

Meyer Sound Goes Virtual at 2021 NAMM Believe in Music Week



Meyer Sound will participate in the 2021 NAMM Believe in Music Week virtual show starting January 18, where the company will debut two original content sessions, share product resources, and schedule one-on-one meetings with NAMM attendees.

“Meyer Sound has seen great success from the NAMM Show over the past few years as it is a great place for us to showcase our products suited for this audience,” notes Meyer Sound Director of Global Marketing Tim Boot. “Although we are unable to connect with our customers in person during this time, we are grateful that we have this opportunity at the virtual NAMM show to share what we have been working on over the past year, including a new variant of our best-selling loudspeaker and a new solution for the post-production and residential markets.”

The virtual booth will feature product information about the award-winning ULTRA-X40 and ULTRA-X20 point source loudspeakers, LEOPARD compact linear line array loudspeaker, the company’s new software applications - Spacemap Go spatial sound design and mixing tool and MAPP 3D system design and prediction tool - and the newly introduced Ultra Reflex screen channel sound solution for direct view displays.



As part of the NAMM U “TEC Tracks” programming, Grateful Dead founding member Bob Weir and Derek Featherstone, CEO of UltraSound and longtime FOH mixer for recent Dead-related acts including Dead & Company, discuss the long strange trip of the band’s quest for the best audience sound experience. Weir goes back to the Wall of Sound days when Meyer Sound CEO John Meyer first got involved, even pre-dating the founding of Meyer Sound Laboratories in 1979. The session is available Thursday, January 21 at 12:45 PM PST.

Additional programming includes engaging discussions with Berlin-based electronic duo Mouse on Mars as well as Ed Sheeran’s production team. Meyer Sound Director, Spatial Sound Steve Ellison will sit down with Mouse on Mars Tuesday, January 19 at 10:00 AM PST for “Mouse on Mars Discuss Spatial Sound Mixing” where the artists will explain how they use Spacemap Go for their work - from live performances and art exhibitions to the recording studio for their new album - and explain how to use the spatial sound tool. The session is available on the Meyer Sound exhibitor page at the designated time [here](#).

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Wednesday, January 20 at 10:00 AM PST, Ed Sheeran's longtime Production Manager and FOH Engineer Chris Marsh and Audio Systems Engineer Charlie Albin as well as Meyer Sound's Sales Manager, Asia Pacific Chris D'bais, will dive into the singer-songwriter's high-ranking ÷ ("Divide") Tour. The session "Ed Sheeran Production Team Discusses Divide Tour" explores the production team's life on the road, their preferred audio solutions, and what they have been working on since the end of the tour in 2019. The session is available on the Meyer Sound exhibitor page at the designated time [here](#).

The NAMM Show also provides the backdrop for two concurrently scheduled industry recognition events, the TEC Awards and the Parnelli Awards. The Meyer Sound UPQ-D3 wide symmetrical coverage loudspeaker has been nominated for a TEC Award in the Outstanding Technical Achievement in Sound Reinforcement Loudspeakers category. The online ceremony will be available for streaming Friday, January 22 at 2 PM PST [here](#). Then, at 5 PM PST, the Parnelli Awards will provide a retrospective of the past 20 years of the prestigious industry award show during their "Keep the Torch Lit: 20 Years of the Parnelli Awards Special Presentation." The presentation will be available [here](#).



Meyer Sound's sales and technical services team will be available for one-on-one meetings throughout the show Monday, January 18 to Friday, January 22. [Registration](#) is free for all who wish to attend. The virtual booth can be accessed [here](#) once registration is completed.

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