

## Press Release – for Immediate Release



### All systems are go for Synthplex™ on March 28-31, 2019

Encino, CA June 13, 2018 – We are pleased to formally announce the launching of Synthplex which is a new annual “all things synthesizer” event that will feature; Trade show exhibits/ Educational & technology based seminars/ history lesson seminars/ Master Q&A Sessions with Legendary icons/ Hands-on DIY Synth build workshops/ Live synth concert performances every evening/ Pop-up synth museum and a Saturday evening sponsored Dinner Banquet with house band & key note speaker.

#### WHO WILL ATTEND?

Synthplex is open to consumers, artists, manufacturers, music stores and their buyers, studio owners, music schools and their students and Synthplex will feature synthesizer related products from most today’s premier manufacturers.

#### WHY?

In this age of on-line social media, there is no substitute for people coming together face to face. **One on one relationship building is the reason for having such an event...** We have an excellent community of synthesizer enthusiasts and we look forward to when we can meet up, interact and learn new things about synthesis. Until now, California had nothing like Synthplex and therefore we have launched it right here in the heart of the music business world. In our *synth community*, there are many great people and great friendships that already exist, and at Synthplex many new friendships will be created, and *Synthplex is where likeminded people come together for the love of all things synthesizer.*

#### WHERE?

Los Angeles/ Burbank/ Hollywood is the ideal location and we have selected the LA Marriott Burbank Airport Hotel & Convention Center as the prime location. Synthplex Burbank will take place in the heart & soul of the west coast music industry. The LA Marriott Burbank Airport Hotel & Convention Center is rather large and has a rather large convention center next door. The hotel has plenty of quality rooms & suites (488 total) for those traveling to Synthplex from outside of the area.

LA Marriot Burbank Airport Hotel & Convention Center  
2500 North Hollywood Way  
Burbank, CA 91505

#### WHEN?

The dates are now secured & contracted for **March 28-31, 2019.**

*Note: We carefully selected Synthplex to be in late March, to offset, by 6 months, from Knobcon in Chicagoland. Late March also keeps us from conflicting with electronic music performers who may be booked for SXSW in Austin and this puts us a couple weeks ahead of Coachella. Furthermore, we would not be conflicting with Moogfest, which is slated for April 25 – 28<sup>th</sup> in 2019. Nor do we conflict with Superbooth in Berlin, which runs in May. Their 2019 dates have not been announced yet.*

#### GEAR EXHIBITS:

Our Synthplex exhibit hall has over 20,000 square feet, and it will be set up in three adjacent rooms to help curb noise levels and to group exhibitors by *types* of products. One room for **MODULAR**, another

room for **HARDWARE** synths & accessories and a third room for **SOFTWARE** virtual synths. This gives us three separate exhibit hall areas and will allow visitors and exhibitors to interact in a quieter environment. We also have a “silent area” for exhibitors who wish to communicate with their customers using only headphones & headset microphones. This is in our **SILENT LOBBY** area.

#### **EDUCATIONAL SEMINARS:**

At Synthplex we believe it is critically important that we continue to educate and train the newer generations so that the love for synthesizers does not die out. We will have experts giving technical seminars to the attendees all weekend long. We will provide seminars for all levels, beginner, intermediate and experts. By providing these basic beginner synthesis topics, we can do our part to grow & seed the younger generation coming up in the synth world.

#### **HOW TO PATCH EURORACK SEMINARS:**

We will offer seminars on Eurorack gear and how to utilize certain modules and how to create unique patches using CV and sequencers and clock sources. We believe that many more people would jump into the Eurorack market if they had a better understanding of the technology... This is a deep subject area and there will always be a need to educate those end users in the techniques of how to use the various modules in conjunction with each other.

#### **SYNTH RELATED COMPANY HISTORY SEMINARS:**

At Synthplex we will have seminars on the history of synthesis, synthesizers and their manufacturers. This first year, we have recruited Marc Doty, who is now with Buchla USA. In the future we will call upon other moguls like; Dave Smith, Tom Oberheim or Roger Linn, and a whole host of others.

#### **POP-UP SYNTH MUSEUM:**

Each year Synthplex will curate a pop-up museum featuring a wide range of unique and rare vintage synthesizers. Our Synthplex Pop-up museum will allow visitors to play these vintage instruments and have a museum docent there to guide them and teach them. The Pop-up museum will be a big draw for all synthesizer fans near and far. Each year, the proceeds to this Museum will go to a music-based charity and we will soon formally announce in a press release who are charity is this first year.

#### **MASTERS SESSIONS WITH INDUSTRY LEGENDS:**

Synthplex will have a Q & A interview/ talk with a couple different industry legends each year, and just some of the local legends, whom are in our sights are; Mark Mothersbaugh, Gary Numan, Ben Burt (Star Wars sound designer), Hans Zimmer, Tom Oberheim, Dave Smith, Roger Linn, Tom Holkenborg (Junkie XL), Steve Duda, Erik Norlander, Diego Stocco, Martin L. Gore, Gene Stopp, Brian Kehew, etc... We will have a moderator/ host that will have prepared the questions in advance and we will live stream these Master Sessions out onto the interwebs.

#### **DIY BUILD YOUR OWN SYNTH SEMINARS:**

Each year, Synthplex will draw upon a few synth manufacturers, to sponsor and offer DIY building classes, where people can build their own synth module, be it a Eurorack or some other small format desktop design, and the class sizes will be likely limited to 12 to 24 people per session.

#### **THE SPONSORED BANQUET:**

Saturday evening Synthplex plans to have a sponsored (**Insert company name here**) Gala Banquet with

a key note speaker, who could be; the Company President, the Head Engineer/ Designer or one of your legendary performing artists. Additionally, the sponsor will provide entertainment with their “house band”. This gala banquet will also have fabulous raffle & door prizes from the sponsor. Free raffle tickets will be handed out as they enter the banquet room. Based upon available space, attendance to this event is currently limited to 300 attendees and tickets are be sold separately.

**OUTDOOR BBQ WITH MODULAR ON THE SPOT:**

Each day, Synthplex will have an outdoor lunch service in the Courtyard, located in between the Hotel & Convention Center, where we will serve; fresh street tacos, burgers (meat & veggie), hotdogs, Caesar salads (with or without chicken) and other choices for all dietary needs. Modular on The Spot will have artists performing live Eurorack sessions during the lunch hours. MOTS schedule is daily from 11am to 2:00pm. These outdoor sessions are free and open to the public.

**LIVE SYNTH MUSIC EVERY EVENING:**

Every night we will have live synth and DJ music going on that is both up-beat and mellow and going on in different rooms. So, you can easily chose what vibe you wish to experience at that time. We plan to offer as much diversity in electronic musical genres as possible. We have a wide range of artists on our hit list and we are developing our artists roster over the next few months. We will be continually making formal announcements on our Facebook page as each new artist is booked.

**LIVE INTERNET BROADCASTING - VIDEO & RADIO:**

We will have a live channel feed on YouTube or Facebook showcasing the various events, such as; new products, live performances and some of the seminars. We also are in contact with Dublab to have them broadcast live from Synthplex and have them conduct interviews with our various guests and have them DJ synth-based music out onto the interwebs.

**SYNTHPLEX LLC:**

Is owned and operated by entrepreneurs and synthesizer enthusiasts; Michael Learmouth & Michael Lehmann Boddicker. To request an interview or get further information please contact us at: [mlearmouth@synthplex.com](mailto:mlearmouth@synthplex.com) or [MLedBod@synthplex.com](mailto:MLedBod@synthplex.com) Synthplex is a trade mark ™ owned by Learmouth & Boddicker and they are in the process of formerly registering it.