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Pure Acoustic reintroduces world famous electric violin series at Musikmesse

Pure Acoustic Ltd., the Shetland Isles headquartered electro-acoustic instrument manufacturer, has announced that it is to reintroduce the famous Skyinbow electric violin series at Frankfurt Musikmesse, showing them for the first time within its product portfolio. The UK start-up is undertaking all manufacture and future development of the famous electric and electro-acoustic instrument designs, for which it holds the rights.

The range comprises the award winning Skyinbow S1 4/5-string electric violin, viola and cello models, and the hand assembled Skyinbow Pro electro-acoustic violins. Both instrument series are world beating designs by luthier Kenny Johnson. Both have attracted awards and international acclaim; played by leading musicians across the world, and used on leading stage productions by the likes of U2 and *Riverdance*.

The S1 is affordable, lightweight and visually stunning. It feels and plays like a traditional violin, using a regular bridge, fittings and strings. The proprietary pickup design produces an extremely natural tone, yet enables it to be amplified to high volume levels, making it ideal for use with modern concert sound reinforcement systems and other electronic instruments. The Skyinbow Pro instruments are hand assembled by Kenny Johnson in his Shetland workshop using the finest tonewood; new production models feature the latest Pure Acoustic integrated pick/preamp system, improving yet further on the legendary sonic qualities and performance of these classic fiddles.

Commenting on Pure Acoustic's reintroduction of the famous marque, Director of Sales and Marketing, Robert H Thomas, said: "Skyinbow is arguably the ultimate electric fiddle. The epitome of form and function, it plays and sounds as beautifully as it is designed. In recent years there have been production problems that have resulted in erratic availability of the S1. In taking on ownership of the Skyinbow brand, Pure Acoustic is able to guarantee continuity of production, at volumes sufficient to meet demand and expand distribution worldwide. Our investment is also in further development, both of the instrument series and products derived from its advanced design, like the Pure Acoustic pickup/preamp systems."

Pure Acoustic will be actively seeking international distributors for both Skyinbow and Pure Acoustic pickup systems at Musikmesse.

Also featuring on the company's stand at Musikmesse – and with distributor Stentor Music Co Ltd.; Hall 1.2 D36 – is the recently launched **Linnd Laxo** violin shoulder rest. Its revolutionary design-registered form factor and patented solid crossbar, eliminate splay and impart complete stability to both rest and instrument, which is also height adjustable. The initial version is designed for the three quarters to full size classical violin, putting the violin in the correct classical position. Half-size violin and a viola version will follow. The Linnd enables the instrument to be held in place with the minimum of pressure. Non-slip feet attach outside of the purfling line, placing no load or dampening at all on the back of the violin and allowing it to vibrate freely. The improvement in sound and volume is evident on extremely expensive and affordable instruments alike; it is even readily apparent on carbon fibre instruments.



Pure Acoustic Director of Sales and Marketing Robert H Thomas with the Linnd Laxo violin rest and Skyinbow S1

Download hi res images at http://dl.dropbox.com/u/39223873/Pac_Skyinbow_hires_pics.zip

and http://dl.dropbox.com/u/39223873/Linnd_Stentor_images.zip

or contact pureacoustic@kgamarketing.com

About Pure Acoustic Based in Lerwick in the Shetland Isles, Pure Acoustic is a modern manufacturer of electro-acoustic musical instruments and accessories. The company's product line includes the famous *Skyinbow S1* lightweight and visually stunning range of 4/5-string electro-acoustic violins and violas. These play like a traditional violin and produce a uniquely natural tone, yet can be amplified to high volume levels, ideal for use with modern concert sound reinforcement systems and with other electronic instruments. These instruments are widely used throughout the world, including on stage shows like *Riverdance* and *Lord of the Dance*.

The *Pure Acoustic* pickup range is derived directly from the advanced active modular preamplifier system originally developed for *Skyinbow* violins. The proprietary 'piezo' pickup is partnered with Pure Acoustic's unique miniature electronic preamplifier design, to provide for the highly accurate, natural sounding amplification of a whole range of string instruments, including all kinds of acoustic guitars.

The *Linnd* (pronounced Lin-dee; from an old Shetland dialect word meaning *Rest Ye*) violin shoulder rest has been in development for two and half years, having pushed modern materials technology and injection moulding engineering to its very limits in order to realize a truly innovative and unique design that effectively solves the problems of spaying and tonal dampening that afflict conventional shoulder rests.

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