

Contact:
Robb Hendrickson, press@jellifish.com
Jellifish Inc.
(877) GET-JELLI

Dealer Fact Sheet

Jellifish Inc.
P.O. Box 3481
Oak Brook, Illinois 60522
Phone: (630) 586-9330
Fax: (630) 214-5000

About Jellifish: Jellifish Inc. is a Chicago-based guitar accessories company that manufactures the Jellifish, a patented guitar accessory. Jellifish Inc. fills a void in the guitar market by supplying innovative products to musicians who desire to differentiate their creative efforts by producing never-before-heard, one-of-a-kind sounds.

The Jellifish Product:

A durable guitar accessory, the Jellifish is also appropriately categorized with a capo or slide because it mechanically transforms a guitar's sound. Manufactured to tolerances used almost exclusively in the aerospace and medical device industries, the Jellifish alters the sound of the guitar using custom-wound wire (similar to guitar strings) encapsulated in plastic molding. When a guitar is strummed with the Jellifish, the result is a string-on-string effect that is uniquely distinct but comparable to the sounds of other stringed instruments — from a twelve-string guitar to a cello.

Jellifish Appeal: The Jellifish completely changes the sound of the guitar, and it's easy to use; novices and virtuosos alike can expand their musical horizons with the Jellifish. Designed for acoustic and electric guitars, the Jellifish can also be used with banjos, mandolins and other stringed instruments.

Leadership: Guitar enthusiast Robb Hendrickson invented the Jellifish in 1998 while searching for new ways to mechanically influence guitar sounds. By experimenting with the Jellifish, Robb discovered the "Chorus!," "Pluck!" and "Bow!" techniques. In 2002 Hendrickson established Jellifish Inc. to help musicians discover new sounds and compose innovative material with mechanical innovations focused entirely on the guitar accessories sector.

Jellifish Techniques:

"Chorus!," "Pluck!" and "Bow!" — three simple but distinct techniques for the Jellifish.

Chorus!

- Leverages "sweep picking" technique to produce an effect similar to a twelve-string guitar or chorus pedal.

Pluck!

- Employs from-the-wrist or "key-in-lock" picking technique to create a guitar sound that is similar to a harpsichord, dulcimer or music box.

Bow!

- Uses the "teaspoon" or from-the-thumb picking style common to oud players to imitate the sound of bowed instruments such as the cello or violin.

Jellifish Guitarists:

Such notable guitarists as Joe Satriani, Eric Johnson, Ben Harper, Phil Keaggy, Rick Nielsen, Pearl Jam, California Guitar Trio, The String Cheese Incident, Jim Peterik and Arthur Lee have used The Jellifish.

For technique TABs, video demonstrations and MP3 files, visit www.jellifish.com.

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