

# the MUSIC & SOUND Retailer

**The Speaker And Amp Segments Continue to Evolve, Innovate**

**By Dan Ferrisi**

A guitarist can make his ax wail, a bassist can deliver the thump that perfectly anchors a song and the vocalist can play the audience as though it were an instrument—causing us to rise and slump based on his or her powerful lyrics and beautiful tone—but none of it is going to mean a whole hell of a lot without quality speakers and amps being put to use, ensuring that every chord and note is heard. And then, of course, apart from the live sound angle, there is the entire world of sound-reinforcement speakers and amps, which, when outfitting venues such as clubs, are absolutely critical to delivering the kind of experience that makes people want to come back, and bring their friends along with them. Here, we will hear from a few music products retailers who are very knowledgeable about the speaker and amp space, and ask them for their take on where things are, where they are going and what's hot right now.

According to Billy Jackson, who is involved in Promotions and E-Commerce for Corner Music, Nashville TN, although speakers and amps are certainly both doing quite well, he has identified a long-term evolution in amps with regard to what people are buying. "In the past, people wanted big stacks," he explained. "I've seen a big migration from that. People are realizing that, especially with tube amps, smaller watts are more than adequate." He continued, "Smaller-wattage tube amps really seem to be doing well: in particular, the more affordable ones, such as Ampeg GVTs, Fender Hot Rod Series amps and Traynors. They give you a lot of bang for the buck."

Jackson added that, in light of the prevailing economic uncertainty, the focus on value in the amp space is

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AMP IT UP!



## The U.N. Of Musical Instruments

The AMIS Meeting, And Uniting A Sometimes-Diffuse Music Industry

**By Rebecca Apodaca**

**Save This Issue:** This is an issue you just might want to keep!

There were visitors from Portugal, Spain, Croatia, Germany, Poland, Mexico, Greece, France, Japan, Russia, China, the British Isles and the Navajo Nation—not to mention the United States—at the gala dinner of the American Musical Instrument Society (AMIS). Members represented pianos, woodwinds, fretted instruments, brass, orchestral, percussion, ancient and historical instruments from all over the world. More than 25 countries, 22 museums and collectors, and 24 worldwide universities and conservatories were represented at the conference at the Metropolitan Museum of Art (The Met) and Manhattan School of Music in New York. It was, you could say, the United Nations of Musical Instruments.

Although this writer has spent more than 30 years in the music products industry, it was through my research as a musical instrument appraiser that I found AMIS.

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## Summer NAMM Product Spotlight

Inaugural Edition Of A New Annual Tradition

**Compiled By Dan Ferrisi**

As I think you will have noticed, both by paging through this issue and by looking back at our June edition, *The Music & Sound Retailer* strongly believes in the Summer NAMM show. We think it provides value to manufacturers, retailers and, more broadly, the industry as a whole, bridging the many months between Winter NAMM events in Anaheim. This year, we inaugurate our Summer

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□ **Osiamo's Mooer Micro Effect Pedals**

Osiamo LLC has introduced Mooer Micro effect pedals to the U.S. market. The micro pedals feature compact size (about ½ the size of a standard pedal), true bypass switching and utilize many rare or difficult-to-find chips that replicate classic pedals' effects, sounds and tones. The current lineup includes the Ana Echo (analog delay), Black Secret (distortion), Blade (distortion), Cruncher (high gain distortion), Ensemble King (chorus), Green Mile (overdrive), Hustle Drive (drive), Pitch Box (harmony/pitch shift), Shim Verb (digital reverb) and the Ultra Drive (distortion). Mooer has plans to add 40 pedals to the line, for a total of 50 pedals. The compact size, light weight and quality sound suit these for the 2012 holiday season and beyond.

Osiamo LLC ■ 212.678.4751 ■ www.osiamo.com ■ Booth #332



□ **Amptweaker's New TightFuzz**

The new TightFuzz was requested by Amptweaker players, and this one will add some vintage tone to their arsenal. Whereas most vintage fuzz boxes have few controls, the TightFuzz includes a Tone control to tame the fuzzy edges and the Tight control, a mainstay of Amptweaker pedals, which varies the pick attack from smooth and thick to tight and aggressive. This is particularly helpful for tweaking a fuzz tone, since many can be too flubby on the low end. With requested Boost and Germanium/Silicon switches, this cool pedal also has the ability to get lower gain tones easily, with an Auto Bias that adjusts appropriately with the Fuzz control, to get the cleanest and nastiest distortions possible with one control. Standard Amptweaker features include an effects loop with Pre/Post switch to add delay or combine other distortion and EQs to further tweak your fuzztone.

Amptweaker ■ 513.410.3377 ■ www.amptweaker.com ■ Booth #1710



□ **Fishman's Triple Play Controller**

Fishman's Triple Play is a new wireless guitar controller. The ultra-slim pro design and Fishman's software pack get you set-up and working fast. Unlock your guitar's potential—powerful and unlimited sound capability is at your command—with the freedom of wireless control. Open up creative options with every possible instrument at your command. Full accurate notation lets you share your music with members of your band. If you're a beginner, accurate note-by-note transcriptions help you learn faster and more intuitively. Integrate your guitar with any virtual instrument or hardware synthesizer to provide on-stage access to an unlimited array of instruments, samples and sounds to enhance your performances. A solution to integrate your guitar with your favorite DAW running on a PC, Mac or iPad as a complete music recording and production tool.

Fishman ■ 978.988.9199 ■ www.fishman.com ■ Booth #1110



□ **Numark's 4TRAK Digital DJ Controller**

Numark's 4TRAK is a four-deck digital DJ controller with four-channel mixer and effects controls. It gives DJs an array of tactile controls set in a robust all-metal housing. 4TRAK's built-in four-channel mixer allows turntables, microphones, MP3 players and more to be added into the mix. And its high-resolution platters, exclusive Strip Search needle-drop technology and 12-knob FX Kommand Console allow for more precise control over Traktor than ever before. 4TRAK has a range of inputs and outputs for connecting virtually any device: RCA inputs on each channel, and four line-level inputs with two switchable to phono and two switchable to mic. Each of 4TRAK's channels has an input selector, so DJs can instantly transition between controlling Traktor's four decks and their external sources, like CD players, turntables and microphones.

Numark ■ 401.658.3131 ■ www.numark.com ■ Booth #800



□ **Pladd Dot Music's Devilcat Amplifiers**

Pladd Dot Music has announced its new line of American amplifiers: Devilcat Amplifiers. They are manufactured in the company's Statesboro GA facility. The "Jimmy" is the flagship 50-watt all-tube amplifier. The Jimmy features a stackable gain system that offers vintage American clean and modern high gain tones: all in the same amplifier. With 50 watts of 6L6 tube power, the Jimmy retains the warmth you've come to expect from American amplifiers while delivering four unique channel combinations. From clean, to dirt, to overdrive, to dirty overdrive, this amp has it all.

Pladd Dot Music ■ 912.764.3230 ■ www.devilcatamps.com ■ Booth #1518

□ **Merida Extrema Classical And Acoustic Guitars**

Vision Musical Instruments, LLC, is the exclusive U.S. distributor for Merida Extrema Classical and Acoustic guitars. The handmade, solid wood instruments combine the Spanish heritage of old-world craftsmanship with modern innovation. These instruments were inspired by the more than 2,000-year-old historical Roman village of Merida in the area of Extremadura in Spain, just north of Andalusia, the birthplace of the guitar. The famous Puente Romano Bridge was the inspiration of the sound bracings. The guitars feature the TwoWoodtoneBridge, the ultimate sound connection between the strings and the solid wood top. Each guitar in each of the four individual lines is constructed of solid hardwoods. Merida Extrema Guitars feature D'Addario Phosphor Bronze strings, and Savarez Nylon Strings, Graph Tech Tusq XL nut and saddle, Fishman Electronics and Grover Tuners.

Vision Musical Instruments, LLC ■ 855.205.4911 ■ www.visionmusical.com ■ Booth #437

