

SnakeBytes

OFFICIAL NEWSLETTER FOR PEDAL SNAKE >> A STAGE MAGIC PUBLICATION >> FALL 2004 VOLUME 1, NO.1

Stage Magic Launches Generation 2 PedalSnake®

PedalSnake® G2 Series is the NEW "expandable system" version of the popular all-in-one guitar FX-pedal cable

Featuring many enhancements over the original PedalSnake®, the new generation 2 offers guitarist the ability to expand or change their pedal setup without sacrificing their original PedalSnake® investment.

PedalSnake® is Stage Magic's patented "FX pedal solution" that carries both instrument audio signals and low-voltage effects-pedal power in a single cable. It eliminates the clutter of cables that run between a musician's effects pedals and amplifier, without multiple pedal-power supplies, unnecessary guitar cords and AC power extension cords. G2 provides a single, flexible, multi-line "snake" cable which is easy to handle onstage, easy to coil for storage, and quickly plugs-in with its color coded GuitarLines and low voltage PowerLines. Time is saved, safety is improved, and the look is very clean and cool.

Since guitarists change their rigs so often, PedalSnake® G2 is a "system" concept, providing the confidence of a lifelong invest-

ment. When a guitarist's rig changes, G2 easily changes as well. A total of eight (8) mono GuitarLines and PowerLines, is now possible, as well as stereo audio, "foot switch" lines and different power connectors.

"The Generation 2 PedalSnake® is an exciting entry into the guitar FX pedal market," says Jody Page, Stage Magic President. "The interest from the pros has been phenomenal. We are providing a product that delivers the performance and functionality of the original G1 Series, but has the added adaptability and expandability that musicians have demanded for their changing rigs. Our new 5-pin DIN "interface connector" was chosen as a "highly reliable" connector, and now allows the immediate use of MIDI with no added mod's or adapters. GuitarLines and PowerLines are created with Plug and Play Pigtails (P3's) having female 5-pin DIN connectors. These P3's allow the user to select a mix of up to eight (8) analog Guitarlines and PowerLines for any pedal system configuration. G2 also lowers PedalSnake costs. Combine this flexibility and affordability with our patented shielding scheme and PedalSnake® G2 will revolutionize how guitarists design and use their pedal rigs."

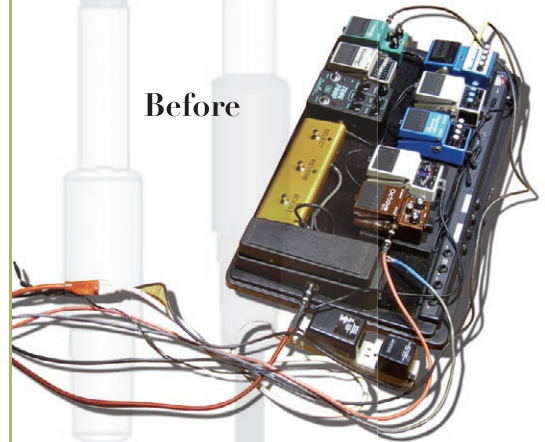
PedalSnake® G2 uses high quality twisted-shielded-pair microphone cable which is specially wired to eliminate crosstalk between unbalanced GuitarLines and PowerLines within the snake. This patented process insures noise free performance without any sound or tone coloration. ●



PedalSnake® G2
EXPANDABLE GENERATION 2

PedalSnake®

Before



After



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King Snake Jody Page



Jody Page, president of Stage Magic Inc., has had a long varied career as both a professional musician and as an engineer / inventor. His new company Stage Magic Inc. specializes in the development of innovative products for the music industry. PedalSnake®, their debut product is now patented, and being offered to dealers and musicians worldwide. Rave reviews have accompanied PedalSnake®, which replaces the “too many cables” that electric guitarists must run between their stomp-type FX pedals and amps. PedalSnake is the multi-channel “snake” solution that combines guitar signals, pedal power lines, and MIDI lines in a single snake cable.

Page has played in many successful

bands over the years, and now has a flourishing solo career. His most recent CD is entitled “All Broke Up” and was released by Mass Music. With his engineering occupation, Page spent 20-years in highly technical design fields and was elected into the NASA Space Foundation Hall of Fame in 2001.

“I was lucky to be able to fuse my experiences from both careers to be in a position start a manufacturing company in an industry I really enjoy”, says Page. “It was my own cable mess that inspired me to invent PedalSnake®. We are now confident that we have the winning combination—the right product mix at the right price. Now, it’s just a matter of getting the word out.” ●

SNAKE QUOTES

“I simply love it. Tearing down my rig takes half the time and setting up is a breeze. I was worried about noise from the Maestro because it’s an older pedal, but I haven’t had a problem yet. Thanks for a new and innovative idea that every guitar player can appreciate!”

— **Thomas Gilles, Crystal Lake, IL**

“I received the cable on Saturday and had a chance to use it during two different performances on Sunday. I can’t say enough good things about it! It simplifies my setup, saves on setup time, and keeps my area clean on stage. Thanks for a wonderful product.”

— **Ian Elliott, Monroe, WA**

“I just wanted to follow up and tell you the 2431 snake is fabulous. Everything works great and I love it. I am posting a review on harmony central. Thanks.”

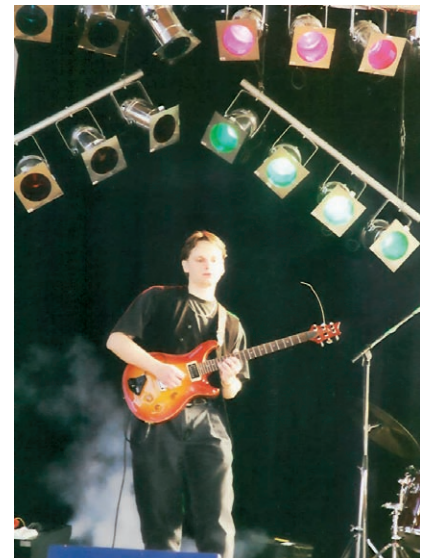
— **Brent Babow, Napa, CA**

Swiss Guitarist Diego Digs PedalSnake® MIDI Option



Diego Della Chiesa, a young Swiss guitar phenom has endorsed Stage Magic’s PedalSnake®. A self proclaimed “gear-head”, Diego employees a complex FX pedal rig and hooks it up to a gear-rack with a PedalSnake®, using its MIDI capability and connection flexibility. Diego’s band “Fleischkase” plays a unique blend of SKA, Rock and Punk and has been featured in many shows throughout Switzerland and Italy.

“I’m using PedalSnake configured with two signal lines, two power lines and one 7-pin MIDI line with phantom power to connect my pedal board to the rack,” says Diego. “My FX pedal board rig has three effects and a MIDI foot controller, that controls my racked stuff. The PedalSnake makes setting up for gigs really easy. It’s made all the difference with what many players would consider a complex setup. It runs Power to the pedal board and sends the audio signal back to the rack. The MIDI line with phantom power is for the controller. No more wall-warts lying on the floor, no cable salad. My side of the stage is chaos-free! I’ll never go back! The PedalSnake will be forever a major part of my rig. Thank you PedalSnake.” ●



“My side of the stage is chaos-free! I love PedalSnake!”

— **Diego Della Chiesa**

"I would recommend PedalSnake® to any guitar player who is serious about their discipline."

— JP Cervoni



JP Cervoni Gets Wrapped Up In PedalSnake®

Notable guitarist, producer and writer JP Cervoni recently endorsed Stage Magic's PedalSnake®, which he uses in his complex pedal FX rig. JP is a unique guitarist and has played with many of the world's top musicians. He plays a right-handed G&L guitar, upside-down without reversing the order of the strings. He is equally adept at playing many styles and his strong rhythm approach as well as soulful phrasing, makes him a player in high demand.

"I first became aware of the PedalSnake® from an article in a guitar magazine", says Cervoni. "It stopped me right in my tracks as it looked like exactly what I've been dreaming about. With my old rig out of sheer frustration, I made an all-in-one snake, but it was big and bulky and difficult to coil. PedalSnake® on the other hand is a thin, flexible snake that connects easily to my pedal board and my amp. I simply pull my pedal-board out of its case and plug-in. How simple can it be? It has cut my set-up time to zero."

"My current rig includes a Warwick pedal-board with a Roland GT5 processor, an RC and AC booster with an old MRX Phase 90 as well as a DOD Envelope filter and an extra volume pedal", adds Cervoni. "They are all connected to my PedalSnake® and it sounds great. There is no change to my tone and it works equally well in the studio. The versatility and expandability of the new PedalSnake®G2 is frigging awesome. The plug and play Pigtail options give me total flexibility. It's like pregnant women who always want a taste of something new. Guitar players are not any different. With PedalSnake®G2 I can try another effect, by instantly swapping a Pigtail or two and keep on going—no more technician time or modification costs. It's a lifetime system investment, and well worth it."

Cervoni continues, "I would recommend PedalSnake® to any guitar player who is serious about their discipline. It's like a dream come true. I honestly feel PedalSnake® will become the FX pedal connection standard." ●

Brandino Develops a Taste For PedalSnake®

Bass virtuoso Brandino earned two Grammy's in 2004 for "Best Album of the Year" and "Best Rap Record of the Year", with the group OUTKAST. He also has two Emmy's to his credit for composing music for the television show Santa Barbara. Brandino has studied under such great bassists as David Borkenhagan, Nathaniel Granursky, Ami Porat and was a protégé of Barry Liberman from the Los Angeles Philharmonic Orchestra. In addition to numerous recording sessions and live engagements Brandino has played with an amazing list of musicians including James Brown, Stevie Wonder, The Temptations, Gladys Knight, Dionne Warwick, Patti LaBelle, The Beach Boys, Bobby Lyle, Lionel Hampton, Andre Crouch, Vanessa Williams, Snoop Dog, All For One, En Vogue, Al Jaureau and has been the bass guitarist for Aretha Franklin for over 22 years. Brandino recently completed work on his latest album titled "Brandino Live 2004" with John Beasley and Dale Alexander. It's available at

www.brandino.com on N' House Records.

"A friend of mine mentioned that he had recently purchased a PedalSnake® from a company called Stage Magic," says Brandino. "I've been dealing with a cable mess for years with my own FX pedal rig, so I thought I'd check it out. What I found was an absolutely elegant solution to my cable clutter. PedalSnake® is very straightforward and easy to use. Now I've got just one cable running back to my amp."

"The snake is very quiet with no hum, so I also use it in the studio," adds Brandino. "With my current rig I am using a Roland pedal board with Apex and Prosonic processors, however that can change any time depending on where I am and who I am playing with. PedalSnake® easily adapts to those changes. My bass of choice is the Warwick 5 and 6-string Streamer 1 and a Warwick 6-string Thumb Bass with SRW, Eden or MarkBass amplification. PedalSnake® is the real deal. I just uncoil it, plug in and 'bod-da-bing' I am good to go." ●

"PedalSnake® is very straightforward and easy to use. Now I've got just one cable running back to my amp."

— Brandino





Jerkstore Guitarist Eldon Fisher Gets Bit By PedalSnake®

Award winning Jerkstore guitarist Eldon Fisher recently endorsed Stage Magic's PedalSnake® which he uses in his FX pedal rig. Fisher has played with Jerkstore the last several years and they have recorded three albums to date. The first CD, "Jerks Rule!" had three songs chosen for the Sci-Fi Network's TV series "First Wave" which airs all over the globe. Their second CD, "Circus Therapy", was awarded "Metal Album Of The Year 2002" by the Just Plain Folks Organization. This summer Jerkstore received news that their third album, entitled "Fade", has been nominated in the "Metal Album Of The Year 2004" category. Visit www.jerkstoreband.com for further information.

"I have been playing professionally for over 20 years," says Fisher. "My FX pedal rig has always been a problem. I wish PedalSnake had been around back when I first started. I don't even want to begin thinking about all those hours I struggled with the mess of cables and power supplies that I had to deal with in the past. With PedalSnake my rig is good to go in a matter minutes and it allows me to experiment with different stomp-boxes without tearing my rig apart. Also, it cleans up the stage with just one cable running back to my amp. PedalSnake is awesome."

Former winners of the Just Plain Folks "Metal Album of the Year," Jerkstore has been nominated again for the 2004 awards, which will take place in Hollywood in November of 2004. The Just Plain Folk (JPF) organization is a growing group of music professionals. JPF members have won Grammy's, Emmys, CMA Awards, Academy Awards, Clio's and regional music related awards. ●

Stage Magic Launches PedalSnake® Custom Shop With C.B.I.

Stage Magic Inc. recently introduced the PedalSnake®CS (Custom Shop) line of PedalSnakes in partnership with CBI, a world-renowned audio cable manufacturer. Jody Page, Stage Magic's President, made the PedalSnake® Custom Shop announcement.

"C.B.I. been making high quality cables for a long time", says Page. "Their process is top notch, and their final product is durable and attractive. PedalSnakeCS (Custom Shop) completes our PedalSnake line as the perfect match for PedalSnakeG2. G2 will be the big seller, with lower cost and the ability to adapt to rig changes, but CS completes the picture by offering any cable length and any fanout option. CS also continues our super-reliable "one-piece-system" that some players prefer. And CBI has developed the best, most economical method of offering every possible line configuration in one snake, providing up to 16-lines, including GuitarLines, PowerLines, or MIDI. GuitarLines can be ordered as right angle, stereo, or built as "breakout" inserts."

"PowerLines will remain the standard 2.1mm DC barrel, with Stage Magic's power adapters available for any pedal or wart", adds Page. "MIDI 3, MIDI 5, and MIDI 7 can also be ordered with PedalSnakeCS. Ordering is simple, even for the "non-techie" player, with Stage Magic's intuitive CS Order Menu at

PedalSnake.com. We are excited about PedalSnake Custom Shop, look forward to a long and successful Custom Shop collaboration with C.B.I."

In addition to being a well established in the retail music industry, C.B.I. features high-quality cable products for the Recording Studio, Live Audio, and Sound Installation Wiring



PedalSnake® CS
CUSTOM SHOP

markets. Their products feature top of the line components, including Belden cable, Switchcraft, G&H, and Neutrik. C.B.I. has been a pioneer in the field of designer cables and is unparalleled in the custom cable market.

"We're delighted to partner with Stage Magic and PedalSnake®", says Gary Williams, C.B.I. Project Manager. "PedalSnake®CS continues the unique PedalSnake concept for those professionals with special needs—even more so than in the past. For them, Custom Shop is the way to go." ●

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