

FULL COVERAGE: 2015 SUMMER NAMM

FOR PROGRESSIVE MUSIC RETAILERS

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**CAUTION:
EXPANSION
AHEAD**

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doubled in size, then
held on for dear life!*

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SUMMER NAMM 2015



By David Ball and Katie Kailus

TECH TRACKS

From the debut of NAMM's TEC Tracks to a significant uptick in tech exhibitors, this year's Summer NAMM was all about technology



Roland's Peter Brown



Hal Leonard's Brad Smith and MXL's Scott Krueckeberg



Teton's Jed Roberston

educational sessions TEC Tracks that garnered the attention of the pro-audio and live sound markets.

"In my opinion, Summer NAMM has always been about education and the addition of TEC Tracks addressed one of the fastest growing, yet often misunderstood industry categories," said Joe Lamond, president and CEO of NAMM. "I would encourage everyone, regardless of their current role in the industry to become more aware of how our customers will be learning, making, recording and sharing music in the future."

The tech-savvy vibes extended past TEC Tracks and across the show floor as Summer NAMM saw a 23-percent uptick in music technology companies over last year. Many exhibitors showcased their new tech-savvy wares, including Yamaha which highlighted its DTX400 electronic kit. The drum set comes equipped with 10 professional drum kits spanning from heavy metal to dance and boasts built-in training functions that provide users with feedback on their playing.

But the real selling point is the free app players can download to fine tune their kits.

"One thing that sets this drum set apart from any other set in this category is that you can customize sets and customize sounds," said Steven Fisher, manager of Yamaha acoustic and DTX electronic drum division. "The app is what really brings those features out."

On the DJ side, Roland launched its

System-1 Software Synthesizer for its AIRA System-1 synth, while on the guitar side, BOSS introduced its SY-300 guitar synthesizer, which lets musicians play latency-free polyphonic synth sounds with any guitar, with no special pickup needed.

"Back when I was kid, you'd go to the music store and you'd see the analog keyboard that had all the buttons, bells and whistles on it," said Aaron Marino, product and marketing specialist for BOSS and Roland. "You'd hold one button down, and you'd dial [the sound] in and be like 'Oh, this is really cool!' But, then you're like, 'Well I'm not a keyboard player, so I don't have a synthesis option for me.' But now we have that for [guitar players], and it's the SY-300."

Willcox Guitars debuted its HexFX technology — an optical pickup system that features a separate transducer for each string, with no electrical or mechanical crosstalk between strings. This technology is available on both its Saber bass and Atlantis guitar models.

"It brings each individual string output to a 13-pin connector that follows the GK protocol," said Chris Willcox, president of Willcox Guitars. "Either output is good for modeling. It's like a blank slate. The optical pickup system has a totally flat response, so you can do anything you want with it. You can EQ it to make it sound like an acoustic instrument, a full-blown electric or with distortion or overdrive. It's great for modeling." **MI**

Nearly 14,000 visitors braved the sweltering heat of Nashville, Tennessee, to attend the 2015 Summer NAMM Show held July 9–11 — a 13-percent increase over 2014’s attendance. Exhibitors reported steady booth traffic and lots of buyers ready to strike deals.

“The show was great — we were very busy this year,” said Luis Cardoso, Sabian’s marketing manager. “We had lots of traffic at our booth and everyone had a good vibe.”

First-time attendee Nash Propst of Nash Pedals said the show was a great opportunity for him to network and get a feel for what dealers and users are looking for.

“I’ve been able to get some feedback on my products, and then I also have had some people offer demos and things like that,” he said. “It’s just an opportunity to get my name out on a broader base than social media.”

► **TECH SAVVY**

While social media was the focus point of many Idea Center sessions, it was the debut of the technology-focused

