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HANDMADE IN ROCHESTER, NY 



*The Rochester Series Pedals*

www.whirlwindusa.com • 99 Ling Road, Rochester, NY USA 14612



Michael with his '53 Les Paul given to him by Les Paul himself.

## *40 years behind the scenes*

*The name Michael Laiacona may not be a name you hear on a daily basis, but his innovations within the music industry certainly are.*

*From the first mass produced effects boxes, to the most sophisticated digital touring system on the planet, it's Michael Laiacona behind the wheel.*

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*Want the story?*

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*It all started...*

Back in 1961, Michael was an ambitious 12 year old bass player/guitar player with boundless energy, playing in an Albany band covering the likes of Herman's Hermits, Dave Clark Five and of course, the Beatles. Being a kid entailed having no money, but with youth came an imagination that had no limitations. Michael would spend countless hours tinkering with an old soldering gun and whatever electronic parts he could dig up, trying to create cool new sounds while teaching himself what would later become a calling. By 15, out of necessity he hand built his first PA system complete with a mixing console, monitors, power amps and handmade speaker enclosures. It didn't take long to go from soldering homemade gear in his garage to beginning what would later become an undeniable staple in every up and coming guitar player's rig. A few years later he graduated from the garage to a small factory on Goodman Street, in Rochester NY, where Michael cofounded MXR®. The initial vision was to build mixing consoles, hence MXR® (mixer) but history would write a different legacy... they would forever be remembered as the worlds first roadworthy guitar effects pedals. >

1972

By 1972 it was clear to him that he had stumbled on to something monumental, but the big question was how to spread the word. Traditional advertising was available but at a staggering cost and even then its reach was unable to accurately target the people that needed to know... guitar players. The answer was priceless, Michael literally spent his evenings going from nightclub to nightclub, plugging his handwired effects boxes into the rigs of any guitar player that would let him. Needless to say, every single player ended up buying one at the end of the night. Michael knew he wasn't going to get rich this way but how else could he spread the word? Then the "Magic" moment happened on a rainy night in 1973 at "The Red Creek", a little club in Rochester NY. Jessie Ed Davis, the guitar player from the famed band Taj Mahal and session player for the Beatles and Eric Clapton was the featured act and he and Michael hit it off to the tune of staying up until 4:00 AM playing guitar in a dark and dingy green room. Jessie fell in love with the pedals and insisted that he get two more for his "buddies". After a few months, Jessie invited Michael to his home in Marina Del Ray to meet some of his "buddies". To Michael's surprise and absolute astonishment, he found himself standing in Jessie's living room, face-to-face with one of his first customers, none other than John Lennon. Within a few short years these pedals became the most sought after effects of the 1970s.

In May of 1975 Michael left MXR® and went on to establish Whirlwind®, the indisputable world leader in audio interface... the rest is history.

Well, almost 40 years into it, Michael has decided to recreate the pedals that got him started in the business in the first place by launching his "Rochester Series Pedals" which are handwired, American made replicas of the original pedals that still work night after night in the rigs of the greats like Keith, Eric, and Eddie. When asked if he would do anything differently? Michael simply replied... "Yes, I'd add an LED, direct bypass, and a 9 -Volt power input", so we did. Whirlwind is proud to re-introduce the three coolest pedals on the planet. Now plug 'em in, and make a little history of your own.

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*MXR® is a registered trademark of the Jim Dunlop company. All rights reserved*

## *The Orange Box -phaser*

The swirling, edgy phaser that started it all! This handwired classic features select resistors paired with hand-matched components to achieve the same smooth and warm modulation as the original... The result? Gobs of thick rich tone. This little power chord of a box can be heard on more hit albums than any other FX box in history-hands down.

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## *The Gold Box distortion*

This classic handwired tank of a box delivers a wide range of sonic distortion from a subtle, warm, tube-driven tone to balls-to-the-walls searing hot overdrive, with that vintage sustain and classic tone you grew up with.

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## *The Red Box compressor*

The Red Box compressor is a true classic and can be heard in almost every great rock recording of the '70s and '80s. It's known best for its crisp percussive attack when applied to a clean guitar, as well as its lush, rich sustain when soloing.

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## *The Selector A/B box*

This box gives you the ultimate control over your instruments and your gear. You can alternate between channels A and B or select both. Send one guitar to two amps or use it the other way around to select between two guitars into one amp.

Thanks to our patented, state-of-the-art optical switching, there's no added noise, pops or crackles and no alteration of your tone. Bright LEDs indicate channel status.



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## *The Leader instrument cable*

There's not a performer out there that doesn't bend, pinch, or tangle their cable. That's why Whirlwind invented the Leader Series. Premium, rugged, and practically indestructable, the Leader plug's patented cable grip absorbs any typical straining in the field. Its flexible boot extension has virtually eliminated breakage at the cable exit. Combined with Accusonic+1 cable, the Leader is the highest quality instrument cable manufactured today, and we back them up with a limited lifetime warranty.

Available in 1, 3, 6, 10, 15, 18, 25, 30 and 50 ft. lengths.

Cables are also available with a right angle classic style plug on one end.



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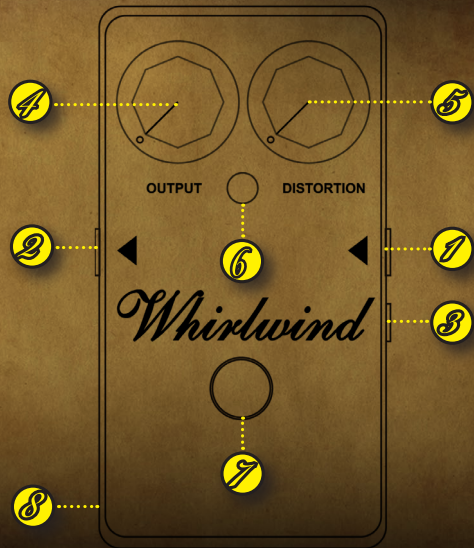
# The Orange Box Phaser



# The Orange Box Phaser

- 1: INPUT JACK** Connect a cord from your instrument here. Removing the cord from the INPUT jack when not in use disconnects the battery which will prolong battery life.
- 2: OUTPUT JACK** Connect a cord out to your amplifier here.
- 3: 9 VOLT INPUT** Connect an optional power supply here. Accepts an industry standard 9 Volt regulated DC supply with a 2.1mm barrel type connector, center contact negative. The Whirlwind PS9V-EFX power supply is recommended for proper operation.
- 4: SPEED CONTROL** Varies the speed of the phasing effect.
- 5: STATUS LED** Illuminates when the effect is active.
- 6: FOOTSWITCH** Turns the effect on and off. When OFF, the unit is completely removed from the signal path (TRUE BYPASS).
- 7: BATTERY COMPARTMENT** Remove 4 screws on the bottom of the unit to access the battery. Be sure to leave the protective insulator in place to prevent the circuit board from contacting the metal case.

# The Gold Box Distortion



- 1: INPUT JACK** Connect a cord from your instrument here. Removing the cord from the INPUT jack when not in use disconnects the battery which will prolong battery life.
- 2: OUTPUT JACK** Connect a cord out to your amplifier here.
- 3: 9 VOLT INPUT** Connect an optional power supply here. Accepts an industry standard 9 Volt regulated DC supply with a 2.1mm barrel type connector, center contact negative. The Whirlwind PS9V-EFX power supply is recommended for proper operation.
- 4: OUTPUT LEVEL** Controls the overall volume when the effect is engaged.
- 5: DISTORTION** Controls the amount of distortion applied to the signal.
- 6: STATUS LED** Illuminates when the effect is active.
- 7: FOOTSWITCH** Turns the effect on and off. When OFF, the unit is completely removed from the signal path (TRUE BYPASS).
- 8: BATTERY COMPARTMENT** Remove 4 screws on the bottom of the unit to access the battery. Be sure to leave the protective insulator in place to prevent the circuit board from contacting the metal case.

*The Gold Box Distortion*

# The Red Box Compressor



- 1: INPUT JACK** Connect a cord from your instrument here. Removing the cord from the INPUT jack when not in use disconnects the battery which will prolong battery life.
- 2: OUTPUT JACK** Connect a cord out to your amplifier here.
- 3: 9 VOLT INPUT** Connect an optional power supply here. Accepts an industry standard 9 Volt regulated DC supply with a 2.1mm barrel type connector, center contact negative. The Whirlwind PS9V-EFX power supply is recommended for proper operation.
- 4: OUTPUT LEVEL** Controls the overall volume when the effect is engaged.
- 5: SENSITIVITY** Controls how much compression is applied to the signal. Turning the control clockwise applies more compression resulting in increased sustain by limiting the loud peaks and boosting the soft parts of the signal.
- 6: STATUS LED** Illuminates when the effect is active.
- 7: FOOTSWITCH** Turns the effect on and off. When OFF, the unit is completely removed from the signal path (TRUE BYPASS).
- 8: BATTERY COMPARTMENT** Remove 4 screws on the bottom of the unit to access the battery. Be sure to leave the protective insulator in place to prevent the circuit board from contacting the metal case.