



## Guitar Center Launches First-Ever In-Store AI Shopping Assistant in Music Retail, Transforming How Musicians Discover Gear

*“Rig Advisor” delivers real-time in-store recommendations, artist-inspired tone matching, and simplified gear guidance for musicians at every level*

**Los Angeles, CA – July 21, 2025** — Guitar Center, the largest musical instrument retailer in the U.S., has launched Rig Advisor, becoming the first music retailer to introduce an AI-powered shopping assistant directly onto the store floor. Now live in locations nationwide, Rig Advisor is a mobile-based tool that helps customers discover, compare, and explore gear in real time by prioritizing products available at that specific store location. It enhances the in-store experience by giving musicians an easy way to navigate options and make more confident decisions, whether they’re browsing solo or working with a store expert.

“Rig Advisor is like having a professional gear consultant in the palm of your hand, delivering lightning-fast answers as you explore our music stores,” said Gabe Dalporto, CEO of Guitar Center. “It will turn our stores into tech-powered music hubs where creativity, curiosity, and inspiration lead the way.”

Rig Advisor was designed to transform music retail into a more inspiring and intuitive experience, whether you are just getting started or building your next professional rig. This revolutionary tool simplifies the gear journey with a friendly interface that keeps things clear and engaging. Customers scan a QR code in-store, type in an artist, song, tone, or gear-related question, and Rig Advisor delivers instant recommendations based on what is in stock at that specific location.

Built for musicians at every level, from first-time players to seasoned pros, Rig Advisor offers a streamlined way to explore, compare, and understand products that are available in-store. Key features include:

- **Discovery Made Simple:** Whether you’re a beginner, a gift giver, or the musician who has everything, Rig Advisor delivers instant, expert-level guidance—anytime, anywhere in the store right at your fingertips



- **Artist-Inspired Tones:** Uncover gear and settings inspired by your favorite songs or artists using intelligent pedal, amp, and tone suggestions
- **Custom Rig and Setup Planning:** Build complete setups for recording, gigging, podcasting, and more based on what you own or want to create
- **Side-by-Side Comparisons:** Compare similar gear to find what best fits your style, tone, and goals
- **Live Store Inventory:** Choose your store to instantly see what recommended gear is available to try in person that day
- **Multilingual Support:** Rig Advisor automatically responds in the language customers use without the need to adjust settings
- **Shop and Learn:** Simplifies complex gear concepts such as analog versus digital or tube versus solid-state, turning them into clear, actionable insights

Unlike traditional e-commerce filters or backend tools, Rig Advisor was built specifically for the in-store experience, putting inspiration, education, and creativity front and center to help musicians shop with confidence.

Rig Advisor is available now at Guitar Center stores nationwide. Explore the experience at: <https://rigadvisor.guitarcenter.com/>.

#### **About Guitar Center:**

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 300 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 60 years. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit [guitarcenter.com](https://guitarcenter.com).

#### **FOR MORE INFORMATION PLEASE CONTACT:**

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