

# Press

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Musikmesse  
International Trade Fair for Musical Instruments,  
Sheet Music, Music Production and Music Business Connections  
Frankfurt am Main, 11 to 14 April 2018

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## **Combine guitar amps and speakers at the press of a button: 'Amp World' at Musikmesse presents heads and cabinets by top brands**

This is where electric guitarists can be sure of finding the ultimate sound. At the new 'Amp World powered by Musik Produktiv' area at Musikmesse 2018, amplifiers and cabinets from 16 companies are interconnected via a switching system. By simply pressing a button, it is possible to combine all stacks quickly and easily. Amp World is located in an acoustically separated area of Hall 9.0.

On an area of 150 square metres, visitors can see and hear products from Blackstar, Diezel, Engl, EVH, Friedman, Hughes & Kettner, Karl's, Morgan, Orange, Peavey, Pedaltrain, Randall, Schmidt Array, Suhr, Synergy and Victory. To create Amp World, hundreds of metres of cable have to be laid, to combine the individual components with high-grade switches. This ensures it is possible to switch between all different head/cab combinations without any sound loss or delays. Guitarists can also try out extraordinary stacks via remote control and test them with a large selection of guitars. It is also possible to make an A/B test to compare different settings.

Musikmesse will be held in Frankfurt am Main from 11 to 14 April 2018. A private-visitor ticket is available for the Friday afternoon (from 14.00 hrs) and the Saturday, which is valid for the entire period (1.5 days). This ticket also entitles the holder to use local public-transport services operated by the RMV public-transport authority in Frankfurt and the region. Additionally, Musikmesse visitors receive a free Festival wristband with which they can attend Musikmesse Festival events at a reduced price or even free of charge.

Further information about Musikmesse at [www.musikmesse.com](http://www.musikmesse.com).

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its

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customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \* preliminary figures for 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)