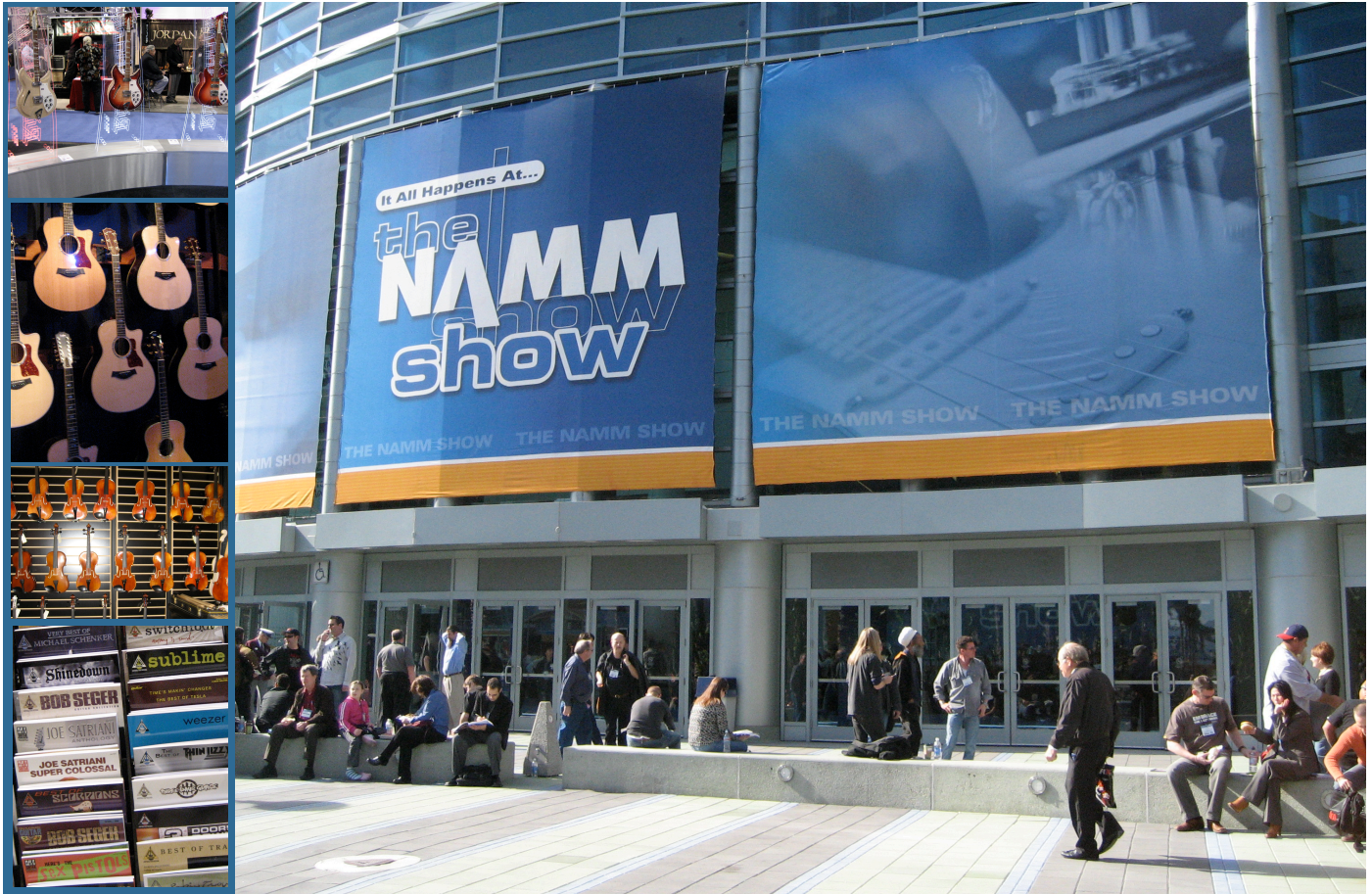


# NAMM 2008

January 17-20, 2008



## The 2008 NAMM Show “Define Your Future”

**John Amrhein - NAMM 2008 Conference Attendee**

At The NAMM Show musical instrument and product manufacturers from around the world filled the Anaheim Convention Center with exhibits, including debuts of the latest innovations not yet released in the market. NAMM, the trade association of the international music products industry, operates the industry’s largest annual trade-only event in the world, and this year’s group of 1,559 exhibiting companies sets an all-time record for the four-day gathering.

The show offers a variety of educational and networking opportunities for industry professionals. “The NAMM Show: Define Your Future” theme set the tone for the event, which featured meetings, activities and thousands of new products, including pianos, music accessories, pro audio, lighting and computer-based music making

equipment, string, percussion and band instruments displayed by manufacturers from around the globe.

NAMM is the not-for-profit association that unifies, leads and strengthens the \$17 billion international musical instruments and products industry. NAMM’s activities and programs are designed to promote music making to people of all ages.

At The NAMM Show I was able to extensively explore the showroom floor gathering information on the many innovations in audio hardware and software. Many of the companies like Samson, Digidesign, MakeMusic and Avid offered exciting new products that could be used to expand the learning experience and the way in which students create music here at Stony Brook.

Two programs that I found interesting were Sibelius5 and Finale. These two competing programs give students the ability to create music compositions and arrangements with ease. Either of these programs would be great for class projects that require music composition.

In addition to programs that can help with student projects I found an assortment of recording equipment that can be used in the future expansion of the Music Library and the Music Department. I was able to take home a variety of companies flyers and catalogues, which can be used for future purchasing discussions. Overall The NAMM Show was a success, and I am glad that I had the opportunity to go.

\*Information gathered from The NAMM website [www.namm.org](http://www.namm.org)  
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