Press Release

**Believe in Music, Believe in Live - Adam Hall Group Makes a Mark at Winter NAMM 2021**

**Neu-Anspach, Germany – January 15, 2021 - With a five-day online event under the motto "Believe in Music“, this year's Winter NAMM Show dares to defy the effects of the coronavirus pandemic. From January 18 to 22, NAMM brings together manufacturers, dealers, artists, influencers, press representatives and music lovers from all over the world for a first-class virtual event. The Adam Hall Group will also participate in the Believe in Music Week, presenting its event technology solutions from the brands LD Systems, Cameo, Gravity and Palmer. With a slightly changed motto – "Believe in Live" – the globally active event technology provider is once again making a strong statement about preserving the live event industry and the music industry in difficult times.**

Believe in Music – Believe in Live. Even after almost an entire year has passed since the start of the coronavirus pandemic, the Adam Hall Group firmly believes in the future of the live event industry. By participating in the online winter NAMM 2021, the event technology company based in Germany is setting another example and strengthening the relevance of virtual events as a supplement to traditional event formats.

This year, bands, musicians, producers and event engineers can once again look forward to many new products. Adam Hall Group highlights at Winter NAMM 2021:

**LD Systems MAUI 44 G2 – The New MAUI Flagship**

With the MAUI® 44 G2 active column system, solo musicians, small bands, DJs and entertainers can also take advantage of the possibilities of a high-performance cardioid system with high sound pressure – without being completely drowned in booming basses on stage. The MAUI 44 G2 is the flagship of the MAUI series, with 1,500 Watt RMS (RMS), 132 dB peak, Bluetooth® (aptX™ and AAC) and TrueWireless Stereo™ technology, for a wireless stereo system consisting of two MAUI 44 G2 loudspeaker columns.

**LD Systems ICOA Series – All About That Bass**

Since its launch last year, the LD Systems ICOA® series has developed even further and become a trusted fixture in the PA portfolio of bands and sound engineers. In addition to the optional active or passive coaxial PA all-rounders ICOA 12 and 15 – also available in a BT version with Bluetooth® streaming – the ICOA series also includes two active bass reflex subwoofers in 15" and 18" models. The full-range speakers are also available in white, for use in permanent installations. Wall-mounting in a vertical or horizontal orientation is accomplished using a specially developed wall bracket with an Easy-Click system and cleanly designed cable routing.

**LD Systems U300 Wireless Microphone Systems – Nothing Compares To U**

Depending on the application,the Diversity UHF wireless systems of the U300 series are available as a set with two dynamic handheld transmitters or as a version with bodypacks and two headsets. The receiver outputs can be switched from balanced line level to unbalanced instrument level. A transmission power of 10 mW, an effective squelch with pilot tone, and a frequency response up to 25 Hz also make it possible to successfully transmit a five-string bass in professional audio quality. Thanks to convenient one-touch infrared synchronisation, the wireless systems of the U300 series are ready to be put into operation quickly and easily.

**LD Systems U500® IEM – U Feel It**

The U500® in-ear monitoring systems have a selectable output power of 2 mW, 10 mW, and 30 mW, so that they can be used to their fullest extent anywhere in the world. The systems’ ability to transmit signals over a distance of up to 100 meters (328 feet) provides the freedom to move about essentially wherever you like in almost all scenarios. Depending on the frequency band, it’s also possible to operate up to twelve systems in parallel. The U500® IEM Series is available in different versions with and without headphones, as a bundle system and in different frequency ranges.

**Gravity Touring Series – Tours Are Yours**

Gravity's Touring Series is "built to last" and is aimed at professional customers from the rental and touring sector who place daily demands on their stands: maximum stability, sophisticated functionality and innovative details such as the captive full metal adjustment buttons or the effective attachment of the microphone boom with just a ¾-turn. All detailed solutions are based on hands-on experience and feedback from professionals in the rental and touring sector – from stage hands to warehouse staff and technical directors of large productions.

**Gravity VARI**®**-G Series**

VARI®-G multi guitar stands are available in four versions for 3, 5, 7 or 9 instruments. Thanks to the easily adjustable and removable neck supports, the stands are suitable for all guitars and basses. All potential contact points with the instrument are softly padded to prevent scratches and indentations. VARI® guitar stands are made of robust, powder-coated steel tubes, can be assembled in no time, and can be folded together to save space for easy transport.

**Gravity KSX 2 RD Set**

The Gravity KSX 2 RD set combines the sturdy Gravity KSX 2 keyboard stand with double X-support and the Gravity Rapid Desk. The sturdy steel table (48 cm deep, 100 cm wide), which can be set up and dismantled in just a few simple steps, accommodates individual setups from a laptop, DJ mixer, controller or small rack synthesizers. The lightweight and mobile set of tabletop and tripod can hold up to 60 kg and ensures optimal equipment cooling, thanks to slots in the surface.

**Palmer Pedalbay 40 PB – Pedalboard Set with Integrated Power Supply**

The Pedalbay 40 PB set combines the popular Palmer Pedalbay 40 pedal board and the Palmer WTPB40 power supply unit with eight insulated outputs. Thanks to the patented integration, the power supply can be replaced and fastened with any rail of the Pedalbay 40. In this way, musicians benefit from a neatly organized pedal board setup. In addition, the short-circuit and overload protection of the power supply ensures safe operation at each output.

**Palmer Grand Audition MKII - Versatile Switcher with Modern Operation**

With 16 mono or 8 stereo outputs and 8 subwoofer outputs, the new Grand Audition MKII loudspeaker switcher system is perfect for use in showrooms or music retailers and enables high-quality switching of top parts and subwoofers. Channel selection and volume control is performed directly from the front panel or using a browser-based web interface, including additional control options. In addition to the XLR inputs, the Grand Audition MKII houses an integrated player that includes a USB port for playing audio files directly from a USB storage medium.

#LDSystems #Gravity #Palmer #ProAudio #EventTech #ExperienceEventTech

**Free registration for Winter NAMM 2021 is available at:**

[attend.believeinmusic.tv](https://attend.believeinmusic.tv/)

**More information:**  
[adamhall.com](https://www.adamhall.com/us-en)  
[event.tech](https://blog.adamhall.com/en/)

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distribution company that provides event technology solutions to business customers worldwide. Its target groups include retailers, dealers, live event and rental companies, broadcast studios and AV and system integrators in both the private and public sector, as well as industrial flightcase manufacturers. The company offers a wide range of professional audio and lighting technology as well as stage equipment and flight case hardware under its own brands LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall®.

Founded in 1975, the Adam Hall Group has developed into a collection of modern, innovative event technology companies. This includes the logistics park with 14,000 square metres of warehouse space at its corporate headquarters near Frankfurt am Main, Germany. Through its focus on value and service orientation, the Adam Hall Group has been presented with a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as ‘Red Dot’, ‘German Design Award’ and ‘iF Industrie Forum Design’. In a collaboration with ‘Studio F.A. Porsche’ design agency, LD Systems® most recently introduced a groundbreaking vision in pro audio design with its MAUI® P900 modern column PA system, which than also received the ‘German Design Award’ for excellent product design. Further information about the Adam Hall Group can be found online at www.adamhall.com.

**AHG press contact:**

Alexander Cevolani

Event Edit | PR & Editorial Office

Email: [**press@adamhall.com**](mailto:press@adamhall.com)