

Fender Cyber-Twin™

For over 50 years, the Fender name has been synonymous with quality, reliability, flexibility, innovation - and tone, tone, tone! In that time, Fender has revolutionized the way instruments are made and how music is played, and some of the most-revered and recorded amplifiers have sported the Fender nameplate - from the 'Mother of all amps,' the Bassman®, and the 'hardest working amp in show business,' the Twin Reverb®, to modern masters like the Vibro-King®, Tone Master®, and the Hot Rod Deluxe®.

Fender's success among musicians can be attributed to the fact that we've continued to incorporate years of design innovation with current technologies. 'Keeping an eye on the future without ever forgetting our past,' is our maxim. And in the year 2001, appropriately, we've launched one of the most ambitious, and technologically advanced products: The Cyber-Twin.™

Richie Fliegler (left) with Jimmy Vivino (from *Late Night with Conan O'Brien*), and audio engineering guru Blackie Pogono of *Tubesville.com* (right), at the NYC Tone Quest sojourn.



"The Cyber-Twin looked complicated at first glance, but it's not at all... it's set up very well, and very user-friendly. And, it has a great analog tone."

—Mark Louie
Crushed Guitars

The seed was sown in conversation. The idea of making a do-it-all guitar amp, blossomed into an engineering crusade. The 'quest for tone' culminated in an all-star gathering. Players, collectors and Fender design guru's sequestered themselves in a New York basement with a private collection of current and classic museum-quality amplifiers and guitars. One by one, they oscilloscoped, computer analyzed, documented - and listened - to numerous hall of fame guitars and amps made by us and others.

When they emerged, they had created a blueprint for a flagship instrument in an entirely new category of amplifiers.

Not another modeling amp, the Cyber-Twin is a warehouse filled with the Holy Grail of amplifiers, housed in one cabinet - and whose electronic architecture literally reconfigures itself and becomes the amp selected. When you choose, say, a '59, narrow-panel 4x10 Fender Bassman, the Cyber-Twin doesn't just give you a snapshot of that amp at a single setting, it maintains the Bassman's sonic personality - throughout its range of volumes and tones, which are all adjustable. We call it Cybernetic Amp Design (or C.A.D., for short), as it embodies science and communication; man and machine.

"It's like taking out your soldering iron, grabbing components off the shelf, and building each one of the amps."

—Ritchie Fliegler
Fender Senior V.P. of Worldwide Marketing

