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## **BUCHLA ELECTRONIC MUSICAL INSTRUMENTS DEBUTS AT 2012 WINTER NAMM SHOW**

**January 19, 2012, NAMM Convention, Anaheim, CA:** One of the most respected electronic musical instrument design companies is now under new ownership, with exciting plans for the company's immediate and long-term future. Buchla & Associates, the company founded by legendary synthesizer designer Don Buchla, will soon be known as Buchla Electronic Musical Instruments. Don Buchla will remain very active at the company in the role of Chief Technology Officer.

The acquisition of Buchla & Associates will provide a slew of new resources for the design, manufacturing, sales, and marketing of their products that were previously unavailable to the company. These resources will enable Buchla to introduce more innovations in music technology, as well as allowing the Buchla product line to expand into new areas that will make their instruments available to a much wider range of musicians.

Making its debut at the 2012 NAMM Show, Buchla Electronic Musical Instruments is comprised of music and audio industry veterans who hold Buchla's innovations in the highest esteem. In addition to Don Buchla in the CTO role, the new company includes principal directors Danny Olesh, John Fuller, and Lewis Chiodo, and president / CEO Michael Marans, each of whom have decades of experience in the electronic musical instrument and pro audio industries.

"Don has been a major contributor to our industry for over 50 years," noted Marans. "His legacy -- and the Buchla name -- is now in the hands of people who care deeply about Don, his work, his place in history, and last but not least, the musicians who use his

remarkable inventions. We're very much looking forward to supporting Don's vision for the next generation of truly innovative and expressive electronic musical instruments."

More information about Don Buchla, his products, and his history can be found at [www.buchla.com](http://www.buchla.com).

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***About Buchla Electronic Musical Instruments***

Buchla Electronic Musical Instruments, LLC, is the new incarnation of Buchla & Associates, the world-renowned designer and manufacturer of electronic musical instruments. Founder Don Buchla is known as the co-father of the analog synthesizer, and has been the creator of highly innovative electronic music tools for over 50 years.

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