

Carlos

Carlos Juan

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Carlos Qualified for the German Innovationspreis IT 2009

CARLOS Amplification is proud to be qualified for the German Innovationspreis IT 2009, an initiative for the German Middle Market (Mittelstand), chaired by the Federal Ministry of Economy and Technology. CARLOS Co. participated in this years Innovationspreis IT with their Acoustic Guitar Transducers in the category Consumer Electronics. „We are very flattered for being awarded as qualified for the Innovationspreis IT 2009, ranking within the top 20 participating companies together with winners and nominees.” States Carlos Juan, guitarist and owner of Carlos Amplification. This success is encouraging us in continuing with our product and quality philosophy to only produce detailed and high quality products with their exceptionally objective and reference-grade character - may it be our newly introduced CP-1 OEM or our high end CP-1A VIP pickup or the special boutique design of Custom Lim. editions such as the CP-1 High-End Black Box series.

The qualification for the Innovationspreis IT 2009 represents another milestone in the company history of a single-man who succeeded in accomplishing what multi-million dollar music companies could not do. Starting in the late 1990s when Carlos Juan acted as sideman to his guitar heroes as well as a supplier to the VIP guitarists of sophisticated, high precision acoustic & jazz amplifiers and pickups. In 2002 a special range of CP-1A VIP pickups was created specifically designed for use in extreme and highly risky huge-venues conditions without any feedback. Carlos CP-1 High-End pickups were immediately distinguished due to their exceptionally natural sounding tone quality & small wooden-boxed preamps, a degree of technology that remained groundbreaking. Carlos made the paradigm shift from VIP „best kept secret” tool to luxury brand in 2006, making it available to the public in limited editions: „Eric”, „Carlos” and „Vicente”. Launched on the international market Carlos has become one of the most exclusive and recognizable brands on the global market of finest guitar amplification with pickups ranging from US\$ 390.00 - 1890.00. Carlos Juan’s professional career has spanned over 3 decades and has been marked by a constant desire to produce finest guitar products for his own concerts and his guitar heroes, and to expose his true love for Guitar World, rather than to enjoy commercial success.

It is unusual that such a boutique brand goes OEM after 10 years but at this point the manufacturers have realized the superior quality and added value represented by Carlos brand-name associated with today’s most prominent guitarists as George Benson, Pat Metheny, Larry Coryell, Eric Clapton, Mark & David Knopfler, Brian Adams, John Fogerty, Oscar Castro Neves, Badi Assad, Neil C. Young, Gary Moore and many more implied as references and/or clients. David Knopfler states: „There is no one that I trust more when it comes to acoustic guitar amplification then Carlos Juan”. George Benson, who owns two of Carlos Jazz Amp prototypes loves his attitude adding „ a very pleasant man” and Larry Coryell refers to Carlos Jazz Amp as „The Mercedes of Amplifiers”.

For more about Carlos Amplification please visit www.carlosjuan.com