

Nord Electro 3 Mimics Vintage Organs

NORD'S ELECTRO 3 OFFERS a new piano section, a new organ section, and an expanded effects section, dramatically increasing its versatility. A new feature also enables the keyboard to use any samples from the extensive Nord Wave library.

The Electro 3 makes use of the same sample format popularized by the the Nord Stage to take full advantage of the Nord Piano Library's multitude of velocity layers, pedal-down samples, and extremely high quality. Any current or future piano that is available for the Stage family will also automatically be available to the Nord Electro 3. With eight times the memory of the original Nord Electro, the new model can hold up to 126 wave samples.

The organ section of the Nord 3 is based on the award-winning Nord C1 Combo Organ with its vintage sounds from the B3, Farfisa and Vox-type models. Each and every individual sound creating component and even the artifacts of the original instruments have been faithfully reproduced in the Electro 3. The unit also features a wide selection of high quality effects including a lush sounding reverb with five different algorithms. There is also a selection of tremolo, panning, wah-wah, phaser, flanger and chorus effects.

The Nord 3 rotary speaker emulator also originates from the Nord C1 Combo Organ. This rotary speaker emulator incorporates the acoustic variations that occur when a physical speaker spreads the sound in a room, providing the full experience of the air being moved around. A new feature allows users to switch between fast and stopped rotation and back again by using either the controls on the panel or a foot pedal connected to the Rotor Pedal input.

The Electro 3 will be available in two sizes, a 61- and a 73-key version with semi-weighted waterfall keys.

www.nord.com



► AKOOSTIK KOOZEE PUTS A WRAP ON AMP SALES

AKOOSTIK KOOZEE is the latest answer to protecting speaker cabinets, guitar amplifiers, and powered mixers from normal wear and tear while they're being transported to and from gigs. Koozee Armor Products' patent-pending Akoostik Koozee line of wraps features an outer layer made of durable, heavy denier nylon—the same material used on the exterior of suitcases—1/2" of industrial grade foam, and heavy duty buckles with adjustable straps to tighten the Koozee around the speaker or amplifier.

"Most dealers told us that they cannot stock the right soft or hard cases to meet the variety of needs that their customers have," said Koozee Armor Products owner Mark Campfield. "We designed a non-custom alternative that allows the dealer to stock a minimum number of SKUs that will fit nearly every major manufacturer's speakers, amplifiers, and powered mixers."

"This is a perfect add-on item with the sale of any speaker or guitar amp," said 20-year music industry retailer Jim Schmelzer. "I like the fact that I can stock as few as five to seven SKUs and add an additional \$100-200 to a transaction without having to special-order a case."

Koozee Armor Products offers products retailing for as little as \$89, with a full 50% gross margin for the retailer.

www.koozeearmor.com



ULTRA-SMALL MEISEL CLIP-ON TUNER

MEISEL ACCESSORIES'S new MST-10 chromatic clip-on tuner is small enough to fit in most instrument cases and offers the option of tuning with its built-in microphone or being clipped on the instrument. Using the clip, no background noises are picked up—only the instrument. The microphone can be used for acoustic instruments. The MST-10 is calibrated for guitar, bass, and chromatic tuning, and it will tune low-B and high C bass notes. Its large, easy-to-read display is red when the instrument is not in tune and green when it is in tune. The MST-10 can be used to tune virtually any instrument.

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www.meiselaccessories.com