

See 10-minute segments showcasing latest innovations, products and brand stories from across music, sound and entertainment technology

9:00 AM	Martin Guitar	Understanding Martin's Body Sizes and Naming System
9:10 AM	sE Electronics	Meet the V SERIES FOR DRUMS by sE Electronics
9:20 AM	Show Makers	Introducing Show Makers
9:30 AM	Allen & Heath	Allen & Heath—Believe In Music Week 2021
9:40 AM	Kurzweil USA	Allen & Heath—Believe In Music Week 2021
9:50 AM	Adam Hall GmbH	Experience Event Technology
10:00 AM		Commercial Break
10:10 AM	Lyon & Healy Corporation	An Introduction to Lyon & Healy Corporation, Relish Guitars and Paoletti Guitars
10:20 AM	AlphaTheta Music Americas, Inc.	What's New at Pioneer DJ & Pioneer Pro Audio
10:30 AM	Hosa Technology, Inc.	Hosa's The Gear That Got Away
10:40 AM	Taylor Guitars	This is Taylor Guitars
10:50 AM	EBS Sweden AB	EBS Professional Bass Equipment—Don't Play Without It!
11:00 AM		Commercial Break
11:10 AM	EastWest Sounds	Introducing Hollywood Orchestra Opus Edition
11:20 AM	Marshall Amplification	Marshall Behind the Scenes and NAMM Highlights
11:30 AM	CAD Audio	Allen & Heath - Believe In Music Week 2021
11:40 AM	Focusrite Group	Focusrite Group NAMM 2021 Product Presentation
11:50 AM	Trabucchi Stefano	Master Violinmaker Stefano Trabucchi—Cremona Italy
12:00 PM	The MIDI Association	MIDI Awards Teaser
12:10 PM	Bond Audio	All New From D'Angelico Guitars, Supro US, and Pigtronix
12:20 AM	DANSR, Inc.	Brand and Product Overviews From DANSR Inc.
12:30 AM	Hal Leonard	2021 NAMM Believe In Music Hal Leonard Intro
12:40 AM	Roland	Roland Corporation CEO Video Message and New Products for NAMM
12:50 PM	Dean Guitars	Dean Guitars/Luna Guitars/ddrum 2021 New Products
1:00 PM		Commercial Break
1:10 PM	Agencia Argentina de Inversiones y Comercio Internacional	NAMM Believe In Music. Argentina Pavilion—Exhibiting Brands
1:20 PM	HARMAN Professional Solutions	Introducing the JBL Eon One Compact
1:30 PM	LEWITT	Allen & Heath—Believe In Music Week 2021

1:40PM	Korg USA Inc	Darkglass Element Features & Capability
1:50 PM	L-Acoustics	Anatomy of an L-ISA Binaural Mix
2:00 PM		Thank You, TEC Awards Sponsors
2:10 PM	Reverb	Reverb's Best-Selling Pedals & Synths of 2020: GearTV
2:20 PM	IK Multimedia US LLC	UNO Synth Pro overview With Erik Norlander
2:30 PM	Avid Technology, Inc.	Avid
2:40 PM	Zoom North America	Zoom North America
2:50 PM	Casio America, Inc.	Casio: Believe In Music 2021
3:00 PM		Thank You, TEC Awards Sponsors
3:10 PM	Hercules	Allen & Heath—Believe In Music Week 2021
3:20 PM	Yamaha Keyboards	NEW Yamaha Keyboards!
3:30 PM	Yamaha Brass & Woodwinds & Yamaha Pro Audio + NEXO	Meet the New Yamaha Digital Saxophone & Yamaha Pro Audio: A Solution for Every Venue
3:40 PM	Reloop	Allen & Heath—Believe In Music Week 2021
3:50 PM	PROJECTS OF THREE presents THE ONE GUITAR COLLECTION	Projects of Three Present "The One Guitar Collection"
4:00 PM		Thank You, TEC Awards Sponsors
4:10 PM	Korg USA Inc	KORG Future Synth Innovations
4:20 PM	BOSS	Latest Products From BOSS
4:30 PM	Yamaha Guitars	Yamaha Performance: David Ryan Harris on the A5R A.R.E. + THR30IIA
4:40 PM	Breedlove Guitars	The Breedlove Brand Virtual Guitar Experience
4:50 PM	Yamaha Drums & Percussion	NEW for 2021—Yamaha Drums and Percussion

** All times listed as Pacific Time (PT)

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