Join us at the crossroads — The 2020 NAMM Show

Immersive technologies: A complex physiological process in a plastic children’s toy 26

Register for The NAMM Show and these ESTA-curated education sessions are free 68

LED rental choices and today’s color-science conversation 90

Behind the Scenes reaches $1 million in grants awarded 93
OVER TEN YEARS AGO, the Great Recession ushered in a period of disruption in which many industries faced new and unexpected challenges from a worldwide economic downturn. It was a time, as Joe Lamond, NAMM President and CEO explains, that called for reflection and recalibration across the industry. “Traditional distribution channels were changing rapidly, and we believed that music was at a crossroads too, with streaming and downloading impacting artists and driving them back to live performances to replace lost recording revenue.”

Along with this notion, Lamond recalled his time on the road in the 1980s as a production manager for Todd Rundgren. It was here that he saw the convergence of music, sound, and entertainment technology first-hand, and the importance of professionals and products in each area working in tandem to produce the complete signal chain: from instruments on stage, to the front of house, to the lights and other performance elements in creating a seamless event for attendees. The cacophony of load-in and later, its faultless output, served as Lamond’s reference point: “Just like in putting on a great live performance,
no matter the dynamics of each particular segment, it all comes together at the first downbeat. Artist, sound, lights, video, production. It all has to work together, or no one is successful!"

This perspective, coupled with industry-wide economic uncertainty and a changing marketplace, was the catalyst that led the NAMM team to begin to actualize the Crossroads as a place.

Lamond continues, "Because of what we were seeing on a global scale and its impact on our members, we believed that NAMM was at a crossroads, too, and that we wanted to be The Crossroads for the whole music, sound, and entertainment technology ecosystem, so the name stuck."

With this concept, the NAMM team set out to build on the dynamic environment of The NAMM Show. Through a strategic alliance with ESTA and others, the Show set out to put a strong emphasis on offering each professional "the chance to not only connect with their own in that environment but also to elevate and expand their opportunities and professional acumen to put on a seamless show, yet more importantly—build the skills and connections needed to succeed even in fluctuating economic times."

Erin Grabe, Executive Director of ESTA, echoed that sentiment earlier this year. "In 1901, when NAMM started, live music was the only music. In 2019, there is no way to remove event technology from live music. We belong here—we belong together! NAMM is the crossroads; where performance meets technology, where artistry meets innovation, where events and music merge onstage, as they do across the globe. NAMM is the crossroads where passion meets livelihood."

It is because of this philosophy that The NAMM Show takes professional development and networking—and the ability to grow and build new connections across the Crossroads—seriously. In 2019, the show offered over 400 professional development sessions with its partners, including ESTA, which provided expert guidance and curation of 94 hours of education, and the ESTA booth became a gathering spot for members attending the show, many for the first time. ESTA’s Happy Hour for the Behind the Scenes charity serves as a lively networking party and gathering of the industry, and ESTA-curated credit tracks across lighting and electrical, lighting networking, rigging, and safety offer ETCP certificants the chance to earn renewal credits towards recertification.

With a new decade upon us, and the need to keep at the forefront, the Crossroads at The 2020 NAMM Show returns with new educational opportunities, events, and business opportunities to adapt to the changes in the next decade.

Designer Studio
One of the new educational and networking opportunities at The 2020 NAMM Show is the Designer Studio. The Designer Studio will welcome top content creators and lighting and projection designers including Sooner Routhier, Aron Altmark, Chris Lisle, Anne Militello, David Boykin, Lisa Renkel, Kerstin Hovland, Emery Martin, and many others. They will dive into the ever expanding role of lighting, video projection, and visual content

There are plenty of live music performances at The NAMM Show, all the way from fully staged concerts, with moving lights and video, down to small, impromptu performances by attendees.
In concerts and share their challenges, successes, and favorite productions, what it takes to succeed in today’s environment, all followed by an in-depth audience Q&A. Located inside Hall A, each day will present professionals with the opportunity to participate in “fireside chats” on topics like “Lighting Design for the Concert Arms Race,” and “Tour Collaboration & Communication,” with in-demand designers who are working on the biggest tours on the planet.

For designers seeking their next big gig, the Studio will also play host to musicians, tour, and production professionals seeking to have their creative visions brought to life on stage. At these meetings, artist-designer pairs can establish connections with multiple musicians in one location to showcase their work, expertise, and create new business contacts. While in the Designer Studio, experts will have the opportunity for hands-on education and pro-to-pro networking breaks hosted by leading exhibitors.

**Entertainment technology expertise:**

ESTA, Pro Production sessions from FOH and PLSN, and Lighting&Sound America/PLASA

A suite of sessions for entertainment technology professionals, curated by ESTA, along with The Pro Production Sessions, presented by Front of House, Projection, Lights & Staging News and Stage Directions magazines, and Lighting&Sound America/PLASA, will be offered over five days at The 2020 NAMM Show, and with

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nearly all of the ESTA-curated education courses, ETCP Certificants can earn free ETCP renewal credits. Beginning on Wednesday, before the Show opens, ESTA will offer a two-day training, “Stage Electrics: Clean, Safe Power for Audio, Video, and Lighting,” presented by Richard Cadena. ESTA’s Lighting & Electrical track, produced in collaboration with NAMM and PLASA, also offers professionals the chance to learn from world-renowned concert lighting designers Susan Rose and Daunte Kenner, and electrical experts from some of the world’s preeminent entertainment technology companies will speak on the **NEC**, standards, electrical safety, and working with your AHJ. Other ESTA training tracks include the Rigging Track focusing on the fundamentals of rigging math, automation in performer flight, truss and ground support systems, and working at height safely. The Safety Track will again feature the very popular OSHA 10 Certification course taught by IATSE’s Kent Jorgensen, Alan Rowe, Eddie Raymond, and Joe Aldridge. New for 2020 are in-depth courses on **ANSI E1.46**, a standard for the prevention of falls from stages and platforms, as well as sessions on mobile elevated work platforms, general venue safety, and more. In the Lighting Networking Track, each presenter is a member of the Control Protocols Working Group within ESTA’s Technical Standards Program, and is in some way responsible for writing or maintaining DMX, ACN, sACN, RDM, Art-Net, and more, including the control protocol **ANSI**.
E1.33 RDMnet. With the authors of these control protocol standards, including John Huntington (NYC College of Technology and IATSE Local 1), Wayne Howell (Artistic Licence and PLASA), Paul Kleissler (City Theatrical), and Sam Kearney (ETC), the group of experts will talk control protocols, wireless networks, Ethernet networking, protocol troubleshooting, and more.

The Pro Production Sessions, presented by *Front of House, Projection, Lights & Staging News,* and *Stage Directions* magazines, will bring the leading names in entertainment production together to delve into the forward-looking trajectory of production and entertainment technology during insightful conversations and panel presentations. Among the highlights of the Pro Production sessions will be the opportunity to hear from some of the leading creative minds working with the top musical artists out on the road today. Don’t miss “10 Years of Spectacular Creativity at Silent House,” where all four design partners—Baz Halpin, Tamlyn Wright, Cory FitzGerald, and Alex Reardon—share an insightful look at their work with such artists as Bruno Mars, Taylor Swift, Pink, Khalid, Jennifer Lopez, The Jonas Brothers, Childish Gambino, and the Py1 Pyramid: Through The Echoes project. Other must-attend sessions include the Sightline Design Group’s Stan Crocker and Bobby Grey presenting “For Musicians and Managers: How to Work With Designers,” offering an in-depth discussion of the relationship between the musician and designer, as well as the questions and considerations for finding the right collaboration. “Everything Is for Broadcast” features Stan Crocker and Seth Robinson talking about the challenges of designing for social media and livestreams and how to capture live shows for broadcast without hurting the live experience. Plus, Pro Production will feature two great talks sure to be full of expert advice, first with the highly acclaimed producer Kevin Lyman and then a conversation with 2019 Parnelli Visionary Award honoree Michael T. Strickland, founder and chairman of Bandit Lites.

For those professionals seeking to hone their skills in other areas, other education opportunities include AES Academy at NAMM, covering Audio Education, Audio Career, Control Room, Electronic Dance Music (EDM), House of Worship, In-Ear Monitor, Line Array, Live Console, Microphone, Measurement and Optimization, and Wireless Academy, and the MainStage: Live and MainStage: Studio tracks. Audinate, the maker of Dante, returns with three training courses spanning two days, designed for all levels of users of the popular media networking technology. Plus, A3E: The Advanced Audio + Applications Exchange, the future is now with a series of 13 sessions and nine workshops to explore how advanced audio applications are transforming the music industry, production, and performance.
It might get loud(speaker) showcase

Held Thursday – Saturday at the Show, top sound manufacturers will return to present a showcase of line array and loudspeaker technologies at the second annual Loudspeaker System Showcase and under the guidance of the team from Live Sound International magazine. The systems showcase will take place inside the Anaheim Convention Center arena, giving participants the opportunity to demonstrate both their flown and portable systems in a real-world setting to a mix of industry professionals.

In total, 14 participating companies will showcase both their flown and portable systems as part of the Showcase. Participating companies include: Alcons Audio, BASSBOSS, Crest Audio, dbTechnologies, Electro-Voice, FBT, Martin Audio, Proel, RCF, Sound Barrier, TW Audio, Verity Audio, and VOID Acoustics.

Events and more

“We wanted to create a place where people who normally never get to see each other, because they are busy working and out on the road, could gather and experience the kind of camaraderie and idea exchange that rarely gets to happen in today’s hectic world,” says Lamond. From nightly concerts on the Grand Plaza to the TEC Awards, to the myriad opportunities to run into friends in the show aisles, The NAMM Show was built for networking. For pros looking to connect with their peers, there’s two must-attend events: ESTA’s Happy Hour for Behind the Scenes and The Parnelli Awards.

ESTA’s Happy Hour for Behind the Scenes (BTS) will take place on Thursday, January 16, inside the Anaheim Marriott between 6:00 – 8:00 p.m. Behind the Scenes provides financial support to entertainment technology professionals, or their immediate dependent family members, who are seriously ill or injured.

On Friday, January 17, the Parnelli Awards returns for its second year, bringing together a star-studded cast of live event legends. The momentum for this year’s show is already palpable with Karrie Keyes (Pearl Jam monitor engineer, Founder of Sound Girls) receiving the Parnelli Audio Innovator Award, Michael Strickland (Bandit Lites) the Visionary Award; and Mark “Springo” Spring (Production Manager, Paul McCartney, and others) receiving the Parnelli Lifetime Achievement Honor.


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