

the MUSIC & SOUND

the Retailer

NAMM **NEW** PRODUCT SPOTLIGHT

The Show's Hottest New Products...
All In One Place

By Dan Ferrisi

If you're a manufacturer in the music products industry and you're only going to make one big product launch for the year, the chances are pretty good that you're going to make that launch at the NAMM show, our market's biggest trade exposition and the principal MI gathering of the year. Drawing on industry contacts, *The Music & Sound Retailer* was able to get advance word on some of the hottest products that are launching at the NAMM show this month. If you're in Anaheim and trying to plan how you're going to tackle the enormous show floor, consider this your "cheat sheet," featuring all the new products that manufacturers believe will really make a splash in 2014.

The Retailer included as many new products as we could, but demand was so overwhelming that some submissions will instead be published in future editions of Product Buzz.

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GETTIN' THE BAND BACK TOGETHER

EXCITEMENT BUILDS FOR THE 2014 NAMM SHOW

By Dan Ferrisi

Now that the holiday season has passed and we've embarked on a new year, you may be thinking that the time for family reunions has ended... that gatherings of siblings, cousins and friends are over and done with. However, insofar as the MI industry is a community in the truest sense—indeed, is a *family*—the NAMM show, emanating from the Anaheim Convention Center in California from January 23 to 26, can be thought of as a family reunion that brings together brothers and sisters in music. Peerless as the leading music products trade exposition, this year's NAMM show promises to be an incredible four days, buzzing with energy, enthusiasm and actionable business intelligence.

It has become rather tiredly cliché to remark upon the difficult economic climate with which our industry has wrestled for the past six years, but early numbers provided by NAMM President/CEO Joe Lamond indicate that, at least as regards the NAMM show, things might be returning to pre-recession levels. "We will go back over 1,500 exhibiting companies this year," Lamond told *The Retailer* during an exclusive interview. "We've been under that since the recession." But perhaps the more important number is 4,500, as in the more than

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Mobile Mania

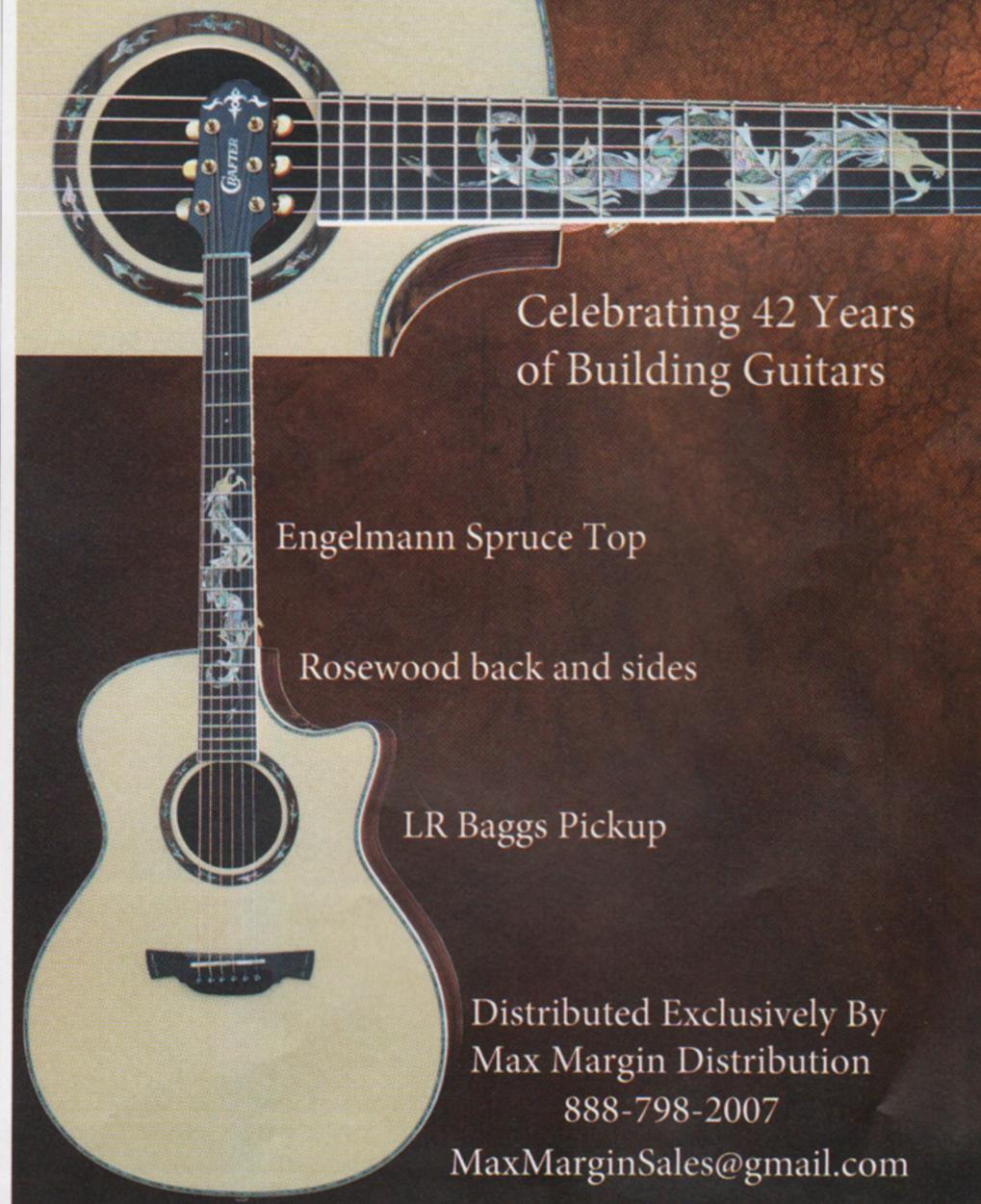
MXL has created a full line of mics that plug into a 3.5mm mini jack, which makes them compatible with most phones and tablets, regardless of operating system. From handheld to table-top meeting mics, wired and wireless, MXL Mobile media mics give users a range of professional choices to capture audio. The Mobile Media Series introduces time-tested microphone technology to the mobile market. Electret and condenser microphones, long used for professional audio recording, are engineered for specific mobile uses. Features: Mobile Media series uses 3.5mm headphone input jack; better matches audio quality with device video quality; real-time audio monitoring when recording video via app; doesn't take up charging ports, allowing for simultaneous charging of devices while recording. MXL, 310.333.0606, mxlmics.com, Booth #6990



Bass Fishing

D'Addario has released the FlexSteels Bass String Line. FlexSteels deliver the unique combination of flexible feel coupled with a deep, round tone and just the right amount of punch and bite that's optimized for, but not limited to, slap and fingerstyle playing. D'Addario has dedicated engineering resources to optimize the winding techniques and specifications with the ideal blend of materials for this line. FlexSteels' recipe mixes a harmonic-rich steel alloy with precisely formulated core-to-wrap diameters wound to exact specifications. The result: singular, deep, punchy tone and a touch-sensitive, responsive feel with good consistency, quality and extra-long string life. Available for four-, five- and six-string basses. FlexSteels will retail from \$44.90 to \$63.90. D'Addario & Co., 631.439.3300, daddario.com, Booth #4834

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Walking On Air

Hohner has released the AirBoard, a portable, wind-powered keyboard instrument. With its cool new appearance, striking padded travel bag and redesigned BlowFlow mouthpiece, the AirBoard is for a new generation of musicians. It requires no computer, no cables and no power source. In essence, anyone can grab an AirBoard and jam anywhere, joining ukulele players, guitarists and other acoustic musicians. AirBoard will be available in 32- and 37-key versions and MAP pricing is \$79 and \$99, respectively. Launching along with the AirBoard is Hohner's AirBoard app for iPhone and Android, providing a virtual version of the instrument for tablets and smartphones. Dealers will receive free in-store point of purchase displays featuring disposable mouthpieces, allowing for customer demos without sanitary concerns. Hohner, Inc., 800.446.6010, us.playhohner.com, Booth #3240



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