

GC PRO PRESENTS AUDIO

LETTER FROM THE EDITOR

Dear readers,

This month I want to talk about GC Pro's ongoing efforts to support pro-audio education. Aspiring audio professionals in secondary education programs—specializing in recording, post-production, live sound, film scoring and more—receive the benefit of standardized curricula and instruction from expert faculty with certification in current industry technologies. Although the allure of self-taught, self-nurtured basement genius is powerful, the importance of these formalized programs cannot be understated. Standard nomenclature, best practices, and contemporary and vintage analog gear (and its intersection with ever-changing digital equipment and techniques) are invaluable tools on the road to success in professional audio, and this is what accredited schools offer.

GC Pro supports these programs by consulting on trends in gear, offering educational discounts to students and faculty, and participating in enrichment opportunities whenever possible. One of the advantages of working with GC Pro is the knowledge base of our Account Managers. We're experts on the science of audio and the art of creating world-class sound. Experience with real-world, practical applications of gear and techniques puts us in a unique position to offer our expertise. We currently have special programs set up with recording arts schools across the country—more than 40 of them. When students enroll in a program, they are often expected to obtain certain gear to complete their assignments, based on the requirements of the individual program. Our website offers easy access to our Account Managers, to get the right tools for their courses and production needs. At the same time, we work with these facilities to provide them with the finest equipment for instruction purposes. After graduation, we welcome these newly certified audio professionals to stick with us as we help them build their own studios and personalized setups.

So please join us in supporting pro-audio secondary education, and visit gcpro.com for more information.

Rick Plushner
Vice President, GC Pro



SOLUTIONS

HELPING LIGHT THE GAS MONKEY BAR N' GRILL

MARTIN PROFESSIONAL'S NEW RUSH SERIES OF
COST-EFFECTIVE LED FIXTURES MAKES THIS
BARBECUE-AND-MUSIC DESTINATION A REAL DISCOVERY



You wanted cast-off hot cars brought back to life before your very eyes? Gas Monkey Garage proprietor Richard Rawlings' reality-TV hit *Fast N' Loud* has done exactly that for four seasons on the Discovery Channel. You wanted to chow down on Texas brisket in a place like that? Rawlings brought the Gas Monkey Bar N' Grill, his Dallas barbecue emporium and live-music destination, to life last year. The Gas Monkey Bar N' Grill combines two of reality television's biggest draws—food and cars—into a major-league music venue with world-class sound, video and lights, with all systems designed and installed through GC Pro's Dallas office.

What touring artists like Anvil and Uncle Kracker—both of whom visited the club this year—will find at GMBG, as the

place has come to be known, is rider-ready equipment such as the 180-degree, 32,000-watt D.A.S. Aero line array sound system capable of hitting 121 dB and composed of two Aero 40A cabinets, four WR6412DX weatherized enclosures, a dozen D.A.S. Road low-profile monitors and two D.A.S. Avant 118 subwoofers. These cover an outdoor concert area that can hold as many as 1,500 people. Inside, eight D.A.S. Aero 8A compact line array columns and four D.A.S. LX215 subwoofers keep crowds in the 19,000-square-foot dining space amply entertained. Music is mixed through a Behringer X32 FOH console indoors and a Midas Pro 2 digital desk outdoors.

Hot Lights

Matching the sound is world-class lighting, with one



Electro-Voice ETX Powered Loudspeakers

The ETX Powered Loudspeaker family builds upon the industry-leading innovation and 85-year heritage of Electro-Voice audio engineering to offer the most advanced professional-grade products for an array of applications.

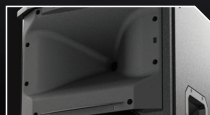
- State-of-the-art components deliver the legendary EV sound quality and reliability the pros trust: 1800 W (subs) & 2000 W (full-range) Class-D power amplifiers with integrated DSP produce high SPLs utilizing high-sensitivity, low-distortion transducers (including DVX & SMX series woofers and precision DH3-B HF titanium compression drivers).
- Lightweight, ergonomic, durable and compact 18-mm, 13-ply birch plywood enclosures finished with EVCoat. Eight mounting points for permanent installations (full-range models). Custom die-cast aluminum pole cups, handles and hardware.



Performance beyond the reach of the competition.

BRAINPOWER

Intelligent technology,
innovative design.



- EV's FIR-Drive utilizes the latest Finite Impulse Response (FIR) filter technology to optimize transducer linearity. Advanced limiter algorithms for independent peak and thermal transducer protection.
- Complete full-function DSP control via a single-knob interface. LCD screen for easy system set-up and monitoring: location/application EQ presets (e.g. tripod, mounted, suspended, live, music, speech), limiter status, input level controls/meters and master volume control to ensure optimal gain structure. Parametric EQ allows for more precise configuration. Subs feature a preset for true cardioid performance.
- EV-patented Signal Synchronized Transducers (SST) waveguide design provides precise and consistent coverage across all system configurations. Waveguides are custom-designed and optimized per model.

**NEW FOR
SPRING 2014!**

10 • 12 • 15 • 15 3-way • 15 sub • 18 sub

Designed, engineered, tested and assembled for
ultimate reliability by Electro-Voice in the USA.

guitarcenter.com



©2014 Børst Security Systems, Inc.

HELPING LIGHT THE GAS MONKEY BAR N' GRILL

of the first major installations of Martin Professional's new Rush Series of products. These include six Rush MH1 profile moving-head LED fixtures, six Rush MH2 wash moving-head LED fixtures, and four Rush MH3 beam moving-head fixtures. These and other fixtures are controlled through a Martin M1 lighting console with a built-in folding touchscreen. The emphasis on LED lighting is what makes GMBG as flexible as it needs to be — you never know when Rawlings and company will show up with cameras ready to show that barbecue is done and the joint is rocked.

But lighting of this level of sophistication wasn't this readily accessible or this affordable before Martin's Rush Series became available last year through GC Pro. "This is a great match: Martin's Rush and GC Pro," observes Greg Jones, senior manager for installation products for the Harman Pro Group, which acquired Martin Professional's in 2013. Martin Rush fixtures hit a home run with target markets such as small-to mid-sized venues like GMBG that need sophisticated LED and moving-head fixtures. The Martin brand and reputation is recognizable and acceptable to compete for national touring acts, and with the new Rush line by Martin it is now possible to keep costs reasonable. They're a perfect fit, too, for GC Pro's broad market that ranges from small cafés to large clubs that can handle national concert acts and more.

"We were originally contacted by one of GC's lighting champions, GC Pro Account Manager Jeff McDaniels, who brought this opportunity to the table," says Jones. "Sometimes timing is everything. With the recent launch of the Martin Rush Line, the new partnership between Martin and GC and the fact that GMBG was looking for a professional system that delivered and met every expectation, it all seemed to fall into place. We are very excited to work with the likes of Jeff and the rest of the GC Pro team on many projects to come. If GMBG is an example of what's ahead, then who wouldn't be?" GMBG was also sold on the Martin Rush two-year warranty.

Alex Mendonsa, general manager of the Gas Monkey Bar N' Grill and a veteran of high-profile multi-use venues (having managed the House of Blues in Las Vegas), knows the value that products like Martin Rush can bring to a complex AVL project. "It's been a seamless experience, thanks to GC Pro, and GC Pro Affiliate Program Member Trinity Group International, which also installed the audio components," Mendonsa notes, though he adds that there were plenty of twists and turns. "For instance, we had to raise the roof on the stage, and we needed custom trussing fabricated for it. No problem for GC Pro. They got us out of a pinch on several occasions."

Jones says that the Martin Rush Series fixtures are at the leading edge of a revolution in entertainment lighting, not unlike what the advent of affordable digital audio technology has been for music recording and production. "LED technology is exponentially making lighting better, replacing the discharge systems that had been the standard for decades. LED has allowed an option that is lower in weight and power consumption, smaller in size, and affordable without sacrificing features. With products like Rush that really leverage the power and price-performance of LED, we've got a whole new market of venues, like Gas Monkey Bar N' Grill, open to us. And through GC Pro, we now also have a way to find them. Instead of clubs having to wait until they were working on a national level to be able to afford Martin lighting, now Martin can be their first lighting system and follow them as they expand. GC Pro has become our gateway into that market."

As it turns out, the Gas Monkey Bar N' Grill has been greenlit for its own reality-TV pilot on the Discovery Channel. And thanks to GC Pro, the club has the entire package it needs to make Gas Monkey Bar N' Grill as ready to rock as it is to cook.



Hand-built in California.



www.guitarcenter.com

**NEUMANN U 87 AI SET Z**

Renowned for its warmth, detail and versatility, the U-87 is the best-known and most widely used Neumann studio microphone. No wonder it's the first choice of many engineers for critical recordings.

(USU87AI SET Z)

\$3599⁹⁵

AUDIO-TECHNICA AT5040 CARDIOD CONDENSER VOCAL MICROPHONE

A first-choice vocal microphone, the AT5040's fast transient response and smooth top end also make it a great choice for acoustic instruments like piano, guitar, strings and reeds.

(AT5040)

\$2999⁰⁰

**PRESONUS RC500 SINGLE-CHANNEL MICROPHONE PREAMP**

Providing a vintage vibe with a thoroughly modern design, the PreSonus RC500 channel strip combines a Class-A hybrid input stage with discrete transistors and low-distortion opamps to create transparent details and magical sound.

(RC500) LIST: \$1249.95

\$799⁹⁹

**MANLEY CORE CHANNEL STRIP**

Born from their "greatest hits" from a 25-year legacy of producing renowned studio gear, Manley's CORE provides massive headroom in an incredibly musical and forgiving reference channel strip.

(MCORE) LIST: \$2250.00

\$2000⁹⁹

**DANGEROUS MUSIC COMPRESSOR**

Transparent gain reduction for tracking, mixing and mastering. Featuring a dual detector circuit with two independent slopes and audiophile sidechain for higher average levels, without stereo image collapse.

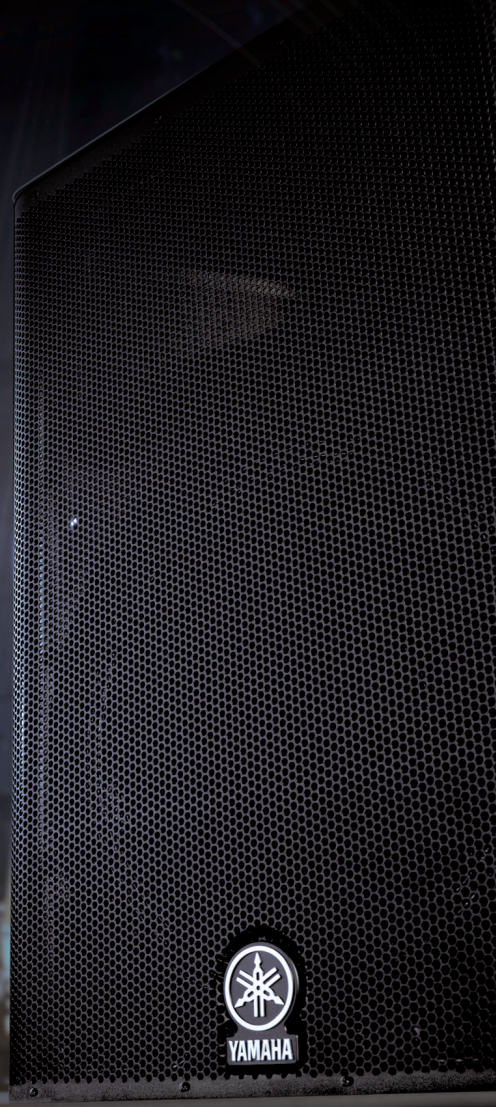
(COMPRESSOR) LIST: \$3359.00

\$2799⁹⁹



Extend Your Reach.

With their tremendous power, Yamaha DXR Series Speakers and DXS Series Subwoofers cover huge audiences with high definition sound, effortlessly expanding your music and reputation. Yamaha collaborated with the king of touring loudspeakers – NEXO – to develop the DXR's new approach, which delivers high SPL, stunning clarity, and unsurpassed reliability.



Interactive Ad – Scan Now! –

Go to yamaha.com/scan to download a **FREE** app, then scan this ad for exclusive video, images and more.

©2014 Yamaha Corporation of America. All rights reserved.

Extend Your Power. With four full-range DXR Speakers and two DXS Subwoofers to choose from, you'll saturate rooms with waves of high-energy sound.

Extend Your Range. From earth-shaking bass to smooth soaring highs, **FIR-X Tuning** assures that every note strikes the entire audience with maximum impact and precision.

Extend Your Control. Loaded with an **Intelligent 3-Channel Mixer** and a variety of inputs, each DXR Speaker gives you the freedom to play a small room or plug into a large sound system.

Active Loudspeakers
DXR Series
Active Subwoofers
DXS Series

JOACHIM GARRAUD

THE SPACE INVADER FINDS A HOME EVERYWHERE



Joachim Garraud is in a good place. Geographically, the in-demand DJ and producer is in Los Angeles, talking from his car on the way between his home and the recording studio space he leases inside film studio Paramount's sound department. A native of Nantes, France, who bounces between his homes in L.A. and Paris, Garraud likes having a studio that's private yet in the heavily trafficked halls of Paramount, where he bumps into a good mix of other musicians, producers, composers and other industry denizens that feed his creativity.

In a larger context, though, Garraud is also at the nexus of several intense trends in the music industry. Born in 1968, he is at the top of his game as a DJ and mixer just as electronic dance music (EDM) is hitting its stride in the U.S.—the biggest music market on the planet. And he is also here at a time when the concept of what it means to be a DJ is evolving and being defined differently for everyone with that title. Garraud routinely spins in front of crowds numbering in the tens of thousands in Europe and elsewhere—after a quick stop at SXSW in Austin in March, he set off on a tour that took him to Brazil, Argentina, Chile and Mexico before he stopped in Paris again—and his twist on that is to simultaneously perform as an instrumentalist. In addition to turntables in the DJ booth, he also wields a “keytar,” which Garraud plays in between or sometimes with tracks he spins as a DJ—the same tracks he records in the Paramount studio. In other words, Garraud does it all, both because he can and because he has to.

“It’s not the same business as it once was; you have to be able to do a lot more,” he says. “Even DJing: it’s not what it was when I was a kid, playing for free to make my friends dance at home. I have the keytar to make a link between the recorded music that I produce and play and a live instrument on stage. That’s what makes each show just a little bit different, unique. And if EDM does become less popular someday, I have something else I can play.”

A Different Business These Days

Garraud’s portfolio is deep. He’s remixed or produced tracks for a wide range of artists including Paul Johnson, Deep Dish, Kylie Minogue, OMD, David Bowie, Kid Vicious, Mylène Farmer and Culture Club. Most recently he’s been in his studio working with Jane’s Addiction lead singer Perry Farrell on a series of tracks that will eventually constitute the vocalist’s solo album and are slated to be included in a musical show Farrell’s preparing for a run on the Las Vegas Strip. At the same time, Garraud is well aware that, at least in the U.S., EDM’s fortunes are a lot like gambling these days.

“In less than five years, EDM in the U.S. has created a bigger buzz than it has anywhere else for the last 15 years,” he marvels. “That’s what I really like about business here. When they do something, they do it big. It’s a bubble, for sure, and maybe that’s the problem with doing anything very fast. But you can’t go against that. You have to ride with it.”

Garraud has a sizable organization of professionals helping with his career, and included in that crew is Rich Avrach, Garraud’s point of contact at GC Pro in Los Angeles. GC Pro helped him gear up his studio with everything from an Avid Pro Tools HD native system to the JBL M2 Master Reference Monitors, which he says are the *ne plus ultra* for critical listening, as well as Crown IT5000HD amps to power them. And for Garraud the instrumentalist, GC Pro has access to the entire inventory of Guitar Center for everything up to and including all the latest keytars.

“I’m in there almost every day,” says Garraud. “All of my equipment, for the studio and the stage, comes through GC Pro and Guitar Center. If I need a mixer for my live show, it’s there. If I need a strap for my keytar, it’s there. One place—I love it!”

**OPEN DOORS BEYOND RESTAURANT
AND RETAIL APPLICATIONS.**



ZonePRO



dbx
by HARMAN

The industry standard for restaurant and retail environments is opening up a whole new world of expanded revenue opportunities. Explore all the applications for which the ZonePRO m series is optimized at dbxpro.com.

PIONEER PLATINUM LIMITED-EDITION NEXUS SYSTEM

Perhaps the ultimate club DJ system, this deluxe limited-edition platinum finish Pioneer system boasts a pair of CDJ-2000NXS decks, the peerless DJM-900NXS mixer and a full copy of Serato.

WHILE SUPPLIES LAST

(PPXLENS-GC) LIST: \$8497.00

\$5499⁹⁷



RANE SIXTY-FOUR 4-CHANNEL DJ MIXER WITH SERATO DJ SOFTWARE

Step up to 4 channels and raise the bar. With the Rane Sixty-Four, you get more tracks, more effects, more excitement for your audience, plus seamless switching between DJs.

(SIXTY-FOUR) LIST: \$2749.00

\$2199⁹⁹



JBL VRX900 SERIES

JBL's VRX900 series of line arrays offer the advanced, concert-proven technology, clarity, flexibility and stunning sound of their large-venue VerTec series, only conveniently sized for smaller venues.

(VRX918SP) LIST: \$2399.00

(VRX932LAP) LIST: \$3429.00

18" SUBWOOFER

\$1999⁹⁹

12" ACTIVE LINE ARRAY

\$2799⁹⁹



SUBWOOFER



LINE ARRAY

SMITHSONMARTIN EMULATOR DVS 46

Make your shows truly memorable with a SmithsonMartin Emulator DVS 46" multi-touch, dual-view MIDI DJ controller. Visually dazzling control excites the crowd and adds to the vibe.

(EMULATOR DVS 46)

LIST: \$4999.00

\$3999⁹⁹



AMERICAN DJ ACCU SPOT 575 DMX MOVING HEAD FIXTURE

With features like remote DMX addressing, smart sensing of operating modes and micro-stepping motors for extra control, plus long-life 1,000 hour 575W lamps, the Accu Spot 575 adds drama to the show, not the staging.

(ACCU SPOT 575)

LIST: \$2999.95

\$1799⁹⁹



CROWN I-TECH 5000 POWER AMPLIFIER

One of the most technologically advanced touring amplifiers on the market, Crown's I-Tech HD is built around the massive power of the internal BSS OmniDriveHD™ processor for unmatched clarity.

(IT5000HD)

AVAILABLE
SELECT STORES &
GUITARCENTER.COM

\$6137⁵¹

SPECIAL
FINANCING



QSC CXD4.2-NA MULTI-CHANNEL DSP AMPLIFIER

QSC's CXD series of processing amplifiers blend innovative technologies with QSC's well-earned reputation for reliability and great sound to provide next-generation power for touring and installed sound systems.

(FS-220008-00)

\$1900⁰⁰



SOFTWARE

ABLETON LIVE 9 STANDARD AND LIVE 9 SUITE

- Full 64-bit audio engine
- Offline bounce for faster-than-real-time mix delivery
- Works directly with HD video
- Supports more complex, larger sessions

ABLETON LIVE 9 STANDARD (85664)	\$499.00
ABLETON LIVE 9 SUITE (85624)	\$799.00
LIVE 9 STANDARD DOWNLOADABLE VERSION (1100-3)	\$449.00
LIVE 9 SUITE DOWNLOADABLE VERSION (1100-2)	\$749.00



CUBASE 7 WITH FREE CMC CONTROLLER INCLUDED

Refined mix console combines stellar mixing capability with smooth, intuitive workflow

Integrated channel strip modules make it easy to make every track sound exactly the way you want

**SELECTION VARIES BY LOCATION
WHILE SUPPLIES LAST**
(CUBASE7FDGC) (CUBASE7PDGC)
LIST: \$599.99–\$798.98

YOUR CHOICE
\$499⁹⁹

**AVAILABLE
SELECT STORES &
GUITARCENTER.COM**

FREE
SONNEX CODEC TOOLBOX (10-10252)
WITH CUBASE 7 PURCHASE—
WHILE SUPPLIES LAST
A \$49 VALUE



FL STUDIO 11 PRODUCER AND FRUITY EDITION

- Performance mode triggers playlist clips live with your computer or MIDI controller
- Supports multi-touch and gesture control
- More playlist tracks—up to 199
- Added plug-ins include BassDrum, Groove Machine Synth, Effector and more

(31856) LIST: \$139.00 (31857) LIST: \$269.00

FRUITY LOOPS
\$99⁹⁹

PRODUCER
\$199⁹⁹

FREE
KOMPLETE ELEMENTS SOFTWARE
BUNDLE (21085) WITH FL STUDIO
PRODUCER OR FRUITY EDITION
PURCHASE—WHILE SUPPLIES LAST
A \$49 VALUE



PROPELLERHEAD REASON 7

- Integrate hardware MIDI gear directly into Reason's virtual racks
- Parallel and group mix channels plus new spectrum analyzer with visual EQ controls
- Audiomatic Retro Transformer effect adds instant vintage flavor to your tracks
- Easily expandable with Reason Rack Extensions

(991010030) LIST: \$449.00

\$399⁹⁹

FREE
RHYTHM COMBO RACK EXTENSION
DOWNLOAD WITH THE PURCHASE OF
REASON 7—REGISTER YOUR REASON 7
PURCHASE AND RECEIVE A REDEMPTION
CODE FROM PROPELLERHEAD
A \$179 VALUE



AVID PRO TOOLS 11

- Full 64-bit audio engine
- Offline bounce for faster-than-real-time mix delivery
- Works directly with HD video
- Supports more complex, larger sessions

DOWNLOADABLE VERSION
(99006545000)

\$699⁰⁰

FREE
SONNEX CODEC TOOLBOX
(10-10252) WITH PRO TOOLS 11
PURCHASE—WHILE SUPPLIES LAST
A \$49 VALUE



ELD ELECTRONIC LICENSE DELIVERY

SOFTWARE

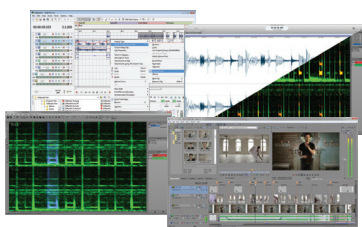
Today's software can provide an entire warehouse full of vintage instruments, classic studio gear and more, just waiting to spark your creativity. Guitar Center carries a huge collection of hundreds of titles, many set up to demo in-store, available immediately, license and all, with a simple download. To sum up—that's the software you want, right now, 24/7/365. So inspiration never has to wait.

AVAILABLE AT ALL GUITAR CENTER STORES AND ONLINE AT GUITARCENTER.COM/ELD



MAKEMUSIC FINALE PRINTMUSIC
GARITAN INSTANT ORCHESTRA
MAKEMUSIC FINALE 2014 ACADEMIC
MAKEMUSIC FINALE 2014

(1113-7)	\$89.00
(1113-12)	\$124.00
(1113-2)	\$249.00
(1113-1)	\$449.00



SONY ACID PRO 7
SONY SOUND FORGE PRO MAC 2
SONY SPECTRALAYERS PRO 2
SONY VEGAS PRO 13

		WAS	NOW
(1118-8)	LIST: \$149.95	\$149.00	\$112.95
(1118-9)	LIST: \$299.95	\$281.00	\$224.95
(1118-28)	LIST: \$299.95	\$281.00	\$224.95
(1118-35)	LIST: \$599.95		\$449.95



ARTURIA MODULAR V
ARTURIA JUPITER-8V
ARTURIA ARP2600 V
ARTURIA CS-80 V

(1090-2)	LIST: \$129.00	\$99.00
(1090-5)	LIST: \$129.00	\$99.00
(1090-8)	LIST: \$129.00	\$99.00
(1090-9)	LIST: \$129.00	\$99.00



SLATE DIGITAL CONSOLE COLLECTION
SLATE DIGITAL FG-X MASTERING SLATE
SLATE DIGITAL VIRTUAL TAPE MACHINE
SLATE DIGITAL BUSS COMPRESSORS

(1031-3)	LIST: \$399.99	\$99.00
(1031-4)	LIST: \$399.99	\$79.99
(1031-5)	LIST: \$399.99	\$99.00
(1031-7)	LIST: \$399.99	\$149.00



SERATO VSSD SERATO DJ
SERATO VSSD SERATO VIDEO
SERATO VSSD PITCH N TIME LE 3.0
SERATO PITCH N TIME PRO 3.0

(1035-293)	LIST: \$159.00	\$129.00
(1035-294)	LIST: \$189.00	\$149.00
(1035-292)	LIST: \$499.00	\$399.00
(1035-291)	LIST: \$999.00	\$799.00



PROPELLERHEAD PULSAR RACK
PROPELLERHEAD RADICAL PIANO RACK
PROPELLERHEAD PX7 RACK
PROPELLERHEAD REASON FX BUNDLE

(1046-1)	\$49.00
(1046-4)	\$99.00
(1046-6)	\$99.00
(1046-7)	\$167.00