The Gibson Digital Guitar

Seventy years after the debut of the modern electric guitar, Gibson Guitar has broken through to the next generation with the first truly digital guitar.

Gibson Guitar, the company that became the world's leading maker of fretted instruments by combining tradition with innovation, has made the first major advance in electric guitar technology since the invention of the instrument.

The Gibson Digital Guitar brings the 1930s technology of today's electric guitar into the Digital Age, opening a virtually unlimited array of musical possibilities for guitarists.

The Gibson Digital Guitar System features:

A genuine Gibson guitar, 100% compatible with existing equipment

Gibson's patented HEX pickup, which senses up-and-down motion (like an acoustic guitar pickup) and side-to-side motion (like an electric guitar pickup) for each string

MaGIC-enabled digital transport, carrying multiple channels in both directions over standard Ethernet cable

Gibson's BreakOut Box, with 8 outputs (1/4" jacks)—one for each string, plus classic humbucking pickup output and pass-through for microphone; 2 inputs carry audio back to guitar for monitoring; split mode assigns strings to different amps

Gibson is the only instrument maker to have established industry standard models in every style of fretted instrument – acoustic guitar, electric guitar, resonator guitar, mandolin and banjo. Now Gibson carries on that tradition of innovation by setting a standard for future generations with the Gibson Digital Guitar.

For more information on the Gibson Digital Guitar system and MaGIC technology, please visit **www.gibson.com.**

Tradition, Innovation and Passion: The Gibson Digital Guitar Story

In 2002 Gibson celebrated the 50th anniversary of the Les Paul guitar – a guitar recognized around the world as an icon for rock 'n' roll music – by marking the beginning of a new era in music with the announcement of a revolutionary Gibson instrument: the world's first truly digital guitar.

"It has always been my passion and desire to take creativity and musical expression to a new level, to give musicians a bigger canvas on which to paint, without detracting from the intimate connection between the musician and the instrument," said Henry Juszkiewicz, Chairman and CEO of Gibson Guitar Corp. "The Gibson Digital Guitar opens up a virtually unlimited world of possibilities to guitarists by removing some of the limitations that have been inherent in electric guitar design throughout its history."

Traditional limitations

Since its introduction 70 years ago, the electric guitar's pickup has translated the string vibrations into an electrical signal which is fed to an output connector on the body. Through the years, individual pole pieces have allowed for small adjustments in individual string signals, and the guitarist has some control over tone and volume, but output has always been limited to a mono or stereo signal.

The signal itself is noisy by today's digital standards, and stray frequencies often find their way to the pickups (manifesting themselves in that annoying hum we all have become accustomed to hearing). The guitar cable can also pick up unwanted noise. This is the way electric guitars and cables have always been manufactured – until now.

Digital solutions from Gibson

In 2002 Gibson solved these problems by developing a prototype digital guitar that converts the analog signal into a high-quality digital signal *inside the guitar*. Stray frequencies entering the guitar pickups are completely eliminated along with analog line noise induced through the guitar cable. In other words, the limitations of analog technology are completely removed. A guitarist can run a cable over 2000 meters with *no loss of audio quality*.

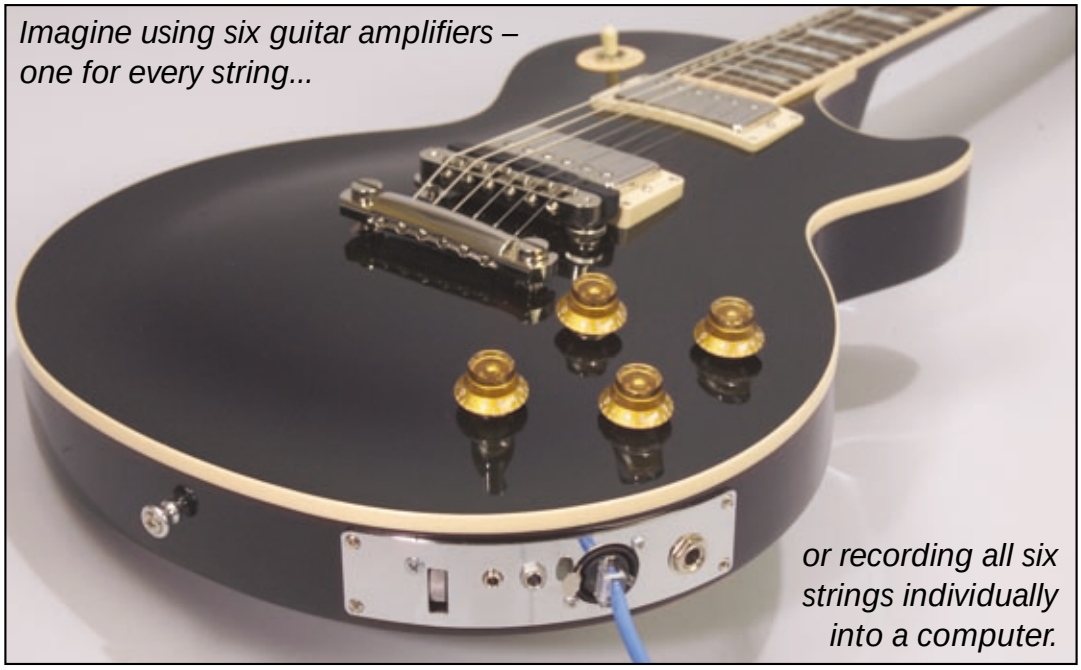
The best part of the Gibson Digital Guitar system is its delivery of signal processing on a *string-by-string* basis, providing increased quality and flexibility. This provides unprecedented control with the ability to adjust volume, pan and equalization *of each string individually*. Imagine using six guitar amplifiers – one for every string. Or recording all six strings individually into a computer. Or sending the six-string digital signal to a compatible guitar processor. The guitarist can have a crunch (heavy metal) sound on the low strings, medium distortion on the middle strings and a clean sound on the high strings.

A variety of third party products will connect to the Gibson digital guitar to create the most advanced electric guitar system in the world.

MaGIC technology

The technology that enables the Gibson digital guitar is an Ethernet media delivery system called MaGIC, developed by Gibson Labs. MaGIC stands for Media-accelerated Global Information Carrier and is designed to replace all wiring systems in the musical instrument field and in consumer electronic applications. The current nest of wires behind home entertainment systems can be replaced by a single Ethernet cable. MaGIC-enabled consumer electronics devices will allow daisy chaining devices and plug-and-play capabilities. For more information about MaGIC please visit www.gibsonmagic.com.

For more on the Gibson Digital Guitar, visit www.gibson.com.



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