

FOR IMMEDIATE RELEASE:

Hughes & Kettner introduces GrandMeister Deluxe 40

September 19, 2016 – Hughes & Kettner is delighted to unveil **GrandMeister Deluxe 40**, the world's smartest all-tube guitar amplifier.

An evolution of the groundbreaking GrandMeister 36, the 40-watt GrandMeister Deluxe 40 pairs analog all-tube tone with smart control features, resulting in the most complete all-round, all-analog tube amp head ever.



GrandMeister Deluxe 40 delivers uses Deluxe Tone Technology, a pioneering new circuit design developed by the Hughes & Kettner R&D team, and used in conjunction with renowned tone-shaping components inspired by the brand's multiple award-winning **TriAmp Mark 3** flagship.

All these deluxe tones are able to reach their full rocking potential thanks to GrandMeister Deluxe 40's technologically advanced operating concept: every knob and switch setting can be easily saved, stored and recalled

in up to 128 memory slots at the touch of a button, and the studio-quality on-board effects settings are saved along with the gain and EQ knob values.

The standard Hughes & Kettner technological innovations are also included, meaning GrandMeister Deluxe 40 also contains winning features like an on-board Power Soak, Tube Safety Control and the Red Box AE's outstanding DI speaker simulation. Plus, there's a free optional GM40 REMOTE App for iPad that lets players watch, touch and control all of the amp's features on one handy screen, as well as backing up and sharing their favorite sounds.

Available Late Fall 2016 with a projected US MAP of \$1199.00USD (MSRP \$1499.00)
(Canadian MAP \$1499.00 CDN / MSRP \$1749.00 CDA)

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For More information, product brochures and images, go to www.hughes-and-kettner.com or email **Tim Marshall – Marketing Manager** - tmarshall@yorkville.com



GrandMeister Deluxe 40 Additional Features and Specifications

- Four channel 40-watt all-tube Guitar Head
- Innovative new Deluxe Tone Technology
- Save up to 128 preset tones
- Smart Rotary Controls: every pot position and setting – including gain and EQ – can be saved and recalled at any time
- Optional FSM-432 MK III MIDI Board gives you instant easy access to all your presets
- Red Box AE: play or record authentic rich tube tones without the need for microphones
- Built-in effects: the studio-quality reverb, delay and modulation effects
- Intelligent Boost for each channel
- App for iPad: the free GM40 REMOTE app for iPad
- Power Soak: lets you enjoy full power tube saturation at living room levels or even in silent recording mode
- Protective soft carrying case included
- Recommended accessories: Hughes & Kettner FSM-432 MK III MIDI Board



ABOUT Hughes & Kettner - Since its inception, **Hughes & Kettner** has established themselves as a world class designer and manufacturer of innovative guitar amplifiers, effects and accessory products. Established as Stamer Musikanlagen GmbH by Hans and Lothar Stamer in 1979 before eventually relocating in St. Wendel Germany when the company changed to Hughes and Kettner. They have introduced such key products as the AS64 (the first fully MIDI programmable guitar amplifier), ZenTera (the first true modeling amplifier), Red Box, Cream Machine and TubeMan.

In 1994, the company split their product lines into separate brands and are today regarded as one of the leading German manufacturers for sound reinforcement (under the brand **HK AUDIO**), guitar amplifiers (**Hughes & Kettner**) and recording products (**MindPrint**).

ABOUT YORKVILLE – Yorkville Sound has been a manufacturer of PA systems and loudspeakers, Traynor instrument amplifiers, installed audio systems and accessories since its inception in 1963. The company now employs over 200 people in a 150,000 sq ft facility in Pickering Ontario, Canada (a suburb of Toronto).

In addition to its manufacturing capability, Yorkville Sound is an importer and distributor of microphones, cables, stands and accessories under the **Apex brand** (www.apexelectronics.com) as well as studio effects, signal processors, microphone preamps and accessories under the brand name **Applied Research & Technology** (ART) (www.artproaudio.com) originally based in Rochester New York. Yorkville Sound is also the exclusive distributor of **Hughes & Kettner Amplifiers** for North America; **Epiphone Guitars**, **Gibson Guitars**, **Mapex Drums**, **Los Cabos Drumsticks**, **Line 6**, **Rotosound Strings**, **Dean Markley Strings** as well as **Gallien-Krueger** amplifiers for Canada. - **END** –

