Dear Media Mogul,

Thank you for taking the time to read about our upcoming products. To your right you will see our booth schedule for the show. We will be in booth #5560 this year, and would love to have you stop by for any of our artist sessions or to see our products.

Speaking of products, included are several press releases for products that we are featuring at NAMM this year. The Catalina Chorus pedal is now on the market but the other three are not yet in market, but all will be released in Q1 and can be previewed at our booth.

Personally, I just began my career at Seymour Duncan. I look forward to getting to know each of you, whether at NAMM or after the show. Regardless, I hope that your experience this year is smashing!

Regards,
Elysse Miller
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Seymour Duncan Releases The Catalina Dynamic Chorus Effects Pedal

SANTA BARBARA, January 17, 2016 – Seymour Duncan, a leading manufacturer of pickups and pedals, announces the release of the Catalina™ Dynamic Chorus pedal. The Catalina effects pedal includes a uniquely innovative Dynamic Expression™ mode that allows you to control the depth of the effect through the intensity of your playing. There’s also a threshold control, which allows players to dial in the sensitivity of the Dynamic Expression feature to perfectly match any playing style.

“We’re very excited about Catalina,” said Max Gutnik, SVP of products and CRO. “In addition to a beautiful sounding chorus pedal, the innovative Dynamic Expression feature gives players the ultimate control – from subtle to bold, and everything in-between, without changing settings every other song or riding the footswitch all night.”

Catalina also has controls for mix, rate, depth, delay and tone. It employs analog Bucket-Brigade Devices (BBDs) supported by modern low-noise analog electronics. The footswitch is true bypass, for the most pure signal when the pedal is not in use.

Catalina is now available and can be seen and demoed at the Seymour Duncan NAMM booth, #5560. For more information, please visit: http://www.seymourduncan.com/pedal/catalina

About Seymour Duncan

Seymour Duncan celebrates a rich history as the world's leading pickup and pedal manufacturer. Since 1976, Seymour Duncan has helped the world's artists develop their own unique, signature sounds. This is accomplished through a dedicated team of craftsman at their Santa Barbara, California office. For more information, please visit seymourduncan.com.

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Seymour Duncan Releases Innovative Palladium Gain Stage Pedal

SANTA BARBARA, CA – Seymour Duncan, a leading manufacturer of pickups and pedals, announces the release of the Palladium™ Gain Stage effects pedal. Palladium is the first pedal to authentically replicate a high gain tube amp, allowing for the extra dimensionality that is missing in effects pedals today.

Palladium features three gain stages: a gain stage to control the overall saturation, a resonance control for low frequency gain shaping and a boost control that adds overdrive to the beginning of the signal path. These three gain stages allow for a versatile range of tones, from classic rock at lower settings to modern metal at higher gain settings. The pedal also offers a comprehensive EQ, with bass, treble, presence and sweepable midrange-frequency control, so you can make Palladium sound perfect with any amp.

“We are very excited about Palladium,” said Max Gutnik, SVP of products and CRO. “We wanted to create a pedal that brings the richness, depth and versatility of a superior high gain tube amp, without the tonal compromises that typically go with distortion pedals. We believe guitarists will love the complement of sounds they can get from Palladium.”

The Palladium Gain Stage effects pedal will be available Q1 of 2016. You can see and demo the product at the Seymour Duncan NAMM booth, #5560.

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Seymour Duncan Releases Jeff Loomis Signature Blackouts Series Pickups

SANTA BARBARA, CA – Seymour Duncan, a leading manufacturer of pickups and pedals, announces the release of their new Jeff Loomis Signature Blackouts™ series of active humbucker pickups. This series consists of high-output active humbuckers developed to deliver the dynamic performance unique to active pickups, with the look, tone and feel of a great set of hot passive pickups.

"It’s an honor to be a part of the Seymour Duncan family,” said Jeff Loomis, guitarist in Arch Enemy and Conquering Dystopia. “With the design of my new signature pickup, we’ve created a set that’s extremely rich in harmonic tones for leads and pick attack, and carries a tight low-end for rhythm playing. This pickup is perfect for anyone trying to emulate my hard riffs.”

“After carefully crafting these pickups to Jeff’s specification, we asked him to take the prototypes on tour with Arch Enemy and put them to the test,” said Max Gutnik, SVP of products and CRO at Seymour Duncan. “After months of collaboration, we’re excited for guitarists to experience the tone and feel these signature Blackouts deliver.”

The Jeff Loomis Signature Blackouts are available in 6 and 7-string passive mount versions with black brushed-nickel covers, as well as an active mount 7-string soapbar version.

The Jeff Loomis Signature Blackouts series will be available Q1 of 2016. You can see and demo the product at the Seymour Duncan NAMM booth, #5560.

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Seymour Duncan Releases Bonamassa Signature Skinner Pickup Set

SANTA BARBARA, CA – Seymour Duncan, a leading manufacturer of pickups and pedals, announces the release of the limited edition Joe Bonamassa Signature Skinner humbucker set. This set is an exact replica of the pickups in his popular Principal Skinner Les Paul®. These are wound on the historic Leesona machine that wound the original Skinner humbucker.

“When the idea came about to create a second set of Seymour Duncan pickups, Principal Skinner was the logical choice. It’s one of my favorite guitars, I play it every day,” said Joe Bonamassa. “It’s all about bringing alive the sound in your head, and the consistency Seymour Duncan is able to push out is amazing. I am impressed and I think people will love the accuracy of these pickups.”

Wound in Santa Barbara, alnico 3 magnets, period-correct butyrate bobbins, lightly antiqued nickel-silver covers and maple spacers offer a vintage vibe to these pickups. Each of the 800 numbered sets will be hand signed by Seymour W. Duncan and Joe Bonamassa.

“Joe is an amazing artist and an esteemed member of the Seymour Duncan family,” said Max Gutnik, SVP of products and CRO. “We are very excited to work with him on a new set of pickups so close to his heart. We look forward to bringing the Skinner signature sound to guitar players everywhere.”

The Joe Bonamassa Signature Skinner humbucker set will be available in Q1 of 2016. You can preview the product at the Seymour Duncan booth. #5560

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