

# Dealer's Choice Awards

The 14th annual MMR Dealer's Choice Awards are based on the votes of music products dealers throughout the country who cast their ballots for the most outstanding instruments, equipment, and accessories for 2006. Dealers were also asked to vote on the overall Product of the Year for 2006.

The official award ballots were included with the October 2006 issue of MMR, as well as circulated to the trade via a late October e-mail campaign. Additionally, many of the dealers profiled in our 25th Annual "50-Dealer/50-State Review and Forecast" (page 34), provided their choices for the 2006 Product of the Year.

MMR's editorial staff wishes to thank the many dealers who participated in this year's Dealer's Choice voting process. The following are their Dealers' Choice Award winners for the year 2006.



## PRODUCT OF THE YEAR

### YAMAHA DISKLAVIER MARK IV

Yamaha Corporation of America

For the sixth year in a row, this Yamaha Disklavier takes home top honors as the overall Product of the Year. The Disklavier Mark IV can reproduce 'live' acoustic piano concerts and ensemble music with instrumental backings and vocal tracks. Its easy-to-operate user functions make the Disklavier a breeze to customize and automate, always giving the user the right music at the right time. Combining the tone and touch of the Yamaha grand pianos with a wide range of interactive capabilities, the Mark IV is the ideal piano for home entertainment systems, business establishments, or educational and creative environments. This year, the versatile Disklavier Mark IV bested products from 46 other companies.

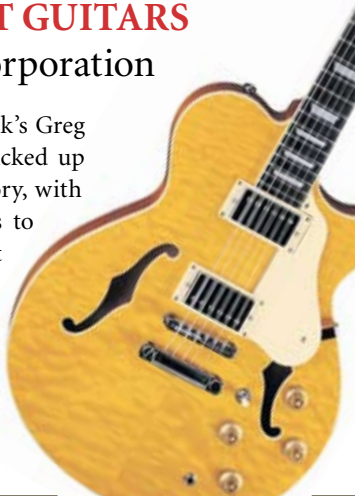


## ELECTRIC GUITAR OF THE YEAR

### GREG BENNETT GUITARS

Samick Music Corporation

A first-time winner, Samick's Greg Bennett electric guitars picked up heavy voting in this category, with dealers giving high marks to the various Greg Bennett models, such as the Ultra-matic and the Malibu.

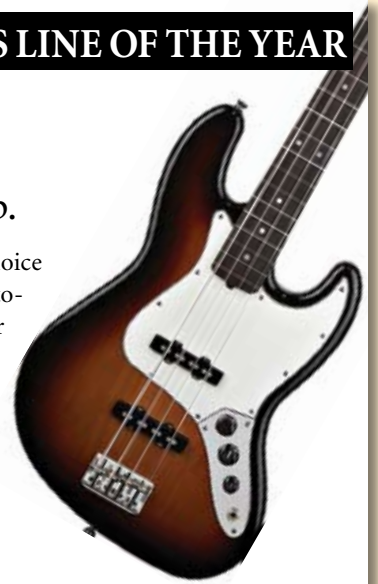


## ELECTRIC BASS LINE OF THE YEAR

### FENDER

Fender Musical Instrument Corp.

A frequent Dealer's Choice winner for its iconic Stratocaster guitar line, Fender struck gold with its equally famed basses in this year's voting against some strong competition.

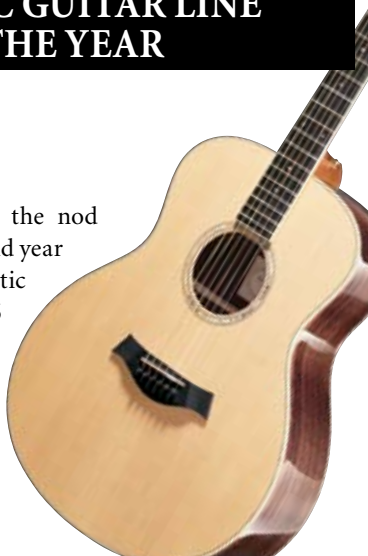


## ACOUSTIC GUITAR LINE OF THE YEAR

### TAYLOR

Taylor Guitars

Taylor's instruments get the nod from dealers for the second year in a row as the top acoustic guitar line. Taylor's 2006 lineup celebrated craftsmanship and tone, and included even more wood choices and finish options.



## AMPLIFIER LINE OF THE YEAR

### PEAVEY AMPLIFIERS

Peavey Electronics Corp.

Re-establishing its place in the spotlight after a year's absence, Peavey triumphed in the voting process to take home top honors as amplifier line of the year. Peavey beat out the competition with standouts including the KB 5 and the Valve King series, both popular choices among voting dealers.



## RECORDING EQUIPMENT OF THE YEAR

### BOSS BR600

Roland Corporation of America

Boss was once again a winner in the recording equipment category this year, marking the third year in a row. Voting dealers praised the BR600 Digital Recorder with its eight simultaneous playback tracks, 64 v-tracks, built-in FX processor, built-in drum machine, built-in stereo mic and battery power, and Compact-Flash memory card slot for storing recording media, this portable and ultra slim notebook studio was a clear favorite.



## SOUND REINFORCEMENT LINE OF THE YEAR

### PEAVEY

Peavey Electronics Corp.

Sound reinforcement products have always been a Peavey strong suit, and proved to be no exception this year as the company was a winner in this category for the third consecutive year. The PR-15 was among the most popular choices of voting dealers.



## MICROPHONE LINE OF THE YEAR

### SHURE MICROPHONES

Shure, Incorporated

Once again, Shure takes the top prize in microphones, continuing a four-year run. Dealers votes were strong for the SM and Beta models.



## BAND INSTRUMENT LINE OF THE YEAR

### CONN-SELMER

Steinway Musical Instruments

Last year, after winning the Band Instrument Line of the Year Award, Steinway CEO Dana Messina commented that Conn-Selmer is gaining traction in their turnaround efforts. For the second year in a row, voting dealers appeared to agree.



## ACOUSTIC PIANO LINE OF THE YEAR

### YAMAHA

Yamaha Corporation of America

Ending a three-year absence, Yamaha was the top vote-getter in this piano category with their Classic, Conservatory Classic, Conservatory, and Concert Collections.



## HOME DIGITAL PIANO LINE OF THE YEAR

### YAMAHA CLAVINOVA

Yamaha Corporation of America

Once again, Yamaha continued its winning ways by snagging an award in this category. The Clavinova CVP models drew an impressive amount of votes, as they have annually since the "Dealer's Choice" debuted in 1993.



## PRO DIGITAL LINE OF THE YEAR



### Yamaha Corporation of America

Yamaha picked up heavy voting in this category, with dealers giving high marks to various models from both Yamaha's Pro Audio and Combo (PAC) and Keyboard divisions.

## PERCUSSION LINE OF THE YEAR

### TAMA DRUM SETS

Hoshino USA, Inc.

Making an appearance for the first time as percussion line of the year, popular Tama models in '06 included the Superstar, Starclassic, Stagestar, and Imperialstar.



## LIGHTING LINE OF THE YEAR

### AMERICAN DJ

American DJ Supply Corp.

With an extensive line of lighting and visual effects units, the company that introduced affordable lighting products to the MI Industry was a solid winner for the second consecutive year in this category.



## DJ LINE OF THE YEAR

### Numark Industries

Numark beat out the competition for a second year in a row in this always hotly contested category. Dealers noted the iDJ and the ttUSB as standout products of 2006.



## PRINT MUSIC PUBLISHER OF THE YEAR

### HAL LEONARD

Hal Leonard Corporation

With its extensive catalog, well-respected name, and position as the world's largest print music publisher, the Milwaukee-based company rode to victory once again.



## SOFTWARE LINE OF THE YEAR

### CUBASE

Steinberg Media Technologies GmbH

Steinberg is welcomed into the winner's seat for the first time, with the Cubase. The advanced music production system, which comes with a brand-new VST3 plug-in set and four new integrated software instruments with more than 1000 sounds won top honors in the software category, out-balloting strong competition.



## ACCESSORY LINE OF THE YEAR

### KORG GA-30 TUNER

Korg USA, Inc.

In a category that is always very diverse, Korg's versatile GA-30 beat out the competition to win the top accessory of the year award for the second year in a row.



## SUPPLIER WEB SITE OF THE YEAR

### WWW.DADDARIO.COM

J. D'Addario & Co.

D'Addario took top honors for their various innovative Web sites in our newest Dealer's Choice category. The company's sites feature an impressive array of videos, newsletters, how-to's, new products and product support material.

