



TransAcoustic™ Series Part 2

The Birth of the 2nd Generation TransAcoustic Guitar Inspiration meets Innovation *Listen. Play. Create. All with a single guitar.*

Today, musicians are constantly searching for new ways to push the boundaries of their creativity. The TAG3 C answers that call with powerful new capabilities. Featuring an integrated looper and Bluetooth® connectivity, the TAG3 C is designed for intuitive onboard control, allowing players to shape their tone directly from the guitar itself.

This seamless integration unlocks new levels of creative freedom, empowering musicians to explore ideas without external gear or complex setups.

From songwriting and rehearsals to live performance and recording, the TAG3 C proves to be a remarkably simple yet exceptionally powerful tool. In every musical setting, it expands creative possibilities and inspires players to express themselves without limits.

TAG3 C Developer Interview | Inside the Vision and Challenges Behind the 2nd Generation TransAcoustic Guitar



SHINGO EKUNI

Product Manager

— What sparked its development?

Shingo: During the planning of the 1st generation TransAcoustic Guitar, we explored over 100 ideas and built around 20 prototypes. The original model was designed for “casual enjoyment,” but after its release, many players told us they wanted to **use it more actively for music creation.**

In response, we began planning a next-generation model focused on creative work immediately after the first launch in 2016. That process ultimately led to the TAG3 C.

— What was the most difficult aspect?

Kensuke: Achieving the right balance of volume and sound quality was our biggest challenge. The 1st generation structure did not provide sufficient power to fully support the 2nd generation’s advanced features such as the looper and audio playback. To address this, we **have developed a new battery and actuator system, delivering a more powerful and immersive tone.**

In pursuit of greater clarity, we also refined the placement and number of actuators. Mounting it only on the back plate, as in the 1st generation, resulted in a muffled, cave-like tone. **By adding an actuator to the top plate as well, we achieved significantly clearer sound.** We also fine-tuned weight balance, feedback control, and signal processing to ensure that the TransAcoustic effects enhance—rather than compromise—the guitar’s natural acoustic resonance.



KENSUKE TSUTSUI

Lead Developer

— What challenges did you face in developing the tap sensor for the looper?

Kensuke: The key challenge was distinguishing intentional taps from normal playing vibrations. Since the guitar is constantly resonating, preventing false triggers requires highly precise detection.

We gathered and analyzed extensive vibration data from both playing and tapping. Our overseas development team carefully identified the differences through detailed manual analysis, enabling us to overcome this major technical hurdle.

Design was equally important. Under the direction of Mr. Notomi at the Yamaha Design Laboratory, the tap sensor features an elegant wood inlay that preserves the beauty of a traditional acoustic guitar. The concentric inlay radiates from the tap sensor, visually expressing the fusion of acoustic resonance and digital effects—a signature of the TransAcoustic concept.



— How was it received by guitar players during evaluation?

Shingo: During the prototype stage, professional guitarist and music school students tested the instrument. A jazz guitarist in New York immediately began improvising with the looper and effects. Singer-songwriters naturally began layering loops, while students at a Boston music school played along with backing tracks and started solo sessions. What impressed us most was how naturally players engaged without detailed explanations. That confirmed for us that the TAG3 C truly functions as a creative tool. It also received high marks as a pure acoustic guitar.

— What the TAG3 C Represents

Shingo · Kensuke: If the first generation was about “playing for enjoyment,” the TAG3 C is about “creating for enjoyment.” While staying true to its acoustic roots, it dramatically expands expressive possibilities. Our hope is simple: that the moment you play it, new ideas begin to flow.