ANAHEIM, CA — The 2013 NAMM Show, set to take place at the Anaheim Convention Center here Jan. 24-27, has expanded beyond its traditional focus and now counts Harman, Avid, Chauvet, Bosch, Sennheiser, Shure, Korg, Tascam, Yamaha, American DJ and Behringer among its exhibitors. The conference will also include a wide array of training and demonstration opportunities for live entertainment technology professionals.

More details from NAMM (www.namm.org):

Pro sound, lighting and staging professionals from around the world will converge with the music instrument and product industry at the 2013 NAMM Show, which runs January 24-27 at the Anaheim Convention Center. Hundreds of pro sound and lighting brands including Harman, Avid, Chauvet, Bosch, Sennheiser, Shure, Korg, Tascam, Yamaha, American DJ and Behringer will be debuting products at the show. These new developments will change the look and feel of live performances at theme parks, casinos, nightclubs, concert venues and houses of worship worldwide in the coming years.

"The massive changes in the recorded music industry have made live performance more important than ever for artists. And the industry that supports these live events continues to innovate, using technology to create a better, closer and more intimate experience for both performers and their audiences. It's a natural progression for NAMM to provide business-to-business platforms for these growing markets," said Joe Lamond, president and CEO of NAMM.

Pro sound and lighting is a growing segment for the industry, which is being reflected in the 2013 NAMM Show. Increasing numbers of front-of-house professionals from entertainment venues, houses of worship, theme parks, casinos and schools from around the world send their operations managers, buyers, choir directors, sound engineers and technology directors to make buying decisions for the latest pro light and sound products debuted at the NAMM Show.

“All categories of music production and sound and light equipment have growth ahead of them,” said John Stiernberg, principal consultant of Stiernberg Consulting. “Products and technologies that relate to live event production especially are headed for some good years. There are more venues worldwide than ever before, in places like India, Russia, and Brazil. Venues in the United States are in the throes of updating their lighting as more and more turn to LED, and

their sound systems from analog to digital. There is a lot of business to be conducted."

Qualified buyers from segments of the marketplace not historically part of the NAMM Show experience continue to register for NAMM. Buyers from Sony Europe, Walt Disney Animation Studios, The Nederlander Organization, Legoland, major movie theatre groups and all four branches of U.S. armed forces have confirmed that they will be attending. This mix of the traditional and non-traditional bodes a full slate of potential customers and vibrant commerce.

"Our artists and special event clients demand the latest technology, and as one of the strongest theater and concert companies in the United States, our goal is to be able to meet that demand," said J.R. Ewing, VP of finance for Nederlander West Coast, who attends the NAMM Show to preview the latest products for performance venues across the country including The Greek and Pantages Theatres. "The NAMM show makes it convenient to see what's most current, so we can continue delivering and meeting our customers' expectations."

The list of brands for the show's new, dedicated pro lighting and staging area, The Venue, continues to grow with exhibitors now nearly filling the space. Brands including SmithsonMartin, Mr. DJ, OmniSistem, Carvin Corp., NSI Audio, Performance Truss and Soundstream Technologies have signed on to exhibit in The Venue. In this environment, with high ceilings and low overhead lights, lighting and staging brands can best demonstrate cutting-edge technologies that will be unveiled at the NAMM Show. The Venue Lounge featuring a Taylor T72 touring bus provides a fitting, networking space.

"NAMM is known for musical instruments and sound, but there is definitely a lot of interest in LED and other lighting products," said Chris Giannoulas, president of OmniSistem, a Venue exhibitor that manufactures and markets visual effects ranging from lasers to truss systems. "In that environment we can demonstrate our products and showcase the different colors these LED lights create. The high ceiling allows us to really demonstrate the output and strength of the LED lights."

The NAMM Show offers complimentary, hands-on training sessions geared toward pro lighting and sound professionals in the H.O.T. Zone. Some highlights include famed producer Ken Caillat sharing a behind the scenes look for the first time at the production of Fleetwood Mac's iconic album "Rumours" at 5 p.m. on January 25. Review mic techniques and RF coordination in "Practical Sound Design in Worship" lead by Sennheiser Electronic Corp. at 11 a.m. on Jan. 26.

The expansion of the NAMM Show experience to specifically accommodate this exciting segment of the music, recording and performance industry is indicative of an industry evolving to meet the needs of advancing technology and products. According to NAMM's Lamond, this is a positive sign of growth and new markets for everyone in the industry. "The mix of live event technology and instrument makers found only at the NAMM Show goes to the very core of who we all are -- creative artists, musicians and technicians who have a deep love and passion for music."

NAMM Show registration is now open for qualified members of the music instrument, product and pro-light and sound industries. Exhibit space is still available for the 2013 event. Learn more about the 2013 NAMM Show at http://www.namm.org/thenammshow/2013 .