

## Pacifica SC Part 3

The final design specifications of the Pacifica SC were determined through evaluations by 21 music industry professionals across a range of genres and disciplines. In this article, we share the feedback gathered on the Pacifica SC and explain how it led to the final specification decisions.

### Large-Scale Evaluation with 21 Participants

To better understand what professional guitarists truly look for in their instrument, the Pacifica SC went through repeated evaluations by music industry experts. Two evaluation sessions took place each in the United States and Europe, with a total of 21 music professionals participating. Alongside top-tier artists, the evaluation involved luthiers, audio engineers, and product specialists, allowing us to gather multifaceted feedback.



Graham Coxon participating in the evaluation

### Graham Coxon of Blur Joins the Evaluation

#### Highly Praised for Playability and Tone

Graham Coxon of the internationally acclaimed British rock band Blur participated in the second evaluation session. While comparing multiple prototypes, he commented on the neck, saying, "Yamaha necks are always nice. Among the prototypes, my favorite is chunkier and rounder." This neck profile went on to be used in the final production model. Graham also gave high praise to the pickups, noting, "They sound really nice. Middle position sounds useful. It's pretty fast, but not overpowering."

#### A Custom Model For Graham Coxon

Because he grew extremely fond of the Pacifica SC throughout the evaluation process, Yamaha provided Graham with a custom model. He has already begun using it for composing and recording.



A custom model created for Graham Coxon

### Evaluation and Improvements

During the evaluations, reviewers play-tested multiple prototypes with different specifications allowing us to gather detailed feedback on every feature. The evaluation examined not only functional aspects such as the neck, pickups, and bridge, but also aesthetic elements, including body shape and color. Next, we'll share some of the artists' feedback, and how their input guided specific refinements to the Pacifica SC.



5 prototypes used in second evaluation

#### Neck Profile

During the initial evaluation of the prototype, many reviewers commented that the neck felt thin and the fingerboard felt too flat. To address this feedback, the second evaluation featured prototypes with varying neck thicknesses and fingerboard radius. As a result, the 9.5"-12" compound radius received high praise from roughly 90% of the evaluators, and was ultimately adopted for the Pacifica SC Professional, while the Pacifica SC Standard Plus features a 12" radius. Regarding neck thickness, several specifications received positive feedback, and with no negative responses, the thicker 21.5 mm / 23.9 mm profile was chosen for the final model.

#### Pickup

Although the single-coil pickups received high praise from the very first evaluation, the humbucker drew some critical feedback, including comments that the low end was "too strong" and the balance "felt uneven" compared to the single-coil. This made it essential to identify a humbucker that would pair best with the already well-regarded single-coil. To address this, three humbucker prototypes with different coil windings were created for the second evaluation. Among the prototypes, the model with a more controlled low end received overwhelmingly positive feedback and was adopted for the production model.



Through this repeated cycle of evaluation and refinement, the final specifications for the Pacifica SC were established. Designed with input from seasoned professionals who truly understand the needs of guitar players, the Pacifica SC delivers the playing experience musicians seek and brings out the instrument's full expressive range.