



think : music



We are a business innovation consultancy

Catapult Thinking helps customer-focused companies discover and capitalize on new business opportunities, create strong brands and design compelling customer experiences – all with a focus on marketing ROI.

Our multidisciplinary teams share a passion for delivering insightful research, innovative strategies, creative communication and personal service in an offer we call:

CatapultThinking®



PLANET WAVES[®]
MUSIC UTILITY COMPANY



We develop innovative solutions

Catapult Thinking uses research-led strategy to define market and brand opportunities, and strategy-led design to build experiences that satisfy customer needs, instill loyalty and drive sales.

Opportunity Design™

Integrates research insights, business innovation thinking and creative execution to define new markets and revenue opportunities.

Brand Strategy

Clarifies brand promises and powers consistent and meaningful customer experiences.

Customer Experience

Translates strategy into creative and evocative brand touchpoints across channels, media and segments.

FISHMAN®

True Life. True Live.

Aura® Acoustic Imaging Pedals

Reveal the true, unique voice of your instrument
in any amplified performance™

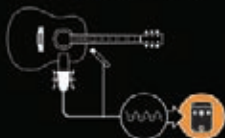
EXPERIENCE AURA

Aura technology will produce an immediate and dramatic improvement of your amplified sound, while protecting its purity. Aura Acoustic Imaging Pedals blend the sound from your guitar's undersaddle or soundhole pickup with Fishman's proprietary studio-mastered Images — digital algorithms created using the world's most popular guitars and studio microphones.

MATCH YOUR GUITAR. UNVEIL ITS SOUND.

There is an Aura Acoustic Imaging Pedal for each of the six major acoustic guitar types. All feature 16 studio-mastered Images created for that specific instrument. Since each Aura Acoustic Imaging Pedal is matched to a specific guitar type, it's essential to use the right one for your instrument. For example, if you have a Dreadnought, be sure to use the Dreadnought Aura Pedal.

Fishman Sound Life
We create the Images that go into each Aura pedal.



Your Performance Setup
You use Aura to improve the quality of your amplified sound.



6 Pedals, Infinite Possibilities
Match your instrument to the appropriate Aura Pedal.

- DREADNOUGHT
- CONCERT
- ORCHESTRA
- JUMBO
- NYLON
- 12 STRING



SHURE



Bigsby



**BIGSBY
TRUE VIBRATO
TAILPIECES**

TONE CONTROL. SIGNATURE PROFILE.
YOUR GUITAR WOULD LOVE A BIGSBY.
**FOR ANY GUITAR THAT MATTERS,
THERE'S A BIGSBY TO TOP IT OFF.**

CRAFTED IN AMERICA SINCE THE 1940S.
PUT TO GOOD USE BY THE WORLD'S
MOST MEMORABLE GUITARISTS.

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Bigsby

B3 **B7** **B5**

Our work in the music industry spans more than 10 years and includes collaborations with manufacturers, distributors and retailers, musicians and engineers, teachers and parents. We would welcome the opportunity to meet with you and discuss our music industry experience in more detail.

Berkleemusic.com

D'Addario & Co.

DigiTech

Fishman

Gretsch

Harman

JBL

Korg

Planet Waves

Pro-Mark

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Learn more about how Catapult Thinking
can help your business:

www.CatapultThinking.com



Catapult Thinking®

Opportunity Design | Brand Strategy | Customer Experience

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