



Reflectone part 1

By combining the advanced acoustic analysis technology of Yamaha with the expertise of audio industry leader **Rupert Neve Designs**, a brand-new **Reflectone pickup was co-developed.**

Models: Pacifica Professional/Standard Plus



Collaboration with Rupert Neve Designs

About Rupert Neve Designs

· **Rupert Neve**, the founder of **Rupert Neve Designs**, was a renowned audio engineer who set high standards in the industry through his expertise and innovation.

· This company specializes in analog signal processing technology, offering a range of mixing consoles, preamps, and other audio processors. A key element of the acclaimed sound of Rupert Neve Designs is the transformer. These **transformers** are composed of coils made with iron cores and wires, **a basic structure similar to that of guitar pickups**. By applying their transformer expertise, we were able to **create a unique sound befitting the new Pacifica series**—something no other company can replicate.

How did the collaboration start?

· **The partnership came about in a truly unexpected and fortunate way.** The Yamaha pro audio team had been collaborating with Rupert Neve Designs since the early to mid-2000s. During a visit to the Neve R&D facility, they noticed a pair of electric guitar pickups sitting on a desk. The desk belonged to **Dennis Alichwer** a longtime Neve employee, who mentioned that he enjoyed crafting pickups as a hobby, gifting them to friends.



· When the Yamaha team asked if they could bring the pickups back to Japan, Dennis gladly agreed. **The team installed his pickups into a guitar, and the result was phenomenal.** This serendipitous discovery marked the **beginning of a four-year collaboration** between Rupert Neve Designs and Yamaha.

For more details, see [YouTube video](#).

Why are the pickups called Reflectone?

Reflectone pickup **REFLECT** delicate nuances and expressions accurately into the **TONE** that guitarists would like to create.

REFLECT + TONE

