Music Industry Day & The Future of Audio + Music Technology™

SUMMIT

A3E™

ADVANCED AUDIO + APPLICATIONS EXCHANGE™

Saturday, June 25, 2016
10:00 AM - 4:00 PM
Music City Center, Nashville TN
TEC Tracks Area, Booth 263

'The Future of Audio' Educational Sessions

Powered by A3E

--- presented at ---

Summer '16 NAMM®

TEC≫TRACKS

SESSION 1 : 10:00 AM - 11:00 AM (TEC Tracks - Booth 263)

A3E Summit Opening: "A3E Nashville Meet Up at the A3E Summit: Breaking The Fear of Machine Intelligence & Virtual Reality"

Join us to kick off A3E's "The Future Of Audio", and delve into the world of Machine Intelligence and Virtual Reality. This opening mixer will bring together Nashville's Music Tech and Music Industry, and will feature special interviews with Justin Evans, the founder of LANDR, and Facundo Martin Diaz, the CEO & Co-Founder of VRTIFY. LANDR utilizes cutting edge Artificial Intelligence to drive an adaptive mastering engine that 'listens' and uses micro-genre detection to make subtle frame-by-frame adjustments based on the unique properties of the song. VRTIFY is revolutionary technology that gives music lovers a way to pair their music with custom-created virtual environments or immerse themselves in the front row of a LIVE concert.

Facundo Martin Diaz
CEO & Co-Founder
VRTIFY

VRTIFY®

Justin Evans
Co-founder & Chief Creative Officer
LANDR

LANDR

Doug DeAngelis
Producer, Composer & Conference Chair
A3E

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A3E™
ADVANCED AUDIO + APPLICATIONS EXCHANGE®

ITARIAN™ Creation

SESSION 2 : 11:00 AM - 12:00 PM (TEC Tracks - Booth 263)
A3E Deep Dive™ Session: **"The Future Of Country Music Production: Kelsea Ballerini"**

What's behind the mainstream pop success of the new generation of country artists like Kelsea Ballerini, Florida Georgia Line and Taylor Swift? Meet the writers, producers, and record executives behind the back to back Number One Hits of Kelsea Ballerini. This masterclass session will showcase the technology and production techniques of Kelsea's chart topping debut album 'The First Time', and explore how hip hop, urban pop, and alternative rock is propelling millennial country artists to new heights at radio and the box office.

Forest Glen Whitehead
Songwriter & Producer

Jason Massey
Co-Producer

Jonathan Roye
Mixer

Doug Johnson
Vice President of A&R
Black River Entertainment

Doug DeAngelis
Producer, Composer &
Conference Chair
A3E

AmpliTube
Acoustic

iRig Acoustic

*** A3E Summit Give-Away! MUST BE PRESENT TO WIN.**

SESSION 3 : 12:00 PM - 1:00 PM (TEC Tracks - Booth 263)
A3E Deep Dive™ Session: **"The Future of Music City & Technology Innovation"**

Nashville will always be "Music City" but, like every other city in the world, profound change is underway. A3E welcomes a panel of Nashville innovators and music tech entrepreneurs to discuss the future of Music City in the Machine Age. Whether you are a musician, technologist, or music industry professional, this is your future and these are leaders that can guide you toward success.

Heather McBee
VP, Accelerator Programming
Nashville Entrepreneur Center

NASHVILLE
ENTREPRENEUR CENTER

Matt Urmy
Independent Artist
Founder/CEO Artist Growth

ARTIST GROWTH

Elyse McKenna
VP Business Development
Applauze

applauze

Kurt Nelson
Founder
Aloopma

ALOOMPA

Paul Sitar
Show Director
A3E

*** A3E Summit Give-Away! MUST BE PRESENT TO WIN.**

Lurssen Mastering
Console

*Session Give-aways: Simply attend that individual session and have your badge scanned.
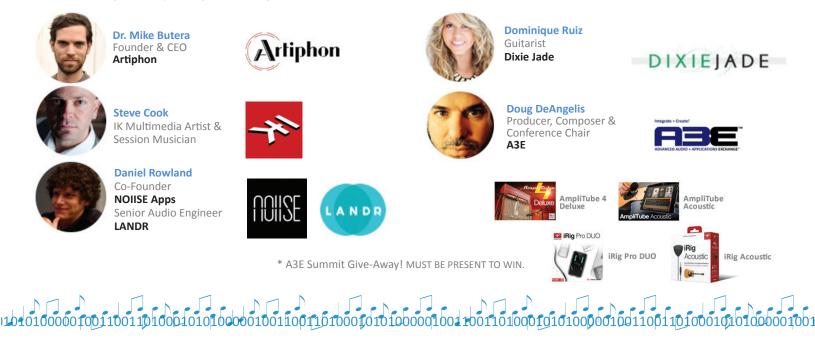
SESSION 4 : 1:00 PM - 2:00 PM (TEC Tracks - Booth 263)
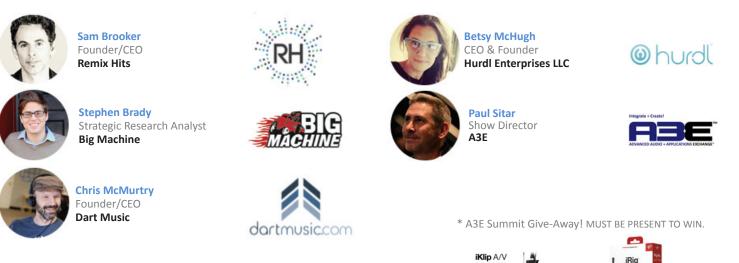**A3E Deep Dive™ Session: "The Future Guitarist"**

New technology is breaking the association of specific instruments to specific genres of music. For decades, keyboard players have monopolized the benefits of computer integration to bolstered high end work opportunities as orchestral arrangers, video game and television composers, sound designers, and session musicians able to produce most any instrument on the planet. Now guitarists can harness the power of computers through an array of new controllers and next generation data protocols. This session will explore new technologies every next generation guitarist MUST know.

Dr. Mike Butera
Founder & CEO
Artiphon

Dominique Ruiz
Guitarist
Dixie Jade

Steve Cook
IK Multimedia Artist &
Session Musician

Doug DeAngelis
Producer, Composer &
Conference Chair
A3E

Daniel Rowland
Co-Founder
NOIISE Apps
Senior Audio Engineer
LANDR

AmpliTube 4 Deluxe
AmpliTube Acoustic
iRig Pro DUO
iRig Acoustic

* A3E Summit Give-Away! MUST BE PRESENT TO WIN.

SESSION 5 : 2:00 PM - 3:00 PM (TEC Tracks - Booth 263)
A3E Deep Dive™ Session: "The Future of Metadata & Business Intelligence for Music Row"

The future of Music Row is data. While the music industry struggles to invent and reinvent the monetization of recorded music, technology to self-produce music is saturating the playing field with content. This panel of music technology experts will explore ways to celebrate the democratization of music through new methods of metadata organization and business intelligence that will reward the creators of great content and foster new opportunities for the professional musician to prosper in the years ahead.
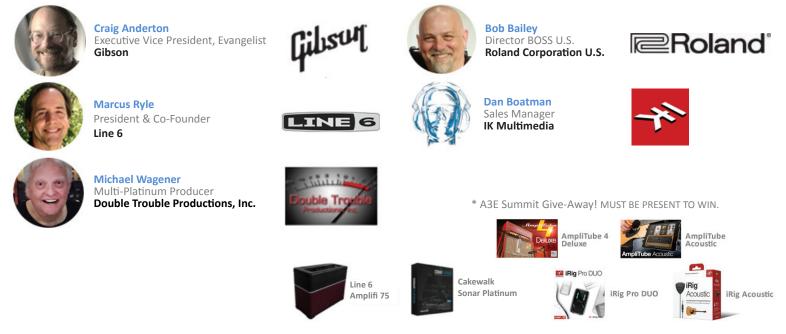
Sam Brooker
Founder/CEO
Remix Hits

Betsy McHugh
CEO & Founder
Hurdl Enterprises LLC

Stephen Brady
Strategic Research Analyst
Big Machine

Paul Sitar
Show Director
A3E

Chris McMurtry
Founder/CEO
Dart Music

* A3E Summit Give-Away! MUST BE PRESENT TO WIN.

iKlip A/V
iRig Mic Lav

ITARIAN
Creation

Winner will be announced at the conclusion of that session. MUST BE PRESENT TO WIN.

SESSION 6 : 3:00 PM - 4:00 PM (TEC Tracks - Booth 263)
A3E Deep Dive™ Session: "The Future Of Instrument & Amplifier Modeling"

While amp modeling has been available for many years, the ability to digitally capture the tone of your own personal amplifier collection and create a high quality library of your own personal studio gear is brand new to most. This panel of leaders in the field of modeling technology will discuss the best techniques to model your own instrument collection, and explore the future of physical modeling hardware, software, and mobile apps.

Craig Anderton
Executive Vice President, Evangelist
Gibson

Bob Bailey
Director BOSS U.S.
Roland Corporation U.S.

Marcus Ryle
President & Co-Founder
Line 6

Dan Boatman
Sales Manager
IK Multimedia

Michael Wagener
Multi-Platinum Producer
Double Trouble Productions, Inc.

* A3E Summit Give-Away! MUST BE PRESENT TO WIN.

AmpliTube 4 Deluxe

AmpliTube Acoustic

Line 6 Amplifi 75

Cakewalk Sonar Platinum

iRig Pro DUO

iRig Acoustic

Thank you for attending the A3E Summit 2016 at Summer NAMM...

Mark your calendars for A3E & The NAMM Show 2017...

What: A3E Summit @ The NAMM Show 2017
When: Friday, January 20th & Saturday, January 21st, 2017
Where: Anaheim Convention Center, Anaheim California USA

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the **NAMM** show¹⁷

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