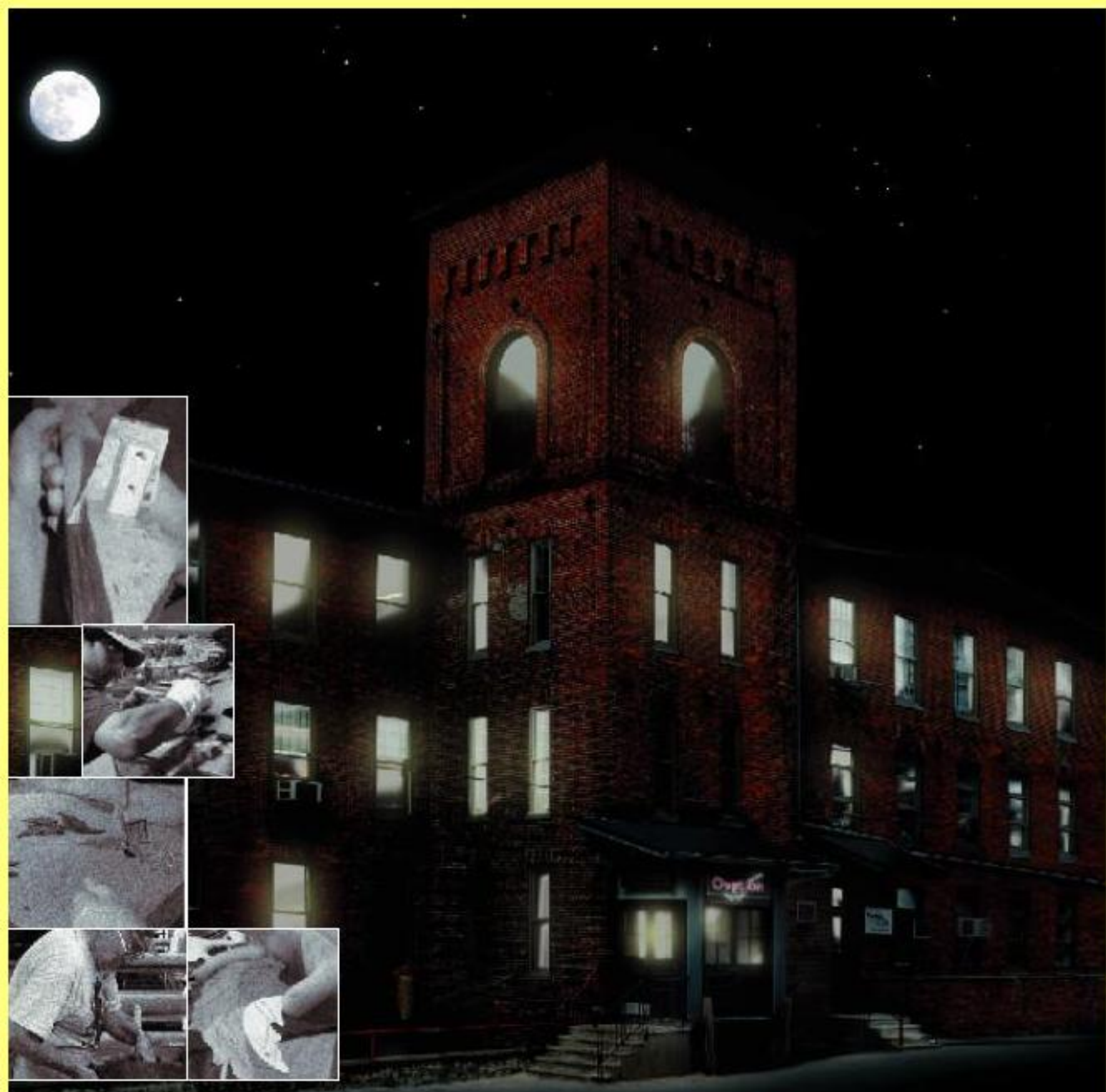




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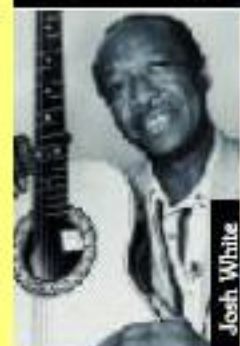


OvationUSA

The Sixties

The Seventies

The



Josh White



Glen Campbell



Outside The Box

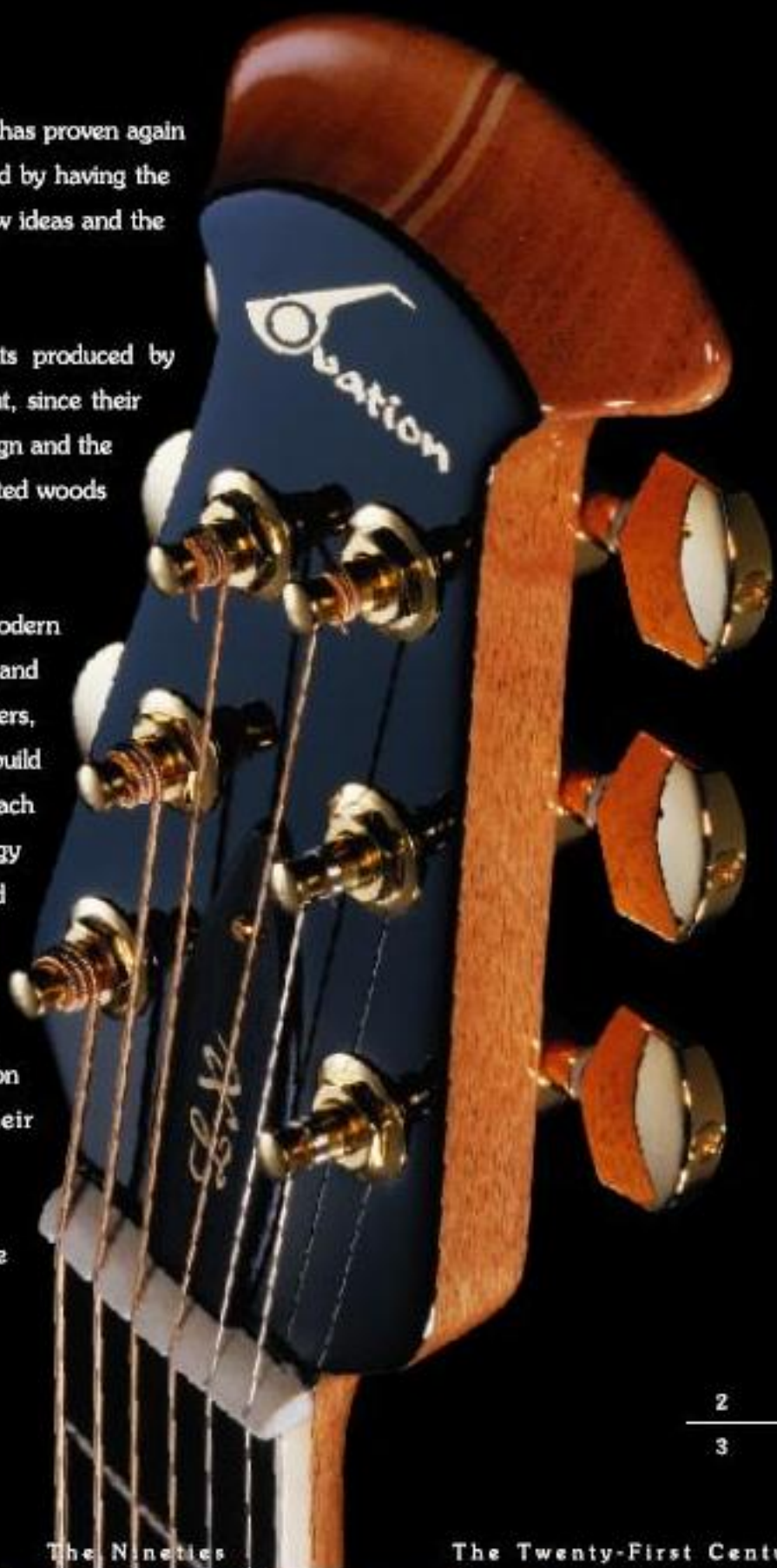
During its 40 years as a guitar manufacturer, Ovation has proven again and again that outstanding instruments can be created by having the courage to combine tradition and experience with new ideas and the latest state-of-the-art technology.

Guitarists worldwide have embraced the instruments produced by Ovation's guitar factory in New Hartford, Connecticut, since their introduction. Why? Their innovative round back design and the unique mix of modern composites and carefully selected woods are without rival.

But the combination of innovative design and use of modern materials does not mean that the production is sterile and automated. On the contrary, Ovation's trained workers, with hundreds of years of combined experience, build Ovation guitars largely by hand, with a passion for each instrument. The use of ultra-modern technology supports the manufacturing process, but old world craftsmanship is at the heart of Ovation.

As a result, more than one million guitarists worldwide have chosen Ovation guitars to help them achieve their "signature sound".

Today, Ovation's latest advancements are now available in the new LX Series.



2

3

Eighties

The Nineties

The Twenty-First Century





A special roughed-up "non-slip" section on the bowl in the area of the leg rest prevents the guitar from slipping off while playing.



Lyrachord GS™ Bowl

The semi-parabolic shaped bowl is the trademark of every Ovation.

The bowl is made of Lyrachord, a mix of composite materials, and its manufacturing process is based on the same original recipe developed by company founder Charles Kaman back in the Sixties. With the new LX Series, Ovation has succeeded in refining and improving the original composition.

The addition of glass "microspheres" reduces the weight of the new Lyrachord GS™ bowl by up to 30% – but maintains the bowl's superior stability. Thanks to the lighter structure of the material the bowl vibrates more and therefore produces a much louder, more dynamic sound with a perfect response.



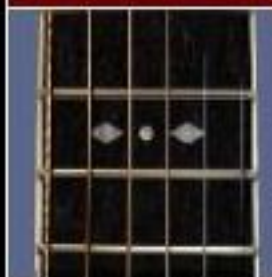
Compared to a standard acoustic guitar, the lightweight Lyrachord GS bowl produces more volume and an always focused sound.



Advanced Neck System

The Advanced Neck System sets a new standard for function and stability.

The ingenious 2-way neck adjustment rod provides accurate adjustability combined with reliable stability over the complete length of the fingerboard. Thanks to the low mass of this unique truss rod, very little wood needs to be removed from the neck, resulting in better transmission of vibration and greater structural integrity.



Two extremely rigid graphite inserts are used to stabilize the fingerboard at the point where neck and body are connected.

The newly designed neck/body joint, combined with a well thought out bolt-on system, substantially increases the stability and effectively improves the vibration between body and neck. The result is better sustain and outstanding response.

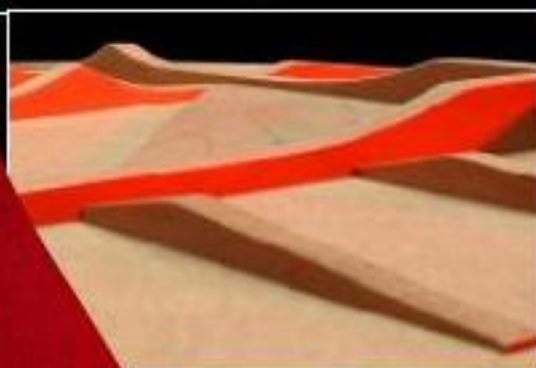
The new Advanced Neck System is a significant advancement for Ovation, and gives the player more neck adjustment flexibility as well as great playing comfort.



The shape and design of a guitar top's bracing does not only provide necessary stability, but has an extremely important share in the overall sound of an instrument – some might say that it is the heart of the guitar.

When developing its new scalloped X-brace pattern, Ovation engineers had two objectives in mind: first, to adapt perfectly the new bracing pattern to the extended response qualities of the new Lyrachord GS™ bowl; second, to brace the top in such a way that it vibrates as freely as possible without any loss of stability.

Scalloped X-Bracing



Using incredibly sophisticated laser-based aerospace measurement machines, Ovation engineers plotted the movement of the guitar tops using different bracing patterns. Through some detailed analysis, they developed new bracing that achieved their goals. The result? Stable tops that produce a rich, powerful sound that cuts through but is responsive at the same time.

The new scalloped X-bracing can be found on all of the new LX Series models.

OP Preamps

Ovation's development of outstanding preamplifiers and pickups has always been a source of pride and passion. Ovation pioneered the use of pickups in acoustic guitars, and now, more than 30 years later, we are still known as leaders in acoustic-electric guitar technology.

Using the highest quality components, Ovation OP preamps offer both a "natural" acoustic sound and an extremely good signal-to-noise ratio. A user-friendly design combined with effective sound contouring make the OP Preamps the ideal partner for guitarists.



OCP-1 Pickup

The latest design from Ovation engineers is the OP-PRO; this easy-to-use but outstanding new preamplifier is based on extensive research and development that was done in conjunction with some of Ovation's premier endorsers, and sounds great in a wide variety of playing situations, from quick finger-picking to heavy strumming.

But what would a high-quality preamp be without a first-class pickup?

Ovation is known for its great pickups. After all, Ovation was the first company to use a pickup in an acoustic guitar. The newly developed OCP-1 pickup is the next step in development, and is based on the original Ovation pickup of the 1970's, which is still held up as an example of what an acoustic guitar pickups should be. It has proved to be an ideal complement to the OP-PRO preamp: the combination of both components produces an acoustic-electric sound that is warm & smooth, as well as responsive.



The Custom Legend and Custom Elite feature the OP-PRO preamp with a Lo-Z XLR output as well as a standard Hi-Z 1/4" jack.



Highest-quality materials and outstanding sound: Custom Legend & Custom Elite represent the top-of-the-line models within the LX Series.



Custom Legend

The tops of these instruments are marked by their unrivalled flexibility and are among the best on the market today.

No fewer than 300 individual pieces of the finest Abalone have been hand-inlaid by experienced workers and serve as a perfect example of the skilled craftsmanship of the Ovation luthiers.



C779LX-CCB

C759LX-4

OvationUSA

Custom Elite

- Hand-selected AAA grade solid Sitka Spruce top
- 5-pc. high gloss finish Mahogany/Maple Neck
- Ebony fingerboard & bridge
- Hand-inlaid Abalone top purfling
- Hand-inlaid rosette (Custom Legend) & epaulets (Custom Elite)
- Gold tuners w/pearloid buttons
- OP-PRO preamp w/XLR & 1/4" output jacks
- OCP-1 pickup



C778LX-BCB



OvationUSA

1777LX-4

Ovation's Legend & Elite models are both standards in the Ovation range, and have been part of the brand's rich history for many years. The new LX versions of these instruments are truly remarkable in their responsiveness and extended dynamic range. Their outstanding playability and rich acoustic-electric sound make these instruments a first choice for almost any style of music and playing situation.

6756LX-5



Legend



1777LX-TPB

- 
- Hand-selected AA grade solid Sitka Spruce Top
 - 5-pc. high gloss finish Mahogany/Maple Neck
 - Ebony fingerboard & bridge
 - Hand-inlaid rosette (Legend) & epaulets (Elite)
 - Gold tuners & buttons
 - OP-PRO preamp
 - OCP-1 pickup



Elite

1778LX-1



1778LX-5





Those guitarists looking for an elegant yet fairly priced instrument will find what they are looking for in the Standard Balladeer & new Standard Elite range.

These guitars open the door to the world of the big Ovation sound without sacrificing any of the essential, unique features.

With carefully chosen solid Spruce tops, inlaid rosettes (Standard Balladeer) and epaulets (Standard Elite), die-cast chrome tuning machines, and new satin finish neck, the Standard Balladeer and Standard Elite set a new standard for Ovation at the mid-price level.

1771LX-CCB

1771LX-5



Standard Balladeer

OvationUSA



6868LX-1



Standard Elite



6778LX-NEB



- Solid Sitka Spruce top
- 5-pc. satin finish Mahogany/Maple neck
- Rosewood fingerboard & bridge
- Hand-inlaid rosette (Standard Balladeer) & epaulets (Standard Elite)
- Chrome tuners
- OP-PRO preamp
- OCP-1 pickup





Al DiMeola Signature

- Deep Bowl Cutaway body
- AAA Solid Sitka Spruce top, hand inlaid Abalone Purfling
- Ovation A Bracing
- 25 1/4" Scale Length
- Ebony Fretboard
- Abalone Fret Inlay
- Carved Walnut Bridge
- Inlaid Abalone Rosette
- OCP-1 pickup
- OP-PRO preamp with Boost Switch
- 1 11/16" Nutwidth
- 24k Gold Ovation Machines
- Die Cast Pearlloid Button

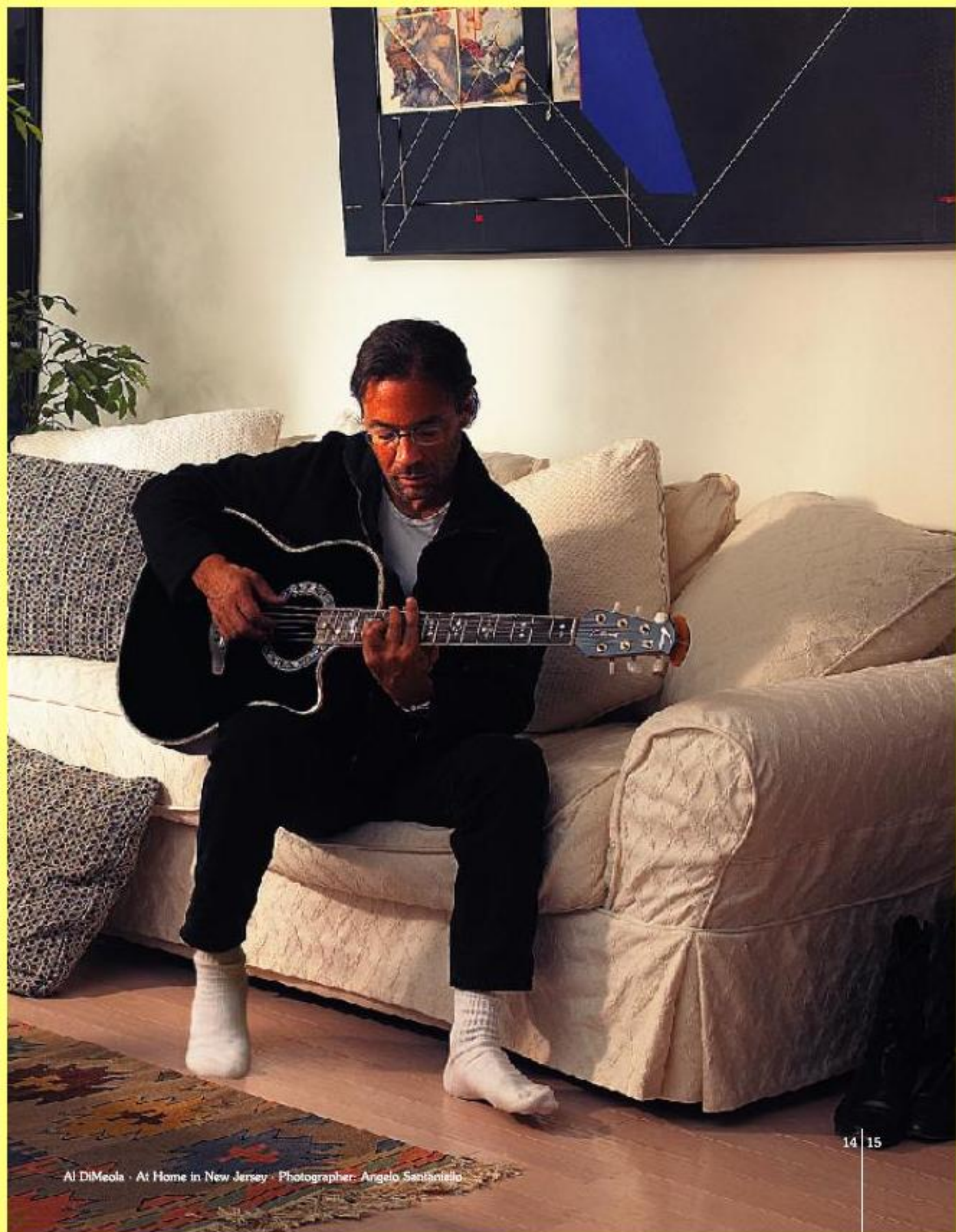
OvationUSA

1769-ADII-4



1769-ADII-5





Al DiMeola · At Home in New Jersey · Photographer: Angelo Santaniello

These are the "hot rods" of the Ovation range - maximum performance, fast playing and unique styling. Ovation's famous lightweight/high strength bracing under the solid Spruce top gives the soundboard tremendous acoustic power. The pickup is specifically designed to turn the Ovation acoustic thunder into electric lightning.

Elite T

6558T-5

1778T-P



OvationUSA

NSB778-RFT

NSB778-GFT

1778T-RFT

1778T-BFT

Nikki Sixx Signature



- Solid Sitka Spruce top
- Single Epaulet design
- 2-piece Maple neck
- Rosewood fingerboard
- Black chrome tuners
- OP-30 or OP-PRO preamp
- Ovation Thinline or OCP-1 pickup

The Balladeer Special & Elite Special may be the most economical U.S.A.-made Ovation guitars, but they don't sacrifice anything in terms of sound or playability, know-how or tradition. Thanks to the extremely thin satin finish on the solid Sitka Spruce top and fast-playing wiping oil finish neck, these two models offer reliable, great performance - "plugged in" or just played acoustically. Simple elegance and a remarkable clarity of sound puts these models in a class of their own.

Balladeer & Elite Special

S778AX-4

- Solid Sitka Spruce top
- 2-pc. Mahogany neck with wiping oil finish
- Rosewood fingerboard
- Chrome Tuners
- OP-30 Preamp
- Ovation Thinline pickup



S771AX-AB

The "Specialty" Series is a showcase for Ovation's product development team and further demonstrates the company's dedication to offering a wide variety of stringed instruments that help musicians to experiment and be creative.

This collection of long-scale, short-scale, high-pitched, low-pitched, wide-necked and solid body hybrid instruments goes where few large guitar companies have gone before. Great custom finishes and instruments that stretch the limits of tradition mark the Ovation Specialty Series.

Specialties

OvationUSA



MM68-CCB

1773LX-4



6774LX-4



Traditional

1719 Custom Legend

The operative word here is "custom." Ovation luthiers reject anything other than the finest AAA spruce. Three hundred pieces of abalone shell are laser-cut and hand-inlaid to create a stunning purfling. The oak-leaf pattern rosette is graced with abalone shell as well. The finish is deep and lustrous. The sound offers unsurpassed clarity and volume that can only be described as legendary.

- Hand selected AAA grade Sitka Spruce Top
- Hand inlaid abalone body binding
- Five piece mahogany/maple neck with Ovation's Kaman Bar neck reinforcement
- Carved walnut bridge
- Ovation OP 50 preamp featuring 4-band EQ, notch filter, and high/low Z output
- Gold tuners with pearl buttons



1719-5

1717 Legend

Meticulously crafted from the finest materials and electronics, the Legend boasts most impressive dynamics. Its rock-solid 5-piece neck is mated to a flawless ebony fingerboard. The frets are painstakingly hand finished. The result is a remarkably fast playing surface. Amplified or played unplugged, the Legend is beefy, woody, warm and rich. Is it any wonder why this guitar has been the choice of recording and touring pros for 40 years?

- Precisely voiced AA grade spruce top with Ovation's own "A" brace pattern
- Classic five piece mahogany/maple neck finished with a smooth and fast feeling hand-rubbed urethane
- Traditional style oak leaf rosette
- Legend pattern fingerboard inlays with hand-dressed frets
- Total plugged-in control with the OP 40 preamp and High Output pickup



1717-4



1718 Elite

The phrase "beauty is only skin deep" certainly doesn't apply to the Ovation Elite. The AA solid Sitka spruce top stands in striking contrast to its deep, non-cutaway black-spackle bowl. Not unlike the Legend, the Elite's neck welcomes shredders with open arms. A gorgeous walnut inlaid logo adorns the peghead while gold hardware definitely puts the 1718 in a class all its own. Now consider that this guitar is endowed with OP40 electronics, and you have every reason to become an elitist.

- Multi-sound hole technology provides excellent acoustic balance and clarity
- Exotic laser cut hardwood epaulets
- Ovation Traditional Series "Soft-V" neck profile – fast and comfortable
- Deep non-cutaway Roundback body made from the super-strong fiberglass composite: Lyrachord
- OP 40 preamp with full on-board chromatic tuner



1718-1

1711 Standard Balladeer

The Ovation brand and the Balladeer model are inseparable. This is the guitar so many have swooned over for nearly 40 years. Dissect the instrument and you'll find the finest components, a hand-rubbed neck finish, and a preamp that's the finest in its class. Historically, it has also been one of the best values in its class. Reason enough to add a USA-made Ovation to your collection, don't you think?

- The Standard Balladeer's "A" brace pattern is lightweight, yet extremely strong
- Ovation Traditional Series "Soft-V" neck profile
- Traditional style oak leaf rosette
- OP 30 preamp with full chromatic tuner
- Chrome hardware



1711-1





Steve Lukather • The Steakhouse Studio • North Hollywood, CA • Photographer : Neil Zlozower

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Godsmack • In Concert at Heat Center, Boston • Photographer : John Atashian



Melissa Etheridge



Al DIMEOLA

Nikki Sixx - Photographer P. R. Brown



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