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NEWS FROM ITALIAN BRANDS

A BigBox publication - January 2019

BIGBOX



musikmesse

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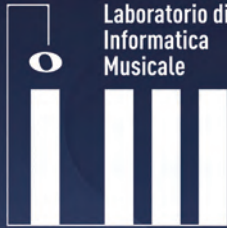
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OUR IDENTITY

We are a research lab of the Department of Computer Science, University of Milan, active since 1985 in the field of sound and music computing



MISSION

We preserve and keep alive music and multimedia information through digital technologies and computer-based techniques



KNOW-HOW

We are experts in the digitization and exploitation of music archives, and in the multilayer representation and synchronization of music through the IEEE 1599 format



PARTNERS

We work(ed) with the Teatro alla Scala, the Bolshoi Theater, the Archivio Storico Ricordi, the Italian public broadcasting company (RAI), and many others...



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ITALIAN EXCELLENCE AT THE GLOBAL MARKET'S SERVICE

The NAMM Show is a must for all Italian instrument and audio equipment manufacturers who wish to broaden their market area. The North American market is large enough itself to offer invaluable expansion opportunities to worldwide manufacturers, as long as they approach this vast market adequately and effectively. Bearing in mind that NAMM Show is currently the most important musical instruments and audio pro Fair in the Western world, it is easy to understand the value of highlighting our Made in Italy on this occasion.

Talking about modern musical instruments, our younger manufacturers approach the US market knowing that it is the home of the music their instruments are aimed at: when it comes to guitars, amplifiers and effects they are aware that it is a challenge, but it is also true that many of the names that have represented the history of music and instruments in that great country are of Italian origin which must mean something in terms of our innate creativity... Then there are Italian brands that have become heritage of Western music that speak for themselves, nonetheless they must support their position in the market by constantly offering high quality products. As far as professional audio is concerned (and the same goes for lighting) Made in Italy has a renowned tradition that allows our manufacturers to approach the US market just like the famous names of the international scene. For them as well the challenge is grasping the best opportunities at the right time. In this complex time in terms of macro-economics, everyone, small and large manufacturers alike will have the chance to cope with the global challenge in the future if supported by adequate financial cover and sufficient production capacity to meet potential demand from a market that is significantly larger than ours.

And it is thanks to this growth forecast that more and more Italian manufacturers of instruments and equipment decide to participate to the most important international fairs

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MAGAZINE



in the world (Musikmesse and Prolight + Sound in Frankfurt, Music China and Prolight + Sound in Shanghai, ISE in Amsterdam, PALM Expo in Mumbai, etc.), demonstrating their skill in establishing relations with different cultures, supported by the worldwide fame of the Made in Italy brand.

*This time we're not talking about Italian food, fashion or cars. We're talking about musical instruments, a field in which the creativity and talent of artisans and entrepreneurs are applied to both tradition and innovation, in order to provide contemporary instruments that represent passing down tradition or modern high tech products. The publication **Made in Italy@NAMM Show** that follows **Made in Italy @Music China** published the last October 2018, offers a picture of the Italian production extended to the global markets An array of manufacturers that are active in different fields, in MI and Pro Audio sectors. Aim of this editorial focus is introducing all this extended production to the international press, creating a network of contacts and unique visibility.*

***Made in Italy@NAMM Show** is a part of a unique project that wants to highlight Italian musical instrument production, making it known to the international press network (which includes the Italian freepress **BigBox**), with the ambitious aim of sharing news inside this qualified network, so that each media can reach a significant number of final consumers and dealers across the world.*



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BIGBOX

Cover photo
Eko Infito acoustic guitar

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IK MULTIMEDIA

AXE I/O - HIGH-END SOUND MEETS

BEST-IN-CLASS GUITAR TONE

IK Multimedia is a leading music technology company that harnesses advanced software and hardware design to make professional quality tools accessible to everyone – from its ground-breaking AmpliTube Et T-RackS software and award-winning iLoud reference monitors, to its first analog hardware synth, UNO Synth. With millions of installations and registered users worldwide, IK also leads the way for mobile musicians with its acclaimed iRig series of music creation tools for use with iPhone, iPad, Android and Mac/PC.

IK Multimedia, founded in Modena, Italy in 1996, has today more than 140 employees, a worldwide network of distributors, and over 3 million active users in nearly every corner of the world. The company's diverse portfolio of software and hardware products includes numerous innovations and industry firsts in multiple categories (interfaces, controllers, microphones, speakers, synths, software, apps, accessories) offering creative tools for studio music recording, mobile audio/video creation, live performance, and more. At Winter NAMM 2019, IK Multimedia proudly launches the AXE I/O, a hi-end audio interface and controller delivering premium sound and innovative features designed for guitarists. This new 2 In/5 Out interface offers a wealth of recording features including high-end mic pre-amps, top-of-the-line converters, 192 kHz operation, a wide dynamic range, an extended frequency response and more. The instrument channel offers three circuit topologies (PURE, JFET and ACTIVE) for recording any type of guitar, pick-up and style, all



IK Multimedia. Musicians First.



with a wide 117 dB dynamic range and 3 Hz to 32 kHz frequency response. A patent-pending Z-Tone™ impedance-adapting circuit lets users dial in impedance from 1 MOhm ("sharp") down to 2.2 kOhms ("bold") that interacts with electric or acoustic guitar pick-ups in a new way resulting in a massive range of tonal flexibility. AXE I/O offers a streamlined re-amplification setup in a single box to easily integrate any real-world gear into recording setups. It's the only audio interface that includes a dedicated Amp Out to enable re-amplification or using stompboxes without the need for external accessories. This low-noise Out also eliminates ground loops to keep even high-gain re-amplification as quiet as possible. 2 dedicated controller inputs provide connections for 2 expression pedals or 2 single/double switches, as well as an assignable preset knob, to control AmpliTube or any other software in real-time. MIDI IN/OUT can also be used to connect floor controllers or control rackmount gear.

Info: **IK Multimedia** - www.ikmultimedia.com

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DEXIBELL

INNOVATION, TRADITION, AND PASSION WITHOUT COMPROMISE

*D*exibell is born from the need to create musical products that are faithful to the highest expectations of musicians. The Italian company has a creative energy that is fueled by the know-how, the talent, and the experience of the best and most highly regarded Italian designers and engineers.

This spirit drives a philosophy of old-world craftsmanship with new-world technology to create a renaissance of digital musical instruments. The heart of classical instruments powered by modern technological innovations like the use of a CORTEX-Quadcore electronic brain.

The **VIVO** digital pianos reproduce the sweet notes of Chopin's favorite piano, an 1850's Romantic era grand piano; or in the **CLASSICO** digital organ is possible to find a tonal quality never before achieved in the reproduction of classical organ sounds; and in the **COMBO** digital organ are available the vintage tonewheel and transistor tones with the revolutionary

hands-free motorized draw-fader technology.

The line-up is called "VIVO" because they are the first digital instruments "ALIVE", reacting to player articulation. There are many components such as sympathetic resonances, harmonics, noises, staccato sounds, timbre variances, real Sustain Pedal simulation etc. that build-up the total sound using 320 Oscillators with an unlimited notes polyphony.

The quality standard has been raised-up to 24 bit-48KHz with an average of 5 times longer than before, recorded samples (15" on lower piano notes), obtaining a dynamic range 256 times higher if compared with today available digital musical instruments and having an astonishing





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vitality of harmonics.

Another important technical detail are all the sounds recorded with holophonic method for an amazing 3D listening experience.

DEXIBELL PRODUCT RANGE

The DEXIBELL product range includes:

- **VIVO S9** is the cutting edge digital piano of the VIVO S range equipped with a newly developed Top Class 88 keys Hammer Action Keyboard with Hybrid.
- The NAMM 2019 premiere **VIVO S7 pro** (88 notes) and **VIVO S3 pro** (73 notes); direct heirs of successful S7 & S3 the new VIVO S7 pro and VIVO S3 pro include also some of the S9 features.
- The smallest stage piano in the world **VIVO S1** offering 100% same sounds quality and memory management of S7 & S3.
- **VIVO HOME** line with **H7** available in different color including 3 polished versions, **H3** and **H1**.
- **COMBO J7** the first digital organ offering the motorized drawbars.

- **CLASSICO L3** an amazing digital organ design for church purpose.

The **DEXIBELL sound library**, including **PLATINUM** sounds, is totally free to download from the web site. These "PLATINUM" sounds are 3 times the memory size of standard DEXIBELL pre-loaded sounds. So, considering that standard Dexibell sounds are already top quality and industry-leading, the PLATINUM sounds (created by a high-level recording process and editing without any compromises) are simply on another level!

The VIVO Home (H7, H3 and H1), Portable (P7, P3), Stage (S9, S7 pro, S7, S3 pro, S3 and S1) and the COMBO J7 can be supported by the '**Editor**' app that allows easy and fast touch screen interaction of all VIVO parameters.

The family of Dexibell Apps is enhanced by the direct interaction of **VIVO Editor** and with **XMURE** a revolution in "automatic accompaniments".

Info: **Dexibell** - www.dexibell.com

TODOT **GUITARRA** & Bajo

REVIEWS

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un cavo audio lungo... trent'anni!



REFERENCE
cables

REFERENCE CABLES

CABLES THAT ARE NOT FILTERS, BUT DATA TRANSFERING DEVICES

Every day, a huge number of musicians around the world uses instruments, microphones and sound systems created to satisfy their passion for music. So one thing is sure: every instrument setup needs a CABLE to work. We can imagine that MILLIONS AND MILLIONS OF CABLES are used in this very moment by musicians all over the world.

Angelo Tordini, the founder of "REFERENCE" boosted the market for Professional Audio Cables in 1989 by starting to produce his "Specialized Cables" in Italy. Today, Reference is one of the most praised brands of audio cables in the world. To celebrate in a special way their thirtieth year of activity, the company has decided to start a "gratefulness campaign". A reciprocal thank you, we should say, since Reference has accumulated recognition and praise from performing artists, sound engineers, top recording studios and even prestigious educational realities. Angelo Tordini is convinced that a cable, by its nature will inevitably modify the sound spectrum of an audio signal. So the cable is intrinsically a "FILTER" and not such a good one. On this assumption Reference Research was born and developed to finally achieve the creation of cables addressed specifically to the acoustic instruments, the electric guitars with single coil or humbuckers, hollow body or the bass guitars (using packaging that uses a color code for recognition of each dedicated cable). For this reason, Reference has decided to give training courses at selected qualified sales points on how a normal "filter" cable behaves, in comparison to how Reference Cables Technology works. The final amplified sound through the Reference tech resembles the original so much, that the dynamics and the harmonic spectrum simply pop out with surprising crystal clear presence.

Training in this field is an obligatory path to sensitize musicians and technicians to make them able to distinguish between different cables so they can "choose" specialized Reference cables for many different applications, musical genres and types of instrument. Our dream is that in the future in the shops there will be less and less inexpensive "filter" cables and that there will be dedicated corners for testing cables with specialized personnel that can help the end user. So, for example a sound engineer, could finally devote himself entirely to the mix because he receives "intact" signals. If we think about it, as much as the microphones are important in a Channel List, so determinant are the CABLES, in the future we will be indexing them in a Channel List (for example an RMC01 cable on the kick Drum mic). Reference has specialized cables for each instrument and for every possible application be it for balanced or unbalanced lines. Not to mention the cables for PA systems for live concerts or for the inner cabling of a recording studio (as the friends at the Sterling Sound of NY who chose to rely only on Reference for the entire cabling of their mastering studio). Now, by the end of February, three new products are coming out to represent the evolution of Reference Research: the ZERO-K cable designed for those who own collectible electric guitars (vintage-collection), the RIC01 Bass cable which returns absolutely faithfully the unamplified tone of the electric bass and the UFO Box, to further extend the performance of the RIC series cables.

Info: **Reference Cables Srl** - Osimo (AN) - Italy
www.referencelaboratory.com

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INSIDE



AUDIO HOME & CAR

REVIEW AUDIO HOME



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REVIEW AUDIO VIDEO

- SPEAKER BLUETOOTH PORTABLE SONY EXTRA BASS XB10
- TOSHIBA 55 INCH PRO THEATRE SERIES ANDROID TV UHD 55U9750



REVIEW CAR AUDIO



IHEAC Audio Video & Lifestyle Show 2018



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REVIEW

- TURBOSOUND INSPIRE IP500 V2
- BOSS WAZA CRAFT BLUES DRIVER BD-2W
- YAMAHA MODX SERIES
- VOX AC15C2 'TWIN'
- SAMSON MXP144FX
- WISDOM HS15A
- ROLAND SPD-ONE DRUM PAD - PERCUSSION
- YAMAHA PASIFICA 612 VII FM



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AZIMUT-KAMUT2L1

THE SMALLEST K-ARRAY SOLUTION

JUST GOT SMALLER

As part of K-array's line of invisible systems, the Azimut-KAMUT2L1 is its smallest solution yet. With two undetectable, high-performing loudspeakers paired with a compact sub and driven by a powerful amp and controlled by a wired remote, the Azimut is a complete solution in a minimalist design package.

K-array's most inconspicuous system is composed of two impossibly mini 1.5"-long Lizard-KZ1 loudspeakers, an ultra-compact Truffle-KTR24 subwoofer, a 14x14x2cm Kommander-KA02 amplifier and a covert remote control.

Not only is this system the smallest professional audio solution on the market, it was developed with the end user in mind.

The KAMUT2L1 boasts plug and play capabilities with Bluetooth connectivity, USB ports and mini jack input. Music is available through onboard Spotify and Web Radio streaming by connecting to the Azimut app over Wi-Fi. The two mid-high mini Lizard speakers are virtually invisible with one 0.5" transducer that delivers homogeneous coverage with crystal clear audio and are ex-



tremely light thanks to its durable aluminum enclosure. The Truffle sub has an 8"-long cylindrical speaker box with two 4" speakers on each side, making it easy to hide on shelves and under tables to remain unseen. And the Kommander amp has a 4-channel Class D module and allows an extended configuration of up to six additional Lizard-KZ1 speakers and another Truffle-KTR24 sub.

When more rooms are equipped with the system, a LAN network can be created to control them all by selecting one system as master and the others as slaves.

The Azimut-KAMUT2L1 is designed for discreet use in intimate environments where high-quality background music is needed in a compact form, such as museums and small retail stores.

K-ARRAY

K-array is a renowned manufacturer of innovative pro audio solutions with global headquarters in Florence, Italy. Founded in 1990, the company concentrates its efforts and resources in the revolutionary design and manufacture of highly-efficient audio systems that produce unparalleled performance. With an extensive portfolio of product lines providing ultra-compact speaker solutions for small, medium and large-scale applications, including live sound, touring and fixed installations, K-array is designing unique audio solutions never dreamed of before.

Info: K-array – www.k-array.com

K-ARRAY
Unique Audio Solutions

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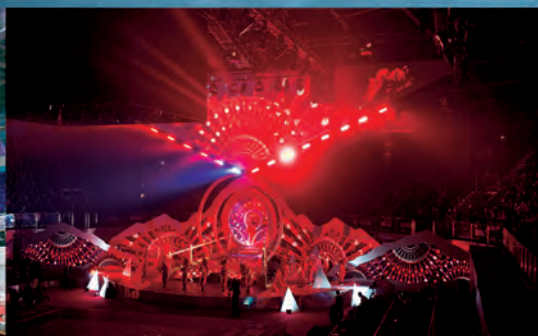
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FBT LOOKS TO THE HORIZON WITH NEW VERTICAL HORIZONTAL ARRAY

HORIZON VHA (Vertical Horizontal Array) represents a step forward in flexible sound reinforcement technology with exceptional sound quality. Crafted in Italy with the no-compromises manufacturing excellence for which FBT is known, the HORIZON VHA series comprises the full range VHA406A, plus two options for low-end extension in the shape of the 12" VHA112SA and 18" VHA118SA. Constructed in birch plywood with a tough and tour-ready synthetic rubber surround, each VHA406A comprises four 6.5-inch woofers plus a 1.4" large-format neodymium compression driver with a 2.5" voice coil. The purpose-designed central waveguide, optimized with BEM finite element simulations, offers dispersion of 90° horizontal and 20° vertical, with precise and focused vertical control across the enclosure's entire operating range. Integrated hardware allows the linking of up to six VHA406A cabinets with variable angles from 5° to 20° (in 5° steps), ensuring an easy and error-proof system configuration and set-up. Rigging is simplified even further by the inclusion of only one setting point per side. All setting pins are fixed and integrated into the hardware, eliminating both the risk of loss and damage in transport. HORIZON VHA system also boasts integrated



quick-release anchor points that facilitate the creation of horizontal arrays using the dedicated fly-bar.

For low-end extension, the VHA112SA flyable bass-extension module is ideal for small-to-medium sized projects, seamlessly matching the VHA406A in both size and shape yet housing a single 12" B&C long excursion woofer. For larger spaces, the ground-stacked VHA118SA is an exceptionally powerful and versatile subwoofer that sets a new standard for SPL to size ratio. Comprising a single 18" B&C woofer, the birch plywood, bass reflex sub again deploys a laminar air-flow for refined performance, while its 2,500W Class-D amplifier module offers a selection of six entirely rewritten preset algorithms.

FBT

Innovation in tradition. This is FBT's secret. The vast know how built up through the years, the highly specialized engineering and the impulse towards the discovery of new important frontiers in audio, enable FBT to realize top-quality professional audio systems. A team of experts able to select the most suitable innovative materials and offer constantly avant-garde top level acoustic and electronic technology. On-going renewal, constant evolution that never forgets tradition and the original starting point: a passion for Music.

Info: **FBT** – www.fbt.it



70 YEARS OF RCF

RCF is one of the oldest manufacturers of professional audio equipment, loudspeakers, electronics, DSP and custom solutions. 2019 is the 70th anniversary of the Italian company.

Since 1949, RCF has been committed to the perfect reproduction and amplification of sound for events and concerts, recording, public address, broadcast and Hi-Fi/portable audio. The company brings typical Italian passion for perfection and design excellence in the audio universe. All products and components are designed and developed in-house, to ensure maximum quality and reliability. The comprehensive catalog covers all aspects of the audio chain and meets the requirements of musicians, sound engineers, architects, and system integrators. RCF is one of the very few companies owning both its transducers manufacturing and experienced digital/analog engineering providing an important advantage both in the time to market of new projects and in the best cost/ perfor-

mance ratio when designing complete speaker systems. Over the years this advantage has enabled RCF to rapidly develop an incredibly extensive range of product to cover all market needs.



RCF MILESTONES

1949 - RCF is established in Reggio Emilia, focusing on advanced ribbon microphone designs and innovative transducers soon to become a reference for international speaker manufacturers.

1955 - In the 50's RCF starts an extensive range of Commercial audio products for airports, railway stations, hotels, hospitals, schools and public places in general.

1970 - RCF becomes famous for its line of Hi-Fi speakers followed by a line of Car Stereo products.

1996 - RCF enters into professional audio creating ART 300-A, one of very first two-way amplified portable speakers to be launched in the worldwide market with extraordinary success.

1998 - RCF is acquired by an International Group and remains part of that Group until the end of 2003.

2004 - The company is acquired by a group of shareholders historically linked to RCF, opening a new era of growth.

2006 - The professional offer of products grows quickly with solutions for the Install market and the Touring and Theatre applications creating the RCF TT+ line.



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The main production plant is located in Reggio Emilia, Italy where the production of transducers and top of the range speaker systems takes place. Innovation comes first and foremost, thanks to the Engineering and Design team, creator of many original products and technologies, such as the hyper-venting system, the inside/outside voice coil, the FIRPHASE processing and countless mechanical, digital and electronic leading-edge solutions. Always at the forefront of the customer support, providing tools, documen-

tation, technical support and training to help professionals deliver optimized sound to the listener. RCF has always shared its knowledge, experience, and skills of its engineers in training activities for all audio professionals and enthusiasts with its Audio Academy. At the same time, the internal support engineering team is on hand to assist architects, system designers or integrators during the design and customization of complex systems.

The solid technical expertise, built on 70 years of history, the modern Italian manufacturing facility, and the continuous technological improvement make RCF a fundamental reference for all audio professionals and enthusiasts. You can find RCF everywhere, in concert venues, recording studios, airports, conference halls, discotheques, public spaces, clubs, cruises or in the hands and houses of countless musicians. RCF distribute products directly in the United States, France, Germany, Spain, the United Kingdom, plus a network of over 120 trusted professional distributors throughout the rest of the world.

Info: **RCF** - www.rcf.it

2010 - RCF Audio Academy project begins. A dedicated Educational section is organized in RCF premises with the aim of providing education in acoustics and audio subjects to students and professionals.

2012 - RCF launches HDL 20-A, a line array in a composite material that quickly became the single most sold product in RCF history.

2015 - RCF enters the digital mixing console market developing M 18, an innovative Wi-Fi mixer for musicians and professionals.

2016 - Launch of HDL 50-A, a very successful large format Line Array.

2017 - New forefront automated production line. FIRPHASE 0° phase processing.

2018 - Launch of the EVOX JMIX8, an active two-way array music system with a powerful remote controllable eight-channel Digital Mixer.



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DBTECHNOLOGIES

VIO ACTIVE LINE ARRAY & SUB SERIES

VIO is a fully powered line array and sub series designed for touring, sound reinforcement, as well as permanent installation applications. The entire series presents advanced DSP programming combined with premium components and a recognisable design, ensuring the most detailed audio performance, fast rigging solutions, network capability and complete compatibility among different models of the family.

VIO L212 is the full scale 3-way line array system for larger touring applications, concurrently providing mighty output capability, optimized coverage behaviour and a stunning headroom into one of the most compact and lightest active 2x12" systems. Each acoustic engine is driven by 2 DigiPro G4® Class-D 1600W amplifiers (3200W RMS) and equipped with premium neodymium components: 2x12" woofers, 4x6,5" medium-range woofers and 2x1,4" compression drivers. VIO L212 is equipped with a RD-Net card allowing real time monitoring and control via Aurora Net software (ready for Audinate Dante™ AoIP protocol). VIO L212 is equipped with its peculiar 3-point rigging system, designed in order to reduce the time and number of people necessary to set up and fly the system.



VIO L210 (2x10" woofers and 1x1.4" c.d.) is the medium format adaptable to many applications, from mid-sized installations to larger touring contexts. VIO L208 (2x8" woofers and 1x1,4 c.d.) is the solution for theatre and mid-sized venue touring and installation.

As for lower frequencies, the VIO series is completed by double 18" VIO S218 (the perfect partner for VIO L212), triple 18" VIO S318, the single 18" bass reflex VIO S118 R and the flyable VIO S118 perfect for VIO L208 arrays.

DBTECHNOLOGIES

dBTechnologies is a Professional Audio equipment manufacturer part of industry leader RCF Group. The brand was founded in 1974 in Bologna (Italy), right where today all dBTechnologies' products are designed and developed. Over the years, thanks to a policy of considerable investments, dBTechnologies has gained substantial recognition for some groundbreaking technological innovations, as well as their inherent standards of quality. In 2018, the brand is distributed in more than 160 countries, providing installation and rental companies, sound designers, musicians and combining top-quality sound performance with a distinguishable Made in Italy design. info: **dBTechnologies** – www.dbtechnologies.com

dBTechnologies

"Mama always said Music was like a stompbox.
You always know what you're gonna get."
Prart Music Group believes in mama's said.

Prart Music Group



Music At Its Best

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MARKBASS VINTAGE AND DV MARK SMART MULTIAMP

At the NAMM Show 2019,
the ultimate ideas from Marco
De Virgiliis mind

Marco De Virgiliis is the man behind the huge worldwide success of Markbass amps and also DV Mark guitar amps. He's always been a visionary, with a precise idea on how to create a company and to offer really innovative products. Since the very beginning of his adventure with Markbass, he didn't accept any compromise regarding some basic features of his products: portability, lightweight, power amp proprietary technology and neodymium speakers. Many people in the business were skeptical about that, as that represented a strong new direction in the bass amps world... Today many other companies are taking Markbass as a model to develop their products, trying to achieve its market leader place. Marco never stopped creating and investing on new products, so years ago he started producing guitar amps as well under the name of DV Mark. Today these amps are renowned and played worldwide, making so many guitar players happy. After many best selling amp models, this Namm 2019 marks the unveiling of two great new models, the Markbass Little Mark Vintage head and the DV Mark Smart Multiamp.

The **Little Mark Vintage** is the result of years of experience and it was designed to really let everybody find his/her own tone, no matter the needs or personal taste, offering lots of sound options and features really satisfying all bass players searching for both modern tones or old school ones. This one is part of the Gold Series, a state of the art lineup offering superior quality, recognizable by its catching new look marking a new era at Markbass, starting from gold plated circuits, to the



highly selected components, to some of the most requested features.

The new **DV Mark Smart Multiamp** opens a new chapter in the guitar digital technology! Thanks to a next generation processor, this machine allows performances never achieved by any product on the market so far. The incredible speed of the Smart Multiamp core delivers the lowest latency you can imagine, the use of many effects and applications at the same time and it introduces the real groundbreaking news: total interaction with iOS mobile device that, in this case, becomes the actual display of your guitar amp where you can edit any function and parameter from, connecting to the amp via bluetooth or USB. The App also allows to access to a user personal cloud space where you can store presets, loops, backing tracks, IRs, add new amps and effects, sharing these contents on a public area and even sell them. Smart Multiamp is the new state of the art in the All in One digital guitar devices world, as it also features an MPT (Mark Proprietary Technology) 250 watts power amp and independent direct outputs as well. Info: www.markworld.it

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IMPACT BY AUDIO DESIGN PRO AMPLIFIERS FOR ACOUSTIC GUITAR (AG SERIES) AND ELECTRIC GUITAR (WITH PROFILER OR MULTI EFFECT PEDAL) EG SERIES.

*I*talian sound for a Made in Italy Amplifier! The highlight of IMPACT AG series amplifier for acoustic guitars is given by the wide range of frequencies reproduced by the woofer that allows tweeter to operate only in very high frequencies. The result is a detailed and precise sound but never harsh and sharp.



The world has always proposed dualisms such as Fender and Marshall, Beatles and Rolling Stones, Armani and Versace just to name a few. And of course it makes no sense to try to determine who is best, because the tastes are extremely personal and it is therefore correct that there are divers-

fied offers.

Therefore, the IMPACT brand is now the only one to offer two versions for each model "regular" or "EVO", both of high technical level, offering very different timbric options, able "finally" to offer the guitarist the optimal combination with his guitar and his musical choices. The Impact AG amplifier range is very wide and, in addition to a 6.5 "battery-powered model, includes models of 6.5", 8 "and a double 8" with powers varying from 90 to 300 WRMS. There are both aesthetic variants ("F" range) and acoustic variants (EVO range), for a total of 14 models. 6.5-inch mid-woofers models have 3 input channels and the other have 4 input channels. All models are equipped with a 16-effect processor, headphone outputs, and dual mono or stereo outputs.



AUDIO DESIGN WE DESIGN AND MANUFACTURE SPEAKERS SINCE 1978

In 2010, after a 32 years' long experience in various audio fields and several million units manufactured and sold worldwide, we set up Audio Design Pro division, aware of the fact that our know-how is a solid base to enter in a new business. In 2016 we developed an amplifier dedicated to the acoustic guitar. Challenge wasn't easy but we decided to face it designing an innovative product with a detailed and precise sound but never harsh and sharp. Last and not least in 2018 we launched the "EVO" version, that offers a different sound.

Info: **Franco Taddei** - f.taddei@audiodesign.it

Audiodesign Srl - 42025 CAVRIAGO (RE) Italy - www.impact-amps.com - www.audiodesignpro.it





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EKO GUITARS 2019

DISCOVER THE NEWS AT NAMM SHOW

***E**ko Guitars, historical company which is celebrating in 2019 its 60th year in business, is going to do it in the best way: bringing the production back to Italy.*

The first Made-in-Italy instrument is an acoustic guitar with important characteristics, starting from the name chosen for the instrument that is **INFINITO**, in honor of Giacomo Leopardi (very important Poet of Recanati, Eko headquarters) for the celebrations of the II centenary of his *L'Infinito* poetry. The guitar is an "all solid" instrument, featuring top and bracing in selected Italian Spruce, bridge and fingerboard in Italian Walnut from Marche region (Eko headquarters), neck, sides and back in Okoume. Great importance was given to the instrument lightness: the neck features three carbon fiber bars; in carbon fiber are also the Made-in-Italy tuning machines, the nut (46mm) and the saddle; scale length: 630mm. The finish has a satin open-pore effect, thanks to a special natural Made-in-Italy finish enhancing the grain of the wood. The rosette is inlaid with Italian Walnut and Mother-of-Pearl so as to compose the "infinity"

sign; the internal label features part of the original Leopardi *L'Infinito* poem composition. The semi-rigid eco-leather gig-bag is totally waterproof. The production of medium and low-end guitars will continue in the East following the great success of recent years, a success that has allowed Eko Guitars to conquer important market segments.

In addition to the "Made in Italy", Eko also launches the "Designed and Assembled in Italy", with the **FUTURA** guitar, which continues the tradition started by Eko in the late 50s

with bolt-on neck, combining a solid top and bracing in selected Italian Spruce, back and sides in Okoume, as well as the neck; hi-gloss finish, neck with three anti-torsion carbon fiber bars and South American Roupina fingerboard and bridge. A waterproof fabric gigbag is provided.

Visit the **EKO** booth at Hall C 7402, The Namm Show 2019



EKO

From 1959 to 1985 EKO was the biggest guitar factory in Europe. In 1985, EKO decided to interrupt its main production in Italy and to transfer its purchases in foreign countries. EKO established some joint-ventures in China. Today all Eko guitars and amplifiers come from these two countries. EKO kept its "R&D" offices and a small "custom shop" in Italy, where it produces a good quantity of about 100 high quality guitars per year. Today EKO sells its variety of products in Italy and all over the world. During the years EKO also bought important brands and companies such as Quik Lok, Montarbo, Grisby Music, Linear Sound.

Info: **Eko Music Group** – www.ekoguitars.it/en/

EKO MUSIC GROUP
DAL 1959 LA STESSA PASSIONE

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ACOUSTIC FINGERSTYLE GUITAR STRINGS DOUBLE WINDING NICKEL/BRONZE STRINGS

Galli Strings introduces a new string for acoustic guitar! Two thin windings make the string smoother combining the brilliant and powerful sound of nickel alloy strings with the warmth and full-bodied sound of bronze alloys. Medium and Medium light gauges available Nickel/Bronze wound .013-.056 and .012-.056



The new Fingerstyle Galli strings are an evolutionary synthesis of the acoustic guitar strings. The double winding strings combines the brilliant and defined sound of electric guitar Nickel strings and the warmth and depth of acoustic Bronze strings.

The result: a more balanced sound and INFINITE sustain.

The properties of the Nickel allow the vibrations to be detected in the best possible way by all the

pickups, in particular by magnetic ones (for both acoustic and electric), without losing the tone of the bronze strings.

The two thin windings make the string less "rough" to the touch and as a result there is less rubbing noise and an increased string life without the use of coatings that could reduce the vibrations - less space between "round windings" therefore less dead skin and sweat deposit.

The only limit is your imagination!

GALLI STRINGS

Galli Strings is an Italian manufacturing company founded in 1890 with a long tradition in the production of musical strings & accessories. Gallistrings has begun by producing handmade strings in natural gut. After some years, the techniques and materials have been improved and the handmade production has been replaced progressively by more complex processes using computerized machineries, sophisticated technologies and innovative materials.

All strings are manufactured in Italy in our headquarters in the gulf of Naples in the south of Italy.

Info: **Galli Strings Srl** - Via Cupa S. Croce, 25 - 80143 Napoli (NA) Italy

info@gallistrings.com - **www.gallistrings.com**





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THE NEW JENSEN D SERIES

FULL RANGE TONE FOR DIGITAL GUITARISTS

Jensen Speakers have been the primary choice of many guitar amplifier manufacturers in the USA, from the very early days of electric music, until the late '60s. As a matter of facts, the dynamic speaker as we know it, was invented by Peter Jensen, just over a century ago. Generations of players relied on Jensen Speakers for their unique tone and generations of manufacturers did for their quality – and they still do today!

The 2019 Namm Show is the perfect stage for Jensen to introduce a wholly new breed of speakers: The D "Digital" Series. The C 12 D (with Ceramic magnet) and the N 12 D (featuring the Jensen exclusive Neodymium magnet design) are 12" speakers dedicated to transduce the "quasi full range" output signal of the digital, modeling, profiling and IR-based guitar systems, as well as of the acoustic instruments amplifiers. Both models retain the core elements of the traditional guitar speakers, with lightweight cellulose cone membranes and integrated paper surrounds. Additionally, they feature a specially developed horn-like loading in front of the voice coil, that grants a frequency response extended well beyond 12kHz, ensuring a clear, transparent rendition of the reverbs, delays,

and all other time-based effects, as well as of the rich harmonic spread of a high-gain lead sound. Headroom and dynamics are delivered by the 2" voice coils, for a power handling of 150W AES (300W continuous program power). The organic, full range tone of the Jensen D Series speakers does not rely on complex, expensive two-way systems and crossovers, but rather on a finely tuned acoustic design and directivity pattern. The Jensen Ds are as easy to use, to install, and as convenient as a traditional guitar speaker. They ensure a familiar feel and response, while providing the Tone for the next generation of players.



SICA

SICA Altoparlanti s.r.l. (Trecastelli, Italy) is the exclusive Licensee Manufacturer of the Jensen brand for the M.I. industry.

Founded in 1979, SICA Altoparlanti established in the market as one of the leading OEM suppliers for the Pro Audio and the MI Industries.

In 1996, SICA started the research process to reissue the vintage Jensen guitar speakers, launching the Vintage Series in 1999. Later on, SICA launched the Jensen Jet series, that includes new and original designs for the modern and contemporary music genres, featuring the Tornado speakers family, with Neodymium magnet. 2019 sees the launch of the Jensen D Series Speakers, shipping in the first half of the year.

Come and experience the Jensen tone at the Sica/Jensen booth in the 2019 Namm Show, Hall D, booth 5033.

Info: www.sica.it - www.jensentone.com

Facebook: [@JensenSpeakers](https://www.facebook.com/JensenSpeakers) - Instagram: [@Jensenloudspeakers](https://www.instagram.com/Jensenloudspeakers)

Jensen
loudspeakers

SICA))
loudspeakers

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TRINITY

THE NEW 3 CHANNEL HEAD BY MEZZABARBA

Used by an ever-growing number of artists worldwide for more than a decade, Mezzabarba amps are custom-built, all-tube beasts which are entirely hand-made in Italy.



Dedicated to Modern sounds, from crystal clear Clean, through a classic punchy Crunch, to High Gain Nirvana, the new 3 channel head Trinity by Mezzabarba is a 3 channel (Clean, Drive and Overdrive) for 24 different sounds + FX Loop, all programmable head amplifier, with a total of 48 different settings with 128 presets. Every channel has Boost, Bright, Dual Master and FX Loop functions.

Preamp controls: Gain (Ch.1), Bass, Middle, Treble, Volume 1 - Drive (Ch.2), Overdrive (Ch.3), Bass, Middle, Treble, Volume 2, Volume 3.

Power Amp controls (Rear): Master 1 and Master 2, then Presence, Feedback and Depth for power

amp overtones.

Tube effect loop, serial or parallel.

Midi, programmable, PC and CC functions. 128 Presets.

Midi In, Midi Thru, USB interface.

Custom Transformers by Onori.

Preamp tubes: 6 x 12AX7.

Power tubes: 4 x EL34, 100W.

Available custom options: SysEx Midi Footswitch,

Parallel FX Loop, USB programmer.

Dimensions: 62 x 24 x 24h cm.

Weight: 19 Kg.

MEZZABARBA
CUSTOM AMPLIFICATION

MEZZABARBA CUSTOM AMPLIFICATION

Founded in 1998 in the Etruscan town of Farnese, between Latium and Tuscany, Masotti Guitar Devices and its high-end brand Mezzabarba Custom Amplification have become reference points for rockers in Italy, Europe and around the world. Based on 100% original R&D, top of the range components, custom-wound transformers and a no-compromise philosophy, these amps are fruit of a tireless obsession. They finally define a new amp personality and bring about a contemporary feel in what has become a monotonous world split between established industry leaders and me-too amps. Their ability to deliver an unusual combination of raw power, warmth and crystal clear tone allows the same amp to reach an unrivalled range of sounds, spanning from fusion, blues, rock, funk, all the way to brute metal.

Info: **Mezzabarba Custom Amplification** - www.mezzabarba.com



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FATTORIA MENDOZA THE ITALIAN EXCELLENCE IN SOUND PROCESSING

*F*attoria Mendoza owns the Mendoza Hand Made mark and produces in Cremona full hand build sound processors. Every pedal is designed to produce a wide harmonic and dynamic range, in order to be able to be matched with most musical instruments.



The story of Fattoria Mendoza® is an entirely Italian one, a tale based on a simple idea: designing processors that stimulate and enhance the creativity of the musicians, a story made up of passion, craftsmanship, vision and perseverance: our goal is to achieve results that exceed even the most demanding expectations, doing our best with honesty and commitment. The founder is Maurizio Beltrami, born in 1958. He has been a musician and composer since 1980. In 1982 he co-founded the Magic Frog Studio in Brescia, which - in 1987 - took over the recording equipment of the well-known Stone Castle Studios in Carimate (CO). In the same year he joined the technical staff of Allan Goldberg's studio, a former sound engineer and producer. Beltrami has started researching in the field of harmonic frequencies and dynamics to manage them at best. The tests were extended to real musical instruments. Taking inspiration from the building method of the circuits of the 50s and 60s and from the precious indications of Allan Goldberg, he then began to work on the production of personalized effects for professional musicians. In January 2012 Fattoria Mendoza and the brand name MENDOZA Hand Made pedal sound processors were created.

Our passion for the search of sound allows us to create simple instruments extremely versatile and able to offer a good customizable sound platform, starting from the legendary sounds. Each pedal is made strictly by hand, mainly 'point to point' or 'semi point to point', or on an integrated circuit of our production, with components of absolute quality and durability. The result is a strictly metallic body production with a trapezoidal structure of 1 mm in brushed steel. We offer a complete dynamic control of the sound and of the tonality to guarantee the possibility to combine it with every musical instrument and its amplifier, both valve or transistor. The use of germanium components guarantees the highest sound quality, which reminds of the tube sound. Our Production includes Preamp/Overdrive with high dynamic gain, Overdrive and Distortion, Fuzz, Compressor, Ambience Effects, Modulation Effects. Espresso-BOOGIA-Ripetente-Live Stage pedals represent our starting point.

Info: mendoza@fattoriamentodoza.it

www.fattoriamentodoza.com

www.facebook.com/FattoriaMendoza

www.youtube.com/channel/UCpqeFoLnUmXaNkyMjSaM9Q

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NOAH GUITARS

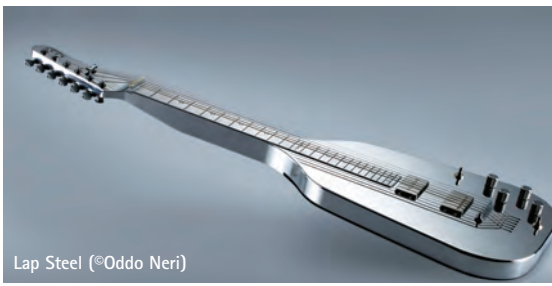
ALUMINIUM HARDSHELL GUITARS

Since 1996, NOAH Guitars sited its labs in Lambrate, Milan (Italy), enforcing the handmade tradition characterized by passion and technical competence joint to Italian design. Since the first manufacture, the milling out of the hollow body from a metal slab is the technological innovation that distinguishes the production of NOAH. Its craftsmanship evolves combining high technology and qualified manual skills: bodies are made by using CNC technologies, while assembly, knobs, bridges, saddles and finishing are totally handcrafted.



The first NOAH Guitar was born from the idea to gather the legacy of two "archetypes": hybridize National Style "O"s metal body and its acoustic and aesthetic potentialities with Fender Telecaster's unique timbre and its pure and es-





Lap Steel (©Oddo Neri)

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Ben Harper (©Roberto Finizio)



sential design. Then, the dialog with musicians and the convergence of competences from very different professional fields and experiences make NOAH instruments unique and in

constant evolution. Now, the line of traditional guitars is alongside to the NuNoah Line, a project made with Marco Pancaldi, offering a large variety of solutions to musicians.

Collaborations with Italian designers distinguish special and iconic instruments of NOAH's production, experimenting new advanced shapes. NOAH Paraffina Guitar, designed by Lorenzo Palmeri and embraced by Lou Reed, and NO-NO Bass, with mechanical controllers placed in the "eyes" and its black neck made of carbon (design by Fabio Novembre, dedicated to the bass player Saturnino Celani).

Tradition meets innovation in the NOAH Limited Editions: NOAH Bloom Guitar and Bass, where traditional paisley decorations are reinterpreted with engravings and resin inlays, and NOAH Vivienne Bass, the first studded aluminium bass, where studs are entirely milled together with the body from the same metal slab.

Last project is NOAH Lap Steel, made with Max Pontrelli and dedicated to Mr. Ben Harper, where traditional shapes joint innovative challenges offering augmented solution ranges and new in-



Saturnino with Paraffina Bass (©Maikid)



Studded Bass (©Oddo Neri)

spiration opportunities to players. The hollowed body and neck turn in to reactive components of the vibrant instrument, making the guitar "alive", but still extremely under control.

In the U.S., NOAH GUITARS attends to NAMM Show at Boutique Guitar Showcase, a curated collection of some of the finest boutique instrument makers from around the world.

Info: Noah Guitars
www.noahguitars.com
info@noahguitars.com

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QUIK-LOK DJ/233 **PERFORMANCE** **WORKSTATION STRUCTURE**

Quik-Lok introduces the DJ/233 Performance Workstation Structure, a perfect blend of form, functionality and lightweight portability, designed to fit the needs of today's DJs and musicians on the road.

Ideal solution for most DJ setups, the DJ/233 will accommodate complete DJ systems, DJ controllers, USB/ CD Media Players, DJ mixers, turntables and all sorts of DJ equipment. Extremely versatile stand, it also proves very useful for countless other applications. Great for holding DJ coffins, CD rack systems, CD/Record cases and rack cases, the DJ/233 is also perfect for drum machines, small size live mixers, and will hold the heaviest of keyboards safely and securely. Solid steel construction provides maximum sturdiness and ensures excellent structural support. The top shelf is made of perforated sheet metal to ensure optimum ventilation to your gear, and features reinforced steel bracing for added strength. 4 different height adjustment positions are easily achievable by simply adjusting the locking telescopic side legs. Form



and function are combined in a stand that literally folds flat in seconds to a compact transportable size. Simply turn the top shelf around, swing legs back against it, and the stand folds down flat instantly, ready to be stored or carried away using its own built-in handle. Easily expandable by adding the optional LPH/T laptop holder or the IPS/16 universal tablet holder.

PRODUCT SPECIFICATIONS

Height positions (4):	25.2" - 29.5" - 33.8" - 38.2" 64 - 75 - 86 - 97 cm
Platform width:	39.37" - 100 cm
Platform depth:	19.3" - 49 cm
Folded dimensions:	39.4"x 3.9" x 25" 100 x 10 x 63.5 cm
Folded height:	24.6" - 62.5 cm
Weight Capacity:	200 lb - 90 kg
Weight:	27.7 lb - 12.5 kg
Color:	Black

EKO

From 1959 to 1985 EKO was the biggest guitar factory in Europe. In 1985, EKO decided to interrupt its main production in Italy and to transfer its purchases in foreign countries. EKO established some joint-ventures in China. Today all Eko guitars and amplifiers come from these two countries. EKO kept its "R&D" offices and a small "custom shop" in Italy, where it produces a good quantity of about 100 high quality guitars per year. Today EKO sells its variety of products in Italy and all over the world. Almost all important Italian musicians have at least one or more EKO hand-made guitars. During the years EKO also bought important brands and companies such as Quik Lok, Montarbo, Grisby Music, Linear Sound. Info: **Eko Music Group** - www.ekoguitars.it/en/



Moscow's musical guide books: Musical world of Moscow



the address book of musical companies

Musical World of Moscow

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the Illustrated Guide book

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