

MMR Dealers' Ch

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11th annual *MMR* Dealers' Choice Awards were determined through voting by music products dealers across the country. Dealers selected the standout instruments, equipment, and accessories for 2004, both in specific categories and for the overall Product of the Year.

Official award ballots were distributed along with the October issue of *MMR* and thousands of storefronts were also contacted via random fax and e-mail campaigns held during October. Additionally, many of those profiled in our 23rd annual "50-dealer/50-state Review and Forecast" (see page 81) provided their choices for the 2004's product of the year and their picks were also tallied.

MMR's editorial staff wishes to thank the many dealers who participated in the voting process. The following are their Dealers' Choice Award winners for the year 2004.



PRODUCT OF THE YEAR

YAMAHA DISKLAVIER SERIES
Yamaha Corporation of America

For an unprecedented fourth straight year, the Yamaha Disklavier won out as the overall Product of the Year. The new Disklavier Mark V and its stable mates made a particularly impressive statement in Dealers' Choice voting in 2004.



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ELECTRIC GUITAR LINE OF THE YEAR

FENDER STRATOCASTER Fender Musical Instruments Corp.

A perennial winner, the Fender Stratocaster celebrated its 50th anniversary in fine style as the top vote-getter for Electric Guitar Line of the Year. From the entry-level Squiers to high-end custom models, Strats show no sign of slowing down as the brand enters its second half-century.



ELECTRIC BASS LINE OF THE YEAR

IBANEZ BASSES Hoshino (USA), Inc.

The win marked Ibanez's third consecutive year as the winner in the electric bass category. Once again vying against very strong competition, the Ibanez basses came out on top with a combination of reasonable pricing, quality construction, and endorsement relationships with some of the biggest names in popular music.



ACOUSTIC GUITAR LINE OF THE YEAR

ALVAREZ GUITARS St. Louis Music, Inc.

After an absence from the Dealer's Choice Awards for some time, St. Louis Music returns to the winner's circle via its popular Alvarez lineup of acoustic guitars. Alvarez guitars have carved their own niche in the industry with their solid, hand-made quality, reputation, and tone.



AMPLIFIER LINE OF THE YEAR

PEAVEY AMPLIFIERS

Peavey Electronics Corp.

Re-establishing its place in the limelight after a year's absence, Peavey prevailed in close voting to take the honors as Amplifier Line of the Year. Peavey was able to beat out the competition with standouts including the JSX Joe Satriani signature head and the Peavey Rage, both popular choices among voting dealers.



RECORDING EQUIPMENT LINE OF THE YEAR

BOSS

Roland Corporation U.S.



Boss was a clear winner in the recording equipment category this year. The BR-1180CD Digital Recording Studio was a favorite, as was the BR-864 8-track Digital Studio, with each garnering considerable votes.

SOUND REINFORCEMENT LINE OF THE YEAR

PEAVEY

Peavey Electronics Corp.

Sound Reinforcement products have always been a Peavey strong suit and this year proved no exception. The Kosmos Pro and the PR-15 were among the popular choice of voting dealers in 2004.

MICROPHONE OF THE YEAR

Shure SM58

Shure, Incorporated

The win by the classic Shure SM58 put Shure in the winner's circle for a third straight year. The SM58 prevails as the first choice for myriad performers, whether for lead or back-up vocals.



ACOUSTIC PIANO LINE OF THE YEAR

Kawai RX Grand Series

Kawai America Corporation



As the winner in this category for the second consecutive year, the Kawai RX Grand Series once again topped a number of other makers in a tightly contested category.

HOME DIGITAL PIANO LINE OF THE YEAR

Casio

Casio Inc.

A first-time winner, Casio's rededication to the MI market in recent years paid big dividends and won home digital piano honors for the company.



PRO DIGITAL PIANO LINE OF THE YEAR

Yamaha Digital Keyboards

Yamaha Corporation of America

Yamaha picked up heavy voting in this category, with dealers giving high marks various Clavinova CVP models as well as the company's P Series of instruments.



PERCUSSION LINE OF THE YEAR

Pearl Corporation



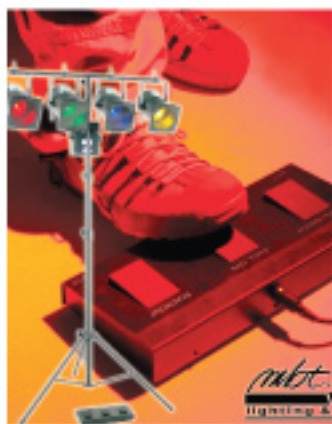
With over 15 other companies receiving votes, the Pearl Corporation prevailed as the Percussion Line of the Year for a third straight year.

LIGHTING LINE OF THE YEAR

MBT Lighting and Sound

MBT International

MBT International is getting comfortable in this



position with a second consecutive win in 2004 for the Charleston, S.C.-based company.

PRINT MUSIC PUBLISHER OF THE YEAR

Hal Leonard Corporation

Hal Leonard is the world's largest print music publisher and it showed in the 2004 dealer voting. The Milwaukee-based company's combination of a broad catalog, innovative merchandising, and quality products combined to make Hal Leonard a clear winner in print.



SOFTWARE LINE OF THE YEAR

MakeMusic! Inc.

MakeMusic! Inc. is welcomed into the winner's circle for the first time, out-balling strong competition in the software category. The Minnesota-based software company's leading products include Finale, SmartMusic Studio, and Intelligent Accompaniment.



ACCESSORY LINE OF THE YEAR

D'Addario/Planet Waves/Rico
J. D'Addario & Company Inc.

D'Addario's extensive and growing line of D'Addario, Planet Waves, and Rico accessory products were a big hit among dealers voting in 2004.

