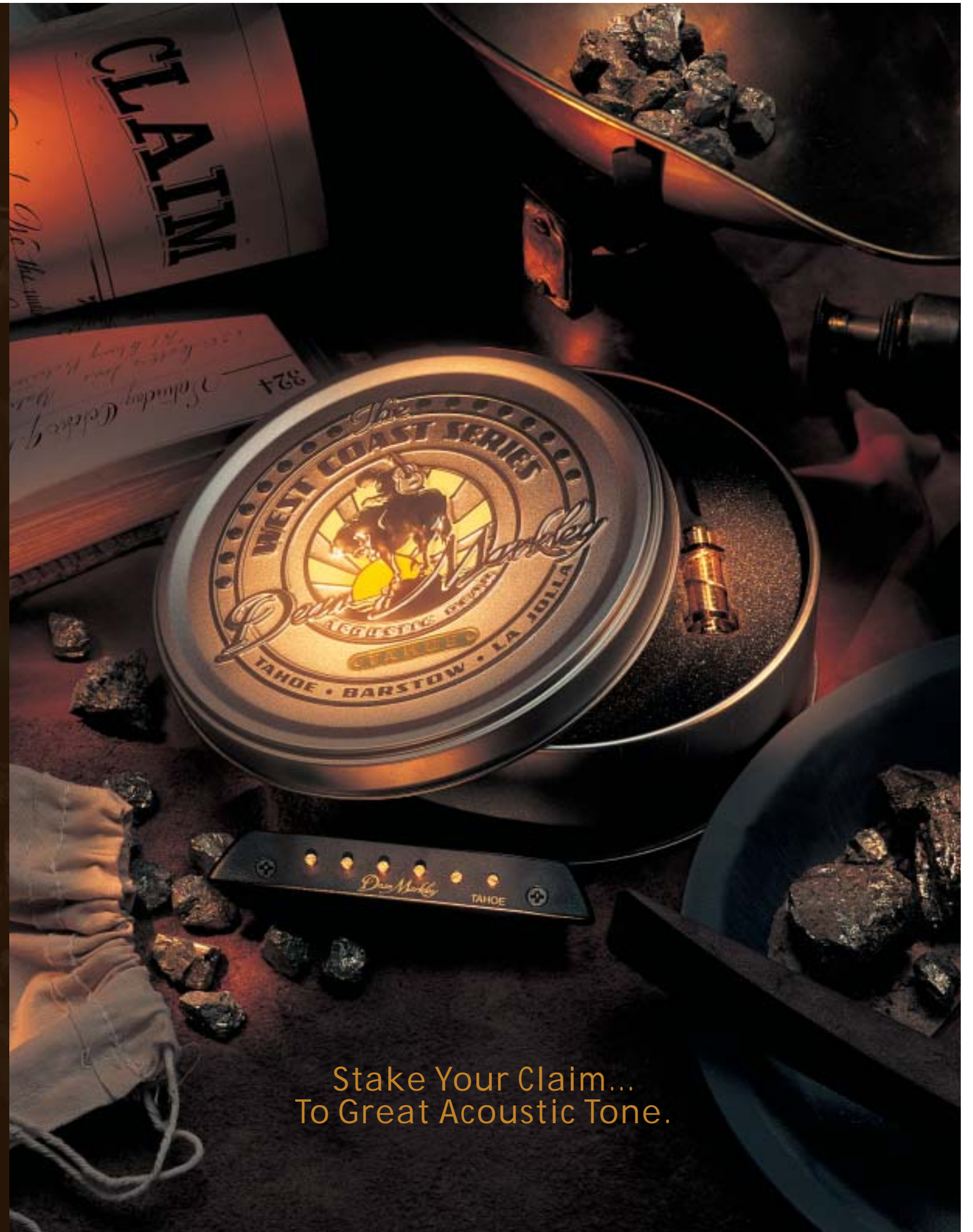




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Note: Prices & Specifications are subject to change without notice.



Stake Your Claim...
To Great Acoustic Tone.

For more than 30 years at Dean Markley, it has been all about tone. Our ProMag™ pickups have set new standards for amplified acoustic reproduction. The ProMag Gold™ and ProMag™ Grand™ feature a patented, humbucking coil design. The ProMag™ Gold™ pioneered the use of Gold-Plating for sonic benefits. It was no accident the standards were set so high—because at Dean Markley, we know tone, and we know what works best for your acoustic guitar.

It's no secret that the ProMag™ has been the number one selling acoustic pickup for years. But now, we've seriously raised the tone bar once again by introducing our new West Coast Series™ pickups and pickup systems. The West Coast Series™ is a superior, high-quality line of Acoustic Gear™ for musicians who want the best in Acoustic Amplification and know the best when they hear it.

This catalog highlights the current range of our exciting West Coast Series™. The flagship product is our patent-pending, top-of-the-line Trilogy™ pickup system (three pickups in one!). The WCS™ line continues with a super-sensitive, high-quality, under-the-bridge-saddle transducer, available in both active and passive configurations. To top off the line, we've added our fabulous La Jolla™ system, a combination transducer/magnetic stereo pickup system.

Markley's West Coast Series™ is good for your soul—and the body of your instrument. West Coast Series™ products make it unnecessary to drill holes or mar the look of your beautiful, prized guitar. West Coast Series™ pickups go in and out of your guitar with little effort, and the pickup systems are easily adaptable and expandable to adjust to your ever-changing musical needs. Kinda makes it all a little nicer (and more musical) than in the past.

We're very proud of what we've accomplished with our first round of the West Coast Series™. We invite you to step up to the (somewhat raised) bar and become a Dean Markley West Coast Series™ player. Search the world over, you will not find better acoustic-amplification products anywhere.

Enjoy our catalog—and enjoy the new West Coast Series™!

Dean Markley



GOLD RIVER™ ACCELERATOR JACK™

Because of its discrete Class A preamp with superior circuit design, the Gold River™ Accelerator Jack™ greatly increases the headroom, tone, and output—of any piezo pickup.

The Gold River™ Accelerator Jack™ is Dean Markley's Gold-Plated stereo end-pin jack with a discrete Class A preamp integrated inside the jack housing. "Look, Ma. No unsightly holes!" The Gold River™ Accelerator Jack™ improves the tone of any under-the-bridge-saddle™ transducer or stick-on piezo pickup. And... because it's a stereo jack, it can accommodate a second pickup (magnetic). Because the Gold River™ Accelerator Jack™ has a discrete Class A preamp and superior circuitry design, using it greatly increases headroom, bass response, and output to your amplifier.

Dean Markley's West Coast Series™ Gold River™ Accelerator Jack™ is unlike any other preamp jack—it's two exceptional jacks in one. Yes, the Gold-Plated Stereo End-Pin Jack™ is a super-high-quality device. But... to Channel A (the one that goes to the tip of a male stereo plug), Dean has added a built-in discrete Class A preamp. You'll love the clean, enriched sound that comes through this channel from your piezo pickup.

Channel B is wired, without tone alteration, directly through the jack, going to the "ring" of a male stereo plug. This is the channel that allows you to add a magnetic pickup to your system.

The Gold River™ Accelerator Jack™ works with all Dean Markley piezo transducers as well as with any other brand of piezo pickup you may now have installed in your guitar. (So you can hook-up another brand of transducer, we include an additional connector with wire and male mini-jack.)



STEREO CABLE

Light-weight, low-capacitance, Gold-Plated jacks, so you get the best signal transmission from your pickups to your guitar. Color-coded jacks let you know which jack is going where.

Dean Markley's West Coast Series™ Stereo Y Cable cleanly passes your pickup's signal without loss of tone. And we've made it a thinner cable, so it will fit more easily into your guitar case.

This is the cable you'll want so you can get the very most out of your stereo La Jolla™ Active™ and/or La Jolla™ Passive™ pickup systems.

Outstanding features of the West Coast Series™ Stereo Cable:

- Gold-Plated jacks for better connection, better signal transfer
- Comes in 20-foot length for added mobility
- Color-coded Y jacks—so you know which pickup is going where
- Affordable stereo cable



TAHOE™

This super-sensitive single-coil magnetic pickup has Gold-Plated adjustable pole pieces for perfect string-volume adjustments. It features a Gold-Plated Stereo End-Pin Jack™.

The Tahoe™ single-coil acoustic sound-hole pickup is one of Dean Markley's state-of-the-art West Coast Series™ pickups.

Tahoe's special Qwik-Knx™ connector, located on the underside of the Tahoe™, was developed to allow the Tahoe's quick and easy installation or removal.

Because the 24-karat Gold-Plated End-Pin Jack is a stereo jack, you can install a second passive pickup in your guitar for stereo. You could use a piezo pickup (Sweet Spot™ or Barstow™ by Dean Markley) and a Tahoe™, or use a microphone and a Tahoe™ together. Thus, you would use a stereo Y cable to send each pickup's signal to a different amplifier or "channel," setting each channel's tone independently. Use different effects on each pickup; you can get some fantastic sounds. Put a chorus pedal on one pickup and a flanger on the other. Try ideas using effect pedals you think would create exciting sounds.

Outstanding features of the Tahoe™ magnetic pickup:

- Adjustable 24kt pole pieces to set each string's volume for any guitar or any gauge of strings.
- Dean Markley's 24kt Gold-Plated Stereo End-Pin Jack provides greater conductivity for cleaner, clearer signal.
- Tahoe™ works perfectly with the Dean Markley Barstow™ bridge-saddle transducer. This transducer can be wired directly onto the second lug of the Gold-Plated stereo end-pin jack™.



TRILOGY™

Trilogy™ is Markley's most advanced pickup system, having three pickups—Piezo under-the-bridge-saddle, magnetic sound hole, and condenser microphone—all in one housing.

You can't ask for much more than Trilogy™, the world's most advanced acoustical reproduction pickup system ever.

Trilogy™, a patent-pending design, incorporates three pickups in one unit, which is the housing that goes into the sound hole.

Trilogy™ incorporates a discrete Class A preamp inside the pickup housing. There's also a volume control for each pickup, along with a master volume control, allowing total control over all pickups, right from your guitar. All of this is on, or inside, Trilogy™—no more drilling unsightly holes in your prized guitar.

Install Trilogy's under-the-bridge-saddle piezo pickup, the Gold-Plated end-pin jack™, and the Trilogy™ magnetic pickup in the sound hole. Then put the battery holder and battery inside the guitar, connect the mini-jacks, and you're ready to go.

Adjust the master volume to a sound level you think is right. Then raise the volume on each of the three pickups—magnetic soundhole, piezo, and condenser microphone, housed inside the bottom of the Trilogy™—to your desired level.

You'll discover tones and effects you never dreamed of with any other type of pickup system.

Trilogy™... setting a new standard in acoustical-amplification systems.



The World's Most Advanced Pickup System

Trilogy™ is a revolutionary design in acoustic amplification systems. It actually incorporates three separate pickups—plus a preamp—in a single housing. Each of the three pickups is the very best of its type. And... Trilogy™ does not require cutting unsightly, tone-changing holes in your beautiful guitar.

Why is using three pickups in one so important to your sound?

Throughout the history of acoustic-pickup design, there have been three basic types of acoustic pickups. Each design has its merits and flaws, and companies have endlessly attempted to engineer the best tone into each design.

- **The magnetic pickup** (also called a sound-hole pickup): A magnetic pickup is installed in the sound hole and "picks up" the magnetic responses of the strings—similar to a pickup used on an electric guitar. The pickup's coil windings, pole-piece sizes, and magnet size are all designed to produce the most accurate "acoustic" tone. The magnetic pickup is usually more bass-responsive. The pickup actually receives its response from the magnetic-steel core of bronze or brass acoustic guitar strings. These pickups produce very little feedback and do not require a preamp. Some are portable "pop-ins," and they are the most popular for quick installations and a decent tone.

- **The transducer pickup:** A transducer pickup senses vibrations. Two types are popular—a stick-on style, which may be placed at different locations on the guitar top, and an under-the-bridge-saddle pickup, installed under the bridge saddle. Unfortunately, with stick-on-type transducers, the response from the top of the guitar will also pick up unwanted nuances, such as finger, pick, and arm noises.

A better system is the under-the-bridge-saddle transducer. This pickup reduces unwanted noises and has good acoustic tone, although the tone is more "trebly" than the magnetic pickup's. This transducer may be used with or without a preamp. Using a preamp will increase the response, and, with tone controls, it can be an excellent choice for a permanent installation.

- **The condenser mic:** A microphone inside the guitar produces very good acoustic tones. Care must be used, however, because of the possibilities of increased feedback and the inherent proximity effect. Simply put, the proximity effect tends to produce higher levels of bass tones. Furthermore, for superior tone, a condenser mic must be used and driven by a battery-powered preamp.

Enter the patent-pending superior design of the Trilogy™ pickup. Trilogy's outstanding features utilize the very best of all three types of acoustic-amplification devices:

- A superior magnetic pickup—This is an extremely low-noise single coil pickup with individual string adjustments for balanced tone.
- A superb under-the-bridge-saddle transducer pickup—For independent response of each string, this transducer has six individual sensors. The Gold-Plated casing provides a level surface for equal string volume.
- A high-quality condenser mic located inside Trilogy™.

In addition, Trilogy™ offers the following advantages:

- A blender pickup system that does not require cutting any unsightly tone-altering holes in your fine guitar
- Gold-Plated pole pieces, connectors, and end-pin jack
- A preamp system conveniently hidden within the pickup assembly
- Easy installation, with no soldering required (Installation normally takes 30-45 minutes.)
- Easy removal, as all components use plug-style connectors
- Easy-to-reach volume controls for onboard adjustments



BARSTOW™ PASSIVE™

A high-performance under-the-bridge-saddle transducer with Markley's 24kt Gold-Plated Stereo End-Pin Jack™—plus mini-jacks for quick and easy installation.

The Barstow™ Passive™ pickup provides fantastically accurate acoustical reproduction, great tonal qualities, even string balance, and extremely easy installation. After the simple installation, the only reminder of this amazing pickup is the gold—golden tone, gold End-Pin Jack.—No maintenance, no unsightly appendage to your beautiful instrument.

Dazzling beauty is only part of the special advantage of the 24kt Gold-Plated Stereo End-Pin Jack™ on your Barstow™ Passive™. It also allows you to unobtrusively connect a second passive pickup, so you can run both in stereo to special-effects devices and amps.

And when you're ready to do more experimenting with your playing and tone, the Barstow™ Passive™ is prepared for upgrading.

Outstanding features of the Barstow™ Passive™ transducer:

- Six individual, highly sensitive piezo sensors
- Sensors mounted in 24kt Gold-Plated housing—Stability of housing provides better tone and string balance.
- Unique housing—quick installation without the usual problems of dead or weak strings
- Mini-jacks for quick installation—No soldering required.
- 24kt Gold-Plated Stereo End-Pin Jack™ allows adding passive magnetic pickup (such as Dean Markley's Tahoe™ or ProMag™) for true stereo capabilities when using stereo cable.



BARSTOW™ ACTIVE™

Same great high-performance Under-The-Bridge-Saddle Barstow™ transducer—with built-in discrete Class A preamp and mini-jacks for quick and easy installation.

Here's where Dean smiled on the piezo transducer lovers. He took the same great high-performance Barstow™ Passive™ piezo transducer pickup and built into it a discrete Class A preamp. This allows the Barstow™ Active™ to beautifully enhance acoustical reproduction while adding more headroom and boosting the bottom end. And... incredibly, it is hidden in the beautiful 24kt Gold-Plated Gold River™ Accelerator Jack™. Beautiful jack, beautiful sound.

Outstanding features of the Barstow™ Active™ Transducer:

- 24kt Gold-Plated Gold River™ Accelerator Jack™
- Discrete Class A preamp—hidden in the jack
- Adds more great acoustic reproduction by boosting the Barstow™ signal.
- Gold River™ Accelerator Jack™ gives your guitar more headroom and boosts the bottom end.
- Stereo End-Pin Jack™ allows adding passive magnetic pickup (such as Markley's Tahoe™ or ProMag™) for true stereo capabilities when using a stereo cable.



LA JOLLA™ PASSIVE™

A true stereo pickup system—High-performance Barstow™ UTS Transducer, Tahoe™ sound-hole pickup, 24kt Gold-Plated Stereo End-Pin Jack™, Quick & easy installation

Dean Markley's West Coast Series™ La Jolla™ Passive™ is a true stereo pickup system. It includes both the Dean Markley Tahoe™ sound hole pickup and the Dean Markley Barstow™, a Gold-Plated Under-The-Bridge-Saddle™ transducer pickup. This dual pickup system allows you to enjoy the wonderful tone benefits of each style of pickup. In this stereo configuration, each pickup may be equalized separately for a fat, rich tone. The Tahoe™ sound-hole magnetic pickup will produce excellent bass and mid-range response, while the transducer will provide you with more transparent mid-range and glassy highs.

In the past, guitarists have "improvised" similar systems, but the La Jolla™ Passive™ is truly the first complete stereo unit with "voiced and matched" components. To enjoy the true La Jolla™ stereo pickup system, you will need to have a stereo Y cable, which your friends at Dean Markley just happen to have available for you.

Outstanding features of the Barstow™ Passive™ system:

- Barstow™ Under-The-Bridge-Saddle high-efficiency transducer
- Tahoe™ sound-hole pickup—excellent bass, mids, and highs
- 24kt Gold-Plated Stereo End-Pin Jack™
- Qwik-Knx™ connector on Tahoe™—Install and remove quickly.
- Mini-jack connectors—No soldering needed.



LA JOLLA™ ACTIVE™

Same great stereo pickup system as the La Jolla™ Passive™—with built-in discrete Class A preamp, mini-jacks, and Qwik-Knx™ connectors for quick and easy installation.

Dean Markley's West Coast Series™ La Jolla™ Active™ pickup is a true stereo pickup system with incredibly great tone and natural acoustic reproduction.

The La Jolla™ Active™ pickup system perfectly unites the Gold River™ Accelerator Jack™ with two world-class pickups, the Dean Markley Tahoe™ magnetic sound-hole pickup and the Barstow™ Gold-Plated transducer pickup. The Barstow™ transducer pickup is connected to a discrete Class A preamp housed inside the Gold River™ Accelerator Jack™. The Tahoe™ (a passive pickup needing no preamp) is wired to the passive channel of the Gold River™, going directly to your amplifier system. This specially designed Gold River™ Accelerator Jack™ increases headroom, expands tone and output, and is completely internal.

The La Jolla™ Active™ stereo system allows you to enjoy the wonderful tone benefits of each style of pickup. In this stereo system, each pickup may be EQ'd separately for a fat, rich tone with clean, defined mids, and crystal-clear highs. The Tahoe™ sound-hole magnetic pickup produces excellent bass, mid-range, and high-end response, while the Barstow™ transducer provides you with a more "transparent" mid-range and glassy highs.

In the past, guitarists have "improvised" similar systems, but the La Jolla™ Active™ is truly the first complete stereo unit with "voiced and matched" components. (You need a stereo Y cable to enjoy all the La Jolla™ stereo features.)