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Pure Acoustic launches miniature integrated pick-up/preamp at Musikmesse

Pure Acoustic Ltd., the Shetland Isles headquartered electro-acoustic MI start-up, has announced further new products and additions to its portfolio being exhibited at the Frankfurt Musikmesse. Joining the revolutionary Linnd Laxo violin shoulder rest, which came to market just last month, is a brand new range of highly miniaturised, uniquely natural sounding, integrated electro-acoustic pickup/preamp systems.

The new Pure Acoustic pickup/preamp systems for string instruments are a direct development from the pickup electronics of the famous Skyinbow electric violin. Developed by luthier Kenny Johnson from his famous Skyinbow design and featuring a high performance, miniature rechargeable preamp by a leading UK mixing console designer, the pickup system requires no external pre-amp, and does away with the need for batteries in the instrument. A fast recharge capability provides 16 hours playing time from a single one minute charge. Extremely easy to fit – being neither an undersaddle or bridgeplate mounted design – the pickup/preamp does not interfere in any way with the acoustic properties of the instrument. The preamp's flat frequency response from 40Hz to 40KHz, contributes to a uniquely natural signal response; a renowned characteristic of the Skyinbow instruments.

Specifically voiced variants for guitar, mandolin family, violin, viola, cello, double bass, banjo, cittern, are featured in the series.

Commenting on this, the second innovative new product launch by Pure Acoustic in just a few months, Director of Sales and Marketing, Robert H Thomas, said: "Both Kenny Johnson and myself have a shared fascination with acoustic instrument pickups and their improvement. Over the last two years we have worked together on developing the Pure Acoustic system, further refining the pickup element and integrating it with an exemplary preamp circuit to reproduce the sound of the instrument with far greater clarity and tonal accuracy."

Featuring alongside the Pure Acoustic pickup/preamp series 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.

The Laxo's 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.

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