

# Yamaha acquires Line 6

Yamaha gave itself an early Christmas present with a swoop for guitar technology company Line 6.

The Japanese giant will continue to operate Line 6 as a wholly owned subsidiary and will retain the current management team at the firm.

The acquisition expands Yamaha's portfolio of modeling guitar processing products as well as pro-audio equipment.

Line 6 pioneered the digital modeling guitar amplifier in 1996 and introduced other groundbreaking products such as POD multi-effect processors, digital effects, guitar amplifiers, modeling guitars, a range of professional instrument and microphone digital wireless systems, digital live sound mixers, speakers, and iOS interfaces.

"I am very happy that Line 6, which has been creating innovative products and creating new market opportunities consistently over its history, will become a member of the Yamaha group. We look forward to accelerating our growth strategy by pursuing the beneficial effects from both companies and by utilising Line 6's core brand power centered on guitarists that is so highly regarded worldwide as well as its unique technology, planning and development capabilities" said Takuya Nakata, president of Yamaha Corporation.

"For over 30 years of developing products, and even further back to my earliest memories as a developing musician, Yamaha has been the brand for which I have always had the most respect," said Line 6 co-founder and chief strategy officer Marcus Ryle. "Yamaha has consistently set the standard in our industry for quality and innovation, and I am very proud for Line 6 to now be a part of this incredible legacy."

"Yamaha's acquisition of Line 6 will help accelerate the realisation of our vision to drive innovation for musicians across the globe," said Line 6 CEO and president Paul Foeckler. "We're proud that Yamaha recognises the innovation and value in our people, IP and processes and we're excited about the opportunities ahead to expand our reach."