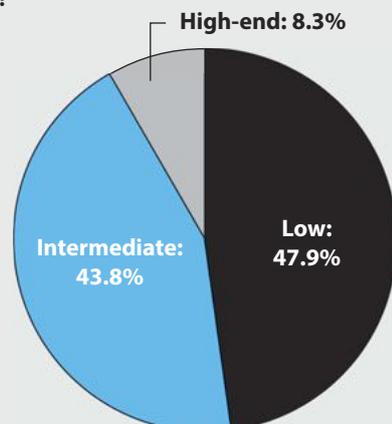
"The shift we are seeing in digital is away from just lower price items as the customer looks for better deals on higher quality instruments."

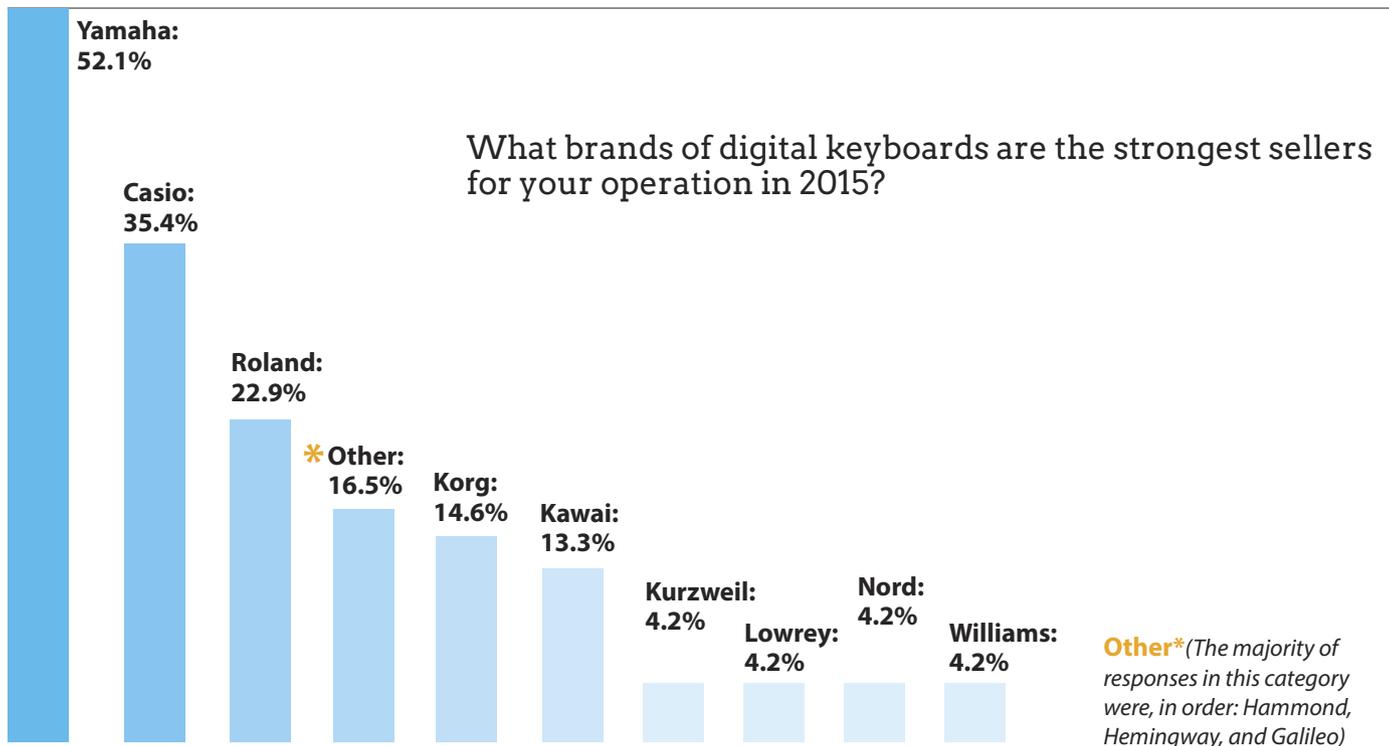
Robert Schaeffer
Rice Music House
Columbia, South Carolina

What's the breakdown of total piano and keyboard sales for your operation?



With respect to digital consoles, what price points are doing best for your store?





What larger trends have you been noticing with respect to the digital piano & keyboard market?

"The cheap \$299 - \$499 digitals being advertised are forcing all pricing downward. Large chain stores and mail order [retailers] sell price only with no concept how to build value into a product. Low self-esteem and no confidence in a sales staff."

Ronald Klinetob
Keyboard World
LaVale, Maryland

"Companies like Casio and Yamaha seem to have figured out the magic price points and continually update and upgrade models without raising street price. This makes sales of new models remarkably easy, though moving big quantities of discontinued product becomes more difficult."

Jeff Simons
Watermelon Music
Davis, California

"[There are] lots of distribution avenues that don't have to charge sales tax, which is a 10 percent savings to customers in our state."

James Andre
Bellevue American Music
Bellevue, Washington

"[There is a] higher online presence of low to mid-priced digitals. Manufacturers are giving better deals to larger retailers as well as B and C stock merchandise that they can sell cheaper. We can compete in price with online retailers, but the no sales tax charged online issue is still one that is unfair to brick and mortar stores! To get the deal a lot of the time, we have to in-

clude tax.... Charging sales tax on online sales will solve a lot of the problems. This would level the field and be fair to all stores online, and brick and mortar!"

Mike Donald
JML Piano
Fayetteville, North Carolina

"With an increase in apartment and townhouse living, digital pianos are increasing in popularity. People upgrade with more confidence, as well (usually after the third year of a child's lessons... if they make it that far)"

Katherine Irving
Sound of Music
Abbotsford, BC
Canada

"None really regarding sales. But the technology is becoming more sophisticated which appeals to many, especially the more realistic 'piano' sounds."

Keith Broomfield
Magpie Music
Bega, NSW
Australia

"People are looking for better deals with used product vs. buying new or 'higher end' digital pianos or buying 'starter' keyboards."

Samantha Wheeler
Music & Arts
Corona, California

"People are looking for better authenticity, reliability, and fewer buttons. Flashy features don't mean as much as nice cabinets and 'acoustic piano' performance."

James Harding
Gist Piano Center
Louisville, Kentucky

"Digital pianos have replaced acoustic rentals as a springboard into the new acoustic piano market. Although the emphasis of our company is and has always been the sale of acoustic pianos, without digitals we would not be able to survive. Roland digital pianos are the most sensible alternative to the acoustic piano on the market today. They are a good value and provide a host of high quality features."

Dave Goodman
Colton Piano Gallery
San Jose, California

"In a nutshell, margins are shrinking in the digital market and manufacturers are getting shady as they move towards direct sales. Certain large, digital keyboard companies have, once again, sabotaged their own dealers by lowering prices without meaningful price protection and by also putting out new models with very few changes, forcing dealers to liquidate older inventory at a loss. Meanwhile, certain manufacturers are not being honest with

their dealers in too many ways to list, and some are even breaking state Fair Dealership laws. Like many manufacturers today, some keyboard manufacturers are beginning to sell direct or directly through a single dealer – a practice which may as well be considered direct, but it gives the manufacturer deniability. Audio-Depot dropped its largest keyboard manufacturer last year because they were doing all of the above. I have gone to the Korg website and seen keyboards that have a MAP price advertised for sale at what is normal dealer cost and apparently direct or directly through a single dealer. I have gone to the Akai website and seen products that have a MAP price advertised at a 30 percent discount to normal dealer cost being sold direct. Why would I want to carry these lines?"

Ken Udell
Audio-Depot Decks n Effects
Carlsbad, California

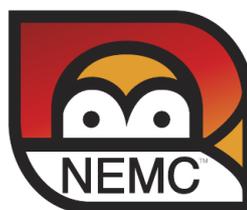
"As Yamaha continues to innovate and grow in digital technology, sales continue to increase. Their brilliance doesn't just stop with the Clavinova and Arius digital pianos, but carries over into the Yamaha Hybrids, Silent Series, and Disklavier pianos as well."

Steve Salerno
Rockaway Music Co.
Morris Plains, New Jersey



CONNECTING YOU TO NEW

- Increase your profits by renting educator approved instruments
- Expand your business without any capital investment
- NO START-UP COSTS, inventory outlay, shipping expenses or franchise fees
- Easy set-up with professional guidance, training and personal attention
- **Your own ONLINE RENTAL MICROSITE built by us, managed by you!**
- NEMC handles all back office functions including all billing and collections
- HIGH COMMISSIONS PAID MONTHLY, like clockwork
- Powerful marketing, repair & service support
- Truly personal partnerships. We help you succeed and grow!



NATIONAL
EDUCATIONAL
MUSIC
COMPANY



Customers

LET US HELP EXPAND YOUR BUSINESS

The NEMC **NO FEE** Licensed Affiliate Turn-Key Rental Program enables you, the local community music dealer, to offer a world class rental program without the harsh set-up costs, administrative burdens, distribution headaches, or capital investment!

IT'S EASY AND SIMPLE. APPLY TODAY.

CALL LORNE GRAHAM
1-800-526-4593 (ext) 241

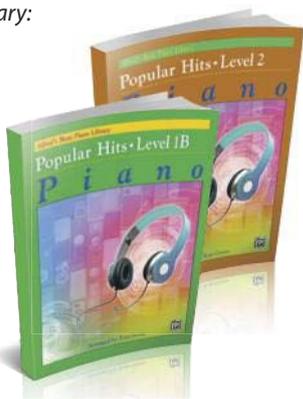


nemc-partners.com

PRINT

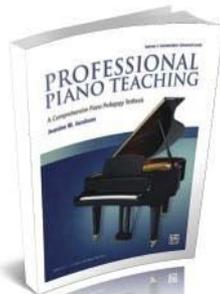
Alfred's *Basic Piano Library: Popular Hits and Professional Piano Teaching*

Alfred's *Basic Piano Library: Popular Hits* offers Broadway, pop, and movie music arrangements to be used as supplementary pieces for students. Soon after beginning piano study, students can play attractive versions of favorite classics, as well as the best-known popular music of today.



Each book is correlated page-by-page with Alfred's *Basic Piano Library: Lesson Books*. When pieces from the *Popular Hits* books are assigned in conjunction with the material in the lesson books, new concepts are reinforced in a fun and motivating way, increasing the student's interest in piano study. Level 1B titles: All About That Bass • Baby • Batman Theme • Believer • Clouds • Everything Is Awesome • Let It Go • May the Force Be with You • and more. Level 2 titles: Best Day of My Life • Don't Stop Believin' • Over the Rainbow (As sung by Israel "IZ" Kamakawiwo'ole) • Maybe • Some Nights • Star Wars (Main Theme) • You Raise Me Up • You've Got a Friend in Me • and more. \$7.99 each

This second volume of *Professional Piano Teaching* is designed to serve as a basic text for a second-semester or upper-division piano pedagogy course. It provides an overview of learning principles and a thorough approach to essential aspects of teaching intermediate to advanced students. Divided into 10 chapters, this book presents a wealth of information on teaching principles and skills and provides the step-by-step means to apply them. Special features include discussions on how to teach, not just what to teach; numerous musical examples; chapter summaries; and suggested projects for new and experienced teachers.



Topics include: Teaching students beyond the elementary levels • An overview of learning processes and learning theories • Teaching transfer students • Preparing students for college piano major auditions • Teaching rhythm, reading, technique, and musicality • Researching, evaluating, selecting, and presenting intermediate through advanced repertoire • Developing stylistic interpretation of repertoire from each musical period • Developing expressive and artistic interpretation and performance • Motivating students and providing instruction in effective practice • Teaching memorization and performance skills. (452 pages) \$59.99

alfred.com

New Piano Titles from Hal Leonard

Hal Leonard has just released two new genre-specific methods for piano and keyboard: *The Hal Leonard Jazz Piano Method* by Mark Davis is a comprehensive and easy-to-use guide designed for anyone interested in playing jazz piano – from the complete novice to the more advanced player who wishes to enhance their keyboard vocabulary. *The Hal Leonard Blues Keyboard Method* is written by Marty Sammon, keyboardist for Buddy Guy. It is the authentic guide to traditional and modern blues keyboard playing, with rhythm and soloing concepts for piano and organ. The accompanying audio includes demonstrations of all the examples in the books and is accessed online, where you can adapt the tempo or set practice loops so you can work at your own pace.



The *First 50* series from Hal Leonard features cream of the crop collections geared at players who've been taking lessons long enough to feel comfortable picking up their first songbook without the aid of a teacher. Each arrangement is simple and streamlined, yet still captures the essence of the tune. This Christmas collection includes 50 holiday standards for beginning pianists to learn. Other books in the series include *First 50 Popular Songs You Should Play on Piano* and *First 50 Classical Piano Pieces You Should Play on the Piano*. Books are also available for guitarists.



halleonard.com

Jamey Aebersold for Piano

Jamey's best-selling *Volume 1: How To Play Jazz* has been carefully adapted for piano by jazz master and IU professor of music Luke Gillespie. While carefully aligned with the original Vol. 1, it now includes information on left-hand/right-hand voicings, suggested fingerings for the scales and exercises, and special pianistic considerations like touch and phrasing. The spiral binding allows it to open easily and many examples are notated in a grand staff format. Also included are 2 play-along CDs.



jazzbooks.com

SYNTHESIZERS**Korg's Liverpool Professional Arranger**

Korg now pays tribute to the legendary duo of Lennon and McCartney with the release of the Liverpool Professional Arranger, a union-jack embossed, light-weight, portable arranger keyboard with 100 of the artists' timeless songs and 64 styles built into its memory. With built-in stereo speakers, users can play back, and play along with familiar songs, while the styles function allows the user to freely change the song structure and chords while performing. Arranged in alphabetical order just like the built in songs, each Liverpool Style has up to four functions and also allows for an intro, fill, and ending.

The Liverpool allows users to add their own chords and melodies to use the accompaniments as inspirations to create original musical works. With standard keyboard sounds such as piano, electric piano, and organ, as well as guitar, bass, strings, brass, and drum sounds that can also be used with the styles, this instrument covers a wide range of sounds needed for performance. In addition to the 64 Lennon and McCartney Styles, Liverpool also includes styles inherited from the microARRANGER, KORG's compact and powerful arranger keyboard. \$599.99.

korgusa.com

Roland's JUNO-DS Synthesizer

Roland introduces the JUNO-DS Synthesizer, a powerful and versatile keyboard for performing and recording musicians. This latest evolution of the popular JUNO series delivers many enhancements over previous generations, including improved pianos, additional organ sounds, waveform expansion capability, Phrase Pads, new vocal effects and more. Along with a 61-key model, the JUNO-DS is also available in a weighted-action version with 88 keys to complement the expressive new piano sounds.

The JUNO-DS takes the iconic series to a new level, offering many feature updates for performing keyboardists. Lightweight and mobile, the instrument is packed with great Roland sounds for any musical style. And with battery or AC operation, users have the flexibility to play anywhere their music takes them.

rolandus.com

ANALOG PIANOS**Kawai GL Series Grand Piano**

Kawai has introduced a new line of grand pianos called the GL SERIES, the company's first new line of entry-level to mid-level grand pianos in over 15 years. Kawai redesigned three existing product groups – the GM, GE and RX models – into one collection of instruments featuring its revolutionary Millennium III Grand Action and a powerful set of enhanced performance features that will ensure long-term musical enjoyment for the discerning pianist.



There are five GL Series models – the 5' GL-10, the 5'2" GL-20, the 5'5" GL-30, the 5'11" GL-40 and 6'2" GL-50. In addition to Kawai's acclaimed Millennium III Action with carbon fiber, all GL models have tapered solid spruce soundboards, extended-length keys and key buttons, the SOLID system (that features a thicker stretcher bar for added strength), agraffes and a soft-fall closing system. Every element is designed to provide exceptional touch and tone over time.

kawaius.com

ORGANS**Lowrey Marquee**

Lowrey has unveiled a new flagship instrument, EX5000 - Marquee. The Marquee holds a stunning collection of performance features designed to satisfy all manner of player. Immediately apparent is the full color, super cinema touch screen; the largest ever offered by Lowrey. The highly visible screen offers one touch access to sounds,



features, and controls making the Marquee exceptionally easy to operate and play. Newly minted features, such as Pro-Play, Quick Picks, Style Suites, and Grand Virtuoso are fun and fanciful musical tools that dramatically enhance player enjoyment. And true to Lowrey's easy play tradition are features like Auto Bass, Pedal Magic, Harmony, and the latest version of MCS, Lowrey's easy play chord method. MCS Plus adds an even higher level of complexity and sophistication to left hand accompaniment chords without changing the familiar one and two finger chord formations. The Marquee maintains 'touch and play' ease of operation with the largest collection of instant sound setups ever offered by Lowrey. Select from among thousands of dynamic setups or use the extensive palate of sounds to create new setups.

lowrey.com

DIGITAL PIANOS

Williams Overture 2 and Rhapsody 2



Williams just introduced two next-generation, 88-key console digital pianos. The Rhapsody 2 and Overture 2 feature exquisite finishes, a new weighted hammer action, high-definition sounds from Williams' all-new custom sound library, and an impressive feature set. Both instruments offer 64-voice polyphony, so you can create deep, layered orchestrations without running out of voices. Split and layer functions enable you to combine sounds, and a Modulation/FX control provides realistic rotary and vibrato effects on select instruments. Both models can be used as a MIDI controller and connect to a computer via USB for recording.

williams pianos.com

Yamaha Clavinova CVP-700 Series

The powerful, award-winning new lineup includes the CVP-701, CVP-705, CVP-709, and the CVP-709GP. At the heart of each model is Yamaha's Real Grand Expression sound engine, which



harmonizes the three key elements of sound, touch, and pedals to provide the definitive, immersive experience of playing a real grand piano. For the first time, the Yamaha CVP Series features the sampled sounds of two world class concert grand pianos—the Yamaha CFX and the Bösendorfer Imperial—further redefining the expressive capabilities and dynamic range for digital pianos today. The CVP-701, CVP-705 and CVP-709 (MSRP range: \$5,399 to \$20,999) is available in black walnut wood finish or polished ebony. The CVP-709GP (MSRP: \$20,999) offers customers a 4-foot 6-inch baby grand cabinet with an enhanced sound system.

<http://4wrd.it/YAMAHA CLAVINOVA CVP>

GROVER
WORLD'S FINEST MACHINE HEADS

UKULELE HUMIDIFIER

E-Z FILL

REFILL WITHOUT REMOVING SOUND HOLE COVER

Sound hole cover slides to adjust internal humidity levels.
(Humidity indicator included)

Bottom of sound hole cover has rounded lip to protect against scratching of instrument.

Visit our website at www.grotr.com for a complete listing of all Grover products
GROVER MUSICAL PRODUCTS, INC. CLEVELAND, OHIO 44125

ALLPARTS

www.allparts.com/ezkey

E-Z KEY™ Vintage Tuner Lube

Multi-purpose mineral lubricant for tuners, bridges, and tremos.
Safe for all metal finishes.

MMR

DEALERS' CHOICE Awards 2015

We'd like to invite you to participate
in the selection of *MMR's* 23rd
Annual Dealers' Choice Awards.

PLEASE VISIT

www.mmrmagazine.com

to make your choices in all
product categories that are
relevant to your business.



PRODUCT OF THE YEAR • ELECTRIC GUITAR LINE OF THE YEAR • ELECTRIC BASS LINE OF THE YEAR •
ACOUSTIC GUITAR LINE OF THE YEAR • SOUND REINFORCEMENT LINE OF THE YEAR
AMPLIFIER LINE OF THE YEAR • MICROPHONE LINE OF THE YEAR • RECORDING EQUIPMENT LINE OF
THE YEAR • BAND & ORCHESTRAL INSTRUMENT LINE OF THE YEAR • ACOUSTIC PIANO LINE OF THE
YEAR • PERCUSSION LINE OF THE YEAR • HOME DIGITAL KEYBOARD OF THE YEAR • LIGHTING LINE OF
THE YEAR • PRO DIGITAL PIANO LINE OF THE YEAR • DJ LINE OF THE YEAR • PRINT MUSIC PUBLISHER
OF THE YEAR • ACCESSORY LINE OF THE YEAR • WEBSITE OF THE YEAR

Guess Who's Back?

Korg Reissues the ARP Odyssey
 James Sajeve, Korg brand manager, explains the evolution of the original ARP Odyssey and talks a bit about the new 2015 reissue. *By Paige Tutt*



Sales of analog synthesizers over the past few years have been, for the most part, on the rise. Korg's ARP Odyssey is surely the poster child for this revitalization. The birth of ARP began in 1969 when ARP Instruments was founded. The ARP Odyssey didn't come until three years later. ARP, noticing the synthesizer market was flooded with gigantic modular systems, sought out to develop a highly stable oscillator. "ARP challenged the status quo for synths in that era, and even after they were out of the game, their products were sought after," says James Sajeve, Korg brand manager – Technology Products. "The drive was to make a synth that was easier to operate on stage hence more accessible to the performing musician, more stable (analog synths went out of tune easily based on ambient conditions, internal temperature, et cetera)... Beyond the technology, the list of users who incorporated Odyssey into their music is huge. Most notable users were Tom Coster, George Duke, Herbie Hancock, John Lord, and Frank Zappa."

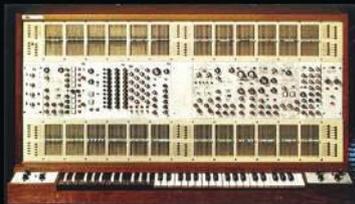
This led to the creation of the ARP 2500, a large modular synthesizer. The ARP 2500 used a large number of matrix switches, placed above and below the knobs and switches of the panel, replacing the patch cord design that was used on other manufacturers' products of the time. Tuning was also now fairly stable.

In 1971, along came the ARP 2600, which was more compact than the 2500. The ARP 2600 was designed with the sound generator and the keyboard as separate units. Additionally, the 2600 featured built-in speakers and spring reverb, rarely seen on other models of the time,

And then, the ARP Odyssey was born.

The original ARP Odyssey was a duophonic unit with two VCOs. It featured a rich array of sound-generating potential, with functions and modulations options such as oscillator

The evolution of the ARP SYNTHESIZER



ARP 2500 (1970)



ARP 2600 (1971)



ARP Odyssey Rev 1 (1972-1974)



ARP Odyssey Rev 2

sync, sample & hold, pulse width modulation, high-pass filter, and two types of envelope generator. The original ARP Odyssey became the standard for subsequent eras of synthesizers, influencing even the polyphonic and digital synthesizers that were to come later. After it went on sale in 1972, the ARP Odyssey continued to undergo improvements. "There were three versions - each with slightly different aesthetics and a different resonant filter," says Sajeva. "We've released all three versions - two of them as limited editions - and all three have all three filters built in and available at the flip of a toggle switch."

The Odyssey of 1972 inspired a few products, but more importantly in Sajeva's eyes, "Arp's vision to bring synths to the stage in a way that musicians could use them quickly and comfortably was part of a huge movement that made numerous synth companies rethink the performance synth - including Korg." It inspired Korg to reissue the synthesizer 43 years later.

In 2015, Korg welcomed David Friend onto the ARP Odyssey resurrection project. "David worked closely with the development and management teams at Korg throughout the project as an advisor," says Sajeva. "Since there were many revisions of the original, David was able to provide historical, first-hand viewpoints into the subtle nuances and helped the teams to make decisions that would ultimately culminate in the modern Odyssey. Attributes like the pitch and modulation interface - which started out as knobs but ended up being the touch pads we see on the modern ARP - were decided together."

Korg's goal with the ARP Odyssey re-

issue was to use their vast experience in analog synthesizers to bring back a classic - even if it wasn't their product. "It's a nod to an instrument that was revolutionary and outstanding for its time - and still holds tremendous appeal today," explains Sajeva. "Korg, a synthesizer company 50 years strong, resurrecting a flagship synth from an-

to the slick redesigned fuel injection engines of today. And why? Because as good as digital is, analog has its own distinct strengths, and Odyssey's signal path and signature sound are standouts on top of that."

The ARP Odyssey reissue is a spot-on recreation of the vintage version, sonically and cosmetically, with some modern enhancements including 5-pin and USB MIDI. The reissue is also scaled down to 86 percent of the original's size. "Odyssey still remains one of the most unique synths on the market,"

says Sajeva. "The overall layout, signal path, and combination of sound shaping features are quite signature, and the duophonic oscillator structure is also rare in this day and age. True-analog synths - as opposed to digital or analog modeling synths - are enjoying a resurgence right now, but are still rarer than their digital brethren." **MMR**

“Because as good as digital is, analog has its own distinct strengths.”

– James Sajeva, Korg brand manager

other respected legacy company. And not just bringing it back in a modern version, using digital modeling or sampling of the original. Korg's focus was to recreate the analog signal path that made the Odyssey what it was. To use a car analogy, that would be like Ford re-releasing the Mustang with the original carburetor-based engine - as opposed

**RELIABLE QUALITY
AFFORDABLE PRICE**

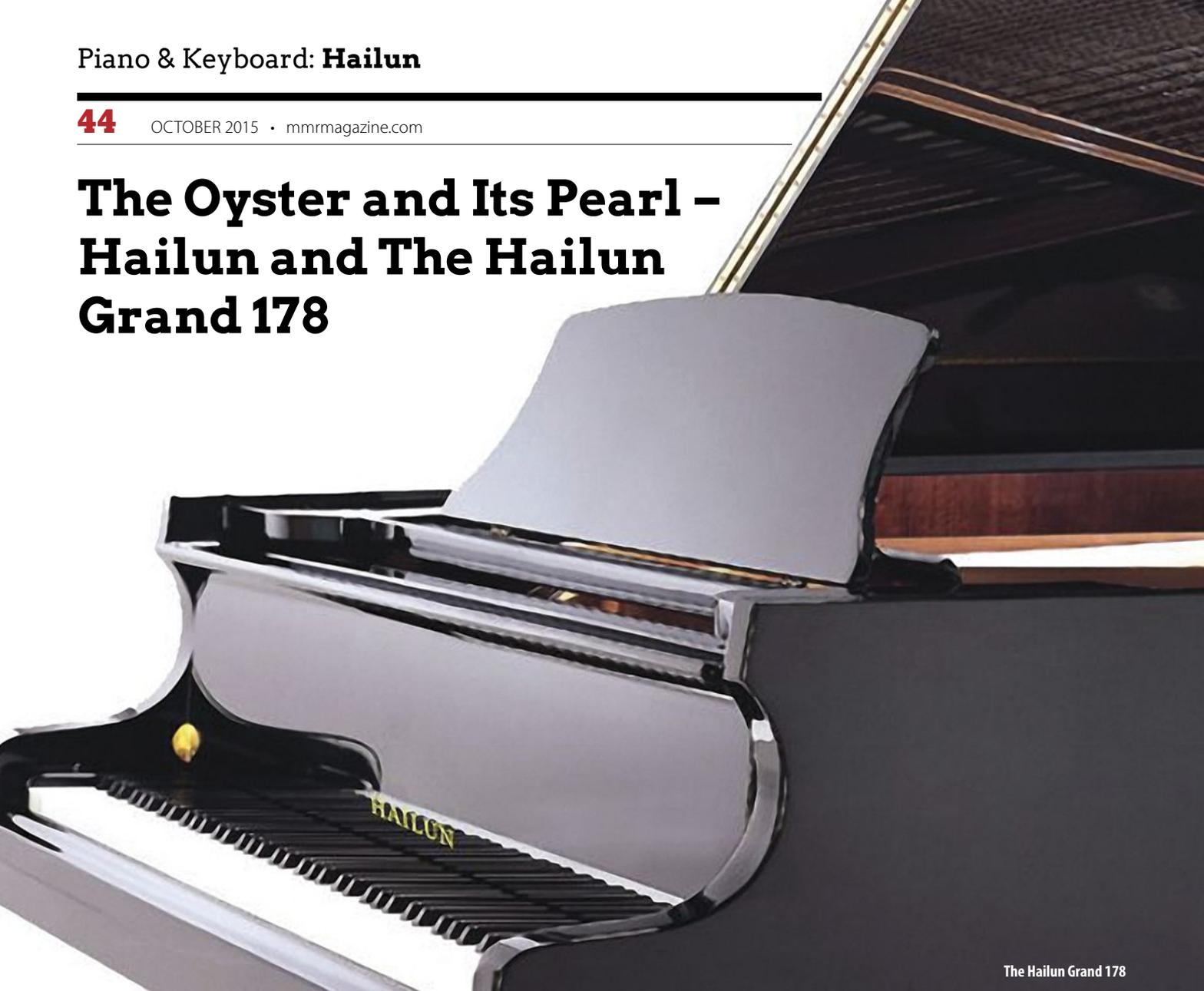
600
SERIES HARDWARE
★★★★★

peace
DRUMS & PERCUSSION®

Tel: 626-581-4510 Fax: 626-581-4710
www.peace-drums.com
EMAIL: sales@peace-drums.com



The Oyster and Its Pearl – Hailun and The Hailun Grand 178



The Hailun Grand 178

Basilios Strmec, president and owner, talks about new technological developments, explains his market observations, and discusses what products are selling great this year. **By Paige Tutt**

“The piano market in the U.S. is healthier than ever before. Just not for newly manufactured products.”

Precision. When asked, Basilios Strmec, president and owner, explains that if there's one thing that Hailun excels at above all others, it's the ability to make parts that fit perfectly. "Hailun is the only piano I know where you can take a complete piano action from one piano and insert it into another and start playing," he says. "Such precision is incredibly difficult to achieve when you work with engineered woodparts. But Hailun has done it."

Hailun was founded by Mr. Hailun Chen, who for many years was solely in the business of supplying parts for piano manufacturers. He then decided to try building pianos himself. "The pivotal point was that he went directly to Europe- to Vienna, Austria- to tap into the European sound tradition for design and expertise," Strmec explains. "Hailun is the only Asian piano that is dedicated to what is commonly called the Viennese sound tradition. The company grew rapidly with an exceptionally successful IPO some two years ago on the Shenzhen stock exchange. Now we focus on further technology improvements and product developments."

In terms of improvements, Hailun in August of 2015 purchased the global patent rights to the Magic Lid technology, which is a proprietary safety system for the grand piano lid. "Starting this September this safety technology will be on all Hailun pianos worldwide- adding to Hailun's core musical strength also a safety and convenience factor for families, female buyers, and those for whom the grand piano lid is a little to heavy to lift," he says. "The Magic Lid technology allows the grand piano lid to be lifted with a finger and closed without any effort." In terms of developments, the Emerson pianos are currently being introduced into the market. "The instruments will have a vast array of unique and original technology and, we expect, set a new standard for the customer," says Strmec. "Some have expressed doubts that customers will be willing to pay \$40,000 to \$ 50,000 for a Chinese sourced piano, but our experience indicates that customers respond to real innovation and quality."

It's innovation that keeps Hailun thriving in a market saturated with a multitude of options. "The piano market in the U.S. is healthier than ever before," Strmec says. "Just not for newly manufactured products. We are competing with used pianos that have been very well maintained. Just do a Craigslist search in the two counties next to Broward County in Florida. There are 22,000 listing for pianos in that market alone. For Hailun this means having pianos that have

consumers engaged, and for Hailun, their customers have their eyes on the Hailun Grand 178. "The Hailun Grand 178 has become the golden classic that customers are drawn to," explains Strmec. "Its musical versatility, along with its impressive materials and workmanship make it one of the best, if not the best value proposition in the market. Interestingly enough, demand for our silent system Genio, which gives the consumer the benefit to play the piano quietly, has surged. It is indicative that even the acoustic piano will continue to become integrated with digital technology." The Hailun Grand 178 has won the Piano d'Or, awarded by Le Pianiste, and has received many awarded in China, among them the designation as a national treasure. "In the U.S., we have received the *MMR* Dealers' Choice Award for Acoustic Piano Line of the Year three times in a row and were very grateful to receive such an honor," says Strmec.

With the piano market flooded with options, Hailun relies heavily on their dealers to provide help as well in keeping sales of their instruments steady. But Strmec explains this relationship between Hai-



Mr. Hailun Chen and Mrs. Faye Chen



lun and their dealers is mutually beneficial. You scratch their back, and they'll scratch yours. "Service-orientation," he begins. "We match well with stores that care about their customers and will go the second mile. Hailun is not only a product. It's an experience and part of that is delivered by great retailers and representatives. Talk to us and we will help you become the best in your market."

features and specifications that are new, are unique, and are a step forward. That is what the market is looking for." But innovation isn't the only thing Hailun attributes its success to. It's truly a team effort. "The key for Hailun was always its ability to bring together a wide variety of experts from across the world," says Strmec. "From Europe, Peter Veletzky, a 5th generation piano builder and owner of Wendl & Lung Pianos, was the first to join the team. In a cooperating move he provided all of his technology and know-how to Hailun; he was joined by Stephen Paulello, an incredibly gifted piano designer. In the United States, renowned designer Frank Emerson, who most recently also helped Steinway with their instruments, brought significant improvements to Hailun and designed several instruments for the company. Mr. Chen's genius has been and continues to be his uncanny ability to bring some of the best people in the industry to cooperate and develop great product."

The market craves new and exciting products to keep

lun and their dealers is mutually beneficial. You scratch their back, and they'll scratch yours. "Service-orientation," he begins. "We match well with stores that care about their customers and will go the second mile. Hailun is not only a product. It's an experience and part of that is delivered by great retailers and representatives. Talk to us and we will help you become the best in your market."

Strmec says it takes many to keep the piano industry thriving, and thanks all who have been instrumental in that process. "Special thanks to *MMR*, NAMM, the Piano Technician's Guild, for helping create and sustain our industry," he says. **MMR**





The Celviano Grand Hybrid GP-500 Digital Piano

CASIO®

Hitting All the Right Notes

By Jonathan Shepherd



Casio's CGP-700

2015 marks Casio's 35th year in business, and they've come a long way since their humble beginnings in 1980. This has been a banner year for the company in many respects, from the expansion of their sales force and refining of their distribution models to an amazing number of new product introductions. What's particularly significant is that many of the new instruments that Casio is rolling out right now are in fact new additions to their line, and not just new versions of existing products.

For some MI retailers, the name Casio might invoke the thought of the mini keyboards that put them on the map in the '80s, like the original Casiotone CT-201 that used vowel-consonant synthesis to attempt to replicate the sounds of existing instruments, or the CZ line of phase distortion synthesizers that ended up creating new sounds altogether. Some of those retailers, who might be inclined to dismiss the relevance of the brand as too entry-level or sophomoric, would be wise to re-examine what Casio is bringing to the table in 2015.

Last month, at Lincoln Center in New York City, Casio unveiled their new Celviano Grand Hybrid Digital Piano. Elements of these new pianos were designed in collaboration with C. Bechstein, one of Germany's most prestigious piano makers, which has been building grand pianos for both world-renowned composers and performers and European royalty for almost two centuries. The Natural Grand Hammer Action Keyboard combines the same processes and spruce materials used in C. Bechstein grand pianos with Casio's unique action mechanism, which makes the keyboard and its action nearly indistinguishable from a grand piano. These pianos also feature Casio's latest AiR Grand technology to meticulously replicate the tone and nuances of three legendary grand piano sounds, the Berlin Grand, the Vienna Grand, and the Hamburg Grand. C. Bechstein was also involved in the development of the Berlin Grand Piano sound. These pianos are a major leap forward in the industry, and what Casio calls "the perfect hybrid of digital and acoustic technologies."

Emulating the unique touch and feel of an acoustic grand

“The AiR Grand Sound Source that is in our new Celviano Grand Hybrid pianos is a major leap forward in technology.”

**– Mike Martin, marketing manager,
Electronic Musical Instruments Division**



piano has long been every digital piano maker's goal, but Casio is not one to put all their eggs in one basket and the team has been very busy developing many new products throughout their lines, as well as dramatically improving their service and partnerships with their retailers. We spoke with Mike Martin at Casio America about some of the company's top sellers, new products, and Casio's relationship with their MI dealers. Martin is general manager of marketing at Casio's Electronic Musical Instruments Division, and one of the eighteen full-time employees in the division at Casio America's headquarters in Dover, New Jersey.

Martin tells us that their new Privia PX-160 has been a great seller. The Privia PX-160 is the entry price point to the Privia Digital Piano line and offers many new features usually only available on more expensive digital pianos, including Casio's new multi-dimensional AiR Sound Source, a new Tri-Sensor Scaled Action Hammer keyboard, simulated hammer and damper response, as well as USB and ¼" outputs to expand its applications. Mike notes that, "The most significant seller, however, has been the new CGP-700 Compact Grand Piano. This model has a 5.3" Color Touch Interface, an included stand and a remarkable 40W six speaker sound system. It is incredible technology and at \$799 (MAP) it offers incredible value as well." He goes on to point out that, "As far as trends, we've noticed that as the economy has improved, customers are looking at higher price points. Products like our Privia PX-860 and Celviano models which retail over \$1,000 have been doing very well."

Martin is very excited about the introduction of the new Celviano Grand Hybrid. He tells us that, "The AiR Grand Sound Source that is in our new Celviano Grand Hybrid pianos is a major leap forward in technology. The AiR Grand Sound Source provides nuance and detail that will immerse the players. We're also the first to put three different world-

class grand piano sounds including the 'Berlin Grand' which was developed in collaboration with C. Bechstein. This gives the players a variety of experiences to choose from when they play the piano. One of the biggest differences between our instrument and others is the action itself, which plays like a grand piano, not an upright. The performance level of these instruments is incredible and we've already received great responses from major colleges and universities that have played it because this is the first time an instrument that truly plays like a grand piano can fit in a small practice room."

Casio also offers fully updated lines of the keyboards and synthesizers that made them famous. Their mini-keyboards, Standard series, and Lighted Keys series all offer unique learning tools and a broad range of features, while their High-Grade series presents a wide range of soundscapes, rhythms, and programming and editing functions. Their new Oriental AT series allows the player to explore an array of rich musical cultures from the Arab, Turkish, and Indian worlds.

While Casio's primary focus has been in the keyboard and digital piano area, they've also expanded their product mix to embrace the trends in the EDM and DJ markets. Their Trackformer series is comprised of the XW-DJ1 DJ Controller and the XW-PD1 Groove Center. The XW-DJ1 is a battery-powered, all-in-one compact DJ controller with a built-in speaker that features a seven inch scratch disc, cross fader, and loop button, and is compatible across multiple platforms and DJ apps. The XW-PD1 is a portable music production workstation that includes a synthesizer, a sequencer, and a sampler, and features sixteen pads, four knobs, two faders, and hundreds of presets.

Casio's distribution models vary from region to region, but the goal at Casio America has been to focus on the music dealer channel. While they do offer some

portable keyboards through mass merchants, their model selection is limited. Casio makes sure to offer similar as well as step-up models to their independent music dealers, along with margins and packages that allow them to succeed. Mike adds, "I'd welcome any dealer that isn't carrying Casio to take another look. We have an expansive product line, high dealer margins, and incredible dealer support. With the holiday season coming soon and our CGP-700 and our Grand Hybrid pianos shipping, there has never been a better time to be a Casio dealer."

MIMR



**HANDSFULL of
John Pearse®
BREEZY RIDGE**

Fancy & Exotic Picks
15 Different Picks of Ebony,
Camel Bone, Coconut Shell,
Buffalo Horn & Rosewood
Leather Zip Pouch \$52.95 or
Fancy Thinner Picks

10 Different Picks of Casein,
Horn, Viscoloid & Celluloid
Leather Squeeze Pouch \$32.95 [not shown]

Only until 1/31/16
610.691.3302 www.jpstrings.com

If It Ain't Right, It's Left

35 Years at Southpaw Guitars

By Paige Tutt

Jim Duncan, owner and southpaw, sounds off on doing business in Houston, Texas, what differentiates his business from others, and 35 years of Southpaw Guitars.

Barack Obama, Bill Gates, Oprah Winfrey, Babe Ruth, Napoleon Bonaparte, Leonardo da Vinci, Madame Curie, Aristotle, Jimi Hendrix. What do all of these prominent figures have in common? They were all southpaws, also known as someone who is left-handed.

If any of these figures, living or otherwise, needed to purchase a Fender Strat per chance, they might have a hard time finding MI retailers to accommodate their specific southpaw needs.

That's where Southpaw Guitars enters.

With over 900 guitars in stock at any given time, they've been servicing the needs of the everyday left-handed guitar player for the last 35 years, and they have no intentions of slowing down. This whole Southpaw journey began back in 1980, with two guys, Jim Duncan and Bill Townsend.

"In 1980 a friend, Bill Townsend, and I were looking to change occupations," says Duncan, owner, a southpaw himself. "We opened a second hand store called Trader's Corner in Houston. We were both guitar players and decided to start buying and selling guitars. I started buying lefties for myself. We were doing pretty well in the used guitar business but needed more stock. We met a man named John Stringer, who was a pioneer in the vintage guitar scene, and he



Brendan Greive, bass player for singer Sam Smith, dropped by and bought this '57 Gibson Custom Shop Black Beauty.

“One of every 10 of us who walk the earth is left-handed, which means about one of every 10 people who play guitar is going to be left-handed.”

taught us enough to start buying more intelligently... We changed the name of the business to Gold'n Guitars and started advertising in *Guitar Player* with a line ad seeking lefty guitars. At that time, guitar dealers across the U.S. felt that lefty guitars were worthless and began wholesaling to us. Next, we started doing the Dallas Guitar Show and snagged more lefties. We also started a mailing list, which by the time the Internet came about had a circulation of 8,000. We moved to our present location in 1982 and changed our name yet again to Southpaw Guitars."

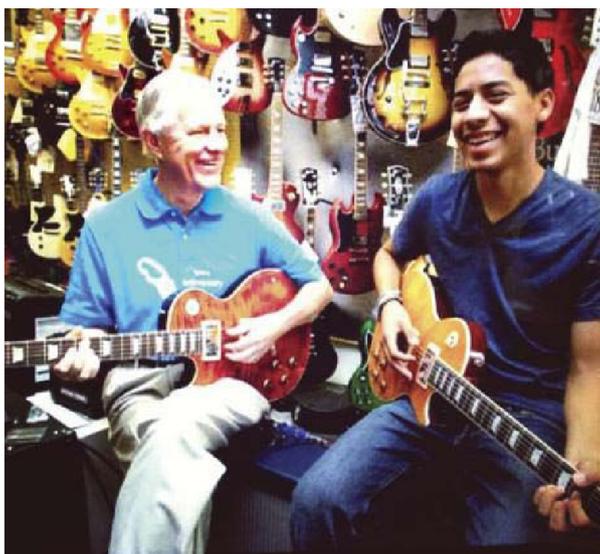
Duncan then started lobbying the big guitar companies with the idea of creating a more level buying experience for lefties who, at the time, were paying a 10 percent or more upcharge for their southpaw specific guitars. "The first to respond was Chris Martin IV when I quizzed him as to why lefties had to pay more," says Duncan. "He did not have an answer but went home and deleted the upcharge. Companies following suit have been Taylor, Gibson, Fender, and many more.

Southpaw Guitars differentiates themselves from other retailers by shipping internationally and maintaining a large Internet footprint, as well as a brick and mortar location boasting an inventory that's 99 percent left-handed. "In 1995 or so my friend Jim Roy said Jimmy you need to be on the Internet," explains



Duncan. "I asked, 'What's that?' We built our first crude site and received a tremendous response. Now, with a 5th generational mobile friendly site, our only advertising expenses are site maintenance and our Vintage Guitar advertising, which I think has run for 22 years." The Houston-based shop has become a worldwide destination for lefty musicians. When asked what's unique about doing business in Texas, Duncan replied, "Texas has a business friendly climate and low taxes. Other state – not so much." As far as things Southpaw prides itself on doing well, Duncan explains their setup and repair department is unsurpassed. "We take particular pride in our customer service and in the case of mail-order prompt safe delivery," he says.

Southpaw carries an assortment of acoustic, electric, and bass guitars including Airline, Boulder Creek, Eastman, Eastwood, Guild, Heritage, Hofner, Ibanez, Jackson, Martin, Music Man, Nash, Schecter, and Taylor. As far as most popular lines, Duncan cites Fender, Gib-



Jim with sales manager, Omar Ibarra

son, Martin, and Taylor. "We also like Eastman, Gretsch, and Music Man. We are currently pursuing Ibanez and Collings."

Duncan, when asked to offer insight on what trends he's noticing in MI as of late, thinks independent MI shops are making a comeback. "It seems like Retro pedals tube amps and recreations of vintage guitars and keyboards is the

new order," he says. "Boutique guitar and amp manufacturers are doing well."

For Southpaw's 35th anniversary, they are working with some of the major companies to build limited run models. Going forward, Southpaw is partnering with guitar teaching studios, providing their students guitars and accessories at discounted rates. They are also advancing their social media agenda, posting photos and changes on a daily basis.

"We would like to thank our friends, customers, and competitors for spreading the word and helping us to gain international notoriety and a great 35 years," says Duncan. "We also would like

to thank VG for our 22-year partnership serving up great ads replete with lefty eye candy... "One of every 10 of us who walk the earth is left-handed, which means about one of every 10 people who play guitar is going to be left-handed. It's been a pleasure and passion to be able to meet the guitar needs of those of us in the left-handed community." **MMR**



JAZZ
FESTIVALS
WORLDWIDE

**Find Jazz Festivals Worldwide • Latest Jazz Fest News
 Album Reviews & Releases • The Artist Corner**

jazzfestivalsworldwide.com



Top 5 Things To Look For When Hiring a New Employee

By Menzie Pittman, Contemporary Music Center

After twenty-six years of conducting employee interviews, you could say I'm almost starting to get the hang of it. So here are five things I look for when I hire people to work in my business.

1 Look for people who understand and share your business philosophy and core beliefs.

I always start here. I once heard it said that if you ever truly want to know a business owner, just visit his/her business when he/she is not there. You should feel their beliefs and vision in everything you see, hear, or touch. Therefore, when interviewing potential employees, I look for people who understand and will execute my core beliefs, people who can translate those beliefs to any customer or visitor who walks in. If your business has more than one location, you must remember, your employees are your voice when you are not on the floor. That means they must be able to convey your beliefs and policies clearly and deliver that message in a concise way to your customers.

2 Look for character, and trust the smart youth of today.

I am a big fan of smart young people, so I look for youthful candidates who want to work in music retail. But since our model is more diversified than just music retail, I try to find smart young people who can grasp marketing, communication, accountability, responsibility, and candidates who are engaged in their own personal development potential. It is important to let them know that after their time with us, they will leave with more education than when they started. Our business is a source for music education, business education, and music product knowledge; hopefully, they will take advantage of all these resources, even help run shows in our listening room, so they can speak personally to the customers about how many benefits our business offers to any and all people who enter our doors.

3 Look to get a second opinion.

Most business owners have a good sense of acumen, but we are not infallible. In basketball when the referee has called a foul on you, you are expected to raise your hand. I have learned to accept the humbling fact that in the game of business, I have my hand up a lot; therefore, I always seek the opinion of my management staff as well as listen to the feedback from all store employees. They praise honestly and critique carefully, so I have found trusting their input serves both to balance as well as reinforce my personal business judgment.

It is also a known truth that both potential employees and current employees may act differently when you are not around, so trusted eyes, ears, and opinions help keep our staff on a good track.

4 Look to see if your potential employee is curious to learn and personally motivated to deliver.

The music retail business is a diverse and challenging business. Most candidates who come to us seeking employment have an expertise of some type in the music field. Some play multiple instruments, and some sing, but a quality I look for in all is a general curiosity about self-improvement.

When interviewing younger employees, I guide them to understand that they may come under age-scrutiny. I remind them that whatever they exude is returned to them. For example, when answering the phone, if they sound bored, the response of the person on the other end of the phone will be bland. When speaking directly to a customer, if their eye contact or posture is poor, they should expect the same type of banal feedback from the customer.

At the store, we use an “always remember” phrase... “Always remember, Moms sign the checks with their noses.” The key is to inspire them with a clean environment, and inspire all customers with enthusiasm. Show your interest in them, and show them that you are curious about serving their needs.

5 Look for new hires to understand that timing is everything.

When working with a group of new hires, it is critical to stress the importance of a simple phone call. In answering the phone they should embrace the understanding that it could be a customer, a new lesson inquiry, or a vice president of a major company, but as an employee, they must know it's always someone very important.

Once I was explaining that as an employee when you answer the phone, you have six seconds to win that person's trust. When someone calls or walks into the store, you simply never know who that someone is or what influence he or she may have. No more than thirty seconds after my discussion, Jason Gano, the VP of Marshall walked in the door to drop off a box of swag for the kids in our Rock Camp concert. We laughed about his impeccable timing. It was his display of class for making the personal swag drop that reinforced everything I had just said. Jason went out of his way to personalize the experience for his customer, and as we walked out to his car, I said, “I appreciate your giving me a teaching tool for new hires; it is one that I can now use for the rest of my business career.”

A final thought

I have hired well, and I have hired poorly; I am a musician who has become a decent businessman. But just like with my musical craft, I try to admit and to learn from my mistakes. Hiring is both a head and gut process. Due diligence is easy, instinct is hard, but caring while you conduct the interview process is critical. I have never delegated that responsibility. I want each employee to know he or she can reach out to the owner. **MMR**



Menzie Pittman is the founder and owner of Contemporary Music Center. Since 1989, he remains CMC's only director of education. Contemporary Music Center has two locations in Virginia – one in Chantilly and one in Haymarket. CMC has won NAMM's Top 100 Award five consecutive years since 2011. Menzie is a frequent speaker at NAMM's Idea Center on music education and has been

invited to speak at the Whitman School of Business, Syracuse University in N.Y. He serves on the steering committee for the Support-Music Coalition and also serves on the Hylton Center's Education Committee. Menzie was appointed to NAMM's Board of Directors and served from 2012-2015.

Get the Latest in LED Technology!

BRIGHT WHITE LIGHT

Call us Today at
1-866-431-6983

www.houseoftroy.com (to see our catalog)
email: betsy@houseoftroy.com

House of Troy

The Professionals Choice...

Tone Finger-ease

The Original Guitar String Lubricant - since 1963.

- Reduce finger tenderness
- Non-Staining
- Non-Oily
- Easy to use
- Safe for finishes
- Cleans and protects
- Convenient size

chem-pak INC.

Call 800-336-9828 for your nearest distributor
music@chem-pak.com | www.chem-pak.com

By Mary
Luehrsen

Music Education Curriculum in Schools

'It' is Something Worth Fighting For

You know it when you see "it," and when you don't. A school that has "it" is different than one that doesn't. "It" enlivens an entire school because everyone is "making it" and "expressing it" in age appropriate ways. You can hear and feel the sequence of development from grade level to grade level, and the outcomes are seen and heard via individual and group activities. Learning experience offers a range of personal and material explorations along with rigorous training in the basics. There truly is no substitute for "it".

What is "it"? "It" is a **school music education curriculum** developed and taught by highly qualified music teachers trained to construct and deliver music learning experiences in developmentally appropriate ways. "It" includes a music education curriculum that builds year to year with expanding student outcomes that reflect deep and meaningful learning.

Wow, that was a mouthful! That is because you can't quite capture the essence of what "it" is in just a few words. Simply put: there is no shortcut to equip children with the social, cognitive, and educational benefits that access to a solid music curriculum taught by qualified music teachers provides.

However, there are challenges to how music education can and should be delivered, and differing opinions on what type of music program is needed to offer the maximum educational benefit to children. An example where all of these factors came into play occurred recently when I helped to organize a community-wide meeting for a large urban school district that is reinstating its music education program after 20+ years. District administration is building a comprehensive music education curriculum effort, and has done its homework by studying best practices from other districts, seeking help from curriculum experts, and by hiring highly qualified teachers. There is a team that is working on district-wide music education offerings (as part of the core curriculum) that will expand to become available to all children within the next 2-3 years. This is a truly awe-inspiring effort that is essential to the whole education of the students of this district!

I had the opportunity to work with this team to update leaders from local and regional arts groups about the effort to bring music education back into the core curriculum, and to make it available to all students in every school, and possibly, to plant some seeds for expanding this work into other school districts. During our discussions, it became clear that the understanding of

the people in the room of what constitutes a comprehensive music education curriculum, or "it", was, in many ways, at the surface level or was nonexistent. This is not a criticism, but it was a reality check for me and all music ed advocates, that in the absence of strong, visible music education programs it is up to us to educate districts working to build music programs about what "it" is.

There are a couple of opportunities and reminders here for how to get "it" in your school districts:

Educate and inform school and community leaders, parents, fellow teachers, and administrators about what is truly happening in the music education classroom. If you are in any way a part of a community (teacher, music educator, music parent, school administrator, business leader) that has a comprehensive music program, you **MUST** inform

and share its value and importance to student learning; do not assume that folks will understand what is being learned, or why and how. This is done not only through student performances, but also by classroom demonstrations where you share what students are learning. Back to school nights, open houses, parent visits, and instrumental recruitment efforts

are perfect opportunities to share what is being learned through lesson demonstrations. And the importance to "educate and inform" holds true for established as well as emerging or reinstating programs; the value of this effort needs to be demonstrated and shared.

Publish your music curriculum; make learning content in music education available to all. This task is pretty much up to the music education staff, but communicating via a published grade-to-grade curriculum document lifts the lid on what is cooking in the music classroom, and its visibility strengthens commitment to accountability and outcomes in music education.

Celebrate the outcomes and accomplishments of purposeful music learning – from drumming in pre-K that supports language and literacy development to beginning instrumental students and their "First Performance" (www.nammfoundation.org/educator-resources/first-performance-demonstration-concert) – by creating a community that relishes the experiences and outcomes of every student who is learning music. There are so many ways to celebrate (social media, websites, news articles) all of this great work.

As we all go forth into this music education season, let's commit to telling the whole story about the value and benefit of music education – there is truly nothing like "it"! **MMA**



ACCESSORIES

AIM Gifts

Warm up your customers and sales with AIM Gifts Winter Wear line of scarves, hats, and gloves. With over 100 different winter items to choose from your customers will find something for everyone on their holiday list. Pictured are the keyboard knit, pashmina, and cashmere-like notes scarves with fingerless gloves and a knit hat.



aimgifts.com

Quilter 101 Mini Head

Never before has gig level power been available in a package this portable and powerful. The highly anticipated "little brother" to Quilter's Tone Block 200, the 101 Mini Head delivers on the promise of modern technology. Weighing in at two pounds, the size is reticent of a double effects pedal. With a full feature set including FX Loop, amp-voicing modes, the 101 Mini Head shines both as a standalone head, or on your pedalboard giving power and tone to your effects pedal collection. Total output power is 50 watts with a max of up to 100 watts for some voicings.



quilterlabs.com

MOD Kits DIY Ring Resonator Deluxe

The Ring Resonator Deluxe is like having two all analog pedals in one. It contains the octave-up fuzz effect of the original Ring Resonator with added LED, push-push output pot and mini-toggle switch. With the push-push output pot down, the octave-up effect is removed and fuzz-only is achieved. In the fuzz-only mode of operation the toggle switch allows you to switch between dark fuzz and bright fuzz tones.

MOD kits and assemblies are designed to give novice and experienced musicians the opportunity to build or modify their own amps, effects pedals, and guitars. All kits come with easy-to-follow instructions and use point-to-point wiring. All effect pedals and amplifiers come with a pre-drilled enclosure and all necessary parts are included. All you need to provide are hand tools, a soldering iron and solder. The effect pedal operates on a 9V battery; for a longer lasting option, a 9-volt adapter can be purchased separately.



modkitsdiy.com

Gold Tone ZeroGlide

ZeroGlide improves on the old zero fret design by eliminating the need for two slots to be cut. It's made of precision CNC-machined genuine bone nut, incorporating a special smooth-tang zero fret for fitment into the stock nut slot of any fretted instrument. No alteration to the original slot is required! The kit includes the ZG nut, three different-height frets (for optimal action on *your* instrument), and complete instructions for self-installation or for your luthier's guidance.



zeroglide.com

New Products

CASES, BAGS & STANDS

On-Stage Stands
Microphone
Stands

The MS9210 and MS9212 are the first round-base models added to the company's expanding Professional Series. Both new models feature a low profile base, yet maintain no-compromise, heavy duty components suitable for professional theater, concert, and broadcast applications. With a 10", 6-pound low profile base, the MS9210 is an excellent choice for any handheld microphone. Its steel shafts measure 7/8" and 5/8" in diameter like most common portable stands, but its heavy-duty mid-point clutch is extraordinarily robust. The clutch is designed to act as a brake on the upper shaft, even when loosened, preventing the shaft from crashing down while adjusting height. To aid with precise mic positioning, the upper shaft features an oversized knurled locking washer that keeps any attached mic clip exactly where desired. Connection of the lower shaft to the base is via a solid steel machined lug with M20 threading and locking washer. This course threading provides an excellent combination of fast assembly and secure connection, while extending thread wear far beyond fine-thread designs. Finally, superior stability is achieved thanks to a sleek, embossed base with shock-absorbing rubber pads.



on-stage.com

FRETTED

Kala Bubinga U-BASS

The Bubinga U-BASS is the latest model in the distinctive line of award winning short scale portable bass instruments from Kala Brand Music. The Bubinga U-BASS is strung with Kala's Road Toad Pahoehoe strings and includes a specially designed Shadow Active Pickup System with EQ and tuner.

The 21" scale bass features distinctive grain patterns of bubinga wood on the top, back and sides and comes with a custom fitted padded logo gig bag. Other specifications include a mahogany neck, rosewood fingerboard and bridge, Hipshot black anodized tuners, Graph Tech Lab Black TUSQ Nut, and a Truss rod. It retails for \$499 with the gig bag included.

Kala's U-BASS line has grown extensively to include acoustic-electric, solid body, fretless, fretted, 4 and 5 string models. Kala's California U-BASS Series are USA made with exclusively designed LR Baggs/Kala world class internal amplification systems. Kala offers a variety of string options for U-BASS including round wound strings for all models.



kalabrand.com

Ibanez Artwood Vintage Lineup

This new trifecta, comprising a Dreadnought, Grande Concert, and Parlor model, features solid mahogany tops with mahogany back and sides to produce a full, well-balanced tone. Each model is fitted with bone nut and saddle for superior response, reproducing delicate fingerpicking or percussive strumming with equal distinction. A mother-of-pearl rosette surrounds the soundhole and a double purfling outline encompasses the perimeter of each guitar's top providing additional aesthetic charm. Other features include a classic 3-ply tortoise shell pickguard, a rosewood fretboard with mother-of-pearl block inlays, chrome open gear tuners, and high gloss finish.

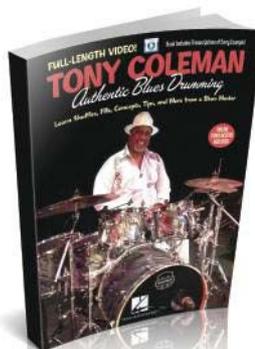


ibanez.com

PRINT/DIGITAL

Hal Leonard's Hone Your Blues Drumming with Tony Coleman

As drummer for the legendary B.B. King and countless other blues, soul, rock, and pop artists, Tony Coleman has spent a lifetime refining his brilliant, wide-ranging drum skills and knowledge. And now, in this exclusive full-length video and book (\$19.99), Tony shares his invaluable wisdom on the often-overlooked art of the blues shuffle. Featuring loads of shuffles styles, blues variations, concepts, tips and much more, this intimate video lesson also includes a book of transcriptions detailing all of the main video examples. The video is accessed online for download or streaming using the unique code inside each book so drummers can now call on Tony's help no matter where they are: their classroom, practice room, or at their gig.



halleonard.com

PRS Guitars 2015 Collection Series IX by Private Shock

The new Collection Series IX is comprised of fifteen pairs of McCarty Trem models, with each pair consisting of one highly figured curly



and one highly figured quilted maple top guitar. These instruments proudly incorporate a balance of PRS traditions and innovations.

Only thirty Collection Series IX McCarty Trem electric guitars will be made – each in an Aqua Violet Smoked Burst finish, which further accentuates the highly figured grain of the Private Stock grade curly or quilted maple tops. Other specifications include African ribbon mahogany back, green select abalone side purfling along the body, maple backplates, 25" scale length, 22 fret curly maple neck with green select abalone "30th Anniversary" inlay on the heel, African blackwood fingerboard with green select abalone, 14 karat gold and mother of pearl Hollow Celtic knots with green select abalone purfling, African blackwood headstock veneer with Paul Reed Smith signature and mother of pearl "Collection" inlay with green select abalone purfling, African blackwood truss rod cover with green select abalone purfling, 58/15 treble and bass pickups, which Paul describes as, "the best of PAFs," with volume, push/pull tone, and 3-way toggle switch, Private Stock Gen III tremolo bridge with locking saddles, Phase III locking tuners with gold anodized buttons, hybrid hardware, high-gloss nitro finish.

prsguitars.com

PIANOS/KEYBOARDS

Korg All-In-One Pa4X Professional Arranger

The Pa4X relies on Korg advanced EDS-X (Enhanced Definition Synthesis-eXpanded) sound engine, drawing on a massive PCM resource over 10 times larger than those found in previous models, and comes complete with over 1,500 ready-to-play highly detailed sounds.



Korg exclusive DNC (Defined Nuance Control) provides highly-articulate solo instruments, and partnerships with Waves Audio and TC Helicon provide state-of-the-art audio processing and studio quality vocal effects. There are a great deal of new instruments and authentic drum kits, along with a considerable infusion of Styles to cover a world of musical genres, and highly-versatile Styles have been created by KORG's international sound team to provide inspiration.

The Pa4X will be available November 2015 at \$3,799.99 for the Pa4X 61 and \$3,999.99 for the Pa4X 76.

korg.com

Roland E-A7 Expandable Arranger



Roland introduces the E-A7 Expandable Arranger, a fully featured, versatile arranger keyboard for musicians needing professional-grade sounds and authentic backing styles. Weighing in at just under 18 pounds, this self-contained, powerful, yet compact 61-note keyboard dramatically reduces the amount of equipment needed to play a successful gig. Packed with over 1,500 sounds spanning a variety of musical genres, the E-A7 also comes with an extensive library of backing styles from all over the world – including authentic styles crafted by musicians in Asia, the Middle East, Europe and South America.

Further sound expansion is possible via WAV file import and an onboard sampling function that offers the ability to sample the sound of a traditional instrument and use it as part of a musical performance. This ensures that the E-A7 will stay up to date as musical styles change. Entire performances can even be recorded to USB memory, enabling musicians to evaluate how their performance sounded.

roland.com

DRUMS/PERCUSSION

Tama Superstar Classic

All Superstar Classic features Tama's signature thin maple shells, along with vintage style low-mass single lugs, and the sustain-enhancing Star-Mount tom mounting system.



Triple-flange hoops allow for a more open, resonant sound from the toms and snare, while all-maple bass drum hoops help deliver robust, yet tight bottom-end.

The limited edition "Classic Rock" configuration (CK-426RZSBOS) offers even more thunderous low-end, courtesy of a 26" bass drum. Unencumbered by any unnecessary hardware, the shell is free to resonate to its fullest. Two floor toms with fat, beefy tones, add a wider tonal spread, giving this kit an all-around sound that's both big and powerful. Available exclusively in a bright orange sparkle finish, this kit is as rugged and roadworthy as it is attractive.

tama.com

Looking For Suppliers? MMR Has Them For You!



SUPPLIER DIRECTORY

The Directory For Musical Instrument Products

OVER 1,000
Companies
ACCESSIBLE with
a Click of a
Mouse!

Easy to Use...



Search By:
Company •
Brand • Location
Product Category

mrrmagazine.com/directory

CLASSIFIEDS

BUSINESS OPPORTUNITIES



RENT MY INSTRUMENT.COM

AFFILIATE NETWORK

SEEKING AFFILIATE LOCATIONS

CLAIM YOUR SHARE OF THE SCHOOL RENTAL MARKET

- TURN KEY PROGRAM - OFFER RENTALS IMMEDIATELY
- RMI HANDLES ALL PROCESSING, BILLING & COLLECTIONS
- RTO PROGRAMS FOR BEGINNER & STEP UP INSTRUMENTS
- NAME BRAND NEW & LIKE NEW INVENTORY PROVIDED
- EXCLUSIVE AND PROTECTED TERRITORY
- BRANDED ON LINE SITE FOR SALES 24/7
- EXPEDIENT, NO HASSLE REPAIR & REPLACEMENT
- PROFIT SHARING COMMISSIONS PAID MONTHLY
- NO START UP COSTS OR FEE
- CANCEL ANY TIME WITH NO PENALTY

Proud Member Of: **NAMM**

www.rentmyinstrument.com

3124 Gillham Plaza - Kansas City, MO 64109

877-569-0240

**Are You Tired of Trying to Climb
the Corporate Ladder?**

ken stanton music
Since 1949

is a multi-store, family owned and operated full-line retailer based in Metro Atlanta. Ken Stanton Music has over 60 years' success and customer satisfaction.

Seeking:

**Certified Band/Orchestra Repair Techs,
Print Music Manager, Store Managers,
Woodwind Repair Technician,
and Sales Associates in the following
departments: Guitars, Pro Audio,
Drums and Percussion, and
Band/Orchestra.**

Looking for friendly, customer service oriented, self-motivated, proven closers with good listening skills and 2+ years experience. Availability for flexible scheduling a must. Bi-lingual a plus.

We feature: Competitive non-commission based pay, medical/dental coverage, 401(k) plan, vacation/holiday/sick time, and room for advancement.

Complete application online at: www.kenstantonmusic.com

By mail: Ken Stanton Music
Attn: Scott Cameron, General Manager
119 Cobb Parkway North, Suite A
Marietta, GA 30062

Via email: scottc@kenstanton.com

MMR

MUSICAL MERCHANDISE REVIEW

mrmagazine.com

MERCHANDISE

Freedom Barrel Adjustable Clarinet Barrel

"The Freedom to Tune in Any Situation"
Available at RS Berkeley Retailers Everywhere



MADE
IN THE
USA

Adjusts
from
60mm-70mm



1-800-874-9909 RSBerkeley.com

"It gives me the opportunity to play in tune in any situation. The tone is beautiful and its durable construction seems like it will last a lifetime."
Sherman Irby
Jazz at Lincoln Center Orchestra

**Hunter Music Instrument Inc
adds in an accordion line.**

From button accordion to Piano accordion, from Kid's to adult, from entry level to professional, from solid color to combo, we have a wide selection for the accordion player.



718-706-0828

www.huntermusical.com

mrmagazine.com/directory

PREMIUM RATES:

Available for extended ad placements. Just give Erin a call at the number listed below!

PAYMENTS: ALL ADS ARE PREPAID. Charge on Mastercard, Visa or American Express.

SEND YOUR ADVERTISEMENT TO:

6000 South Eastern Ave., #14-J

Las Vegas, NV 89119

erin@timelesscom.com

QUESTIONS?

Call **702-479-1879**

ACCESSORIES

Acoustics First®
Toll-Free Number: **888-765-2900**
Materials to Control Sound and Eliminate Noise™
www.acousticsfirst.com

DRUM CLIP
EXTERNAL DRUM RING CONTROL
www.TheDrumClip.com

StickARK
"Amazing!!!"
Tommy Lee
Sells fast!
visit MAXONIX.com

FAT CAT
NON-TOXIC, ODORLESS,
ECONOMICAL
OIL AND GREASE FOR YOUR HORN
GO TO WWW.FATCATOIL.COM
FOR A FREE SAMPLE

MMR
MUSICAL MERCHANDISE REVIEW
ADVERTISE IT!
Call
(702) 479-1879
mrmagazine.com

MERCHANDISE



USED GUITARS

- AGGRESSIVE WHOLESALE PRICING
- 10,000 USED Guitars in Stock
- 40 Major Name Brands
- All Instruments "Retail Ready"
- Online Inventory and Daily Specials



(800) 573-9865
www.mircweb.com

BEST AMERICAN CRAFTSMAN

COOL IS BAC

Find out why music stores across the country are now making the B.A.C. Apprentice Series student instruments the preference in their rental pool ...that's pretty COOL!

The B.A.C. Apprentice Series was inspired by Master Craftsman, Michael T. Corrigan. Practicing the same attention to detail as with the development of B.A.C. Custom Instruments, the Apprentice Series demonstrates the durability needed for a younger musician, the playability desired by a music educator and the exceptional value required by your music store.

- COOL IS.....Superb Craftsmanship and Quality Materials
- COOL IS.....Rigorous Quality Control Standards by our Kansas City-based craftsmen
- COOL IS.....Competitive Pricing For Price Conscious Customers
- COOL IS.....Pro Deluxe Cases - Exceptional Appeal and Durability
- COOL IS.....Student Instruments Approved and Endorsed By Music Educators Nationwide

www.bestamericancraftsman.com
1219 Lydia - Kansas City, MO 64106
913-390-1776



APPRENTICE SERIES

SERVICES



Modern Piano Moving

Nationwide "Door to Door" Service
800-737-5600
We Love what we do.... and it Shows!
www.modernpiano.com



PLANNING A PIANO SALE? LET'S MAKE IT YOUR BEST EVER.

Linda Schramke Rein is among the industry's best!

- Experienced in all brands
- Excels in every sales atmosphere
- Equally skilled in acoustics and digitals
- Specializes in Piano Event Planning
- Consistent closing ratios
- AND she plays like a maniac!

From planning to closing, Linda's love for piano will bring success to your next sale.



Linda Schramke Rein
Independent Piano Sales Professional
linda@pianosalespro.com
330-501-0232 www.pianosalespro.com

FOR SALE

WE BUY, SELL, TRADE,
and ship worldwide.



Gruhn Guitars
Nashville, Tennessee Established 1970
ONLINE APPRAISAL SERVICE
guitars.com/appraise

REPAIR TOOLS

Ferree's Tools, Inc.

1477 E. Michigan Ave.
Battle Creek, MI 49014

World's Largest Manufacturer of
Quality Band Instrument Repair Tools

Pads, corks and many other supplies
also available

Contact us today to place an order
Ph:800-253-2261/269-965-0511
Fax:269-965-7719
E:ferreestools@aol.com

www.ferreestools.com
See our website for our catalog and
up to date price lists!!



Contact us for a
FREE printed
catalog

Tech Questions:
repairtips@aol.com

 Find us on
Facebook

BOW REHAIRING

Expert Bow Service

order forms, pricing and shipping label at:
www.bowrehairing.com

"An industry leader since 1967"
IRA B. KRAEMER & CO.
Wholesale Services Division
467 Grant Avenue
Scotch Plains, New Jersey 07076
(908) 322-4469

VINTAGE INSTRUMENTS



WE BUY

Guitars • Mandolins
Banjos • Ukuleles
From all known
makers, especially
GIBSON • VEGA
MARTIN • FENDER

Toll-Free 888-473-5810
or 517-372-7880 x102 outside USA
swerbin@elderly.com • elderly.com



Your Band Rental Business Start or Expand with our Flexible Plan

No fees, shipping charges or chargebacks. You set the rental rates.
You take the profits on step-up instruments. We pay for all repairs.
We carry only top brands. You may quit at any time without penalty.

Your area is protected – we don't operate retail stores.

We pay our commissions on time, every time.



HARMONY
MUSIC

1.800.356.2826

WILL SIMMONDS AT EXT. 105

17725 NE 65th, Suite B235
Redmond, Washington 98052
wsimmonds8@gmail.com

Make Money Renting School Band & Orchestra Instruments



Nobody Offers Our Level of Service & Support. Not Even Close.

- No startup costs, inventory outlay, shipping expenses or franchise fees
Educator-approved name brands including Conn-Selmer, Jupiter, Buffet, Ludwig & more
- No collections headaches: We handle all rental account billing & collections
No recourse to you if a customer becomes delinquent (unlike other programs)
- Monthly commission, per-contract bonus and exclusive VIR Affiliate Rewards Program
Offer rentals in-store, on-site, or online through your own branded microsite
- Complimentary instrument repair training & powerful marketing/advertising support
Never a conflict of interest: No part of our company competes with your business
- We do NOT operate retail stores or competing e-commerce catalogs and/or websites

Shopping Rental Programs? Ask These Questions:

*Are there chargebacks to me when a customer stops paying?
Do you send road reps or operate retail stores in my area?
Operate websites that compete with my combo business?*



Veritas Instrument Rental Incorporated
Call us today at 877-727-2798 Ext 14
www.veritas-online.com



COMPANY	PAGE	WEB
Al Cass	34	alcassmouthpieces.com
Alfred Music Company, Inc.	5	alfred.com
Allparts Music Corp	40	allparts.com
Amati's Fine Instruments	8	amatis.org
Antigua Winds Inc.	15	antiguawinds.com
Audix Corporation	C3	audixusa.com
Backbone Guitar Products	48	get-a-backbone.com
Bourns Inc.	4, 34	bourns.com
Breezy Ridge Instruments	47	jpstrings.com
Chauvet	C1	chauvetdj.com
Chem-Pak Inc.	51	chem-pak.com
D'Addario & Co.	13	daddario.com
Gator Cases, Inc.	7	gatorcases.com
Grover Musical Products	40	grotro.com
Hailun USA	21	hailun-pianos.com
Hal Leonard Corp.	3, 32	halleonard.com
Harmon Mutes	29	harmonmutecompany.com
House of Troy	51	houseoftroy.com
Hunter Music Instrument Inc.	33	huntermusical.com
Kawai America Corp.	11	kawaius.com
Ken Smith Basses Ltd.	20	kensmithbasses.com
Kyser Musical Products Inc.	22	kysermusical.com
Lowrey Organ Company	16	lowrey.com
Mutec Mutes	10	mutecmutes.com
NAMM	30, 31	namm.org
National Music Education Co.	37	nemc-partners.com
Peace Musical Company	43	peace-drums.com
Radial Engineering	1	radialeng.com
Sadowsky Guitars	16	sadowsky.com
Shubb Capos	33	shubb.com
Sound Ideas Music LLC	12	venturasoundideas.com
TKL Products Corp.	19	tkl.com
Truetone	C4	truetone.com
W.D. Music Products Inc.	2	wdmusic.com
Wittner GmbH	28	wittner-gmbh.de
Yamaha Corp. of America	C2	usa.yamaha.com
Zildjian	9, 23	zildjian.com

TEACHING



MUSIC & ARTS TEACH AT MUSIC & ARTS

BECOME PART OF THE NATION'S LARGEST LESSON PROVIDER

Benefits of Teaching at Music & Arts include:

- 🎵 Set your own rates
- 🎵 Teach from your own curriculum
- 🎵 Focus on teaching - Music & Arts manages all administrative tasks
- 🎵 Quickly access books and teaching aids right outside your studio

APPLY NOW Send your resume to Lessons@musicarts.com

For more information on open positions visit MusicArts.com/LessonTeacher

INSTRUMENTS | LESSONS | RENTALS | REPAIRS MusicArts.com

ADD US!




MMR's Musical Merchandise Professionals



By Dan Daley

Pro Audio's Next Destination is Networking and Your Store is on the Way

This October 31st may just be another Halloween to you, but to a substantial slice of musicians out there it's also the third day of the AES Show, the professional audio industry's major annual conference and expo. This year, it's in New York City, its location every other year, as the event alternates with San Francisco and Los Angeles, where it was last year. It's also the city that draws the largest crowd of attendees – over 18,000 the last time it was there, in 2013. It's a show – and an industry – that's well off its pre-9/11 highs, not unlike the music industry that it acts as the engine room for.

Pro audio – whose overall sales were up four percent last year, as per NAMM – continues its progression from complex black art into a consumerized, computerized proposition, with \$99 bundles of software plug-ins replacing outboard processing boxes that used to cost thousands of dollars; the financial threshold to entry continues to fall lower and lower even as the power of the equipment continues to increase.

The newest inflection point in pro audio, one that may prove as significant as the transition from analog to digital a generation ago, is the shift to a networked environment: audio transport is moving from copper cables to hundreds of channels carried on a single strand of fiber, where the continuous flow of signal, be it analog or digital, is now a series of packets, which have to arrive at their destination with perfect synchronicity to avoid a sonic train wreck. This potentially puts everything in the music-production ecosystem, from Pro Tools to pianos, into an IT paradigm, one more akin to your laptop and router combination than the MIDI cable from the keyboard to the drum machine. It is the next stop on music technology's developmental path that began when someone put a magnet under some guitar strings.

It's inevitable that this new turn in pro audio's evolutionary journey will find its way into MI retail, though it won't be an overnight sensation. Phil Wagner, president

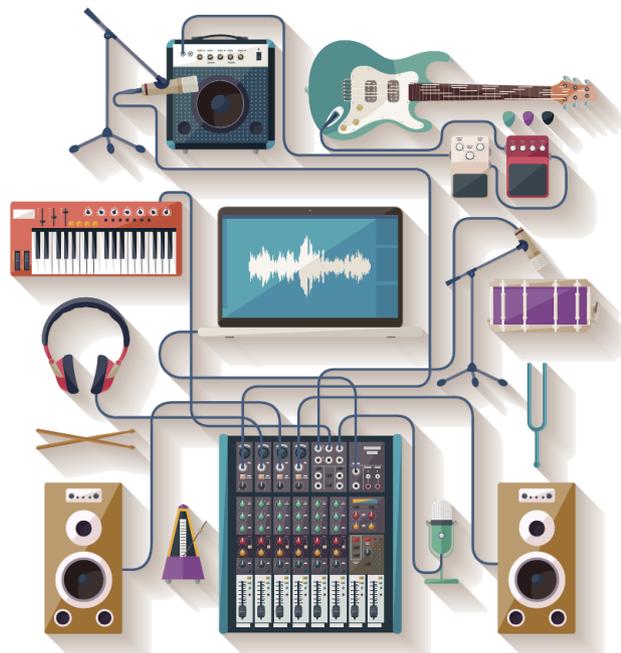
of Focusrite Novation, which makes the RedNet series of network interfaces, told me he expects audio networking technology will start to filter down to MI products over the next 18 months, "As costs will inevitably be reduced over time, in accordance with Moore's law," he suggests.

The arrival of networked audio is one more reason that MI retailers need to keep pro audio high on their agendas. Musicians who today exchange Pro Tools

session files with each other to collaboratively build a song track will soon be doing that in real time, over the Internet, on LANs and V-LANs that will be as simple to build as websites have become. There will be a new cohort of pro audio networking products that they'll need to buy and need advice about. A good place for retailers to start would be learning the basics of networking and becoming familiar with Dante, the audio networking system that has garnered the overwhelming market share in the networking category. Dante is a proprietary system for networked audio for which manufacturers purchase licenses to make their products compatible with it. They blew past

200 licensees earlier this year; the brands in your store among them include Peavey, Avid, Audio-Technica, AKG, Rane, Roland, Whirlwind, and a ton of stuff from Harman. You won't be selling Dante, per se, but you'll be selling products that enable it.

NAMM data saw the pro audio category grow by an average of 23 percent in the last five years, including four percent last year, as per NAMM statistics; it has also seen sales of software products like plug-ins and loops, the currency of digital recording, increased 29 percent in 2013 over the previous year. As music production moves into a networked environment, it's going to need informed retail resources to support it. The networked ecosphere is headed towards becoming a truly IT world, so it will take some getting used to, but between Google and YouTube, most answers are a mouse click away. It will be a lot easier then learning what digital audio was back in 1989. **MIMR**



The arrival of networked audio is one more reason that MI retailers need to keep pro audio high on their agendas.

GET A **FREE** OM6 FROM AUDIX

Available for a limited time when you purchase
two MicroBoom™ systems



Retail value: **\$239**

THE AUDIX MICROBOOM SERIES

The most versatile miking solution for choirs,
orchestras, drama and speaker presentations

- Scalable system features a selection of pick-up patterns, output levels and frequency responses ensuring exceptional sound quality
- Carbon fiber boom arms available in 24, 50 and 84 inch lengths
- Low profile design so your choir is seen, not the mics
- Attaches to any standard microphone stand

OM6

- Considered by many to be the finest dynamic vocal mic ever made
- Tight and uniformly controlled hypercardioid polar pattern effectively isolates vocals
- Dynamic vocal microphone used for live performances, studio and broadcast applications
- Broad frequency response, full-bodied and articulate sound reproduction

The MicroBoom™ and OM6 from Audix—
sound your best with the mics that make it happen.

AUDIX®

www.audixusa.com
503.682.6933

©2015 Audix Corporation All Rights Reserved. Audix and the Audix Logo are trademarks of Audix Corporation.

*Offer available October 1- November 30, 2015 at participating Audix dealers while supplies last. Buy two MicroBoom Systems (MB5050, MB5050HC, MB5055, MB5055HC, MB8450, MB8450HC, MB8455, MB8455HC) and get a free OM6. No substitutions. Optional mic stand is not included.

Shown with optional
mic stand.



CS12

- 12 fully isolated outputs
- 5 voltage options provide power for virtually any effect pedal
 - Variable 4-9Vdc, 12 Vdc, 18 Vdc, 9Vdc and 9Vac
- Designed with cutting-edge technology, not just transformers
 - Noiseless operation with far more power
- Includes brackets for mounting under Pedaltrain® pedalboards
- Cables and converter plugs included



3x more power
...than the most
common power brick

CS7

- 7 fully isolated outputs
- 3 voltage options provide power for 99% of effect pedals
 - 9Vdc, 12 Vdc and 18 Vdc
- Designed with cutting-edge technology, not just transformers
 - Noiseless operation with far more power
- Includes brackets for mounting under Pedaltrain® pedalboards
- Cables and converter plugs included
- Worldwide Input Voltage



2x more power
...than the most
common power brick



NEW

V3
JEKYLL & HYDE
OVERDRIVE
+
DISTORTION

LIFETIME WARRANTY

TRUETONE®

{formerly Visual Sound}

TRUETONE.COM

