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OVATION LX





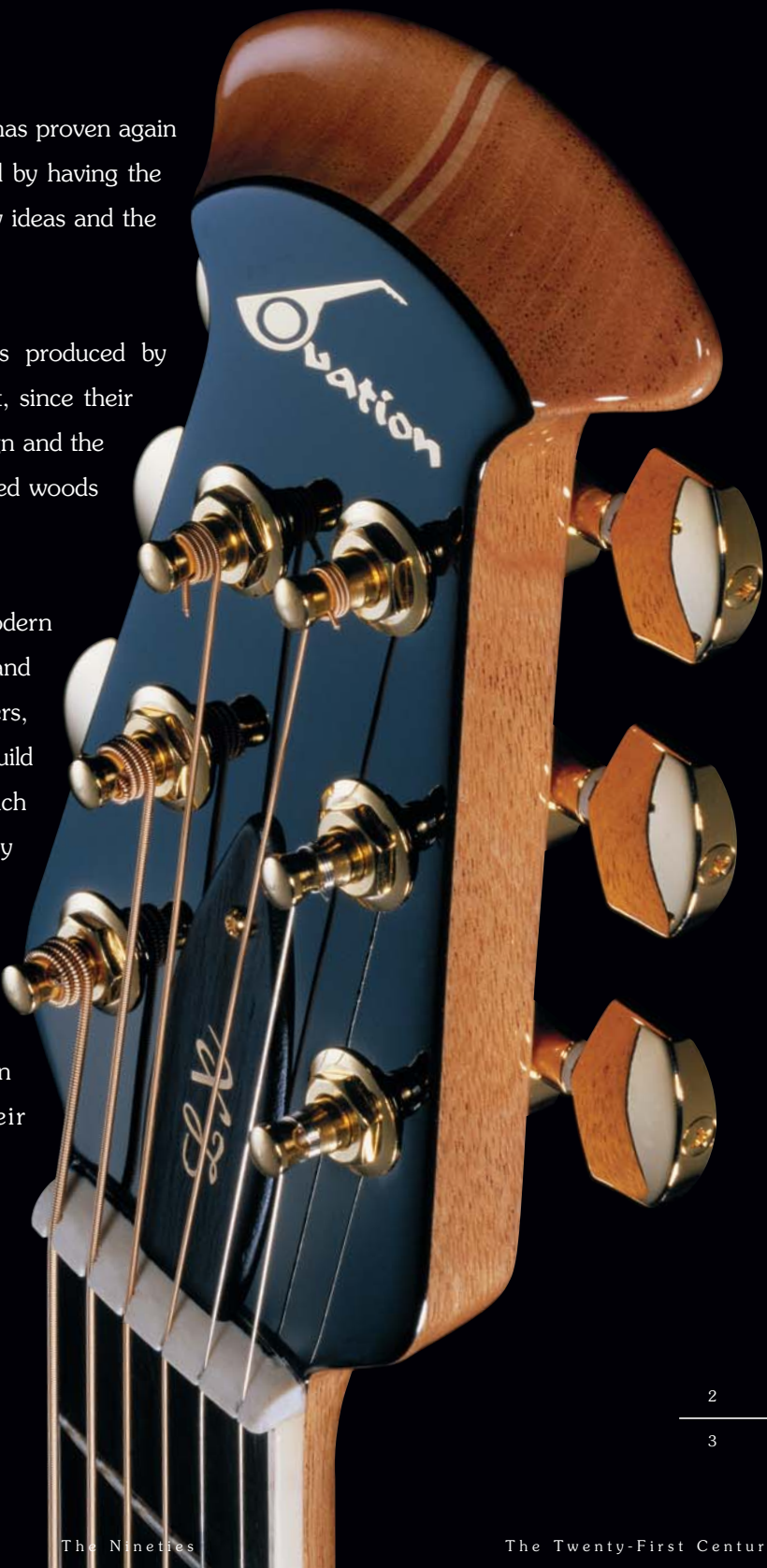
# Outside The Box

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".



## OvationUSA

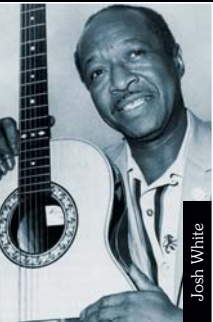
The Sixties

The Seventies

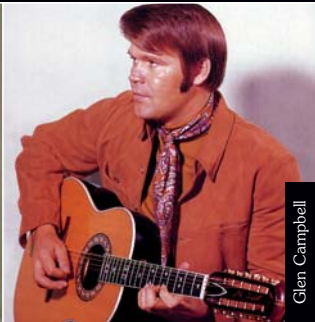
The Eighties

The Nineties

The Twenty-First Century



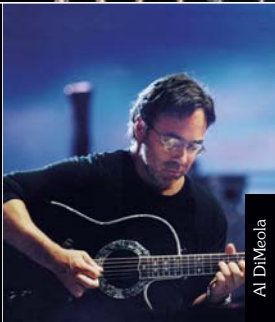
Josh White



Glen Campbell



Melissa Etheridge



Al DiMeola







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 semi-parabolic shape of the Ovation 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 inlays 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.



## OPP 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 "I" jack.





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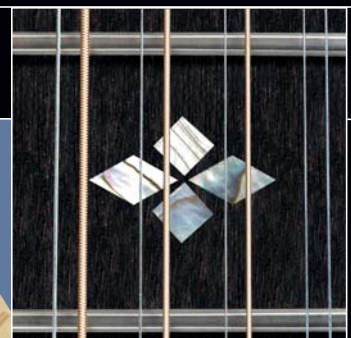
Highest-quality materials and outstanding sound: Custom Legend & Custom Elite represent the top-of-the-line models within the LX Series.



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.

## Custom Legend

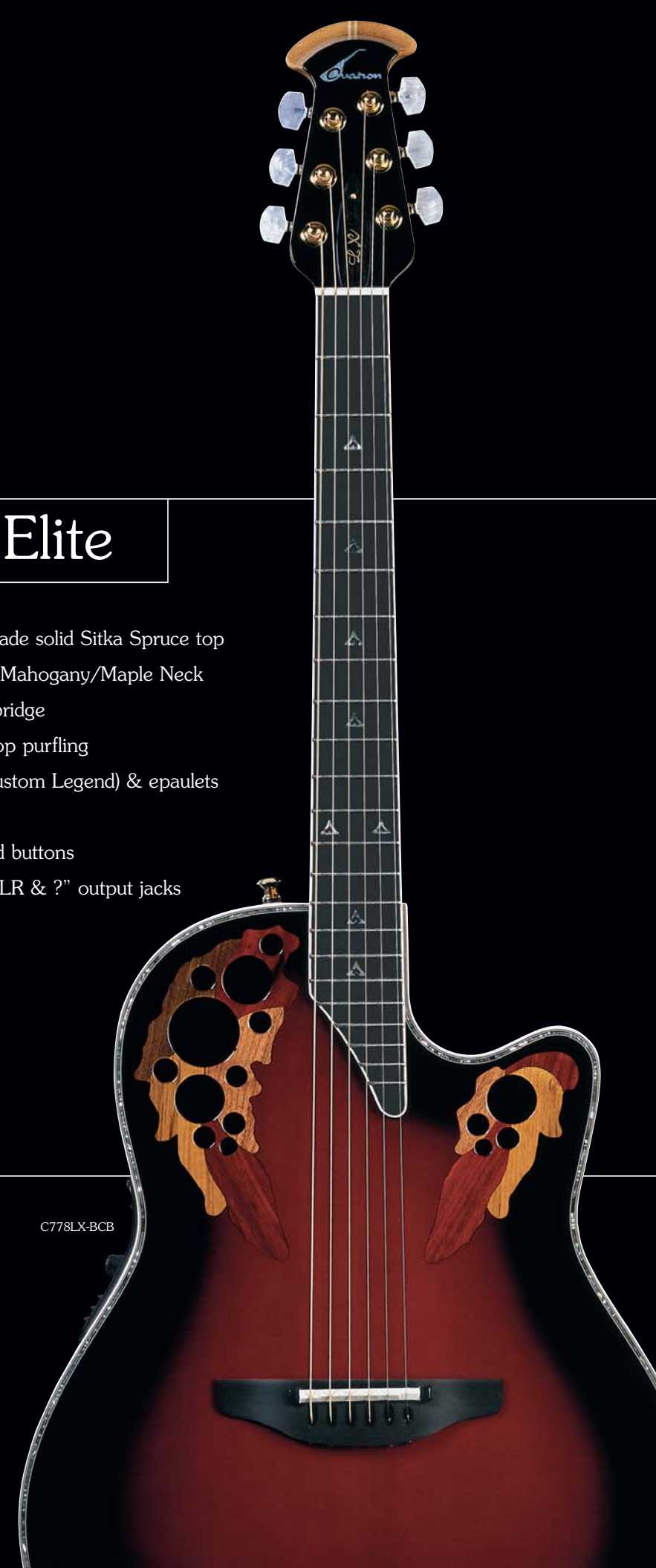


## Custom Elite

- 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



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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.



Legend



Elite

- 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







1771LX-CCB

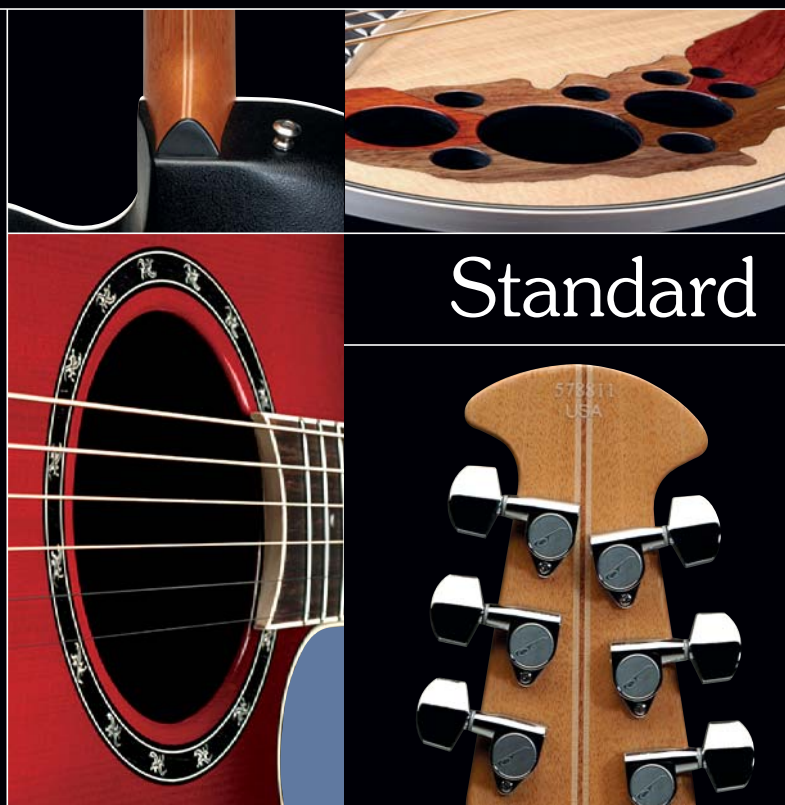
Those guitarists looking for an elegant yet fairly priced instrument will find what they are looking for in the Standard Balladeer & new Standard Elite range.

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-5



## Standard Balladeer

## Standard Elite



- 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



6778LX-5



6778LX-NEB



