

SnakeBytes

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Stage Magic Introduces PedalSnake® at Winter NAMM

Hall E – Stage Magic - Exhibit 1167

PedalSnake®, Stage Magic's hot new guitar snake, will be exhibiting the complete lineup of G2 and Custom Shop PedalSnake® products. Jody Page, the product inventor and company president will be on hand to meet dealers and demonstrate PedalSnake® products. Throughout the course of the show various artists will also be performing and demonstrating PedalSnake®'s sonic transparency and ease of use – both being advantages over the "old school" approach of multiple cables and power supplies.

"We invite everyone who is involved in FX Pedal sales to come by and see us," says Page. "You won't regret it. Not only will PedalSnake® provide you with a hot new and profitable guitar accessory, it will also help increase your sales of FX pedal, pedal boards and FX loop amps. Since the G2 is fully expandable with Plug and Play Pigtailed, players will be able to easily change their rigs and experiment with new pedals. For players that want a particular cable length and have their rig dialed in, then PedalSnake® CS is the way to go. We're very excited about the prospects of the show and look forward to meeting you. Please give us the opportunity to show you why PedalSnake® will be the hottest guitar accessory at the show."



PedalSnake®, Stage Magic's "all-in-one" FX Pedal snake cable, replaces all guitar "stomp box cable mess" with one flexible, durable "snake". Made from multi-pair microphone cable with a "quiet", patented wiring scheme, PedalSnake® provides GuitarLines, PowerLines, and MIDI lines. This "one cable solution" greatly reduces the time and hassle of pedal cabling by eliminating 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. ●

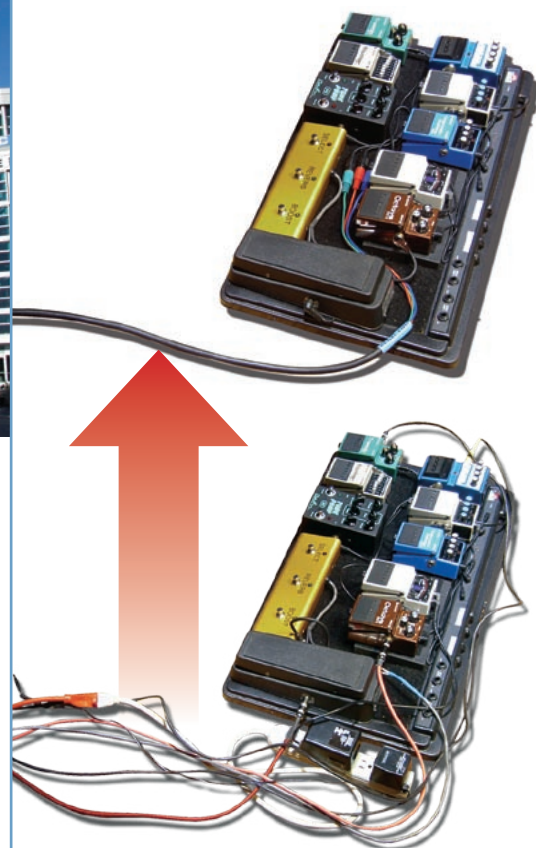
Artists appearing at Stage Magic Exhibit

HALL E - BOOTH 1167

**Brandino (Aretha Franklin)
Guitarist JP Cervoni
Guitarist Andrea Scuto
Surprise Guest**

PedalSnake®

THE ULTIMATE FX PEDAL CABLING SOLUTION



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PedalSnake® is a Bad Influence on Guitarist Michael Tash

Germantown, Maryland – Award winning Blues guitarist Michael “Jr” Tash, with the group Bad Influence, recently endorsed Stage Magic’s PedalSnake®. Bad Influence (www.badinfluenceband.com), the internationally acclaimed blues band, has earned sterling reviews throughout the world with their performances and recordings. Their latest CD is entitled “Tastes Like Chicken” and is available from Bad Blues Records. Tash, an Epiphone endorser, has a playing style that has strong contemporary blues roots, but also explores Rock and Swing, with gut-wrenching abandon. Clearly, the blues at it’s best.

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“I was thumbing through one of the guitar magazines and came across this ad for PedalSnake®”, says Tash. “I thought it looked like a very cool idea and I immediately called Stage Magic, the PedalSnake® manufacturer. They were very helpful and within days I had my snake. With my old FX rig I was running four to six pedals with two different power supplies, so I literally had this huge mess of cables and a power strip from Radio Shack next to my pedal board. With my new PedalSnake® I was able to eliminate the cable mess and toss the power strip. Now I’ve got just a single snake cable going back to the amp.

I ordered a snake with one guitar line and three power lines so I wouldn’t need to worry any more about pedal power compatibility. I am running my pedals in series and on many occasions I bypass them completely and go directly to the amp without any weird impedance mismatches from my pickups. PedalSnake® has really cleaned up my act.”

“I am very particular about my tone and PedalSnake® is inaudible in the signal chain,” adds Tash.

“My amp of choice is a Clark Beaufort replica of a 53 Tweed Deluxe, complete with tubes from that era. I recently changed guitars, after years of playing a ‘60 Stratocaster. I came across the Epiphone Les Paul 56 Gold top and it is just amazing. For the first time in my music career I am completely satisfied with my rig and PedalSnake® ties it all together.” ●



PedalSnake® CS
CUSTOM SHOP

PedalSnake® Custom Shop

PedalSnake®CS (Custom Shop) is for the player who knows exactly what they want in a pedal rig and prefer a “one-piece-system” to the “plug and play” option provided by PedalSnake®G2. CS is available in any cable length and any fan out option, providing up to 16-lines, including GuitarLines, PowerLines, or MIDI. CS features top of the line components, including Belden cable, Switchcraft, G&H, and Neutrik connectors. GuitarLines can be ordered as right angle, stereo, or built as “breakout” inserts.. PowerLines are standard 2.1mm DC barrel, with Stage Magic’s power adapters available for any pedal or wart. MIDI 3, MIDI 5, and MIDI 7 can also be ordered with PedalSnake®CS. You can order online with the easy-to-use Custom Shop menu at www.pedalsnake.com. ●



Stanley Cooper Uncoils PedalSnake® with Smooth Jazz

"The beauty in PedalSnake® is the time savings with setup and tear down. It's so quick and easy, plus the look on stage is ultra clean."

Jazz guitarist Stanley Cooper joins an ever-increasing stable of guitarist endorsing PedalSnake, the ultimate FX cabling solution for the performing guitarist. One of the busiest players in the business, Cooper is currently working with smooth-jazz saxophonist, Jimmy Sommers, smooth-jazz pianist, Marcus Johnson as well as smooth-jazz saxophonists, Mike Phillips and Jaared. Adding a little diversity, he also performs with an underground hip-hop group, Opus Akoben, who have released two CDs on the Bleu / France Record Label.

"I came across PedalSnake® almost by accident when I clicked on a link at a pedal board manufacturer's Web site," says Cooper. "The thought of having a

single snake running from my FX rig to my amp really piqued my interest. With my old setup, it was like tightrope walking on stage. I was literally tiptoeing so I wouldn't trip over the mess of cables and kill myself. While that might have provided a little comic relief for the audience, my band mates probably would have had a much different reaction. My setup changes all the time, so I needed something that would allow me the flexibility to swap FX units on the fly. The PedalSnake 1633 gives me three PowerLines so I can match different FX pedal voltages when necessary and three GuitarLines so I can run the system in stereo. The beauty in PedalSnake® is the time savings with setup and tear down. It's so quick and easy, plus the look on stage is ultra clean."



...allows me the flexibility to swap FX units on the fly.

"When I am traveling, which is most of the time, my rig consist of a Boss GT6 processor, Vox Wah and an Axes BS2 buffer," Copper continues. "My amp is a vintage Fender Twin and of course I play a Brian Moore guitar with ACI Lace pickups. In the studio, I may opt for a Mesa Boogie or Marshall Combo amplifier with a TC processor. No matter what rig configuration I chose, from now on everything is going to be hooked up with my PedalSnake®. It's the perfect solution to my old cable mess." ●

- Stanley Cooper

Stage Magic Launches Generation 2 PedalSnake®

The Expandable PedalSnake® G2

Available in three models, PedalSnake® G2 is a "system" concept, providing the confidence of a lifelong investment. When a guitarist's rig changes, G2 easily changes as well. With G2 Plug and Play Pigtails, a total of eight (8) mono GuitarLines and PowerLines, is now possible, as well as stereo audio, "foot switch" lines and MIDI. Combine this flexibility and affordability with a 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 Pow-

erLines within the snake. This patented process insures noise free performance without any sound or tone coloration. ●



PedalSnake® G2
EXPANDABLE GENERATION 2

Guitarist Wayne Avers Monkees around with PedalSnake® G2

Nashville based guitarist Wayne Avers recently added PedalSnake® G2 to his list of product endorsements. Besides session work and local gigs, Wayne is a long time guitarist for the Monkees re-union tours. He played guitar on the 1996 and 1997 Monkees tours as well as touring with Micky and Davy in 1994 and 1995 on their "Together Again" Tour. In 2004 Wayne is on the road with Micky Doletz on his solo concert tour. Avers has also released two contemporary jazz albums.

"I recently came across a product called PedalSnake® G2, that really enhanced my setup on stage and in the studio," says Avers. "For years I've been dealing with multiple cables and power supplies. I consistently had a cable mess to deal with every time I setup. Throw

in lost cables, broken connectors and noisy power supplies and it's a wonder I made it all work. Now with PedalSnake®, that's ancient history. I can now setup in the fraction of the time and tear down is as simple as coiling up my PedalSnake."

"I've been an analog stomp box guy my entire professional career," adds Avers. "The digital rack stuff and modeling amps never really worked for me as I am into tube amps with that unmistakable analog tone.

Frankly I like to turn knobs to dial in a particular sound or tone and I've been at it for so long I can accurately match any tone. This has severed me well in my session work."



Wayne has toured and recorded with many notable groups including:

- *The Monkees* - 60's television and recording stars
- *Atlantic Star* - 80's R&B group.
- *Herman's Hermits, The Marvellets, The Chifons, Leslie Gore, Linda Hopkins, The Drifters, The Coasters, Bobby Sherman, Alison Willaims (DEF JAM), The Wayne Avers Trio and many more.*



Stage Magic Sales • (919) 828-7652
Dealer Inquiries Invited • Credit Cards Accepted
www.pedalsnake.com

PEDALSLAKE WORKS WITH ANY FX PEDAL RIG