



# AVNewsLetter

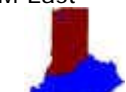
>>> Dateline: 3 February 2007 <<<

**NAMM 2007 Product Highlights.** Click on each product link for additional information. Call or email your Sound Marketing rep to start saving time and making money with this stuff! Our aim is your success! (go to [Downloads](#) page to download this entire newsletter).

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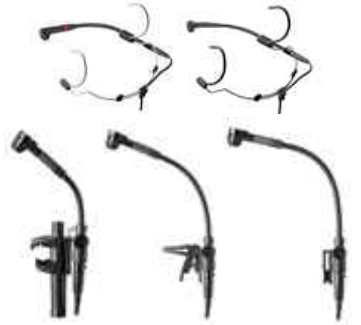




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 <p><b>Next Generation Micro Mics</b>  <a href="#">C520</a>, <a href="#">C555</a> Headsets  <a href="#">C516</a>, <a href="#">C518</a>, <a href="#">C519</a> Instrument Mics</p>	<p><b>What are they?</b> Second generation small, high-performance microphones from the company that started the category! The <a href="#">new five-model MicroMic Series</a> offers a unique combination of state-of-the-art sound quality, unmatched flexibility and bullet-proof reliability for musicians and vocalists.</p>	
<p><b>Save me money.</b> Premium level mics at an affordable price. Abuse-tolerant flexible design cuts repairs.</p>	<p><b>Save me time.</b> Built in instrument clips attach directly to source. New adapter to attach directly to wireless pack.</p>	<p><b>Make my life easier.</b> Detachable mini XLR for quick replacement. Wide range of head size adjustment for headworn mics.</p>



 <p><b>IVM4</b> In-Ear Monitor System with built in DBX signal processing</p>	<p><b>What is it?</b> Innovative new in-ear monitoring system includes integrated dbx signal processing and operates seamlessly with WMS 400 and WMS 4000 wireless systems.</p>	
<p><b>Save me money.</b> Outperforms competitive systems at twice the price – and they don't have built in DBX processing! No need for outboard compressors, EQ, and reverb!</p>	<p><b>Save me time.</b> Systems configure very quickly and easily, just like the WMS400 and WMS4000 series wireless.</p>	<p><b>Make my life easier.</b> No more ringing out monitors! Musicians who can hear clearly are happier and sing better!</p>



 <p>Limited Edition <a href="#">C414 LTD</a> Multi-Pattern Recording Microphone</p>	<p><b>What is it?</b> In honor of its 60th anniversary, AKG pays tribute to a legendary microphone with the limited edition C 414 LTD featuring unique styling and hand-selected components. There will only be 2007 made in the world!</p>	
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<p><b>Save me money.</b> With a quick flip of the pattern selector, this mic can record omni, figure 8, and various cardioid patterns, eliminating the need for multiple mics.</p>	<p><b>Save me time.</b> Get the right sound, now. The C414 is one of the most recorded mics in history.</p>	<p><b>Make my life easier.</b> Point it and record. It's that simple.</p>


 <p>New Premium hand held vocal microphones for live performance  <a href="#">D5</a> Dynamic Mic  <a href="#">D5S</a> Dynamic Mic with Silent Switch  <a href="#">C5</a> Condenser Mic</p>	<p><b>What is it?</b> The C5 and D5 are AKG's newest premium live performance microphones. The C 5/D 5 Series features an attractive and robust new industrial design with the highest quality and durability standards, along with excellent sound and unmatched feedback resistance for professional musicians.</p>	
<p><b>Save me money.</b> Make more margin than "ROPS" mics*. some of the other "high end" products</p>	<p><b>Save me time.</b> New diaphragm material gives 6 to 9 more dB of gain before feedback. Stop wasting your time chasing ringing monitors.</p>	<p><b>Make my life easier.</b> Mics with a higher gain before feedback make your live mix better and with fewer headaches!</p>

 <p><b>BLU-8</b> Programmable Ethernet Controller for Soundweb London and HiQnet, Version 1.14 Design Software with Macros</p>	<p><b>What is it?</b> A programmable 3-gang wall-mount controller, capable of several modes of operation, to manage multiple volumes/metering, sources and presets, system-wide via HiQnet over Ethernet. Available with black or white bezels.</p>	
<p><b>Save Me Money.</b> Control multiple sources, volumes and zones anywhere. Half the price of the BLU-10 controller.</p>	<p><b>Save me time.</b> Drag and Drop system controls onto the BLU-8 simulator to achieve elegant control in minutes.</p>	<p><b>Make My Life Easier.</b> PoE (Power over Ethernet) supplies the BLU-8 simply and effectively. Clear overlay protects custom labeling.</p>



 <p><b>CDi4000</b> Power Amplifier with DSP</p>	<p><b>What is it?</b> A new higher-powered CDi Series power amplifier with built-in DSP, accessible easily through USB. Each channel may be low-Z or 70V, and contains a noise generator and enough EQ to do noise masking.</p>	
<p><b>Save Me Money.</b> These Elkhart-Indiana-built amps are the most affordable contractor amps ever made!</p>	<p><b>Save Me time.</b> Advanced production techniques have improved efficiency and reliability. 3-Year no-fault transferable warranty has you covered.</p>	<p><b>Make My Life Easier.</b> Run Ch.1 at 70V and power 100 speakers at 10W, and use Ch.2 at 2 Ohms to get 1600W of subwoofer! Xover and all filters are built-in.</p>



 <p><b>DC Series</b> Infinite-Target CD/DVD Duplicators</p>	<p><b>What is it?</b> You can now make as many CD or DVD copies as your heart desires--all in one pass. Buy one tower now, link another later, and another later; as your duplication work grows, your duplicator can grow with you.</p>	
<p><b>Save Me Money.</b> Buy only as much duplication as you need now, and add more later.</p>	<p><b>Saves Me Time.</b> Get copies into the hands of your meeting or service attendees quickly, while the interest in your program is riding high.</p>	<p><b>Makes My Life Easier.</b> Advanced controller technology makes operation simple and straightforward, no special training needed.</p>

 <p><b>Control 200 Series Ceiling Speakers</b>  <a href="#">C226C/T</a> 8 Ohm/70V with integral can  <a href="#">C227C</a> 8 Ohm, for separate can  <a href="#">C227CT</a> 70V, for separate can</p>	<p><b>What is it?</b> Ceiling speakers that fit in price and purpose between the Control Contractor Series (C24C, C26C) and the high-powered CC300 Series. Use for ceilings 12 to 16 feet, underbalcony, or wherever you need more level than a conventional canned speaker.</p>	
<p><b>Save Me Money.</b> 12% less than competing products, and 12% more output! No compromise sound at a terrific price!</p>	<p><b>Save Me Time.</b> Whether the job calls for installation ahead of time, or after building completion, this series will get it done for you.</p>	<p><b>Make My Life Easier.</b> Robust components for long, useful life. C226 has transformer with bypass, so you can change your power plan onsite!</p>



	<p><b>What is it?</b> Self-powered, self-processed speakers have gained wide acceptance, particularly in</p>	
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<p><b>PRX 500 Series Powered Portable Speakers</b>  <a href="#">PRX512M</a> 12" 2-way  <a href="#">PRX515</a> 15" 2-way  <a href="#">PRX525</a> dual-15" 2-way  <a href="#">PRX535</a> 15" 3-way  <a href="#">PRX518S</a> 18" subwoofer</p>	<p>the portable market. These new gems have the ruggedness and thumping output musicians are looking for, and the refinement that makes them perfect for corporate rental systems. Crown-powered, dbx-processed JBL-joy!</p>	
<p><b>Make Me Money.</b> Rent PRX systems for years without worry of failure or blown drivers. Reduce truck-pack size and improve fuel efficiency of your fleet.</p>	<p><b>Save Me Time.</b> Plug up the power, apply the audio... get your rig up and running in minutes, not hours. Get consistent results day and night.</p>	<p><b>Make My Life Easier.</b> Dual-angle pole mounts, reduced weight and system complexity. Good-sounding PA doesn't get any easier than this!</p>



 <p><b>Venue Performance Series New Powered Models/Options</b>  <a href="#">VP7210/95DP</a> 10" 2-way  <a href="#">VP7212MDP</a> 12" 2-way                  Monitor  <a href="#">Non-Network</a> Models</p>	<p><b>What is it?</b> JBL's top-end self-powered/processed speaker series just got wider and slimmer; wider to include a very small, mighty 10" 2-way and low-profile wedge monitor, and slimmer in price by offering non-network variations.</p>	
<p><b>Make Me Money.</b> National touring acts are embracing VP Series for cost-effective side fills and monitors. No monitor amps or processing to tote!</p>	<p><b>Save Me Time.</b> Power, Audio, (optional) Network... GO! 136dB SPL, no risk of damage!</p>	<p><b>Make My Life Easier.</b> Modularity: each speaker has its amplification and processing. Reduce system design to choosing the right speaker for the job.</p>


 <p><b>VerTec Series, now in Wood!</b>  <a href="#">VT4889-1</a> PlyMax touring line-array speaker</p>	<p><b>What is it?</b> Without changing the sonic signature of JBL's flagship touring speaker, they've dropped 16% off the cost, by making the enclosure using plywood instead of carbon composite. Thankfully, it only weighs 10% more!</p>	
<p><b>Make Me Money.</b> Rents for the same money as VT4889,</p>	<p><b>Save Me Time.</b> It takes less time to</p>	<p><b>Make My Life Easier.</b> Do more jobs with the same speaker technology: touring or</p>


<p>but costs you 16% less. Great for permanent install, where truck weight doesn't matter.</p>	<p>arrange financing for rigs that cost 16% less!</p>	<p>install.</p>
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 <p><b>Supercharged Baby VerTec</b>  <a href="#">VT4887A</a> Dual-8" line-array speaker  <a href="#">VT4881A</a> Compact 15" Subwoofer</p>	<p><b>What is it?</b> New woofer components and port design, and VOOM... the VT4887A gains 2dB improvement in sensitivity and 1/3 octave additional bass. Similar changes to the VT4881 result in 6dB more bass! That's JBL engineering at its finest.</p>	
<p><b>Make Me Money.</b> With its extra bass, take the VT4887A out, and leave the subs at home.</p>	<p><b>Save Me Time.</b> Haul half the subwoofers and still get the bass you expect. Quicker load-in and load-out.</p>	<p><b>Make My Life Easier.</b> Carry a sizeable VT4887A rig in the back of your SUV. Annoy other sound companies with your new-found efficiency!</p>

 <p><a href="#">MX300</a> Stereo Reverb/FX</p>	<p><b>What is it?</b> A great sounding stereo reverb/delay/comp-lim/FX unit that is easy to navigate, with S/PDIF I/O, Librarian, and acts as a USB hardware plug-in VST device</p>	
<p><b>Save Me Money.</b> This one effects box replaces countless others. Effects may be cascaded, for instance: compression&gt;reverb.</p>	<p><b>Save Me Time.</b> Bring back the exact settings you worked on last session, using the Librarian feature.</p>	<p><b>Makes My Life Easier.</b> Program, archive and manipulate your effects in real-time via USB, from within your recording program!</p>

 <p><a href="#">MX500</a> Dual Stereo Reverb and Surround FX</p>	<p><b>What is it?</b> Two stereo reverbs, or one surround sound reverb, with FireWire streaming, Hardware Plug-In capability and myriad other cool features!</p>	
<p><b>Save Me Money.</b> Two complete FireWire reverbs in one rack space.</p>	<p><b>Save Me Time.</b> Access and control your processing directly from your Digital Audio Workstation.</p>	<p><b>Makes My Life Easier.</b> Forget about A/D/A signal loss. Everything to/from this box is FireWire at up to 96kHz!</p>


	<p><b>What is it?</b> The latest in a series of products connecting people with their instruments</p>	
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<p><b>STUSB10M</b> USB cable with audio input and output</p>	<p>with their computers... and glowing green in the process! This new USB model is the first to offer both microphone input and headphone output.</p>	
<p><b>Save Me Money.</b> Call us to find out just how inexpensive this interface really is! This is the new popcorn accessory for your Pro department.</p>	<p><b>Save Me Time.</b> Self-installs as an external USB sound device. Live-when-Lit glow, to let you know that it's working fine.</p>	<p><b>Makes My Life Easier.</b> One cable, no box to carry around. This is the easiest way to get high quality audio in and out of your computer, and monitor too.</p>


 <p><b>Music Accessories</b> Product Line</p>	<p><b>What is it?</b> Middle Atlantic is offering music retailers a comprehensive, profitable way to assist their musician customers with their rack storage needs. The Music Accessories product line is packaged for slat wall, and features KD racks, pick-and-pluck foam drawer inserts, 2-stage pop filters and much <a href="#">more</a>.</p>	
<p><b>Save Me Time.</b> One racking supplier can now supply everything you need for racking products.</p>	<p><b>Make Me Money.</b> Thoughtful POP displays and durable slat-wall packaging creates a profit center.</p>	<p><b>Make My Life Easier.</b> Various sized-buy-in programs include POP materials and re-order cards.</p>

 <p><b>V14</b> Digital Live Mixer</p>	<p><b>What is it?</b> knock one bay off the acclaimed V16 tour sound mixer, and reduce the matrix size to 48x27, and you have the new V14 mixer.</p>	
<p><b>Save Me Time.</b> Until you've mixed on Vistonics, you have no idea how intuitive and efficient the V14 can be for you.</p>	<p><b>Make Me Money.</b> Look for V16 and V14 on tour riders. Get the tour because you have the Soundcraft that you need.</p>	<p><b>Make My Life Easier.</b> Integrated Lexicon, dbx and BSS effects, digital snake and splitter, total recall, Vistonics... this mixer has it all, and fits into a mobile truck, too.</p>


<p><b>STUDER</b> professional audio equipment</p> <p><b>Vista5</b> Broadcast/Live Production Mixer</p>	<p><b>What is it?</b> From the originators of Vistonics comes a new, more compact production console, capable of simultaneous 5.1 and Stereo transmission, 3rd party intercom integration,</p>	
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	<p>SDI, Dolby E, and routing of over 1700 inputs and outputs.</p>	
<p><b>Save Me Time.</b> Vistronics... all other digital mixers are slow in comparison, both in learning curve and in the heat of the mix.</p>	<p><b>Save Me Money.</b> In terms of satisfaction, accuracy, flexibility, reliability, you can trust Studer.</p>	<p><b>Make My Life Easier.</b> Fits into a road case, small enough to mount in a mix trailer.</p>


<p><b>TASCAM</b> MP-GT1 MP3 Guitar Trainer</p>	<p><b>What is it?</b> Just like the CD-based trainers from Tascam, this one allows you to play a track, loop whatever part you'd like, plug in your instrument and play along for practice. It includes effects and vari-speed, tuner, pitch change, metronome, and a 9 hour battery rechargeable via USB.</p>	
<p><b>Save Me Time.</b> All the features you need to get a tune up to speed quickly are here in this pocket trainer.</p>	<p><b>Save Me Money.</b> Here is a trainer that can also be your music-minus- one machine for solo work.</p>	<p><b>Make My Life Easier.</b> Just you, your guitar and your MP-GT1. All you need for an entertaining and rewarding evening.</p>


<p><b>TASCAM</b> FireOne FireWire Audio Interface</p>	<p><b>What is it?</b> A 2x2 FireWire interface, to use with your Digital Audio Workstation software. It puts all the knobs you need all in one handy, tactile place. Records at up to 192k/24-bit, has 2 XLR Mic inputs with Phantom Power, MIDI I/O, Buss powered.</p>	
<p><b>Save Me Time.</b> Right hand on mouse, left hand on jog wheel (or vice versa). two hands can work faster than one... and more accurately.</p>	<p><b>Make Me Money.</b> Edit efficiently and accurately, hit punches via tactile surface or footswitch, get more work done in less time.</p>	<p><b>Make My Life Easier.</b> The best thing to improve digital music editing since the optical mouse.</p>

<p><b>TASCAM</b> 2488 MkII 24-track recording and mixing workstation</p>	<p><b>What is it?</b> This updated 24-track workstation features 8 simultaneous record channels, 19 faders, three built-in effects processors, huge hard drive,</p>	
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	USB 2.0 and CD-RW drive.	
<p><b>Save Me Time.</b> Your production doesn't leave the box until it's done. EQ, compression and effects are all in there. No patching.</p>	<p><b>Save Me Money.</b> One Tenth the cost of all the components you'd need to do the same job.</p>	<p><b>Make My Life Easier.</b> The one tool you need to take your music from raw to CD.</p>

<p><b>TASCAM</b> GA-30CD 30-Watt Guitar Amp/ CD Trainer Combo</p>	<p><b>What is it?</b> Combining a 30W guitar amp with digital effects and distortion into a quality stereo playback system with pitch control, tempo control, metronome, tuner... this is a working guitarist's dream come true, all in one box. Works well for choral directors and keyboardists, too!</p>	
<p><b>Save Me Time.</b> Setup for solo shows is quick. Just plug in the GA-30CD, tune up your instrument and play!</p>	<p><b>Save Me Money.</b> A great sounding amplifier, at a lower cost than you might imagine <i>without</i> the CD trainer!</p>	<p><b>Make My Life Easier.</b> One box to carry, one box to setup.</p>

<p><b>TASCAM</b> DVD-01U Single-Space DVD Player</p>	<p><b>What is it?</b> This is the one player that plays them all: Video CD, CD-DA, MP3, WMA, WAV, JPEG, ASF, MPEG-2/MPEG-1, and DivX, and even finalized DVD-R and RW disks. RS-232 control and power-on-play.</p>	
<p><b>Save Me Time.</b> One player to integrate, that plays all formats</p>	<p><b>Save Me Money.</b> One player to integrate into your control system</p>	<p><b>Make My Life Easier.</b> Stock one player for all rotating optical media.</p>

<p><b>TASCAM</b> P-11/TAS CD/DVD Inkjet Printer</p>	<p><b>What is it?</b> The easiest, most economical way to print monochrome text and images onto your CDs. Comes with printer drivers and software, interfaces via USB, as if it were another paper printer. Easy to use, and quite economical.</p>	
<p><b>Save Me Time.</b> Print CDs at 4 to 30 per hour, depending on print coverage, quality and density</p>	<p><b>Save Me Money.</b> Ink jet printing is cheaper and more accurate than labels, and much faster than LightScribe.</p>	<p><b>Make My Life Easier.</b> CD in, lid closed, press Print, wait, repeat.</p>

