

# UpBeat

The Official **NAMM** Show Publication

**DAILY**



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## Hot NAMM!

Welcome to the final day of The NAMM Show 2015. The stars have been out all weekend, the aisles have been jam-packed and the attitude toward business for the coming year is downright upbeat. Here are a few of the stars we hope you saw during the show.

1. Rickey Medlocke (left), Robert Randolph, Johnny Van Zant and Anthony Hall of Lynyrd Skynyrd perform at Peavey's 50th anniversary party Thursday night. 2. Trumpeters Rick Baptist (left) and Jon Faddis take a short break from greeting visitors and well-wishers at the Schilke booth yesterday morning. The two Schilke artists are longtime friends. 3. Apple co-founder Steve Wozniak (left) chats with NAMM President and CEO Joe

Lamond during yesterday's Breakfast Session. 4. Cory Henry of Snarky Puppy performs on the new Kronos and ARP Odyssey at Wednesday's Korg product preview. 5. Mindi Abair performs Friday night during the 2015 She Rocks Awards, where she was also an award recipient. 6. George Clinton & Parliament Funkadelic rock the GoPro Stage at the John Lennon Educational Tour Bus Imagine Party on Friday night.



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### BREAKFAST SESSION



Join six retail experts for Best In Show, the final NAMM U. Breakfast Session. Moderated by *Music Inc.* Publisher Frank Alkyer, find out what the pros thought were the best products and services launched during The NAMM Show.

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## BRIEFS



## Fishman ToneDEQ Now Available

The ToneDEQ Acoustic Instrument Preamp and the Neo-Buster Soundhole Pickup Feedback Buster from Fishman are now available to all of its dealers.

A complete solution for acoustic musicians, the ToneDEQ combines a high-quality preamp, dual effects section, tone controls, a compressor, level booster and a balanced DI in one device.

End-to-end analog circuitry from preamp to output in the ToneDEQ provides a richer tonal quality.

**Fishman (fishman.com)**

## Ibanez Delivers a Premium Bass

Ibanez's new SR1406TE-VNF is a six-string bass boasting "neck-through" construction for optimum tone, sustain and stability. As part of the Ibanez Premium line, it delivers "Performance Beyond Expectation" at a friendly price.

The bass features a figured maple top and mahogany body combination that produces a full-balanced tone. The Vintage Natural Flat finish allows the body to resonate more freely and creates an elegant, understated look.

**Ibanez (ibanez.com)**



## Reverend Expands Tricky Gomez Line

Reverend has expanded its Tricky Gomez model to include a P90 version.

The Tricky Gomez pays tribute to the off-brand semi-hollowbody guitars from the 1960s. It has a routed korina body with a solid maple top made to sound like a vintage guitar but play like a modern one. The model comes with a rosewood neck, a Bigsby B-70, roller bridge and tortoise pickguard.

**Reverend Guitars (reverendguitars.com)**

## Peavey VYPYR Pro 100 Creates Tube-Sounding Distortion

By using analog distortion, Peavey's VYPYR Pro 100's digital processor has the ability to offer almost limitless combinations of additional stompboxes, rack effects, amplifiers and instrument models. The result is an overall better tonality.

**Peavey Electronics (peavey.com)**

# Yamaha Keyboard Division Announces Clavinova CLP Online Sales Initiative

Yamaha's Keyboard Division announced an online sales initiative for Clavinova CLP keyboards during its dealer meeting Friday morning in the Marriott. The new program, based on a partnership with e-commerce technology company Shoptron, was presented in the context of the company's mission to become a world-class marketing organization and the importance Yamaha places on innovation.

All online Clavinova CLP sales will be fulfilled through local authorized dealers based on the consumer's zip code. A "buy online" button will appear on [usa.yamaha.com](http://usa.yamaha.com), and Yamaha will allow authorized dealers to put the same feature on their websites. The target start date for online sales is Feb. 23.

"It's anybody's guess as to how many people are interested in buying the Clavinova online, but we're pretty certain that all of our customers want to at least be able to shop for it online," said Dane Madsen, Digital Piano marketing manager. "It's their inability today to actually shop for Clavinovas online that is a source of frustration for them. We want to modernize the shopping experience for today's Clavinova customer because, quite frankly, it's a little antiquated. If you can't go online, learn about

the product and learn about what this product might cost you, that's not a modern shopping experience, and we're here to change that with our Shoptron partnership."

Bob Heller, national sales director, elaborated on the program after the meeting. "The crux of all of this is local dealer fulfillment," Heller explained. "So, the real goal here is giving Clavinova customers the opportunity to shop online, transact online and

be fulfilled by the local Yamaha dealer, who then has the opportunity to offer in-store services and has ownership of the customer for trade-ups and lesson programs."

During a brief awards presentation, Music Exchange of San Francisco was named Yamaha Keyboard Division's Dealer of the Year, and Mike Greene of Greene Music Center in San Diego received the Legacy Award.

**Yamaha (usa.yamaha.com)**



Receiving the Yamaha Keyboard Division Dealer of the Year Award are (front row, from left) Music Exchange's Yesenia Catalano, Robert Catalano, Bill Kloos, Julianne Kloos and Gary Egger, joined by (back row, from left) Yamaha's Tom Sumner, Paul Calvin and Bob Heller.

## Hal Leonard Launches Guitar Player Book



Hal Leonard celebrated the release of *Guitar Player: The Inside Story of the First Two Decades of the Most Successful Guitar Magazine Ever* with a photo op at its booth on Friday. The book is edited by Jim Crockett, pictured center, the first publisher and editor of *Guitar Player*. From left: Hal Leonard's John Cerullo and Keith Mardak, Crockett, current editor-in-chief of *Guitar Player* Mike Molenda and Hal Leonard's Larry Morton.

## PMC Teams With Larkin for Contest

The Percussion Marketing Council held a press conference on Friday afternoon in the Sabian booth to announce that Godsmack drummer Shannon Larkin is the International Drum Month Celebrity Artist, and that he will participate in PMC's Roadie For A Day campaign and contest.

PMC has moved International Drum Month from November to May. Stacey Montgomery-Clark, vice president of marketing for Sabian, said, "May has been identified as the best month for kicking off in-store-related promotion that also ties into the summer tour schedules."

**PMC (playdrums.com)**



## Gretsch Expands Renown Series

The Renown Birch series is designed to meet the expectations of players looking for a high-performance kit delivering articulate, clean and cutting tones whether on tour or in the studio.

Renown Birch drums feature six-ply birch shells with 30-degree bearing edges and are available with gloss and satin finishes with a natural interior shell. Snare and individual drums will be available separately.

**Gretsch Drums (gretschdrums.com)**



Posing with a promotional display of Godsmack drummer Shannon Larkin are, from left: Dustman & Associates' Karl Dustman, Yamaha's Dave Jewell, Sabian's Stacey Montgomery-Clark, Hal Leonard's Brad Smith and Progressive Music Center's Billy Cuthrell.